



CITY OF
FAYETTEVILLE
ARKANSAS



FAYETTEVILLE AQUATICS FEASIBILITY STUDY

AUGUST 2025 | FINAL REPORT



BALLARD KING
& ASSOCIATES LTD

CONFLUENCE



ACKNOWLEDGEMENTS



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The City of Fayetteville Parks, Natural Resources, and Cultural Affairs requested this Aquatic Facilities Feasibility study in the spring 2024 in response to growing community interest in expanding and enhancing aquatic opportunities. The study was led by Ballard*King & Associates, Ltd. (B*K), Confluence, SFS Architecture (SFS), and Water Technology, Inc. (WTI), and developed in collaboration with the City staff, a dedicated steering committee, and extensive public input gathered through meetings and surveys.

The primary conclusion of the assessment is that the existing Wilson Park Pool, while cherished by the community, is situated atop a natural stream, creating site constraints that prevent the potential for replacement or substantial renovation in compliance with current codes or structural and loading requirements. Though its setting contributes to its unique character and charm, it presents critical physical and regulatory barriers to future aquatic facility development of the site. Following this conclusion, alternative sites for future aquatic development were explored.

Study findings are based on comprehensive data collection, an existing facility conditions assessment, programming concepts of comprehensive facility components, and evaluation of alternative sites. Final implementation will be guided by community leadership as decisions are made regarding funding, future design team, and construction management.

GOALS OF THE AQUATICS FEASIBILITY STUDY

1. ASSESS THE EXISTING WILSON PARK POOL FACILITY

Evaluate the current condition, limitations, and legacy of the Wilson Park Pool to determine its role in the future of Fayetteville’s aquatic offerings.

2. EVALUATE OPPORTUNITIES FOR EXPANDED AND DIVERSIFIED AQUATIC OFFERINGS

Assess the potential to broaden Fayetteville’s aquatic services across recreational, instructional, and competitive uses. This includes a regional demographic analysis, benchmarking of peer and local aquatic providers, and a review of national and regional trends. The study will also develop a recommended facility program and operating pro forma to help the City understand the anticipated investment and annual operational needs.

3. DEFINE COMMUNITY NEEDS AND PRIORITIES

Determine the specific aquatic and wellness needs of Fayetteville’s diverse population, with consideration for age, ability, and recreational interests. Identify which amenities, programs, and experiences are most valued by Fayetteville residents, both now and in the future, through community engagement and data collection.

4. PLAN FOR MULTI-USE AND INCLUSIVE PROGRAMMING

Ensure that future aquatic spaces can accommodate a broad range of users and programs, including:

- Recreation and leisure activities
- Learn-to-swim and instructional programs
- Competitive swimming and aquatic sports
- Fitness, wellness, and water safety instruction
- Aquatic therapy and rehabilitation

5. ACTION A PATH FORWARD FOR AQUATIC DEVELOPMENT

Provide a strategic framework for the planning, design, and implementation of future aquatic opportunities that align with the community vision and operational feasibility

MARKET ANALYSIS

The market conditions suggest strong support for outdoor and indoor aquatics in Fayetteville.

Additional recreation and leisure programming opportunities within a pool are required, and findings indicate that indoor aquatic facilities will likely need ongoing financial support through public investment, sponsorships, and/or private partnerships. Depending on the final program, the proposed indoor facility could differentiate itself from any other in the region, positioning the City to enhance residents' quality of life and establishing an identifying landmark that complements a new outdoor pool.

In addition to Wilson Park Pool, four other aquatic facilities in the greater Fayetteville area—Donald W. Reynolds Boys and Girls Club Indoor Pool, Mount Sequoyah Outdoor Pool, The Jones Center Indoor Pool, and the University of Arkansas HPER Indoor Pool—were analyzed for benchmarking. The market analysis focuses mainly on publicly accessible pools, with private pools having minimal impact on public pool attendance due to limited access.

There are a number of possible options that are available to meet the demands for future aquatic needs. In order for this to occur the City of Fayetteville must first establish a clear aquatic facility and service philosophy—whether to pursue a neighborhood, regional, or blended approach. This philosophy should also define operational expectations and service levels for both indoor and outdoor facilities.

Based on study findings, B*K recommends the City adopt a Neighborhood Outdoor and Regional Indoor approach with some slight variations identified below.

- The City of Fayetteville must adopt a regional philosophy for providing aquatic facilities and services to the community. It is acknowledged that this will take some time to fully implement.
- The City should pursue partnerships with other organizations to develop and manage aquatic facilities in the future.
- Consider building multiple outdoor pools to provide a higher level of service and accessibility to all residents of Fayetteville. A larger centralized pool may serve the population as a whole initially with additional facilities able to balance proximity and accessibility. These facilities would have a variety of recreational features including a zero depth entry pool, interactive play features, slides, lazy river and other amenities. Support amenities such as a bath house, concessions area, shade structures, and party area would also have to be included.
- The City builds an indoor pool as part of a larger recreation center in central Fayetteville. The aquatics center would have a focus on a competitive lap pool but also have recreational amenities.
- Provide recommended improvements (basic mechanical and life safety) to Wilson Park Pool, and pursue opportunities to enhance creek access as well as convert portions of the site into natural water swim and play areas for the community.

KEY INDICATORS

B*K accesses demographic information from Environmental Systems Research Institute (ESRI), who utilizes 2020 Census data and their demographers for 2024-2029 projections, and the National Sporting Goods Association (NSGA), who estimates participation in various activities.

When completing feasibility studies for an aquatic center there are two data points that B*K uses to predict the financial success of the facility: a population of 50,000+ in the primary service area and a higher median household income. If the primary service area meets these data points, our experience would indicate that a facility has the possibility of significant cost recovery. If these data points are not met, the facility may still be embraced and heavily used by the community but achieving significant cost recovery will be much more challenging.

Population: The population within Fayetteville (101,254) is adequate to support an outdoor and indoor aquatic center. Population size is important because a sufficient size base is necessary to provide the use and attendance. Larger populations are more likely to support diverse user groups which improve program participation and utilization.

Median Income: One of the goals of this feasibility study is for the pool to be as operationally efficient as possible. Fayetteville has a lower median household income than the State and National number.

B*K would identify the median household income as a positive for revenue generation within the facility.

Median Age: For purposes of an aquatic study, the preference is for median age to be lower than the national number, indicating the presence of families with young children. The Fayetteville median age is significantly lower than both the State and National figures. A factor in the younger age demographic is the presence of the University of Arkansas. Also, in the service areas identified in the study there are 24.6% of households with children present, which is lower than the State (31.0%) and National number (30.2%) numbers. Again, this figure is influenced by the university. Swimming is heavily participated in by youth so their presence influences the program and potential visits. However, much like exercise walking and exercising with equipment, swimming is an activity that all age categories can participate in.

Given the median age and households with children data, B*K would identify these metrics as positive attributes regarding the long-term success of an outdoor and/or indoor aquatic center.

PARTICIPATION STATISTICS

Using the National Sporting Goods Association data to overlay onto the demographic profile to determine potential participation in various activities, the following observations are made:

- When one accounts for age distribution, median household income, region of the country, and the national participation percentage there is approximately 13.4% of the population in Fayetteville that participate in swimming or visit a pool.
- When that percentage is applied to the population of Fayetteville, ages seven and up, it equals 12,562 potential individuals that participated in swimming in 2024.
- Taking that information one step further and using frequency tables produced by the NSGA, B*K can determine that the 12,562 potential individuals that swim would account for approximately 438,313 pool visits during a calendar year. Those visits are not specific to one facility.
- 16% of people participating in swimming are looking for an organized activity, while 84% are in search of unorganized use. This further emphasizes the need for the leisure components within a pool.
- In most cases, facilities hope to capture between 10-15% of the market within the identified primary service area.

COMMUNITY ENGAGEMENT CONSISTENCY

The following summary provides an empirical evaluation of recurring themes identified across recent public surveys, community engagement events, and stakeholder input sessions. This evaluation was undertaken to establish a clear direction for a recommended Aquatic Facility Development Action Plan.

The analysis draws from high-level data gathered during the following outreach efforts:

- » Existing Public Survey Key Findings - 2018 and 2021
- » Public Engagement Kick-Off Meeting - July 2024
- » Public Survey Part One - August 1 to September 2, 2024
- » Stakeholder Discussions and Input during Program Development and Concept Creation
- » Wilson Park Pop-Up Survey - June 2025
- » Public Engagement Meeting - June 2025
- » Public Survey Part Two - May 23 to June 8, 2025

Across the varying engagement formats, events, and meetings, the following aquatic program elements consistency ranked as top priorities.

- » Outdoor Leisure Pool featuring a Lazy River and Water Slides
- » Year-Round Indoor Pool(s) with interest in Recreation Center connection
- » Year-Round Indoor Competition/Lap Pool and Warm Water Recreational/Lifestyle Pool

Survey results and public feedback indicate a clear and sustained community preference for a new, combined indoor and outdoor aquatic facility that balances exciting water features, recreational activities, competitive swimming, and amenities appealing to multiple generations of users.

The survey data was not evaluated in isolation. Rather, it was analyzed alongside current industry trends and guided by the expertise and experience of the consultant team. This comprehensive approach ensured that the resulting concept is not only community-driven, but also grounded in best practices for long-term feasibility, functionality, and impact. The sections that follow detail how this integrated process translated public priorities into a realistic and sustainable facility program, aligning the community's vision with proven aquatic design and operational strategies.

AQUATIC CONCEPT DEVELOPMENT

In response to extensive community engagement, WTI developed five aquatic concepts that balance programming, amenities, and layouts to reflect Fayetteville's priorities. From the outset, each concept was drawn to scale with consideration for codes and local jurisdictions as well as best practice expertise to ensure technical feasibility and avoid unexpected challenges later in the process.

The concepts were informed by surveys, steering committee discussions, City staff input, and the consultant team's aquatic facility design guidance. While site-specific considerations such as circulation, utilities, and grading were not yet applied, the programming and scale of each option provide a strong and realistic foundation for the subsequent stages of design.

Together, the concepts illustrate how indoor and outdoor aquatic amenities can be combined to create a dynamic, year-round facility that meets the community's needs for entertainment, recreation, wellness, competition, and a sense of belonging. The two most advanced options, Concepts 4 and 5, were refined to reflect both community preferences and operational viability. Concept 4 was evaluated in two forms: a base model that could serve as a potential first phase of development, and a comprehensive model that incorporates future phases as illustrated below. This approach blends Fayetteville's long-standing tradition of outdoor swimming with expanded year-round opportunities, setting the stage for an aquatic facility that will serve as a lasting source of pride for the community.



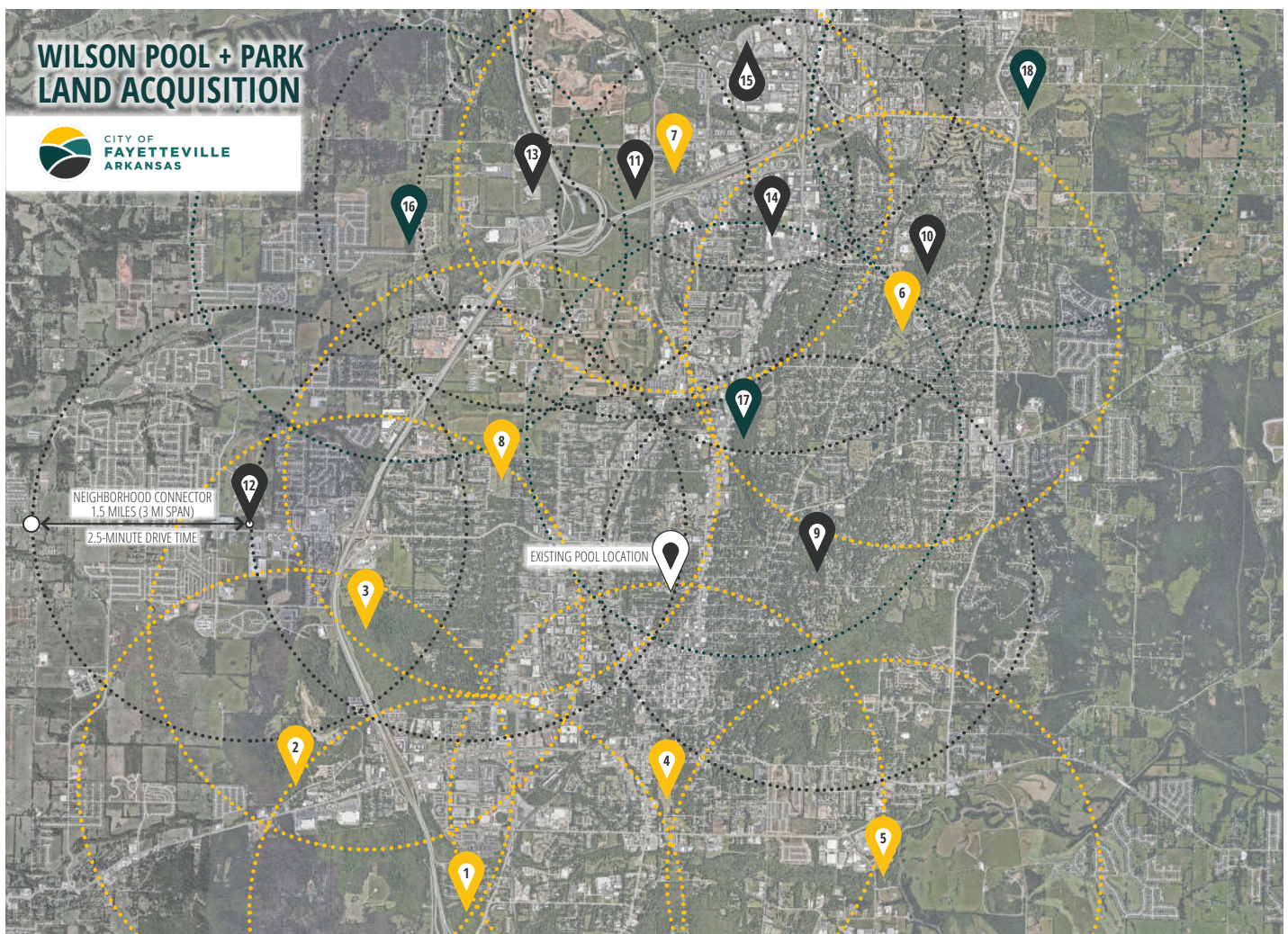
Aquatic Concept 4

SITE SELECTION AND ANALYSIS

To initiate planning for the Fayetteville Aquatics Complex, the project team conducted an extensive review of land parcels across the community. Eighteen sites were initially identified and evaluated based on broad criteria including land availability, ownership status, development readiness, and overall accessibility. Each parcel was assessed for its location relative to flood-prone areas, suitability for public use, and proximity to major transportation corridors. Additional factors such as connectivity to surrounding neighborhoods and potential for long-term growth were also considered. From this initial group, a smaller selection of sites was advanced for further evaluation. Among these, the Lewis Soccer Complex emerged as a leading candidate due to its strategic location and existing infrastructure.

The proposed improvements at the Lewis Soccer Complex parcel are thoughtfully positioned to enhance long-term visibility and accommodate future expansion while maintaining the integrity of existing soccer facilities. The design includes dual-use parking capable of supporting both soccer and aquatic events. The Aquatic Facility is planned for the northwest corner of Mount Comfort Road and Lewis Avenue. This is a high-visibility area that also allows parking to be placed on the western side of the facility.

This configuration establishes a buffer for nearby residential zones to the west and offers additional space for future expansion of both the indoor and outdoor aquatic spaces as well as parking to the north. The parking layout facilitates a transition from current overflow areas along Mount Comfort Road to newly reconfigured soccer fields, helping offset the field space impacted by the aquatics development.



Location of 15+ Parcels either owned by the City of Fayetteville, School District #1/2 or Private Lands, and their drive times.

The 2023 Parks and Recreation System Master Plan served as the foundation for initiating the City of Fayetteville’s first-ever Aquatics Feasibility Study. The Master Plan identified the urgent need to evaluate existing aquatic infrastructure, most notably the deteriorating condition of the city’s only municipal pool, Wilson Park Pool. In addition to evaluating the future of Wilson Park Pool, the intent of this study is to understand the potential for expanding and diversifying aquatic recreational, competitive, and instructional opportunities through new or enhanced facilities for the residents of Fayetteville.

Specifically, the Master Plan’s *Active and Well – Goal C3, Strategy H* calls for the City to “Initiate a study to provide updated aquatic facilities or additional facilities.” In response, the City of Fayetteville partnered with the consultant team detailed below to conduct a comprehensive, community-informed, and data-driven planning process. Together, this team is helping shape a bold aquatic vision that reflects the City’s growth, identity, and commitment to quality recreation opportunities.

CONSULTANT TEAM



Ballard*King & Associates, Ltd. (B*K) is a nationally recognized recreation consulting and facility planning firm based out of Denver, CO specializing in feasibility studies, master plans, operational assessments, and providing short-term management solutions and in the parks and recreation industry. B*K performed a market analysis, conducted a comprehensive benchmarking analysis of comparable aquatic facilities across the country and provided insight into national trends, industry standards, and best practices in facility programming, operations, and cost recovery.

B*K is a third-party, independent group. They are not affiliated with a firm that may receive financial benefit from the project moving into construction.



Confluence—a landscape architecture, planning, and urban design firm—led the site evaluation component of the study. This included the assessment of multiple potential locations for a new aquatic facility based on factors such as site access, surrounding land use, environmental considerations, and infrastructure compatibility. In addition, Confluence analyzed the redevelopment potential of the current Wilson Park Pool site, exploring possible future uses that would continue to serve the public interest.



SFS Architecture (SFS), a full-service architecture and interior design firm, was responsible for the development of preliminary facility layout concepts and space planning. This work was guided by community needs, anticipated operational requirements, and applicable regulatory and design standards to ensure that the conceptual designs supported both function and long-term viability.



Water Technology, Inc. (WTI) served as the lead consultant for the project, overseeing the overall study process and managing coordination between the consultant team, City staff, and key stakeholders. As an internationally recognized leader in aquatic planning and design, WTI provided strategic oversight across all phases of the study while maintaining a specialized focus on the technical and functional aspects of aquatics. The firm ensured that all components of the feasibility study remained aligned with industry standards, operational best practices, and the community’s aquatic-specific goals.

PROJECT SCOPE

Task 1: Current Aquatics Assessment

The team provided a high-level assessment of Wilson Park Pool; a detailed engineering assessment was not anticipated or completed. The team delivered feedback on the program, services, and industry trends relative to cities of a similar size, both nationally and within Northwest Arkansas. A review of four cities, in addition to Fayetteville, for benchmarking was completed.

Task 2: Market and Existing Facility Analysis + Partnership Opportunities

The team reviewed the recently completed Ten-Year Masterplan and conducted a focused review specific to aquatic facilities. The team identified the secondary service area and provided an overview of aquatic trends in indoor and outdoor environments, along with competition and leisure amenities/elements. Opportunities for partnerships were initially identified.

The team addressed potential re-use opportunities for the Wilson Park Pool site. Discussions centered on ideas for site opportunities and a high-level assessment of potential future re-use; no design work was anticipated. Findings and strategies were presented to the public during the community input process. Following the market analysis, the team identified capital and operating partnership opportunities. Outsourcing operations was not anticipated at that time.

Task 3: Community Input

During this task, the team sought to understand public opinion and potential approaches to aquatics in the City of Fayetteville. Indoor, outdoor, and combined facility options were examined, as well as single versus multiple locations, priorities for non-aquatic amenities/support spaces, and programs/services to be offered. The team employed a robust approach to public input and surveying, as further defined in the methodology.

Task 4: Site Inventory and Analysis

The team identified optimal locations for a new facility and provided recommendations for future sites and land acquisition costs. Following feedback on the service area, the project team evaluated preferred sites and presented potential land acquisition costs.

Task 5: Concept Design

Following staff, steering committee, and community input to identify the preferred program, the design team provided various concepts with differing levels of amenities and costs for discussion and review.

Task 6: Proforma

The team projected the operating costs and staffing levels required for the facility design while noting the cost recovery rate potential. The capital expense required to fund the project from start to finish was also provided.

METHODOLOGY

To ensure the Aquatics Feasibility Study reflects the priorities, expectations, and diverse needs of the Fayetteville community, the project team implemented a multi-step, community-driven planning process. This approach emphasized robust public engagement, iterative input cycles, and close collaboration with City staff and stakeholders; the approach is outlined below.

Project Kick Off + Alignment: Internal coordination calls and introductions took place throughout June 2024 with the Consultant Team and a virtual kick-off meeting was held on July 22, 2024 with the full consultant team and City staff to define goals, confirm the project timeline, and outline the community engagement strategy and approach.

Stakeholder + Steering Committee Engagement: Three virtual meetings were held with a staff-appointed Steering Committee to gather input, review findings, and guide project direction at key decision points.

Public Input and Community Engagement: Community engagement was central to the feasibility study process, with two rounds of public input designed to collect feedback from a broad selection of Fayetteville residents. Each round included an online survey—available on the city’s public feedback platform, SpeakUp Fayetteville Site—complemented by in-person outreach at hosted events as well as signage and presence throughout the community to support varied and equitable access to participation.

August 1, 2024 to September 2, 2024

The first official, in-person surveying opportunity was held on August 1st at First Thursday; a popular community event in downtown Fayetteville. This well-attended engagement coincided with the launch of the online survey. An estimated 136+ people stopped to speak with our team and participated in sharing their opinions on preferred types of aquatic facilities, amenities, and activities. Among those who didn’t stop long enough to participate in the visual voting, many scanned and bookmarked the online survey to complete later.



Following the inaugural in-person engagement on August 1st, Fayetteville Parks staff maintained a strong presence through a series of additional outreach efforts, summarized below:

COMMUNITY PRESENCE

- Staff hosted a table at the Yvonne Richardson Community Center’s Back-to-School Event, reaching over 400 attendees.
- A QR code display was featured at the Movie in the Park event at Bryce Davis Park, attended by approximately 250 people.
- QR code displays at identified high foot-traffic locations: Wilson Park Pool entrance, Donald W. Reynold Boys and Girls Club entrance, Be Active Summer Camp pick-up/drop-off areas.
- Paper copies of the digital survey were distributed at the Fayetteville Senior Center.

DIGITAL PRESENCE

Social Channels and Email Distribution has a combined reach of 75,000+

- Multiple social media posts shared across the Parks and City channels (Instagram, Facebook).
- A feature story in the Parks Monthly Newsletter.

- Targeted email blasts:
 - Aquatics participants: past and current swim lessons, swim team members, season pass holders, and Dive-In Movie attendees.
 - Yvonne Richardson Community Center past and current participants.

May 23, 2025 to June 8, 2025

The second round of surveying took place approximately eight months after the initial outreach window. An online survey was available from May 23 through June 8, inviting the public to revisit key aquatic programming decisions, evaluate potential facility amenities, and provide feedback on the current aquatics masterplan. The outreach strategies used during the first engagement phase, including both community and digital presences, were reemployed to ensure consistent community access and visibility.

To complement the online survey, the project team hosted an in-person pop-up event at Wilson Park Pool on June 4th, near the end of the survey window. This engagement reached families and community members, many of whom were participating in swim lessons or open recreational swim, providing an opportunity for both adults and children to review the prioritized aquatics concept and provide feedback directly.

That same evening, a public meeting was held at the Fayetteville Public Library, offering an additional forum for community discussion around the aquatics concept plan and its development. While in-person participation during this second phase was lower than the initial round in 2024, this may be attributed to the timing of the in-person events near the end of the survey cycle, rather than at the launch, as was done in Phase One. Despite lower in-person turnouts, online survey participation remained strong, indicating sustained community interest in the planning effort and reinforcing the importance of offering multiple engagement avenues throughout the process.

Final Concept Presentations: To conclude the engagement process, the project team shared the final concept through two public presentations. A virtual presentation was delivered to the Parks Advisory Board during an open public forum, providing an opportunity for feedback and discussion. Additionally, the final comprehensive concept was presented in person to the Fayetteville City Council, ensuring transparency and alignment with community priorities at the decision-making level.

EXISTING CONDITIONS ANALYSIS AND RECOMMENDATIONS

AQUATIC COMPONENTS | FAYETTEVILLE WILSON PARK POOL

JUNE 23, 2025



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EVALUATION SUMMARY

The Wilson Park Pool site presents unique challenges due to its location directly above a natural stream, a condition that has long been acknowledged by the community and city staff. During the recent evaluation, fifteen recommendations were identified, most categorized as second or third priorities, reflecting needs that could be addressed over the coming years. However, the most critical takeaway was that the site's physical and regulatory constraints prevent replacement or substantial renovation of the aquatic facility in compliance with current codes and structural standards. While the site's setting contributes to its historic character, these limitations necessitated exploration of alternative locations for future aquatic development.

INTRODUCTION

The purpose of this evaluation is to review the present condition of the pool and mechanical system for the existing Wilson Park Pool. The evaluation consisted of visual examination of the two pools and associated mechanical equipment.

The report summarizes the present condition of the equipment and addresses immediate and future concerns. Recommendations are provided and each recommendation is given a level of priority and an estimated cost range.

METHODOLOGY

WTI visited the site on June 4, 2025, to meet with staff to hear and understand their operational experience of the pool mechanisms, observe and photograph the existing aquatic components, and document the current conditions of the pool and related mechanical equipment. WTI performed a visual inspection of the aquatic components, without destruction of any structures or disassembly of any equipment. At the time of the site visit, the pools were open for programs and the pool systems were fully operational. The following report provides observations and professional opinions and does not validate the structural integrity or system performance of the components involved.

POOL DESCRIPTION

Wilson Park Pool occupies an extremely distinctive aquatic setting, with a natural stream flowing beneath the facility—an uncommon characteristic among public swimming pools across the United States. It has long been a protected community asset, serving generations of Fayetteville residents. However, this unique site condition and engineering marvel is one of the primary factors limiting the feasibility of rebuilding or substantially renovating the pool at its current location.

The pools include a concrete, outdoor, four-lane lap pool of a rectangular oval shape originally constructed in 1927 and the current pool shell constructed in 1983. The last major rejuvenation of the pool was accomplished in 2013 when the structural pool cracks were mitigated and a new internal polymer surface installed. The main pool is 9,000 sf, almost 50 Meter length and slopes from a depth of approximately 3 feet 6 inches to 9 feet. The pool is approximately 58 feet wide and 160 feet long, has large, rounded corners and a white resin finish. The wading pool is 15 feet wide by 30 feet long with a maximum water depth of 12 inches. These two pools are connected with a common circulation system with combined volume of 300,000 gallons and the circulation rate is reported to be 900 gpm. The mechanical equipment chemical storage is currently housed in the adjacent mechanical building. The changing rooms and entrance area is located to the west of the pool a level below the pool surface. Deck equipment includes several lifeguard chairs/stations, pool ladders, diving boards, and a small drop slide.

The pools are currently filtered using two pressure sand filters. Disinfection is completed using an Accutab calcium hypochlorite feeder, and pH is balanced using muriatic acid. The pool water analyzer is a Chemtrol 250 for ORP and pH adjustment. The pool water is not heated. The pool is currently losing a significant amount of water as noticed in the makeup water which runs continuously. The water loss is confirmed also by the increase in pool sanitizer product and the water being colder.

While Wilson Park Pool remains a desired destination due to its unique setting and historic significance, it lacks many of the contemporary aquatic amenities that have become central to attracting broader and more diverse user groups today. Key elements such as zero-depth entries, interactive water play features, river-style attractions, and other water entertainment amenities are absent. These features are often the backbone of modern aquatic facilities, driving higher attendance and engagement across age groups and skill levels. As a result, while Wilson Park Pool continues to serve a dedicated core group of users who value its setting and tradition, it struggles to attract larger, more varied audiences that seek these enhanced recreational opportunities.

EXISTING CONDITIONS

Each of the major pool system components and pool elements and their existing conditions based on WTI's professional opinion are documented below.

FILTRATION SYSTEM

The filters are older, dual pressure sand filters with cylindrical steel vessels placed adjacent to each other. These filters are labeled Miami Tank filters with 113 sf of combined filter area. The date of installation is not certain, if these tanks are over 25 years old they are reaching the end of their useful service life and should be replaced. The filters are well maintained and operate as designed. The circulation rate is reported to be 900 gpm, providing a filtration rate of 7.96 gpm/sf which is a good operational condition. The biggest challenge is the main pool and children's pool are combined and should be operating on separate systems. Soon the filter will need to be replaced due to internal tank corrosion, the filters should then be replaced with filters constructed of fiberglass.



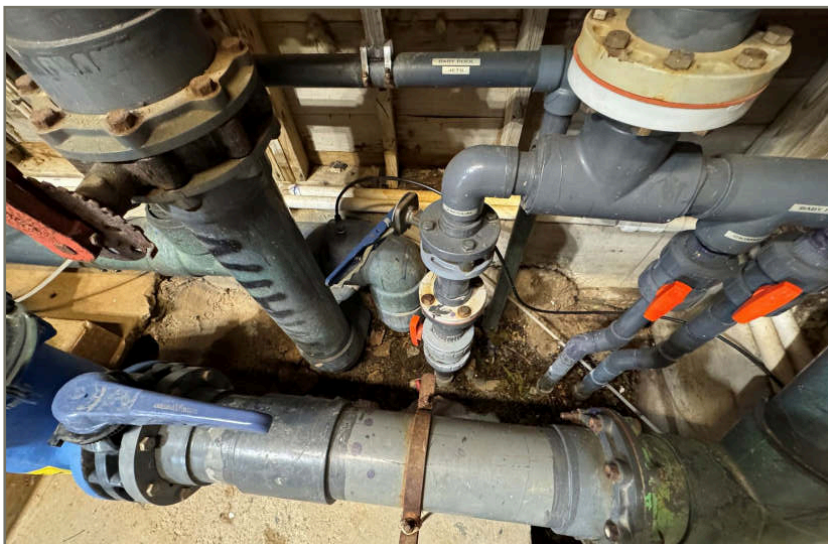
Existing Sand Filters

RECOMMENDATIONS

1. Replace filter with new vertical Regenerative Media Filter with automated "bump" cycle or fiberglass permanent media filter.
2. Separate the children's pool system from the main pool circulation systems for proper turnover rate and eliminate cross contamination of pool water.

CIRCULATION PIPING

The circulation piping is currently functioning well due to good operational conditions and care.



Example Circulation Piping Material

RECOMMENDATIONS

3. Replace all circulation valves with new, variable position butterfly valves.

CIRCULATION PUMP

The circulation pump is a split flange industrial pump with a newer hair lint strainer basket. This is a newly installed assembly. The pool motor is reported to run warm during the heat of the summer, the operational staff have positioned a cooling fan to help remove heat at the motor. During the off season, the internal fan of this motor should be reviewed by a local motor shop and repaired. Overheating will diminish the service life of this motor. The pump has no variable output control and therefore must run at maximum capacity at all times.



Existing Pool Circulation Pump and Cooling Fan

RECOMMENDATIONS

4. Remove motor of circulation pump and verify correct operation of internal fan.
5. Install a Variable Frequency Drive (VFD) on new pump.
6. Replace pitot tube flow meter with a flow meter installed with analog readout.

POOL WATER HEATING SYSTEM

The pool is not heated.

CHEMICAL CONTROL



Chemical Controller

The chemical systems of the pool are governed by a Chemtrol 250 automatic chemical controller. This controller complies with current code regarding operation and measurement of the disinfectant and pH levels of the water. However, a more updated model of controller would provide the operator with more dynamic control and deeper insight.

RECOMMENDATIONS

7. Replace chemical controller with new model with both ORP and Free Chlorine analysis, multiple control ports, and remote monitoring capabilities.

DISINFECTION SYSTEM

The pool's primary disinfection system uses an Accutab calcium hypochlorite feeder. The feeder is in good working condition and is properly maintained

Accu-Tab Cal Hypo Feeder is Pictured



PH BALANCE SYSTEM



The pool is balanced using muriatic acid injection. The acid carboys are stored in the pool mechanical room which will cause corrosion on other equipment in the room. There should be a separate, well-ventilated storage room to remove the fumes from the mechanical room. Consideration should be given to provide CO₂ pH control as the primary pH control and use acid only when the alkalinity increases to a point of imbalance.

Muriatic Acid pH Control and Carboy

CHEMICAL STORAGE

A chemical storage room adjacent to the mechanical equipment holds liquid muriatic acid, granular sodium bisulfate, and perlite. The room has ventilation ducts. However, no spill containment is present, and the room does not have drains.



Chemical Storage Entrance

RECOMMENDATIONS

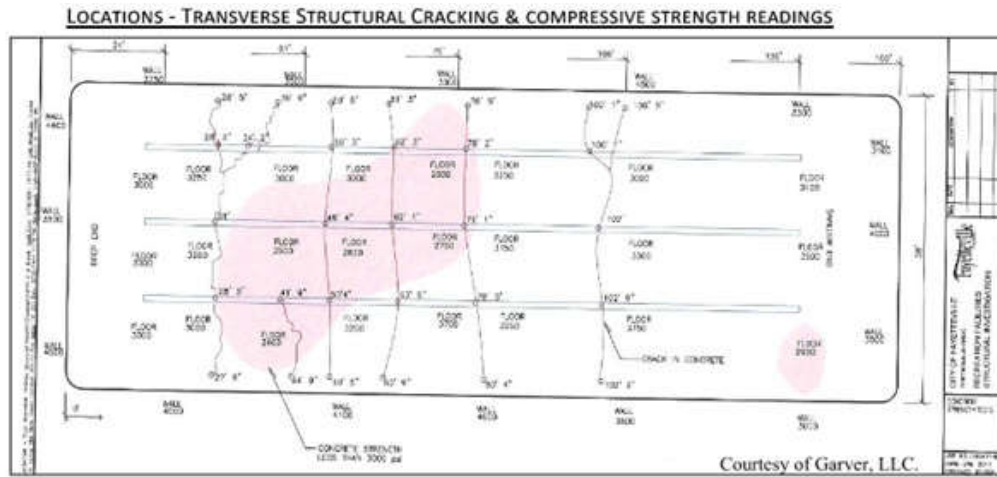
- 8.** Install a CO₂ pH control system as the primary pH control system to regulate and balance systems and consumption.
- 9.** Provide spill containment in chemical storage room.
- 10.** Provide at least two separate chemical storage spaces to allow for separation of oxidizers and acidic compounds.

CHEMICAL SAFETY SIGNAGE

Chemical signage/placards, and Material Safety Data Sheets (MSDS) are required to be posted at the facility. MSDS were not reviewed during the evaluation. However, it is best practice to keep them on-site and to post chemical warning placards prominently on doors.

POOL VESSEL

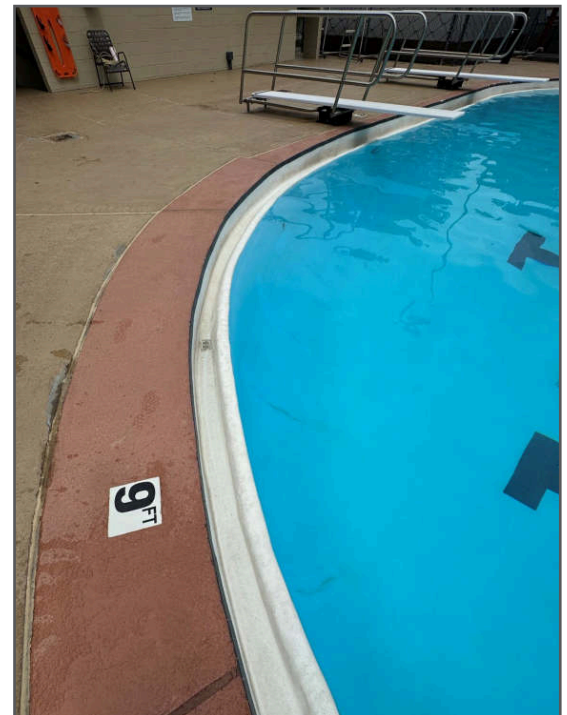
The pool vessels/shells contains numerous significant cracks on the bottom of the pool that were epoxy welded during the renovation accomplished in 2013 before the new finish was applied. There is significant water loss that has been reported. Therefore the water sealing ability of the pool is questionable. There can also be some plumbing leaks that could contribute to the water loss. We would recommend that an intensive water integrity test be conducted to discover the source of the leaks if the Wilson Park Pool were to be kept in operation. This is important to ensure the longevity of structural support under the pools.



Cracking On Bottom of Pool from Previous Renovation in 2013



Shallow End of Pool



Deep End of Pool and Gutter Image

RECOMMENDATIONS

- 11.** Conduct a leak detection test to confirm waterproofing, as prior work in 2023 did not include the southern half of the pool. Removal and replacement of the existing deck is required.
- 12.** Isolate the leaking plumbing and repair.
This should be accomplished with Recommendation #11
- 13.** Install new gutter waterproofing; replacing existing gutter and the waterproofing structural connection is required.
- 14.** Install new interior surfaces and safety markings on both pools.

POOL DRAINS

Pool water exits the pool and returns to the filtration system through each pool’s main drain (two). Provide main drain sumps, with cover grating is compliant with the Virginia Graeme Baker Act (VGBA). At this time, no investigation of the plumbing was conducted.

RECOMMENDATIONS

- 15.** Remove the existing main drain sumps and grates. Replace with new watertight sumps and VGBA rated grate to extend service life.

POOL ACCESSIBILITY

Entry and exit of the pool is currently accommodated by a single accessible stair entry in the shallow end, and nine vertical ladders along the pool walls in the deeper areas of the pool. There is one lift provided for the pool. These entry methods comply with the Americans with Disabilities Act (ADA), and no other means of access are present.

POOL DECK

The pool deck has undergone numerous spot repairs over the years and now consists of various materials, indicating that a full renovation will eventually be necessary. The deck and gutters have reached a point where they both should be completely removed and replaced.



Deck Damage + Repair Efforts

PRIORITIZATION AND PROJECTED COSTS

The Recommendations above, based on existing conditions observations, are listed below and labeled with a Purpose and Priority. The Purpose of a Recommendation is defined as one or more of the following:

Operational – The Recommendation is based on operational efficiencies, ease of maintenance, or to improve the functionality of the system.

Safety – The Recommendation is based on the health and safety of patrons and staff.

Compliance – The Recommendation is based on compliance with current code and/or standard industry practices.

Each Recommendation is also given a rating of Priority to help indicate a degree of urgency for the repairs/changes needed. Priority ratings include First, Second, and Third.

First – The Recommendation should be performed/provided immediately or within one year. First Priority items are issues of safety concern or items currently out of compliance with codes/regulations.

Second – The Recommendation should be performed/provided within two or three years.

Third – The Recommendation should be performed/provided with three to five years.

Recommendation	Purpose	Priority
1) Replace Existing filters with Regenerative Media Filters or Permanent Media filters.	Operational	Second
2) Separate the Main Pool from the Children’s Pool with new equipment.	Compliance	Second
3) Replace all circulation valves with new, variable position butterfly valves.	Operational	Second
4) Repair or replace main pool pump motor to ensure motor is operating at the design temperature.	Operational	Second
5) Install a Variable Frequency Drive (VFD) on new pump.	Operational	Second
6) Install new analog flow meter with correct clearances.	Operational	Second
7) Replace chemical controller with new model with both ORP and Free Chlorine analysis, multiple control ports, and remote monitoring capabilities.	Operational	Third
8) Install CO2 pH control system as primary.	Safety	Third
9) Provide spill containment in chemical storage room.	Safety	Second
10) Provide at least two separated chemical storage spaces to allow for separation of oxidizers and acidic compounds.	Safety	Second
11) Conduct a leak detection test to confirm waterproofing, as prior work in 2023 did not include the southern half of the pool. Removal and replacement of the existing deck is required.	Operational	Second
12) Isolate Leaking Plumbing and Replace. <i>This should be accomplished with Recommendation #11</i>	Operational	Second
13) Install new gutter waterproofing; replacing existing gutter and the waterproofing structural connection is required.	Safety & Operational	Second
14) Install new interior surfaces and safety markings on both pools.	Operational	Second
15) Remove the existing main drain sumps and grates. Replace with new watertight sumps and VGBA rated grate to extend service life.	Compliance & Safety	Second

The following chart indicates an estimated Rough Order of Magnitude construction cost for each of the previous Recommendations. Each estimate includes a low and high amount.

Recommendation	ROM Cost Estimate	
	Low	High
1) Replace Existing filters with Regenerative Media Filters or Permanent Media filters.	\$190,000.00	\$275,000.00
2) Separate the Main Pool from the Children’s Pool with new equipment.	\$85,000.00	\$165,000.00
3) Replace all circulation valves with new, variable position butterfly valves.	\$25,000.00	\$35,000.00
4) Repair or replace main pool pump motor to ensure motor is operating at the design temperature.	\$8,000.00	\$18,000.00
5) Install a Variable Frequency Drive (VFD) on new pump.	\$13,000.00	\$19,000.00
6) Install new analog flow meter with correct clearances.	\$8,000.00	\$10,000.00
7) Replace chemical controller with new model with both ORP and Free Chlorine analysis, multiple control ports, and remote monitoring capabilities.	\$15,000.00	\$20,000.00
8) Install CO2 pH control system as primary.	\$12,000.00	\$15,000.00
9) Provide spill containment in chemical storage room.	\$3,000.00	\$5,000.00
10) Provide at least two separated chemical storage spaces to allow for separation of oxidizers and acidic compounds.	\$35,000.00	\$50,000.00
11) Conduct a leak detection test to confirm waterproofing, as prior work in 2023 did not include the southern half of the pool. Removal and replacement of the existing deck is required.	\$150,000.00	\$215,000.00
12) Isolate Leaking Plumbing and Replace. <i>This should be accomplished with Recommendation #11</i>	\$60,000.00	\$80,000.00
13) Install new gutter waterproofing; replacing existing gutter and the waterproofing structural connection is required.	\$250,000.00	\$320,000.00
14) Install new interior surfaces and safety markings on both pools.	\$95,000.00	\$195,000.00
15) Remove the existing main drain sumps and grates. Replace with new watertight sumps and VGBA rated grate to extend service life.	\$20,000.00	\$32,000.00

Below is a total of the cost estimates for all Recommendations included in the report, shown in comparison with a preliminary cost opinion of complete replacement of the pool vessel and related pool mechanical systems. These cost estimates do not include site and architectural work.

	ROM Cost Estimate	
	Low	High
Total of All Recommendations with Project Costs included	\$969,000.00	\$1,517,000.00
Complete Replacement of the Pool Vessel and Pool Mechanical System (includes work involved in the above Recommendations)	\$7,245,000.00	\$8,790,000.00

MARKET ANALYSIS SUMMARY

The market conditions suggest strong support for outdoor and indoor aquatics in Fayetteville.

Additional recreation and leisure programming opportunities within a pool are required, and findings indicate that indoor aquatic facilities will likely need ongoing financial support through public investment, sponsorships, and/or private partnerships. Depending on the final program, the proposed indoor facility could differentiate itself from any other in the region, positioning the City to enhance residents' quality of life and establishing an identifying landmark that complements a new outdoor pool.

In addition to Wilson Park Pool, four other aquatic facilities in the greater Fayetteville area—Donald W. Reynolds Boys and Girls Club Indoor Pool, Mount Sequoyah Outdoor Pool, The Jones Center Indoor Pool, and the University of Arkansas HPER Indoor Pool—were analyzed for benchmarking. The market analysis focuses mainly on publicly accessible pools, with private pools having minimal impact on public pool attendance due to limited access.

As a result of the information gathered during the market and benchmark process, the following needs have been identified.

- Wilson Park Pool in need of a remodel or outright replacement.
- Demographics would support multiple aquatic facilities.
 - Population is greater than 100,000
 - Median age is significantly younger than state and national figure
 - Household income and expenditures are similar to state, but lower than national figure
 - Tapestries indicate market for family-oriented activities, social spaces and experiences.
 - Market Potential Index for swimming is 104, indicating interest greater than the national average
- Comparable communities provide both indoor and outdoor aquatic facilities.
 - Water surface per capita of these communities is 0.50 square feet (SF)
 - * Fayetteville currently provides 0.19 SF
 - Cost recovery is roughly 70% of comparable facilities, which is in line with Fayetteville.
 - * Nationally cost recovery for aquatic facilities is 50-75%
- Swimming participation can be categorized as “organized” or “unorganized.” Organized activities could include swim lessons, swim team, etc. Unorganized activities could include water walking, open/free swim, etc.
 - Organized - 16% of swimmers
 - Unorganized – 84% of swimmers
- There is a need for distribution of outdoor aquatic facilities across the community for equitable access.
- The household income, as well as current fees and charges for recreation services, must be taken into consideration for the pricing strategy.
- There needs to be an indoor aquatic center in the community.
- Future aquatic facilities will need to be operationally cost effective.
- The City’s aquatic centers need to have a strong recreational orientation, while continuing to offer lap lanes for competitive swimming, specifically indoors.

There are a number of possible options that are available to meet the demands for future aquatic needs. In order for this to occur the City of Fayetteville must first establish a clear aquatic facility and service philosophy—whether to pursue a neighborhood, regional, or blended approach. This philosophy should also define operational expectations and service levels for both indoor and outdoor facilities.

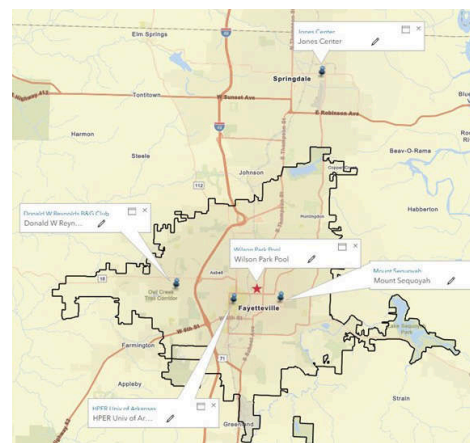
Based on study findings, B*K recommends the City adopt a Neighborhood Outdoor and Regional Indoor approach with some slight variations identified below.

- The City of Fayetteville must adopt a regional philosophy for providing aquatic facilities and services to the community. It is acknowledged that this will take some time to fully implement.
- The City should pursue partnerships with other organizations to develop and manage aquatic facilities in the future.
- Consider building multiple outdoor pools to provide a higher level of service and accessibility to all residents of Fayetteville. A larger centralized pool may serve the population as a whole initially with additional facilities able to balance proximity and accessibility. These facilities would have a variety of recreational features including a zero depth entry pool, interactive play features, slides, lazy river and other amenities. Support amenities such as a bath house, concessions area, shade structures, and party area would also have to be included.
- The City builds an indoor pool as part of a larger recreation center in central Fayetteville. The aquatics center would have a focus on a competitive lap pool but also have recreational amenities.
- Provide recommended improvements (basic mechanical and life safety) to Wilson Park Pool, and pursue opportunities to enhance creek access as well as convert portions of the site into natural water swim and play areas for the community.

LOCAL FACILITY BENCHMARKS

The following four facilities were evaluated for benchmarking purposes.

Pool Amenities:	Indoor zero-depth entry pool with play features and water slide. 2-lane, 20-yard lap lanes
Hours:	Adult Swim: M-F 7:30-9:30am, 11:30am-1pm Family Swim M-Th 4-6:30pm, F 4-6pm, Sat 10am-1pm
Admission:	
Membership/Annual:	Youth - \$65 Adult - \$200 Family - \$325
Rentals:	Private: \$175 per hour for 1-50 swimmers Semi-Private: \$100 per hour for up to 25 swimmers Non-Private: \$75 per hour for up to 25 swimmers
Learn to Swim:	Private- 4/30-min sessions- \$60
Water Fitness:	
Other:	Little Squirts Aquatics uses the pool during the school year M-Th 9:30-11:30am for under 4 year old lessons.



MOUNT SEQUOYAH OUTDOOR POOL

Pool Amenities:	Outdoor Seasonal Pool with 4-lane, 25-yard pool Pool is open May - September
Hours:	Adult Swim: MWF 5-6am, TTh 8-9am, Noon-1pm, Sat 5-7am, Sun 5-10am Family Swim M-F 1-4pm, MW 7:30-9pm, Sat Noon-7pm, Sun 10am-7pm
Admission:	\$5 guest pass
Membership/Season:	Individual Pass: \$45/month OR \$135 for the season Couple Pass: \$70/month OR \$210 for the season Family Pass: \$120/month OR \$300 for the season
Rentals:	Not available
Learn to Swim:	Private- 4/30-min sessions- \$125/session, 6/30-min session- \$180/session Group- 8/50-min sessions- \$100/session 12/50-min sessions- \$115/session Parent/Tot- 4/25-min sessions- \$60/session
Water Fitness:	Not available
Other:	

THE JONES CENTER INDOOR POOL

Pool Amenities:	Indoor 11-lane, 25-yard pool with separate leisure pool with play feature and slide
Hours:	Lap Swim M-F 6am-6pm, Sat Noon-6pm, Sun 1:30-5pm Public Swim T-Sat Noon-6pm, Sun 1:30-5pm
Admission:	\$5
Membership/Month:	Individual: \$35 Family: \$45
Rentals:	Birthday Party- \$250/90 minutes up to 20 people Semi-Private- \$350/115 minutes up to 60 people
Learn to Swim:	Group- 6/30-min sessions- \$48/member/session, \$60/non-member/session
Water Fitness:	Included in membership, or \$10/class
Other:	Has a swim team and master swim team

THE UNIVERSITY OF ARKANSAS HPER INDOOR POOL

Pool Amenities:	Indoor 8-lane, 50-meter pool with diving well
Hours:	MWF 11am-2pm, 5-8pm, TTh 5-8pm, Sun 2-5pm
Admission:	Sponsored Guest: \$10 Self-Sponsored Guest: \$15
Membership/Annual:	Student: included in tuition Faculty: \$270, Family member \$165 Community: \$495, Family member \$225
Rentals:	
Learn to Swim:	Private- 4/30-min sessions- \$85/member/session Semi-Private- 4/30-min sessions- \$120/2 members/session
Water Fitness:	Included in membership
Other:	

KEY INDICATORS

B*K accesses demographic information from Environmental Systems Research Institute (ESRI), who utilizes 2020 Census data and their demographers for 2024-2029 projections, and the National Sporting Goods Association (NSGA), who estimates participation in various activities.

When completing feasibility studies for an aquatic center, there are two data points that B*K uses to predict the financial success of the facility: a population of 50,000+ in the primary service area, and a higher median household income. If the primary service area meets these data points, our experience would indicate that a facility has the possibility of significant cost recovery. If those data points are not met, it does not mean that it won't be embraced and heavily used by the community, but it does mean that achieving significant cost recovery will be much more challenging. Specific to Fayetteville, it is pivotal to understand the University of Arkansas's influence on key indicators. The summary below highlights this impact, though the full picture emerges through more detailed demographic data. Specific to Fayetteville, it is pivotal to understand the University of Arkansas's influence on key indicators. The summary below highlights this impact, though the full picture emerges through more detailed demographic data.

Population: The population within Fayetteville (101,254) is adequate to support an outdoor and indoor aquatic center. Population size is important because a sufficient size base is necessary to provide the use and attendance. Larger populations are more likely to support diverse user groups which improve program participation and utilization.

Median Income: one of the goals of this feasibility study is for the pool to be as operationally efficient as possible. Fayetteville has a lower median household income than the State and National number.

B*K would identify the median household income as a positive for revenue generation within the facility.

Median Age: For purposes of an aquatic study, the preference is for median age to be lower than the national number, indicating the presence of families with young children. The Fayetteville median age is significantly lower than both the State and National figures. A factor in the younger age demographic is the presence of the University of Arkansas. Also, in the service areas identified in the study there are 24.6% of households with children present, which is lower than the State (31.0%) and National number (30.2%) numbers. Again, this figure is influenced by the university. Swimming is heavily participated in by youth so their presence influences the program and potential visits. However, much like exercise walking and exercising with equipment, swimming is an activity that all age categories can participate in.

Given the median age and households with children data, B*K would identify these metrics as positive attributes regarding the long-term success of an outdoor and/or indoor aquatic center.

Other important demographic notes:

- The Diversity Index of Fayetteville is 52.3, which is lower than the State. While there are not significant Hispanic or Black populations, pools tend to draw from a large range of populations.
- The Market Potential Index (MPI) for adults that participate in swimming is slightly higher than the national number and accounts for 16.3% of the adult population.

LEVEL OF SERVICE

According to ESRI and NSGA participation data, it is estimated Fayetteville has in excess of 430,000 pool visits annually. Those visits are distributed across all pools within Fayetteville between the City facilities and any alternative providers. Regardless, that number of visits is significant. Most communities hope to capture around 10% of this total.

Based on the National Recreation & Park Association and their 2024 Park Metrics, a community the size of Fayetteville has approximately 1.9 splash pads, 1.5 outdoor pools, and 1.7 indoor aquatic centers. In addition, it is important to consider the service area of pools. For neighborhood pools, a typical service area is 1 to 2 miles as the amenities available attract users immediately surrounding the pool. Larger regional facilities can attract users from a greater distance with the bulk of the attendance from within 5 miles.

Aquatic centers or swimming pools are usually developed on three levels.

Neighborhood – smaller pools that are designed to serve specific neighborhoods. The bather load is often less than 500. The usual standard is 1 per 25,000. These amenities in the past have been provided by cities but now are usually built and maintained by a developer or HOA next to a small neighborhood park.

Regional/Community – larger pools that serve a specific region within a community or an entire community. These vary in size and amenities (competitive to recreational) and can range from a bather load of 700 to over 1,500. They are developed as part of a community park. A usual standard is 1 per 50,000 population.

Metro Area – these are large water parks that are designed to serve a significant geographic area. They usually contain an expansive recreational pool but can also have a strong competitive focus. Bather loads are 1,500 or more. These are often developed through a partnership with other organizations or the private sector. They would be located in a regional park or as a stand-alone facility. A usual standard is 1 per 250,000 or more.

PARTICIPATION STATISTICS

Using the National Sporting Goods Association data to overlay onto the demographic profile to determine potential participation in various activities, the following observations are made:

- When one accounts for age distribution, median household income, region of the country, and the national participation percentage there is approximately 13.4% of the population in Fayetteville that participate in swimming or visit a pool.
- When that percentage is applied to the population of Fayetteville, ages seven and up, it equals 12,562 potential individuals that participated in swimming in 2024.
- Taking that information one step further and using frequency tables produced by the NSGA, B*K can determine that the 12,562 potential individuals that swim would account for approximately 438,313 pool visits during a calendar year. Those visits are not specific to one facility.
- 16% of people participating in swimming are looking for an organized activity, while 84% are in search of unorganized use. This further emphasizes the need for the leisure components within a pool.
- In most cases, facilities hope to capture between 10-15% of the market within the identified primary service area.

SPORTS PARTICIPATION SUMMARY

Sport	Nat'l Rank ¹	Nat'l Participation (in millions)
Exercise Walking	1	110.2
Exercising w/ Equipment	2	52.9
Hiking	3	51.8
Swimming	4	44.9
Running/Jogging	5	43.1

¹This rank is based upon the 58 activities reported on by NSGA in their 2023 survey instrument.

PARTICIPATION BY AGE GROUP

Top 3 age groups participating.

Activity	Largest	Second Largest	Third Largest
Swimming	55-64	12-17	7-11

As identified in the methodology, community outreach and engagement were central to the feasibility study process. The results, analysis, and findings are shared in the following sections.

PROJECT KICK OFF

The project officially commenced in July 2024 with a kickoff meeting led by WTI, the prime consultant for the aquatic feasibility study. The initial meeting introduced all members of the consultant team, confirmed the project scope, and established roles, timelines, and communication protocols. The consultant team represented a collaboration of respected firms with expertise in aquatic design, recreation planning, architecture, and site development.

Collectively, the consultant team established a comprehensive and data-driven foundation for the study, supporting the City of Fayetteville in its effort to assess the feasibility, impact, and long-term value of a new community aquatic facility.

STEERING COMMITTEE

The staff-appointed Steering Committee was established to serve as a representative body reflective of Fayetteville's diverse civic landscape. At the initial meeting, member introductions extended beyond personal backgrounds, offering insight into the specific needs and objectives of the organizations and populations they represent. Each organization interacts and engages with aquatics differently, from pool depths and temperatures to spectator seating capacities and the cost of access. The convening of all stakeholders in a shared forum was essential to identify and understand the full spectrum of priorities.

In an effort to ground all future discussions in accurate, community-driven data rather than anecdotal evidence or assumption, each Steering Committee member committed to actively promoting public participation. Strategies included hosting outreach events, distributing printed materials, and directing community members to complete the available online surveys. These efforts were undertaken with the shared objective of fostering inclusive dialogue, identifying areas of common interest, and building consensus toward a facility program that is both equitable and responsive to the needs of the Fayetteville community and its future.

PUBLIC SURVEYING

AUGUST 1, 2024 TO SEPTEMBER 2, 2024

A community-wide survey via the Speak Up Fayetteville platform was available to the public from August 1 through September 2, 2024. The survey received over 3,000 views, with a total of 1,545 participants, representing strong community interest and engagement around the future of aquatics in Fayetteville.

Questionnaire and Responses are documented in the Appendix.

PART ONE SUMMARY

Despite Wilson Park Pool being the City's only public aquatic facility, the majority of survey respondents reported limited to no recent use of the pool. Notably, 84% cited overcrowding and lack of amenities as primary reasons for not utilizing Wilson Park Pool. Additionally, 69% indicated that they prefer other aquatic facilities, often outside Fayetteville, due to nicer facility qualities, indicative for a strong local demand for modernized, competitive aquatic spaces.

When viewed alongside national benchmarking data, Fayetteville's aquatic offerings suggest a clear deficit in access to aquatic amenities. For a city of its size, national metrics suggest the community should have access to approximately 1.9 splash pads, 2.2 outdoor pools, and 1.7 indoor aquatic centers. Currently, Fayetteville meets the benchmark for splash pads, with two facilities, but falls short in other areas, offering only one outdoor facility and zero indoor aquatic facilities.

When asked about preferred uses for a future facility, respondents prioritized a mix of recreation and play, thrill

and adventure features, lap swimming, and competition, highlighting the need for multi-functional aquatic amenities and offerings. Key features with the highest reported community need included:

- Dedicated area for swim lessons and/or water fitness
- Deck space for lounge seating and observation
- Designated deep and shallow water areas
- Zero-depth entry and shallow water children's pools

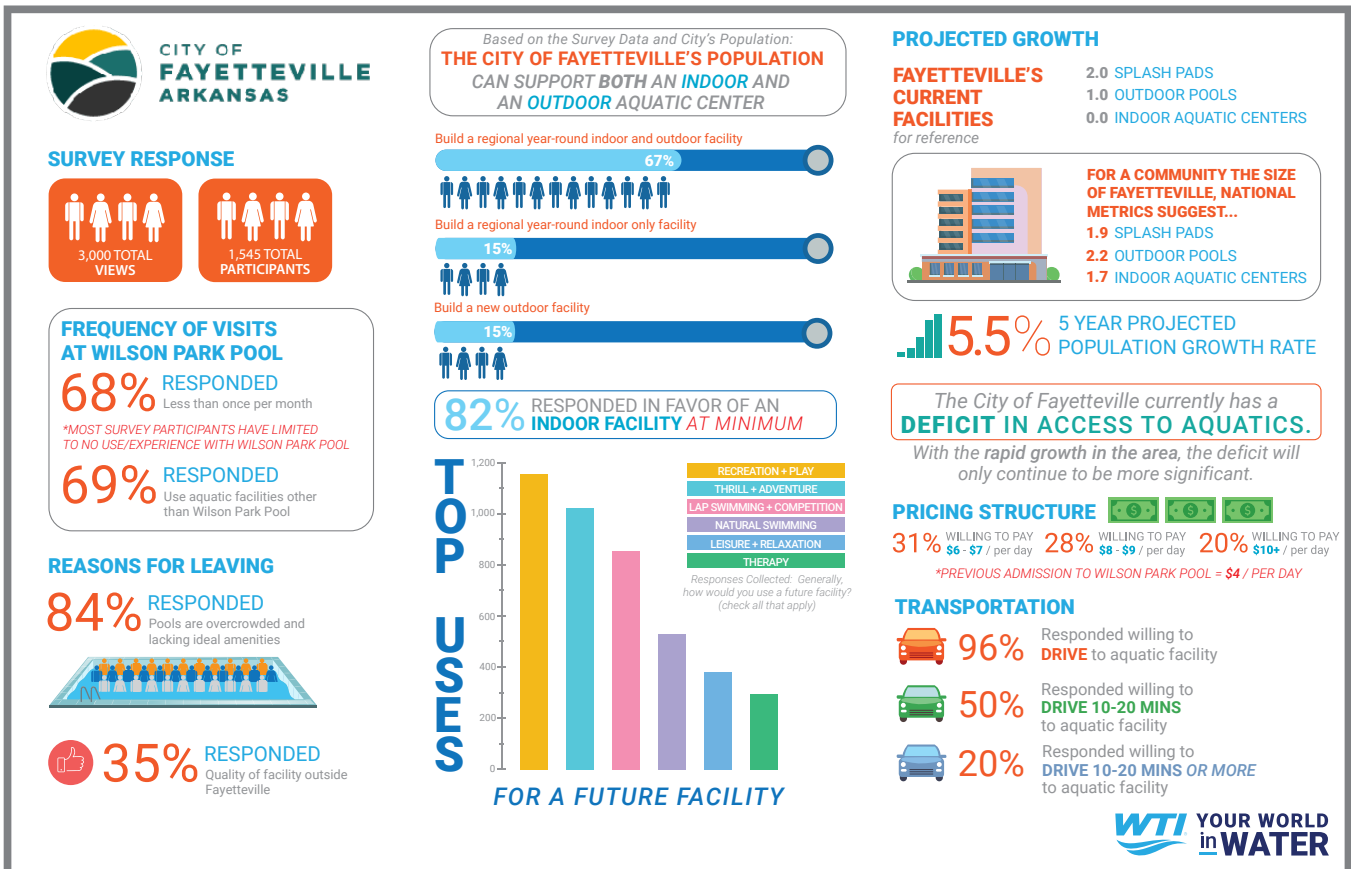
In terms of accessibility, 96% of respondents shared they would drive to an aquatic facility. Of those, 50% are willing to drive 10-20 minutes, and another 20% are willing to drive more than 20 minutes, reinforcing support for a regional facility model.

Regarding facility preferences, 67% of respondents expressed support for the development of a new combination indoor and outdoor aquatic facility, with year-round indoor operations and seasonal outdoor amenities. An additional 15% favored a stand-alone indoor facility, while 15% supported an outdoor-only option. Overall, 82% of respondents were in favor of an indoor facility at a minimum, underscoring the significant gap in year-round aquatic access in Fayetteville.

The survey also explored pricing sensitivity. While previous admission to Wilson Park Pool was \$4 per day, respondents indicated a willingness to pay more for improved amenities:

- 31% were willing to pay \$6–\$7 per visit
- 28% were willing to pay \$8–\$9
- 20% were willing to pay \$10 or more

This data analysis further supports the feasibility of developing a modern, state-of-the-art aquatic center that can meet operational cost recovery expectations, while providing valued multi-generational programming to the Fayetteville community.



MAY 23, 2025 TO JUNE 8, 2025

The second community-wide survey was conducted between May 23 and June 8, 2025, once again hosted on the Speak Up Fayetteville platform. This engagement aimed to gauge public reaction to the preliminary aquatics concept and gather additional insights to continue to guide future development decisions. The survey received more than 3,600 views, with a total of 1,309 participants, indicating strong continued interest in the future of aquatics in Fayetteville. While participation was slightly lower than in the first round, the high number of views suggest that many residents were interested in exploring the emerging vision, particularly the draft concept plan, even if not all chose to complete the survey.

Questionnaire and Responses are documented in the Appendix.

PART TWO SUMMARY

Central to the goal of this engagement was validation for Fayetteville's evolving preferences around facility type. When asked what kind of facility should be built, a strong majority expressed the preference for a multi-use, year-round indoor and outdoor aquatic center that includes an additional recreation component. In total, 44% supported an indoor and outdoor aquatic facility with a recreation center, and another 11% supported just an indoor and outdoor aquatic facility. These priorities were also reflected in the ranking question, where the indoor and outdoor aquatic facility with a recreation center received the highest average ranking, reinforcing it as the community's top choice. In contrast, the option to do nothing (i.e., build no new aquatic facilities) received the lowest ranking, indicating that public support for investment is strong and widespread.

Among the respondents who did not favor a combined facility, clearer distinctions emerged in their facility preferences. Those who supported an indoor-only aquatic center, representing 17% of total survey participants, primarily emphasized the need for lap lanes, suggesting a strong interest in indoor competition water. Meanwhile, 24% of respondents expressed support for an outdoor-only facility featuring amenities such as a lazy river and water slides, indicating a greater focus on leisure and seasonal recreation.

These contrasting responses help further define the community's diverse priorities. While a strong majority of respondents preferred a combined facility that blends indoor and outdoor aquatic program offerings, the preferences among those favoring single-use types reinforce the importance of designing a facility that serves both functional and recreational needs. Altogether, the data suggests strong support for a multi-purpose, year-round facility that offers flexibility, variety, and broad appeal.

The survey also explored attitudes around phasing, asking which amenities might be considered for future rather than immediate construction. Results showed a clear hierarchy of perceived importance. The surf simulator was the most frequently selected feature for deferral (906), suggesting it is viewed as a nice to have, not a need to have in the early phases of development. On the other end of the spectrum, the leisure pool received the fewest deferral selections (395), reinforcing its importance as a priority feature to include in the first phase. The interactive splash pad and resort-style pool, featuring shallow lounging areas and social zones, were equally selected at a moderate rate (557), indicating mixed community opinions about their immediacy.

In terms of pricing, the data continued to support the feasibility of a modern facility with updated amenities. When asked about daily admission rates, most respondents indicated they would be willing to pay more than the previous \$4 rate at Wilson Park Pool. About one-third were comfortable paying \$10 or more per visit, while others favored more moderate increases, with 28% supporting a \$5-6 range, and 26% indicating \$7-9 per visit was acceptable. Seasonal membership pricing received similar feedback. For individual seasonal passes, over 60% of respondents were willing to pay more than \$75, with a third comfortable paying more than \$85. When asked about family memberships for up to five members, 40% supported a price point of \$161 or more, while another third found \$136-160 to be reasonable.

Survey responses show strong community support for flexible, general-use indoor recreation amenities that promote multi-generational health and wellbeing. The top-ranked feature was an indoor walking/jogging track, followed closely by a multipurpose gymnasium with courts dedicated to basketball, volleyball, pickleball, etc. These priorities reflect a clear desire for year-round, inclusive recreational spaces.

Moderate interest was expressed in amenities such as an indoor playground, rock climbing wall, café/smoothie bar, and racket courts. These features are viewed as desirable enhancements but not essential in the facility's initial phases.

Lower-ranked options included a HIIT training space, arts and crafts classrooms, a learning kitchen, and a spinning studio garnered more limited support, suggesting they serve more specialized audiences. The least-supported features were the indoor golf simulator, esports studio, and additional meeting rooms, indicating they are not current priorities for the Fayetteville community.

SURVEY RESULTS CONSISTENT TRENDS

Building on the key findings from the 2018 and 2021 public surveys, the 2024–2025 two-part community engagement process reaffirmed the community's top aquatic facility priorities:

- » [Outdoor Leisure Pool featuring a Lazy River and Water Slides](#)
- » [Year-Round Indoor Pool\(s\) with interest in Recreation Center connection](#)
- » [Year-Round Indoor Competition/Lap Pool and Warm Water Recreational/Lifestyle Pool](#)

Community feedback across all survey periods reflects a clear and enduring preference for a new, combined indoor and outdoor aquatic facility that provides competitive swimming programming and diverse, multi-generational recreational amenities.

These are national trends and are not specific to the Northwest Arkansas market.

INDOOR RECREATION FACILITY TRENDS

There continues to be very strong growth in the number of Americans participating in recreation and leisure activities. The Physical Activity Council in its 2022 study indicated that 76.3% of Americans (age 6 and older) participated in a recreation related activity in 2021, with 67.3% participating in a fitness sport. The study also indicated that 23.7% of Americans were inactive, but this is a decrease from earlier years. International Health and Racquet Sports Association (IHRSA) reported that membership in U.S. health clubs has increased by 3.8% since 2019, and memberships in health clubs reached 66.5 million in 2021. Statistics also indicate that approximately 1 out of every 5 people of the U.S. population (or 27%) belong to or utilize a health club. On the other side, most public recreation centers attract between 20% and 30% of a market area (more than once) during the course of a year. All of this indicates the relative strength of a market for a community-based recreation facility. Despite these increases, the American population as a whole continues to lead a rather sedentary life with an average of 25.3% of adults across the country reporting they engage in no physical activity (according to The Center for Disease Control in 2020). It is important to note that this percentage has been declining steadily since a high in 2008 of 36.2%.

It is recognized that due to COVID-19, participation rates in indoor based activities plunged significantly in 2020 and 2021 as did recreation center membership and pass sales. In the last three years most public recreation centers have seen a strong rebound where use and revenues have met or surpassed pre-pandemic numbers.

One of the areas of greatest participant growth over the last 10 years is in fitness related activities such as yoga, exercise with equipment, Pilates, and weightlifting. This is also the most volatile area of growth with specific interest areas soaring in popularity for a couple of years, only to be replaced by a new activity for the coming years. Also showing particularly strong growth numbers are pickleball, exercise walking, volleyball, swimming, and running/jogging. It is significant that many of the activities that can take place in an indoor recreation setting are ranked in the top fifteen in overall participation by the National Sporting Goods Association.

Due to the increasing recreational demands, there has been a shortage in most communities of the following spaces:

- Gymnasiums
- Pools - especially leisure pools
- Weight/cardiovascular equipment areas - especially functional training space
- Indoor running/walking tracks
- Meeting/multipurpose space
- Senior's program space
- Pre-school and youth space
- Teen use and e-sports areas
- Fieldhouses - turf and hard courts

As a result, many providers have attempted to include these amenities in public community recreation facilities. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular space, and more specifically functional training space, is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most community-based recreation providers is dependent on meeting the recreational needs of a variety of individuals. The fastest growing segment of society is the senior population, and meeting the needs of this group is especially important now and will only grow more so in the coming years. Indoor walking tracks, exercise areas, warm water pools, pickleball courts and classroom spaces are important to this age group. Marketing to the younger more active senior (usually age 55 - 70) is paramount, as this age group has the free time available to participate in leisure activities, the desire to remain fit, and more importantly the disposable

income to pay for such services.

Youth programming has always been a cornerstone for recreation services and will continue to be so with an increased emphasis on teen needs and providing a deterrent to juvenile crime. With a continuing increase in single parent households and two working parent families, the needs of school-age children for before and after school child-care continues to grow as does the need for preschool and daycare programming.

RECREATION CENTER BENCHMARKS

Based on market research conducted by B*K at public recreation centers across the United States, the following represents the basic benchmarks.

The majority of recreation centers that are being built today are between 65,000 and 75,000 square feet. Most centers include three primary components:

A) A pool area usually with competitive and leisure amenities.

B) Multipurpose gymnasium space.

C) Weight/cardiovascular/functional training equipment area. In addition, most centers also have group exercise rooms, drop-in childcare, and classroom and/or community spaces.

- For most centers to have an opportunity to cover all of their operating expenses with revenues, they must have a service population of at least 50,000 and a market driven fee structure.
- Most centers that are between 65,000 and 75,000 square feet have an operating budget of between \$2,500,000 and \$3,000,000 annually. Nearly 70% of the operating costs are from personnel services, followed by approximately 23% for contractual services, 5% for commodities, and 2% for capital replacement. Operating expenses, especially staff costs, have been increasing at a significant rate in the last three years.
- It is common for public recreation centers to draw a percentage of their users from a larger secondary service area on a regular basis. This is particularly true for centers in more rural areas.
- For centers that serve a more urban population and have a market driven fee structure, they should be able to recover 70% to 100% of operating expenses. For centers in more rural areas the recovery rate is generally 50% to 75%. The overall rate of recovery has been declining in the last 3 years as operating costs increase at a high rate while there is only a minimal increase in fees. Facilities that can consistently cover all of their operating expenses with revenues are rare. The first true benchmark year of operation does not occur until the third full year of operation.
- The majority of the centers of the size noted above, and in an urban environment, average daily paid attendance of 800 to as much as 1,000 per day. These centers will also typically sell between 1,500 and 3,000 annual passes depending on the fee structure and marketing program.
- It is common for centers to have a three-tiered fee structure that offers daily, extended visit or multiple admission passes, and annual passes. In urban areas it is common to have resident and non-resident fees. Non-resident rates can cost 25% to 50% higher than the resident rate and are usually a topic of discussion amongst elected officials.
- Most centers are open an average of 91 hours a week, with weekday hours being 6:00 am to 9:00 pm, Saturdays 8:00 am to 6:00 pm and Sundays from noon to 6:00 pm. The hours of operation have been reduced since COVID-19 by opening later in the morning and closing earlier in the evening during the week. There is a trend to open earlier on Sundays, however. Often hours are shorter during the summer months.

Note: These statistics can vary by region of the country.

AQUATIC PARTICIPATION TRENDS

Swimming is one of the most popular sports and leisure activities, meaning there is a significant market for aquatic pursuits. Approximately 18.1% of the population in the West North Central region of the country participates in aquatic activities. This is a significant segment of the population.

Despite the recent emphasis on recreational swimming, the more traditional aspects of aquatics—including swim teams, instruction and aqua fitness—remain an important part of most aquatic centers. The life safety issues associated with teaching children how to swim is a critical concern in most communities and competitive swim team programs through USA Swimming, high schools, masters, and other community-based organizations continue to be important. Aqua fitness, from aqua exercise to lap swimming, has enjoyed strong growth during the last ten years with the realization of the benefits of water-based exercise.

A competitive pool allows for a variety of aquatic activities to take place simultaneously and can handle aqua exercise classes, learn to swim programs, and competitive swim training and meets. In communities where there are several competitive swim programs, utilizing a pool with 8 lanes or more is usually important. A competitive pool that is designed for hosting meets will allow a community to build a more regional or even national identity as a site for competitive swimming. However, it should be realized that regional and national swim meets are difficult to obtain on a regular basis, take a considerable amount of time and money to run, can be disruptive to the regular user groups and can be financial losers for the facility itself. On the other side, such events can provide a strong economic stimulus to the overall community.

There are other aquatic sports that are often competing for pool time at competitive aquatic centers nationwide. However, their competition base and number of participants is often smaller and face barriers of entry fighting for pool time like a more organized competitive swimming community and existing agreements for pool space at facilities with pools large enough and deep enough to host them. These include water polo and artistic swimming.

Without a doubt the hottest trend in aquatics is the leisure pool concept. This idea of incorporating slides, lazy rivers or current channels, fountains, zero depth entry and other water features into a pool's design has proved to be extremely popular for the recreational user. The age of the conventional pool in most recreational settings has greatly diminished. Leisure pools appeal to the younger kids, who are the largest segment of the population that swims, and to families. These types of facilities are able to attract larger crowds and people tend to come from a further distance and stay longer to utilize such pools. This all translates into the potential to sell more admissions and increase revenues. It is estimated conservatively that a leisure pool can generate up to 30% more revenue than a comparable conventional pool and the cost of operation while being higher, has been offset through increased revenues. Of note is the fact that patrons seem willing to pay a higher user fee with this type of pool that is in a park-like setting than a conventional aquatics facility.

Another trend that is growing more popular in the aquatic's field is the development of a raised temperature therapy pool for relaxation, socialization, and rehabilitation. This has been effective in bringing in swimmers who are looking for a different experience and non-swimmers who want the advantages of warm water in a different setting. The development of natural landscapes has enhanced this type of amenity and created a pleasant atmosphere for adult socialization.

The multi-function indoor aquatic center concept of delivering aquatics services continues to grow in acceptance with the idea of providing for a variety of aquatics activities and programs in an open design setting that features a lot of natural light, interactive play features and access to an outdoor sun deck. The placing of traditional instructional/competitive pools with shallow depth/interactive leisure pools and therapy water in the same facility has been well received in the market. This idea has proven to be financially successful by centralizing pool operations for recreation service providers and through increased generation of revenues from patrons willing to pay for an aquatics experience that is new and exciting. Indoor aquatic centers have been instrumental in developing a true family appeal for community-based facilities. The keys to success for this type of center revolve around the concept of intergenerational use in a quality, outdoor-like facility that has an exciting and vibrant feel.

Also changing is the orientation of aquatic centers from stand-alone facilities that only have aquatic features to

more of a full-service recreation center that has fitness, sports, and community-based amenities. This change has allowed for a better rate of cost recovery and stronger usage rates of use of the aquatic portion of the facility as well as the other dry side amenities.

Lastly, a newer concept is the splash pad or spray ground. This provides a fun yet safe environment where drowning is not a concern and lifeguards are not necessary. While most spray grounds are outdoor amenities, they are now being integrated into indoor facilities as well. In many communities, outdoor spray grounds have replaced older traditional neighborhood pools as they are less expensive to build and operate.

AQUATIC FACILITIES MARKET ORIENTATION

Based on the market information, existing pools, and typical aquatic needs within a community, there are specific market areas that need to be addressed with any aquatic facility. These include:

Leisure/recreation aquatic activities - This includes a variety of activities found at leisure pools with zero depth entry, warm water, play apparatus, slides, seating areas and deck space. These are often combined with other non-aquatic areas such as concessions and birthday party or other group event areas.

Instructional programming – The immediate emphasis is on teaching swimming and lifesaving skills to many different age groups. These activities have traditionally taken place in more conventional pool configurations but should not be confined to just these spaces. Reasonably warm water, shallow depth with deeper water (4 ft. or more), and open expanses of water are necessary for instructional activities. Easy pool access, a viewing area for parents, and deck space for instructors is also crucial.

Fitness programming – These types of activities continue to grow in popularity among a large segment of the population. From aqua exercise classes to lap swimming times, these programs take place in more traditional settings that have lap lanes and large open expanses of water available at a 3 1/2 to 5 ft. depth.

Therapy – A growing market segment for many aquatic centers is the use of warm, shallow water for therapy and rehabilitation purposes. Many of these services are offered by medically based organizations that partner with the center for this purpose.

Social/relaxation - The appeal of using an aquatics area for relaxation has become a primary focus of many aquatic facilities. This concept has been very effective in drawing non-swimmers to aquatic facilities and expanding the market beyond the traditional swimming boundaries. The use of natural landscapes and creative pool designs that integrate the social elements with swimming activities has been most effective in reaching this market segment.

Special events/rentals - There is a market for special events including kid's birthday parties, corporate events, community organization functions, and general rentals to outside groups. The development of this market will aid in the generation of additional revenues and these events/rentals can often be planned outside regular hours or during slow use times. It is important that special events or rentals not adversely affect daily operations or overall center use.

SPECIFIC MARKET SEGMENTS INCLUDE:

Families – The ability to have family members of different ages participate in a fun and vibrant facility is essential.

Pre-school children – The needs of pre-school age children need to be met with very shallow or zero-depth water which is warm and has play apparatuses designed for their use. Interactive programming involving parents and toddlers can also be conducted in more traditional aquatic areas.

School-age youth – A major focus of most pools is to meet the needs of this age group. The leisure components such as slides, fountains, lazy rivers, and zero-depth entry will help to bring these individuals to the pool on a regular basis for drop-in recreational swimming. The lap lanes provide the opportunity and space necessary for instructional programs and aquatic team use.

Teens – Serving the needs of this age group will require leisure pool amenities that will keep their interest, such as slides, as well as the designation of certain teen times of use.

Adults – This age group has a variety of needs from aquatic exercise classes to lap swimming, triathlon training and competitive swimming through the master's program.

Seniors – As the population of the United States and the service area continues to age, meeting the needs of an older senior population will be essential. A more active and physically oriented senior is now demanding services to ensure their continued health. Aqua exercise, lap swimming, therapeutic conditioning and even learn to swim classes have proven to be popular with this age group.

Special needs population – This is a secondary market, but with the A.D.A. requirements and the existence of shallow warm water and other components, the amenities are present to develop programs for this population segment. Association with a hospital and other therapeutic or social service agencies will be necessary to reach this market.

Special interest groups – These include swim teams (and other aquatic teams), school district teams, day care centers and social service organizations. While the needs of these groups can be great, their demands on an aquatics center can often be incompatible with the overall mission of the facility. Care must be taken to ensure that special interest groups are not allowed to dictate use patterns for the center.

With the proper pools and strong utilization of the aquatics area, it is possible to meet most of the varied market orientations as outlined above.

ADDITIONAL AQUATIC TRENDS

The traditional pool users of competitive swimming and diving are important and significant. They are typically looking for consistent use and availability indoors. Leisure pools continue to be a very popular trend as they serve many uses. The warmer and shallow water is less intimidating than a traditional lap pool. They can accommodate multiple programs simultaneously and typically offer something for the full age spectrum over the course of a day. Lastly, therapy pools are growing in popularity as the population ages and has a greater emphasis on health.

MARKET BENCHMARKS

We reviewed a number of communities to compare the demographics and aquatic offerings. The results are below:

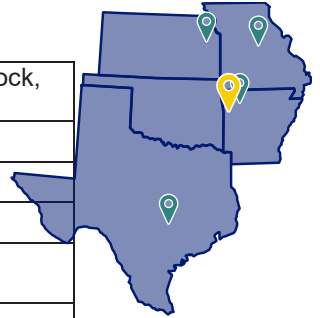


DEMOGRAPHICS

	Fayetteville, AR	Lawrence, KS	Columbia, MO	Rogers, AR	Round Rock, TX
Population:					
2020 Census	94,376	94,942	126,326	69,908	119,810
2024 Estimate	101,254	96,379	130,623	78,463	126,297
2029 Estimate	106,571	97,338	133,931	86,532	137,424
5-Year Projected Growth Rate	5.3%	1.0%	2.5%	10.3%	8.8%
Households:					
2024 Estimate	42,116	41,023	53,524	28,251	46,026
2029 Estimate	44,583	42,495	55,738	31,487	50,473
Average HH Size:					
2024 Estimate	2.19	2.16	2.24	2.74	2.73
2029 Estimate	2.19	2.11	2.21	2.71	2.71
Ethnicity (2024 Estimate):					
Hispanic	9.0%	8.2%	5.4%	33.7%	30.6%
White	74.9%	74.4%	71.3%	59.9%	49.9%
Black	6.8%	5.4%	12.1%	1.7%	10.9%
American Indian	1.2%	2.9%	0.3%	1.6%	0.9%
Asian	3.3%	4.9%	5.8%	3.0%	10.8%
Pacific Islander	0.6%	0.1%	0.1%	1.4%	0.2%
Other	3.7%	2.6%	2.4%	18.7%	10.0%
Multiple	9.7%	9.8%	8.0%	13.7%	17.4%
Median Age:					
2024 Estimate	28.6	30.9	30.1	34.6	35.8
2029 Estimate	29.5	31.9	31.3	35.6	36.9
Median Income:					
2024 Estimate	\$57,259	\$63,527	\$60,107	\$84,917	\$96,977
2029 Estimate	\$65,261	\$75,808	\$69,096	\$97,874	\$105,363

PUBLIC AQUATIC FACILITIES

	Fayetteville, AR	Lawrence, KS	Columbia, MO ²	Rogers, AR	Round Rock, TX
2024 Population	101,254	96,379	130,623	78,463	126,297
2024 Median Age	28.6	30.9	30.1	34.6	35.8
2024 Median Income	\$57,259	\$63,527	\$60,107	\$84,917	\$96,977
Indoor Aquatic Facilities	0	1	2 ²	1	1
Outdoor Pools	1	1	3	1	3
Total SF Outdoor	8,000	20,250	19,760	16,700	40,500
SF per capita	0.19	0.49	0.37	0.59	0.88
Splash Pads		2	3	3	1
Parks	56	54	75	22	37



² City operates Hickman High School Pool

PUBLIC AQUATIC OPERATIONS

	Average
Average Daily Attendance*	882
Expenses	\$ 1,460,219
Revenue	\$ 1,032,382
Cost Recovery	70.7%
FT Aquatic Staff	4
PT Aquatic Staff (year-round)	38
Seasonal Aquatic Staff	85

* Outdoor Pools Only

PRELIMINARY AQUATIC CONCEPTS

Each of the aquatic concepts evolved through multiple versions and refinements as part of an iterative design process. For clarity and focus, this report discusses only the final iteration of each concept, both visually and descriptively. This approach allows for a clear understanding of the progression and the ultimate design directions without detailing every intermediate version.

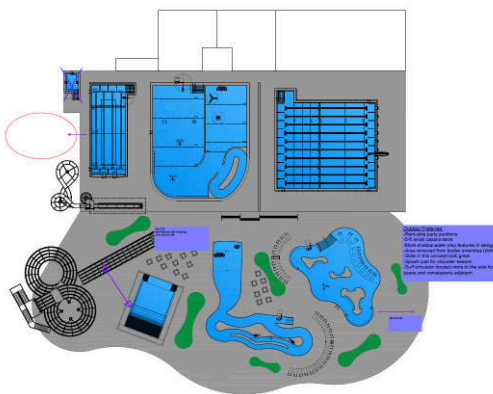
The first three concepts served as exploratory tools to test a range of aquatic program possibilities without the limitations of site-specific constraints. They were guided by the voices of the community, feedback from the steering committee, City staff and provisional operational and best design practice considerations.

While each concept varied in the mix and arrangement of indoor and outdoor aquatic amenities, they all shared a set of core elements. Indoors, each included a competition pool, additional dedicated lap lanes, a lifestyle multi-use pool, and a body slide into a runout. Outdoors, each featured a water slide complex, surf simulator, river attraction, and flat-water pool.

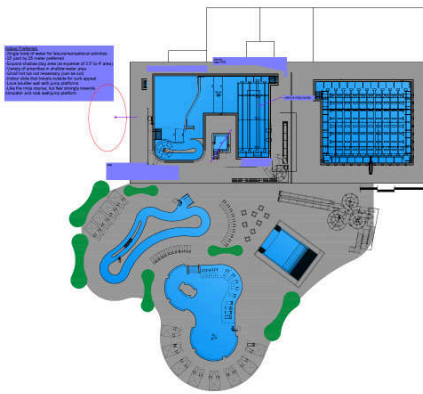
From these early explorations, several key insights and priorities emerged that shaped later iterations:

- Combining indoor lap lanes (outside of the competition pool) and leisure/recreation features into a single multi-use body of water for flexibility and efficiency.
- Removing the indoor whirlpool spa from the program.
- Positioning the indoor water slide so it is visible from outside the building, anchoring it in a corner to allow the slide path to extend beyond the building envelope.
- Incorporating dedicated shallow water areas with interactive children’s play features.
- Adding a splash pad outdoors to extend the facility’s use into the shoulder seasons.
- Creating a dedicated relaxation and wellness pool, ideally separated from louder attractions to offer a tranquil environment for adults and older guests.

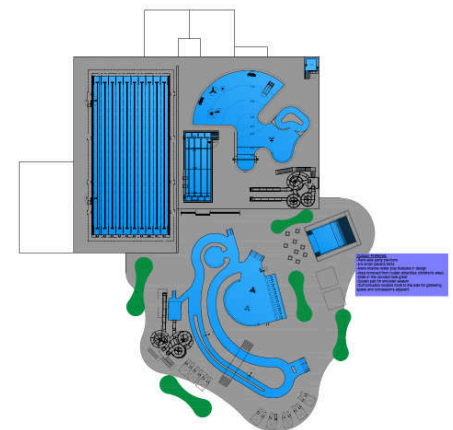
These findings provided a clear framework for refining the program mix, resulting in the more fully developed master-planned Concepts 4 and 5.



Aquatic Concept 1



Aquatic Concept 2



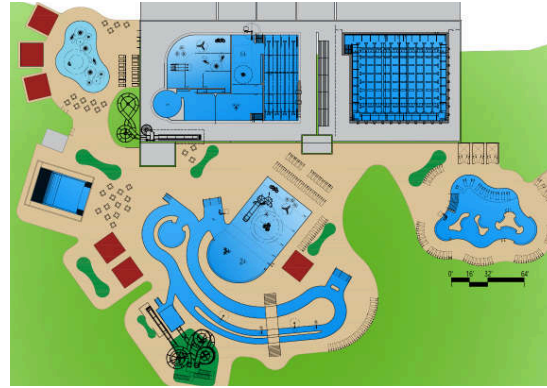
Aquatic Concept 3

REFINED AQUATIC CONCEPTS

Through continued community engagement and iterative refinement, the project advanced into two fully developed, masterplanned aquatic concepts that combine year-round aquatic offerings with diverse recreational programming. Both Concepts 4 and 5 maintain identical indoor facilities while presenting two distinct visions for the outdoor recreational aquatics experiences.



Aquatic Concept 4



Aquatic Concept 5

SHARED INDOOR FEATURES

- **25-Yard x 25-Meter Competition Pool** – Configured to support premier local and regional events, this multi-course pool offers flexibility for not only events, but practices and trainings too. Designed with competitive events in mind, it accommodates up to 250 spectators. The pool deck also includes a swag line to control deck access and enhance event circulation, flow, and overall experience.
- **Lifestyle Multi-Use Pool** – This pool features a zero-depth entry zone with bubbling geysers, spray elements, and a children’s slide, creating a welcoming space for guests beginning to get comfortable in the water. It transitions via ramp into deeper water for open programming and play. Adjacent to flat-water open space, is a vortex ideal for resistance walking and creating an environment suitable for aquatic exercise and dedicated classes. Additional open water space features basketball hoops, floatables, and a volleyball net. Four lap lanes make up the deepest water area, also accommodating jump/dive platforms and an aquatic climbing wall.
- **Water Slide** – A single-body slide entices thrill-seekers with a slide path extending outside the building before plunging riders into an indoor runout termination.

SHARED OUTDOOR FEATURES

- **Adult Leisure Pool** – Designed inspired by a resort-style aquatic amenity, this pool includes islands with underwater bench seating, a large sun shelf featuring in-pool loungers, and ample leisure space. Shaded cabanas surround the area, providing a relaxing oasis.
- **Surf Simulator** – A high-energy attraction adding repetitive, skill-building fun, doubles as a spectator favorite, with the potential for scheduled training sessions during off-peak times.
- **Splash Pad** – An interactive, inclusive aquatic feature offering nearly 2,000 SF of water play for young children and families.

KEY DIFFERENCES – OUTDOOR AQUATIC AMENITIES

- Concept 4** – Features a 5,000 SF lifestyle pool with a broad, fan-shaped zero-depth entry that includes an aquatic play structure sized for younger guests and an appropriately scaled slide. The pool transitions into deeper water for recreational swimming and connects directly to an adventure river attraction with a faster-moving action channel, taking guests through a variety of water sprays or dumping features. A social alcove also welcomes guests. Anchoring the outdoor area is a Mat Racer slide complex, a competitive and visually iconic attraction unique to Fayetteville.



- Concept 5** – Expands the lifestyle pool to more than twice the size of Concept 4, narrowing the zero-depth entry but greatly increasing open water space. Added features include 360-degree basketball hoops promoting friendly competition and in-water play, a semi-circular social alcove with underwater bench seating, and a significantly longer connected river with multiple stair entry and exit access points as well as a pedestrian bridge overhead. This adventure channel includes a waterfall cascading off the bridge. The slide complex features two distinct body slides—one ending in a plunge pool, the other in a runoff.



PRELIMINARY SITE REVIEW

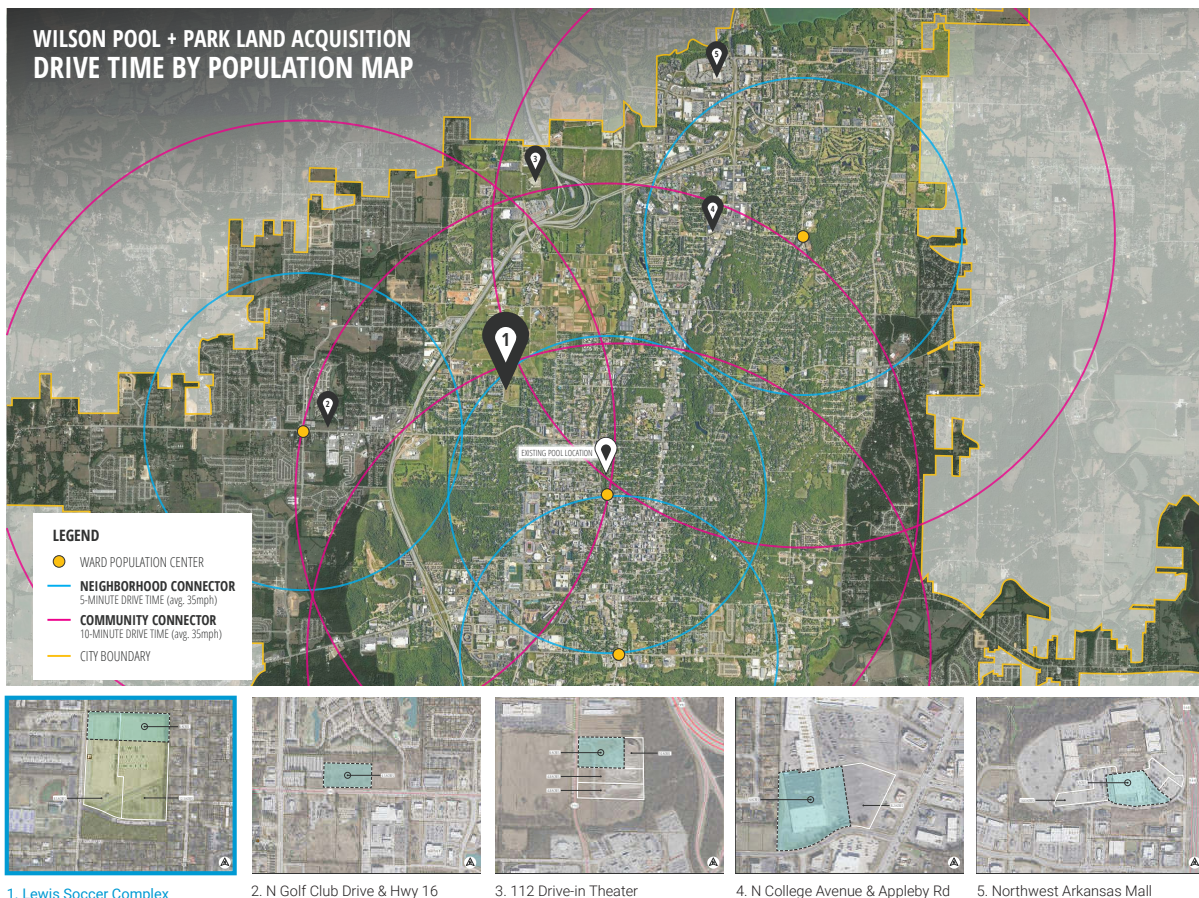
Following a thorough analysis of the existing Wilson Pool, the project team concluded that renovation or replacement of the facility at its current location in Wilson Park is not feasible. The presence of a floodplain beneath the existing structure, combined with the complexity of obtaining approvals from federal and jurisdiction authorities, renders the site unsuitable for redevelopment in its current capacity.

In collaboration with Fayetteville Parks, Natural Resources and Cultural Affairs, the Design Team conducted extensive research into more than eighteen potential sites for a new aquatic center. Criteria for site selection included ownership, existing land use, floodplain considerations, topography, and vegetation. Additionally, community accessibility and geographic location were critical factors in evaluating each site's potential to serve all residents of Fayetteville.

From the original eighteen potential sites, five were shortlisted for further design intervention studies and program layout due to their alignment with these criteria. Of these five, three sites offered optimal acreage and orientation for an aquatics facility of 6–10 acres. One of these three, the Lewis Soccer Complex, is city-owned, simplifying the acquisition process.

Among the options reviewed, the Lewis Soccer Complex emerged as the most promising site for development of a state-of-the-art facility. The parcel is jointly owned by the City and the School District, presenting a unique opportunity for partnership. This collaboration allows both entities to enhance community amenities and respond directly to residents' feedback and expressed needs.

Over time, the aquatic facility may be expanded to reach the full scope envisioned in this study, while relocating soccer programming to alternative sites within the community.



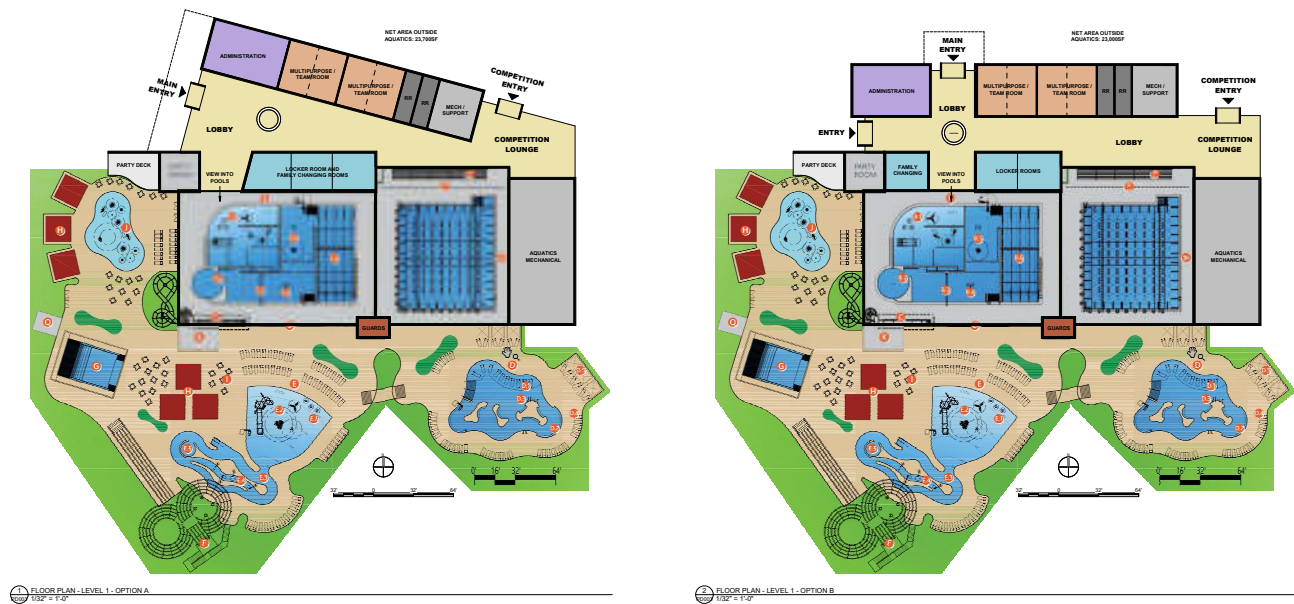
The five top sites were identified for consideration based on proximity, availability, flood conditions, and orientation. From these, the Lewis Soccer Complex was ultimately selected as the prime location.

PRELIMINARY BUILDING FLOOR PLANS

Based on initial public engagement and stakeholder input, programming priorities were identified for a dedicated aquatic facility. To support this vision, key spaces were outlined, including entry and lobby areas, admissions and administrative offices, flexible multi-purpose/team rooms, restrooms, locker and changing areas, party rooms, circulation and seating zones, and mechanical support spaces—complementing the natatorium, which features both competition and leisure pools.

As part of the design team’s early-phase work, two conceptual plans were developed to illustrate the spatial relationships between these program elements and to recommend appropriate square footages. These options were evaluated from the perspective of both daily users and occasional visitors, with particular attention to spatial adjacencies that would optimize facility functionality.

The conceptual design exercise was conducted in parallel with the evaluation of potential aquatic facility sites.



Building Floor Plans - N. Lewis Ave + W. Mount Comfort Rd - Options A & B

SITE PLAN CONSIDERATIONS

Development of the site plan layout for the new Fayetteville Aquatic Complex began with the creation of a conceptual indoor/outdoor program that incorporated key recreational components of the facility. To ensure optimal sizing of the complex—including bather load capacity, site acreage, and parking needs—a precedent study was conducted comparing three large aquatic centers from across the United States. Insights from this analysis informed design metrics and guided recommendations for parking ratios and overall footprint.

This conceptual layout was then carefully evaluated on-site to address factors such as existing vegetation, grading, floodplain conditions, solar orientation, visibility, and accessibility. The placement of proposed improvements is strategically designed to enhance long-term visibility and enable future expansion while preserving existing soccer facilities. Dual-use parking is incorporated to support both aquatic and soccer programming.

Aquatic components are sited at the northwest corner of Mount Comfort Road and Lewis Avenue, ensuring strong visibility and facilitating parking to the west of the facility. This configuration creates a natural buffer for neighboring residential areas and allows space for future expansion of aquatic features and parking to the north. Parking design transitions current overflow areas along Mount Comfort Road into expanded soccer fields, mitigating field space lost due to facility development.

The proposed buildout includes seven soccer fields supported by a shelter, concessions, and restrooms. The

aquatic center is planned to support up to 1,750 bathers across approximately 2.76 acres. Based on precedent metrics, a parking ratio of one stall per 244 square feet—or 0.28 stalls per bather—is recommended. This translates to roughly 490 stalls at full buildout, with the initial site layout providing 426 stalls to the west and an additional 67 stalls to the east for peak use and event overflow.



Site Plan - Phase 1 Masterplan



Site Plan - Comprehensive Masterplan

FACILITY CALCULATIONS | AQUATIC FACILITY PRECEDENTS

SAR-KO-PAR AQUATIC CENTER

LOCATION: LENEXA, KANSAS
 BATHER LOAD: 750 USERS
 POOL AREA SQFT: 66,920 SQFT
 TOTAL PARKING STALLS: 268

PARKING CALCS

1 PARKING STALL | 250 SQFT
 .35 PARKING STALLS | 1 BATHER

AD ASTRA POOL

LOCATION: LENEXA, KANSAS
 BATHER LOAD: 450 USERS
 POOL AREA SQFT: 45,092 SQFT
 TOTAL PARKING STALLS: 158

PARKING CALCS

1 PARKING STALL | 285 SQFT
 .35 PARKING STALLS | 1 BATHER

CHICO AQUATICS & REC CENTER

LOCATION: CHICO, CALIFORNIA
 BATHER LOAD: 1,125 USERS
 POOL AREA SQFT: 99,567 SQFT
 TOTAL PARKING STALLS: 281

PARKING CALCS

1 PARKING STALL | 354 SQFT
 .24 PARKING STALLS | 1 BATHER

GARDEN RAPIDS AT THE BIG POOL

LOCATION: GARDEN CITY, KANSAS
 POOL AREA SQFT: 79,796 SQFT
 TOTAL PARKING STALLS: 178

PARKING CALCS

1 PARKING STALL | 448 SQFT

FAYETTEVILLE AQUATICS

EXPECTED BATHER LOAD

1,750 users

PARKING RECOMMENDATION

1 parking stall per 334 sqft OR .28 stalls per bather
 492 total parking stalls (159,900 sqft / 3.67 ac)

FACILITY AREA RECOMMENDATION

164,500 SQFT (3.77 AC)

* Parking and facility area recommendations are based from precedent facility averages

TOTAL POOL + PARKING AREA RECOMMENDED: 7.44 AC

PARCEL STUDY: LEWIS SOCCER COMPLEX

TOTAL PARCEL AREA: 20.8
 • CITY OF FAYETTEVILLE: 8.5 AC
 • SCHOOL DISTRICT #1: 12.3

CONFLUENCE

FAYETTEVILLE AQUATICS FACILITY

Aquatic Facility Calculations

PRIORITIZED AQUATIC CONCEPT

Following the evaluation of all five developed concepts, Concept 4 emerged as the preferred option. This recommendation is based on its ability to deliver a dynamic year-round aquatic experience, meet the program priorities identified through community engagement, and maximize operational efficiencies.

Key Strengths of Aquatic Concept 4 include:

- A well-balanced mix of indoor and outdoor amenities, offering multi-generational programming and revenue generating opportunities.
- An adequately sized outdoor lifestyle pool with integrated shallow play features and an aquatic play structure that serves younger guests while maintaining open swim areas.
- The adventure river with an action channel, sprays, dumping features, and a social alcove, offering both active and passive recreation opportunities.
- The Mat Racer slide complex, a competitive and visually distinctive attraction unique to Fayetteville.
- Flexibility for phased construction while maintaining a strong initial program.
- This concept best aligns with the City's vision for an aquatic facility that supports recreation, competition, wellness, and community gathering year-round.



POOLS AND BACK OF HOUSE SPACES

- A** COMPETITION POOL | 6,260 SF
25 YARDS BY 25 METERS
- A.1** SWAG LINE - PREVENT NON-SWIMMERS ON DECK
- A.2** SPECTATOR SEATING | 250 SPECTATORS
- B** RECREATIONAL POOL | 8,370
- B.1** ZERO DEPTH ENTRY
- B.2** VORTEX
- B.3** VOLLEYBALL NET
- B.4** BASKETBALL HOOPS
- B.5** FLOATABLES
- B.6** LAP LANES
- C** SINGLE BODY SLIDE
- D** ADULT POOL | 3,300
- D.1** SUN SHELF
- D.2** UNDERWATER BENCH SEATING
- D.3** DECK SPRAYS
- D.4** LOUNGE CHAIRS
- D.5** CABANA
- E** LIFESTYLE POOL | 4,990 SF
- E.1** ZERO DEPTH ENTRY
- E.2** WATER FEATURES
- E.3** RIVER
- E.4** ACTION CHANNEL
- E.5** SOCIAL ALCOVE
- F** MAT RACER SLIDE COMPLEX
- G** SURF SIMULATOR
- H** RENTABLE PAVILIONS
- I** 4 TOP TABLES
- J** SPLASH PAD | 1,900 SF
- K** CONCESSIONS
- L** LOCKER ROOM
- M** FAMILY CHANGE ROOM
- N** POOL MECHANICAL SPACE
- O** GARAGE DOORS
- P** LIFEGUARD ROOM
- Q** TICKETING
- R** SAIL SHADES



Aquatic Concept 4 - Labeled and Rendered



PRIORITIZED BUILDING FLOOR PLAN

As discussions with stakeholders progressed, Option A emerged as the preferred concept due to its effectiveness across multiple sites under consideration. This preference was largely attributed to its spacious and visually inviting entryway, as well as its favorable relationships with parking, street access, outdoor pool access, and connectivity to adjacent facilities and city amenities.

Another reason Option A was recognized as the leading choice for the site's layout and design is its clear hierarchy of spaces. It features dual entry points and lobby areas that enhance the user experience for both everyday visitors and occasional guests. This slight adjustment in the building's design also allows for the addition of public outdoor spaces at each entry, providing valuable amenities for a multi-use, high-traffic facility.

The indoor program includes admissions and administrative areas, flexible multi-purpose rooms, team rooms, restrooms, locker and changing facilities, party rooms, circulation and seating areas, and mechanical support spaces. Additionally, there is a dedicated natatorium that can accommodate both competitive and recreational swimming pools.

During the development of the building concept options, the potential for future expansion was discussed with stakeholders. Option A offers additional growth opportunities, particularly in the northeast corner of the indoor programming area.

The next phase involved the pro forma development, which identified an opportunity to incorporate dryland fitness program elements to help support and potentially subsidize the facility's outdoor amenities through additional revenue generation. This exploration led to the inclusion of approximately 7,000 to 9,000 square feet of fitness and studio space, as shown below in the green area.

Ultimately, the concept evolved into a facility totaling approximately 70,000 square feet. This includes 28,500 square feet dedicated to administration, fitness, studios, party rooms, multi-purpose/team rooms, locker rooms, support spaces, and lobby/circulation areas. The indoor aquatics area comprises approximately 42,000 square feet and features a leisure pool, a 10-lane 25-meter x 25-yard competition pool, and dedicated aquatic mechanical spaces.



1 FLOOR PLAN - LEVEL 1 - OPTION A
1/32" = 1'-0"

Building Floor Plans - N. Lewis Ave + W. Mount Comfort Rd - Option A

CAPITAL COSTS

The following capital cost information includes two program models: the Initial Base Program and Comprehensive Program. Each model outlines both construction costs and total project costs, which encompass design fees, general conditions, and estimated markups.

Please note, the cost opinion does not include:

- Land acquisition
- Roadwork or signalization
- Off-site remediation
- Renovations to the existing Wilson Park Pool

BASE PROGRAM

INDOOR: 50,000 square foot facility with a 10-lane 25-yard competition pool and a lifestyle pool with warm water.

- Includes lobby, administrative staff, mechanical, locker rooms, restrooms and storage.

OUTDOOR: 12,000 square foot facility with zero-depth leisure pool, slide tower with two slides and lazy river.

- Includes deck, rentable pavilions and shade structures.

COMPREHENSIVE PROGRAM

INDOOR: 70,700 square foot facility with a 10-lane 25-yard competition pool and a larger recreation pool with zero -epth entry, vortex, floatables and lap lanes at a warmer water temperature.

- Fitness is not fully defined but would most likely feature cardiovascular equipment, weight machines, free weights and group fitness studios.
- Multipurpose team rooms
- Includes lobby, administrative staff, mechanical, locker rooms, restrooms and storage.

OUTDOOR: 60,000 square foot facility multiple bodies of water including a splash pad, surf simulator, water slides, lifestyle pool with zero-depth entry, water features, river, and adult pool with sun shelf and underwater bench seating.

- Includes deck, rentable pavilions and shade structures.

BASE PROGRAM

<u>Category</u>	<u>Cost</u>
Diminished Site Development Costs- Plazas/Landscape Sidewalks and Pool Deck Fencing Parking – Main Concessions/Restroom	\$4,000,000
Reduced Architectural Costs- Building Area 50,000 gsf. Main Entry, Support, Dry Activities 20,000 gsf. Indoor Aquatics Area Including Pools 30,000 gsf.	\$38,550,000
Outdoor Aquatic Costs- Leisure Pool with River Water Slide	<u>\$4,800,000</u>
Construction Costs Subtotal-	\$47,350,000
Design, Engineering and Project Costs	<u>\$12,450,000</u>
Comprehensive Total Project Estimate-	\$59,800,000

COMPREHENSIVE PROGRAM

<u>Category</u>	<u>Cost Range</u>	
Site Development Costs-	\$5,800,000	\$6,400,000
Plazas/Landscape		
Sidewalks and Pool Deck		
Fencing		
Parking – Main		
Satellite Parking		
Concessions/Restroom		
Fields		
Architectural Costs-		
Building Area 70,700 gsf.	\$54,520,000	\$60,260,000
Main Entry, Support, Dry Activities 28,500 gsf.		
Indoor Aquatics Area Including Pools 42,200 gsf.		
Outdoor Aquatic Costs-	<u>\$13,600,000</u>	<u>\$15,850,000</u>
All Pools Illustrated		
Outdoor Pools (4)		
Construction Costs Subtotal-	\$73,920,000	\$82,510,000
Design, Engineering and Project Costs	<u>\$22,180,000</u>	<u>\$24,750,000</u>
Comprehensive Total Project Estimate-	\$96,100,000	\$107,260,000

OPERATIONS SUMMARY

All of the information gathered to this point has been used to develop an operational plan for the potential facility. It is important to note again that B*K is an operational and planning firm. As such, we provide third party, independent analysis regarding operations and have no financial gain associated with the facility being built and/or operated.

B*K developed operational plans for the concept developed by the consultant team. The concepts primarily focus on aquatics, however options have been considered that include multipurpose rooms and fitness. Operation plans have been developed for a base facility program as well as a comprehensive program.

While this is a new facility within the market, alternative facilities exist within Northwest Arkansas. These facilities are in neighboring communities with similar features but not to the extent of this facility. The amenities for this proposed facility allow for a greater experience appealing to a broad spectrum of users, and there are limited options overall within the market so the impact from these facilities will not be significant.

B*K takes a conservative approach when developing operational plans for proposed facilities. The operational plan does not reflect 100% capacity regarding programming, admissions, or rentals. For the operational portion of the study with the City of Fayetteville, the following assumptions were made.

- The final concept plan could impact part-time staffing levels and the site could influence revenue.
- The first year of operation will be 2027 or later.
- Hours of Operation:

INDOOR (50 weeks)		OUTDOOR (14 weeks)	
Monday – Friday	5:30 AM – 9:00 PM	Monday – Friday	1:00 PM – 9:00 PM
Saturday	8:00 AM – 5:00 PM	Saturday	12:00 PM – 7:00 PM
Sunday	12:00 PM – 5:00 PM	Sunday	12:00 PM – 7:00 PM
- The presence of other providers in the market will remain the same.
- The operator of the facility is the City of Fayetteville. The plan, specifically full-time staffing, identifies the costs associated with a stand-alone facility.
- Full-Time compensation has been compared to the Northwest Arkansas region, and current City of Fayetteville wage scale.
- Part-time rates are based on front desk, building attendants and lifeguards at \$14.00/hr, with leaders and supervisors progressively higher.
- The operational plan is built from industry standards regarding staffing and best practices associated with community recreation center operations.
 - For aquatics, the standard is a minimum of 2 certified lifeguards on duty any time the pool is open for use.
- The utilities were factored based on both the indoor and outdoor space with the indoor aquatic space at a higher rate.
- Fayetteville pays for water/sewer.
- Weight equipment is outlined as a purchase associated with construction, industry standard. The lifespan of equipment typically exceeds 10 years.
- Cardio equipment is outlined as an annual lease to keep updated machines on the cardio floor. The advantage of a lease is keeping new equipment on your cardio floor and building in limited maintenance.
- No internal charge backs have been factored into this plan to account for HR, IT Support, Building & Grounds, Marketing, etc.
- Bank charges are calculated at 3% of revenue generation expected to be from credit card usage.

- An annual capital replacement allocation has been allocated by model. B*K is not recommending to spend these dollars, but rather they should go to a sinking fund and accumulate a balance over 5 years, at which time they can be accessed to make improvements to the facility.

Using the concepts, B*K developed an operational plan for the facility. Using the best information available, combined with the City’s operational goals, B*K created 5-year projection. Below is a chart with the average of years 3 – 5 of operations as this reflects “normal” operations.

	Base Program	Comprehensive Program
Expense	\$2,294,840	\$2,937,589
Revenue	\$1,565,834	\$2,445,711
	(\$729,005)	(\$491,879)
Cost Recovery	68.2%	83.3%
Cumulative Capital Replacement	\$500,000	\$707,000

It is important to note that total expenses in these models reflect an annual allocation to a capital replacement fund. That fund is dedicated to improvements/repairs needed at the aquatic center, not a full facility replacement.

ADDITIONAL RECOMMENDATIONS

- Fees should be reviewed annually, especially membership rates. Adjustments should be made consistently to keep up with inflation and maintain the quality of service.
- With the investment Fayetteville is considering for a year-round recreation facility, full-time recreation positions should be created. These include a Facility Manager, Aquatics Manager, and Program Coordinators. Due to the extensive aquatic operation and challenges in filling part-time lifeguard positions, it is recommended to include full-time Head Lifeguards to cover early morning and daytime hours. These positions can also assist in aquatic programs such as Learn to Swim and Water Fitness.
- As such, the full-time and part-time positions in the operational plan are not currently in any budget. If the project moves into the construction phase, Fayetteville will need to develop a ramp up budget to account for construction and opening. This should occur at least 6 months prior to anticipated opening.
- In addition, due to the complexity and size of the maintenance and operations associated with this size of recreation center, full-time maintenance positions are recommended. Most of the maintenance would be handled by Fayetteville staff. B*K would recommend including preventative maintenance on major HVAC and mechanical systems into the construction contract for at least the first 2 seasons.
- These positions would be complemented by full-time custodial staff. Specialty services such as upkeep of UV sanitation, limited HVAC, and elevator will be completed through contracts.
- An annual allocation for capital/equipment replacement. These funds would be set aside annually to accumulate. This allows Fayetteville to replace critical components of the facility and pool operation without impacting the overall City budget. Typical items that may need to be replaced include pumps, motors, heaters and other mechanical systems.

ADDITIONAL COMMENTS

- Many recreation and/or fitness centers charge an initiation fee or joining fee. This fee is paid at the time of registering for a membership and is not incurred annually unless a membership lapses. While generating a fair amount of revenue in the initial year of operation, the annual amount is significantly diminished as renewal rates are fairly high. For the purposes of this plan, an amount has not been included.
- The operation would have a concession operation that would be open during the summer months. To maximize the revenue associated with the facility during swim meets, a party room or meeting space could act as a concession stand and/or food trucks could provide additional service during large events. This would minimize the upfront costs of constructing the space while also tapping into the culture of Northwest Arkansas.

OPERATION DETAIL

This section of the report analyzes the operation of the concept plan provided to B*K by WTI and SFS.

BASE PROGRAM

INDOOR

- Lobby
 - Reception Desk
- 2 Party Rooms
- Locker Rooms
- Family Changing
- Administrative Staff Offices
- Competition Pool
 - 25 yard x 25 yard
 - Spectator seating for 300
- Lifestyle Pool
 - Water Slide
 - Guard Office
- Storage
- Mechanical Rooms

OUTDOOR

- Leisure Pool
 - Zero Depth Entry
 - Lazy River
- Water Slide Tower with Tube Slide and Body Flume
- Cabanas
- Pavilions
- Concessions

COMPREHENSIVE PROGRAM

INDOOR

- Lobby
 - Reception Desk
- 2 Party Rooms
- Locker Rooms
- Family Changing
- Administrative Staff Offices
- Fitness
- Group Fitness Studios
- Multipurpose Team Rooms
- Competition Lounge
- Competition Pool
 - 25 yard x 25 yard
 - Spectator seating for 300
- Recreation Pool
 - Zero Depth Entry
 - Vortex
 - Volleyball Net
 - Basketball Hoops
 - Floatables
 - Lap Lanes
 - Water Slide
 - Guard Office

- Storage
- Mechanical Rooms

OUTDOOR

- Ticketing
- Splash Pad
- Ticketing
- Lifestyle Pool
- Zero Depth Entry
- Water Features
- Lazy River w/ Action Channel
- Social Alcove
- Water Slide Complex w/ Mat Sacer Slides
- Adult Pool
- Sun Shelf
- Deck Sprays
- Cabanas
- Pavilions
- Concessions

The assumptions above have been incorporated into the operations plan for the City of Fayetteville. Again, B*K takes a conservative approach when developing operational plans for proposed facilities.

In addition:

- 50 Weeks
 - Facility would be closed for major holidays.
 - Facility may close portions of the facility for annual maintenance such as refinishing slides or draining pools.
 - Hours may be altered between the school year and summer.

<p>» Annual Pass Structure Price / Month</p> <ul style="list-style-type: none"> - Youth/Student \$20.00 - Adult \$25.00 - Household \$50.00 - Senior \$20.00 - Senior + 1 \$30.00 	<p>» Program Fees Price / Session</p> <ul style="list-style-type: none"> - Group Exercise Session \$40.00 - Learn to Swim \$65.00 - Personal Training \$45.00 <p style="text-align: right;">Price / Person</p> <ul style="list-style-type: none"> - Dive In Movie \$5.00
<p>» Season Pass Structure Price / Season</p> <ul style="list-style-type: none"> - Youth/Student \$60.00 - Adult \$75.00 - Household \$180.00 - Senior \$60.00 - Senior + 1 \$90.00 	<p>» Rental Structure</p> <ul style="list-style-type: none"> - Birthday Parties \$225.00 - Pool \$600.00 / 2 Hours <p style="text-align: right;">Price / Hour</p> <ul style="list-style-type: none"> - Party Room \$40.00 - Multipurpose Room \$50.00 - Lane Rental \$10.00 / Lane
<p>» Daily Admission Structure Price / Day</p> <ul style="list-style-type: none"> - Under 3 Free - Youth (3-18) \$8.00 - Adult (19-59) \$10.00 - Senior (60+) \$8.00 	

- The development of this facility, specifically the comprehensive program, will allow for an increase in programming and revenue that has not been reflected in the operation plan.

EXPENSE MODEL

The expense model has been built with the best information available at the time of the study. The model reflects recommendations from B*K as to how the City might operate the facility in an efficient and effective manner in year 1.

Category	Base Program	Comprehensive Program
Personnel	\$1,354,881	\$1,597,266
Commodities	\$235,387	\$339,320
Contractual	\$429,807	\$635,890
Sub-Total	\$2,020,075	\$2,572,476
Capital Replacement Allocation ¹	\$100,000	\$141,400
Total Expense	\$2,120,075	\$2,713,876

REVENUE MODEL

The revenue model was built with the best information available at the time of the study. The model reflects how the City might operate the facility with the intent of balancing cost recovery along with accessibility. It is important to note that the revenue figures do not reflect capacity.

Category	Base Program	Comprehensive Program
Fees (passes/admissions)	\$724,294	\$1,184,319
Programs	\$160,256	\$272,996
Other ²	\$493,940	\$635,970
Total Revenue	\$1,378,490	\$2,093,285

5-YEAR PROJECTION

The following is a 5-year projection for the future operation. Year 1 is the first full year that the recreation center is available. The total operational expense includes the replacement allocation

Base Program	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,120,075	\$2,162,477	\$2,227,351	\$2,294,172	\$2,362,997
Revenue	\$1,378,490	\$1,447,414	\$1,519,785	\$1,565,378	\$1,612,340
	(\$741,585)	(\$715,062)	(\$707,566)	(\$728,793)	(\$750,657)
Recover % w/ Replace	65.0%	66.9%	68.2%	68.2%	68.2%
Recover % w/o Replace	68.2%	70.2%	71.4%	71.3%	71.2%
Capital (cumulative)	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000

Comprehensive Program	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,713,876	\$2,768,153	\$2,851,198	\$2,936,734	\$3,024,836
Revenue	\$2,093,285	\$2,260,748	\$2,373,785	\$2,444,998	\$2,518,348
	(\$620,591)	(\$507,406)	(\$477,413)	(\$491,736)	(\$506,488)
Recover % w/ Replace	77.1%	81.7%	83.3%	83.3%	83.3%
Recover % w/o Replace	81.4%	86.1%	87.6%	87.5%	87.3%
Capital (cumulative)	\$141,400	\$282,800	\$424,200	\$565,600	\$707,000

¹ B*K would recommend the City begin an improvement account for the facility. The funds would be allocated annually to the account to build a balance that the City could then access for facility improvements/repairs.

² The Other category includes concessions, birthday parties, rentals and sponsorship.

PROJECTED EXPENDITURES

The following revenue opportunities developed by B*K, are based on information provided by Fayetteville, familiarity with the market, and experience as facility operators. The projections are what B*K feels the department could anticipate achieving in year 1 of the operation.

FULL TIME STAFFING

Positions	Pay Grade	Salary	Base Program Positions	Comprehensive Program Positions
Facility Manager		\$62,754	1	1
Aquatics Manager		\$51,667	1	1
Program Coordinator		\$43,378	1	2
Maintenance Foreperson		\$57,201	1	1
Maintenance Tech		\$43,378	1	1
Custodial		\$38,231	2	2
Head Lifeguard		\$38,231	3	3
Benefit Factor	40%		\$179,813	\$197,164
Total			\$629,346	\$690,075

It is the opinion of B*K that a number of new positions are necessary to operate the aquatic center. A facility manager would be responsible for overseeing the entire operation to ensure maximizing use through membership, rentals and programming. A coordinator position is recommended to assist in managing the daily operations of the front desk and membership. A full-time position for aquatics is needed to accommodate the full operation as well as provide oversight at the outdoor pool during the summer months. Due to the number of lifeguard staff required to operate the facility, a position dedicated to recruiting and retaining staff is critical. With the additional space within the Comprehensive Program and an emphasis on revenue generation, a position is needed for developing recreation, and fitness programs. Salary projections are based on current market rates and are provided as recommendations; final determinations should be made by the City and staff. While minor variations in pay will affect cost recovery, the overall impact is expected to be minimal.

The operations will also have an impact on Parks Maintenance, and a position is necessary to adequately maintain the facility and surrounding area. One has been identified and included in the overall expenses of the operation although these positions may be found in a different budget. This assumes that the facility is aligned with the current Parks and Recreation operations. As such there are no fees associated with HR, IT, landscaping, security, etc. If the facility were to operate as a true stand alone operation, those numbers will need to be calculated into the operational expenses.

PART TIME STAFFING

Positions	Hourly Rate	Base Program Hours	Base Program Total	Comp Program Hours	Comp Program Total
Building Supervisor	\$18.00	43	\$38,700	43	\$38,700
Lead Front Desk (sum)	\$16.00	102	\$22,848	102	\$22,848
Lead Front Desk (sch)	\$16.00	62	\$35,568	62	\$35,568
Front Desk (sum)	\$13.00	205	\$37,219	236	\$42,907
Front Desk (sch)	\$13.00	83	\$38,844	83	\$38,844
Head Lifeguard (sum)	\$16.00	115	\$25,760	151	\$33,712
Head Lifeguard (sch)	\$16.00	0	\$0	32	\$18,288
Lifeguard (sum)	\$14.00	1032	\$202,272	1168	\$228,830
Lifeguard (sch)	\$14.00	339	\$170,730	365	\$183,960
Bldg Attendant/ Custodial (sum)	\$16.00	57	\$12,824	90	\$20,048
Bldg Attendant/ Custodial (sch)	\$16.00	32	\$18,576	32	\$18,576
Fitness Attendant (sum)	\$13.00			87	\$15,789
Fitness Attendant (sch)	\$13.00			62	\$28,899
Lead Concessions (sum)	\$16.00	42	\$9,408	42	\$9,408
Concessions (sum)	\$13.00	84	\$15,288	126	\$22,932
Rentals Staff			\$10,995		\$11,595
Aquatic Program			\$34,944		\$34,944
Fitness Program (Group X)					\$36,875
Recreation Program					
Benefit Factor	7.65%		\$51,559		\$64,468
Total			\$725,535		\$907,190

- B*K factored early arrival and late departure for part-time staff to allow for opening, closing, setting the pool deck and to provide training windows for lifeguards.
- In developing the operational plan, B*K accounted for lifeguards being present whenever individuals were in the pool, regardless of if they were part of a practice, lesson, group exercise, etc.
- The pool would close 30 minutes prior to the rest of the building to allow users to exit the pool, shower and change.

STAFFING NOTES

- Staffing has been adjusted based on summer and school year operations.
- Staffing estimates are based on 15 hours per person. For the Base Program, this equates to 21 FTE, and for the Comprehensive Program, 25.5 FTE.
- Programs, Rentals, Birthday Parties are not factored in at capacity.
- Concessions reflect in-house staffing; the City and staff will ultimately determine the preferred model.
- It is the belief of B*K that Fayetteville, or the operator of the facility will be well-versed in these programs and rental opportunities. As such, the initial focus of the operation should be to provide these programs and services with excellent customer service. As the facility moves into years 2 and 3, they can add other specialty programs.

COMMODITIES/SERVICE & SUPPLIES

	Base Program	Comprehensive Program
Office supplies (forms, ID, film)	\$5,000	\$6,000
Chemicals	\$70,417	\$109,490
Maintenance/repair/materials	\$12,000	\$20,000
Janitor supplies	\$15,000	\$20,000
Recreation/Fitness/Aquatic supplies	\$12,000	\$15,000
Safety supplies	\$2,000	\$2,000
Uniforms	\$14,350	\$17,570
Printing/postage	\$5,000	\$8,000
Concessions (food/supplies) ³	\$95,120	\$136,760
Vending Opportunities / Re-Sale	\$1,000	\$1,000
Other Misc. expenses	\$2,000	\$2,000
Fuel/Mileage	\$1,500	\$1,500
Sub-Total	\$235,387	\$339,320

CONTRACTUAL

	Base Program	Comprehensive Program
Utilities (gas, electric)	\$262,600	\$315,770
Water/Sewer	\$28,960	\$46,830
Trash	\$4,000	\$4,000
Insurance (property & liability) ⁴	\$37,500	\$53,025
Communications (phone, internet)	\$8,000	\$8,000
Contract services (i.e. HVAC)	\$5,000	\$5,000
Equipment Maintenance	\$8,000	\$12,000
Monitor services (Fire Alarm, Security)	\$4,000	\$8,000
Rental equipment (Fitness Lease)	\$2,000	\$80,000
Advertising	\$10,000	\$15,000
Travel & Training	\$5,000	\$7,500
Membership Dues/Subscriptions	\$1,500	\$2,500
Bank charges ⁵	\$41,355	\$62,799
IT licenses & charges (software)	\$6,892	\$10,466
Other	\$5,000	\$5,000
Sub-Total	\$429,807	\$635,890

CAPITAL REPLACEMENT FUND

	Base Program	Comprehensive Program
Annual Allocation	\$100,000	\$141,400
Sub-Total	\$100,000	\$141,400

³ Factored at 30% of total revenue generation.

⁴ It is not uncommon to have this factored at \$0.15-\$0.50 per square foot.

⁵ Credit card fees

TOTALS

	Base Program	Comprehensive Program
Staffing	\$1,354,881	\$1,597,266
Commodities	\$235,387	\$339,320
Contractual	\$429,807	\$635,890
Replacement Fund	\$100,000	\$141,400
Total⁶	\$2,120,075	\$2,713,876

⁶This total does not include debt service.

PROJECTED REVENUES

The following revenue opportunities developed by B*K, are based on information provided by Fayetteville, familiarity with the market, and experience as facility operators. The projections are what B*K feels the department could anticipate achieving in year 1 of the operation.

REVENUES

Category	Base Program	Comprehensive Program
Fees		
Daily Admission - School	\$81,200	\$93,700
Daily Admission - Summer	\$292,000	\$414,400
Membership	\$270,075	\$579,300
Seasonal	\$81,019	\$96,919
Sub-Total	\$724,294	\$1,184,319
Programs		
Aquatic	\$160,256	\$160,256
Recreation Program	\$0	\$0
Fitness	\$0	\$112,740
Sub-Total	\$160,256	\$272,996
Other		
Concessions/Resale	\$190,240	\$273,520
Birthday Parties	\$81,000	\$87,750
Pool Rentals	\$217,700	\$244,700
Gym/Turf/Room Rentals	\$0	\$25,000
Sponsorship	\$5,000	\$5,000
Sub-Total	\$493,940	\$635,970
Total	\$1,378,490	\$2,093,285

In 2024, the City of Fayetteville had approximately 42,116 households for a population of 101,254. The penetration rate utilized for the operation plan was 1.4% of households or 1.2% of the population for the base program. Total annual attendance would be nearly 200,000.

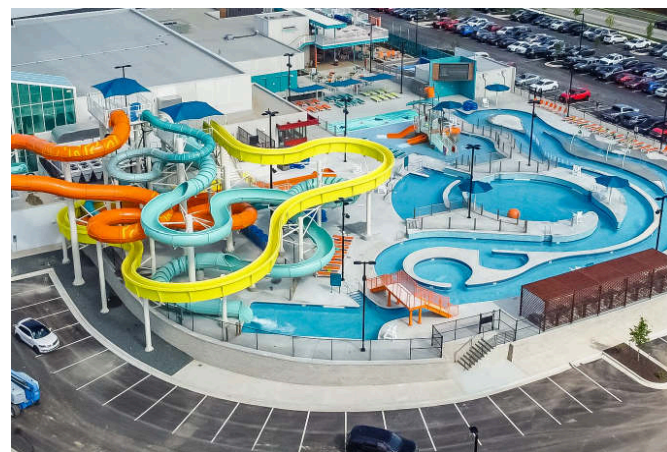
For the comprehensive program 1.4% of households or 1.2% of the population was used as a penetration rate. Total annual attendance would exceed 300,000.

- Additional Revenue Opportunities (not included):
 - Monthly Membership amount is typically withdrawn from the pass holder’s bank/credit account on an automatic basis each month.
 - Many facilities have a higher monthly rate due to the additional costs of processing.
 - Not included are Corporate memberships, which typically provide a discount on the membership fee with a minimum number of memberships required.
 - Advertising
 - Naming Rights

AUGUST 1, 2024 PUBLIC INPUT BOARD RESULTS

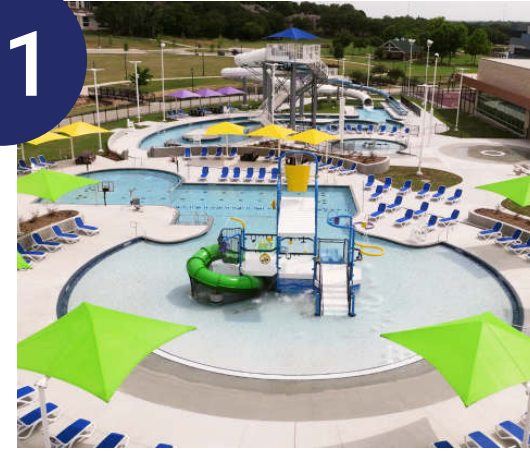
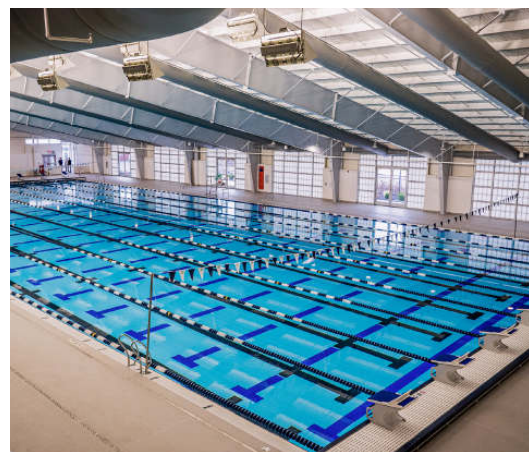
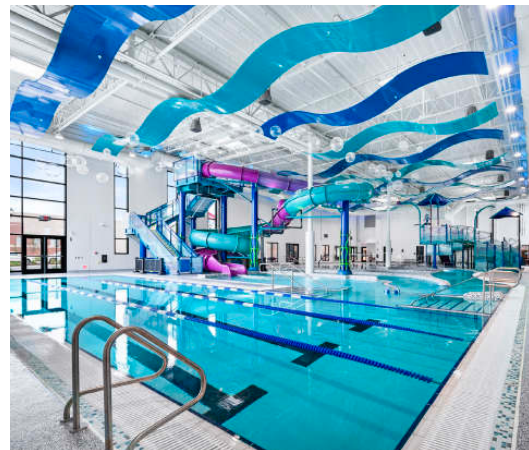
REGIONAL
OUTDOOR AQUATIC VENUES

48



MIXED-USE RECREATION
INDOOR/OUTDOOR AQUATIC VENUES

51



DISTRIBUTED NEIGHBORHOOD
OUTDOOR AQUATIC VENUES

58

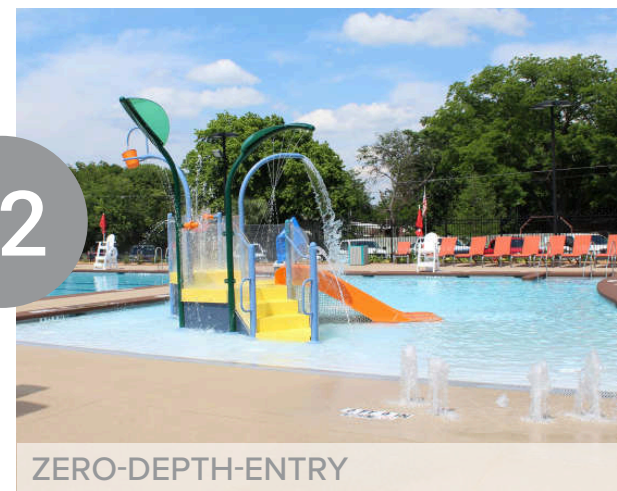


HOW BIG?



CONFLUENCE

AUGUST 1, 2024 PUBLIC INPUT BOARD RESULTS



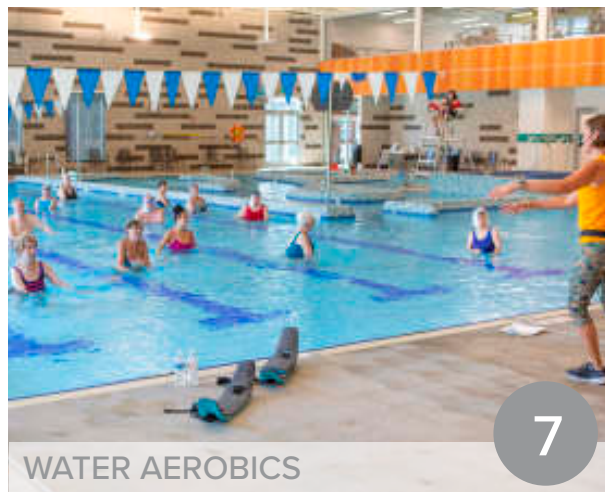
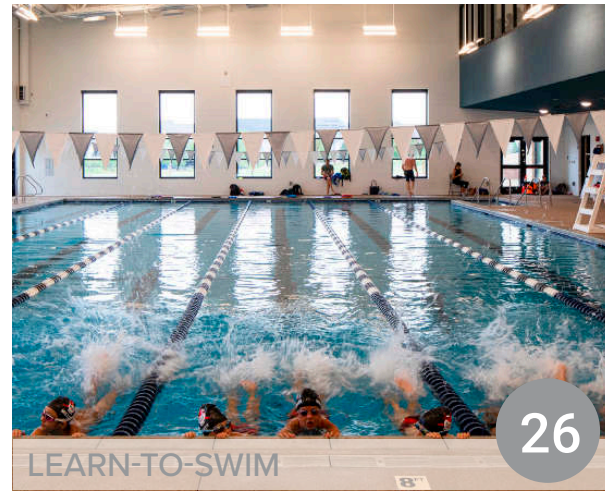
POOL TYPES



CONFLUENCE



AUGUST 1, 2024 PUBLIC INPUT BOARD RESULTS



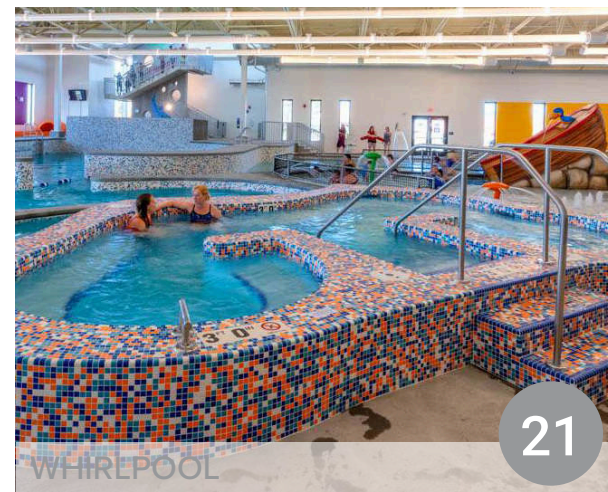
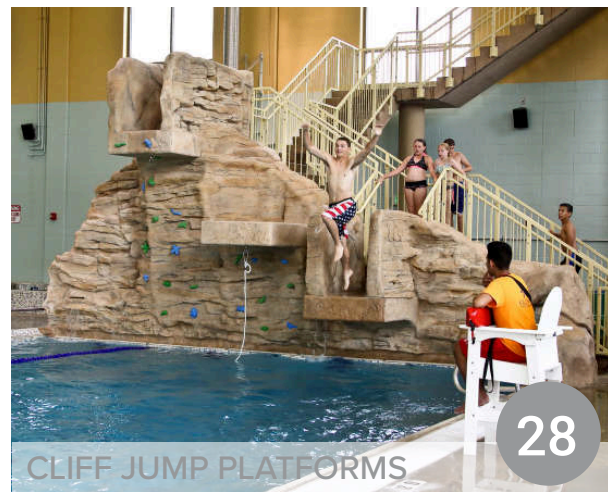
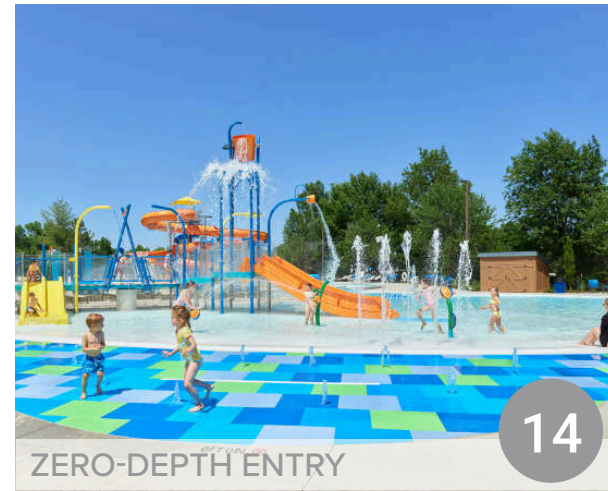
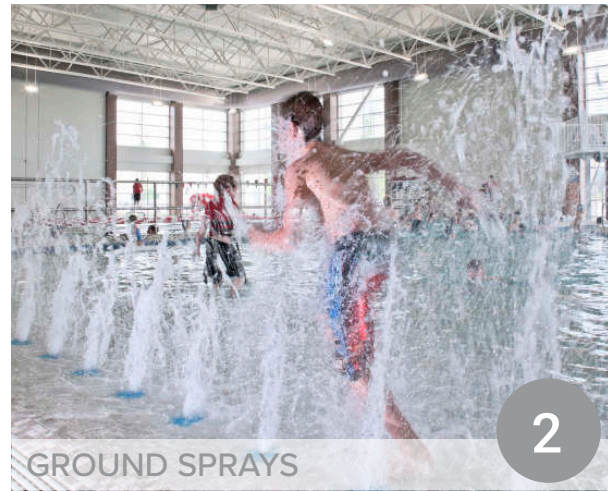
PROGRAMMING



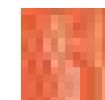
CONFLUENCE



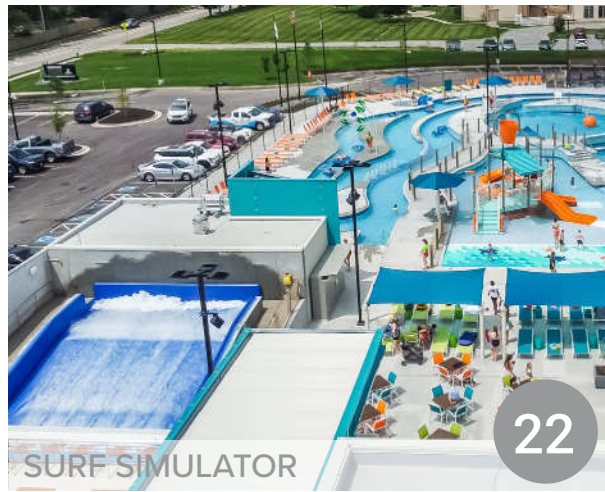
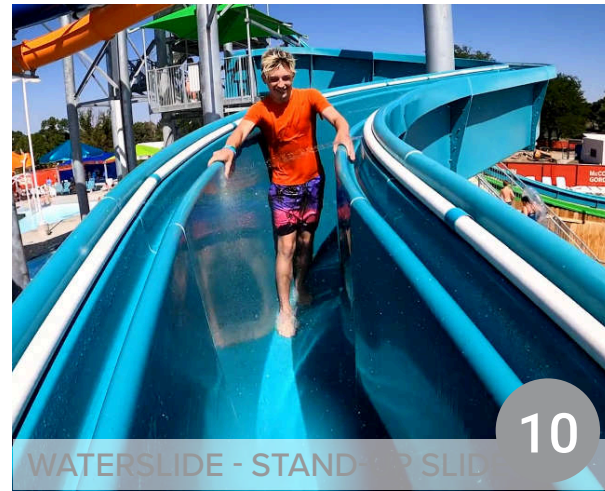
AUGUST 1, 2024 PUBLIC INPUT BOARD RESULTS



AMENITIES



AUGUST 1, 2024 PUBLIC INPUT BOARD RESULTS



AMENITIES



AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

The City of Fayetteville wants your thoughts on the future of aquatics in Fayetteville. A study to identify aquatic needs in Fayetteville is underway and once completed will provide recommendations based on public feedback for future aquatic facilities.

If you have any questions about the survey, please email pool@fayetteville-ar.gov

Part 1: Tell Us About Your Family

Are you a resident of Fayetteville?

- Yes
- No

What is your zip code?

- 72701
- 72703
- 72704
- 72730
- 72764
- Other

How many people live in your household, including yourself?

- 1
- 2
- 3
- 4
- 5+

Which of the following best describes your race/ethnicity? [Check all that apply.]

- Asian
- Black/African American
- Caucasian
- Hispanic/Latino
- Native American
- Pacific Islander
- Other
- Prefer Not to Answer

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE Part 2: Wilson Park Pool & Surrounding Aquatic Opportunities

How frequently do you use the Wilson Park Pool?

- Daily
- Weekly
- Monthly
- Less than once a Month
- Never

How well does Wilson Park Pool meet the needs of your household?

- Completely meets needs
- Mostly meets needs
- Partly meets needs
- Doesn't meet needs

Please CHECK ALL the reasons that prevent you or other members of your household from using the Wilson Park Pool?

- Availability of parking
- Do not know what is being offered
- Facilities are not well maintained
- Facilities lack ideal amenities
- Fees are too high
- Lack of ideal or interesting programs
- Operating hours are not convenient
- Personal disability
- Pools are too crowded
- Pool water temperature is too cold
- Pool water temperature is too hot
- Program times are not convenient
- Registration is difficult
- Unable to swim
- Use private gym, fitness center, or club pools
- Use public school, county, or other municipal pools
- Use my own private pool
- We are too busy
- Do not want to swim/not interested
- Other (if you check this box you must enter a comment)

Does anyone in your household use a pool or aquatic facility other than the Wilson Park Pool?

- Yes
- No

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

If they are using an aquatic facility, which one is it?

- Yes (if you check this box you must enter a comment)
- N/A

What are the primary reasons for your household's attendance at the facility from the previous question?

- Quality of programs
- Quality of the facility
- Dates/times programs are offered
- Time of year programs are offered
- Variety of activities offered
- Location
- Fees charged are ideal
- My friends in the community participate
- My friends from outside the community participate
- Food Options
- Seating and lounge options
- Indoor options available
- Other (If you check this box you must enter a comment)

Part 3: Planning for Future Aquatics

Generally, how would you use a future facility?

- Therapy
- Recreation & Play
- Natural Swimming
- Lap Swimming & Competition
- Thrill & Adventure
- Leisure & Relaxation

What transportation method would you use to visit an aquatic facility?

- Public Transportation
- Bike/Walk
- Drive

If driving, how far are you willing to travel to visit an aquatic facility?

- Less than 5 min.
- 5-10 min
- 10-20 min
- 20 min+

APPENDIX A - PUBLIC SURVEYING

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

Listed below are features that could be incorporated into the design of a new aquatic facility. Please indicate what you think the level of need is for each of these amenities in a new or aquatic facility.

	Strongly Needed	Somewhat Needed	Not Needed	Don't Know
Natural Swimming & Natural Settings				
Active Water Features (climbing walls, obstacle course, lily pad walk)				
Area for swim lessons and/or water fitness				
Short course competitive / lap swimming (25 Yards)				
Long course competitive / lap swimming (50 Meters)				
Limited Concessions				
Expanded Concessions & Full Food Service				
Deck space for lounge seating/observation				
Designated deep water (5+ feet) AND shallow water area (3-4 feet)				
Zero Depth Entry and shallow water / wading pool				
Splash Pad / Spray Ground				
Diving Boards				
Whirlpool Spa				
Waterslides				
Lazy River				
Water Sports (Basketball, volleyball, log rolling, etc)				
Wave Pool				
Surf Pool/Standing Wave				
Rentable Areas (cabana, party space)				
Sauna/Steam Room				
Lawn Areas				
Shade Areas				
Other				

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

Which **FOUR** of the features listed above in the previous question would you and members of your household be most likely to use if they were included in a new or renovated aquatic facility?

- First Choice (Amenity Dropdown)
- Second Choice (Amenity Dropdown)
- Third Choice (Amenity Dropdown)
- Fourth Choice (Amenity Dropdown)

Which **ONE** of the following options BEST describes your support for developing a new aquatic facility (or facilities) in Fayetteville? Regardless of which option you choose, there will be a significant cost associated with developing a new aquatic facility or facilities.

- Reconstruct the existing outdoor aquatic facility, with it's current features, in a new location
- Build a new outdoor aquatic facility
- Build a new stand-alone indoor aquatic facility, capable of operating year-round
- Build a new combination indoor and outdoor facility for regional attendance, with year-round operation for the indoor space and seasonal for the outdoor.
- None of the above.

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

Should a new indoor facility be the preferred direction, please indicate how often your household would use each of these amenities.

	Several Times/Week	Few Times/Month	At Least Once/Month	Less Than Once/Month	Seldom/Never
Classroom adjacent to pool					
Competition lap pool w/spectator seating					
Concessions and concession area					
Current channel/lazy river					
Deck space for lounge seating/observation					
Deep water (5+ feet)					
Diving boards					
Inclusive features and amenities (for all abilities)					
In-water play structure					
In-water rock wall					
Lap lanes					
Rentable areas (cabana, rentable party space)					
Shallow water (2-4 feet)					
Warm water instructional/therapy pool or warm-up pool					
Water slide(s)					
Zero Depth Entry					
Splash pad/spray ground					
Whirlpool Spa					
Wave Pool					
Obstacle Course					
Surf Machine					
Sauna					
Other					

Which **FOUR** of the amenities listed above would you and members of your household be most likely to use if they were included in a new indoor aquatic facility?

- First Choice (Amenity Dropdown)
- Second Choice (Amenity Dropdown)
- Third Choice (Amenity Dropdown)
- Fourth Choice (Amenity Dropdown)

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY QUESTIONNAIRE

Please rate the importance of the following aspects for the new aquatic offerings in Fayetteville.

	Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know/Not Applicable
Maintain the natural setting and feeling of Wilson Park Pool						
Classes/Programs offered						
Fees/Cost to use						
Fun features and amenities						
Maximized cost recovery and minimize the city subsidy from other financial sources						
Other Park amenities near the swimming pool						
Proximity to your residence						
Available space to grow or expand the pool in the future						
Fits within and enhances economic development in the surrounding area						

Which **THREE** items from the list above should receive the greatest emphasis when planning for the future of aquatics in Fayetteville?

- First Choice (Dropdown)
- Second Choice (Dropdown)
- Third Choice (Dropdown)

Understanding that the previous daily admission fee for an adult at Wilson Park Pool was \$4/day, what would you be willing to pay for an enhanced **outdoor** experience, for the same adult daily admission:

- Less than \$4/visit
- \$4-5/visit
- \$6-8/visit
- \$8+/visit
- Do not plan to use

Understanding that the previous daily admission fee for an adult at Wilson Park Pool was \$4/day, what would you be willing to pay for an enhanced **indoor** experience, for the same adult daily admission:

- Less than \$5/visit
- \$6-7/visit
- \$8-9/visit
- \$10/visit
- Do not plan to use

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Project Report

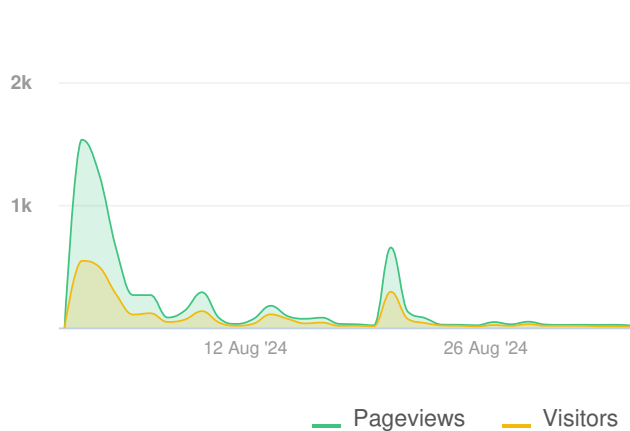
08 August 2018 - 02 September 2024

Speak Up Fayetteville

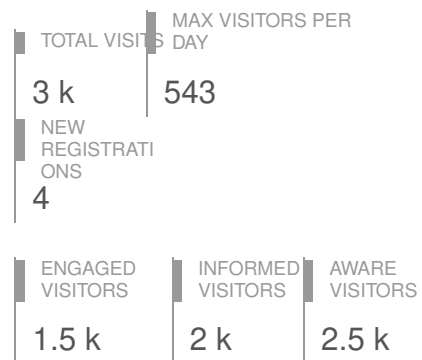
Aquatics Feasibility Study - Public Input Opportunity



Visitors Summary



Highlights

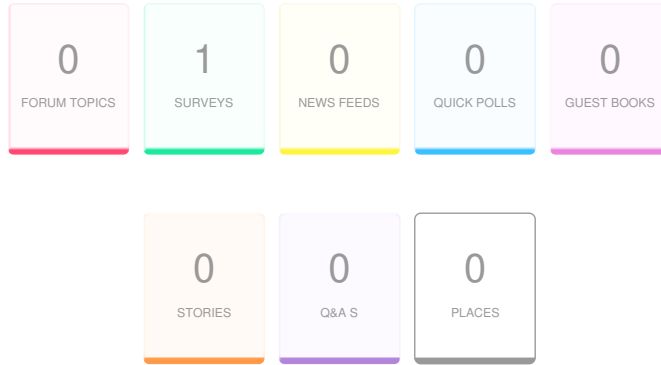


Aware Participants	2,508	Engaged Participants	1,545		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	2,508				
Informed Participants	2,027	Contributed on Forums	0	0	0
Informed Actions Performed	Participants	Participated in Surveys	1	0	1,544
Viewed a video	0	Contributed to Newsfeeds	0	0	0
Viewed a photo	0	Participated in Quick Polls	0	0	0
Downloaded a document	0	Posted on Guestbooks	0	0	0
Visited the Key Dates page	0	Contributed to Stories	0	0	0
Visited an FAQ list Page	0	Asked Questions	0	0	0
Visited Instagram Page	0	Placed Pins on Places	0	0	0
Visited Multiple Project Pages	486	Contributed to Ideas	0	0	0
Contributed to a tool (engaged)	1,545				

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Survey Tool	Aquatics Feasibility Study Survey	Archived	2200	1	0	1544

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

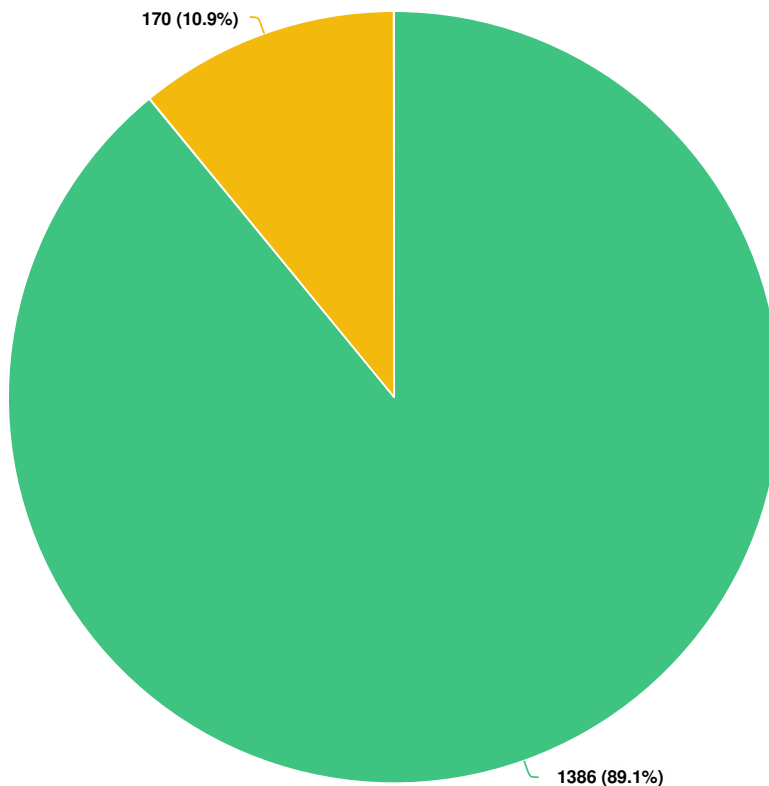
Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

ENGAGEMENT TOOL: SURVEY TOOL

Aquatics Feasibility Study Survey

Visitors	2200	Contributors	1545	CONTRIBUTIONS	1556
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Are you a resident of Fayetteville?



Question options

- Yes
- No

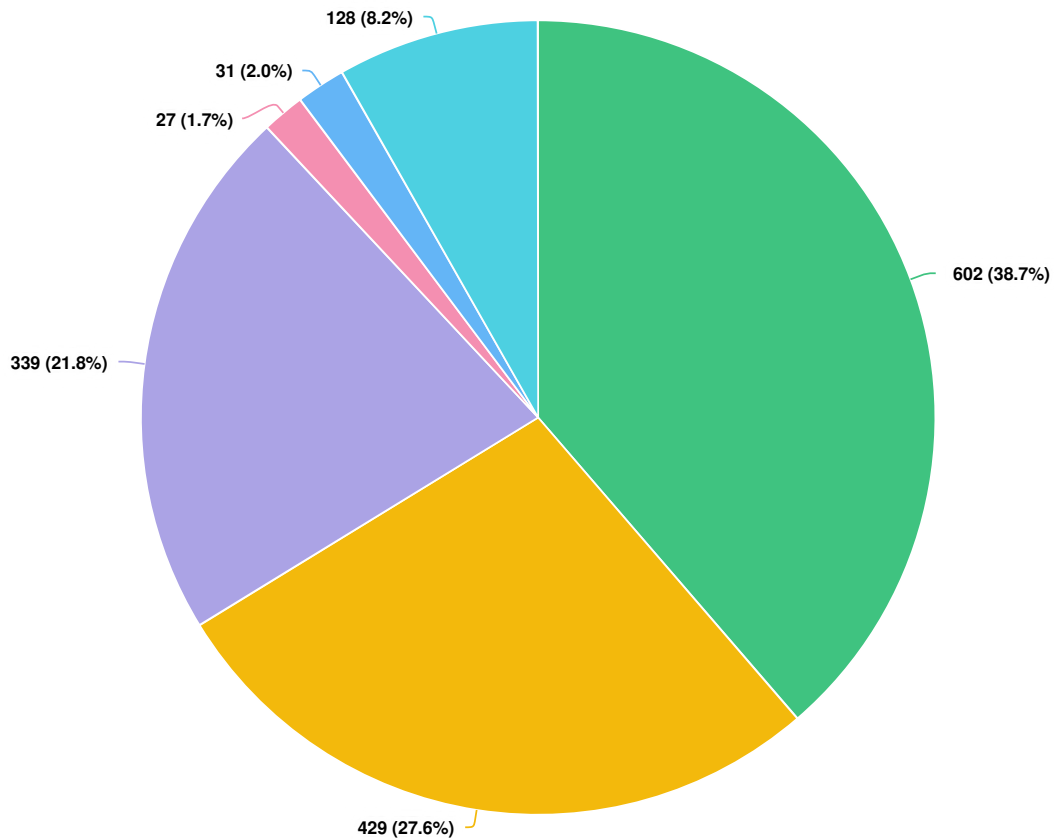
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

What is your ZIP code?



Question options

- 72701
- 72703
- 72704
- 72730
- 72764
- Other (please specify)

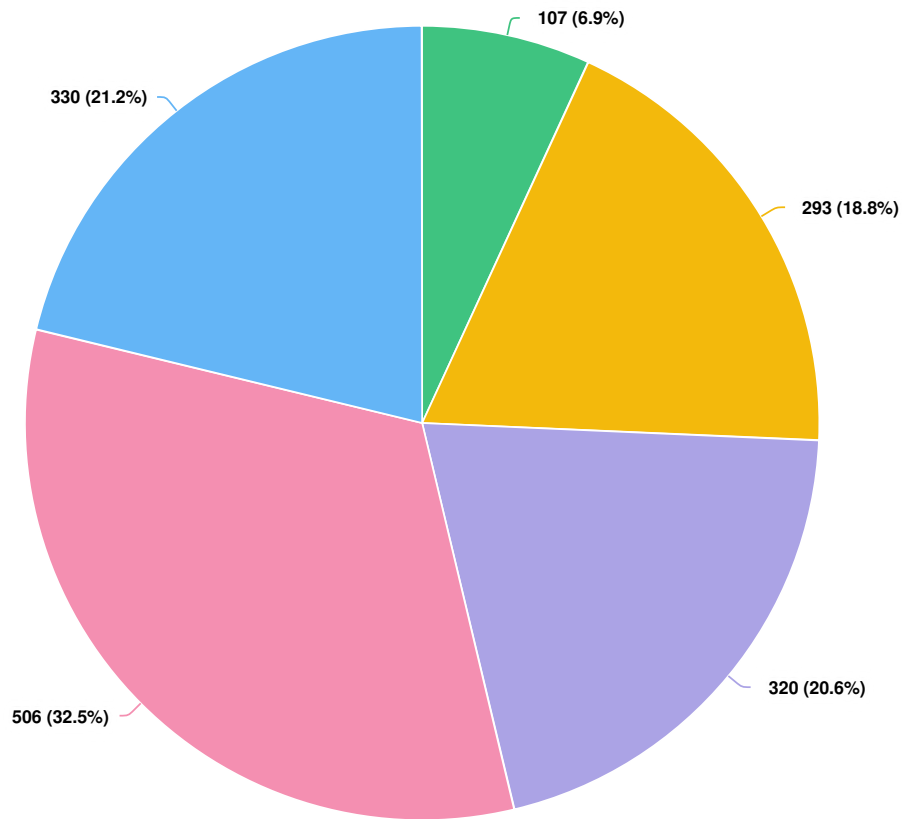
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

How many people live in your household, including yourself?



Question options

- 1
- 2
- 3
- 4
- 5+

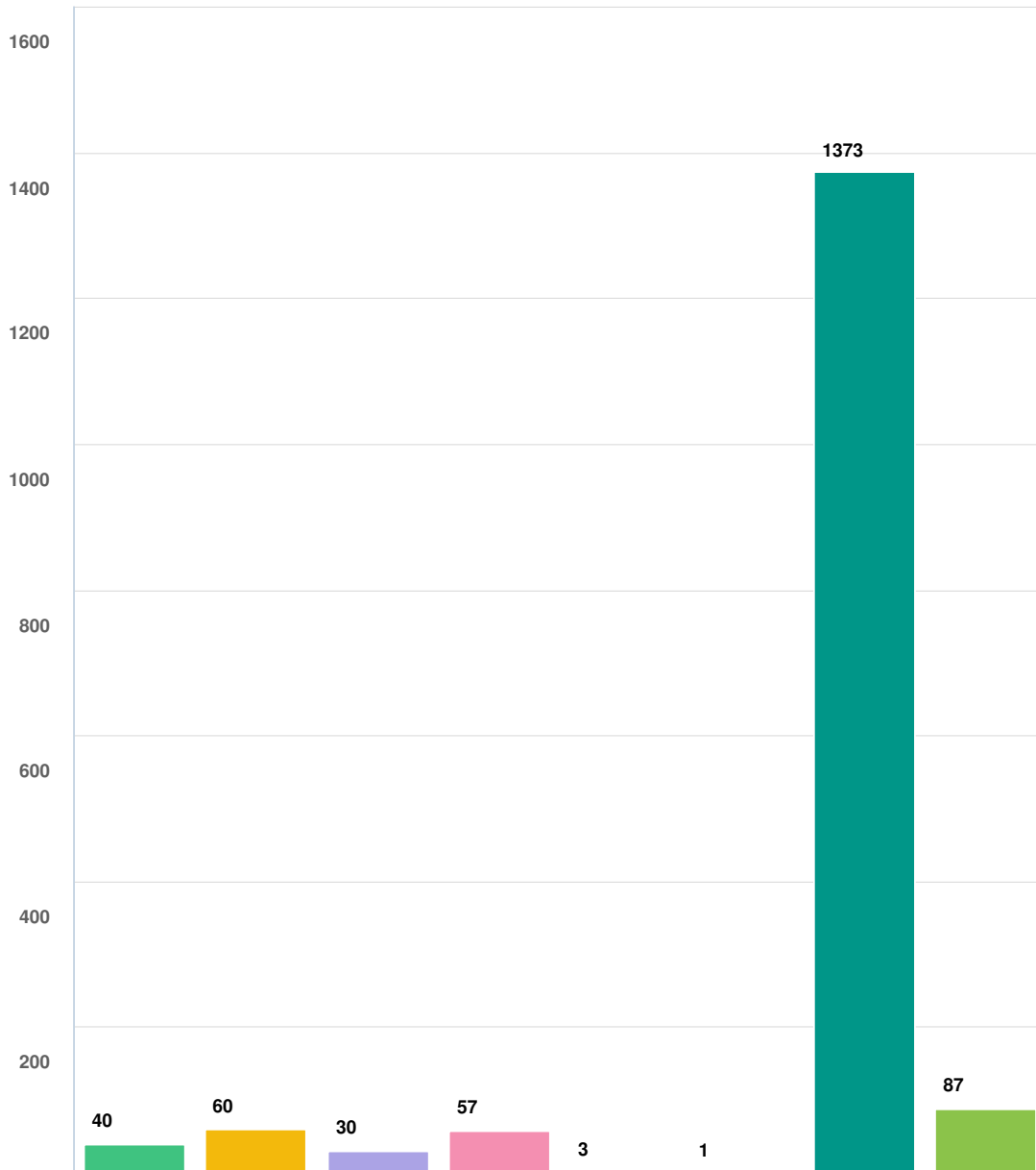
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

What is your race/ethnicity?



Question options

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino/a
- Middle Eastern or North African
- Native Hawaiian or other Pacific Islander
- White
- Prefer not to say

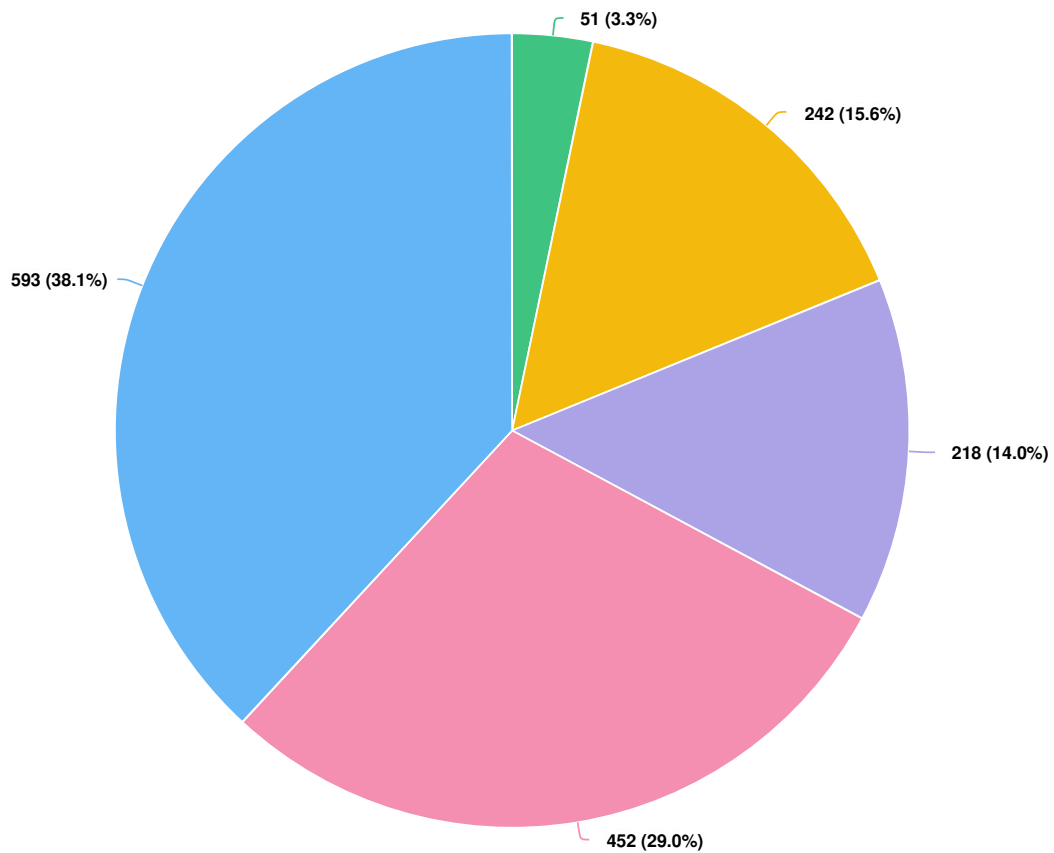
Mandatory Question (1556 response(s))

Question type: Checkbox Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

How frequently do you use the Wilson Park Pool?



Question options

- Daily
- Weekly
- Monthly
- Less than once a month
- Never

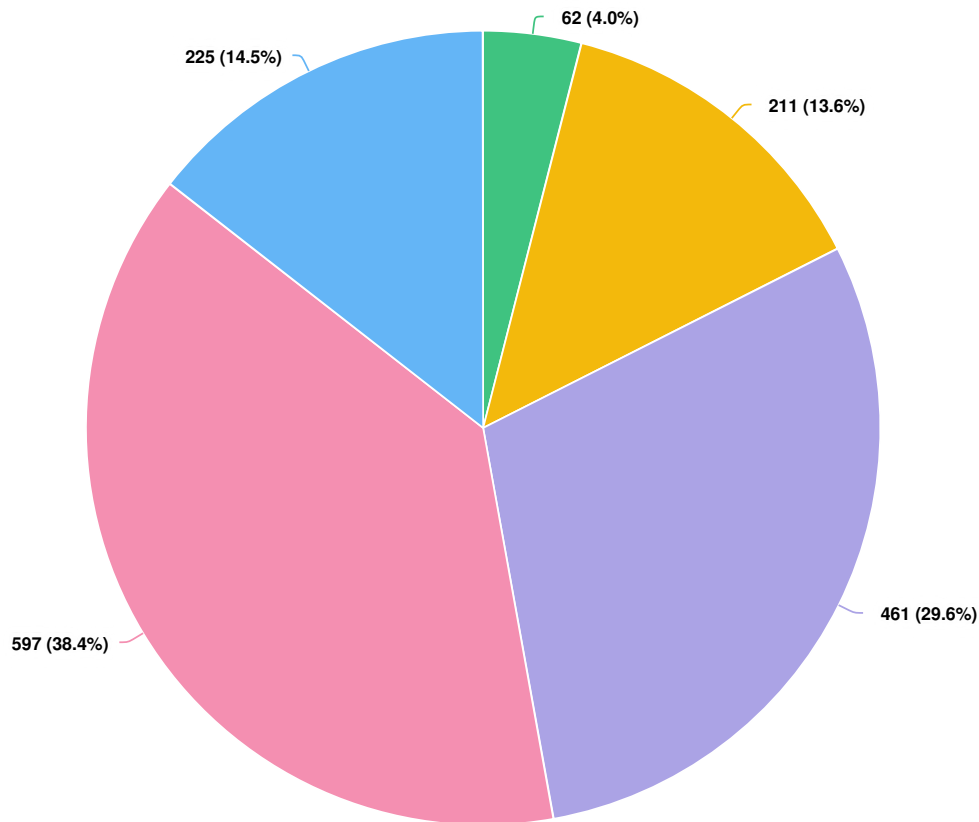
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

How well does Wilson Park Pool meet the needs of your household?



Question options

- Completely meets needs
- Mostly meets needs
- Partly meets needs
- Doesn't meet needs
- Not applicable

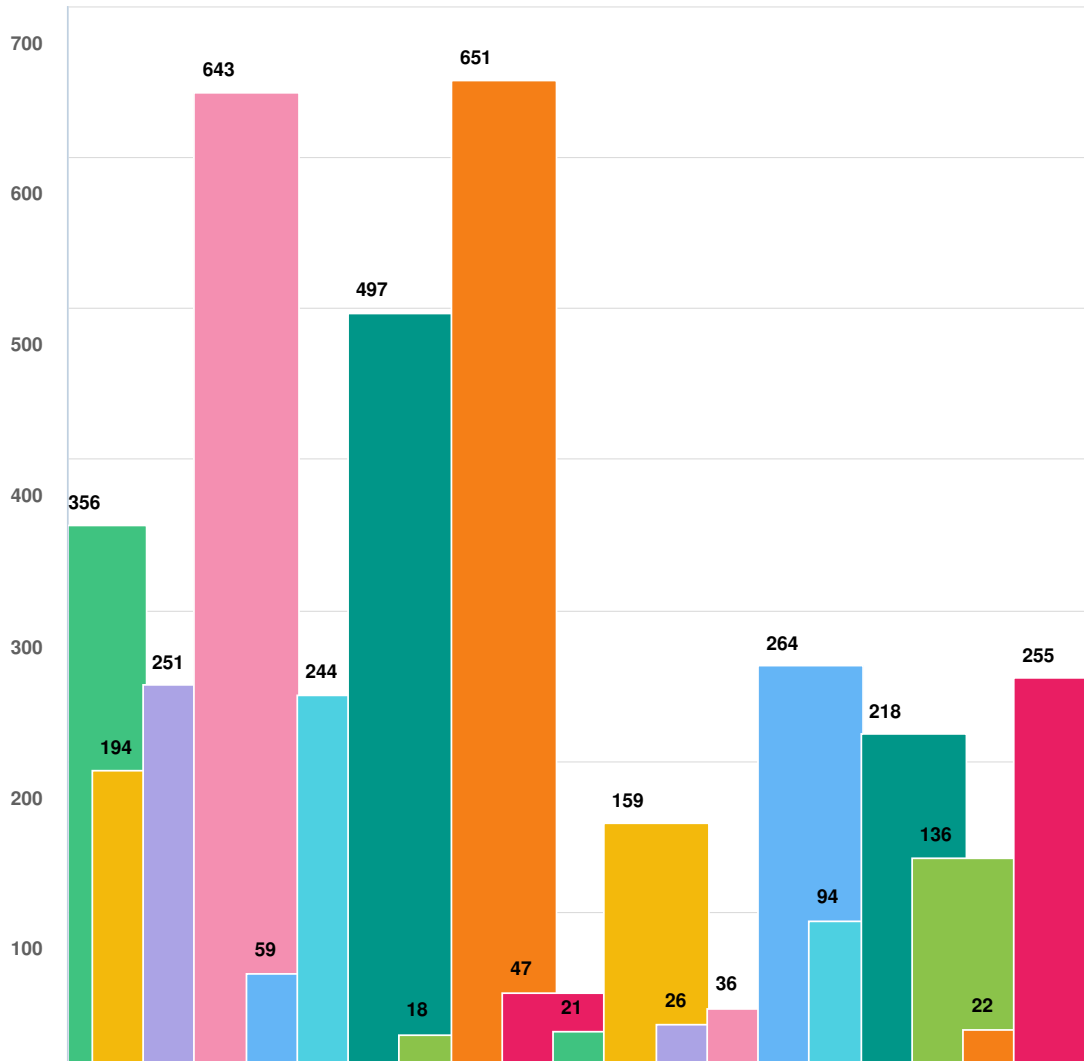
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

What reasons prevent you or other members of your household from using the Wilson Park Pool? (Check all that apply)



Question options

- Availability of parking ● Do not know what is being offered ● Facilities are not well maintained
- Facilities lack ideal amenities ● Fees are too high ● Lack of ideal or interesting programs
- Operating hours are not convenient ● Personal disability ● Pools are too crowded
- Pool water temperature is too cold ● Pool water temperature is too hot ● Program times are not convenient
- Registration is difficult ● Unable to swim ● Use a private gym, fitness center or club pools
- Use a public school, county or other municipal pools ● Use a private pool ● We are too busy
- Do not want to swim/not interested ● Other (please specify)

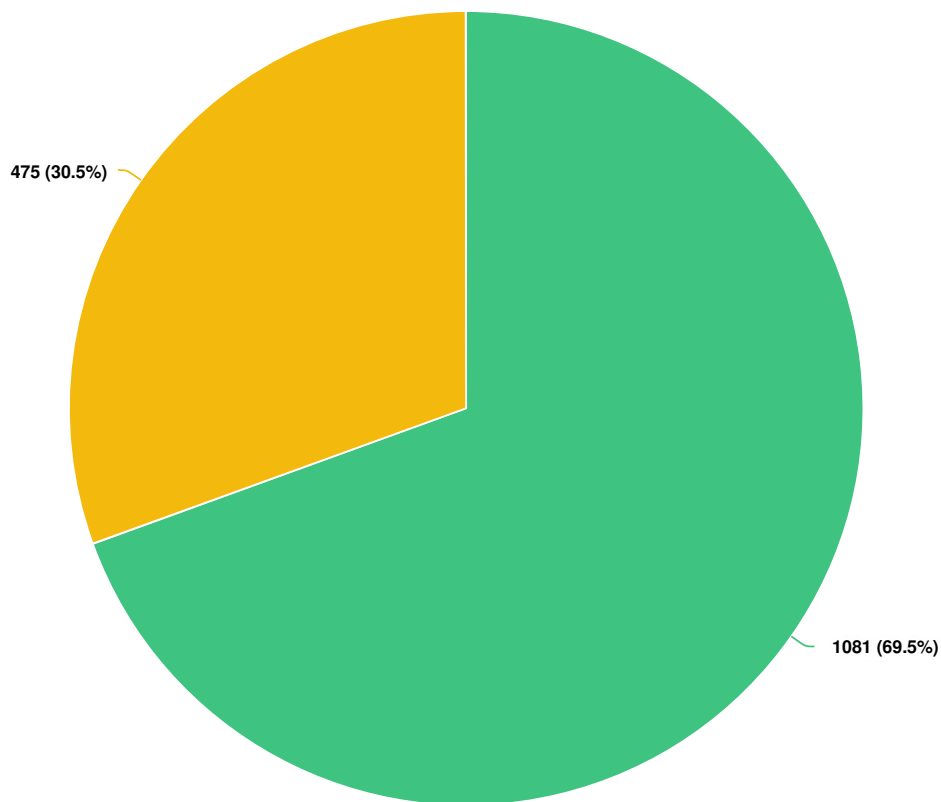
Mandatory Question (1556 response(s))

Question type: Checkbox Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Does anyone in your household use a pool or aquatic facility other than the Wilson Park Pool?



Question options

- Yes
- No

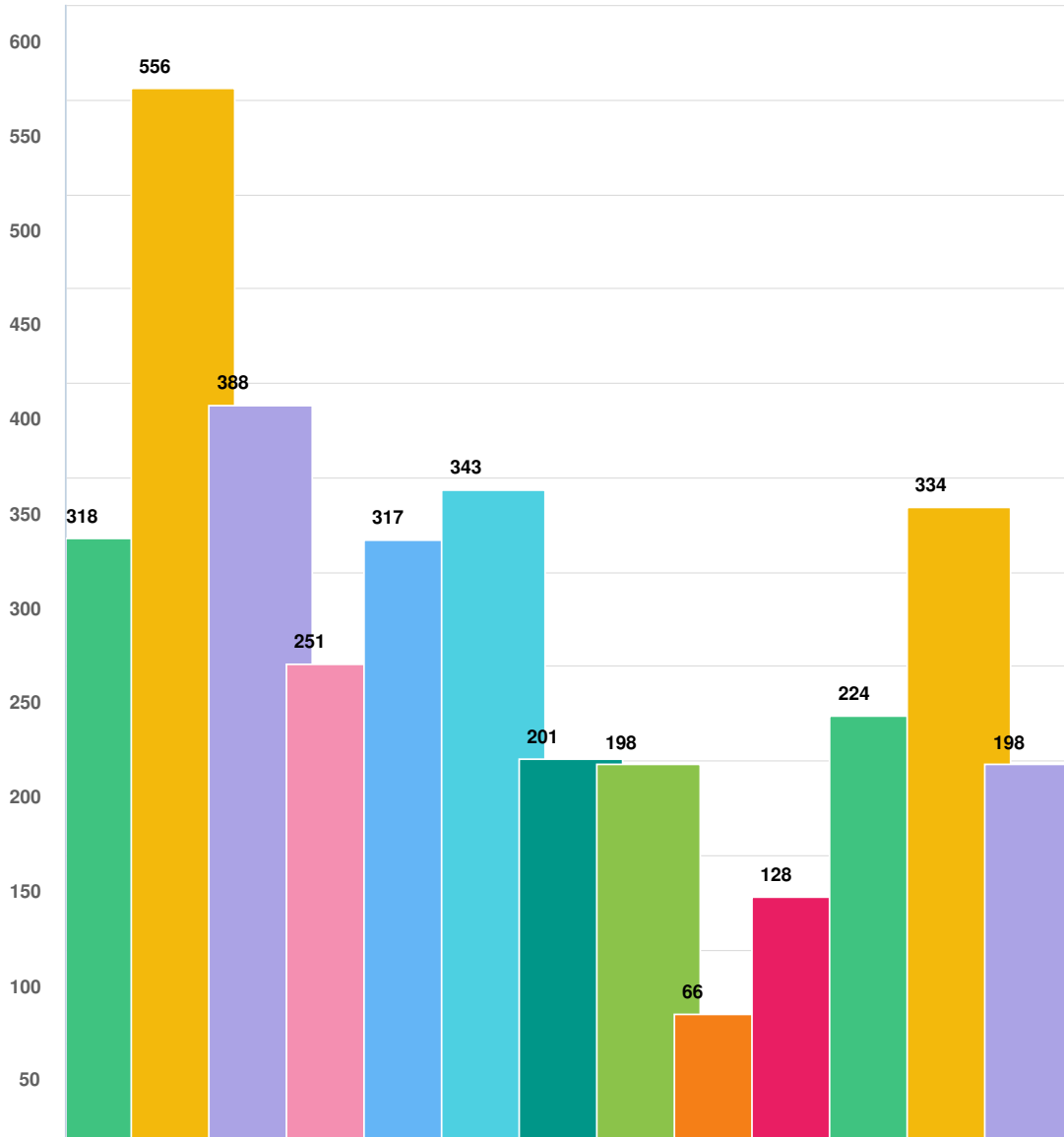
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

What are the primary reasons for your household's attendance at the facility from the previous question? (Check all that apply)



Question options

- Quality of programs
- Quality of the facility
- Dates/times programs are offered
- Time of year programs are offered
- Variety of activities offered
- Location
- Fees charged are ideal
- My friends in the community participate
- My friends from outside the community participate
- Food options
- Seating and lounge options
- Indoor options available
- Other (please specify)

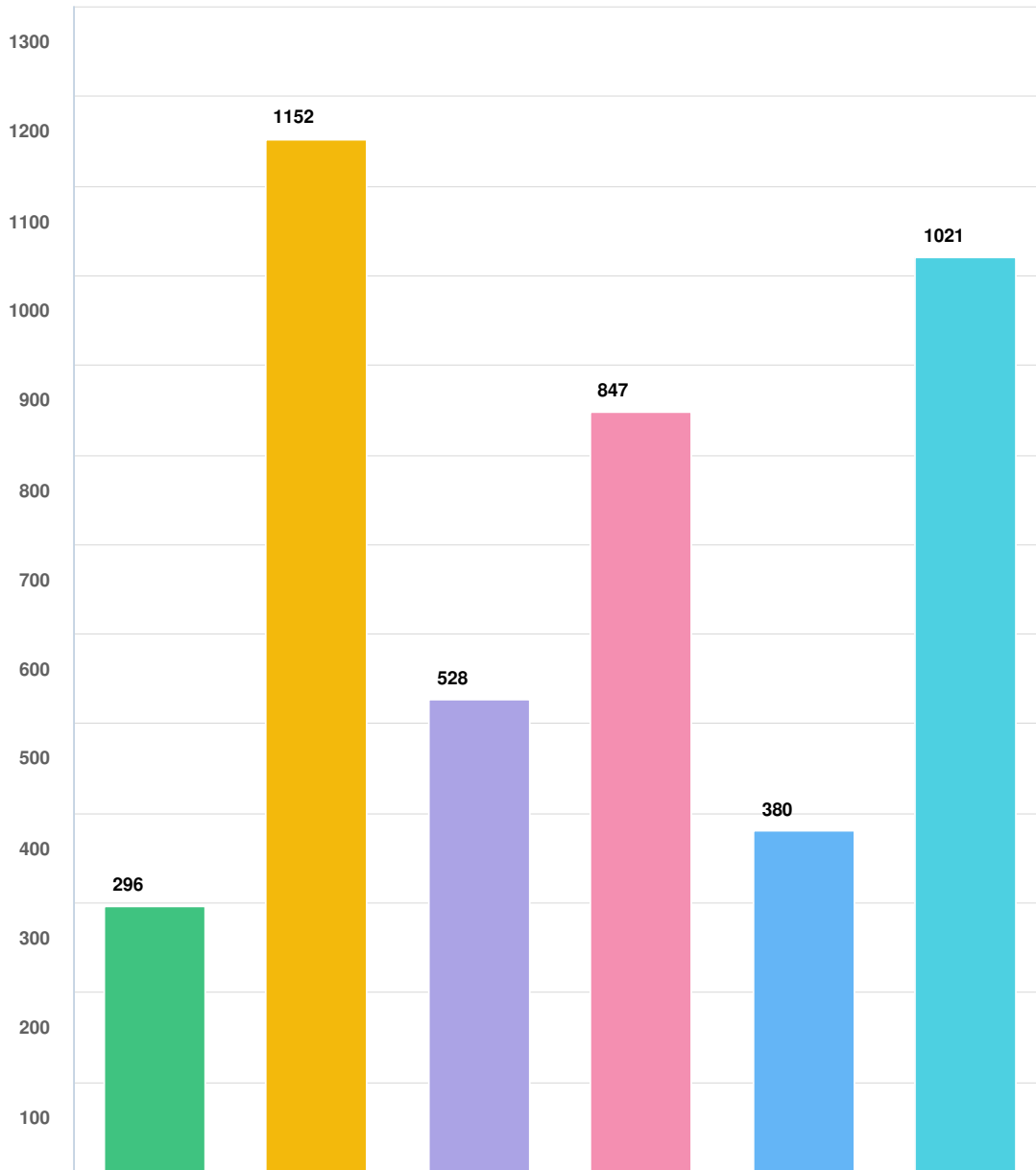
Mandatory Question (1081 response(s))

Question type: Checkbox Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Generally, how would you use a future facility? (Check all that apply)



Question options

- Therapy
- Recreation and play
- Natural swimming
- Lap swimming and competition
- Thrill and adventure
- Leisure and relaxation

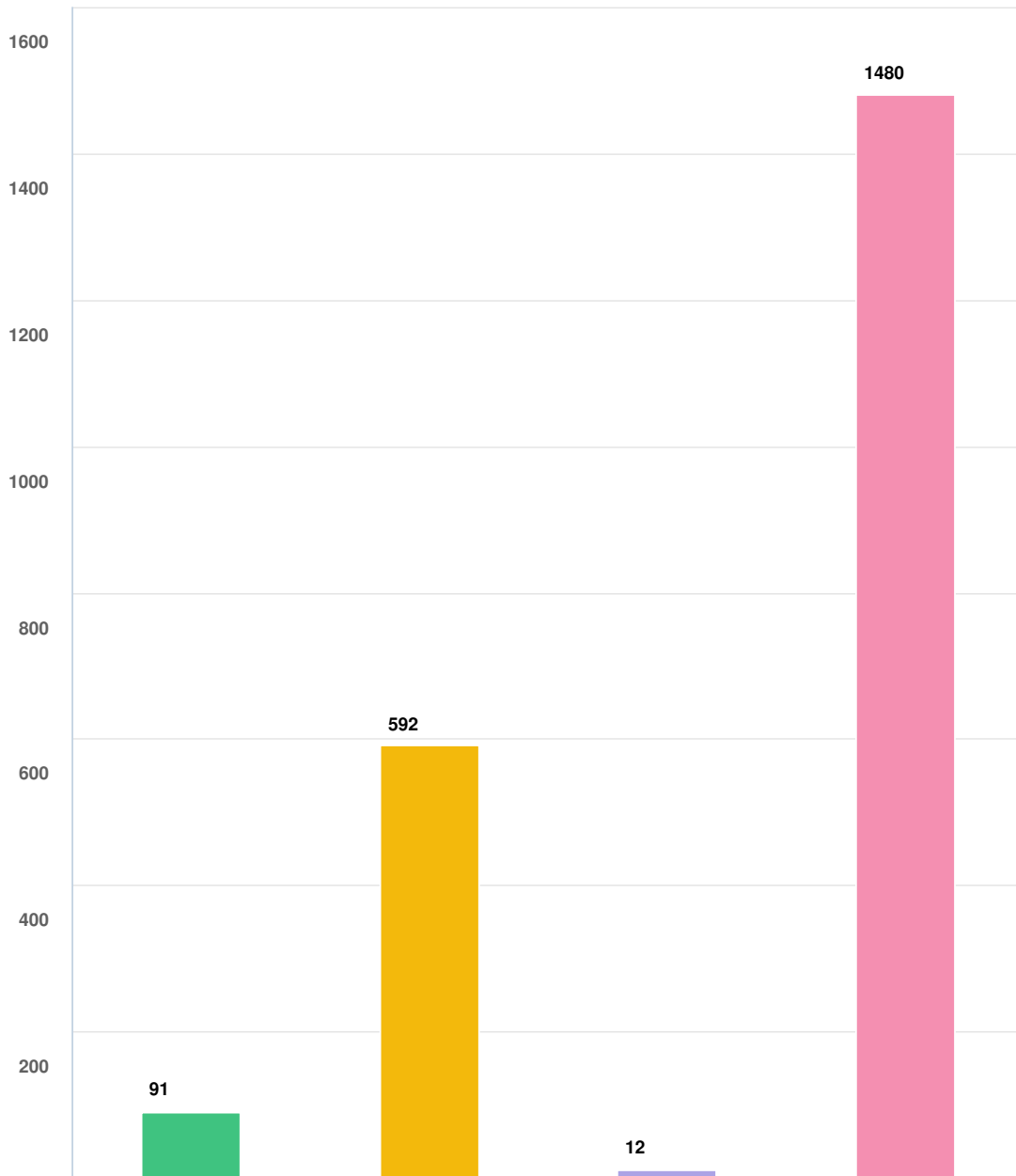
Mandatory Question (1556 response(s))

Question type: Checkbox Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Which transportation method would you use to visit an aquatic facility? (Check all that apply)



Question options

- Public transportation
- Walk, bike or via other mobility device
- Taxi or rideshare service
- Drive

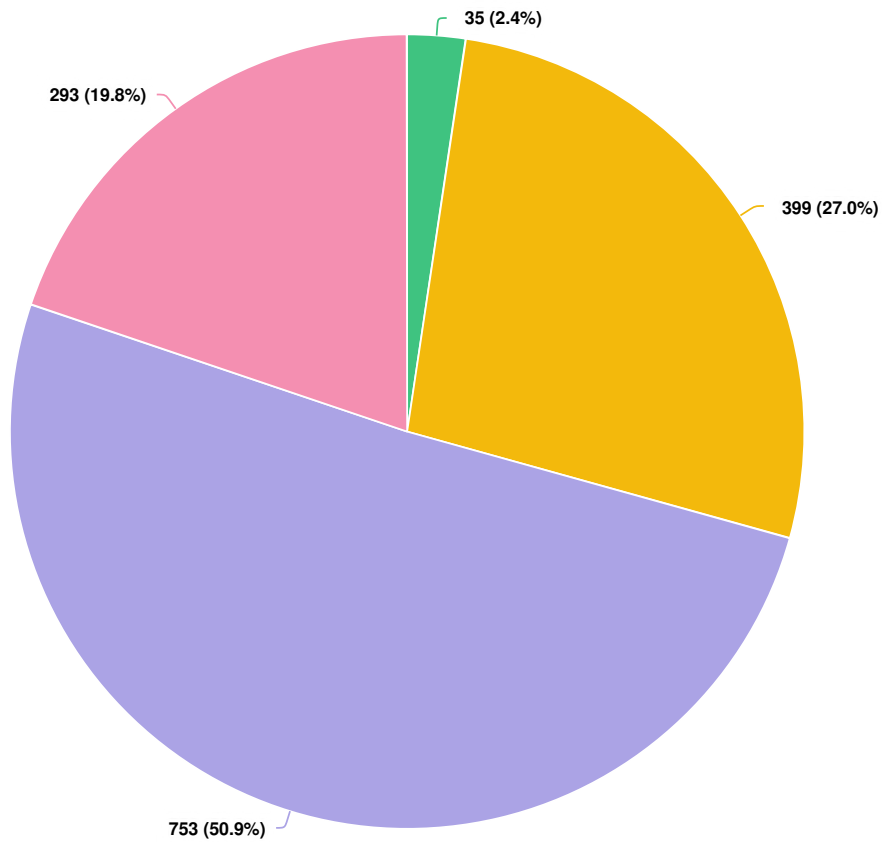
Mandatory Question (1556 response(s))

Question type: Checkbox Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

If driving, how far are you willing to travel to visit an aquatic facility?



Question options

- Less than 5 minutes
- 5-10 minutes
- 10-20 minutes
- 20+ minutes

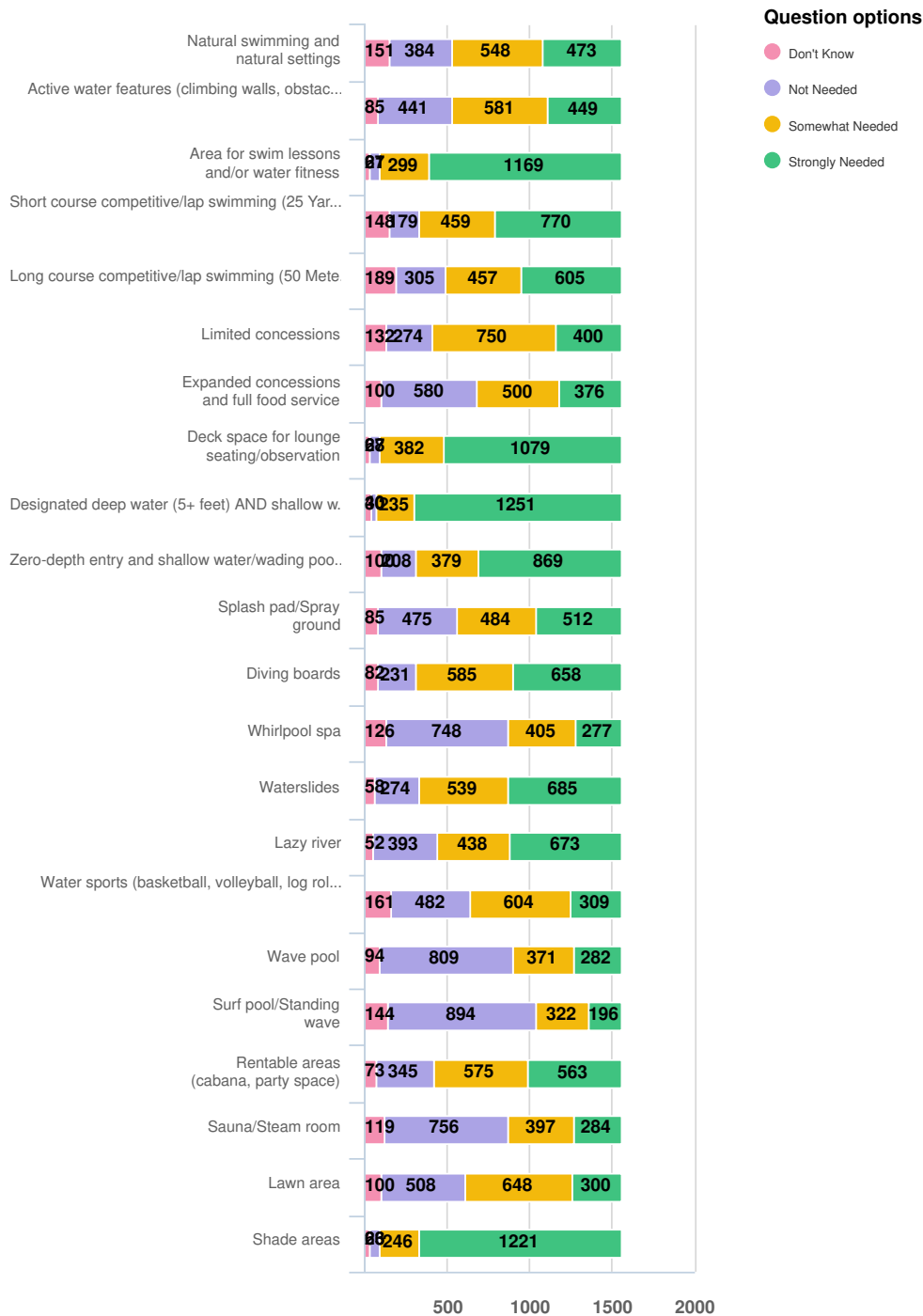
Mandatory Question (1480 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Listed below are features that could be incorporated into the design of a new aquatic facility. Please indicate what you think the level of need is for each of these amenities in a new or aquatic facility.



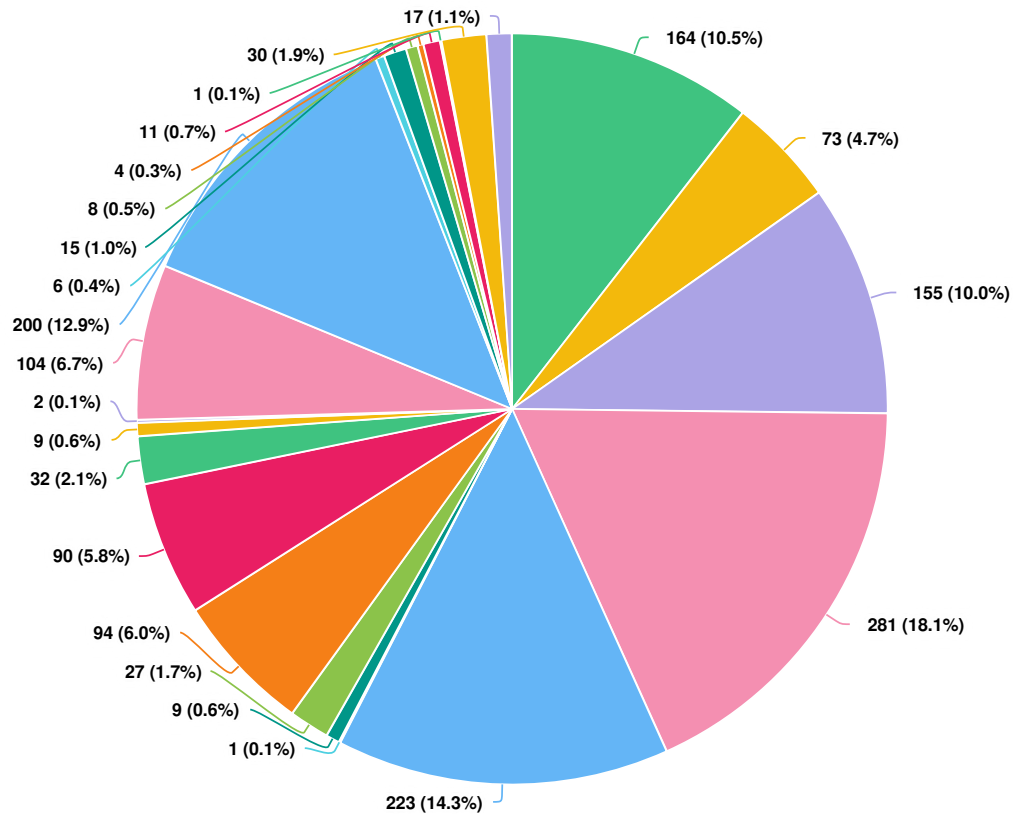
Mandatory Question (1556 response(s))

Question type: Likert Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

First Choice:



Question options

- Other (please specify)
- Shade areas
- Lawn area
- Sauna/Steam room
- Rentable areas (cabana, party space)
- Surf pool/Standing wave
- Wave pool
- Water sports (basketball, volleyball, log rolling, etc.)
- Lazy river
- Waterslides
- Whirlpool spa
- Diving boards
- Splash pad/Spray ground
- Zero-depth entry and shallow water/wading pool
- Designated deep water (5+ feet) AND shallow water area (3-4 feet)
- Deck space for lounge seating/observation
- Expanded concessions and full food service
- Limited concessions
- Long course competitive/lap swimming (50 Meters)
- Short course competitive/lap swimming (25 Yards)
- Area for swim lessons and/or water fitness
- Active water features (climbing walls, obstacle course, lily pad walk)
- Natural swimming and natural settings

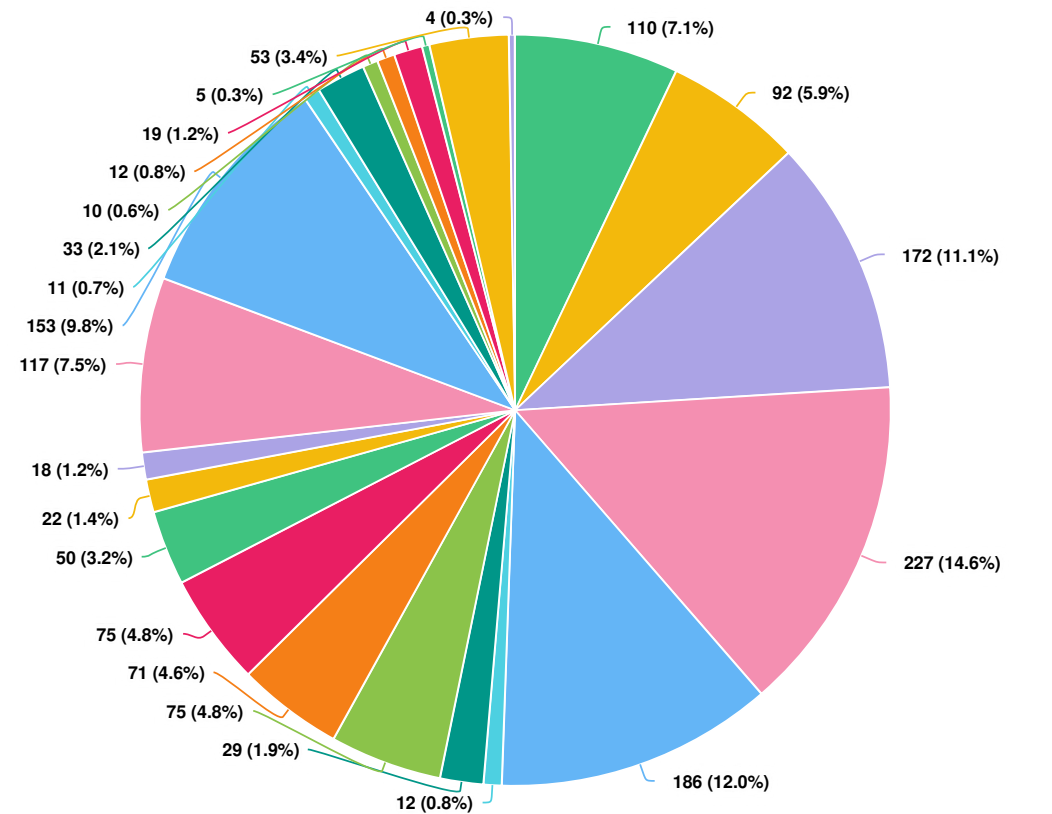
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Second Choice:



Question options

- Other (please specify)
- Shade areas
- Lawn area
- Sauna/Steam room
- Rentable areas (cabana, party space)
- Surf pool/Standing wave
- Wave pool
- Water sports (basketball, volleyball, log rolling, etc.)
- Lazy river
- Waterslides
- Whirlpool spa
- Diving boards
- Splash pad/Spray ground
- Zero-depth entry and shallow water/wading pool
- Designated deep water (5+ feet) AND shallow water area (3-4 feet)
- Deck space for lounge seating/observation
- Expanded concessions and full food service
- Limited concessions
- Long course competitive/lap swimming (50 Meters)
- Short course competitive/lap swimming (25 Yards)
- Area for swim lessons and/or water fitness
- Active water features (climbing walls, obstacle course, lily pad walk)
- Natural swimming and natural settings

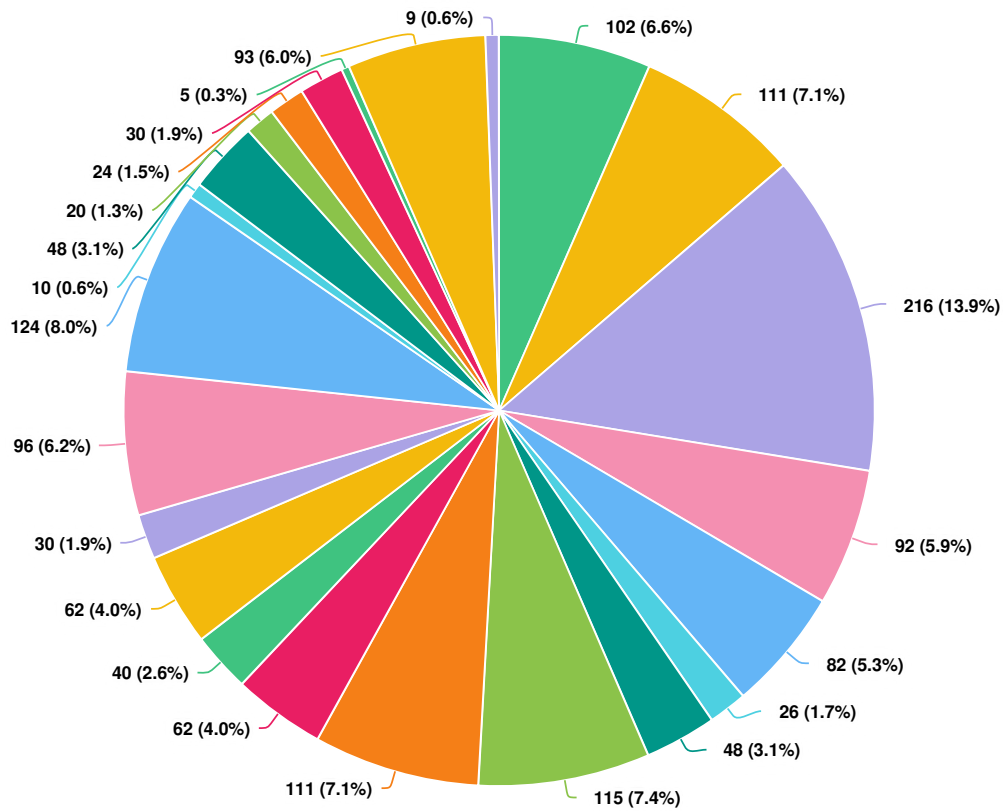
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Third Choice:



Question options

- Other (please specify) Shade areas Lawn area Sauna/Steam room
- Rentable areas (cabana, party space) Surf pool/Standing wave Wave pool
- Water sports (basketball, volleyball, log rolling, etc.) Lazy river Waterslides Whirlpool spa Diving boards
- Splash pad/Spray ground Zero-depth entry and shallow water/wading pool
- Designated deep water (5+ feet) AND shallow water area (3-4 feet) Deck space for lounge seating/observation
- Expanded concessions and full food service Limited concessions Long course competitive/lap swimming (50 Meters)
- Short course competitive/lap swimming (25 Yards) Area for swim lessons and/or water fitness
- Active water features (climbing walls, obstacle course, lily pad walk) Natural swimming and natural settings

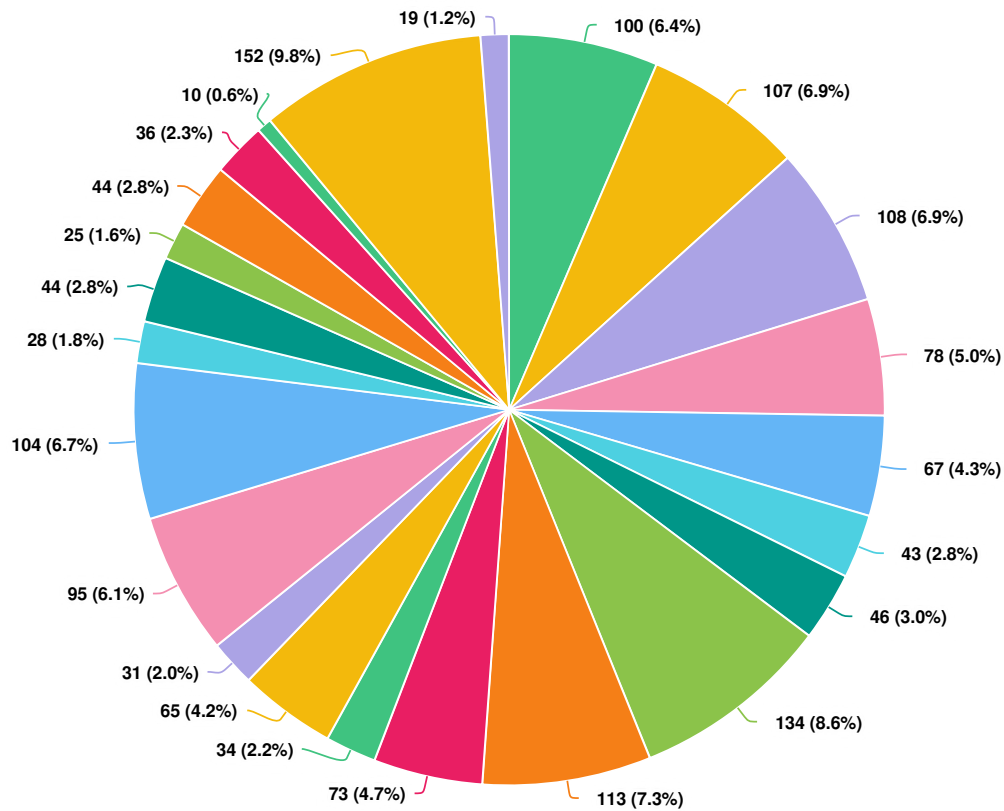
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Fourth Choice:



Question options

- Other (please specify)
- Shade areas
- Lawn area
- Sauna/Steam room
- Rentable areas (cabana, party space)
- Surf pool/Standing wave
- Wave pool
- Water sports (basketball, volleyball, log rolling, etc.)
- Lazy river
- Waterslides
- Whirlpool spa
- Diving boards
- Splash pad/Spray ground
- Zero-depth entry and shallow water/wading pool
- Designated deep water (5+ feet) AND shallow water area (3-4 feet)
- Deck space for lounge seating/observation
- Expanded concessions and full food service
- Limited concessions
- Long course competitive/lap swimming (50 Meters)
- Short course competitive/lap swimming (25 Yards)
- Area for swim lessons and/or water fitness
- Active water features (climbing walls, obstacle course, lily pad walk)
- Natural swimming and natural settings

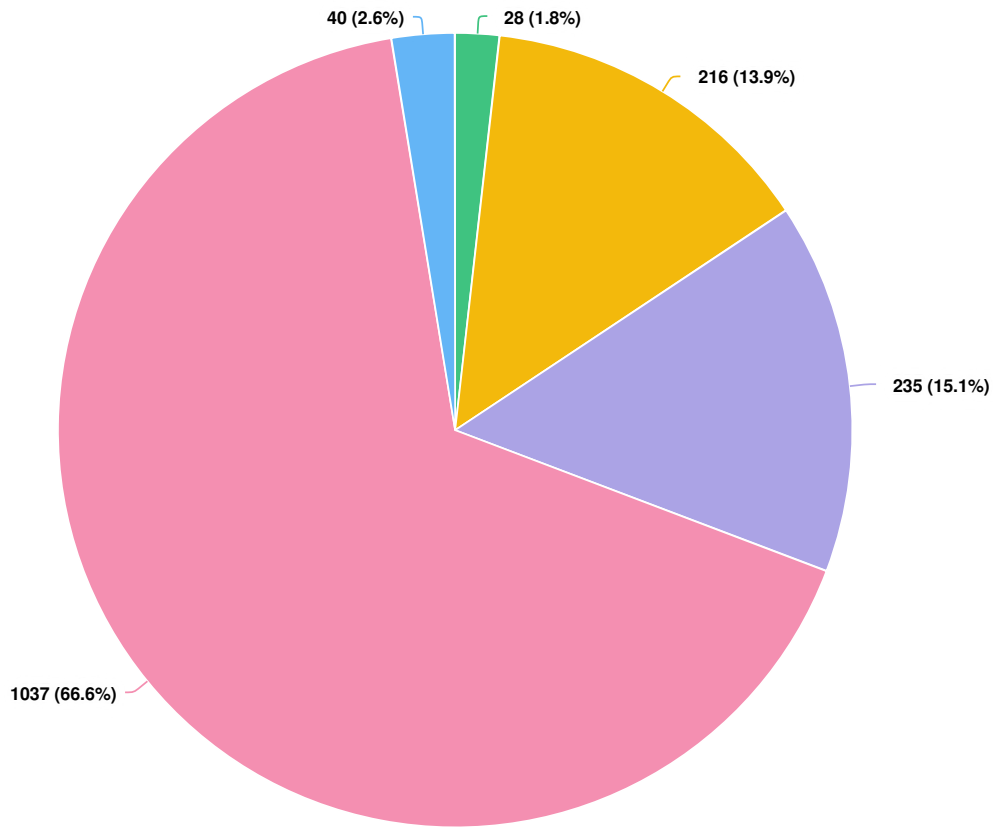
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Which of the following options BEST describes your support for developing a new aquatic facility (or facilities) in Fayetteville? Regardless of which option you choose, there will be a significant cost associated with developing a new aquatic facil...



Question options

- None of the above
- Build a new combination indoor and outdoor facility for regional attendance, with a year-round operation for the indoor space and seasonal operation for the outdoor space.
- Build a new stand-alone indoor aquatic facility, capable of operating year-round.
- Build a new outdoor aquatic facility.
- Reconstruct the existing outdoor aquatic facility, with its current features, in a new location.

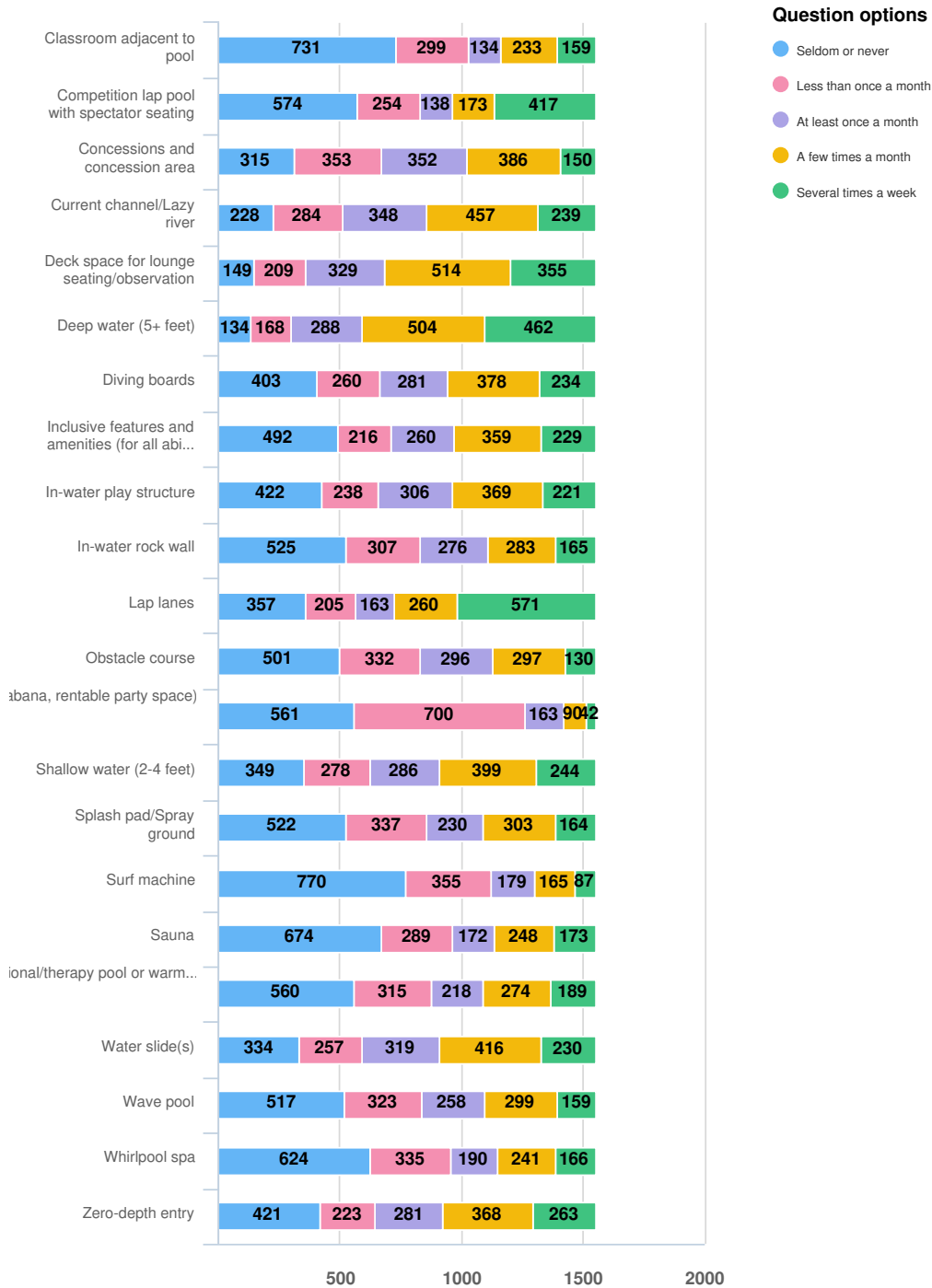
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Should a new indoor facility be the preferred direction, please indicate how often your household would use each of the following amenities:



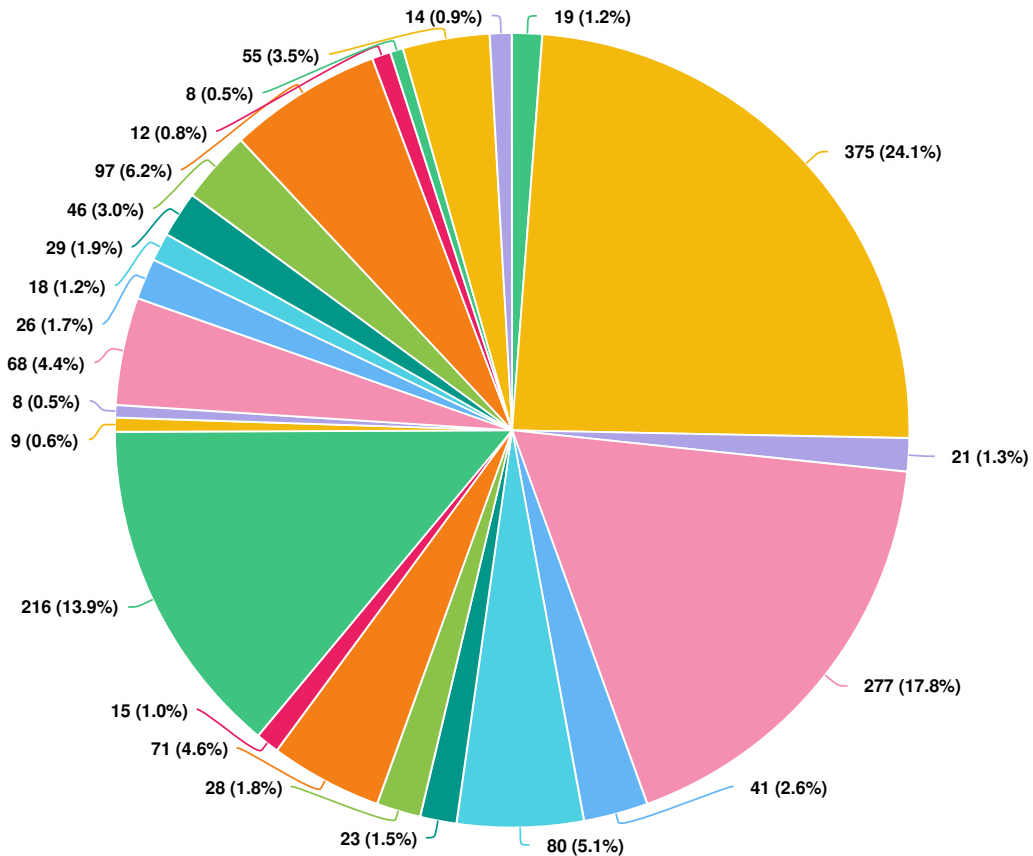
Mandatory Question (1556 response(s))

Question type: Likert Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

First Choice



Question options

- Other (please specify)
- Zero-depth entry
- Whirlpool spa
- Wave pool
- Water slide(s)
- Warm water instructional/therapy pool or warm-up pool
- Sauna
- Surf machine
- Splash pad/Spray ground
- Shallow water (2-4 feet)
- Rentable areas (cabana, rentable party space)
- Obstacle course
- Lap lanes
- In-water rock wall
- In-water play structure
- Inclusive features and amenities (for all abilities)
- Diving boards
- Deep water (5+ feet)
- Deck space for lounge seating/observation
- Current channel/Lazy river
- Concessions and concession area
- Competition lap pool with spectator seating
- Classroom adjacent to pool

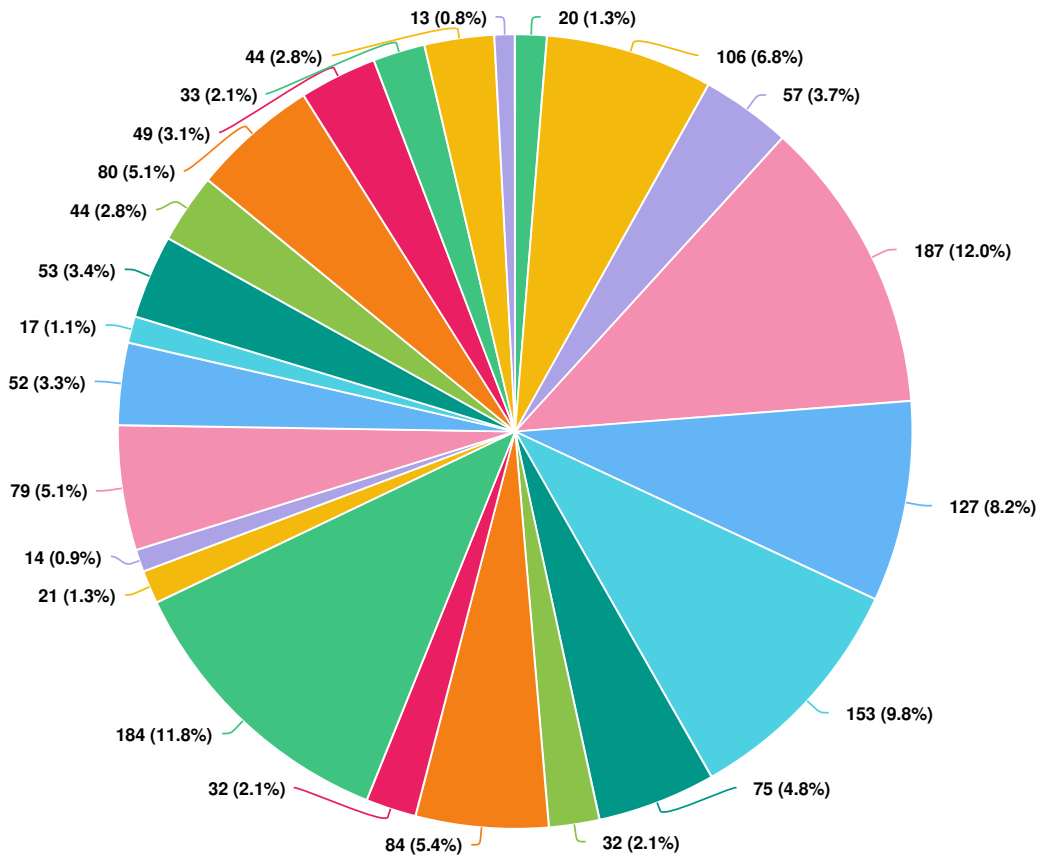
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Second Choice



Question options

- Other (please specify) Zero-depth entry Whirlpool spa Wave pool Water slide(s)
- Warm water instructional/therapy pool or warm-up pool Sauna Surf machine Splash pad/Spray ground
- Shallow water (2-4 feet) Rentable areas (cabana, rentable party space) Obstacle course Lap lanes
- In-water rock wall In-water play structure Inclusive features and amenities (for all abilities) Diving boards
- Deep water (5+ feet) Deck space for lounge seating/observation Current channel/Lazy river
- Concessions and concession area Competition lap pool with spectator seating Classroom adjacent to pool

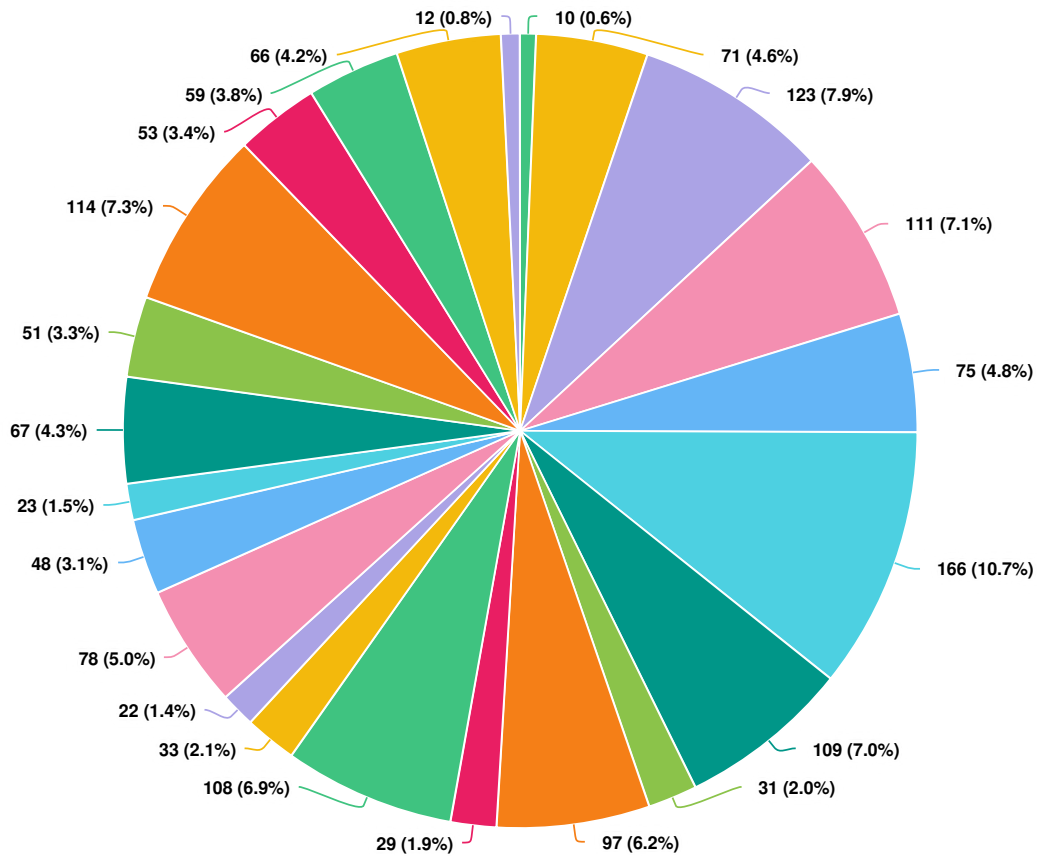
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Third Choice



Question options

- Other (please specify) Zero-depth entry Wave pool Whirlpool spa Water slide(s) Sauna
- Warm water instructional/therapy pool or warm-up pool Surf machine Splash pad/Spray ground
- Shallow water (2-4 feet) Rentable areas (cabana, rentable party space) Obstacle course Lap lanes
- In-water rock wall In-water play structure Inclusive features and amenities (for all abilities) Diving boards
- Deep water (5+ feet) Competition lap pool with spectator seating Deck space for lounge seating/observation
- Current channel/Lazy river Concessions and concession area Classroom adjacent to pool

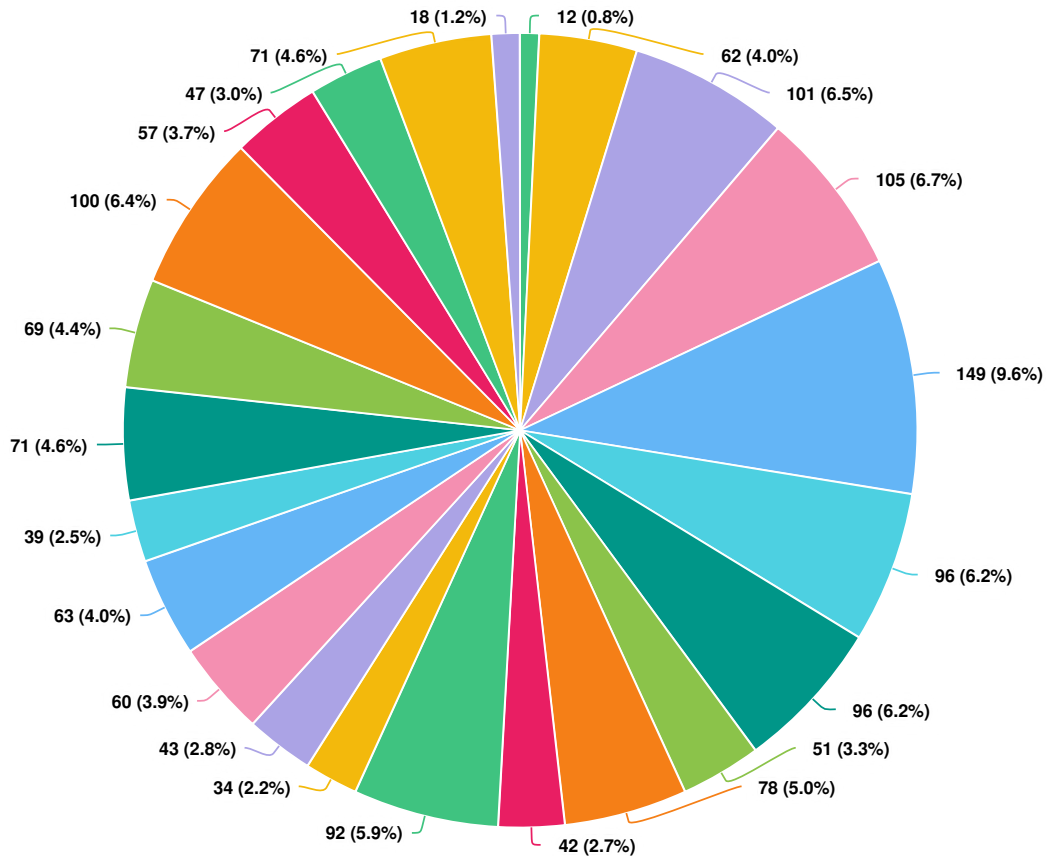
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Fourth Choice



Question options

- Other (please specify) Zero-depth entry Wave pool Whirlpool spa Water slide(s)
- Warm water instructional/therapy pool or warm-up pool Sauna Surf machine Splash pad/Spray ground
- Shallow water (2-4 feet) Rentable areas (cabana, rentable party space) Obstacle course Lap lanes
- In-water rock wall In-water play structure Inclusive features and amenities (for all abilities) Diving boards
- Deep water (5+ feet) Deck space for lounge seating/observation Current channel/Lazy river
- Concessions and concession area Competition lap pool with spectator seating Classroom adjacent to pool

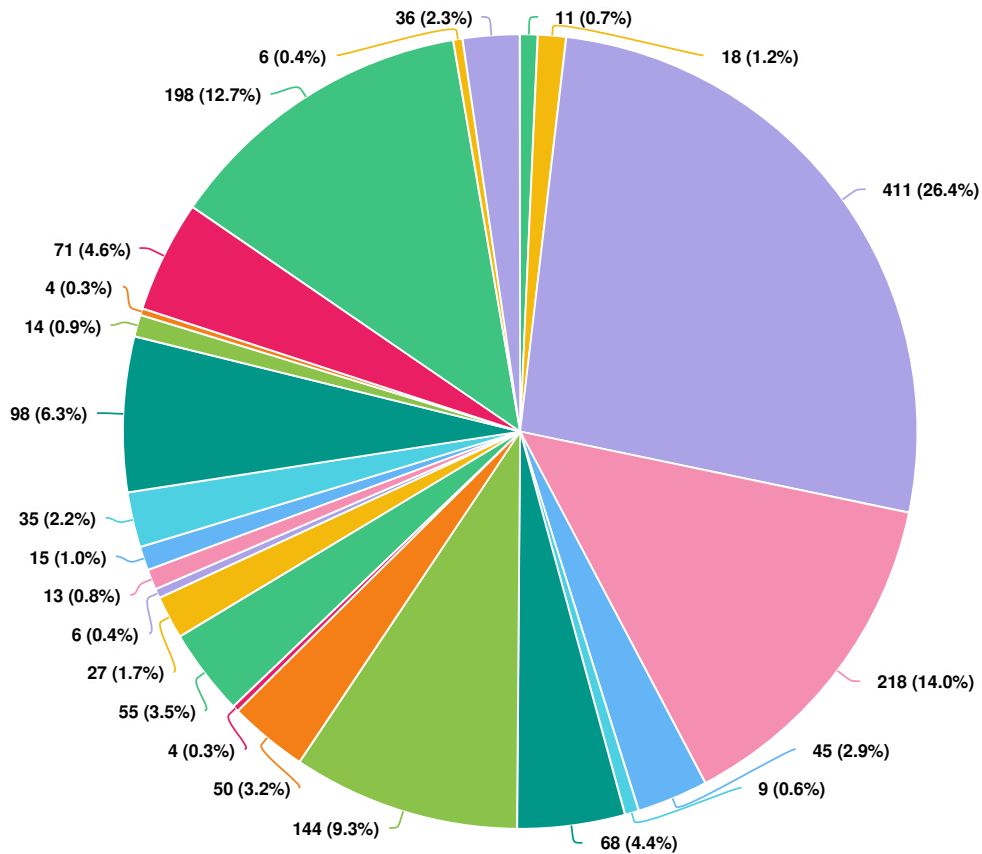
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

First Choice



Question options

- Other (please specify) In-water rock wall Lap lanes Zero-depth entry Whirlpool spa Wave pool
- Water slide(s) Warm water instructional/therapy pool or warm-up pool Sauna Surf machine
- Rentable areas (cabana, rentable party space) Splash pad/Spray ground Shallow water (2-4 feet)
- Obstacle course In-water play structure Inclusive features and amenities (for all abilities) Deep water (5+ feet)
- Diving boards Deck space for lounge seating/observation Current channel/Lazy river
- Competition lap pool with spectator seating Concessions and concession area Classroom adjacent to pool

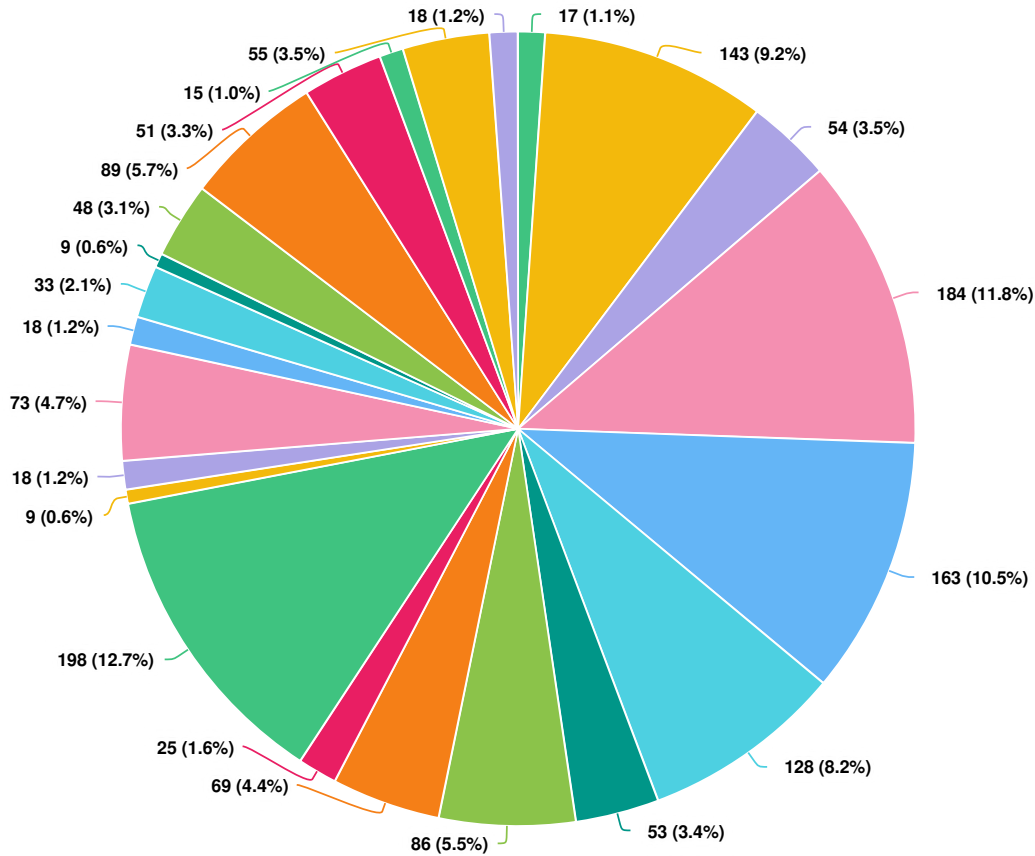
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Second Choice



Question options

- Other (please specify) Zero-depth entry Whirlpool spa Wave pool Water slide(s)
- Warm water instructional/therapy pool or warm-up pool Surf machine Splash pad/Spray ground Sauna
- Shallow water (2-4 feet) Rentable areas (cabana, rentable party space) Obstacle course Lap lanes
- In-water rock wall Inclusive features and amenities (for all abilities) In-water play structure Diving boards
- Deck space for lounge seating/observation Deep water (5+ feet) Current channel/Lazy river
- Concessions and concession area Competition lap pool with spectator seating Classroom adjacent to pool

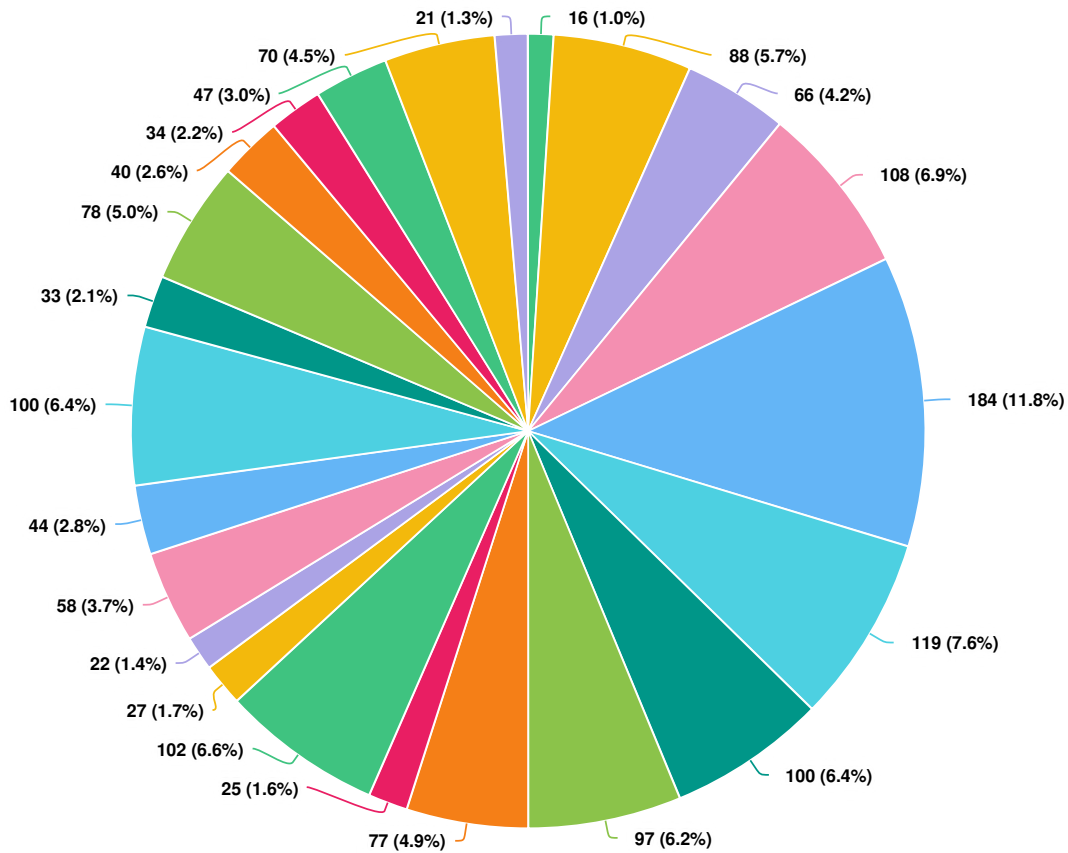
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Third Choice



Question options

- Other (please specify) Zero-depth entry Warm water instructional/therapy pool or warm-up pool Whirlpool spa
- Splash pad/Spray ground Shallow water (2-4 feet) Wave pool Water slide(s)
- Rentable areas (cabana, rentable party space) Sauna Surf machine Obstacle course Lap lanes
- In-water rock wall Inclusive features and amenities (for all abilities) In-water play structure Diving boards
- Deep water (5+ feet) Deck space for lounge seating/observation Current channel/Lazy river
- Concessions and concession area Competition lap pool with spectator seating Classroom adjacent to pool

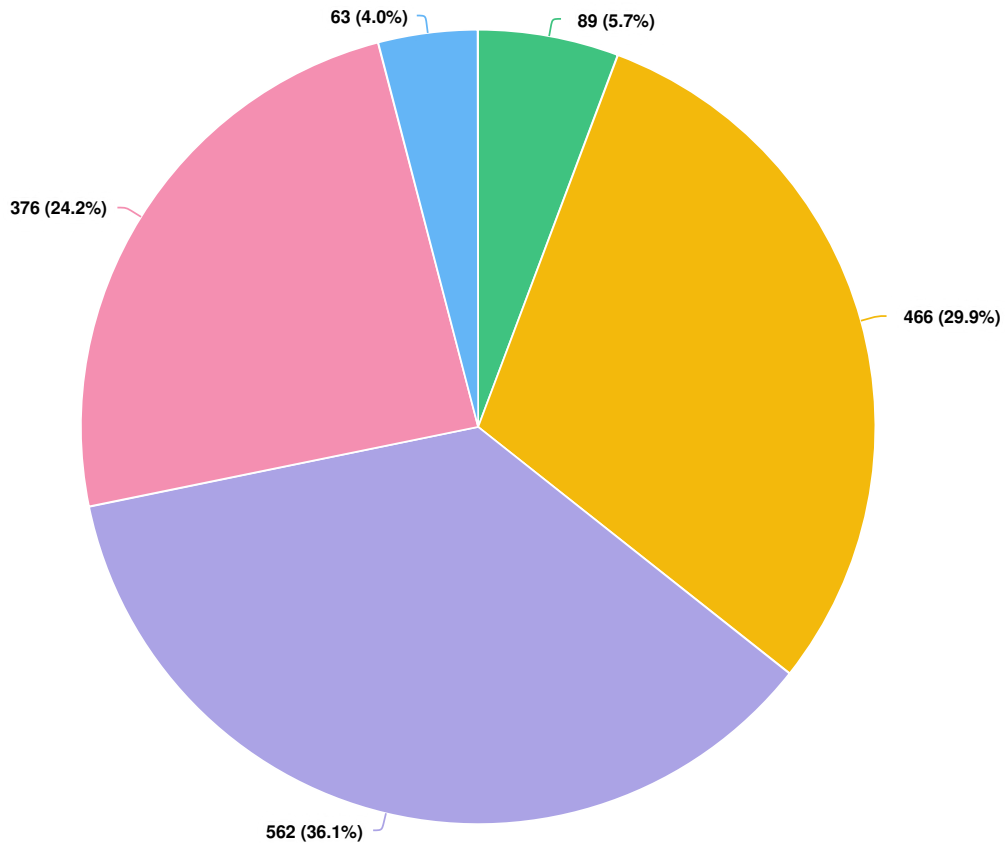
Mandatory Question (1556 response(s))

Question type: Dropdown Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Given that the previous adult daily admission fee at Wilson Park Pool was \$4/day, what would you be willing to pay for an enhanced outdoor experience?



Question options

- Do not plan to use
- \$8+ per day
- \$6-8 per day
- \$4-5 per day
- Less than \$4 per day

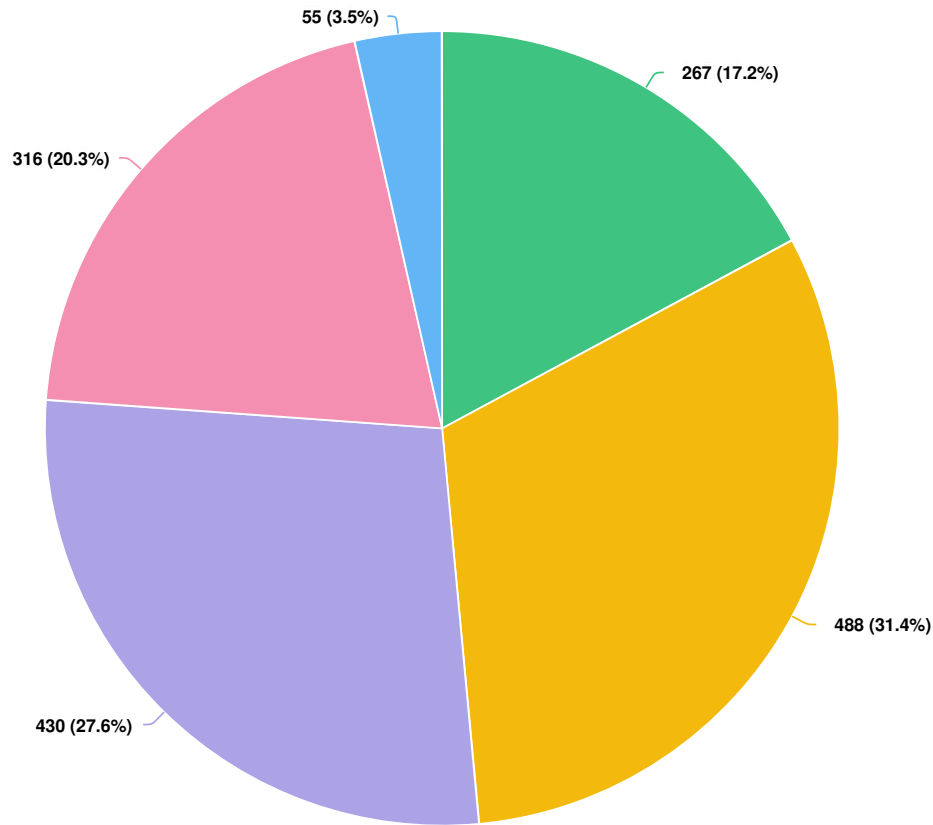
Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 08 August 2018 to 02 September 2024

Given that the previous adult daily admission fee at Wilson Park Pool was \$4/day, what would you be willing to pay for an enhanced indoor experience?



Question options

- Do not plan to use
- \$10+ per day
- \$8-9 per day
- \$6-7 per day
- Less than \$5 per day

Mandatory Question (1556 response(s))

Question type: Radio Button Question

AUGUST 1, 2024 TO SEPTEMBER 2, 2024 ONLINE SURVEY RESULTS INFOGRAPHIC SUMMARY



**CITY OF
FAYETTEVILLE
ARKANSAS**

SURVEY RESPONSE



FREQUENCY OF VISITS AT WILSON PARK POOL

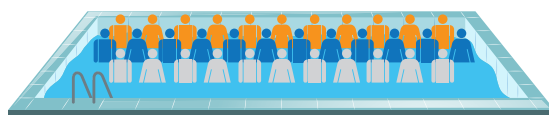
68% RESPONDED Less than once per month

**MOST SURVEY PARTICIPANTS HAVE LIMITED TO NO USE/EXPERIENCE WITH WILSON PARK POOL*

69% RESPONDED Use aquatic facilities other than Wilson Park Pool

REASONS FOR LEAVING

84% RESPONDED Pools are overcrowded and lacking ideal amenities



35% RESPONDED Quality of facility outside Fayetteville

Based on the Survey Data and City's Population:
THE CITY OF FAYETTEVILLE'S POPULATION CAN SUPPORT BOTH AN INDOOR AND AN OUTDOOR AQUATIC CENTER

Build a regional year-round indoor and outdoor facility



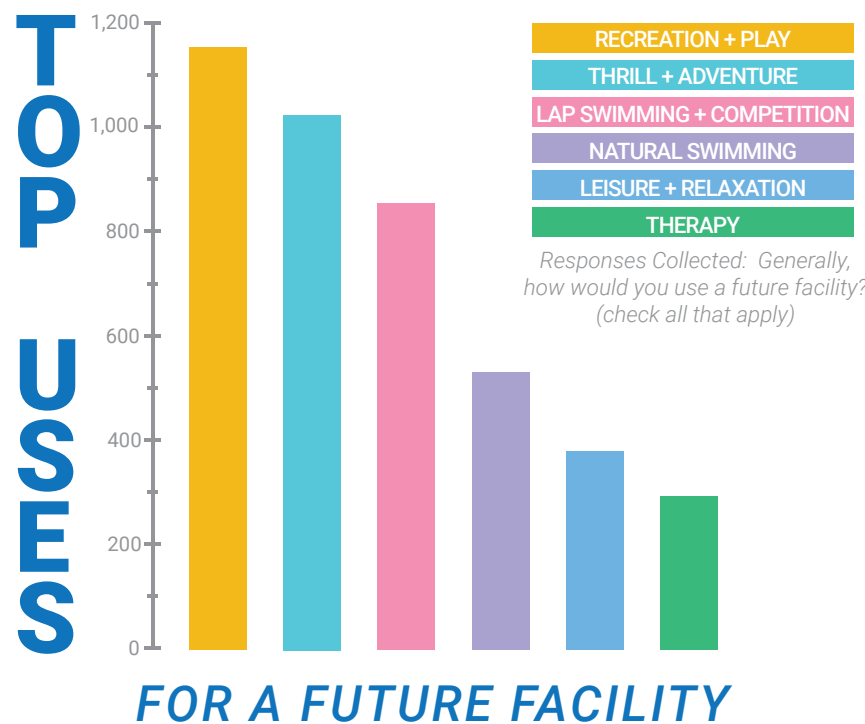
Build a regional year-round indoor only facility



Build a new outdoor facility



82% RESPONDED IN FAVOR OF AN INDOOR FACILITY AT MINIMUM



PROJECTED GROWTH

FAYETTEVILLE'S CURRENT FACILITIES for reference

- 2.0 SPLASH PADS
- 1.0 OUTDOOR POOLS
- 0.0 INDOOR AQUATIC CENTERS



FOR A COMMUNITY THE SIZE OF FAYETTEVILLE, NATIONAL METRICS SUGGEST...

- 1.9 SPLASH PADS
- 2.2 OUTDOOR POOLS
- 1.7 INDOOR AQUATIC CENTERS

5.5% 5 YEAR PROJECTED POPULATION GROWTH RATE

The City of Fayetteville currently has a DEFICIT IN ACCESS TO AQUATICS.

With the rapid growth in the area, the deficit will only continue to be more significant.

PRICING STRUCTURE

31% WILLING TO PAY \$6 - \$7 / per day **28% WILLING TO PAY \$8 - \$9 / per day** **20% WILLING TO PAY \$10+ / per day**

**PREVIOUS ADMISSION TO WILSON PARK POOL = \$4 / PER DAY*

TRANSPORTATION

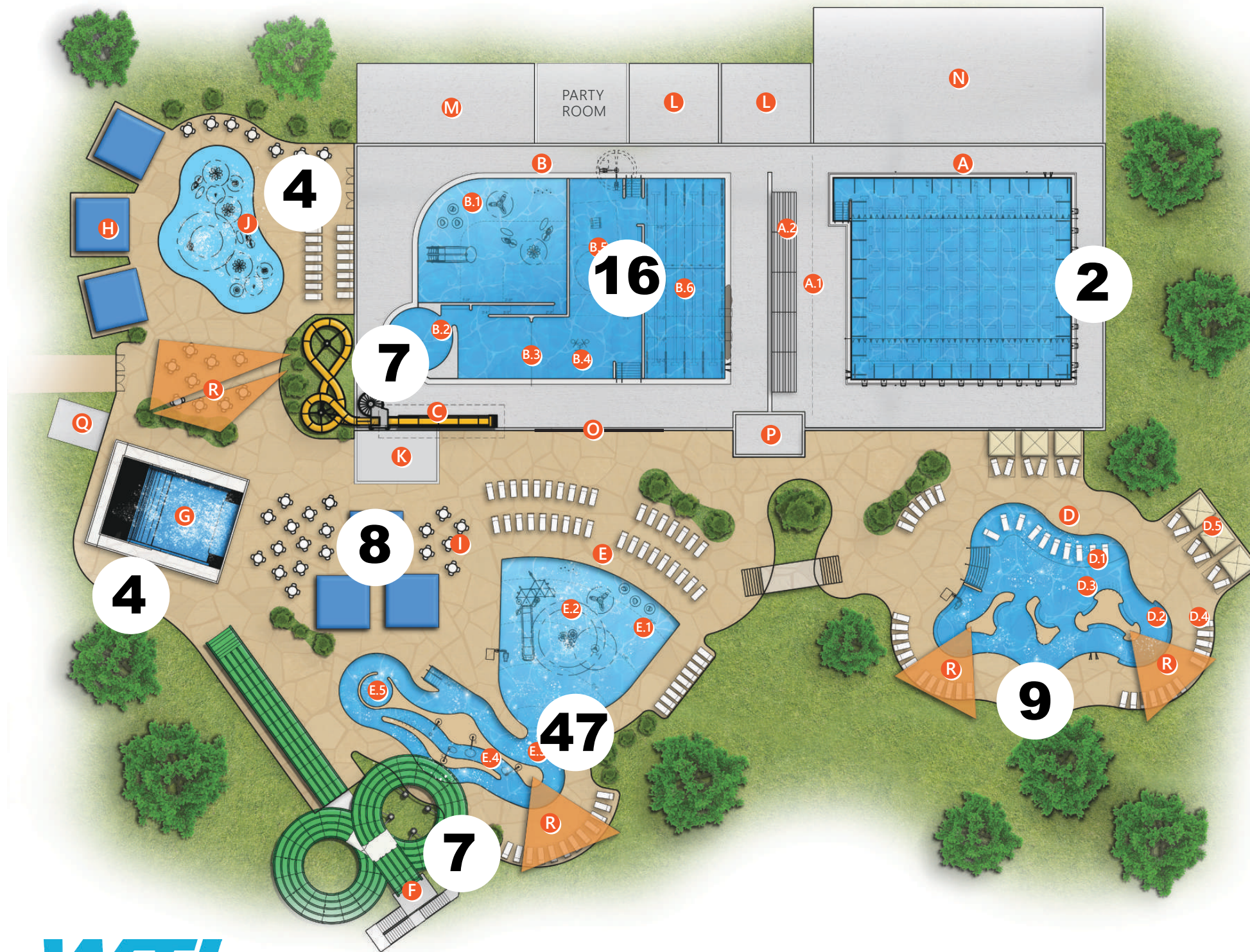
96% Responded willing to **DRIVE** to aquatic facility

50% Responded willing to **DRIVE 10-20 MINS** to aquatic facility

20% Responded willing to **DRIVE 10-20 MINS OR MORE** to aquatic facility



JUNE 4, 2024 PUBLIC INPUT BOARD RESULTS



POOLS AND BACK OF HOUSE SPACES

- A** COMPETITION POOL | 6,260 SF
25 YARDS BY 25 METERS
 - A.1** SWAG LINE - PREVENT NON-SWIMMERS ON DECK
 - A.2** SPECTATOR SEATING | 250 SPECTATORS
- B** RECREATIONAL POOL | 8,370
 - B.1** ZERO DEPTH ENTRY
 - B.2** VORTEX
 - B.3** VOLLEYBALL NET
 - B.4** BASKETBALL HOOPS
 - B.5** FLOATABLES
 - B.6** LAP LANES
- C** SINGLE BODY SLIDE
- D** ADULT POOL | 3,300
 - D.1** SUN SHELF
 - D.2** UNDERWATER BENCH SEATING
 - D.3** DECK SPRAYS
 - D.4** LOUNGE CHAIRS
 - D.5** CABANA
- E** LIFESTYLE POOL 4,990 SF
 - E.1** ZERO DEPTH ENTRY
 - E.2** WATER FEATURES
 - E.3** RIVER
 - E.4** ACTION CHANNEL
 - E.5** SOCIAL ALCOVE
- F** MAT RACER SLIDE COMPLEX
- G** SURF SIMULATOR
- H** RENTABLE PAVILIONS
- I** 4 TOP TABLES
- J** SPLASH PAD | 1,900 SF
- K** CONCESSIONS
- L** LOCKER ROOM
- M** FAMILY CHANGE ROOM
- N** POOL MECHANICAL SPACE
- O** GARAGE DOORS
- P** LIFEGUARD ROOM
- Q** TICKETING
- R** SAIL SHADES

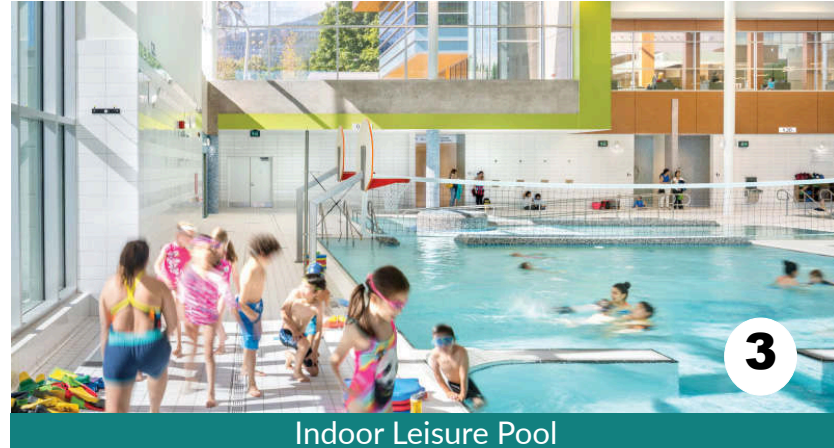


Q1: What type of aquatic facility should be built for Fayetteville?



Indoor Lap Swimming & Competitive Pool

3



Indoor Leisure Pool

3



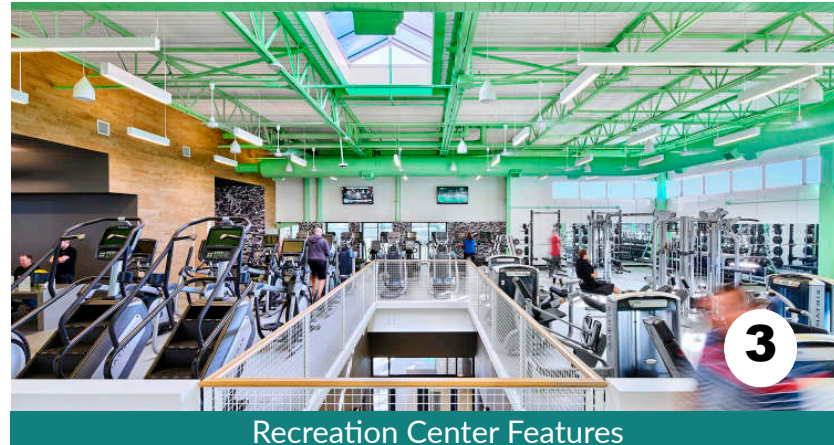
Indoor Spray Features

0



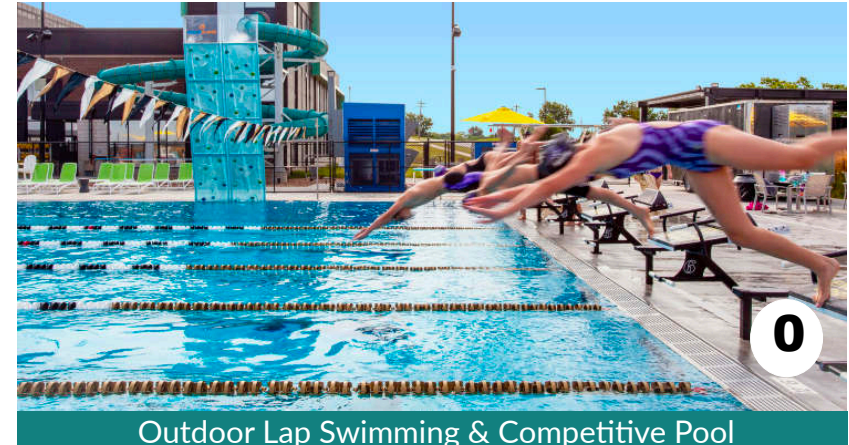
Recreation Center Features

4



Recreation Center Features

3



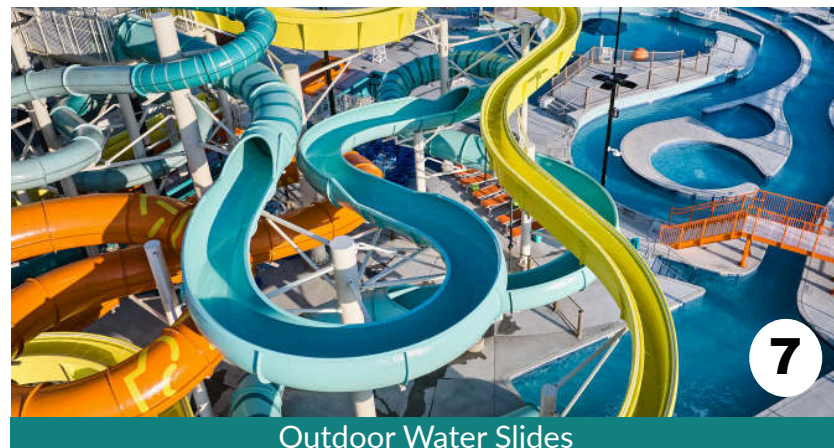
Outdoor Lap Swimming & Competitive Pool

0



Outdoor Lazy River

23



Outdoor Water Slides

7



Indoor/Outdoor Aquatic Facility

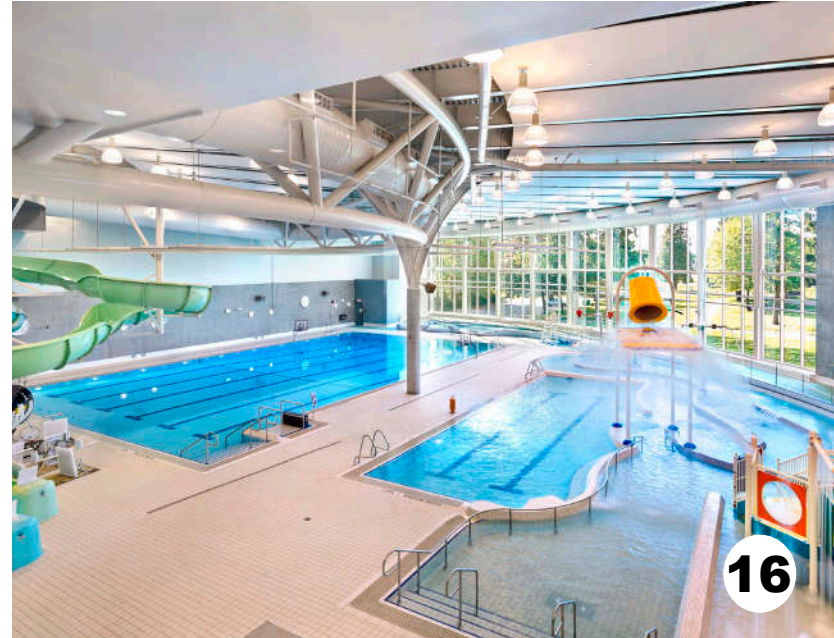
26

Q2: Which of the following options would you and your family support for a proposed new aquatic center?



2

Indoor Year-Round Lap Swimming and Competitive Pool



16

Indoor Year-Round Lap, Competition Pool and Leisure Pool



1

Indoor Pools with Recreation Center



16

Outdoor Seasonal Pools



29

Indoor and Outdoor Pools with Recreation Center



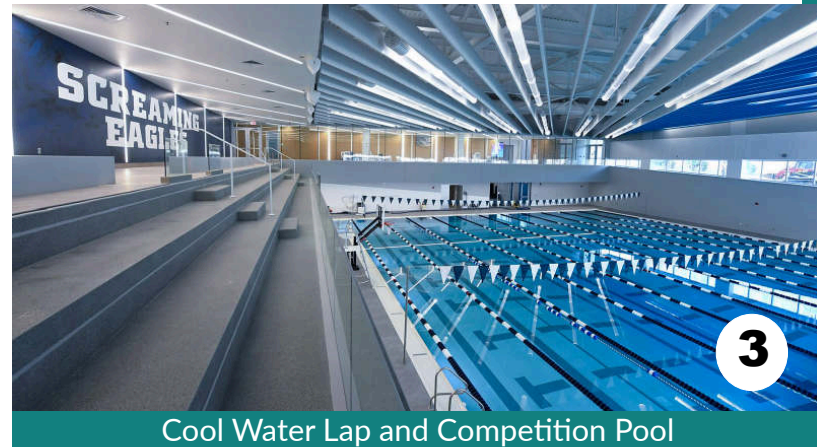
Indoor and Outdoor Pool without Recreation Center



Q3: What is your highest priority for an indoor aquatic center?



Warm Water Multi-Purpose Recreational Pool



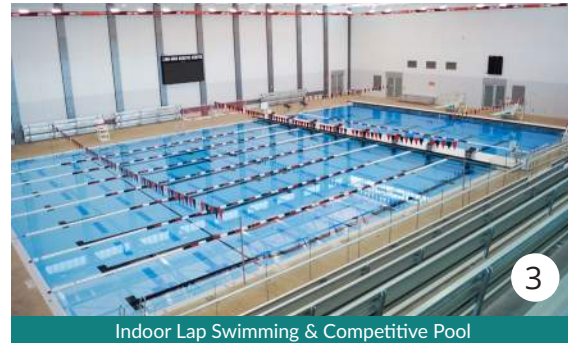
Cool Water Lap and Competition Pool



Warm Water Wellness and Therapy Pool

JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q1: What type of aquatic facility should be built for Fayetteville?



Indoor Lap Swimming & Competitive Pool

3



Indoor Leisure Pool

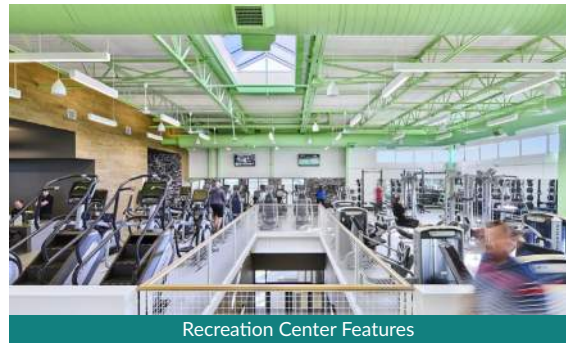


Indoor Spray Features



Recreation Center Features

1



Recreation Center Features



Outdoor Lap Swimming & Competitive Pool

2



Outdoor Lazy River

1



Outdoor Water Slides

1



Indoor/Outdoor Aquatic Facility

15



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q2: Which of the following options would you and your family support for a proposed new aquatic center?



Indoor Year-Round Lap Swimming and Competitive Pool

3



Indoor Year-Round Lap, Competition Pool and Leisure Pool

4



Indoor Pools with Recreation Center

1



Outdoor Seasonal Pools



Indoor and Outdoor Pools with Recreation Center

11



Indoor and Outdoor Pool without Recreation Center

1



Q3: What is your highest priority for an indoor aquatic center?



Warm Water Multi-Purpose Recreational Pool



Cool Water Lap and Competition Pool

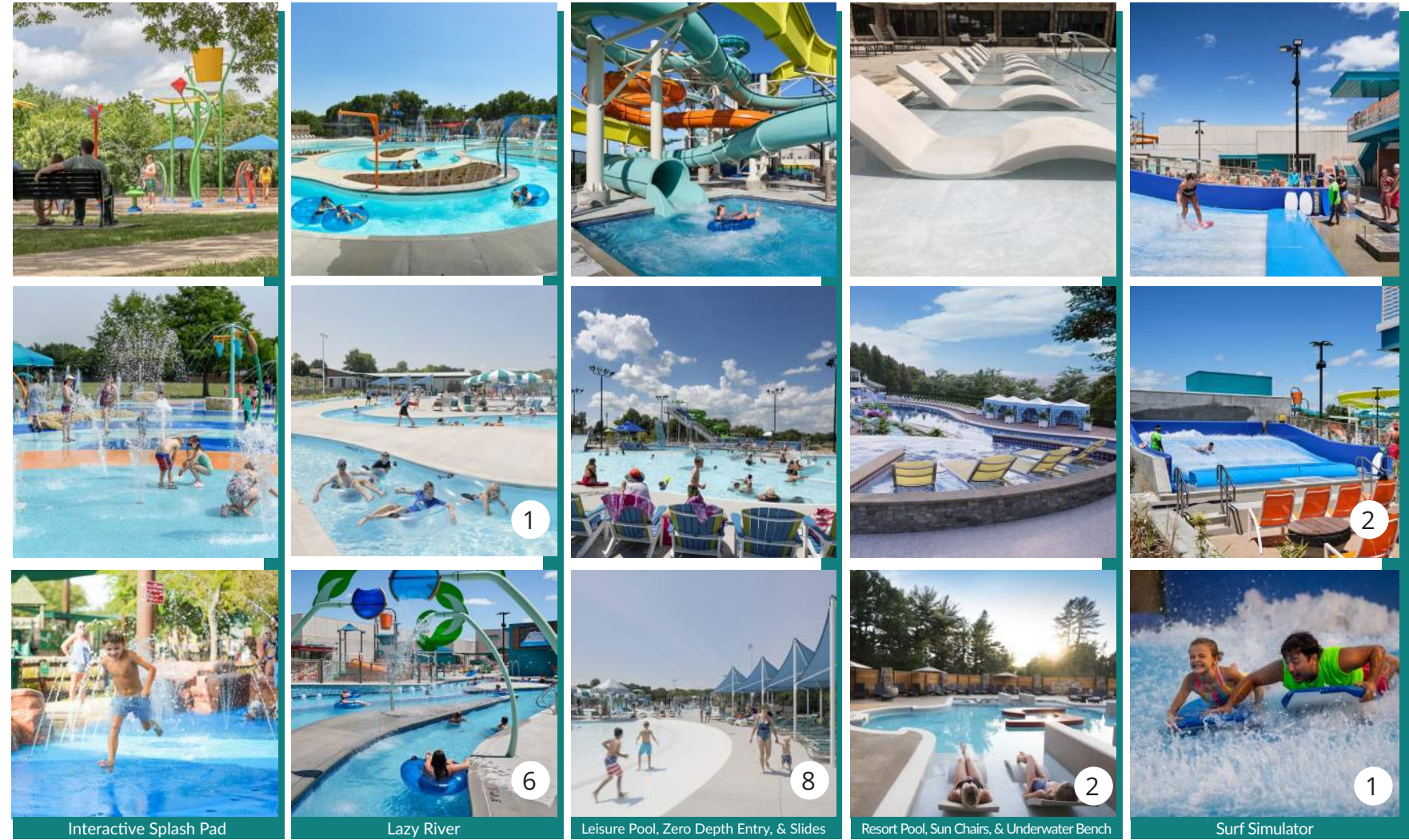


Warm Water Wellness and Therapy Pool



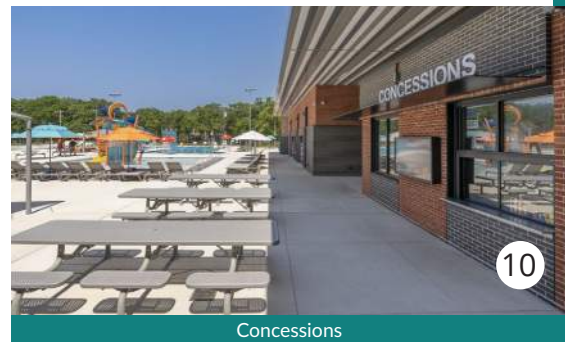
JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q4: What is your highest priority for an outdoor aquatic facility?



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q5: The following spaces may be considered for a **combined indoor/outdoor** aquatic facility:



Concessions

Indoor Birthday Party Rooms, Available for Rent

Outdoor Birthday Party Shade Structures, Available for Rent



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q6: The following spaces, which fill a community need and provide complementary recreational spaces may also be considered:



Fitness Center with Weights and Cardio Equipment



Dance/Aerobics/Yoga Studio

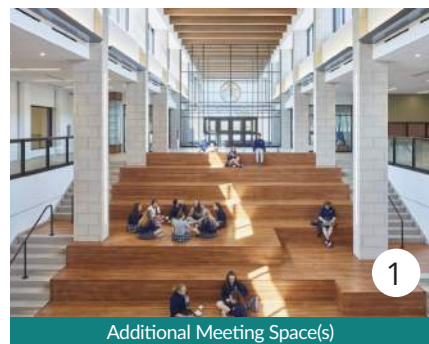
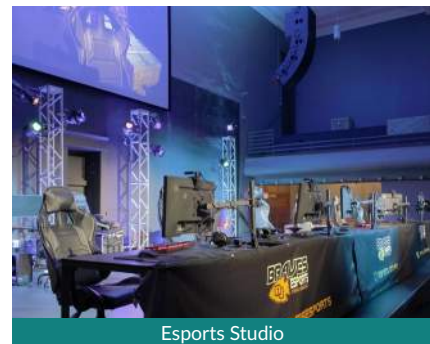
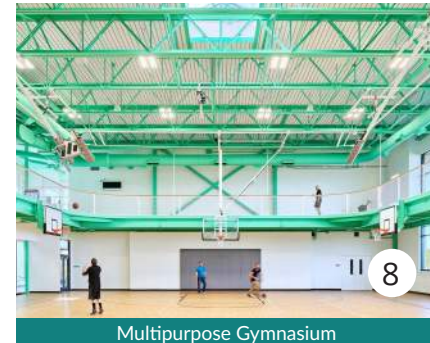


Multi-Purpose Meeting and Teams Rooms



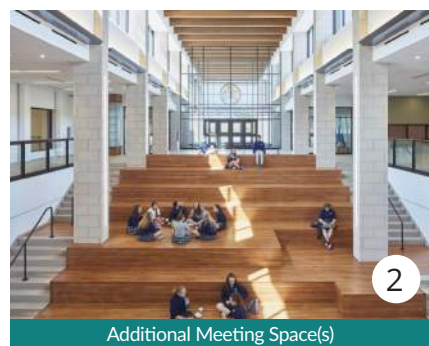
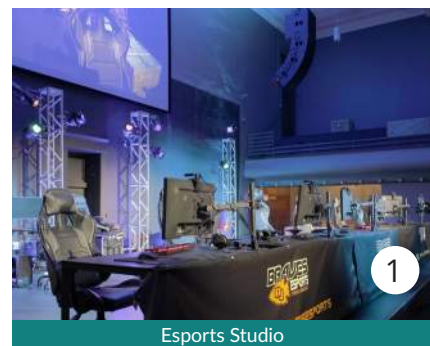
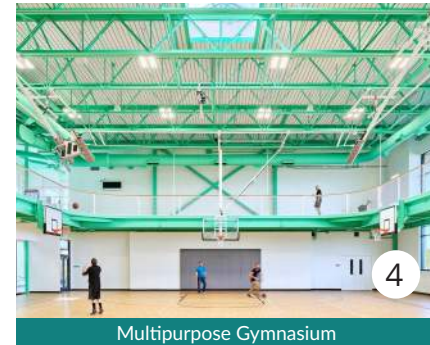
JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q7: If the new aquatic center included dry land recreation and fitness areas, would you and your family be interested in a more recreational/fitness center to broaden your usership programs?



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Q8: The following spaces may be considered for future investments and phased facility expansion:



Q9: Which of the following should be deferred to a potential future phase of aquatic center construction?



Interactive Splash Pad

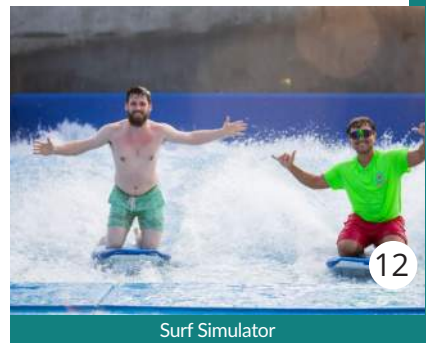


Leisure Pool, Zero Depth Entry, & Slides



2

Resort Pool, Sun Chairs, & Underwater Bench



12

Surf Simulator



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS

Aquatic Center Facility Amenity Suggestions:

Q10: List any desired amenities or spaces that have not been listed previously:

cooling/warming space for community during extreme weather

Locker Room



Aquatic Center Facility Fee Questions:

Q11: What would you be willing to pay for an enhanced experience at a new aquatic center featuring your highest priorities?

- a. No more than \$4 per day ①
- b. \$5 to \$6 per day
- c. \$7 to \$9 per day ④
- d. \$10 to \$14 per day ⑥
- e. \$15+ per day ③
- f. I do not plan on using the facility

Q12: What would you be willing to pay for a seasonal pass as an **adult** for a new enhanced aquatic center experience that would feature your highest priorities?

- a. No more than \$75 ②
- b. \$76 to \$85
- c. \$86 to \$95 ④
- d. \$95+ ⑧
- e. I do not plan on using the facility

Q13: What would you be willing to pay for a seasonal pass as a **family membership** (maximum five individuals) for a new enhanced aquatic center experience that would feature your highest priorities?

- a. No more than \$135
- b. \$136 to \$160 ③
- c. \$161 to \$190 ①
- d. \$190+ ⑩
- e. I do not plan on using the facility



sfsarchitecture



CITY OF
FAYETTEVILLE
ARKANSAS

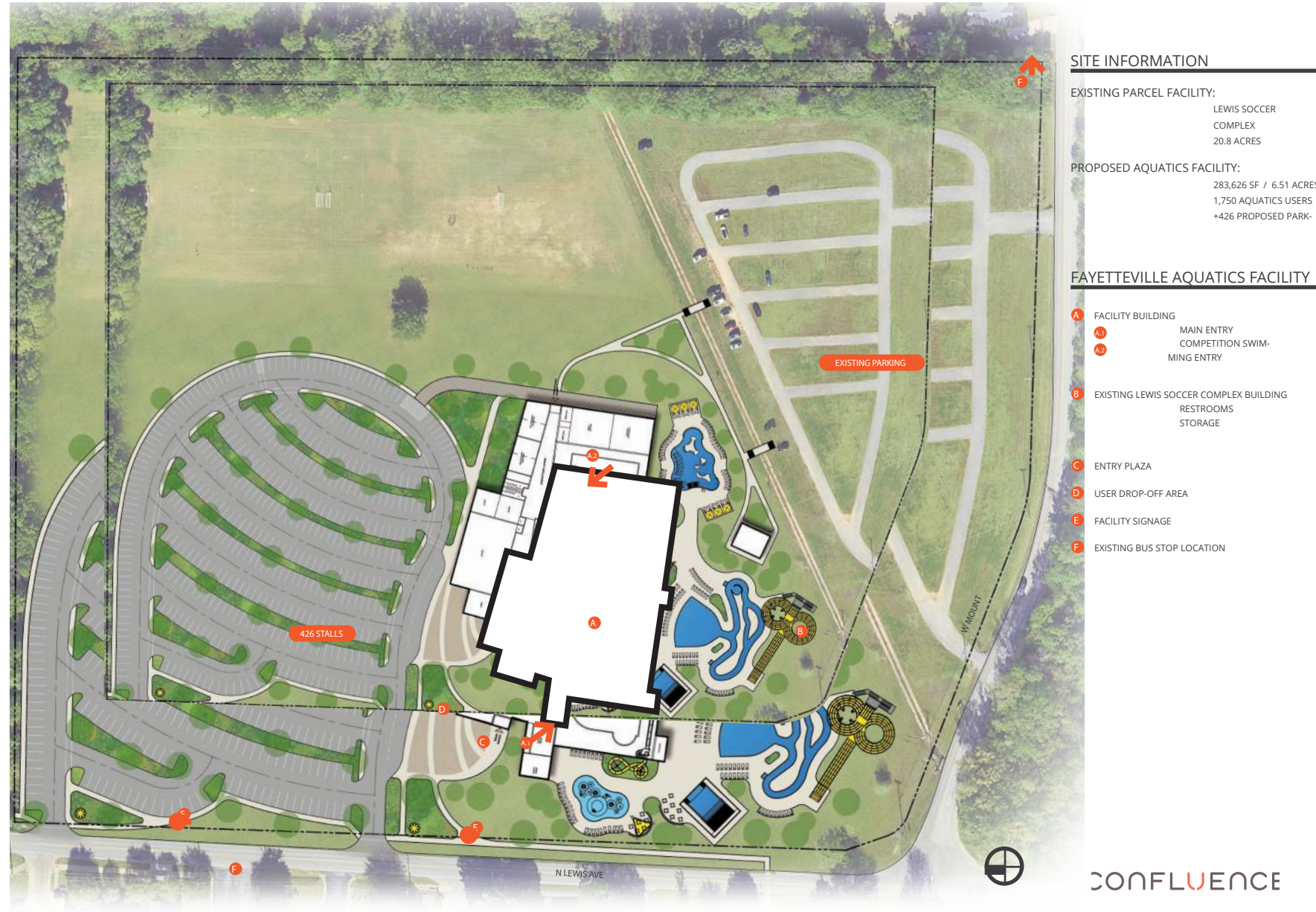
CONFLUENCE

BALLARD * KING
& ASSOCIATES LTD



COMPLIANCE





JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS



POOLS AND BACK OF HOUSE SPACES

- A** COMPETITION POOL | 6,260 SF
25 YARDS BY 25 METERS
- A1** SWAG LINE - PREVENT NON-SWIMMERS ON DECK
- A2** SPECTATOR SEATING | 250 SPECTATORS
- B** RECREATIONAL POOL | 8,370
- B1** ZERO DEPTH ENTRY
- B2** VORTEX
- B3** VOLLEYBALL NET
- B4** BASKETBALL HOOPS
- B5** FLOATABLES
- B6** LAP LANES
- C** SINGLE BODY SLIDE
- D** ADULT POOL | 3,300
- D1** SUN SHELF
- D2** UNDERWATER BENCH SEATING
- D3** DECK SPRAYS
- D4** LOUNGE CHAIRS
- D5** CABANA
- E** LIFESTYLE POOL 4,990 SF
- E1** ZERO DEPTH ENTRY
- E2** WATER FEATURES
- E3** RIVER
- E4** ACTION CHANNEL
- E5** SOCIAL ALCOVE
- F** MAT RACER SLIDE COMPLEX
- G** SURF SIMULATOR
- H** RENTABLE PAVILIONS
- I** 4 TOP TABLES
- J** SPLASH PAD | 1,900 SF
- K** CONCESSIONS
- L** LOCKER ROOM
- M** FAMILY CHANGE ROOM
- N** POOL MECHANICAL SPACE
- O** GARAGE DOORS
- P** LIFEGUARD ROOM
- Q** TICKETING
- R** SAIL SHADES



JUNE 4, 2024 PUBLIC MEETING INPUT BOARD RESULTS



sfsarchitecture



CONFLUENCE




MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Project Report

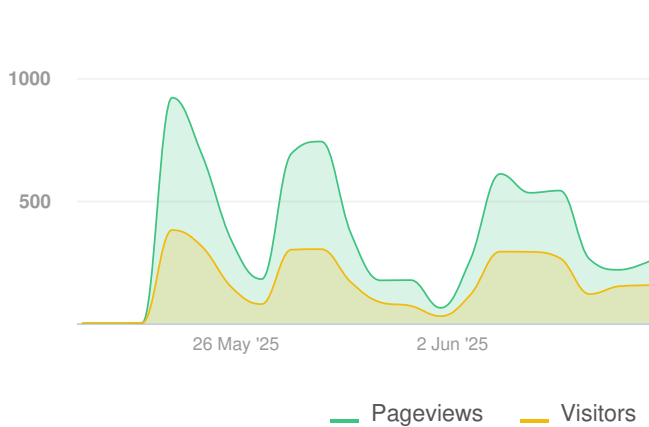
10 May 2025 - 08 June 2025

Speak Up Fayetteville

Fayetteville Aquatic Center Public Preference Survey



Visitors Summary



Highlights

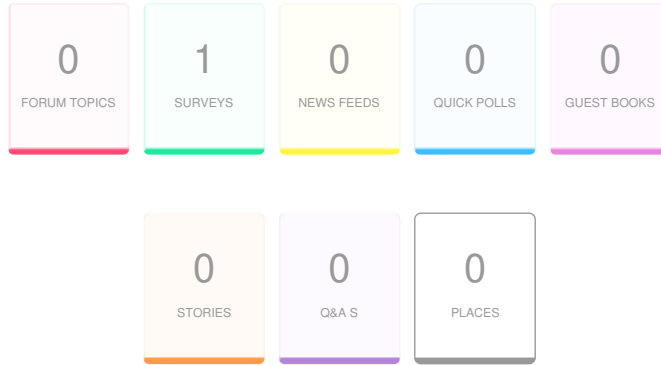


Aware Participants	3,032	Engaged Participants	1,309		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	3,032	Contributed on Forums	0	0	0
Informed Participants	2,154	Participated in Surveys	0	0	1,309
Informed Actions Performed	Participants	Contributed to Newsfeeds	0	0	0
Viewed a video	0	Participated in Quick Polls	0	0	0
Viewed a photo	0	Posted on Guestbooks	0	0	0
Downloaded a document	71	Contributed to Stories	0	0	0
Visited the Key Dates page	0	Asked Questions	0	0	0
Visited an FAQ list Page	0	Placed Pins on Places	0	0	0
Visited Instagram Page	0	Contributed to Ideas	0	0	0
Visited Multiple Project Pages	864				
Contributed to a tool (engaged)	1,309				

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

ENGAGEMENT TOOLS SUMMARY

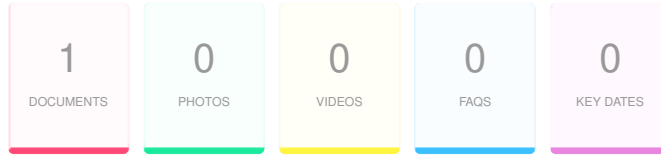


Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Survey Tool	Fayetteville Aquatic Center Public Preference Survey	Archived	2356	0	0	1309

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

INFORMATION WIDGET SUMMARY



Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Document	Aquatic Center Concepts Map	71	73

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

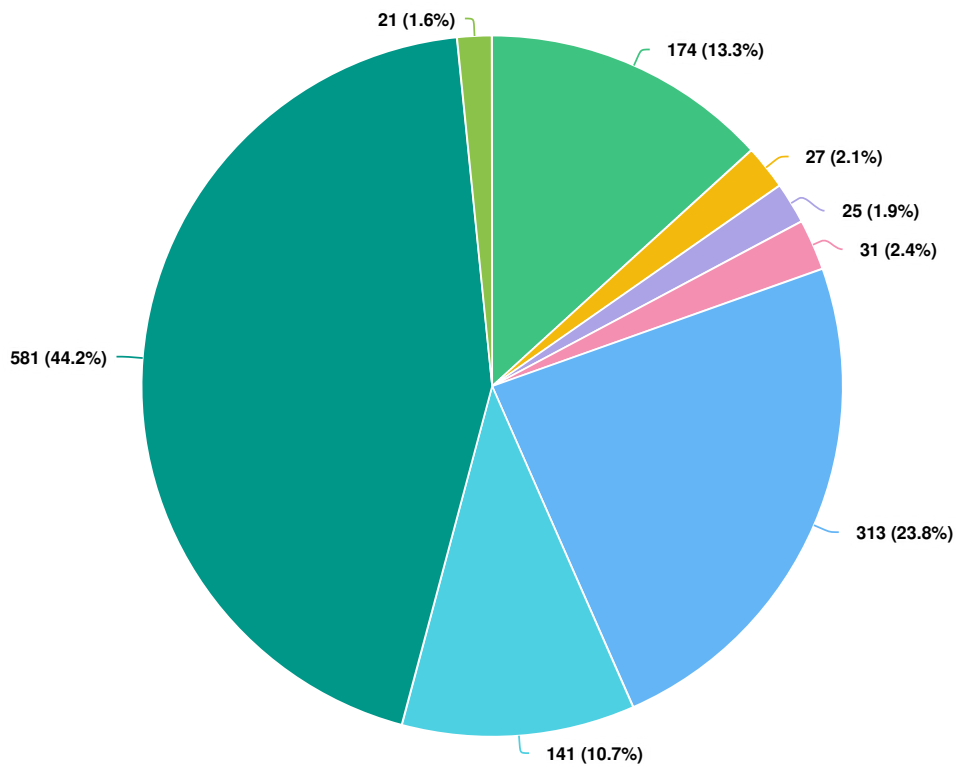
Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

ENGAGEMENT TOOL: SURVEY TOOL

Fayetteville Aquatic Center Public Preference Survey

Visitors	2356	Contributors	1309	CONTRIBUTIONS	1313
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What type of aquatic facility should be built for Fayetteville?



Question options

- An indoor facility with a lap swimming and competitive pool
- An indoor facility with a leisure pool and spray features
- An indoor facility with recreation center features
- An outdoor facility with a lap swimming and competitive pool
- An outdoor facility with a lazy river and slides
- An indoor and outdoor aquatic facility without a recreation center
- An indoor and outdoor aquatic facility with a recreation center
- None of the above

Mandatory Question (1313 response(s))

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

Which of the following options would you and your family support for a proposed new aquatic center? Please rank the following options (with 1 representing your highest priority):

OPTIONS	AVG. RANK
Indoor/outdoor aquatic facility with a recreation center	2.33
Indoor year-round facility with leisure pool, lap swimming and competition pool	3.16
Outdoor seasonal facility with leisure pools	3.78
Indoor/outdoor aquatic facility without a recreation center	3.83
Indoor facility with recreation center	4.08
Indoor year-round facility with lap swimming and competition pool	4.21
No new pools	6.60

Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What is your highest priority for an indoor aquatic center? Please rank the following options (with 1 representing your highest priority): ...

OPTIONS	AVG. RANK
Warm water multi-purpose recreational pool	1.50
Cool water lap and competition pool	2.23
Warm water wellness and therapy pool	2.27

Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What is your highest priority for an outdoor aquatic facility? Please rank the following options (with 1 representing your highest priority):

OPTIONS	AVG. RANK
Leisure pool with zero depth entry and water slides	2.19
Lazy river	2.24
Resort pool with shallow water sun chair lounging and underwater bench social zones	2.83
Interactive splash pad	3.55
Surf simulator	4.18

Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

The following spaces may be considered for a combined indoor/outdoor aquatic facility. Please rank the following options (with 1 representing your highest priority):

OPTIONS	AVG. RANK
Concessions	1.59
Outdoor birthday party shade structures, available for rent	2.05
Indoor birthday party rooms, available for rent	2.35

Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

The following spaces, which fill a community need and provide complementary recreational spaces, may also be considered. Please rank the following options (with 1 representing your highest priority):

OPTIONS	AVG. RANK
Fitness center with weights and cardio equipment	1.57
Dance/aerobics/yoga studio	1.84
Multipurpose meeting and team rooms	2.59

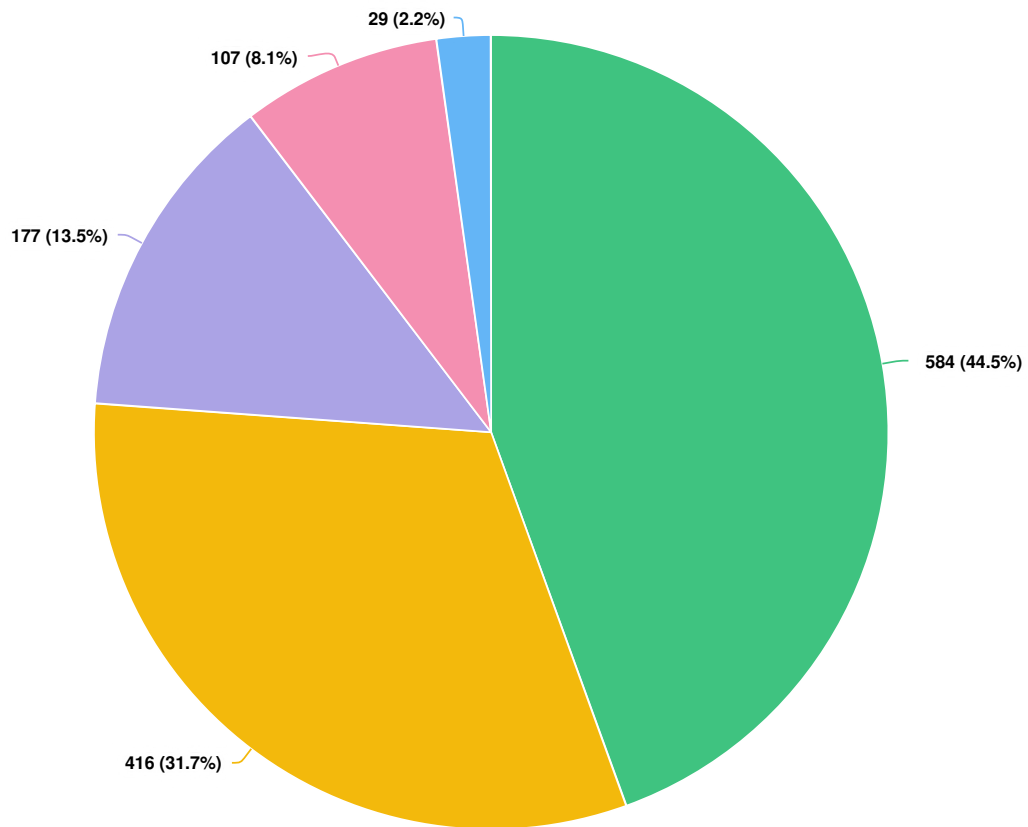
Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

If the new aquatic center included some dry land recreational and fitness areas, would you and your family be interested in a more recreational/fitness center to broaden your usership programs?



Question options

- Very interested
- Somewhat interested
- Neither interested nor disinterested
- Not interested
- We will not use the facility.

Mandatory Question (1313 response(s))

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

The following spaces may be considered for future investments and phased facility expansion. Please rank the following options (with 1 representing your highest priority):

OPTIONS	AVG. RANK
Indoor walking/jogging track	4.04
Multipurpose gymnasium space (basketball, volleyball, pickleball, etc.)	4.60
Indoor playground	5.47
Rock climbing/Bouldering wall	5.79
Cafe/smoothie bar	6.51
Racket sport courts	6.66
Multipurpose high intensity interval training (HIIT)/performance sports training space	7.01
Arts and craft(s) classrooms	7.14
Learning kitchen (space to host cooking classes)	7.19
Spinning studio (I.e. indoor cycling classes)	7.36
Indoor golf simulator	9.19
Esports studio	9.80
Additional meeting space(s)	10.24

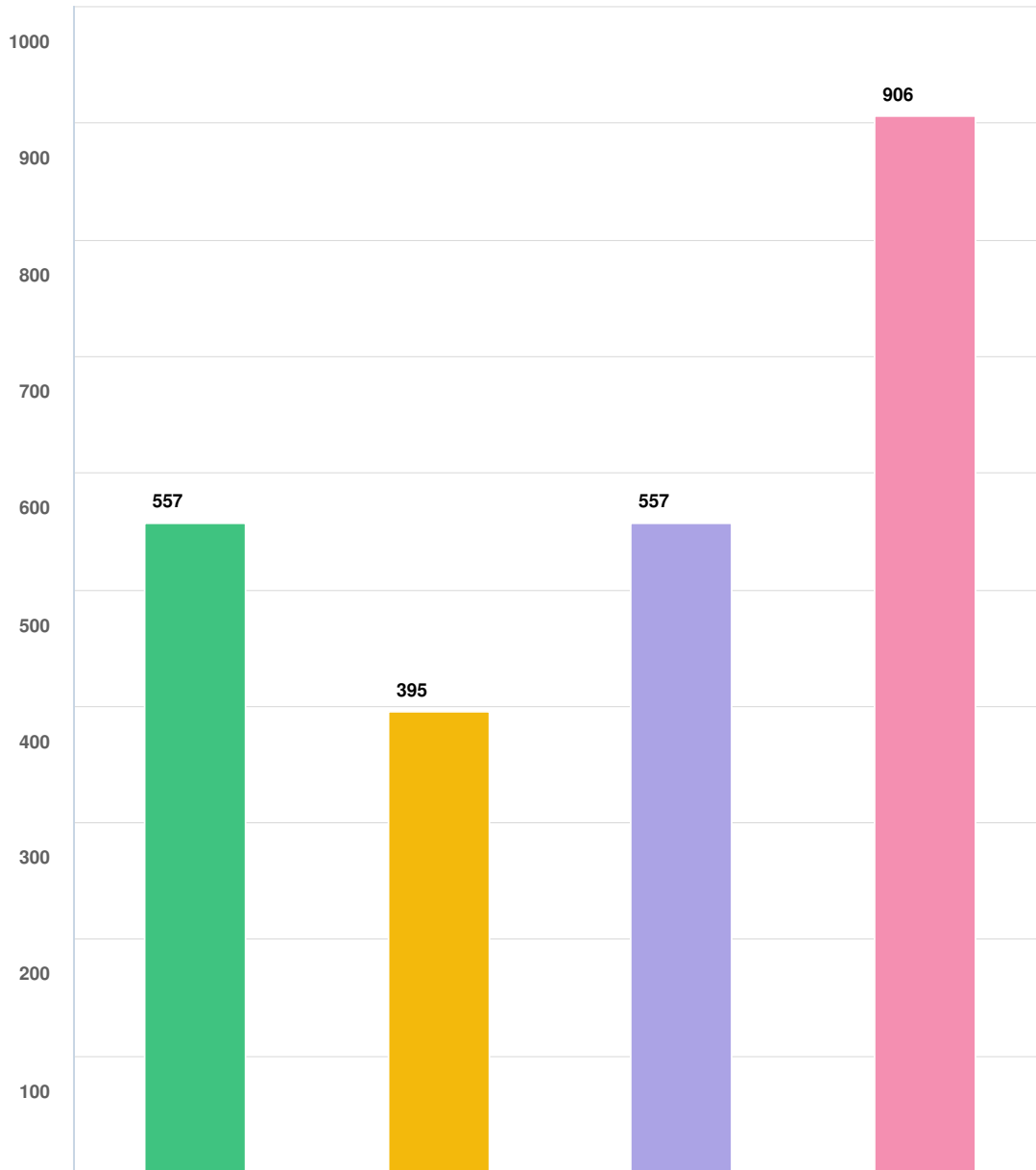
Mandatory Question (1313 response(s))

Question type: Ranking Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

Which of the following should be deferred to a potential future phase of aquatic center construction? Check up to three options:



Question options

- Interactive splash pad
- Leisure pool with zero depth entry, lazy river and water slides
- Resort pool with shallow water sun chair lounging and underwater bench social zones
- Surf simulator

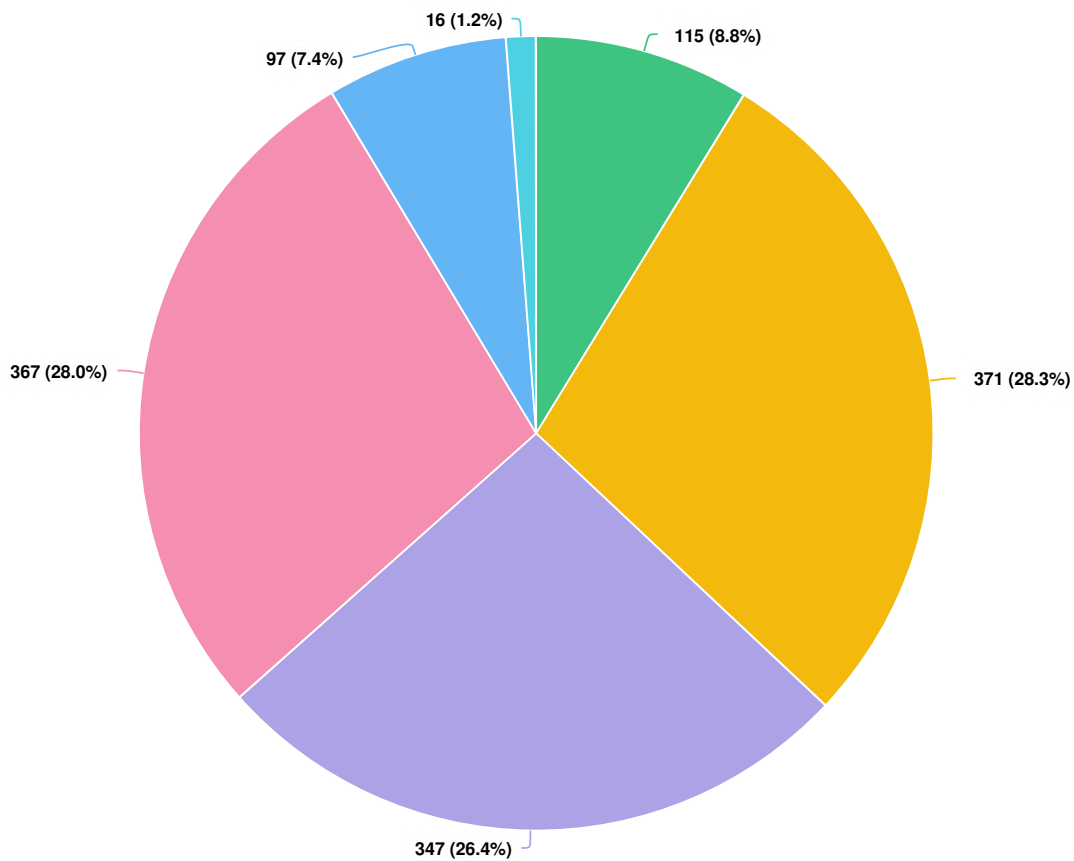
Mandatory Question (1313 response(s))

Question type: Checkbox Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What would you be willing to pay for an enhanced experience at a new aquatic center featuring your highest priorities?



Question options

- No more than \$4 per day
- \$5 to \$6 per day
- \$7 to \$9 per day
- \$10-14 per day
- \$15+ per day
- I do not plan on using the facility.

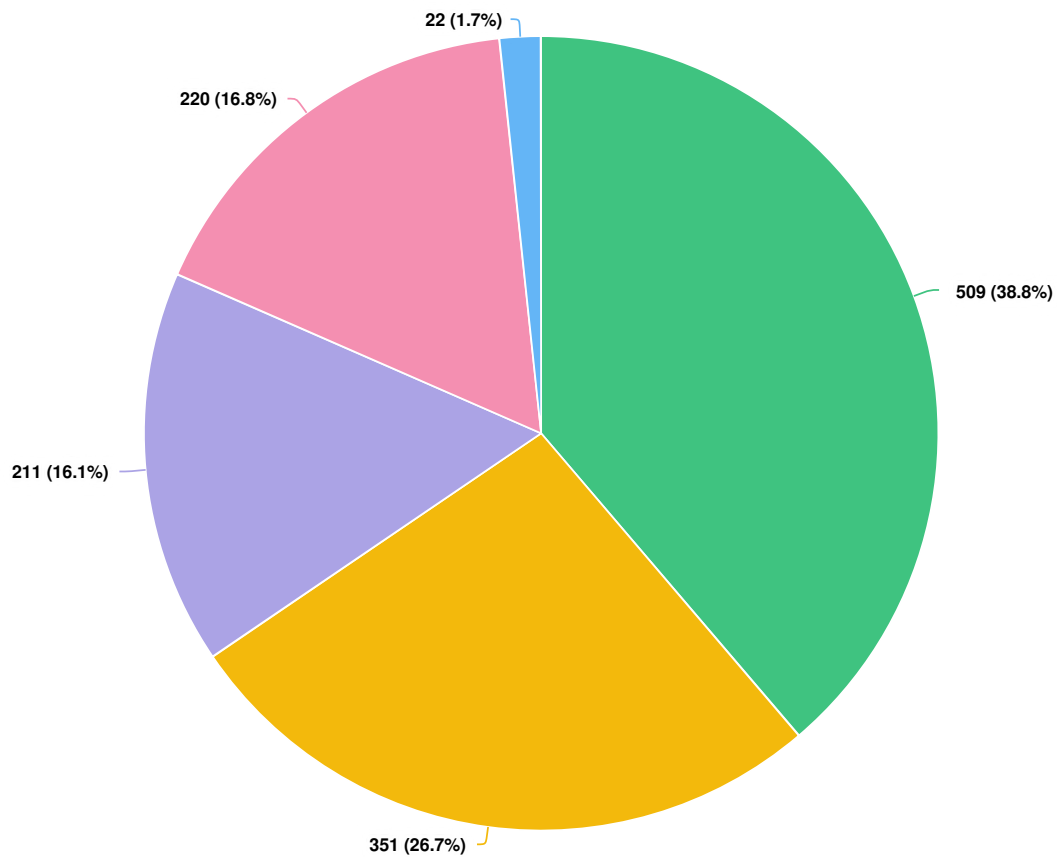
Mandatory Question (1313 response(s))

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What would you be willing to pay for a seasonal pass as an adult for a new enhanced aquatic center experience that featured your highest priorities?



Question options

- No more than \$75
- \$76 to \$85
- \$86 to \$95
- \$95+
- I do not plan on using the facility.

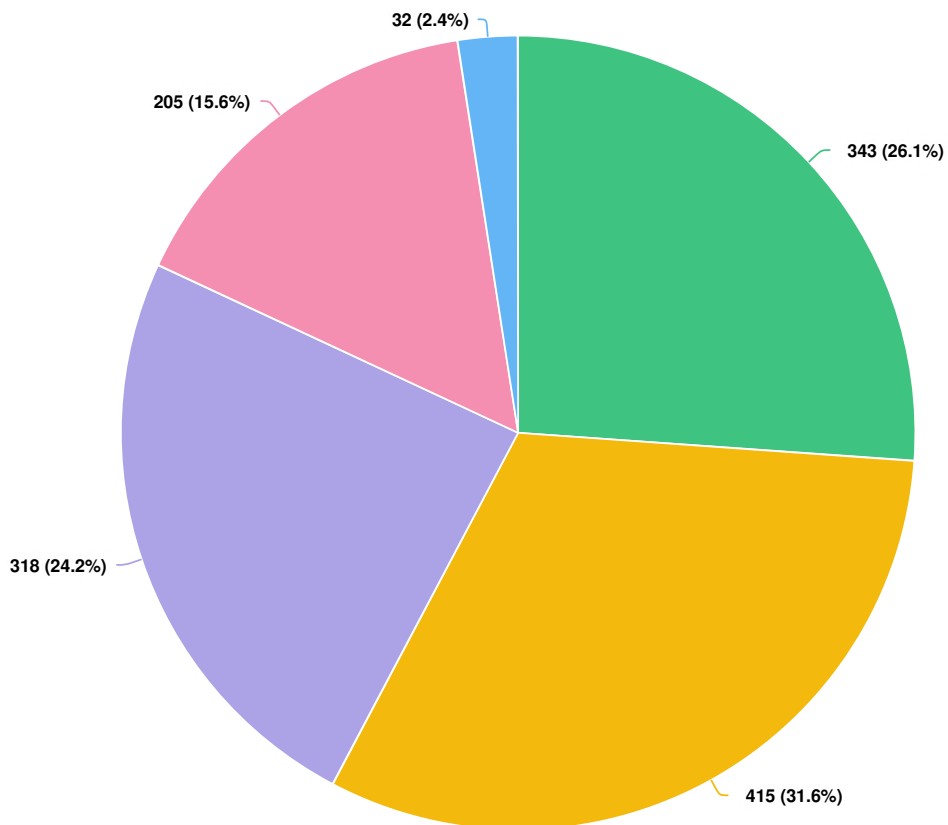
Mandatory Question (1313 response(s))

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What would you be willing to pay for a family membership (maximum five individuals) for an enhanced experience at a new aquatic center featuring your highest priorities?



Question options

- No more than \$135
- \$136 to \$160
- \$161 to \$190
- \$190+
- I do not plan on using the facility.

Mandatory Question (1313 response(s))

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

Counting yourself, how many people in your household are the following ages?



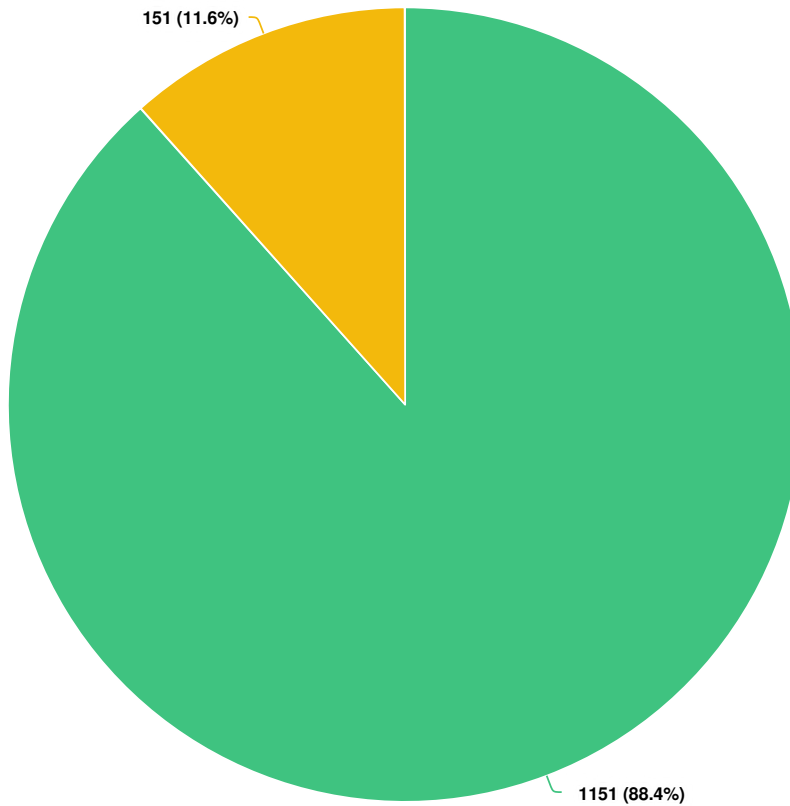
Optional question (1293 response(s), 20 skipped)

Question type: Likert Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

Are you a Fayetteville resident?



Question options

- No
- Yes

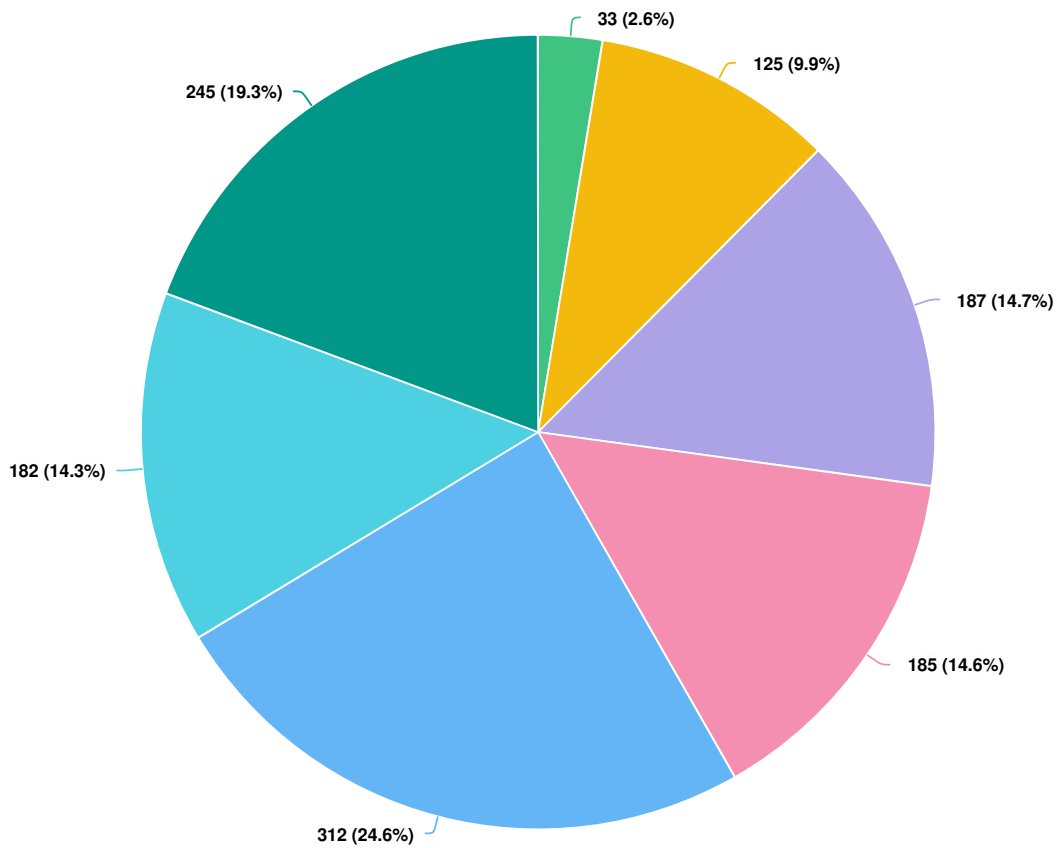
Optional question (1302 response(s), 11 skipped)

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What is your total annual household income?



Question options

- \$200,000+
- \$150,000 to \$199,999
- \$100,000 to \$149,000
- \$75,000 to \$99,999
- \$50,000 to \$74,999
- \$25,000 to \$49,999
- Under \$25,000

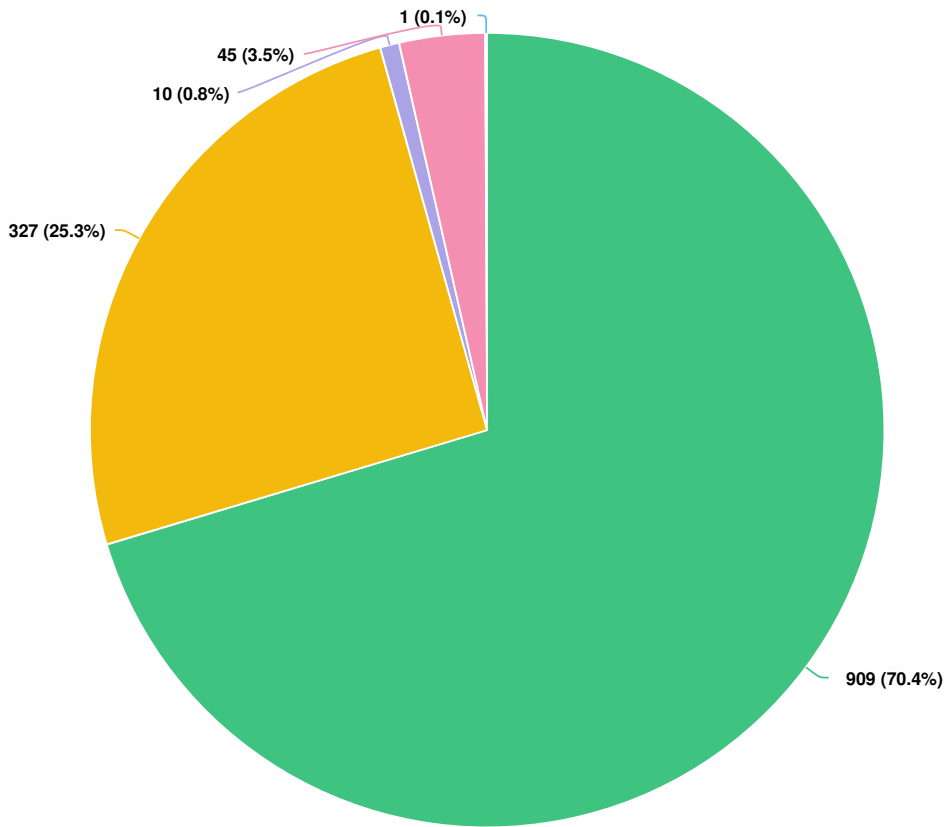
Optional question (1269 response(s), 44 skipped)

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What is your gender?



Question options

- Other (please specify)
- Prefer not to share
- Non-binary
- Male
- Female

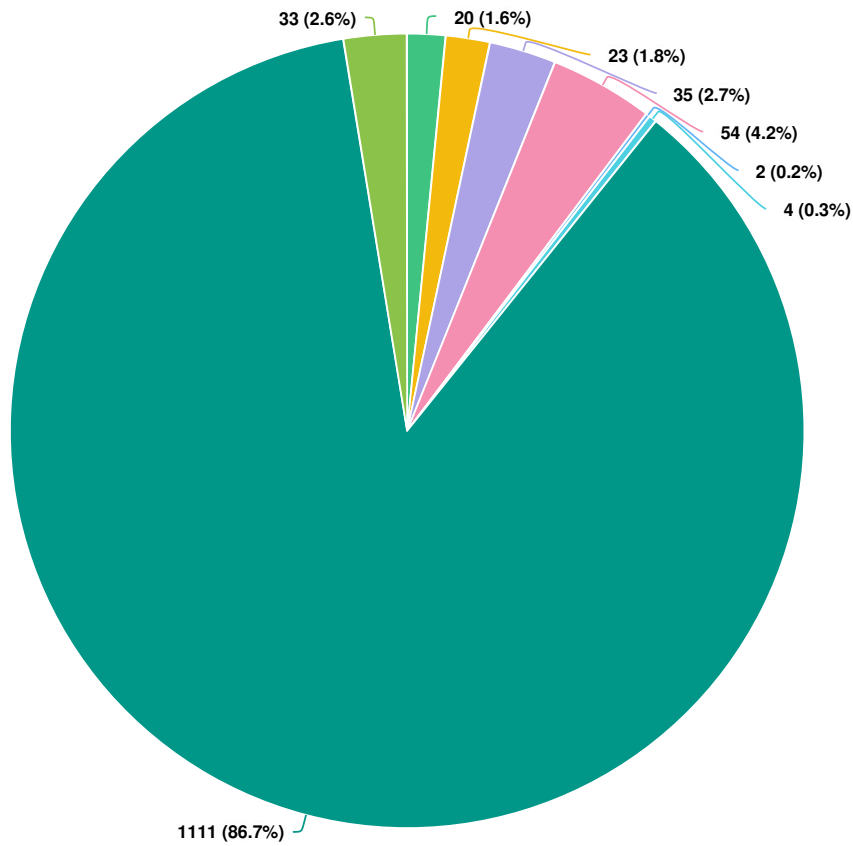
Optional question (1292 response(s), 21 skipped)

Question type: Radio Button Question

MAY 23, 2025 TO JUNE 8, 2025 ONLINE SURVEY RESULTS

Speak Up Fayetteville : Summary Report for 10 May 2025 to 08 June 2025

What is your race/ethnicity?



Question options

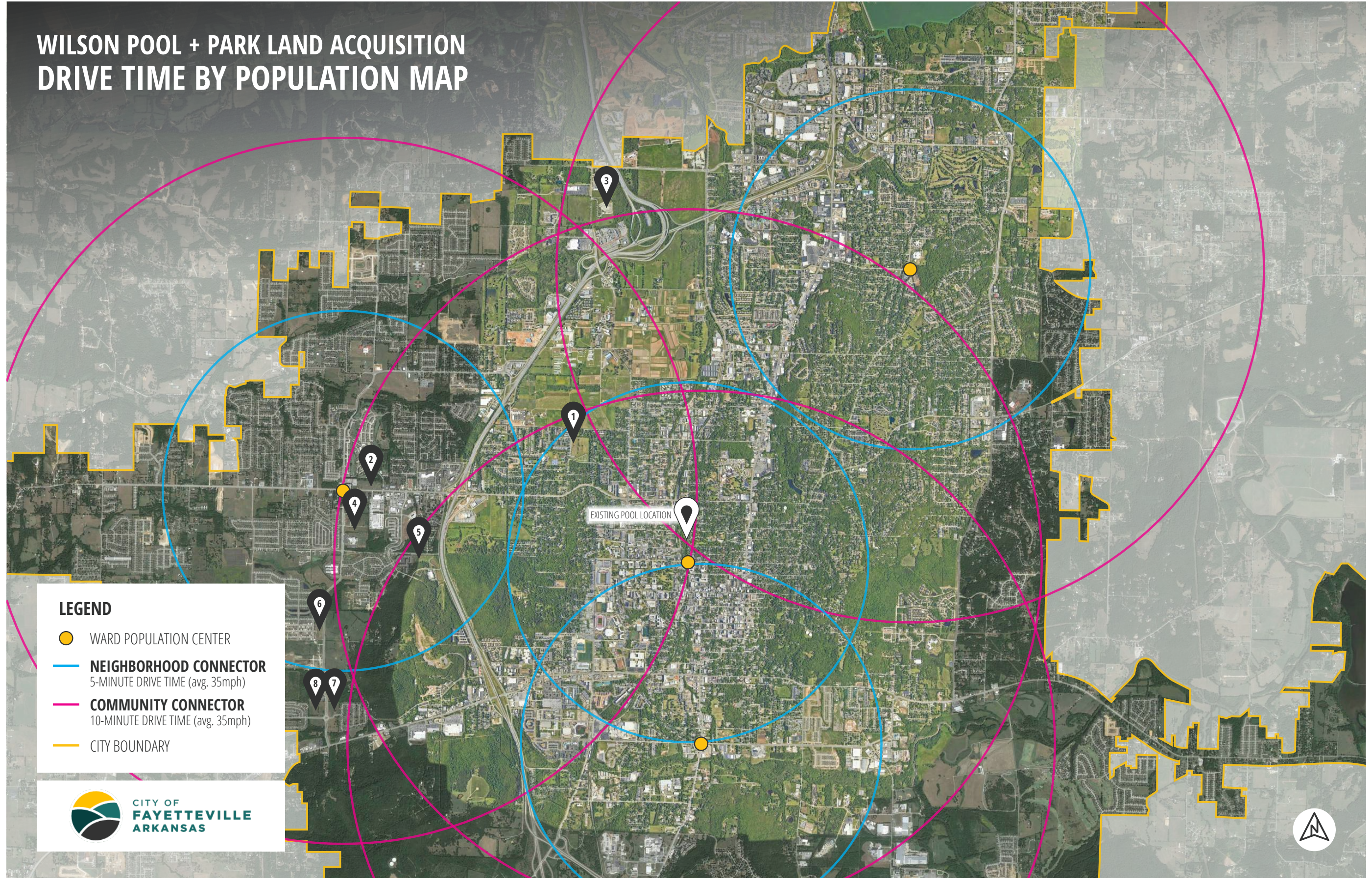
- Other (please specify)
- White
- Native Hawaiian or other Pacific Islander
- Middle Eastern or North African
- Hispanic or Latino
- Black or African American
- Asian
- American Indian or Alaskan Native

Optional question (1282 response(s), 31 skipped)

Question type: Radio Button Question

2024 FAYETTEVILLE LAND ACQUISITION

WILSON POOL + PARK LAND ACQUISITION DRIVE TIME BY POPULATION MAP



2024 FAYETTEVILLE LAND ACQUISITION

#1 NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD

SITE LOCATION

- NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD
- PARCEL #: (765-13574-000)

GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 20.8 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: P-1 INSTITUTIONAL
- OWNER: CITY OF FAYETTEVILLE + FAYETTEVILLE SCHOOL DISTRICT #1

L.O.S. SITE SCORE: 4

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +3

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



WARD CENTER

PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#2 NORTH GOLF CLUB DRIVE & HWY 16

SITE LOCATION

- NORTH GOLF CLUB DRIVE & HWY 16
- PARCEL #: (765-16230-000)

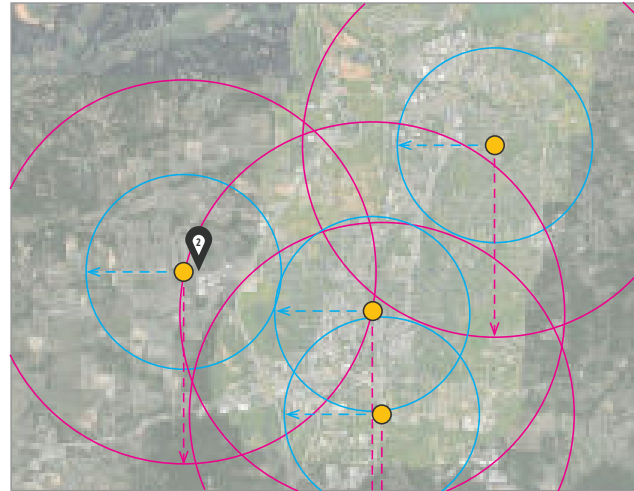
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 6.5 ACRES
- LAND USE ZONING: UT URBAN THOROUGHFARE
- OWNER: AFT DEVELOPMENT LLC

L.O.S. SITE SCORE: 3

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +2

LEVEL OF SERVICE (L.O.S.) BY SITE



PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#3 112 DRIVE-IN THEATER + NORTH HWY 112

SITE LOCATION

- 112 DRIVE-IN THEATER + NORTH HWY 112
- PARCEL #: (765-15819-000)

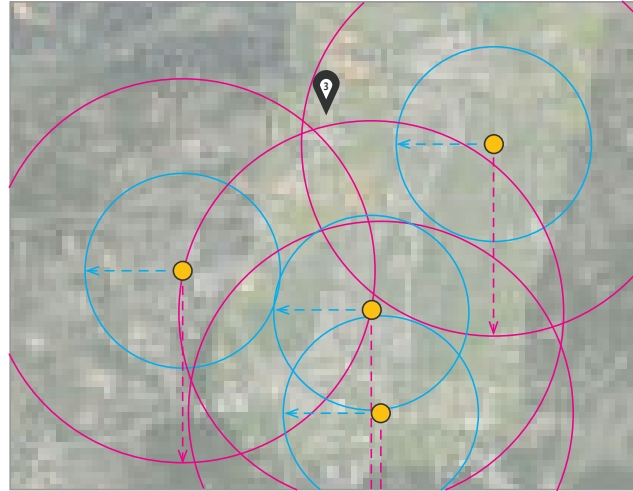
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 19.6 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: UT URBAN THOROUGHFARE
- OWNER: CL PARTNERS LLC; D BRIGGS 112 EXCHANGE LLC

L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD
CONNECTOR



COMMUNITY
CONNECTOR



WARD
CENTER

PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#4 NORTH RUPPLE ROAD + WEST PERSIMMON STREET

SITE LOCATION

- NORTH RUPPLE ROAD + WEST PERSIMMON STREET
- PARCEL #: (765-22362-002)

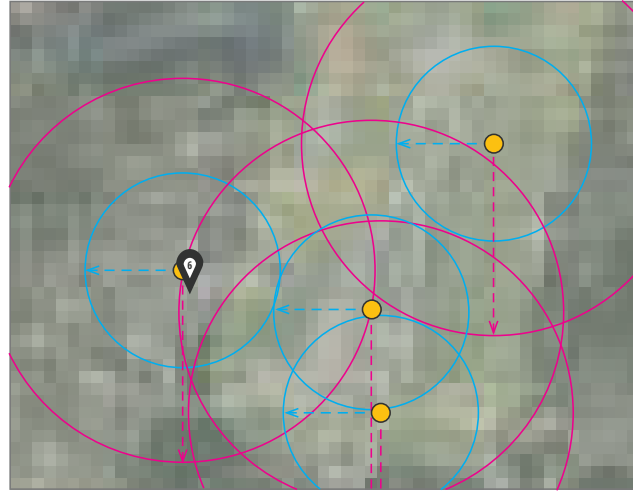
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 8.6 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: P-1 INSTITUTIONAL
- OWNER: RUPPLE RD LLC

L.O.S. SITE SCORE: 3

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +2

LEVEL OF SERVICE (L.O.S.) BY SITE



3 MI NEIGHBORHOOD CONNECTOR



6 MI COMMUNITY CONNECTOR



PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#5 WEST PERSIMMON STREET + NORTH SHILOH DRIVE

SITE LOCATION

- WEST PERSIMMON STREET + NORTH SHILOH DRIVE
- PARCEL #: (765-28835-000)

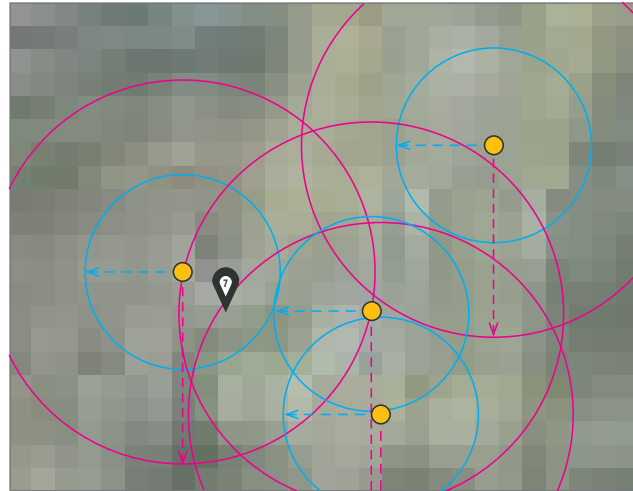
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 11.8 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES
- OWNER: T&J OF NWA LLC

L.O.S. SITE SCORE: 4

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +3

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



WARD CENTER

PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#6 WEST PERSIMMON STREET + NORTH SHILOH DRIVE

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST TOFINO DRIVE
- PARCEL #: (765-31724-000)

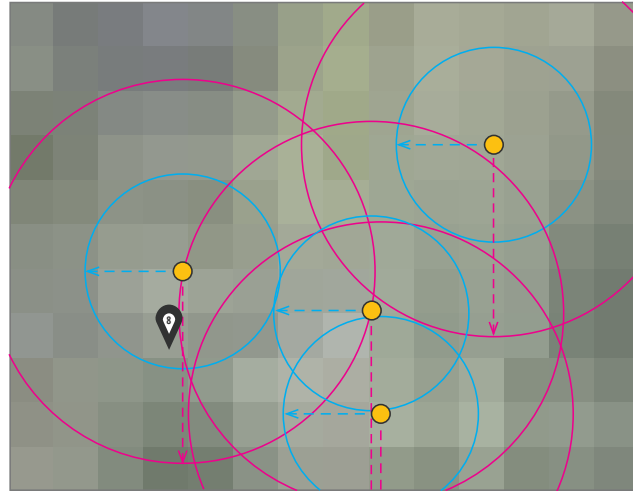
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 8.8 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES
- OWNER: TABA20 LLC

L.O.S. SITE SCORE: 2

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#7 SOUTH RUPPLE ROAD + WEST CATALPA DRIVE

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST CATALPA DRIVE
- PARCEL #: (765-16275-032)

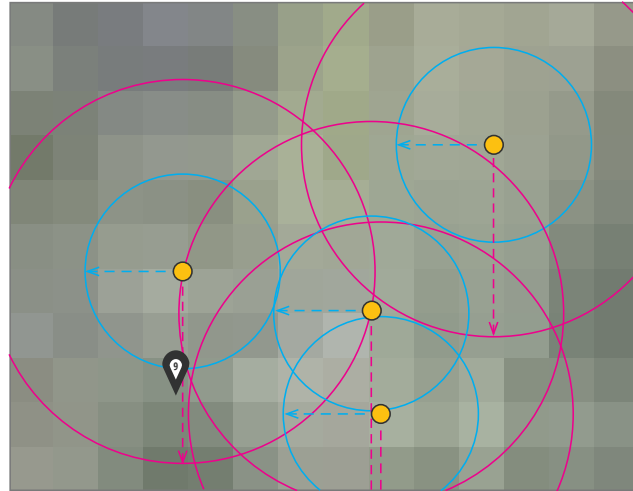
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 6.85 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES + NC NEIGHBORHOOD CONSERVATION
- OWNER: DUDECK LAND COMPANY LLC

L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



WARD CENTER

PARCEL MAPPING



2024 FAYETTEVILLE LAND ACQUISITION

#8 SOUTH RUPPLE ROAD + WEST ALBERTA STREET

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST ALBERTA STREET
- PARCEL #: (765-16275-000)

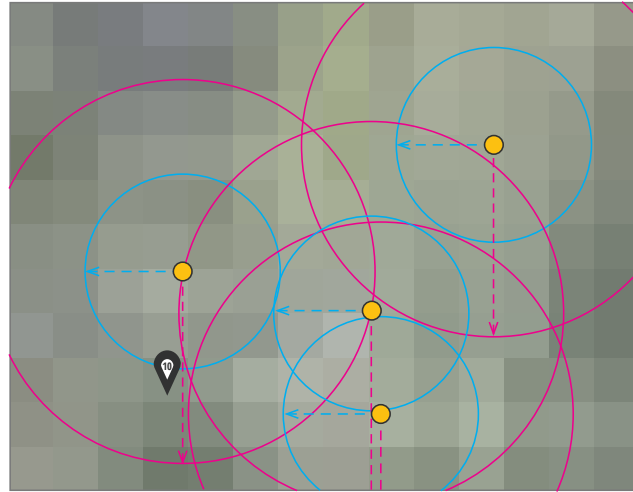
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 11.5 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES + NC NEIGHBORHOOD CONSERVATION
- OWNER: DUDECK LAND COMPANY LLC

L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



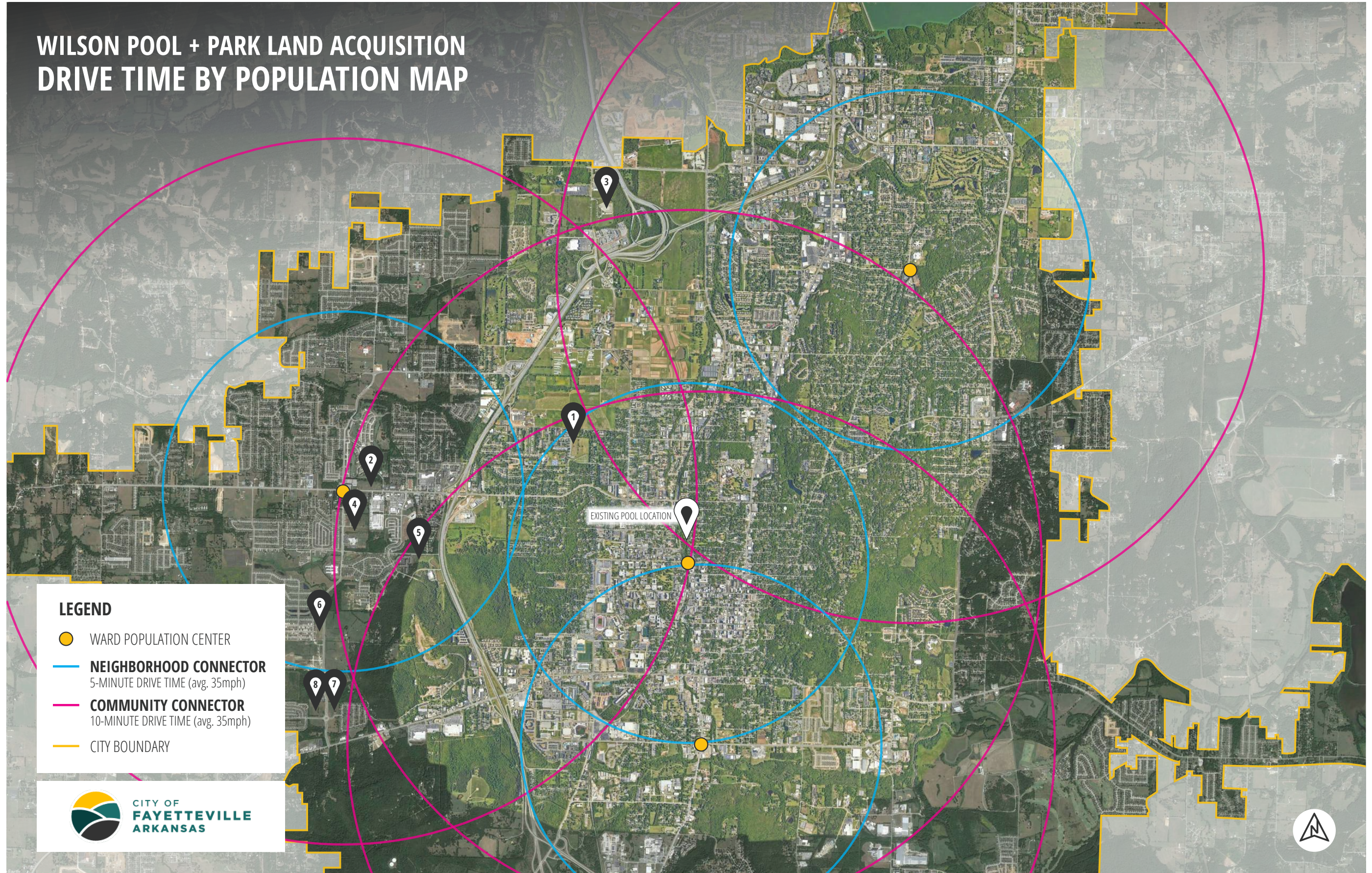
WARD CENTER

PARCEL MAPPING



2025 FAYETTEVILLE LAND ACQUISITION

WILSON POOL + PARK LAND ACQUISITION DRIVE TIME BY POPULATION MAP



2025 FAYETTEVILLE LAND ACQUISITION

#1 NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD

SITE LOCATION

- NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD
- PARCEL #: (765-13574-000)

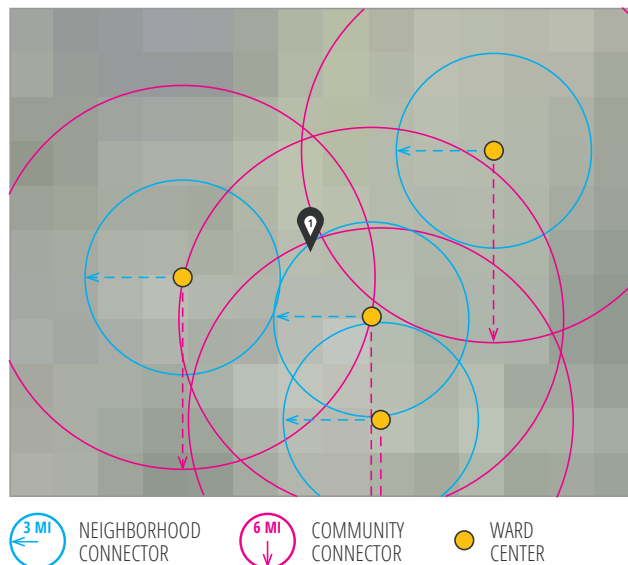
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 20.8 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: P-1 INSTITUTIONAL
- OWNER: CITY OF FAYETTEVILLE + FAYETTEVILLE SCHOOL DISTRICT #1

L.O.S. SITE SCORE: 4

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +3

LEVEL OF SERVICE (L.O.S.) BY SITE



PARCEL MAPPING





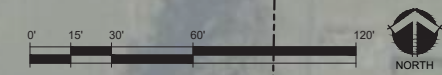
#1 NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD - CONCEPT A



LEGEND

A ENTRY/EXIT GATE

A TICKETING/CONCESSIONS





#1 NORTH LEWIS AVENUE & WEST MOUNT COMFORT ROAD - CONCEPT B



2025 FAYETTEVILLE LAND ACQUISITION

#2 NORTH GOLF CLUB DRIVE & HWY 16

SITE LOCATION

- NORTH GOLF CLUB DRIVE & HWY 16
- PARCEL #: (765-16230-000)

GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 6.5 ACRES
- LAND USE ZONING: UT URBAN THOROUGHFARE
- OWNER: AFT DEVELOPMENT LLC

L.O.S. SITE SCORE: 3

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +2

LEVEL OF SERVICE (L.O.S.) BY SITE



3 MI NEIGHBORHOOD CONNECTOR



6 MI COMMUNITY CONNECTOR



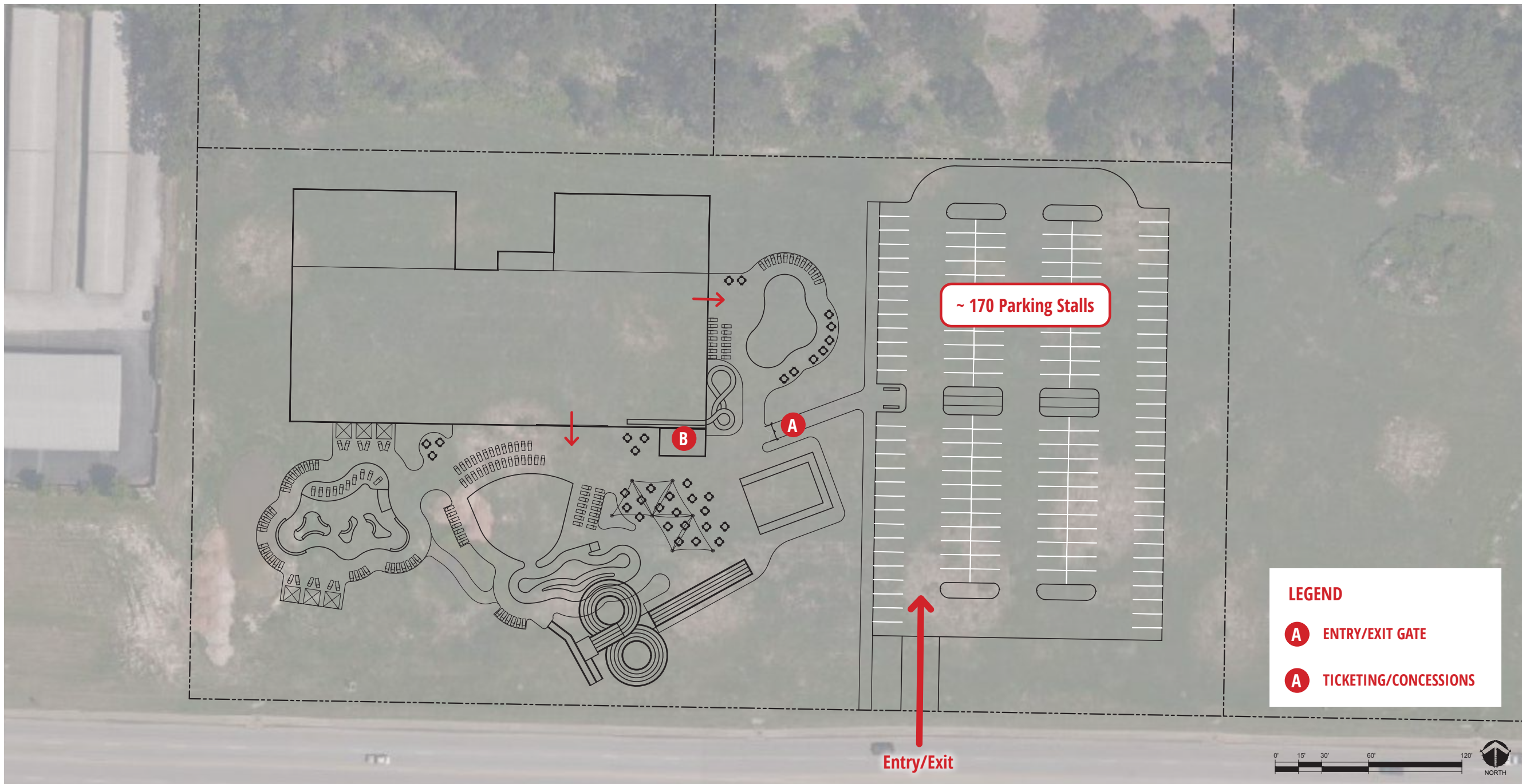
WARD CENTER

PARCEL MAPPING





#2 NORTH GOLF CLUB DRIVE & HWY 16 - CONCEPT A





#2 NORTH GOLF CLUB DRIVE & HWY 16 - CONCEPT B



2025 FAYETTEVILLE LAND ACQUISITION

#3 112 DRIVE-IN THEATER + NORTH HWY 112

SITE LOCATION

- 112 DRIVE-IN THEATER + NORTH HWY 112
- PARCEL #: (765-15819-000)

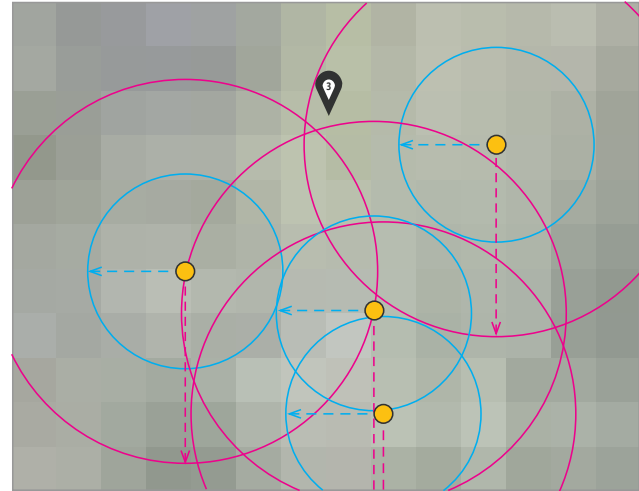
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 19.6 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: UT URBAN THOROUGHFARE
- OWNER: CL PARTNERS LLC; D BRIGGS 112 EXCHANGE LLC

L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE

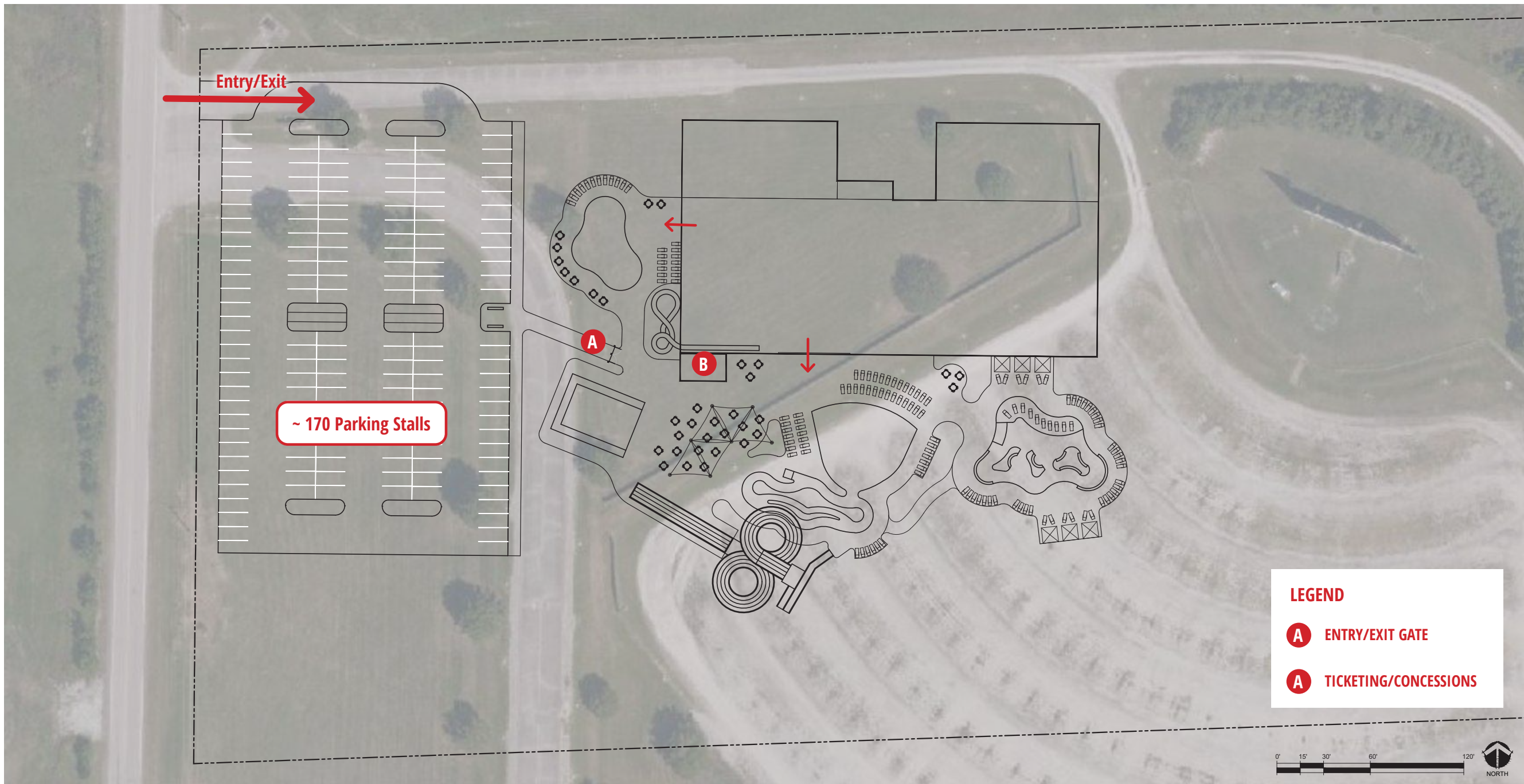


PARCEL MAPPING



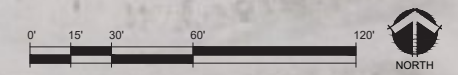


#3 112 DRIVE-IN THEATER + NORTH HWY 112 - CONCEPT A



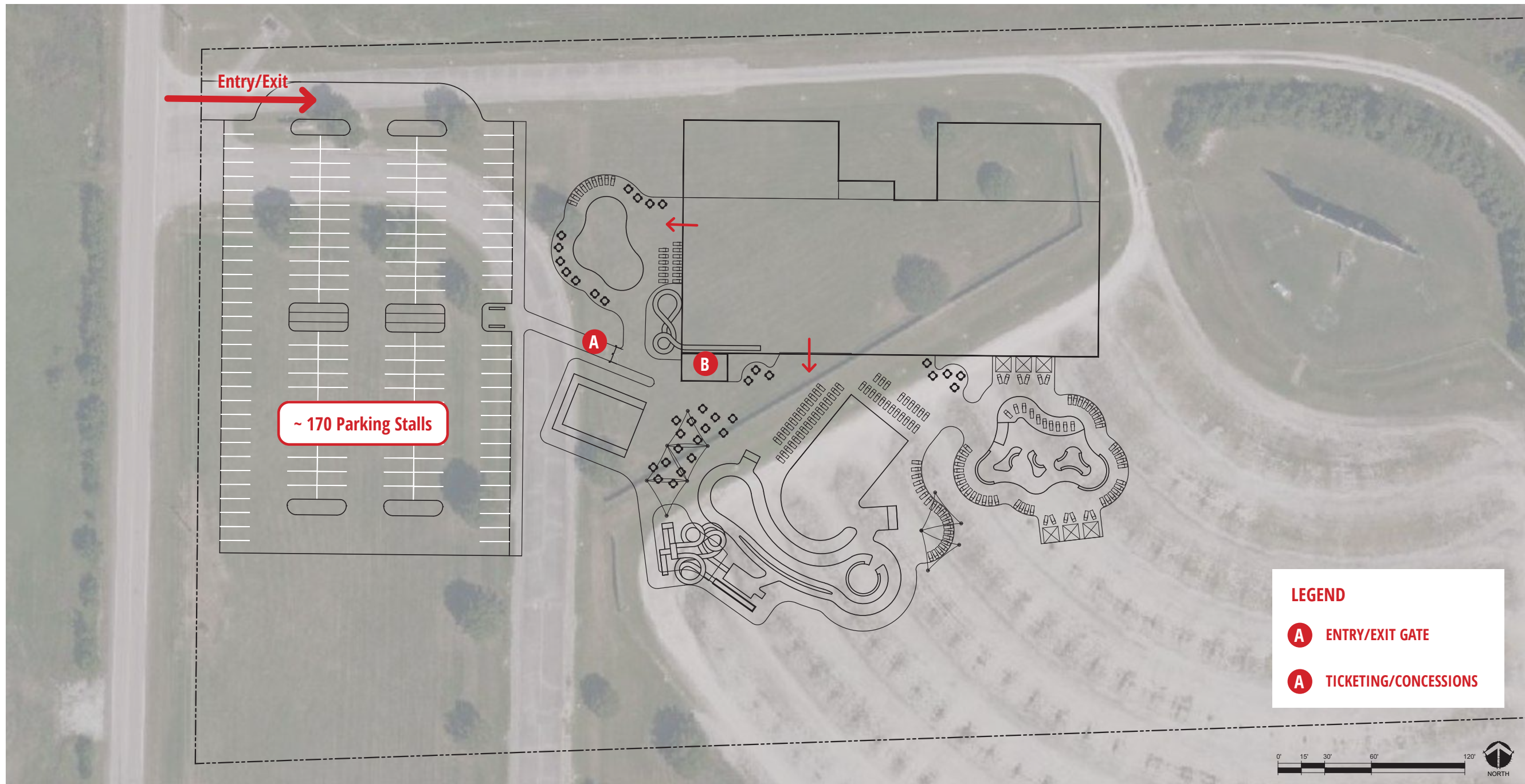
LEGEND

- A** ENTRY/EXIT GATE
- A** TICKETING/CONCESSIONS



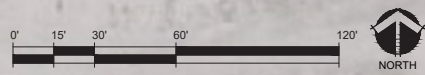


#3 112 DRIVE-IN THEATER + NORTH HWY 112 - CONCEPT B



LEGEND

- A** ENTRY/EXIT GATE
- A** TICKETING/CONCESSIONS



2025 FAYETTEVILLE LAND ACQUISITION

#4 NORTH RUPPLE ROAD + WEST PERSIMMON STREET

SITE LOCATION

- NORTH RUPPLE ROAD + WEST PERSIMMON STREET
- PARCEL #: (765-22362-002)

GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 8.6 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: P-1 INSTITUTIONAL
- OWNER: RUPPLE RD LLC

L.O.S. SITE SCORE: 3

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +2

LEVEL OF SERVICE (L.O.S.) BY SITE



NEIGHBORHOOD CONNECTOR



COMMUNITY CONNECTOR



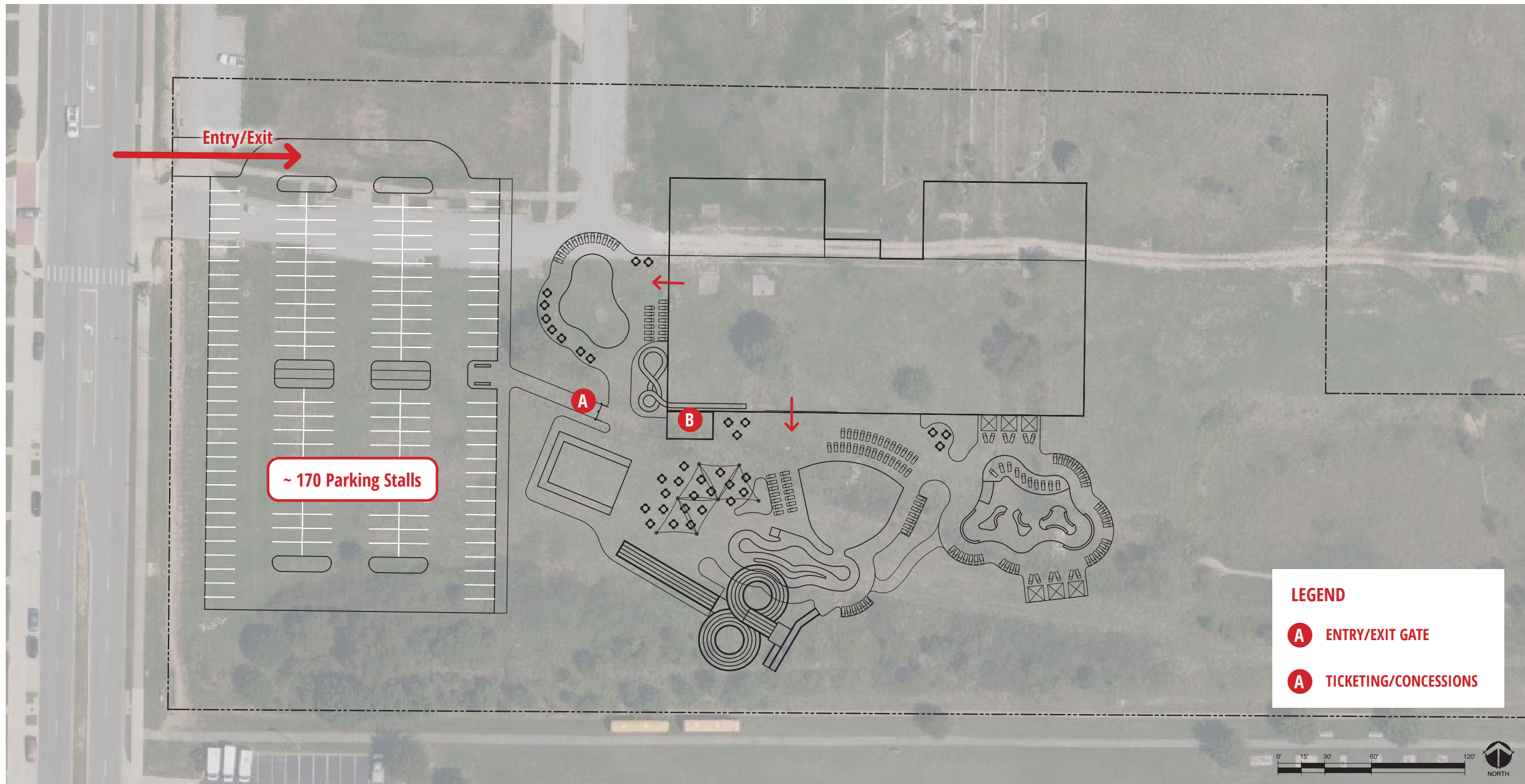
WARD CENTER

PARCEL MAPPING





#4 NORTH RUPPLE ROAD + WEST PERSIMMON STREET - CONCEPT A

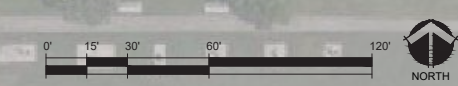




#4 NORTH RUPPLE ROAD + WEST PERSIMMON STREET - CONCEPT B



LEGEND
A ENTRY/EXIT GATE
A TICKETING/CONCESSIONS



2025 FAYETTEVILLE LAND ACQUISITION

#5 WEST PERSIMMON STREET + NORTH SHILOH DRIVE

SITE LOCATION

- WEST PERSIMMON STREET + NORTH SHILOH DRIVE
- PARCEL #: (765-28835-000)

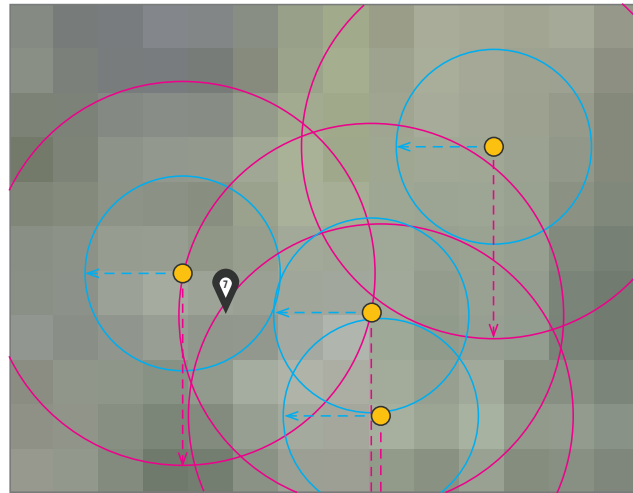
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 11.8 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES
- OWNER: T&J OF NWA LLC

L.O.S. SITE SCORE: 4

- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +3

LEVEL OF SERVICE (L.O.S.) BY SITE



3 MI NEIGHBORHOOD CONNECTOR



6 MI COMMUNITY CONNECTOR



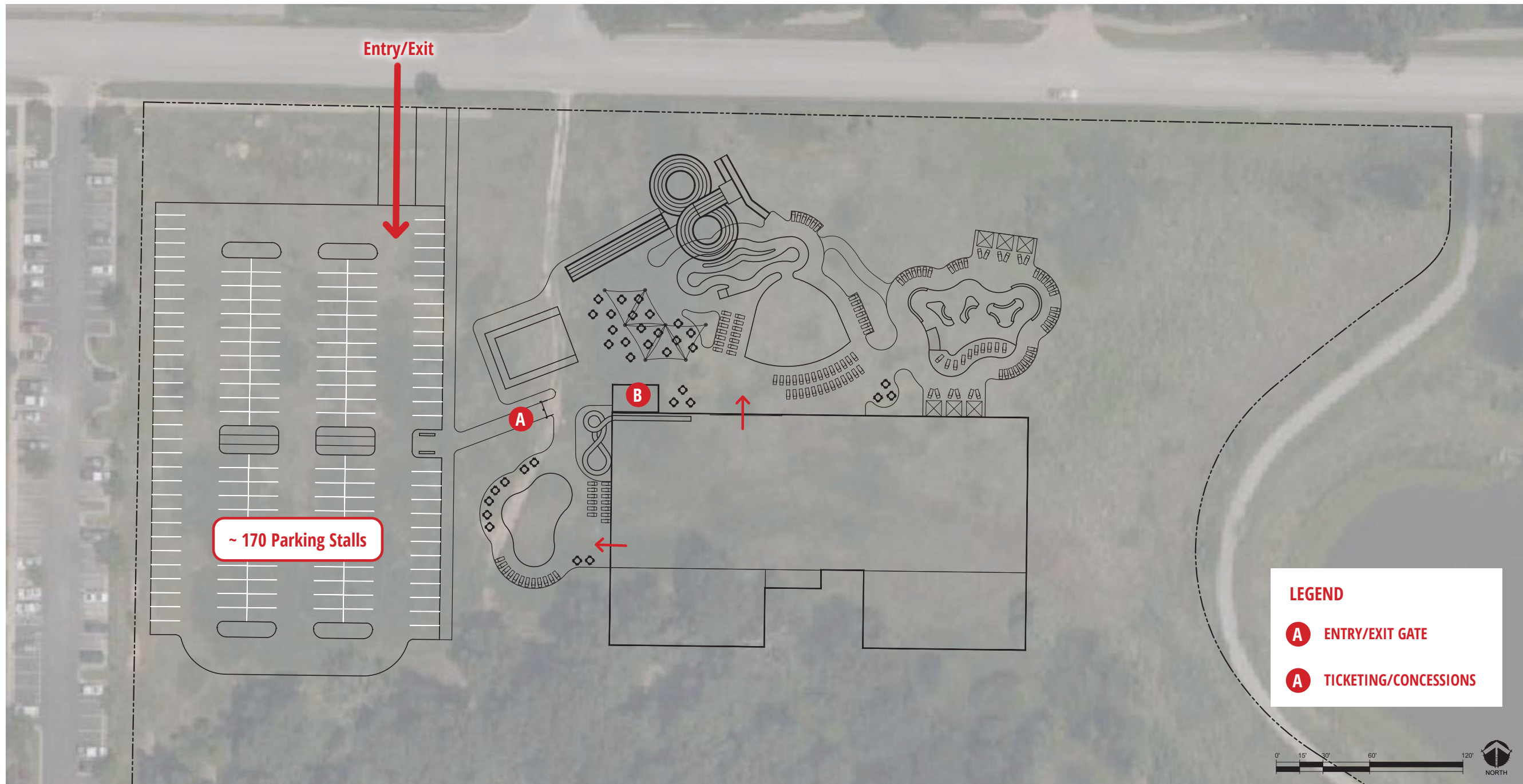
WARD CENTER

PARCEL MAPPING



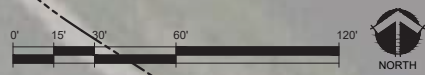


#5 WEST PERSIMMON STREET + NORTH SHILOH DRIVE - CONCEPT A



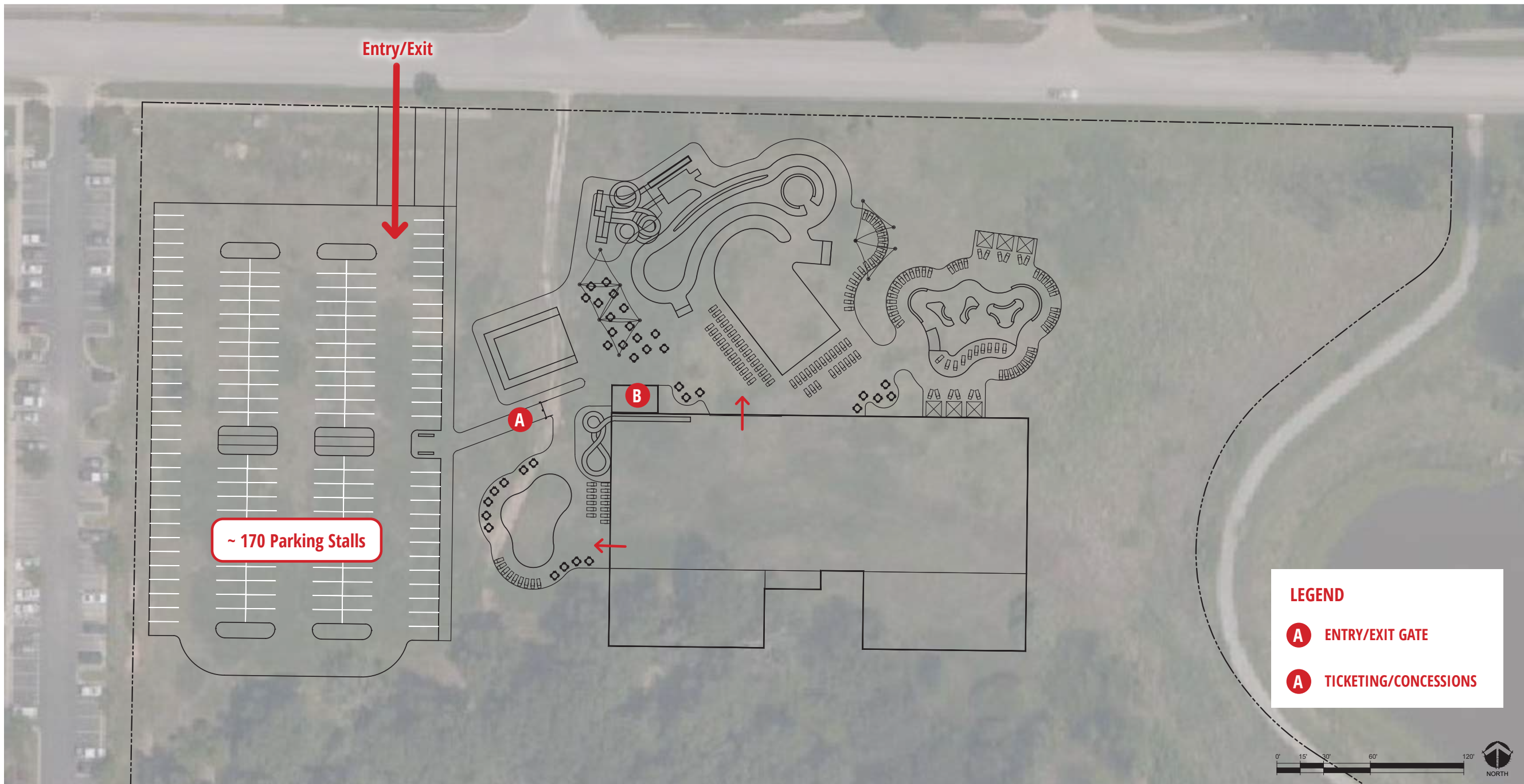
LEGEND

- A** ENTRY/EXIT GATE
- A** TICKETING/CONCESSIONS





#5 WEST PERSIMMON STREET + NORTH SHILOH DRIVE - CONCEPT B



2025 FAYETTEVILLE LAND ACQUISITION

#6 WEST PERSIMMON STREET + NORTH SHILOH DRIVE

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST TOFINO DRIVE
- PARCEL #: (765-31724-000)

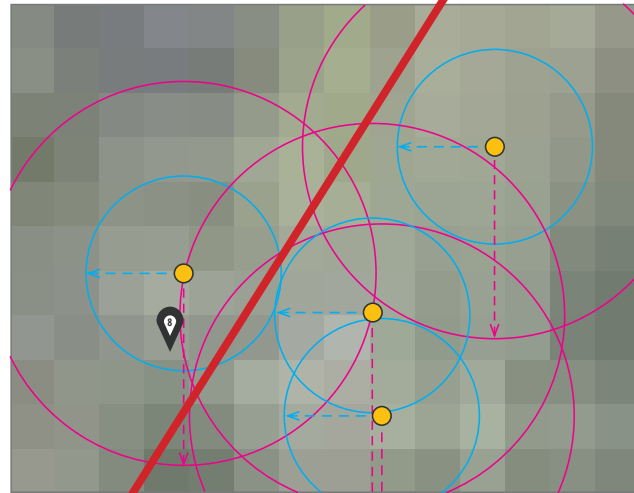
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 8.8 ACRES
 - PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES
- OWNER: TABA20 LLC

L.O.S. SITE SCORE: 2

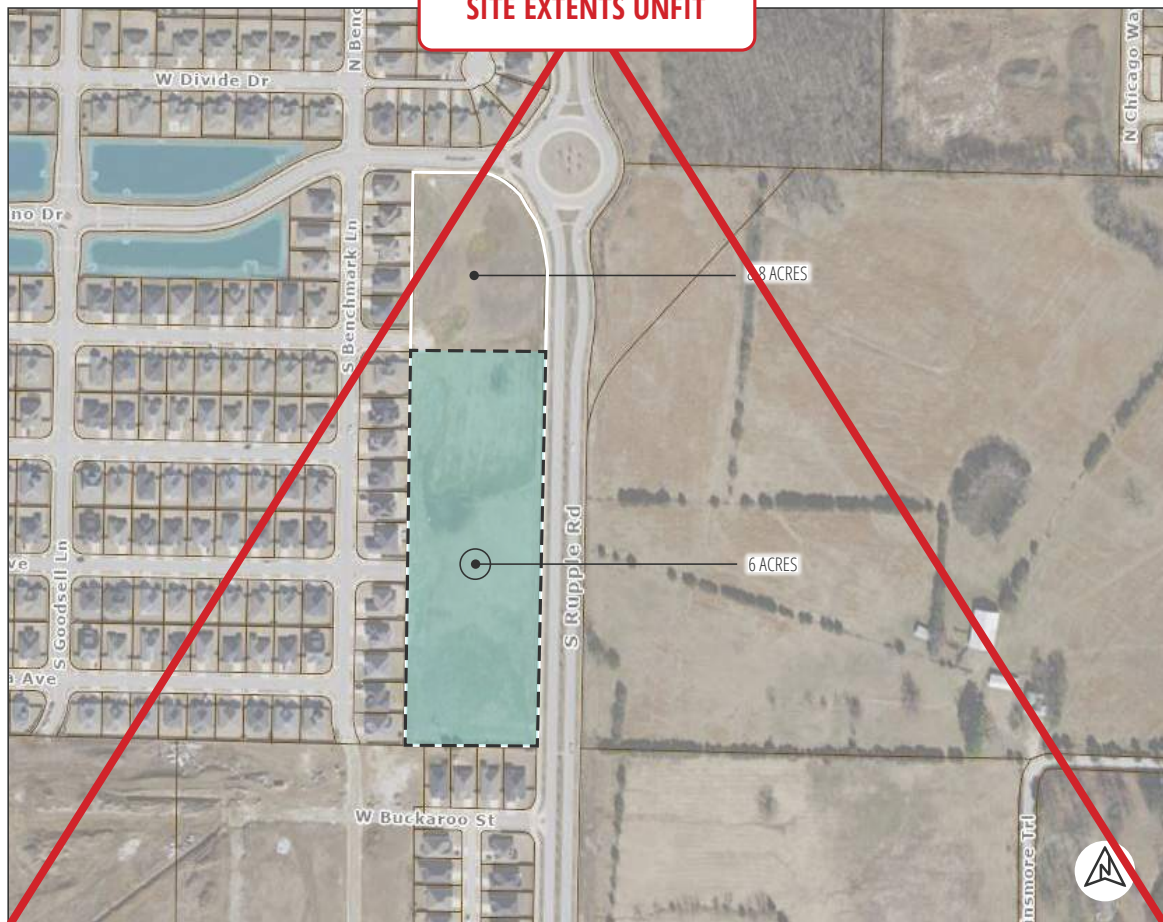
- NEIGHBORHOOD CONNECTOR: +1
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



- 3 MI NEIGHBORHOOD CONNECTOR
- 6 MI COMMUNITY CONNECTOR
- WARD CENTER

PARCEL MAPPING



2025 FAYETTEVILLE LAND ACQUISITION

#7 SOUTH RUPPLE ROAD + WEST CATALPA DRIVE

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST CATALPA DRIVE
- PARCEL #: (765-16275-002)

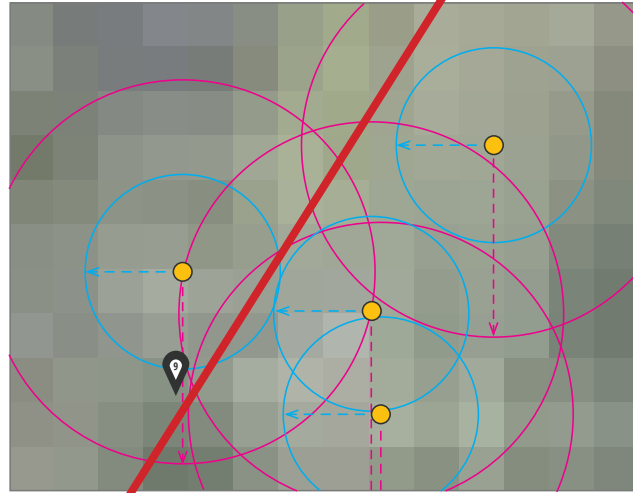
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 6.85 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES + NC NEIGHBORHOOD CONSERVATION
- OWNER: DUDECK LAND COMPANY LLC

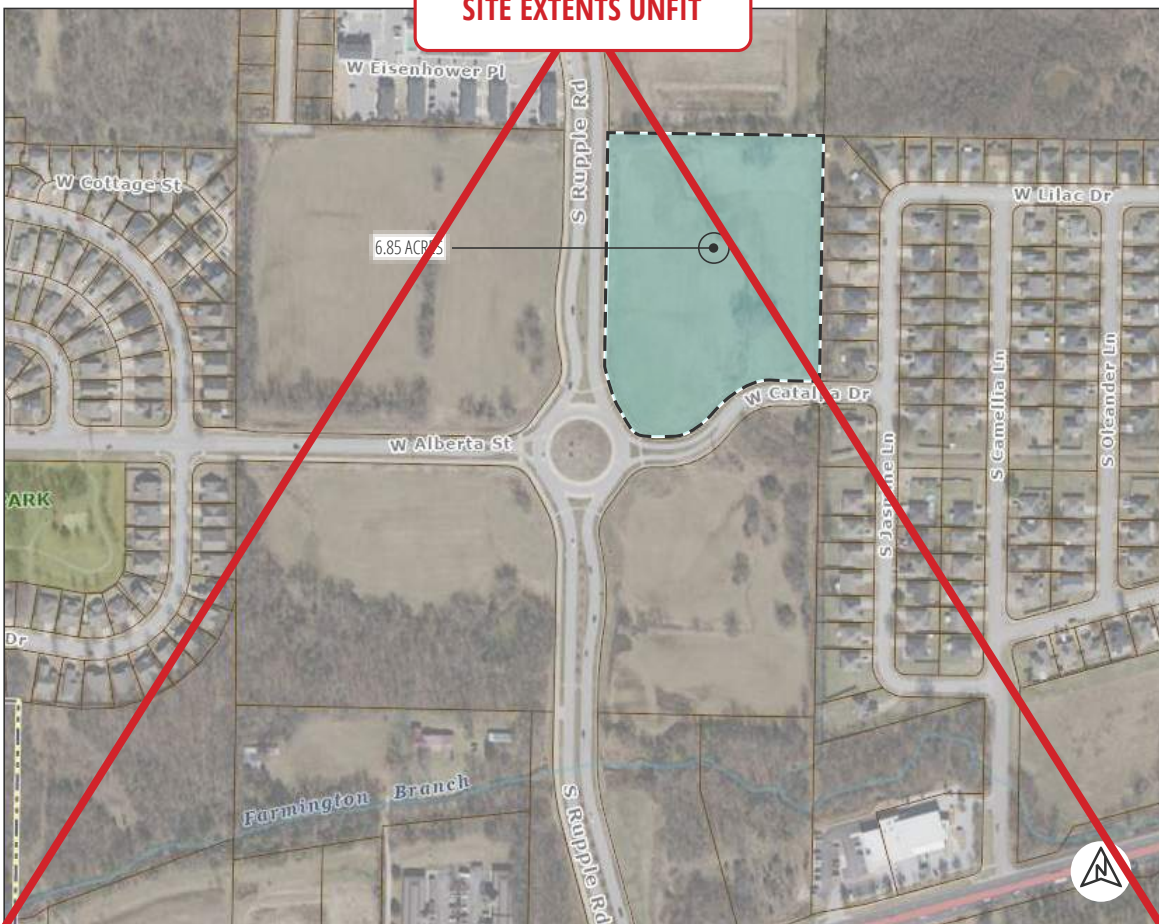
L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



PARCEL MAPPING



2025 FAYETTEVILLE LAND ACQUISITION

#8 SOUTH RUPPLE ROAD + WEST ALBERTA STREET

SITE LOCATION

- SOUTH RUPPLE ROAD + WEST ALBERTA STREET
- PARCEL #: (765-16275-000)

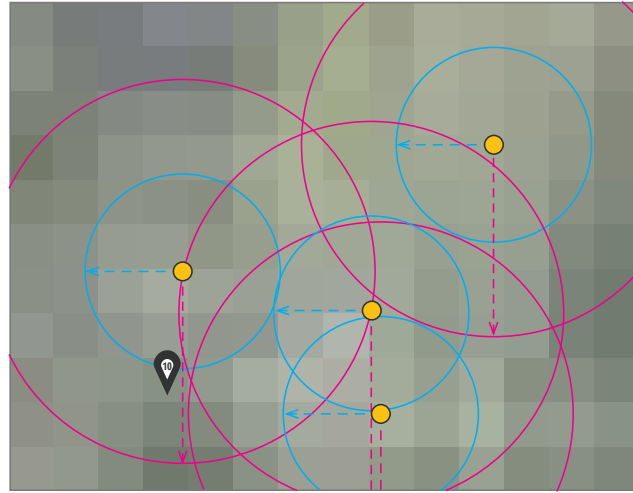
GENERAL SITE DESCRIPTION

- TOTAL PARCEL AREA: 11.5 ACRES
- PARTITIONED LAND AREA: 6 ACRES
- LAND USE ZONING: CS COMMUNITY SERVICES + NC NEIGHBORHOOD CONSERVATION
- OWNER: DUDECK LAND COMPANY LLC

L.O.S. SITE SCORE: 1

- NEIGHBORHOOD CONNECTOR: +0
- COMMUNITY CONNECTOR: +1

LEVEL OF SERVICE (L.O.S.) BY SITE



3 MI NEIGHBORHOOD CONNECTOR



6 MI COMMUNITY CONNECTOR



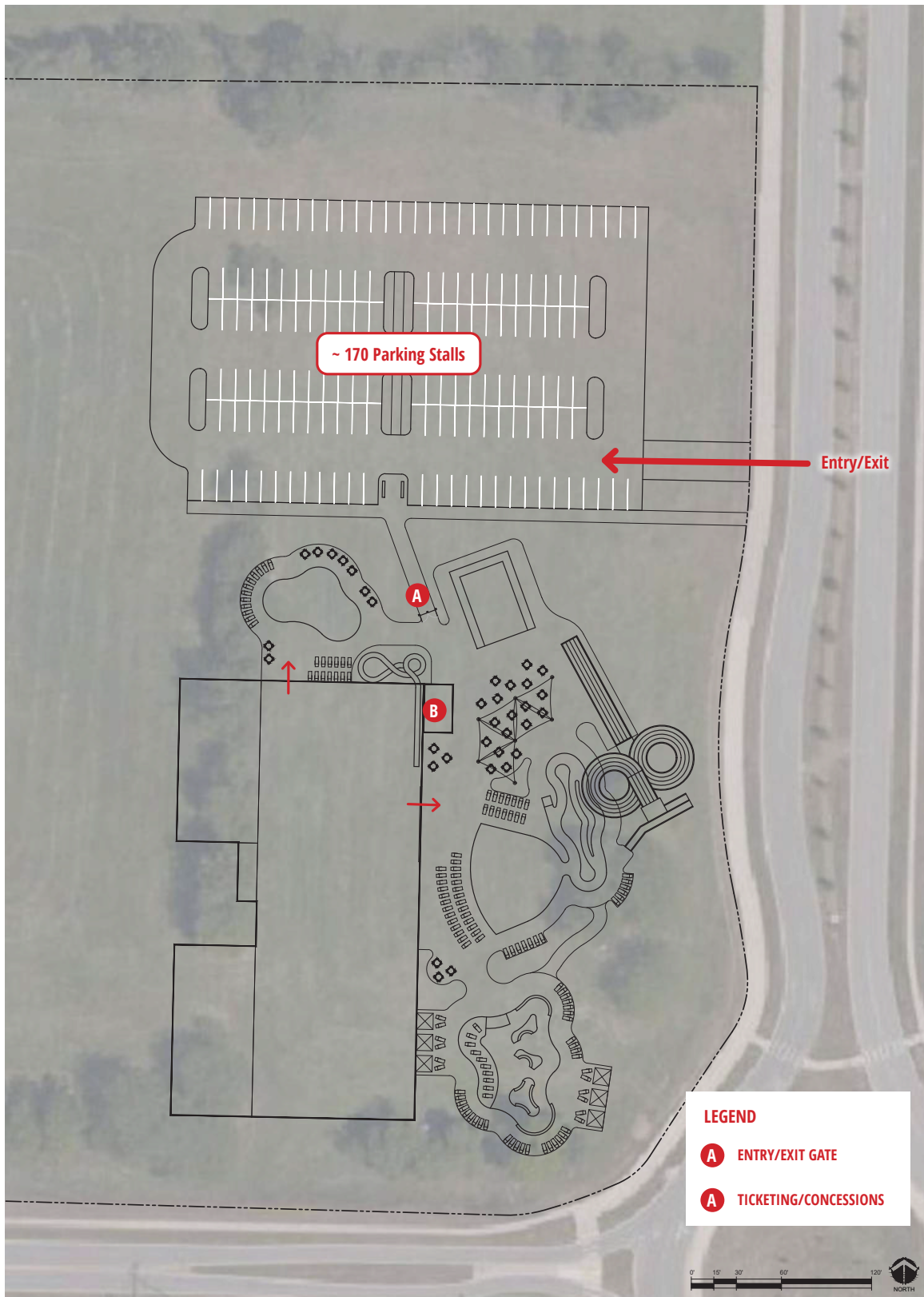
WARD CENTER

PARCEL MAPPING



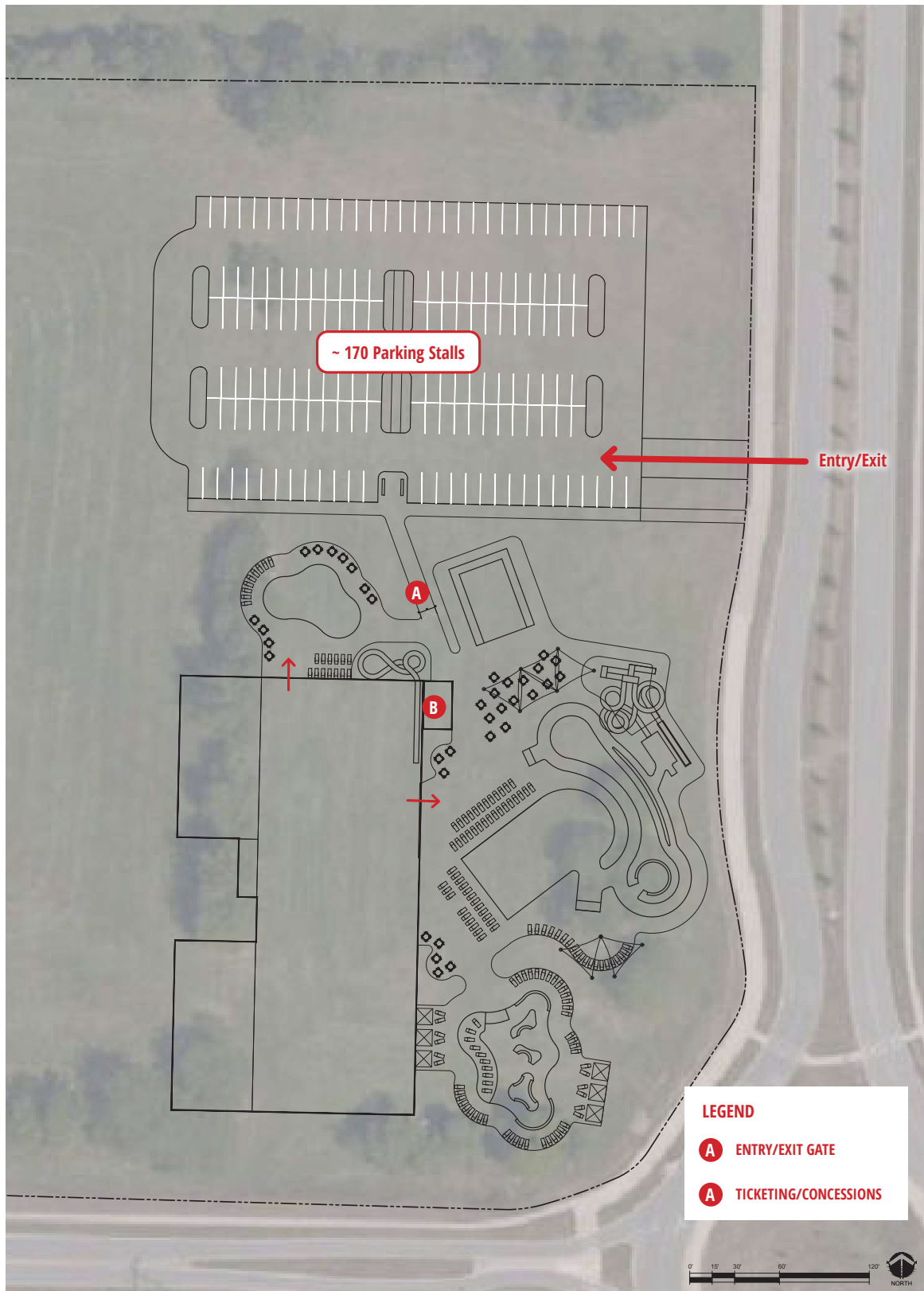
2025 FAYETTEVILLE LAND ACQUISITION

#8 SOUTH RUPPLE ROAD + WEST ALBERTA STREET - CONCEPT A



2025 FAYETTEVILLE LAND ACQUISITION

#8 SOUTH RUPPLE ROAD + WEST ALBERTA STREET - CONCEPT B



2025 FAYETTEVILLE AQUATICS SITE



CONFLUENCE
FAYETTEVILLE AQUATICS FACILITY
04.29.2025

Google Earth

FACILITY CALCULATIONS | AQUATIC FACILITY PRECEDENTS

SAR-KO-PAR AQUATIC CENTER

LOCATION: LENEXA, KANSAS
 BATHER LOAD: 750 USERS
 POOL AREA SQFT: 66,920 SQFT
 TOTAL PARKING STALLS: 268

PARKING CALCS

1 PARKING STALL | 250 SQFT
 .35 PARKING STALLS | 1 BATHER

AD ASTRA POOL

LOCATION: LENEXA, KANSAS
 BATHER LOAD: 450 USERS
 POOL AREA SQFT: 45,092 SQFT
 TOTAL PARKING STALLS: 158

PARKING CALCS

1 PARKING STALL | 285 SQFT
 .35 PARKING STALLS | 1 BATHER

CHICO AQUATICS & REC CENTER

LOCATION: CHICO, CALIFORNIA
 BATHER LOAD: 1,125 USERS
 POOL AREA SQFT: 99,567 SQFT
 TOTAL PARKING STALLS: 281

PARKING CALCS

1 PARKING STALL | 354 SQFT
 .24 PARKING STALLS | 1 BATHER

GARDEN RAPIDS AT THE BIG POOL

LOCATION: GARDEN CITY, KANSAS
 POOL AREA SQFT: 79,796 SQFT
 TOTAL PARKING STALLS: 178

PARKING CALCS

1 PARKING STALL | 448 SQFT

FAYETTEVILLE AQUATICS

EXPECTED BATHER LOAD

1,750 users

PARKING RECOMMENDATION

1 parking stall per 334 sqft OR .28 stalls per bather
 492 total parking stalls (159,900 sqft / 3.67 ac)

FACILITY AREA RECOMMENDATION

164,500 SQFT (3.77 AC)

* Parking and facility area recommendations are based from precedent facility averages

**TOTAL POOL + PARKING AREA
 RECOMMENDED: 7.44 AC**

PARCEL STUDY: LEWIS SOCCER COMPLEX

TOTAL PARCEL AREA: 20.8
 • CITY OF FAYETTEVILLE: 8.5 AC
 • SCHOOL DISTRICT #1: 12.3

2025 FAYETTEVILLE AQUATICS SITE

PARCEL STUDY LEWIS SOCCER COMPLEX

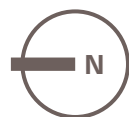
PHASE 1

- BATHER LOAD: 1,750 USERS
- POOL FACILITY AREA: 2.79 AC
- DEDICATED PARKING STALLS: 436
- (2) SOCCER FIELDS

PARKING CALCS

- 1 PARKING STALL | 279 SQFT
- .25 PARKING STALLS | 1 BATHER

**TOTAL AQUATICS FACILITY+ PARKING
AREA - 269,677 SQFT (6.19 AC)**



2025 FAYETTEVILLE AQUATICS SITE

PARCEL STUDY LEWIS SOCCER COMPLEX

PHASE 1

- BATHER LOAD: 1,750 USERS
- POOL FACILITY AREA: 2.79 AC
- DEDICATED PARKING STALLS: 436
- (2) SOCCER FIELDS

PARKING CALCS

- 1 PARKING STALL | 279 SQFT
- .25 PARKING STALLS | 1 BATHER

FULL BUILD OUT

- BATHER LOAD: 1,750 USERS
- POOL FACILITY AREA: 3.20 AC
- DEDICATED PARKING STALLS: 503
- (7) SOCCER FIELDS
- (1) SHELTER

PARKING CALCS

- 1 PARKING STALL | 278 SQFT
- .29 PARKING STALLS | 1 BATHER

**TOTAL AQUATICS FACILITY+ PARKING
AREA - 303,173 SQFT (6.96 AC)**

