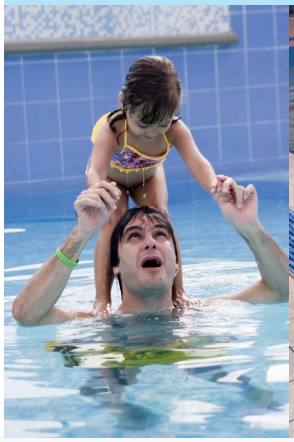
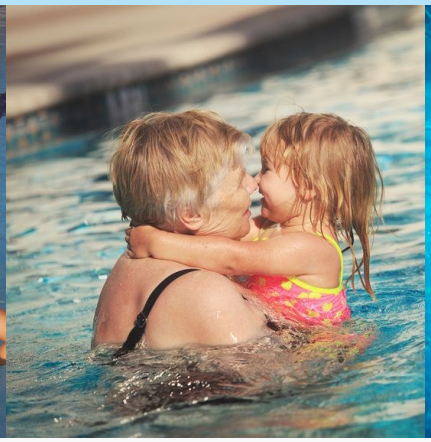
Beach Cities Health District

Aquatic Center Feasibility Study
Final Report

March 9, 2021






BALLARD*KING & ASSOCIATES LTD

AQUATIC DESIGN GROUP

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Executive Summary

Beach Cities Health District (BCHD) entered a contract with Ballard*King & Associates (B*K) to complete an aquatic center feasibility study. As part of B*K's team they are working with Aquatic Design Group (ADG) to help understand the intricacies of the potential aquatic center.

The focus of the study is to provide BCHD with the best possible information as they move forward with their Healthy Living Campus. A component of the campus is a potential indoor aquatic center.

The component of the study includes demographic analysis, participation statistics, trends, identification of alternative providers, public input, facility programming, and the development of an operational plan.

Demographics: B*K looks at a variety of key demographic indicators when completing aquatic feasibility studies. The first step is to identify a Primary Service Area. B*K identifies a Primary Service Area as the distance that individuals are willing to travel on a weekly basis to use facilities or participate in programs. BCHD provides services and facilities to residents of Hermosa Beach, Manhattan Beach, and Redondo Beach. Those communities plus Alondra Park, Del Aire, El Segundo, Gardena, Hawthorne, Lawndale, Palos Verdes, Rancho Palos Verdes, Rolling Hills Estates, and Torrance comprise the Primary Service Area.

The 2020 estimated population of 560,015 is sufficient to support an indoor aquatic center. The median age of that population is slightly older than the State of California and the National figures. This points to a slightly older population, but 34.1% of households in the Primary Service Area have children. Aquatic participation is unique in that it spans all age groups. While families with children are significant users, swimming as an activity is one that individuals can participate in from birth to death.

The 2020 projected income in the Primary Service Area is greater than the State of California and the National figures. This points to the ability to potentially pay for the use of facilities and programs. Specific to the Primary Service Area the median household income is consistent with a higher cost of living outlined by household budget expenditures. The rate of spending for entertainment and recreation services in the Primary Service Area is also higher than the State and National Figures.

These key demographic indicators combined with the top-5 Tapestry Segments, which make up 59.2% of the Primary Service Area, describe a community that would potentially welcome an indoor aquatic center. This is further emphasized in that the market potential index for adult participation in swimming is higher than the National figure.

Participation Statistics: B*K uses information provided by the National Sporting Goods Association (NSGA) and their annual survey of how individuals spend their leisure time. B*K can access participation statistics from the NSGA regarding participation by age distribution, income, and region of the country. B*K takes those three percentages and averages them with the national participation rate.

The unique participation percentage for swimming in the Primary Service Area is 16.6%. B*K can then take that percentage and apply it to the population of the service area. The result is that 86,145 (using 2020 population estimates) individuals age 7+ within the Primary Service Area participate in swimming. Taking that information one step further B*K can use frequency tables produced by the NSGA to determine the number of aquatic facility visits. The result is that the 86,145 participants in swimming create 3,870,407 aquatic facility visits over the course of a calendar year. These visits can take place within and outside of the Primary Service Area. In essence this information provides the market for usage.

Trends: Aquatics, pool use, participation in swimming continue to be very popular across the country. Specific to pool design B*K and ADG continue to see strong trends in the development of indoor and outdoor leisure pools. A leisure pool can incorporate a zero-depth entry, spray features, play features, current channel/lazy river, vortex, slides, areas for instruction, lap lanes, etc. These types of facilities have a broad appeal to the public. They provide programming opportunities along with the social aspects of aquatics which is sought after by many pool users.

Leisure pools tend to have a higher rate of cost recovery in comparison to a traditional rectangle body of water. However, that can fluctuate based on the market and the presence of other services providers. Regardless of the market, there is a continuing expectation from the public that pool operations will be subsidized to maximize participation and use.

Alternative Service Provides: There are a total of 27 other pools in and near the Primary Service Area. In addition to the pools, there are also public beaches that individuals can access. While this is a significant number of alternative providers, there is not a true leisure pool within the service area. The only comparable body of water is Seaside Lagoon, but it is not a filtered body of water.

Survey: An important component of most feasibility studies is the involvement of the public to garner input on a potential facility. The use of a survey is a common component coupled with in-person meetings and/or focus groups. Given the COVID-19 pandemic and social distancing restrictions, an online survey was the primary tool for gaining feedback on an indoor aquatic facility.

B*K worked with BCHD and developed the survey instrument, which BCHD then distributed through a variety of methods available to them. During the 10 days the survey was available

there were 2,256 responses. The questions in the survey were focused on the types of aquatic programs respondents were interested in. The level of interest in various programs helped identify the type (design) of pool.

The general tone of responses to the survey was positive with 58.1% of respondents identifying the development of an indoor aquatic center as a high priority as part of its Healthy Living Campus. Furthermore, the programs that the bulk of respondents were interested in pointed to the opportunity to develop a leisure pool.

Facility Layout: B*K working closely with ADG provided two initial facility plans to BCHD. The first was a single body of water leisure pool with traditional 25Y lap lanes incorporated in the design. The second included two bodies of water; a leisure pool with 25Y lap lanes incorporated in the design and a separate therapy pool.

Based on feedback from BCHD, B*K worked with ADG to develop a third option which was a larger leisure pool with a zero-depth entry, play structure, spray features, water slide with on-deck run-out, current channel, and non-traditional length lap lanes. Over the lap lanes would be a ninja course that could be lowered into the water and activate the lap lanes when not in use for lap swimming or other programs.

Accounting for the pool, pool deck, and support spaces, the approximate total square footage of the facility is 28,438sf. This number will need to be further verified as the Healthy Living Campus moves forward.

Operational Plan: The final step of the feasibility study is the development of an operational plan. It is important to note that the pool would be part of the Healthy Living Campus and would require a fee or membership to access the facility.

Aquatic Hours of Operation: Monday-Sunday

- Monday-Friday 6:00A-9:00P
- Saturday 7:00A-7:00P
- Sunday 10:00A-7:00P

Recommended Membership Fee Structure:

- Standard $30/Month
- Unlimited $80/Month
- Household $160/Month
- Daily $12/person/day

B*K would recommend the inclusion of a household membership option. Because aquatics is driven by the full age spectrum, and heavily from youth (those under 18 years of age) B*K is recommending they add this membership category for the pool.

- BCHD may want to consider implementation of a non-resident fee which B*K would recommend as a 15% increase over these figures. 15% represents an average of what B*K has observed across the country and with organizations that have similar operating philosophies of BCHD. The revenue numbers in this report do not account for a non-resident fee.

- The operational plan for Option #3 shows the heaviest usage, but still represents less than a 2.25% penetration of total swimmer days in the Primary Service Area

Program Fee Structure:

• Aquatic Specialty Classes	$65/Month	
• Group Swim Lessons	$110/Session	8 Classes/Session
• Private Swim Lessons	$175/Session	4 Classes/Session
• Semi-Private Swim Lessons	$205/Session	4 Classes/Session
• Dive-In-Movies	$5.00/Person	
• Little Swimmers	$5.00/Person	
• Birthday Parties	$275/party	
• Instructional Pool	$160/2-hours (option #2)	
• Leisure Pool	$400/2-hours (option #2)	
• Leisure Pool	$450/2-hours (option #3)	

Total Expenses:

	Option #3
Personnel	1,298,197
Commodities	73,500
Contractual	278,897
Sinking Fund[1]	125,000
Grand Total	1,775,594

[1] The sinking fund allocation is meant to accrue over time so that BCHD could make repairs and/or renovations as needed to the facility.

Revenue Model (aquatics only):

	Option #3
Fees	
Daily Admission	29,400
Membership	1,122,000
Sub-Total	1,151,400
Programs[2]	
Aquatics	296,050
Other	
Birthday Parties	37,400
Vending	4,500
Other Rentals	5,400
Sub-Total	49,100
Total Revenue	$1,496,550

5-Year Projection

Option #3	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Expenses	$1,775,594	$1,864,373	$1,957,592	$2,055,472	$2,158,245
Revenue	$1,346,895	$1,646,205	$1,761,439	$1,814,283	$1,868,711
	($428,699)	($218,168)	($196,153)	($241,189)	($289,534)
Recovery	75.9%	88.3%	90.0%	88.3%	86.6%
Sinking Fund (cumulative)	$125,000	$250,000	$375,000	$500,000	$625,000

[2] Includes – aquatic specialty group classes, group swim lessons, private swim lessons, semi-private swim lessons, dive-in-movies, little swimmers.

Section I – Demographics

Ballard*King & Associates (B*K) has contracted with Beach Cities Health District (BCHD) to complete a market assessment for an aquatic feasibility study. The first step to complete this scope of work is to determine service areas for analysis and recreation/leisure activities.

The following is a summary of the demographic characteristics within areas identified as the Primary Service Area. The Primary Service Area that B*K identified for the study includes Beach Cities Health District (Hermosa Beach, Manhattan Beach, Redondo Beach) and other adjacent communities[3].

B*K accesses demographic information from Environmental Systems Research Institute (ESRI), who utilizes 2010 Census data and their demographers for 2020-2025 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities. B*K also uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

Service Areas: The information provided includes the basic demographics and data for the Primary Service Area with comparison data for the State of California and the United States.

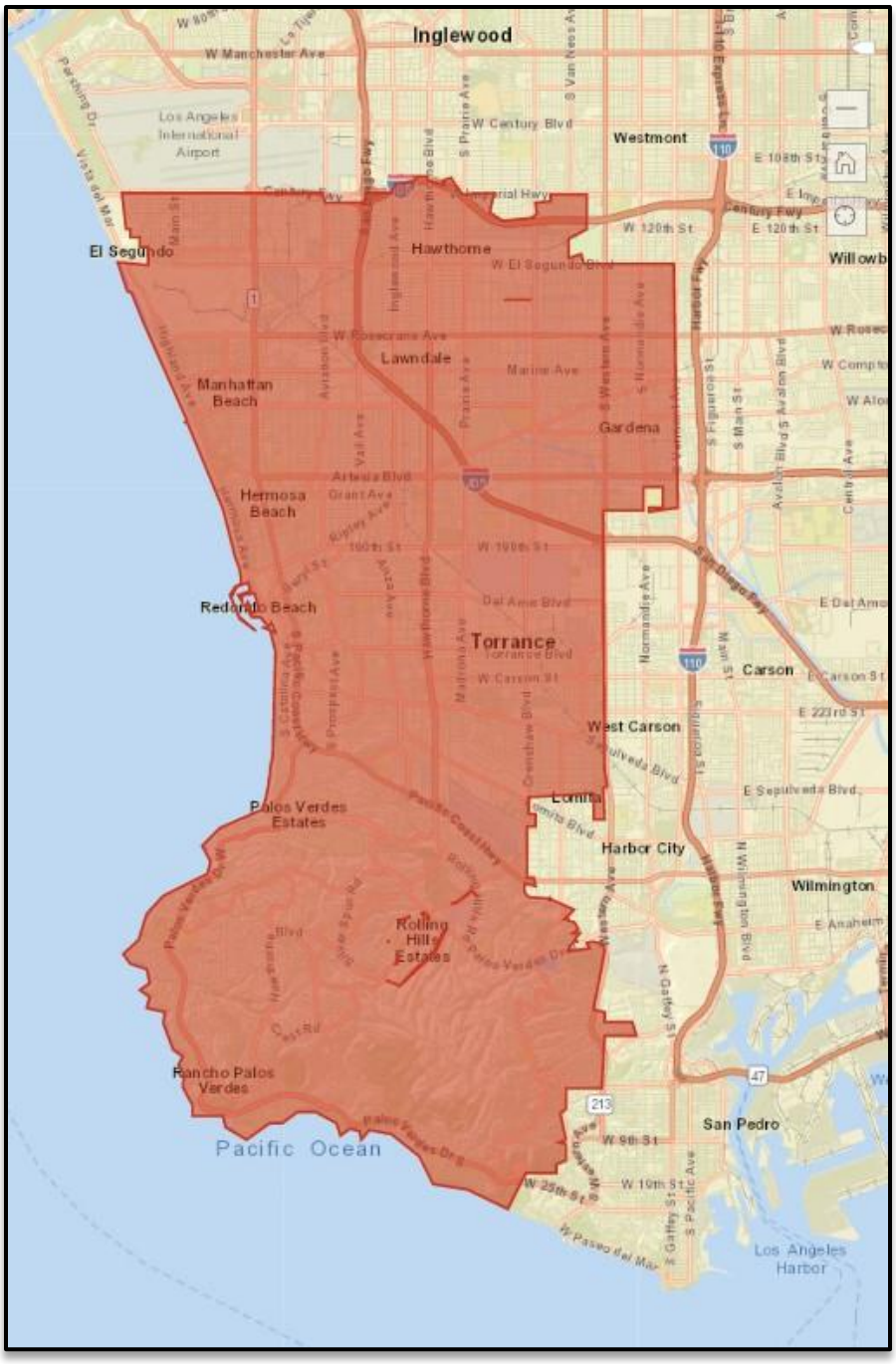
Primary Service Areas are defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize aquatics facilities or associated programs. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.

Service areas can expand, or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence participation, membership, daily admissions and the associated penetration rates for programs and services.

Service areas can vary in size with the types of components in the facility.

[3] Other communities included in the Primary Service Area include Alondra Park, Del Aire, El Segundo, Gardena, Hawthorne, Lawndale, Palos Verdes, Rancho Palos Verdes, Rolling Hills Estates, and Torrance.

Map A – Service Area Maps



- Red Area – Primary Service Area

Demographic Summary

	Primary Service Area
Population:	
2010 Census	547,352[4]
2020 Estimate	560,015
2025 Estimate	562,754
Households:	
2010 Census	206,084
2020 Estimate	208,420
2025 Estimate	208,304
Families:	
2010 Census	137,217
2020 Estimate	139,393
2025 Estimate	139,876
Average Household Size:	
2010 Census	2.64
2020 Estimate	2.67
2025 Estimate	2.68
Ethnicity (2020 Estimate):	
Hispanic	27.5%
White	51.2%
Black	8.7%
American Indian	0.4%
Asian	21.9%
Pacific Islander	0.5%
Other	11.6%
Multiple	5.7%
Median Age:	
2010 Census	38.9
2020 Estimate	40.4
2025 Estimate	41.1
Median Income:	
2020 Estimate	$94,949
2025 Estimate	$103,894

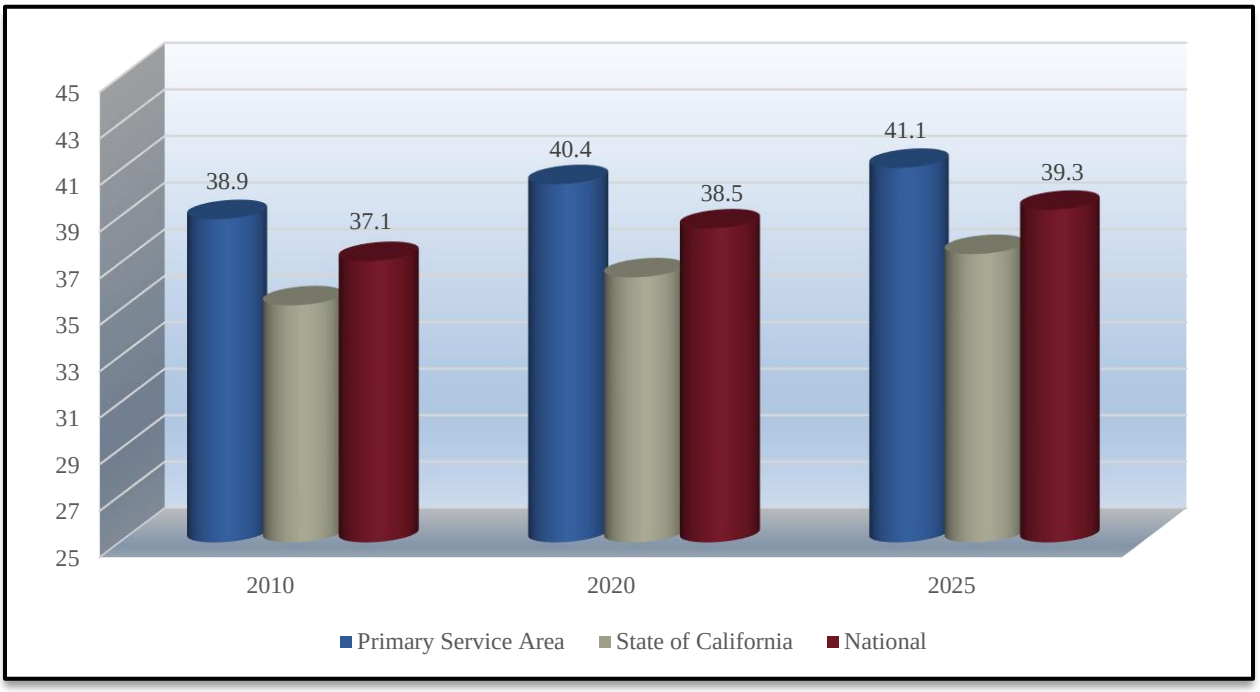
[4] From the 2000-2010 Census, the Primary Service Area experienced a 3.3% increase in population.

Age and Income: The median age and household income levels are compared with the national number as both factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table A – Median Age:

	2010 Census	2020 Projection	2025 Projection
Primary Service Area	38.9	40.4	41.1
State of California	35.2	36.4	37.4
Nationally	37.1	38.5	39.3

Chart A – Median Age:



The median age in the Primary Service Area is slightly greater than the State of California and the National number. A lower median age typically points to the presence of families with children. Aquatic Centers draw a large demographic but tend to be most popular with youth and their parents. Grandparents are becoming an increasing part of the household though, as they care for and are involved with their grandchildren.

The following chart provides the number of households and percentage of households in the Primary Service Area with children.

Table B – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	70,325	34.1%
State of California	--	37.5%

The information contained in Table B helps further outline the presence of families with children. As a point of comparison in the 2010 Census, 33.4% of households nationally had children present.

Map B – Median Age by Block Group

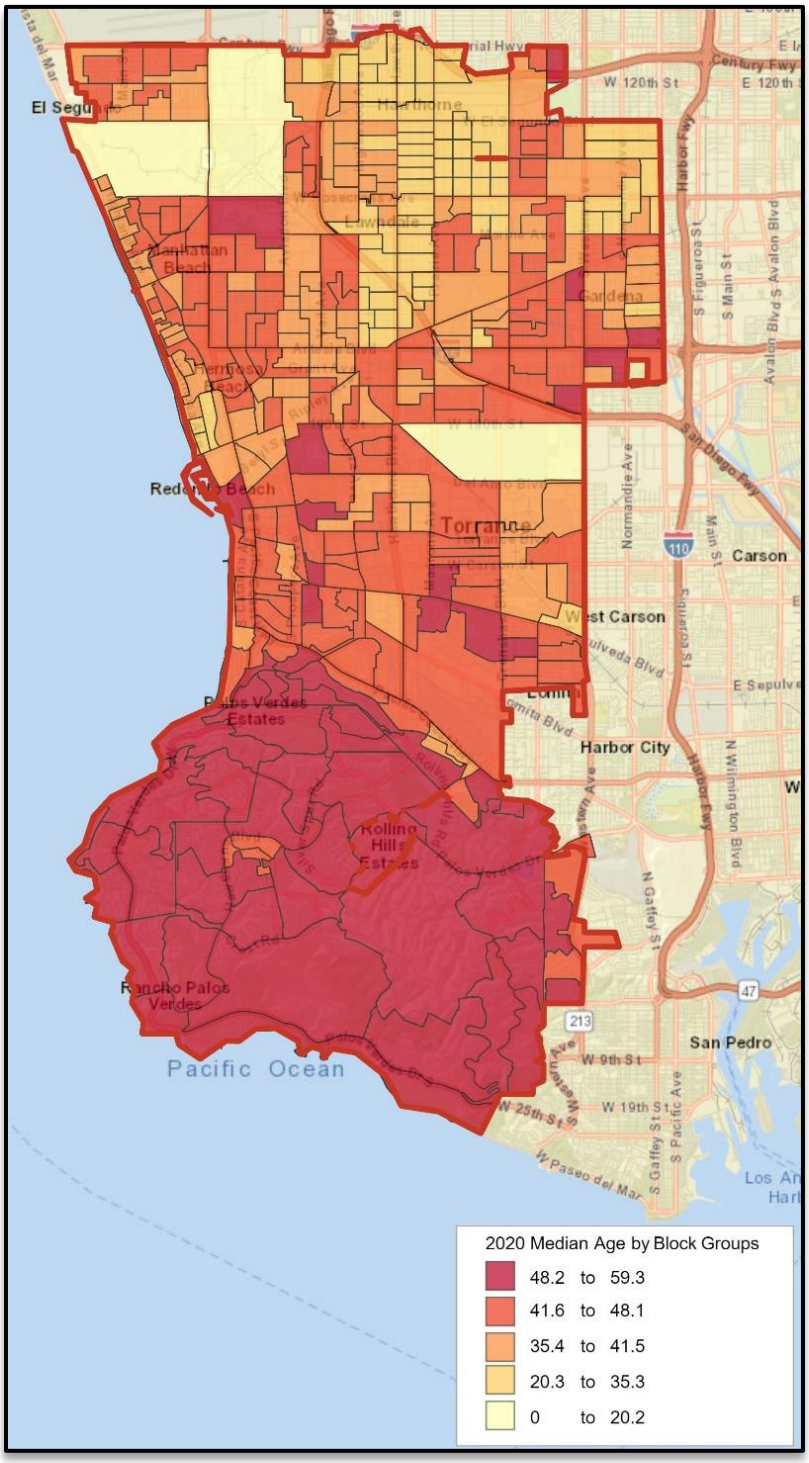
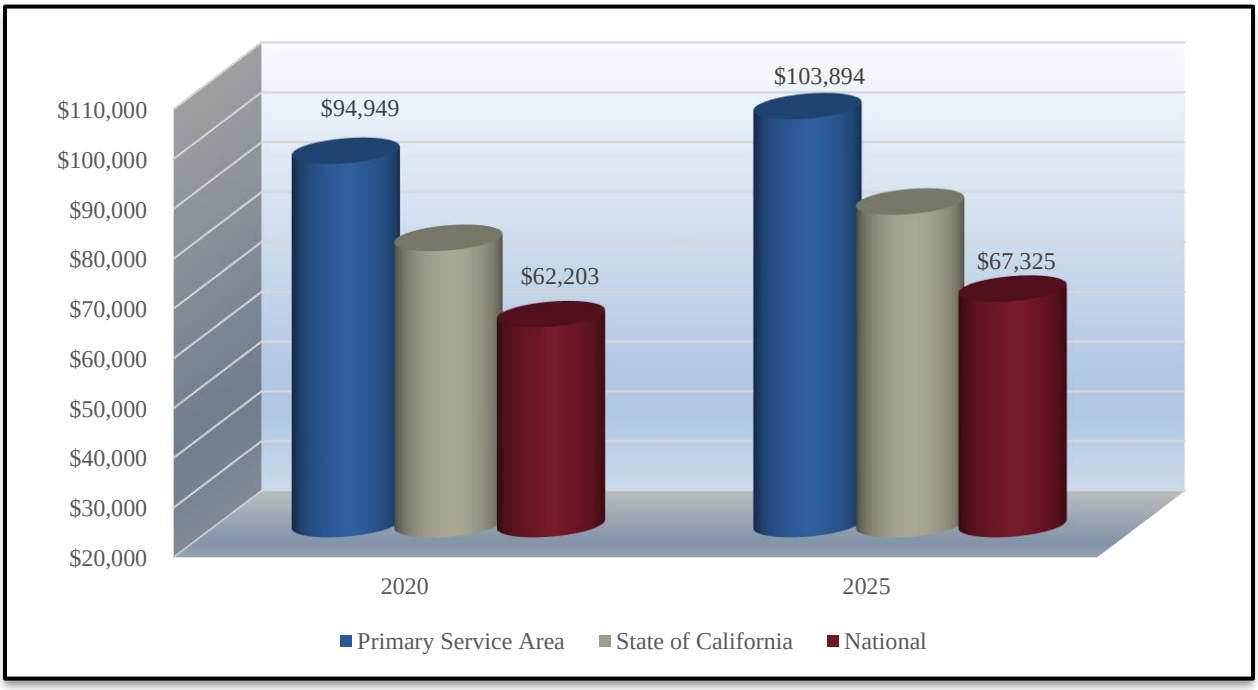


Table C – Median Household Income:

	2020 Projection	2025 Projection
Primary Service Area	$94,949	$103,894
State of California	$77,500	$84,782
Nationally	$62,203	$67,325

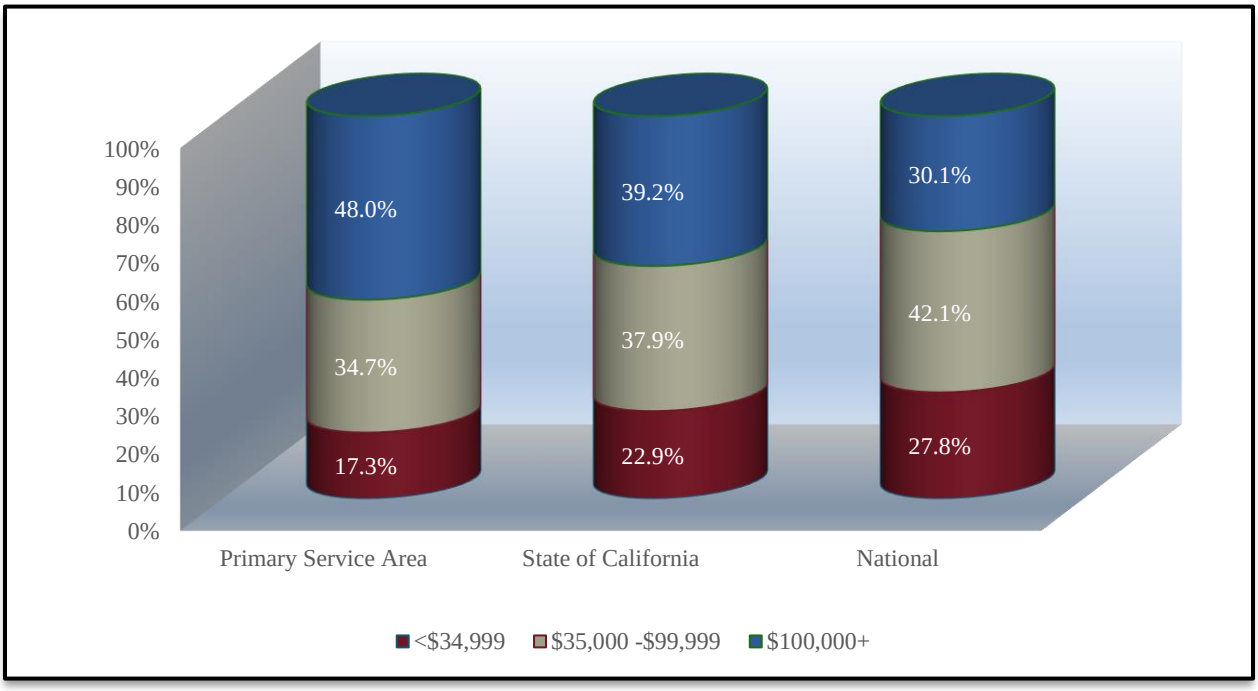
Chart B – Median Household Income:



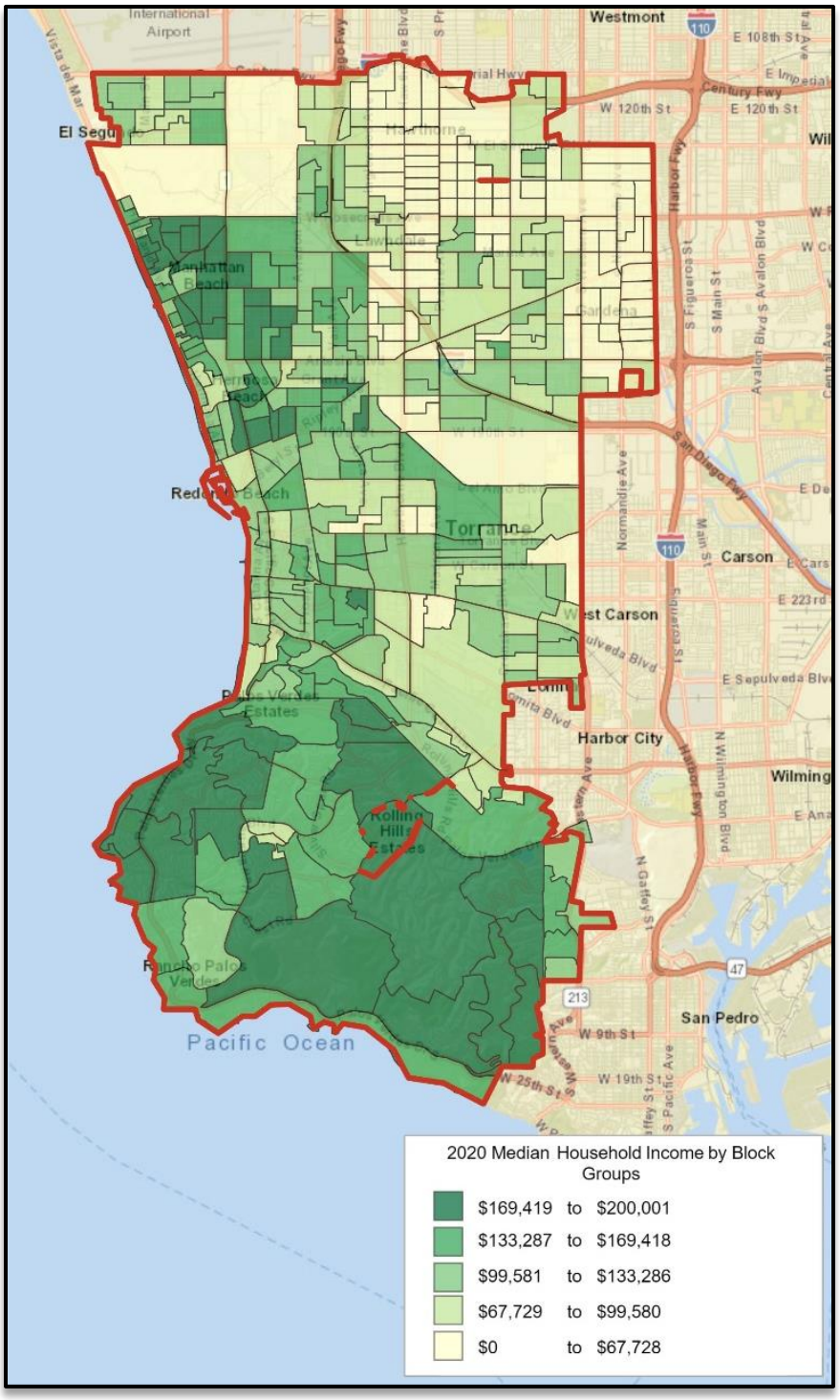
Based on 2020 projections for median household income, the following narrative describes the service areas:

In the Primary Service Area, the percentage of households with median income over $100,000 per year is 48.0% compared to 30.1% on a national level. Furthermore, the percentage of the households in the service area with median income less than $35,000 per year is 17.3% compared to a level of 27.8% nationally.

Chart C – Median Household Income Distribution



Map C – Household Income by Block Group



In addition to looking at Median Age and Median Income, it is important to examine Household Budget Expenditures. Reviewing housing information; shelter, utilities, fuel, and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the service areas. The table below looks at that information and compares the service areas.

Table D – Household Budget Expenditures[5]:

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	158	$38,379.97	33.2%
Shelter	*164*	*$31,709.56*	*27.5%*
Utilities, Fuel, Public Service	*136*	*$6,670.41*	*5.8%*
Health Care	134	$7,70013	6.7%
Entertainment & Recreation	145	$4,715.94	4.1%

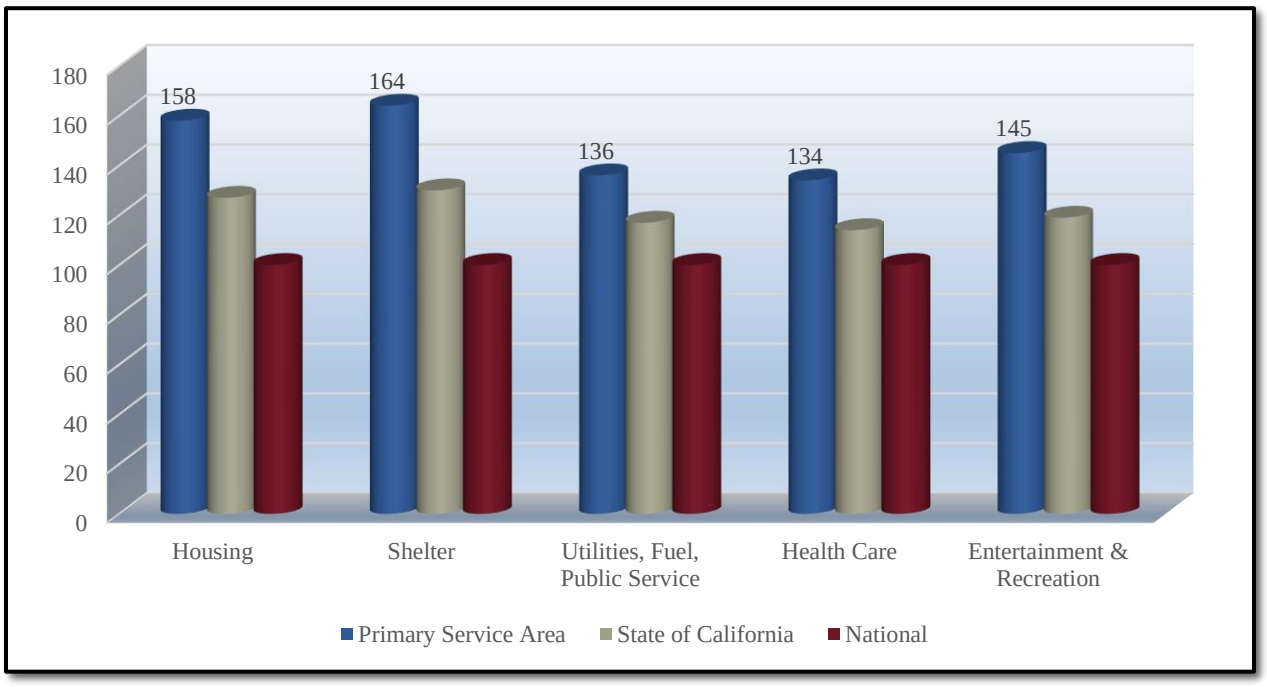
State of California	SPI	Average Amount Spent	Percent
Housing	127	$30,870.41	32.7%
Shelter	*130*	*$25,163.91*	*26.6%*
Utilities, Fuel, Public Service	*117*	*$5,706.51*	*6.0%*
Health Care	114	$6,538.11	6.9%
Entertainment & Recreation	119	$3,856.26	4.1%

SPI: Spending Potential Index as compared to the National number of 100.
Average Amount Spent: The average amount spent per household.
Percent: Percent of the total 100% of household expenditures.

Note: *Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.*

[5] Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2020 and 2025.

Chart D – Household Budget Expenditures Spending Potential Index:



The consistency between the median household income and the household budget expenditures is important. It also points to the fact that compared to a National level the dollars available, the money being spent in the Primary Service Area, is greater. This could point to the ability to pay for programs and services offered at a recreation facility of any variety.

The total number of housing units in the Primary Service Area is 216,004 and 95.4% are occupied, or 206,084 housing units. The total vacancy rate for the service area is 4.6%. Of the available units:

- For Rent 2.3%
- Rented, not Occupied 0.1%
- For Sale 0.5%
- Sold, not Occupied 0.2%
- For Seasonal Use 0.7%
- Other Vacant 0.8%

Recreation Expenditures Spending Potential Index: Finally, through the demographic provider that B*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index[6]:

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	152	$149.31
Fees for Recreational Lessons	179	$260.14
Social, Recreation, Club Membership	167	$399.60
Exercise Equipment/Game Tables	130	$85.60
Other Sports Equipment	131	$9.32

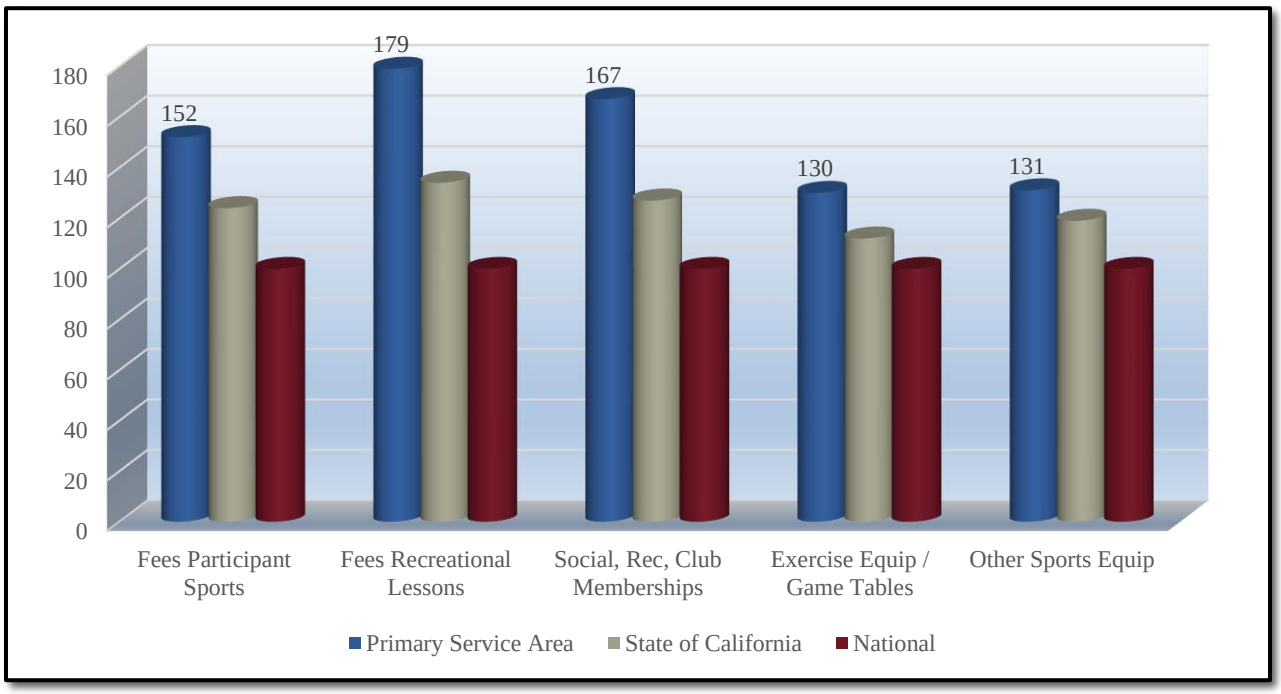
State of California	SPI	Average Spent
Fees for Participant Sports	124	$122.21
Fees for Recreational Lessons	134	$194.23
Social, Recreation, Club Membership	127	$305.05
Exercise Equipment/Game Tables	112	$73.63
Other Sports Equipment	119	$8.46

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

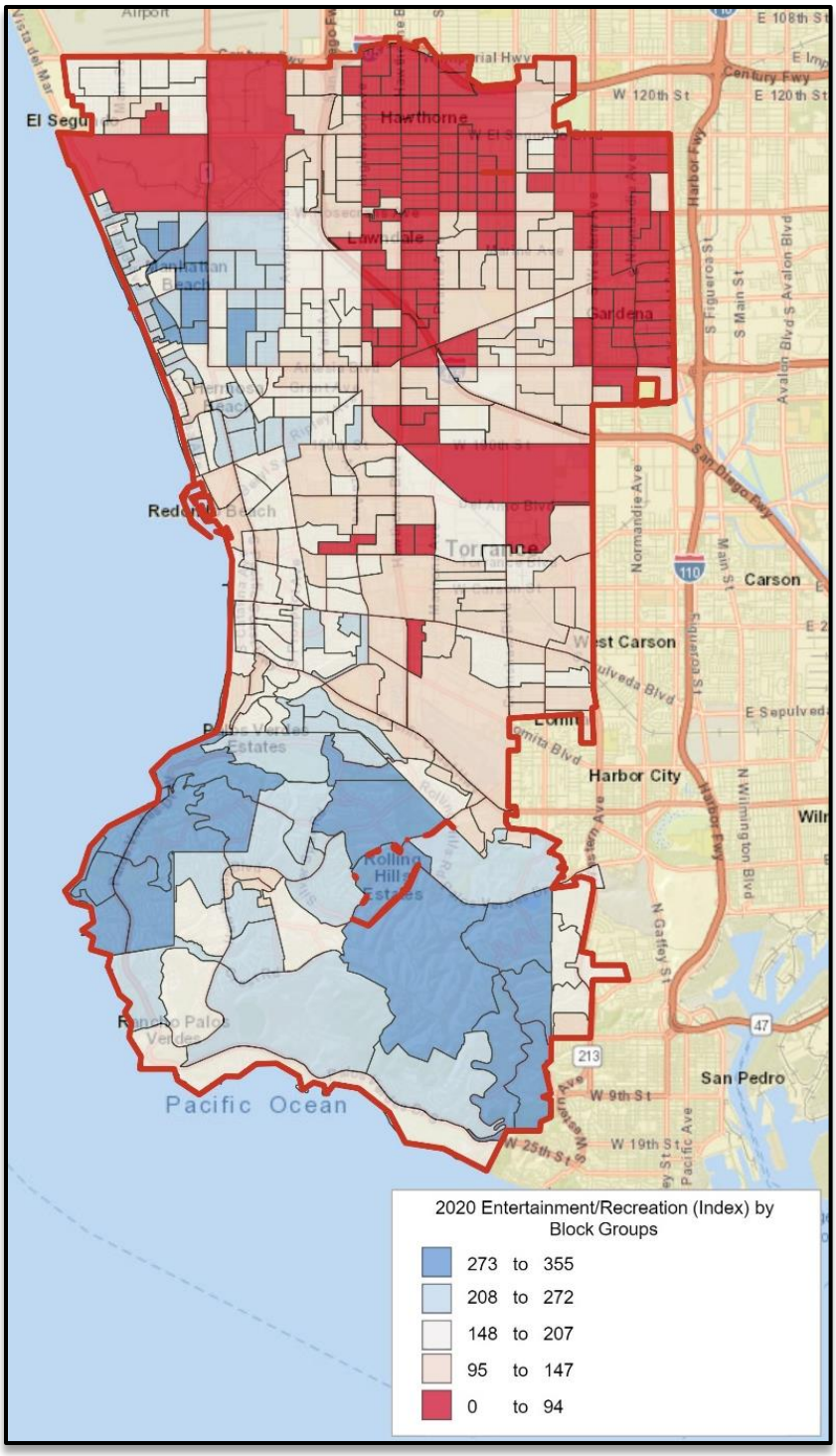
[6] Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Chart E – Recreation Spending Potential Index:



Again, there is a great deal of consistency between median household income, household budget expenditures and now recreation and spending potential.

Map D – Recreation Spending Potential Index by Census Tract



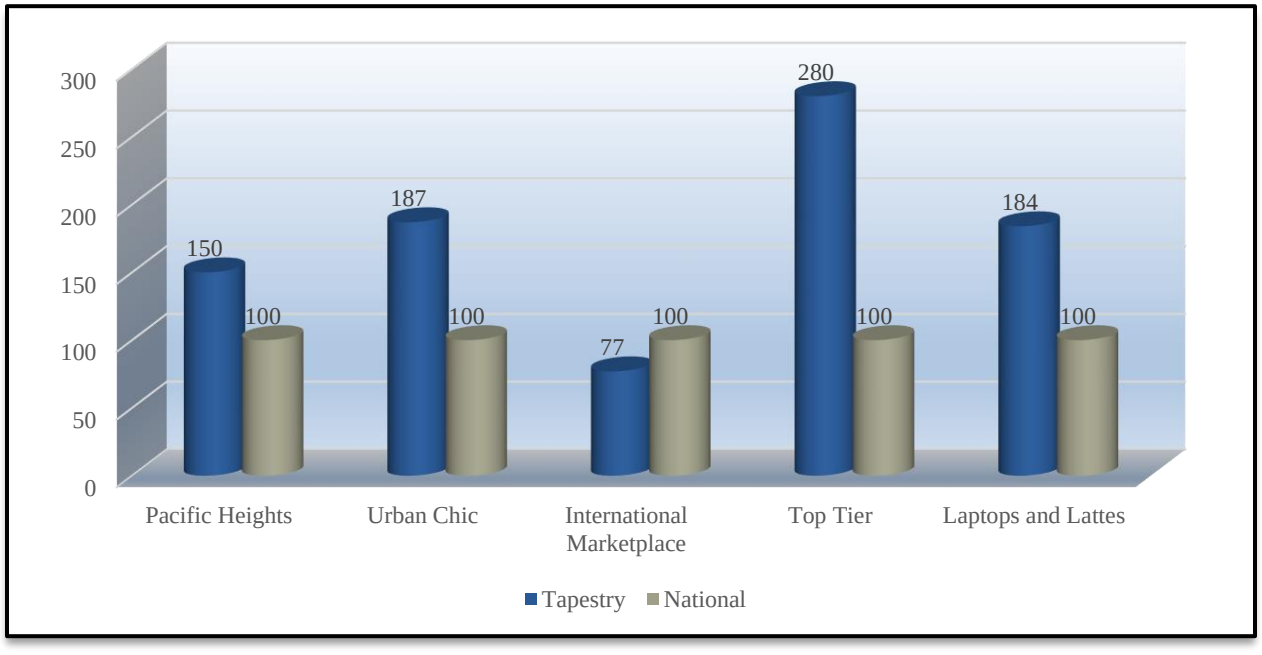
Tapestry Segmentation: Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

There is value in including this information for the Primary Service Area. The data assists the client in understanding the consumers/constituents in the Primary Service Area and supply them with the right products and services.

Table J – Primary Service Area Tapestry Segment Comparison
(ESRI estimates)

	Secondary Service Area		*Demographics*	
	Percent	**Cumulative Percent**	**Median Age**	**Median HH Income**
Pacific Heights (2C)	14.5%	14.5%	41.8	$84,000
Urban Chic (2A)	13.4%	27.9%	42.6	$98,000
International Marketplace (13A)	12.7%	40.6%	32.3	$41,000
Top Tier (1A)	11.7%	52.3%	46.2	$157,000
Laptops and Lattes (3A)	6.9%	59.2%	36.9	$94,000

Chart I – Primary Service Area Tapestry Segment Entertainment Spending:



Pacific Heights (2C) – With a high percentage of Asians and multiracial populations, this family market enjoys the latest trends from food to clothing although conservative. They keep up with technology. They visit theme parks. Residents are health conscious, take vitamins and exercise regularly at a health club. Favorite sport to watch is baseball.

Urban Chic (2A) – More than half of households in this segment include married couples, 30% are singles. These residents embrace city life by visiting museums and art galleries. In their downtime, they enjoy activities such as yoga, hiking, and tennis.

International Marketplace (13A) – Blend of cultures with almost 40% foreign born. Young, Hispanic families dominate this group. Household income is lower. Consumers do pay attention to personal style. Preserving the environment and staying in touch with nature are important. Family activities are big including visiting theme parks and playing soccer.

Top Tier (1A) – Married couples without children or married couples with older children dominate this market. These consumers spend money on themselves which includes exercise at exclusive clubs. They frequent book club meetings, classical music concerts, opera shows and visit art galleries.

Laptops and Lattes (3A) – Predominantly single, well-educated professionals. These residents are affluent but often walk or bike to work. They are active, health conscious, and care about the environment.

Market Potential Index for Adult Participation: In addition to examining the participation numbers for various activities through the National Sporting Goods Association (NSGA), 2019 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in outdoor activities.

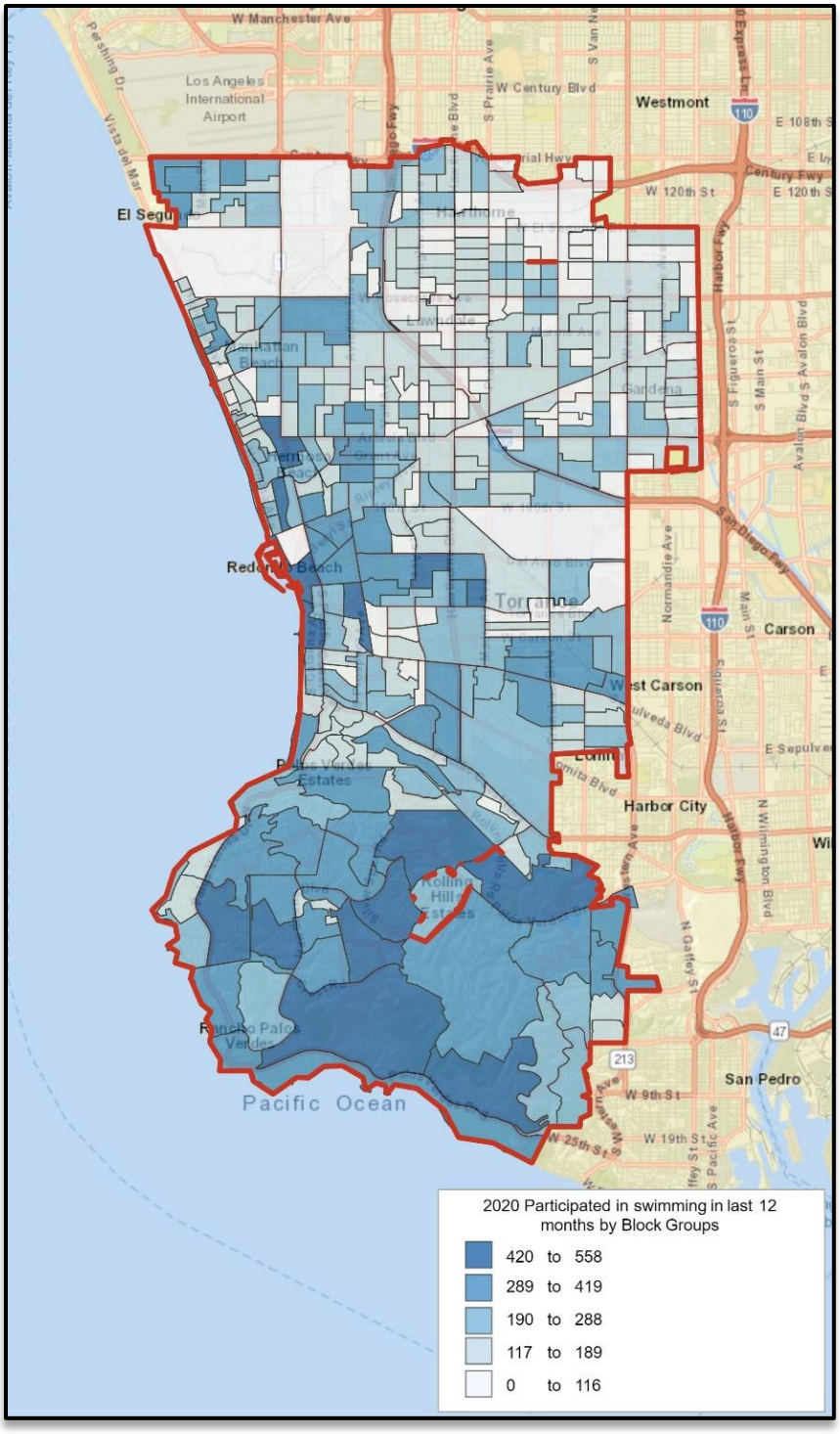
Table K – Market Potential Index (MPI) for Part. in Activities in Primary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	38,060	8.6%	122
Basketball	36,611	8.3%	105
Bicycle Riding	48,806	11.0%	119
Exercise Walking	120,937	27.3%	115
Running/Jogging	70,085	15.8%	129
Swimming	72,941	16.4%	107
Weightlifting	50,160	11.3%	110
Yoga	52,464	11.8%	143

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Primary Service Area.
Percent of Population: Percent of the service area that participates in the activity.
MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in activities is greater than the national number of 100. This points to an active adult community in the Primary Service Area.

Map E – Swimming Participation



Section II –Participation

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Primary Service Area to determine market potential. The information contained in this section of the report utilizes the NSGA's most recent survey. Data was collected in 2019 and the report was issued in June of 2020.

B*K takes the national average and combines that with participation percentages of the Primary Service Area based upon age distribution, median income, region, and national number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage, when applied to the population of the Primary Service Area, then provides an idea of the market potential for outdoor recreation.

Table A –Participation Rates in the Primary Service Area

	Age	Income	Region	Nation	Average
Swimming	15.8%	16.7%	17.9%	16.1%	16.6%
Did Not Participate	22.6%	19.7%	19.2%	22.4%	21.0%

Age: Participation based on individuals ages 7 & Up of the Primary Service Area.
Income: Participation based on the 2020 estimated median household income in the Primary Service Area.
Region: Participation based on regional statistics (Pacific).
National: Participation based on national statistics.
Average: Average of the four columns.

Anticipated Participation Number: Utilizing the average percentage from Table A above plus the 2010 census information and census estimates for 2020 and 2025 (over age 7), the following comparisons are available.

Table B –Participation Growth or Decline for Indoor Activities in Primary Service Area

	Average	2010 Population	2020 Population	2025 Population	Difference
Swimming	16.6%	83,331	86,145	86,604	+3,274
Did Not Participate	21.0%	105,166	108,717	109,297	+4,131

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The "Did Not Participate" statistics refer to all 57 activities outlined in the NSGA 2019 Survey Instrument.

The chart below outlines the frequency of participation in Swimming.

Table C – Participation Frequency Swimming

The NSGA classifies Swimming based on how often individuals participate:

	Frequent	Occasional	Infrequent
Swimming Frequency	110+	25-109	6-24
Swimming Percentage of Population	8.5%	41.7%	49.8%

In Table C one can look at swimming and how it is defined with respect to visits being Frequent, Occasional, or Infrequent and then the percentage of population that participates.

Table D – Participation Numbers

	Frequent	Occasional	Infrequent	Total
Swimming Frequency	112	67	15	
Population	7,322	35,922	42,900	
Visits	820,100	2,406,804	643,503	**3,870,407**

Table D takes the frequency information one step further and identifies the number of times individuals may participate in the activity, applies the percentage from Table C to the 2019 swimming population (86,145) and then gives a total number of swimming days. This would indicate that a total of 3,870,407 swimming day are available within the Primary Service Area market. It is also important to note that those are being absorbed, on some level, by the other service providers in the area.

The NSGA identifies participation in all activities that they track as frequent, occasional, and infrequent as illustrated in Table E and Table F. It is also important to further identify the uses of those categories.

Frequent Swimmers (8.5% of total swimming population) – These participants are largely the individuals participating in organized programs. They can be described as competitive athletes of all varieties, including multi-sport athletes. These participants are interested in traditional flat-water facilities, i.e., lap pools. Their preference is for deep water (greater than 6 feet) and cooler water temperatures (between 76-80).

Occasional Swimmers (41.7% of total swimming population) – These participants are the in between group of swimmers, in that they are not 100% focused on exercise or leisure activity. The individuals on the high end of the uses per year are interested in swimming or aquatic activities as a means of exercise and prefer water like that of frequent swimmers. As you make your way to the mid-point and lower level of participation, the reason for aquatic participation changes. Those individuals are either interested in aquatic participation for exercise/therapy or strictly the entertainment and social aspects of being in a pool. Those individuals on the mid- and lower level of participation are interested in a different kind of water. They are more interested in a warmer water temperature (82-86 degrees) and shallow water (less than 4 feet up to a zero-depth entry).

Infrequent Swimmers (49.8% of total swimming population) – These participants are strictly interested in the social and entertainment aspects of swimming. They typically do not use participation in aquatic programs as a means of exercise, but rather socialization. The water that they are interested in is identical to the lower end of the occasional swimmers. However, they are also interested in a “wow-factor” which plays a key role in determining which facility they spend time at.

Participation by Ethnicity and Race: The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2019 survey, the following comparisons are possible.

Table D – Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Swimming	16.6%	16.1%	8.8%	15.1%
Did Not Participate	21.0%	22.4%	24.9%	25.3%

Primary Service Part: The unique participation percentage developed for the Primary Service Area.
National Rate: The national percentage of individuals who participate in the given activity.
African American Rate: The percentage of African-Americans who participate in the given activity.
Hispanic Rate: The percentage of Hispanics who participate in the given activity.

There is a significant Black population (8.7%) or Hispanic population (27.5%) in the Primary Service Area. As such, these numbers may play a factor in overall participation.

National Cross Participation: The table below identifies sports or activities that participants in swimming also participate in. For organizations that want to maximize revenue generation, this information becomes important as it informs other types of activities they may want to consider offering.

Table B – Cross Participation for Swimming

Activity	% Participating in	Total US Participation	Index
Exercise Walking	55.9%	35.6%	157
Exercising with Equipment	38.6%	19.0%	204
Hiking	35.5%	15.6%	228
Running/Jogging	34.2%	14.8%	230
Bicycle Riding	29.6%	12.5%	237
Aerobic Exercising	26.6%	15.5%	172
Basketball	19.3%	8.4%	231
Weightlifting	16.8%	12.2%	137
Workout at Club	15.8%	12.6%	125
Yoga	13.7%	10.2%	134

% Participating in: % of swimmers that also participated in this activity.
Total US Participation: % of the US population that participated in this activity.
Index: An index of 100 represents the average as compared to the total US population.

This would indicate that the "swimming" community is very active and has a high level of participation in activities outside of swimming.

Section III – Trends

Recreation Activity and Facility Trends: There continues to be very strong growth in the number of people participating in recreation and leisure activities. The Physical Activity Council, in its 2013 study, indicated that 33% of Americans (age 6 and older) are active to a healthy level. However, the study also indicated that 28% of Americans were inactive. It is estimated that one in five Americans over the age of six participates in some form of fitness-related activity at least once a week. American Sports Data, Inc. reported that membership in U.S. health clubs has increased by 10.8% from 2009 to 2010, and memberships in health clubs reached an all-time high of 50.2 million in 2010. Statistics also indicate that approximately 12 out of every 100 people of the U.S. population (12%) belong to a health club. On the other side, most public recreation centers attract between 20% and 30% of a market area (more than once) during a year. All of this indicates the relative strength of a market for a community recreation facility. However, despite these increases, the American population continues to lead a rather sedentary life with an average of 25% of people across the country reporting that they engage in no physical activity (per The Center for Disease Control).

One of the areas of greatest participant growth over the last 10 years is in fitness-related activities, such as exercise with equipment, aerobic exercise and group cycling. 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 ice hockey and running/jogging, while swimming participation remains consistently high despite recent drops in overall numbers. 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
- Indoor running/walking tracks
- Meeting/multipurpose (general program) space
- Program space for older adults
- Pre-school and youth space
- Teen use areas
- Fieldhouses

Thus, many communities 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 is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments 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, pools 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 childcare continues to grow, as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities the issues of competition with other providers in the market area have inevitably been raised. The loudest objections have come from the private health club market and their industry voice IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects. However, the reality is that in most markets where public community recreation centers have been built, the private sector has not been adversely affected and in fact, in many cases has continued to grow. This is due in large part to the fact that public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCA's but also JCC’s and others), where the market is much closer to that of the public providers. While not as vociferous as the private providers, the non-profits have also often expressed concern over public community recreation centers. What has resulted from this is a strong growth in the number of partnerships that have occurred between the public and non-profit sector to bring the best recreation amenities to a community.

Aquatic Participation Trends: Swimming is one of the most popular sports and leisure activities, meaning that there is a significant market for aquatic pursuits. Approximately 17.9% of the population in the Pacific 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 as well competitive swim training and meets (short course and possibly long course). In communities where there are several competitive swim programs, utilizing a pool with eight 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, effort, 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.

Competitive diving is an activity that is often found in connection with competitive swimming. Most high school and regional diving competition centers on the 1M board with some 3M events (non-high school). The competitive diving market, unlike swimming, is usually very small (usually 10% to 20% the size of the competitive swim market) and has been decreasing steadily over the last ten years or more. Thus, many states have or are considering the elimination of diving as a part of high school swimming. Diving programs have been more viable in markets with larger populations and where there are coaches with strong diving reputations. Moving from springboard diving to platform (5M, 10M, and sometimes 3M and 7.5M), the market for divers drops even more while the cost of construction with deeper pool depths and higher dive towers becomes significantly larger. Platform diving is usually only a competitive event in regional and national diving competitions. As a result, the need for inclusion of diving platforms in a competitive aquatic facility needs to be carefully studied to determine the true economic feasibility of such an amenity.

There are a couple of other aquatic sports that are often competing for pool time at competitive aquatic centers. However, their competition base and number of participants is relatively small. Water polo is a sport that continues to be reasonably popular on the west coast but is not nearly as strong in Washington and uses a space of 25 yards or meters by 45-66 feet wide (the basic size of

an 8-lane, 25-yard pool). However, a minimum depth of 6 foot 6 inches is required which is often difficult to find in more community-based facilities. Synchronized swimming also utilizes aquatic facilities for their sport and they also require deeper water of 7-8 feet. This also makes the use of some community pools difficult.

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 can attract and draw 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 aquatics 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 facility that has an exciting and vibrant feel in an outdoor-like atmosphere.

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 rates of use of the aquatic portion of the facility as well as the other "dry side" amenities. Seems like the market data suggests

Aquatic Facilities Market Orientation: Based on the market information, the existing pools and typical aquatic needs within a community, there are specific market areas that could be addressed with **any** aquatic facility. These include:

1. **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.

2. **Instructional programming** – The primary 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.

3. **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.

4. **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.

5. **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.

6. **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 for after or before 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:

1. **Families** – Within this market, an orientation towards family activities is essential. The ability to have family members of different ages participate in a fun and vibrant facility is essential.

2. **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 apparatus designed for their use. Interactive programming involving parents and toddlers can also be conducted in more traditional aquatic areas as well.

3. **School Age Youth** – A major focus of most pools is to meet the needs of this age group from recreational swimming to competitive aquatics. The leisure components such as slides, fountains, lazy rivers, and zero-depth 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.

4. **Teens** – Another aspect of many pools is meeting the needs of the teenage population. Serving the needs of this age group will require leisure pool amenities that will keep their interest (slides) as well as the designation of certain "teen" times of use.

5. **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.

6. **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.

7. **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 and social service agencies will be necessary to reach this market.

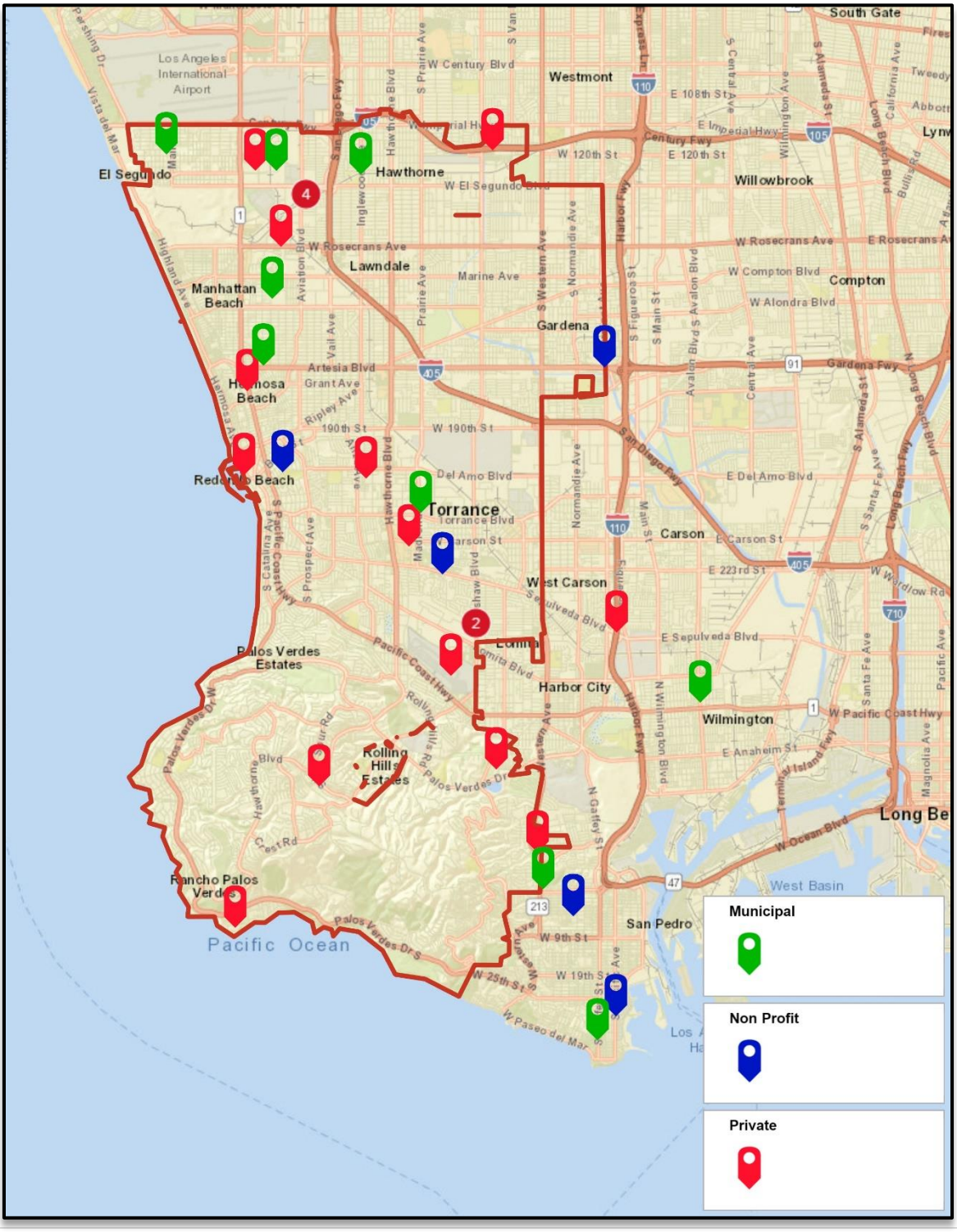
8. **Special Interest Groups** – These include swim teams (and other aquatic teams), school district teams, day care centers and social service organizations. While the needs of these groups can be great, their demands on an aquatics center can often be incompatible with the overall mission of the facility. 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.

Section IV – Alternative Service Providers

There is a significant number of pools in the Primary Service Area, along with the many beaches. The following pages highlight the pools (filtered water) in the service area. There is a complete lack of leisure pools in the service area.

Map – All Service Providers



Map B – Municipal Facilities

1. Urho Saari Swim Stadium
2. El Segundo Wiseburn
3. Hawthorne
4. Foster A Begg
5. Mira Costa High School
6. Victor E. Benstead
7. Banning
8. Peck Park
9. Hey Rookie

Map C – Non-Profit Facilities

1. Gardena-Carson YMCA
2. Redondo Union High School
3. Torrance South Bay YMCA
4. San Pedro and Peninsula YMCA
5. Fort MacArthur

Map D – Private Providers

1. DoubleTree – Hilton
2. 24 Hour Fitness-Hawthorne
3. LA Fitness-Hawthorne
4. 24-Hour Fitness-Hermosa Beach
5. Bay Club Redondo Beach
6. West End Racquet & Health Club
7. LA Fitness-Torrance
8. LA Fitness-Harbor City
9. 24-Hour Fitness
10. Equinox Palos Verdes
11. Jack Kamer Club
12. LA Fitness-Palos Verdes
13. The Spa at Terranea

Section V – Survey

Methodology

As part of the aquatic study for Beach Cities Health District (BCHD), an online survey was conducted. Ballard*King & Associates (B*K) assisted with the development of the survey instrument and is processing the results. BCHD administered the survey using SureyMonkey and it was available for response September 3-13, 2020.

The focus of the questions included in the survey was to determine:

- Where respondents were from.
- What programs, services, and facilities have respondents used.
- Why respondents might not use programs, services, and facilities.
- What types of programs would respondents like to participate in.
- Preferred water temperature.
- Level of support for the program.

Using the responses to these questions, combined with demographics, participation data, and identification of other providers, B*K will develop a facility program recommendation.

Summary of Findings:

- The survey was available for responses for a total of 10 days. During that time, a total of 2, 256 responses were received. This is a significant response but is likely not statistically representative of the area.

- The greatest response rate was from Redondo Beach (50.1%), followed by Manhattan Beach (18.9%), then Hermosa Beach (11.8%).

- When respondents were asked to identify if anyone in their household used BCHD facilities, services and/or programs, the top 5 responses were:
    - Center for Health & Fitness (616)
    - Blue Zone Project (442)
    - School Base or Family Programming (364)
    - AdventurePlex (337)
    - Adult Class/Workshop (335)

  Interestingly, the item that received the greatest response was that 668 respondents had not used BCHD facilities, services and/or programs.

- When respondents were asked why they did not use BCHD facilities, services and/or programs, the top two responses were:
    - Not Familiar w/ the Programs, Services, or Facilities (246)
    - They do not have Programs and/or Facilities that Interest me (113)

  If you extrapolate the percentage of responses 38.3% to the population of BCHD it would indicate that there is a significant marketing opportunity to increase participation across all areas of BCHD.

- Respondents were asked to identify the level of importance for a variety of programs that could be housed at a BCHD aquatic facility. B*K was purposeful in not identifying facility components, but rather programs. In taking this approach, the preference in programs drives the facility design. Combining the Very Important and Somewhat Important designation the programs identified rank in the following order:

    1. Lap Swimming
    2. Open Swim/Rec Swim
    3. Group Swim Lessons (youth)
    4. In-Water Senior Group Ex
    5. In Water Group Exercise
    6. Aquatic Rehab
    7. Therapeutic Group Classes
    8. Lifeguard Training
    9. Drop-In Aquatic Classes
    10. Water Walking
    11. Group Swim Lessons (adult)
    12. Parent-Tot Time
    13. Private Swim Lessons
    14. Individual Therapy Inst.
    15. Aquatic Tai Chi
    16. Dive-In Movies
    17. Homeschool Instruction
    18. Birthday Parties
    19. Springboard Diving
    20. SCUBA
    21. Snorkeling

- Respondents were then asked to identify the water temperature they preferred. The overwhelming responses was 82-88 degrees followed by 78-82 degrees. Very few people identified the warmer water temperatures as their preference, but in open-ended questions there was some interest in a spa/hot tub.

- 68.7% of respondents indicated that they would use the facility at least once a week if it could house the programs that they preferred.

- When respondents were asked to identify the biggest obstacles to using an aquatic center, almost 1,900 responses were received. They can be summarized as follows:

    - Cost ($5.00 too expensive) / Need for reasonable pricing (YMCA in Torrance, too high)
    - COVID (inability to social distance)
    - Cleanliness of water / facility (sanitary)

- Class times / Lack of time
- Traffic
- Lack of space
- Availability
- Air Quality / Ventilation / Natural Light
- Contamination
- Too crowded (overcrowding) / Not appropriately sized
- Location / Travel Time
- Space to serve all needs
- Body image / intimidation
- Too many children
- El Segundo / Verdugo Recreation (Burbank) / Juniper Aquatic Center (Bend, OR)
- Preference for outdoor
- Parking
- None
- Cost of Facility / Maintenance
- Locker rooms

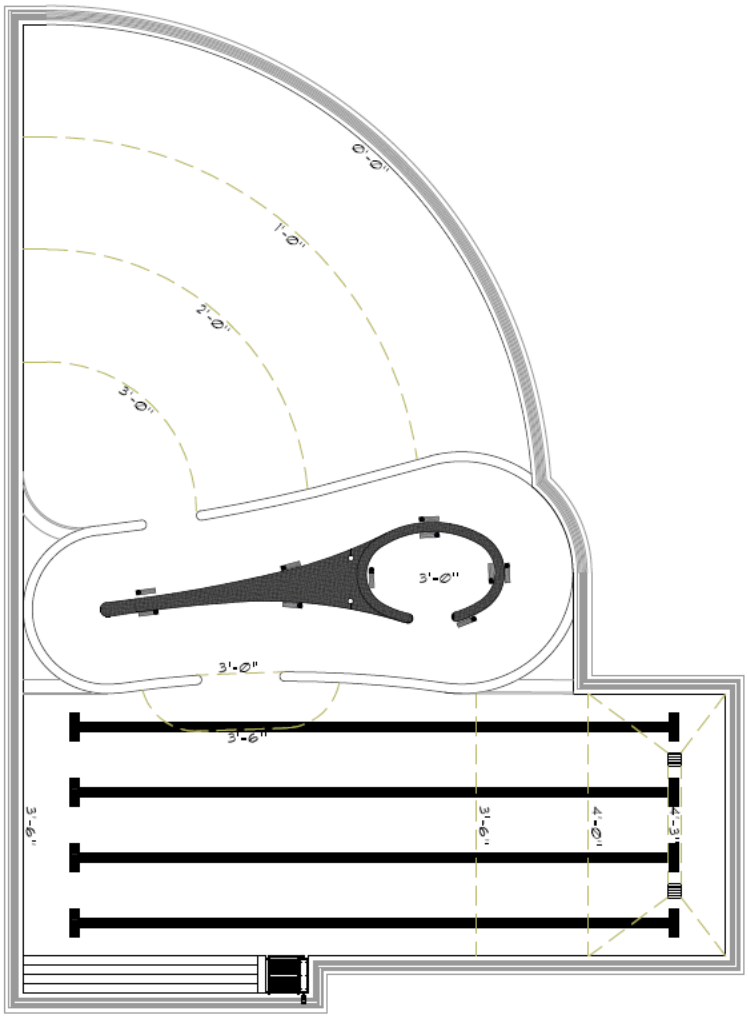
- Respondents were also asked how important it is for BCHD to develop an indoor aquatic center as part of its draft Healthy Living Campus master plan; 58.1% identified it has a high priority, and another 24.1% identified it as a medium priority. Based on the response to the survey this points to the potential for strong support of the project.

- Respondents were asked to identify various funding mechanisms that BCHD should consider in the development of a new aquatic center. The following are a summary of the responses received:

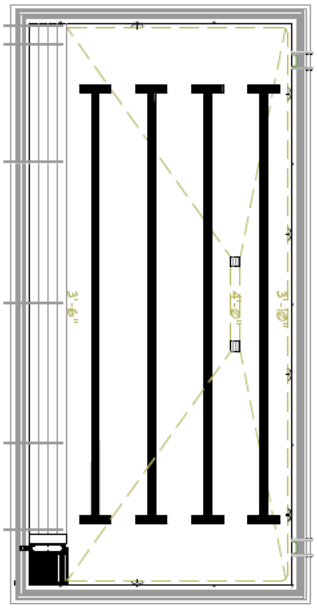
  - Sponsorships / Corporate Sponsorships
  - Naming Rights
  - Annual Fundraising
  - "Friends of" to assist with fundraising
  - Partnership
  - Parcel Tax
  - Donation / Corporate Giving
  - Hosting Swim Meets (other competitions)
  - Fees (monthly, daily, admission, programs, rentals)
  - Not prudent now.
  - Grants
  - Taxes
  - Property Tax
  - Should be self-supported
  - No Taxes
  - Sell Shares
  - Bonding

Section VI – Facility Layout

Option #1

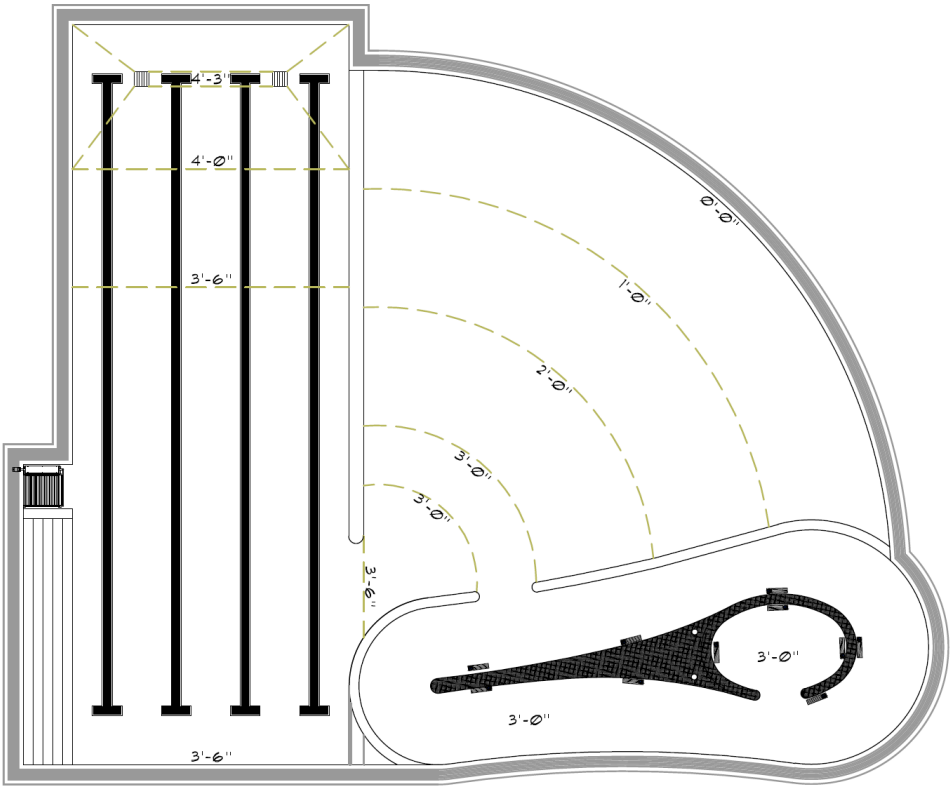


LEISURE POOL OPTION 2

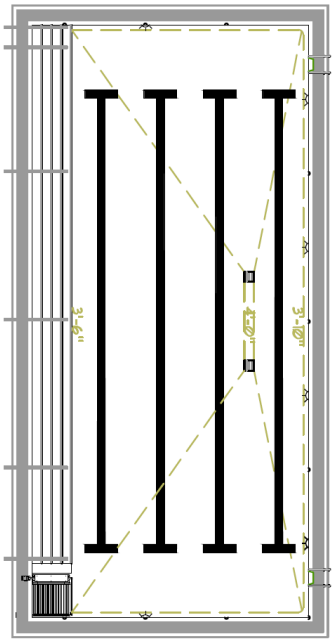


THERAPY POOL

Option #2

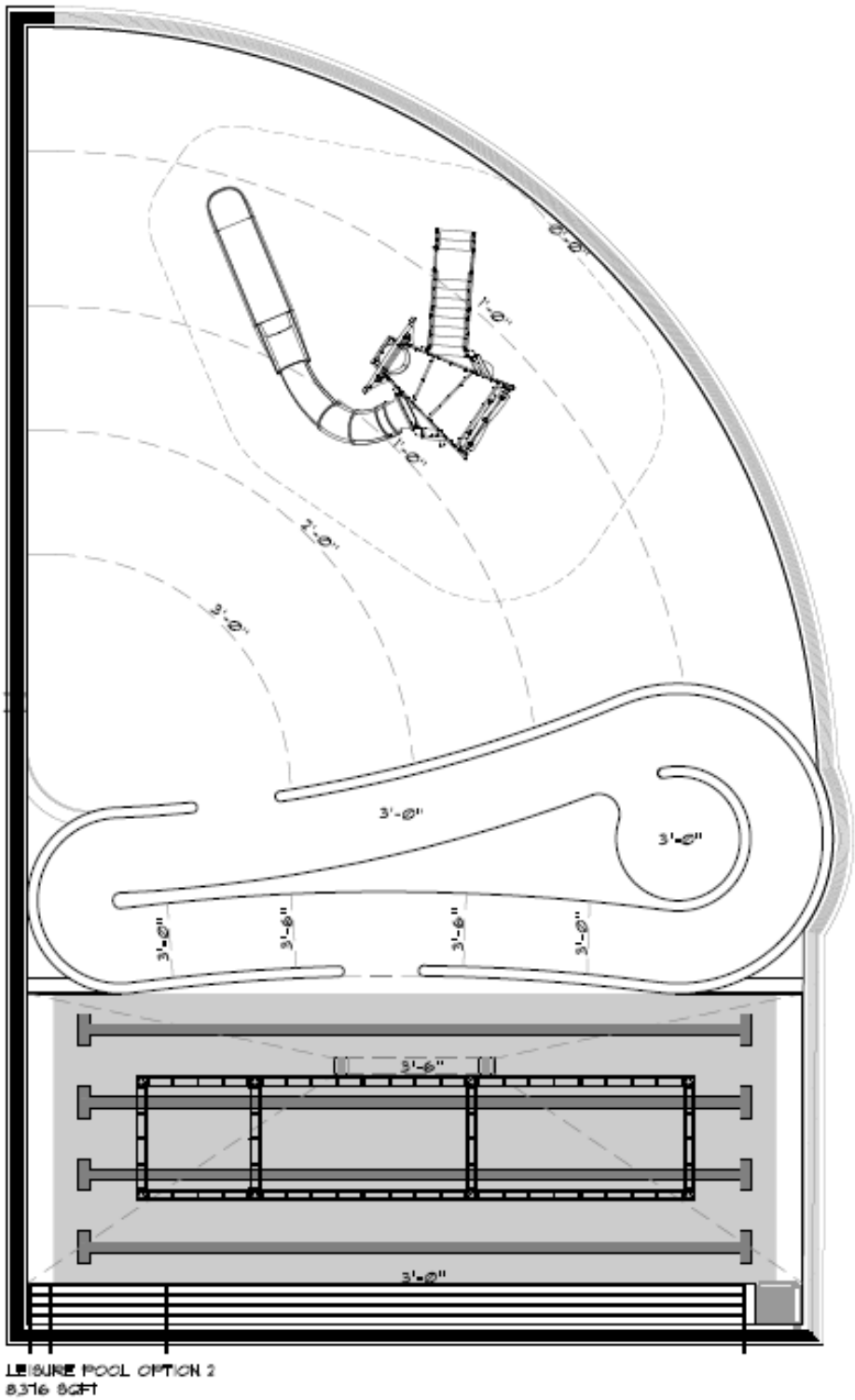


LEISURE POOL OPTION 1



THERAPY POOL

Option #3



Option #3 Representative Amenities

Facility Program[7]

	Description/Function	Quantity	Unit Area NSF	Total Area NSF
1.0	Lobby Area:			
1.1	Entry Vestibule	1	200	200
1.2	Lobby	1	600	600
1.3	Control Desk	1	200	200
1.4	Cash Control	1	100	100
Sub-Total				1,100

	Description/Function	Quantity	Unit Area NSF	Total Area NSF
2.0	Locker / Dressing / Toilet / Shower Area:			
2.1	Men's Public Lockers / Dressing	20	5	100
2.2	Men's Public Toilets	4	20	80
2.3	Men's Public Urinals	4	10	40
2.4	Men's Public Lavs	4	10	40
2.5	Men's Public Showers	4	15	60
2.6	Women's Public Lockers / Dressing	20	10	200
2.7	Women's Public Toilets	4	20	80
2.8	Women's Public Lavs	4	10	40
2.9	Women's Public Showers	4	15	60
2.10	Family/Unisex Changing Rooms	6	125	750
2.11	Men's Team Lockers / Dressing			
Sub-Total				1,450

	Description/Function	Quantity	Unit Area NSF	Total Area NSF
3.0	Pool Area:			
3.1	Indoor Leisure Pool	1	8,500	8,500
3.2	Indoor Pool Decks	1	7,000	7,000
Sub-Total				15,500

[7] The facility program is loosely based on information provided to B*K by the client through previous studies. The information has been vetted with Aquatic Design Group. This information will need to be verified by an architect.

	Description/Function	Quantity	Unit Area NSF	Total Area NSF
4.0	Support Spaces:			
4.1	Lifeguard Office	1	200	200
4.2	Lifeguard Changing	1	100	100
4.3	Staff Office	1	200	200
4.4	Aquatic Manager Office	1	200	200
4.5	Multipurpose Wet-Dry Classroom	1	750	750
4.6	Office / First Aid / Training	1	100	100
Sub-Total				1,550

	Description/Function	Quantity	Unit Area NSF	Total Area NSF
5.0	Back-of-House Area:			
5.1	Rental Room	1	500	500
5.2	Communications / Technology	1	250	250
5.3	Pool Storage	1	1,000	1,000
5.4	Pool Mechanical Equipment Room	1	1,000	1,000
5.5	Chemical Storage Rooms	2	75	150
5.6	Custodial	1	250	250
Sub-Total				3,150

Project Space – Total Net Area	22,750
Grossing Factor (80% Efficiency)	1.25
Project Space – Gross Square Footage	28,438

Section VII – Operational Plan

A final step in the feasibility study process is to develop an operational plan for the proposed aquatic facility. In this instance B*K has developed two (2) operational plans that reflect Option #2 and Option #3 in Section VI. It is important to understand that when developing operational plans, B*K takes a conservative approach, basing projections on the market and experience operating similar facilities. As such the operational figures reflected in this section of the report are based on the best information available at the time of the study. As BCHD moves forward in this planning effort and facility design refinement, they may want to revisit and revise the operational plan.

- The operations plan is for two (2) different programs.
- The operations plan is based on a program for each option but without the benefit of a final concept plan or a designated site. The final concept plan could impact part-time staffing levels and site could influence revenue.
- All operating expenses are shown in current dollars and assumes the facility is fully operational for a complete calendar year. Depending on when the facility is ultimately constructed and operated, the organization should expect that future staffing and operating costs will grow.
- BCHD will operate the pool in-house. They will be responsible for the daily operations, risk management and programming of the pool. They will handle a portion of maintenance in-house, but some larger scale items will be completed using contractors.
- The facility will operate all year but may adjust operating hours on a seasonal basis based on use levels and programming.
- The proposed designs present an opportunity to partner with a local health care provider or therapy provider. Such a revenue stream is not reflected in this operational plan.
- Full-time staff costs are based on current staff rates for the same basic positions using BCHD compensation and benefits for a stand-alone aquatic only facility.
- Part-time staff costs are based on $15.00 per hour.
- No administrative charge backs have been applied to the operational model.

- The revenue generation for membership is based on recommended rates and equates to less than 2% penetration of market. That revenue line item represents membership specific to aquatics.

- Hours of Operation: Monday-Sunday
  - Monday-Friday 6:00A-9:00P
  - Saturday 7:00A-7:00P
  - Sunday 10:00A-7:00P

- The facility hours may expand or contract to accommodate special events or rentals.

- The facility will operate 50-weeks per year.

- During the school year (36-week span) B*K is recommending that the facility close from 1:30-3:00P.

The following pages outline the expense model for the aquatic center feasibility study. This information provides the most recent full fiscal year financials and then provides a comparison on how those figures change with the addition of aquatics to the fieldhouse. These projections are based on the best information at the time of the study, input from BCHD Recreation Staff, and B*K's experience operating similar facilities.

Expense Model:

Personnel:

	Option #2	**Option #3**
Full-time	202,500	202,500
Contract (custodial)	120,000	120,000
Part-time	1,030,754	975,697
Sub-Total	1,353,254	1,298,197

Commodities:

	Option #2	**Option #3**
Office Supplies	4,500	4,500
Chemicals	25,000	27,500
Maintenance/Repair/Materials	10,000	10,000
Janitor Supplies	12,500	12,500
Recreation Supplies	7,500	7,500
Uniforms	4,000	4,500
Printing/Postage	1,500	1,500
Concessions (vending)	2,500	3,000
Other Misc. Expenses	2,000	2,000
Fuel/Mileage	500	500
Sub-Total	70,000	73,500

Contractual:

	Option #2	Option #3
Electric[8]	95,000	95,000
Gas	54,000	54,000
Water/Sewar	25,000	25,000
Insurance (property/liability)[9]	13,500	13,500
Communications (phone)	1,500	1,500
Contract Services[10]	20,000	20,000
Rental Equipment	2,500	2,500
Advertising	15,000	15,000
Training	3,000	3,000
Conference	2,500	2,500
Dues/Subscriptions	1,000	1,000
Bank Charges[11]	42,924	44,762
Deposit Services	-	-
Other	1,000	1,000
Sub-Total	276,924	278,762

Sinking Fund:

	Option #2	Option #3
Sub-Total	75,000	125,000

[8] For both options, the approximately total square footage is 27,000. B*K used a factor of $5.50 per square foot to factor electric and gas as a factor of utilities.
[9] Factored at $.50 per square foot.
[10] Assumption is that there will be a contract with a pool company to assist with chemicals, UV systems, etc.
[11] 3% of total revenue generation.

Total Expenses:

	Option #2	**Option #3**
Personnel	1,353,254	1,298,197
Commodities	70,000	73,500
Contractual	276,924	278,762
Sinking Fund	75,000	125,000
Grand Total	1,775,178	1,775,459

Full Time Staffing Detail Both Scenarios:

Positions	Salary	Positions	Total
Aquatics Coordinator	75,000	1	75,000
Membership Coord.	75,000	1	75,000
Benefits		35%	52,500
Total			202,500

Custodial Contract Detail Both Scenarios:

	Hours	Weeks	Rate	Staff	Total
Custodial	40	50	$20/hour	3	120,000

Option #2

Positions	Hourly Rate	Hours	Weeks	Total
Pool Attendant (sum)	$16.00	38.5	14	8,624
Pool Attendant (sch)	$16.00	18.5	36	10,656
Front Desk (sum)	$18.00	152.0	14	38,304
Front Desk (sch)	$18.00	92.3	36	59,778
Desk Lead (sum)	$20.00	100.8	14	28,210
Desk Lead (sch)	$20.00	74.5	36	53,640
Lifeguard (sum)	$18.00	479.5	14	120,834
Lifeguard (sch)	$18.00	395.0	36	255,960
Lead Lifeguard (sum)	$20.00	148.8	14	41,650
Lead Lifeguard (sch)	$20.00	92.0	36	66,240
Day Porter	$15.50	40.0	50	31,000
Seasonal Manager	$22.00	40.0	16	14,080
Sub-Total				*728,976*
Program Staff				141,304
Rental + Concessions				3,240
Sub-Total				*873,520*
Benefits	18.0%			157,234
Total				$1,030,754

- (sum) – hours and weeks associated with the summer season.
- (sch) – hours and weeks associated with the school season.

Option #3

Positions	Hourly Rate	Hours	Weeks	Total
Pool Attendant (sum)	$16.00	38.5	14	8,624
Pool Attendant (sch)	$16.00	18.5	36	10,656
Front Desk (sum)	$18.00	152.0	14	38,304
Front Desk (sch)	$18.00	92.3	36	59,778
Desk Lead (sum)	$20.00	100.8	14	28,210
Desk Lead (sch)	$20.00	74.5	36	53,640
Lifeguard (sum)	$18.00	420.0	14	105,840
Lifeguard (sch)	$18.00	346.0	36	224,208
Lead Lifeguard (sum)	$20.00	148.8	14	41,650
Lead Lifeguard (sch)	$20.00	92.0	36	66,240
Day Porter	$15.50	40.0	50	31,000
Seasonal Manager	$22.00	40.0	16	12,320
Sub-Total				*680,470*
Program Staff				142,072
Rental + Concessions				4,320
Sub-Total				*826,862*
Benefits	18.0%			148,835
Total				$975,697

- (sum) – hours and weeks associated with the summer season.
- (sch) – hours and weeks associated with the school season.

Revenue Model (aquatics only):

	Option #2	Option #3
Fees		
Daily Admission	21,000	29,400
Membership	1,074,000	1,122,000
Sub-Total	1,095,000	1,151,400
Programs[12]		
Aquatics	296,050	296,050
Other		
Birthday Parties	30,800	37,400
Vending	3,750	4,500
Other Rentals	8,960	5,400
Sub-Total	43,510	49,100
Total Revenue	1,434,560	1,496,550

[12] Includes – aquatic specialty group classes, group swim lessons, private swim lessons, semi-private swim lessons, dive-in-movies, little swimmers.

Program Fee Structure:

• Aquatic Specialty Classes	$65/Month	
• Group Swim Lessons	$110/Session	8 Classes/Session
• Private Swim Lessons	$175/Session	4 Classes/Session
• Semi-Private Swim Lessons	$205/Session	4 Classes/Session
• Dive-In-Movies	$5.00/Person	
• Little Swimmers	$5.00/Person	
• Birthday Parties	$275/party	
• Instructional Pool	$160/2-hours (Option #2)	
• Leisure Pool	$400/2-hours (Option #2)	
• Leisure Pool	$450/2-hours (Option #3)	

Membership Fee Structure:

• Standard	$30/Month
• Unlimited	$80/Month
• Household[13]	$160/Month

It is important to note that in both Option #2 and Option #3 the penetration rate of total swimmer days within the primary service area is less than 2.25%.

[13] Household would be a maximum of 5 people.

5-Year Projections

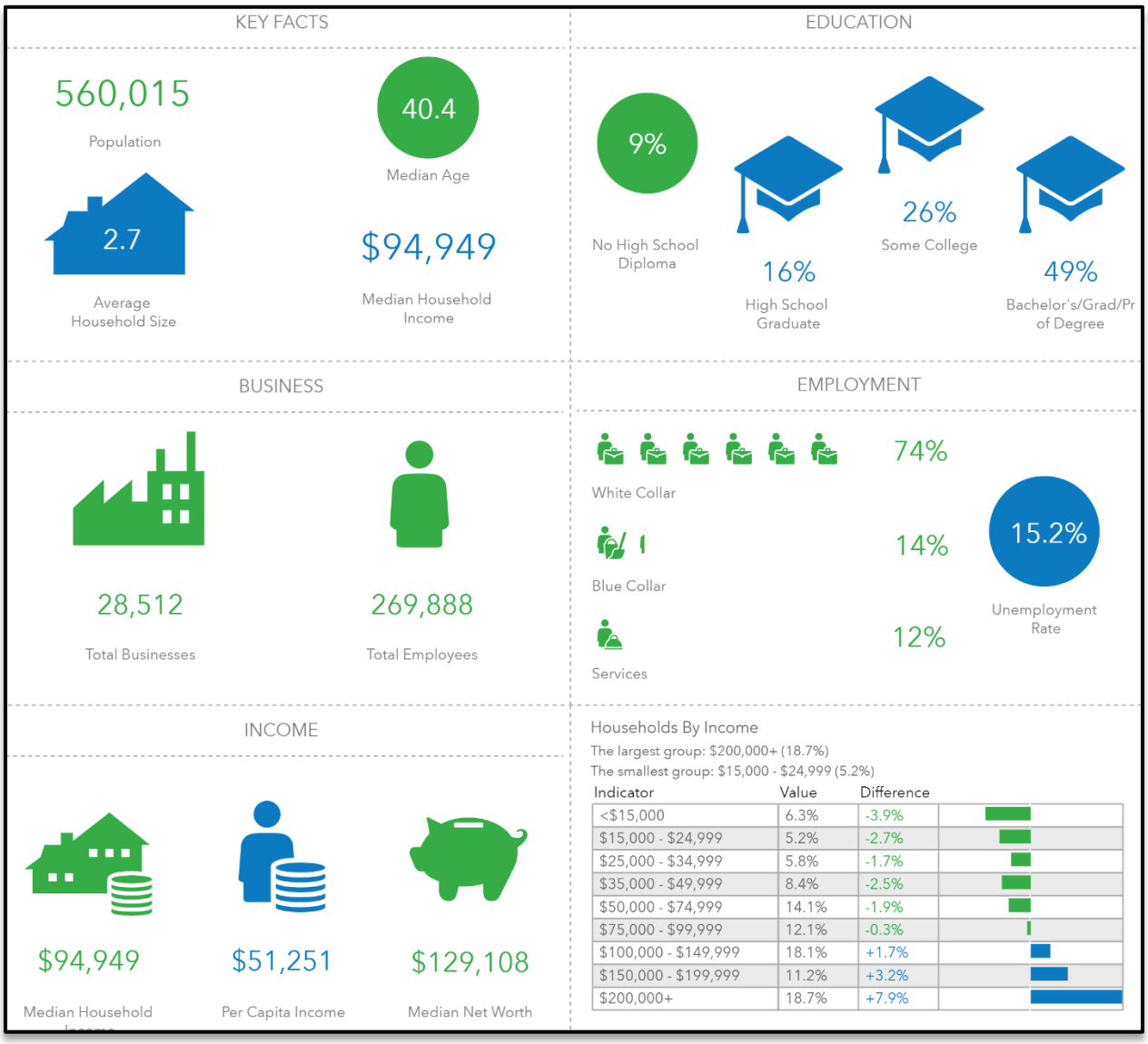
Option #2	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	$1,775,290	$1,810,796	$1,865,120	$1,921,074	$1,978,706
Revenue	$1,291,104	$1,506,288	$1,581,602	$1,629,050	$1,677,922
	($484,186)	($304,508)	($283,518)	($292,023)	($300,784)
Recovery	72.7%	83.2%	84.8%	84.8%	84.8%
Sinking Fund (cumulative)	$75,000	$150,000	$225,000	$300,000	$375,000

Option #3	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	$1,775,594	$1,864,373	$1,957,592	$2,055,472	$2,158,245
Revenue	$1,346,895	$1,646,205	$1,761,439	$1,814,283	$1,868,711
	($428,699)	($218,168)	($196,153)	($241,189)	($289,534)
Recovery	75.9%	88.3%	90.0%	88.3%	86.6%
Sinking Fund (cumulative)	$125,000	$250,000	$375,000	$500,000	$625,000

It is important to note that the operational projections are based on the information that B*K had on hand at the time of the study. As such demographics could shift, alternative service providers could increase or decrease, and operational philosophy by BCHD could change. All those factors could impact the operational projections provided in this feasibility study.

Appendix A – Demographic Detail

Infographic



- Household by Income comparison uses the Primary Service Area and compares it to Los Angeles County.

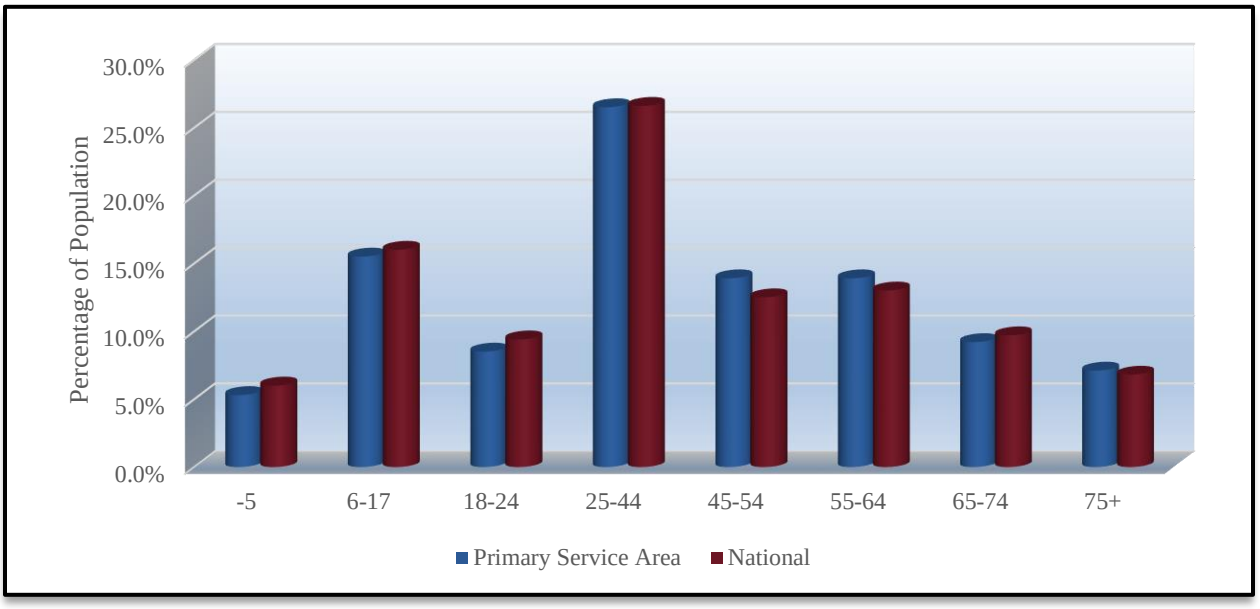
Population Distribution by Age: Utilizing census information for the Primary Service Area, the following comparisons are possible.

Table F – 2020 Primary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	29,476	5.3%	6.0%	-0.7%
5-17	86,890	15.5%	16.0%	-0.5%
18-24	47,484	8.5%	9.4%	-0.9%
25-44	148,987	26.5%	26.6%	-0.1%
45-54	77,851	13.9%	12.4%	+1.5%
55-64	77,577	13.9%	13.0%	+0.9%
65-74	51,569	9.2%	9.8%	-0.6%
75+	40,180	7.1%	6.8%	+0.3%

Population: 2020 census estimates in the different age groups in the Primary Service Area.
% of Total: Percentage of the Primary Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Primary Service Area population and the national population.

Chart F – 2020 Primary Service Area Age Group Distribution



The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the 45-54, 55-64 and 75+ age groups. A smaller population in the younger age groups under 45 and 65-74+. The greatest positive variance is in the 45-54 age group with +1.5%, while the greatest negative variance is in the 18-24 age group with -0.9%.

Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table G – 2020 Primary Service Area Population Estimates
(U.S. Census Information and ESRI)

Ages	2010 Census	2020 Projection	2025 Projection	Percent Change	Percent Change Nat'l
-5	32,506	29,476	29,783	-8.4%	+2.1%
5-17	93,773	86,890	81,042	-13.6%	+0.7%
18-24	43,374	47,484	43,130	-0.6%	+0.5%
25-44	155,957	148,987	157,167	+0.8%	+13.0%
45-54	88,018	77,851	71,687	-18.6%	-9.9%
55-64	62,675	77,577	75,593	+20.6%	+15.4%
65-74	37,205	51,569	58,141	+56.3%	+69.8%
75+	33,845	40,180	46,210	+36.5%	+50.2%

Chart G – Primary Service Area Population Growth

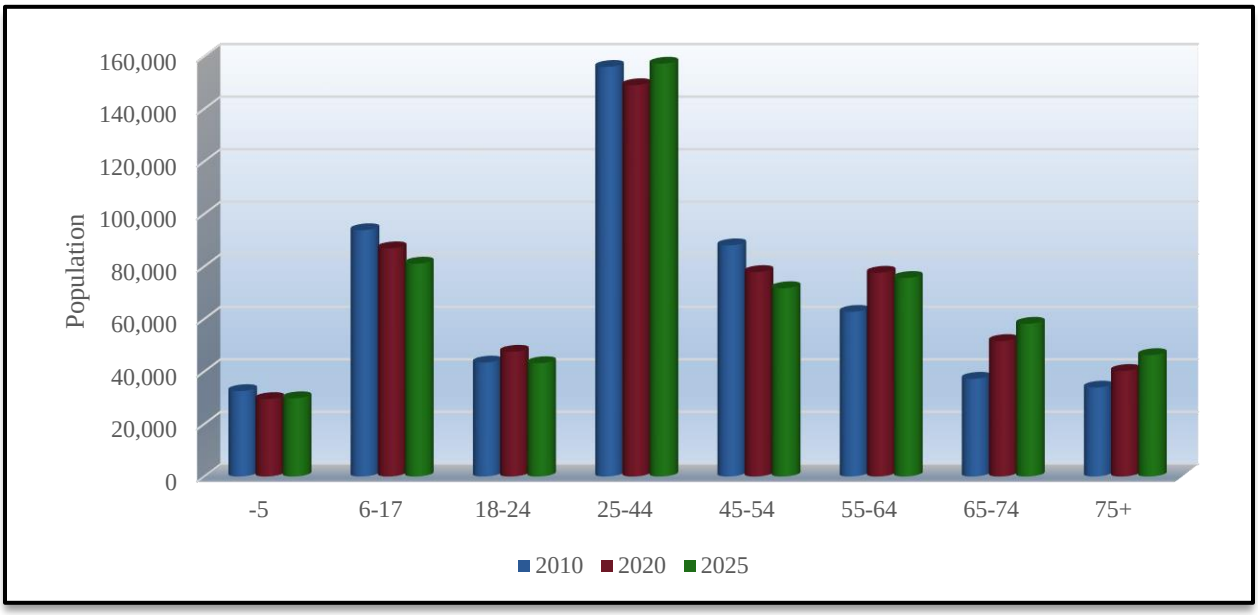


Table-I illustrates the growth or decline in age group numbers from the 2010 census until the year 2025. It is projected age categories 25-44, 55-64, 65-74 and 75+ will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Primary Service Area for 2020 population projections. Those numbers were developed from 2010 Census Data.

Table H – Primary Service Area Ethnic Population and Median Age 2020
(Source – U.S. Census Bureau and ESRI)

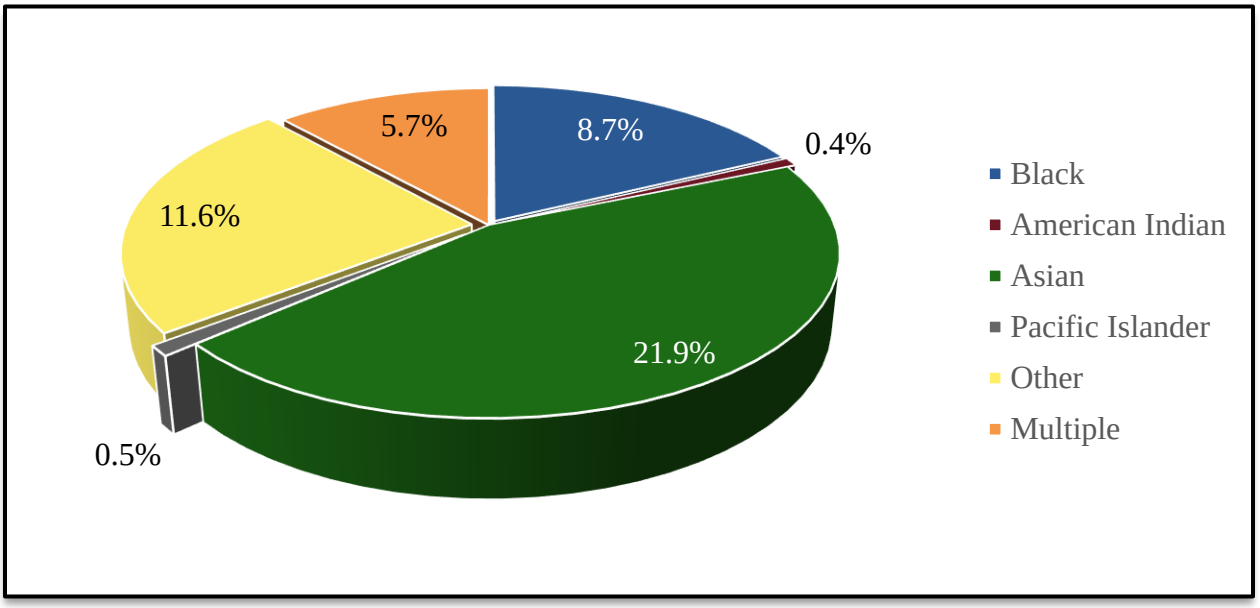
Ethnicity	Total Population	Median Age	% of Population	% of CA Population
Hispanic	153,783	30.6	27.5%	39.8%

Table I – Primary Service Area by Race and Median Age 2020
(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of CA Population
White	286,447	45.7	51.2%	54.3%
Black	48,602	36.3	8.7%	5.9%
American Indian	2,447	38.4	0.4%	0.9%
Asian	122,730	43.2	21.9%	15.1%
Pacific Islander	2,890	32.9	0.5%	0.4%
Other	64,729	29.4	11.6%	18.0%
Multiple	32,164	21.9	5.7%	5.5%

2020 Primary Service Area Total Population: 560,015 Residents

Chart H – 2020 Primary Service Area Population by Non-White Race



Appendix B – National Participation Statistic

National Summary of Sports Participation: The following chart summarizes participation for indoor activities utilizing information from the 2019 National Sporting Goods Association survey.

Table G – Sports Participation Summary

Sport	Nat'l Rank[14]	Nat'l Participation (in millions)
Exercise Walking	1	106.5
Exercising w/ Equipment	2	58.3
Hiking	3	48.1
Swimming	4	48.0
Aerobic Exercising	5	47.4
Running/Jogging	6	46.0
Camping	7	40.7
Workout @ Club	8	39.6
Weightlifting	9	37.8
Bicycle Riding	10	37.8
Yoga	12	31.8
Basketball	14	25.2
Billiards/Pool	15	20.7
Golf	17	17.9
Soccer	20	14.2
Baseball	22	12.2
Tennis	23	12.2
Volleyball	25	10.6
Softball	26	10.1
Table Tennis	27	9.9
Football (touch)	30	8.9
Football (tackle)	34	7.3
Football (flag)	35	6.5
Martial Arts MMA	37	6.0
Gymnastics	39	5.9
Pilates	40	5.9
Skateboarding	42	5.3
Cheerleading	48	3.7
Wrestling	50	3.3
Lacrosse	52	2.8
Pickleball	57	2.0

Nat'l Rank: Popularity of sport based on national survey.
Nat'l Participation: Population that participate in this sport on national survey.

[14] This rank is based upon the 57 activities reported on by NSGA in their 2019 survey instrument.

National Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart H – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	35-44	25-34	45-54
Baseball	7-11	12-17	25-34
Basketball	12-17	25-34	18-24
Bicycle Riding	55-64	45-54	12-17
Billiards/Pool	25-34	34-44	45-54
Bowling	25-34	35-44	18-24
Cheerleading	12-17	7-11	18-24
Exercise Walking	55-64	65-74	45-54
Exercise w/ Equipment	25-34	45-54	55-64
Football (flag)	7-11	12-17	25-34
Football (tackle)	12-17	18-24	7-11
Football (touch)	12-17	25-34	7-11
Gymnastics	7-11	12-17	25-34
Lacrosse	12-17	7-11	18-24
Martial Arts MMA	7-11	25-34	12-17
Pickleball	12-17	65-74	18-24
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	45-54
Skateboarding	12-17	18-24	7-11
Soccer	7-11	12-17	25-34
Softball	12-17	7-11	25-34
Swimming	55-64	12-17	7-11
Tables Tennis	25-34	18-24	12-17
Tennis	25-34	35-44	12-17
Volleyball	12-17	25-34	18-24
Weightlifting	25-34	45-54	35-44
Workout at Clubs	25-34	35-44	45-54
Wrestling	12-17	25-34	7-11
Yoga	25-34	35-44	45-54
Did Not Participate	45-54	55-64	65-74

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.

National Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2010-2019).

Table I – National Activity Trend (in millions)

Increasing	2010 Participation	2019 Participation	Percent Change
Kayaking	5.6	10.7	+90.9%
Yoga	20.2	31.8	+57.6%
Running/Jogging	35.5	46.0	+29.7%
Gymnastics	4.8	5.9	+23.8%
Aerobic Exercising	38.5	47.4	+23.2%
Weightlifting	31.5	37.8	+20.0%
Cheerleading	0.0	3.7	+18.0%
Wrestling	2.9	3.3	+15.0%
Exercise Walking	95.8	106.5	+11.2%
Workout @ Club	36.3	39.6	+9.1%
Lacrosse	2.6	2.8	+7.5%
Pilates	5.5	5.9	+7.1%
Exercising w/ Equipment	55.3	58.3	+5.5%
Ice/Figure Skating	8.2	8.6	+5.3%
Soccer	13.5	14.2	+5.2%
Volleyball	10.6	10.6	+0.2%
Hockey (ice)	3.3	3.3	+0.0%

Decreasing	2010 Participation	2019 Participation	Percent Change
Tennis	12.3	12.2	-0.6%
Baseball	12.5	12.2	-2.0%
Football (flag)	0.0	6.5	-2.9%
Football (touch)	0.0	8.9	-4.0%
Bicycle Riding	39.8	37.8	-5.1%
Martial Arts / MMA	0.0	6.0	-5.8%
Basketball	26.9	25.2	-6.2%
Softball	10.8	10.1	-6.8%
Swimming	51.9	48.0	-7.4%
Golf	21.9	17.9	-18.3%
Football (tackle)	9.3	7.3	-21.3%
Mountain Biking (off road)	7.2	5.6	-21.7%
Table Tennis/Ping Pong	12.8	9.9	-22.4%

2010 Participation: The number of participants per year in the activity (in millions) in the United States.
2019 Participation: The number of participants per year in the activity (in millions) in the United States.
Percent Change: The percent change in the level of participation from 2010 to 2019.

Appendix C – Alternative Provider Descriptions

Some of the facilities published their fee structure and that is noted in the following description. Others are membership based and do not have daily admission options.

Urho Saari Swim Stadium – The Plunge
219 West Mariposa Ave.
El Segundo, CA

- Public Access
- Indoor
- 8 lanes, 25 yards
- Operated by municipal - City of El Segundo
- Fees
  - $5 Daily Admission
  - Rentals available
- The Plunge

DoubleTree by Hilton Hotel LAX
1985 East Grand Ave.
El Segundo, CA

- No Public Access
- Indoor
- 20 yards
- Operated by private
- Fees
  - N/A
  - Rentals available

El Segundo Wiseburn Aquatics Center
2240 East Grand Ave.
El Segundo, CA

- Public Access
- Outdoor
- 10 lanes, 50 meters
- 4 lanes, 25 yards
- Operated by municipal - City of El Segundo
- Fees
  - $5 Daily Admission
  - Rentals available
- Wiseburn Aquatic Center

Hawthorne Municipal Pool
12501 Inglewood Ave.
Hawthorne, CA

- Public Access
- Outdoor
- 9 lanes, 25 yards
- Operated by municipal - City of Hawthorne
- Fees
  - $4 Daily Admission
  - Swimming Lessons
  - Water Fitness
  - Rentals available
- Hawthorne Municipal Pool

24-Hour Fitness – Hawthorne Sport Gym
2831 West 120th St.
Hawthorne, CA

- Public Access
- Indoor
- 2 lanes, 25 meters
- Operated by private
- Fees
  - $20 Daily Admission
- 24-Hour Fitness

LA Fitness – Hawthorne
5400 Rosecrans Ave.
Hawthorne, CA

- No Public Access
- Indoor
- 3 lanes, 25 yards
- Operated by private
- Fees
- Equinox South Bay

The Bay Club – South Bay
2250 Park Place
El Segundo, CA
- Public Access
- Indoor
- 5 lanes, 25 yards
- Operated by private
- Fees
  - $25 Daily Admission
- The Bay Club

Manhattan Beach Marriott
1400 Parkview Ave.
Manhattan Beach, CA
- No Public Access
- Outdoor
- 3 lanes, 20 yards
- Operated by private
- Fees
- Manhattan Beach Marriott

Manhattan Country Club
1330 Parkview Ave.
Manhattan Beach, CA
- No Public Access
- Outdoor
- 6 lanes, 25 yards
- Operated by private
- Fees
- Manhattan Country Club

Foster A. Begg Pool
1402 North Peck Ave.
Manhattan Beach, CA
- Public Access
- Outdoor
- 6 lanes, 25 yards
- Operated by municipal – City of Manhattan Beach
- Fees
  - $4 Daily Admission
- Manhattan Beach

Mira Costa High School
1401 Artesia Blvd.
Manhattan Beach, CA
- Public Access
- Outdoor
- 12 lanes, 25 yards
- Operated by municipal – City of Manhattan Beach
- Fees
  - $4 Daily Admission
- Manhattan Beach

24-Hour Fitness – Hermosa Beach
1601 Pacific Coast Hwy
Hermosa Beach, CA
- Public Access
- Indoor
- 2 lanes, 25 yards
- Operated by private
- Fees
  - $20 Daily Admission
- 24-Hour Fitness

Gardena-Carson YMCA
1000 West Artesia Blvd.
Gardena, CA
- Public Access
- Indoor
- 3 lanes, 25 yards
- Operated by non-profit - YMCA
- Fees
  - $25 Daily Admission
- YMCA

Bay Club Redondo Beach
819 North Harbor Dr.
Redondo Beach, CA
- No Public Access
- Outdoor
- 3 lanes, 25 yards
- Operated by private
- Fees
- Bay Club

Redondo Union High School
1 Seahawk Way
Redondo Beach, CA
- Public Access
- Indoor
- 15 lanes, 25 yards
- Operated by non-profit - school
- Fees
    - $3 Daily Admission
- Redondo Union High School

West End Racquet and Health Club
4343 Spencer St.
Torrance, CA
- No Public Access
- Outdoor
- 6 lanes, 25 yards
- Operated by private
- Fees
- West End Racquet

Victor E. Benstead Plunge
3331 Torrance Blvd.
Torrance, CA
- No Public Access
- Outdoor
- 8 lanes, 50 meters
- Operated by municipal – City of Torrance
- Fees
    - $3 Daily Admission
- The Plunge

LA Fitness – Torrance
3550 Carson St.
Suite 404
Torrance, CA
- Public Access
- Outdoor
- 4 lanes, 25 meters
- Operated by private
- Fees
    - $15 Daily Admission
- LA Fitness - Torrance

Torrance South Bay YMCA
2900 West Sepulveda Blvd.
Torrance, CA
- Public Access
- Outdoor
- 6 lanes, 25 meters
- 4 lanes, 25 yards
- Operated by non-profit - YMCA
- Fees
    - $25 Daily Admission
- Torrance South Bay YMCA

South End Racquet and Health Club
2800 Skypark Dr.
Torrance, CA
- No Public Access
- Outdoor
- 6 lanes, 25 yards
- Operated by private
- Fees
- South End Racquet and Health Club

LA Fitness – Harbor City
901 West Sepulveda Blvd
Harbor City, CA
- Public Access
- Indoor
- 3 lanes, 15 meters
- Operated by private
- Fees
    - $15 Daily Admission
- South End Racquet and Health Club

24-Hour Fitness – Torrance Super-Sport Gym
2685 Pacific Coast Hwy
Torrance, CA
- Public Access
- Indoor
- 2 lanes, 33 meters
- Operated by private
- Fees
- 24-Hour Fitness

Banning Pool
1450 North Avalon Blvd.
Wilmington, CA
- Public Access
- Outdoor
- 8 lanes, 25 yards
- Operated by City of Los Angeles
- Fees
    - $4 Daily Admission
- Banning Pool

Equinox Palos Verdes
550 Deep Valley Dr.
Palos Verdes, CA
- No Public Access
- Indoor
- 3 lanes, 25 yards
- Operated by private
- Fees
- Equinox Palos Verdes

Jack Kramer Club
11 Montecillo Dr.
Rolling Hills Estates, CA
- No Public Access
- Outdoor
- 6 lanes, 25 yards
- Operated by private
- Fees
- Jack Kramer Club

The Spa at Terranea
100 Terranea Way
Rancho Palos Verdes, CA
- Public Access
- Outdoor
- 3 lanes, 25 yards
- Operated by private
- Fees
- The Spa at Terranea

LA Fitness – Palos Verdes
28901 South Western Blvd.
Rancho Palos Verdes, CA
- Public Access
- Indoor
- 4 lanes, 25 yards
- Operated by private
- Fees
    - $15 Daily Admission
- LA Fitness – Palos Verdes

Peck Park Pool
560 North Western Ave.
San Pedro, CA

- Public Access
- Outdoor
- 8 lanes, 33 1/3 yards
- Operated by municipal – City of Los Angeles
- Fees
  - $4 Daily Admission
- Peck Park Pool

San Pedro and Peninsula YMCA
301 South Bandini St.
San Pedro, CA

- Public Access
- Indoor
- 6 lanes, 25 yards
- Operated by non-profit - YMCA
- Fees
  - $25 Daily Admission
- San Pedro and Peninsula YMCA

Fort MacArthur Pool – LA Air Force Base
Building 400, Fort MacArthur
San Pedro, CA

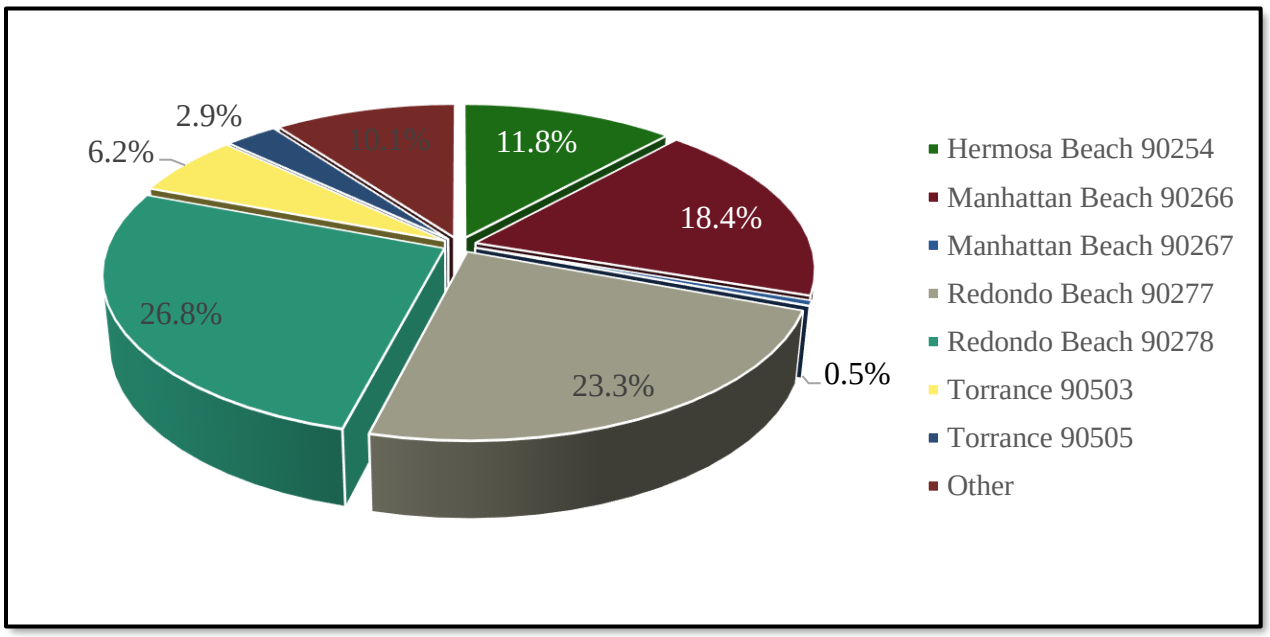
- No Public Access
- Outdoor
- 4 lanes, 25 yards
- Operated by private - military
- Fees
- Fort MacArthur Pool

Hey Rookie Pool
3601 South Gaffey St.
San Pedro, CA

- Public Access
- Outdoor
- 9 lanes, 33 1/3 yards
- Operated by City of Los Angeles
- Fees
  - $4 Daily Admission
- Hey Rookie Pool

Appendix D – Survey Charts

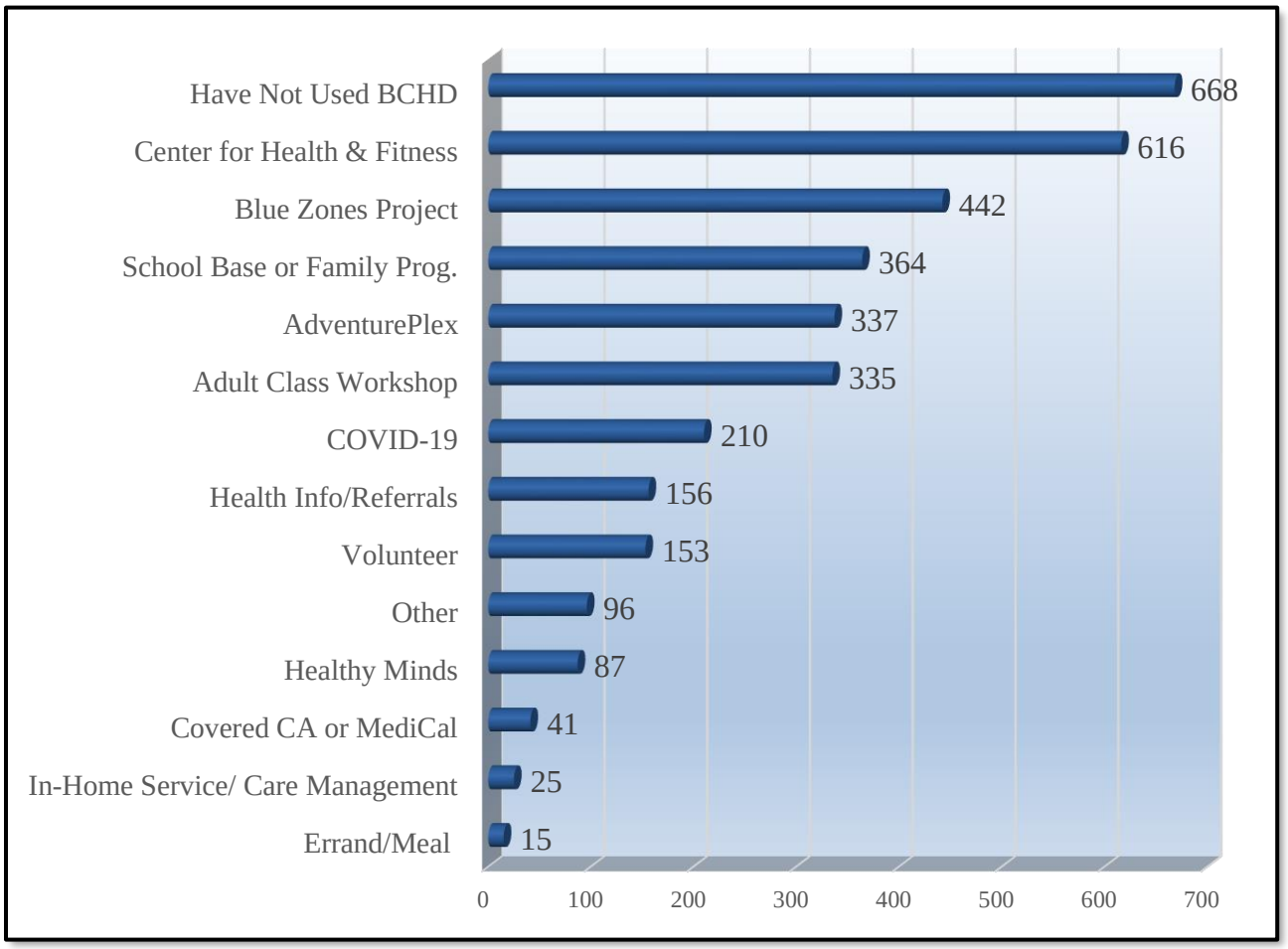
Question #1 – Where do you live?



Options	Responses
Hermosa Beach – 90254	267
Manhattan Beach – 90266	415
Manhattan Beach – 90267	11
Redondo Beach – 90277	526
Redondo Beach – 90278	605
Torrance – 90503	139
Torrance – 90505	65
Other	228
Total	2,256

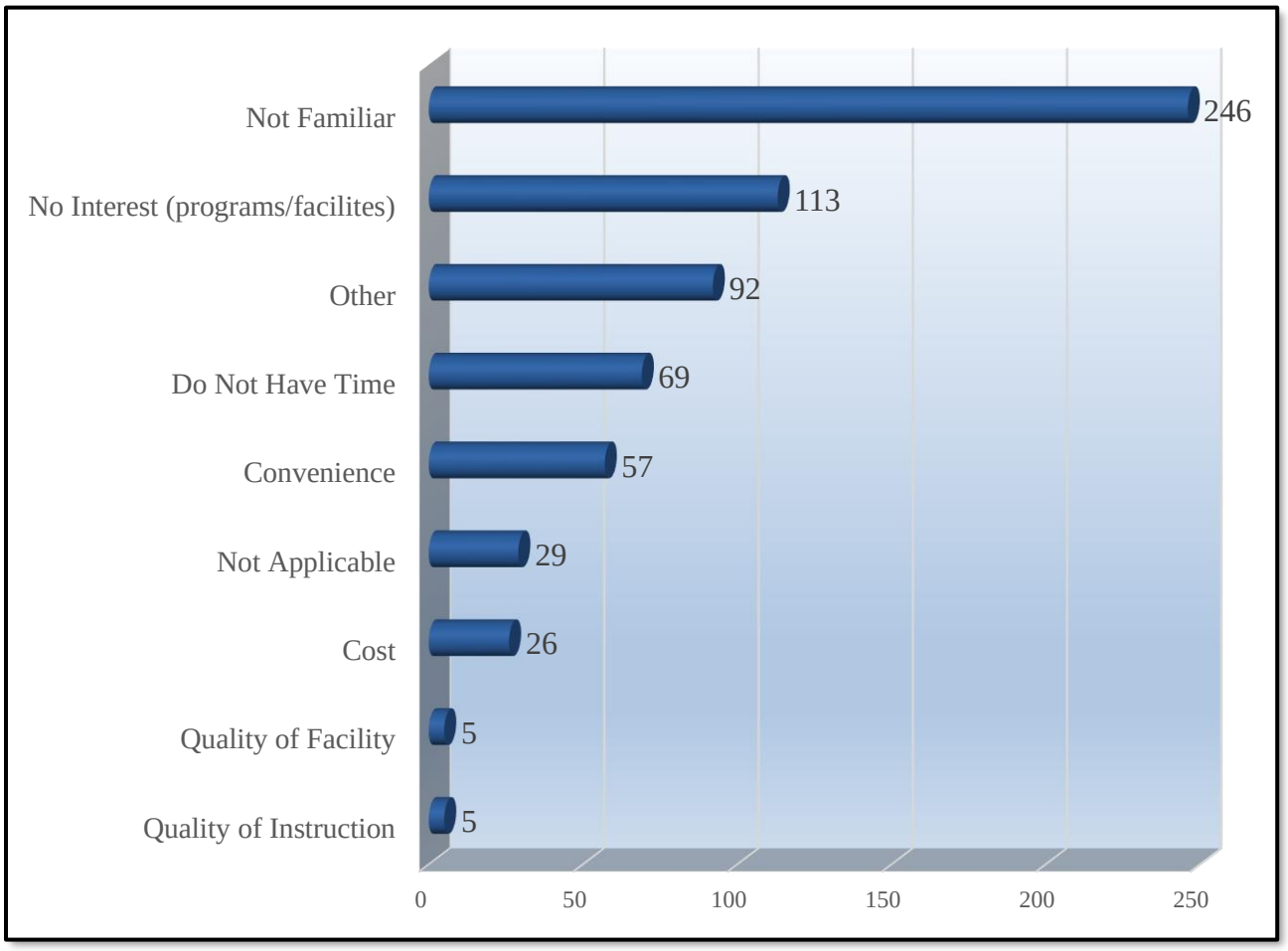
Options	Responses	
Hermosa Beach	267	11.8%
Manhattan Beach	426	18.9%
Redondo Beach	1,131	50.1%
Torrance	204	9.0%
Other	228	10.1%
Total	2,256	

Question #2 – Have you or anyone in your household used BCHD facilities, services and/or programs in the past 12 months (Check all that apply).

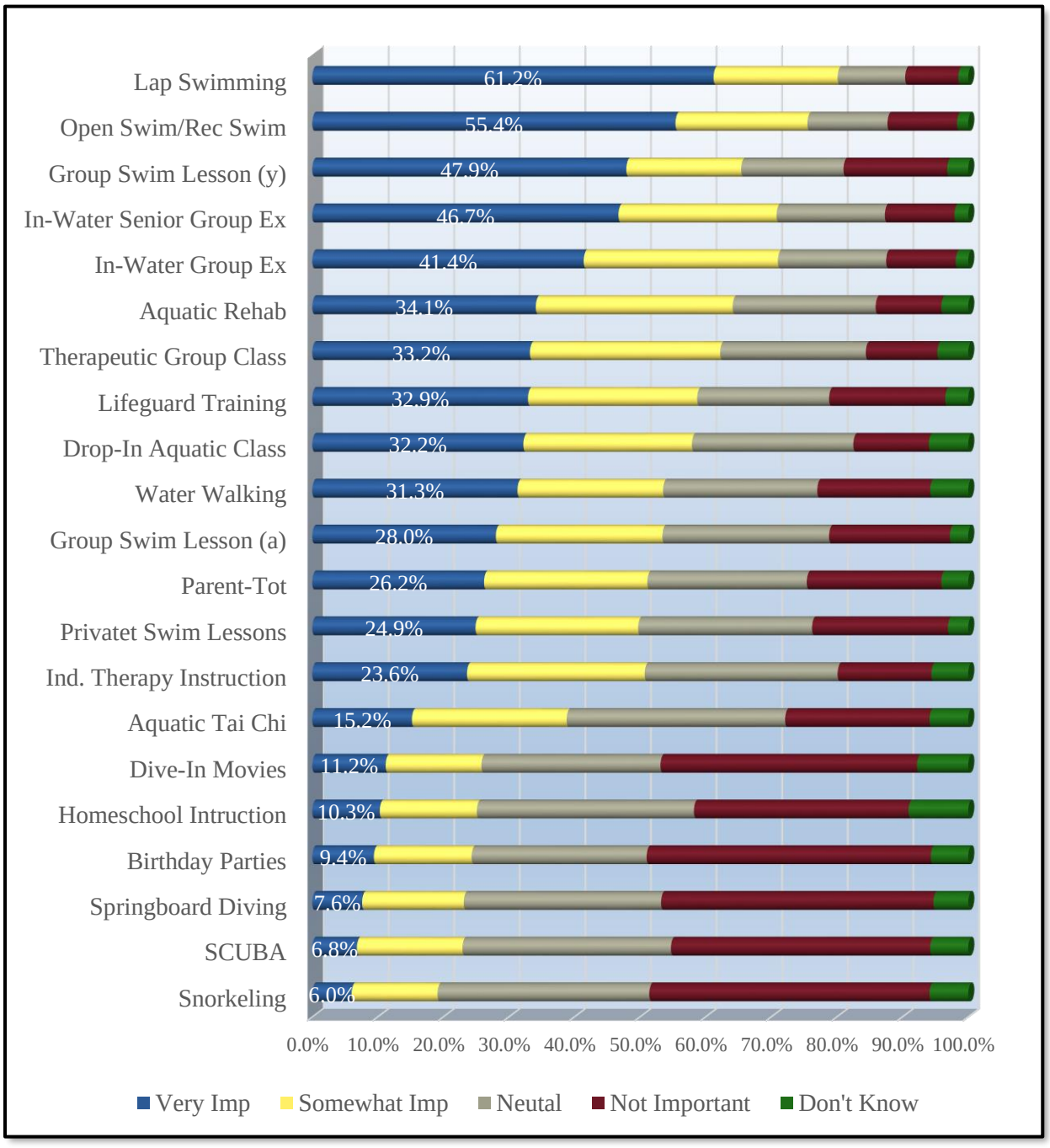


Options	Responses
Have Not Used BCHD	29.6%
Center for Health & Fitness	27.3%
Blue Zones Project	19.6%
School Base or Family Prog.	16.1%
AdventurePlex	14.9%
Adult Class Workshop	14.9%
COVID-19	9.3%
Health Info/Referrals	6.9%
Volunteer	6.8%
Other	4.3%
Healthy Minds	3.9%
Covered CA or MediCal	1.8%
In-Home Service/ Care Management	1.1%
Errand/Meal	0.7%

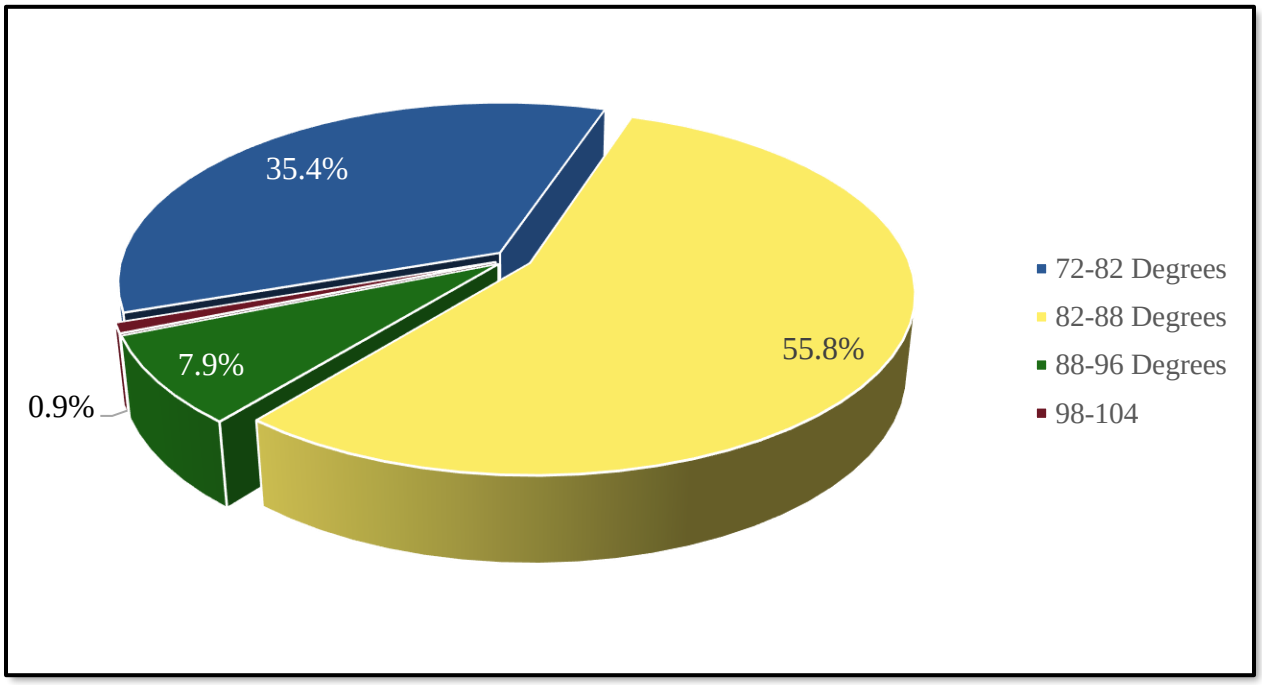
Question #3 – if you or anyone in your household have NOT used BCHD facilities and/or programs in the past 12 months, what is the primary reason?



Question #4 – To help define the design of a potential pool, please identify how important it is for the BCHD to offer the following programs:

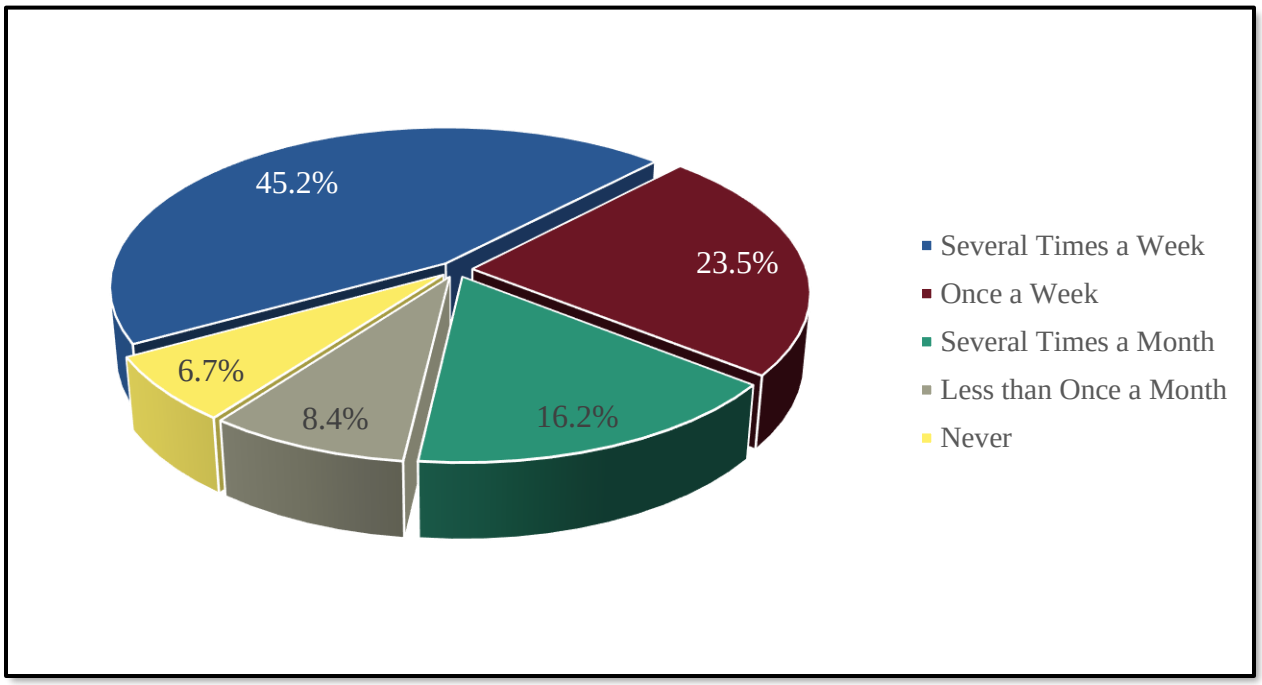


7Question #5 – What is your preferred water temperature for a pool?



Options	Responses
72-82 Degrees: Competitive Water	746
82-88 Degrees: Leisure Water	1,177
88-96 Degrees: Therapy Water	167
98-104 Degrees: Hot Tub Water	18

Question #6 – How often would you use the facility if the pool could accommodate the programs that are most important to you and members of your household?



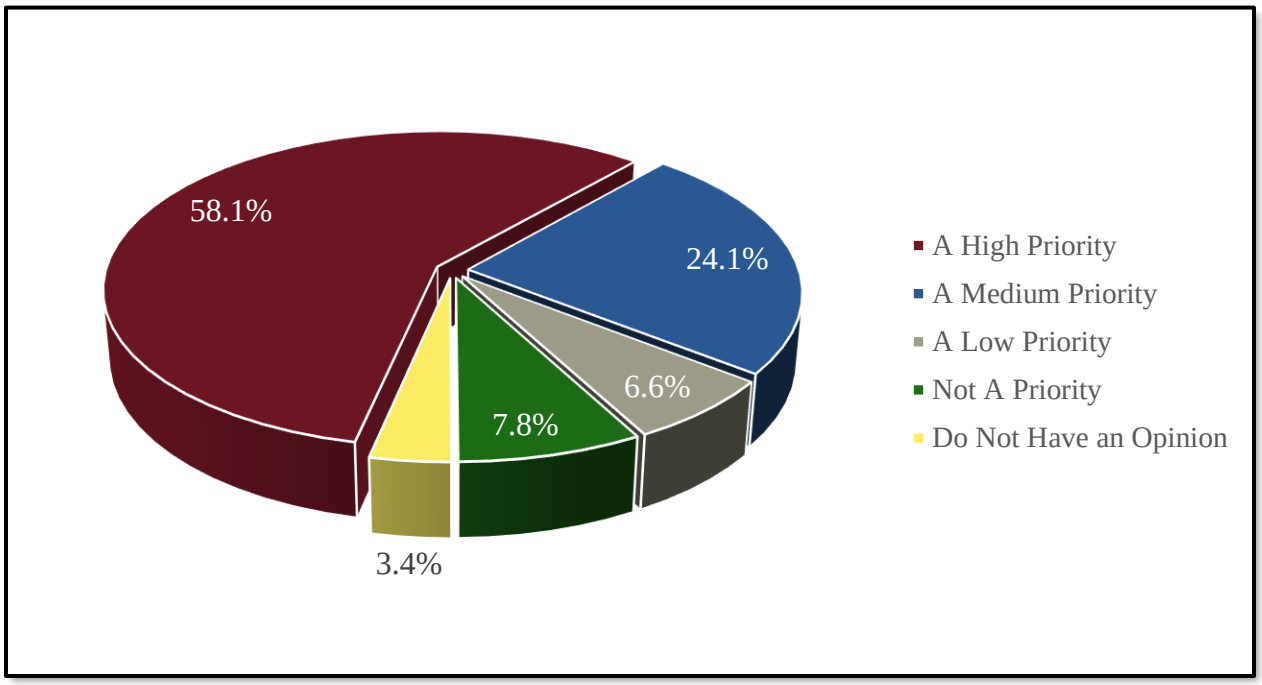
Options	Responses
Several Times a Week	857
Once a Week	445
Several Times in a Month	307
Less than Once a Month	160
Never	127

Question #7 – What do you foresee as the biggest obstacle to using an indoor aquatic center?

For this question there were almost 1,900 responses. All responses, unedited are included in an Appendix of the report. After reviewing all responses, the most common (in no particular order) can be summarized as follows:

- Cost ($5.00 too expensive) / Need for reasonable pricing (YMCA in Torrance, too high)
- COVID (inability to social distance)
- Cleanliness of water / facility (sanitary)
- Class times / Lack of time
- Traffic
- Lack of space
- Availability
- Air Quality / Ventilation / Natural Light
- Contamination
- Too crowded (overcrowding) / Not appropriately sized
- Location / Travel Time
- Space to serve all needs
- Body image / intimidation
- Too many children
- El Segundo / Verdugo Recreation (Burbank) / Juniper Aquatic Center (Bend, OR)
- Preference for outdoor
- Parking
- None
- Cost of Facility / Maintenance
- Locker rooms

Question #8 – In your opinion, how important is it for BCHD to develop an indoor aquatic center as part of its draft Healthy Living Campus master plan?



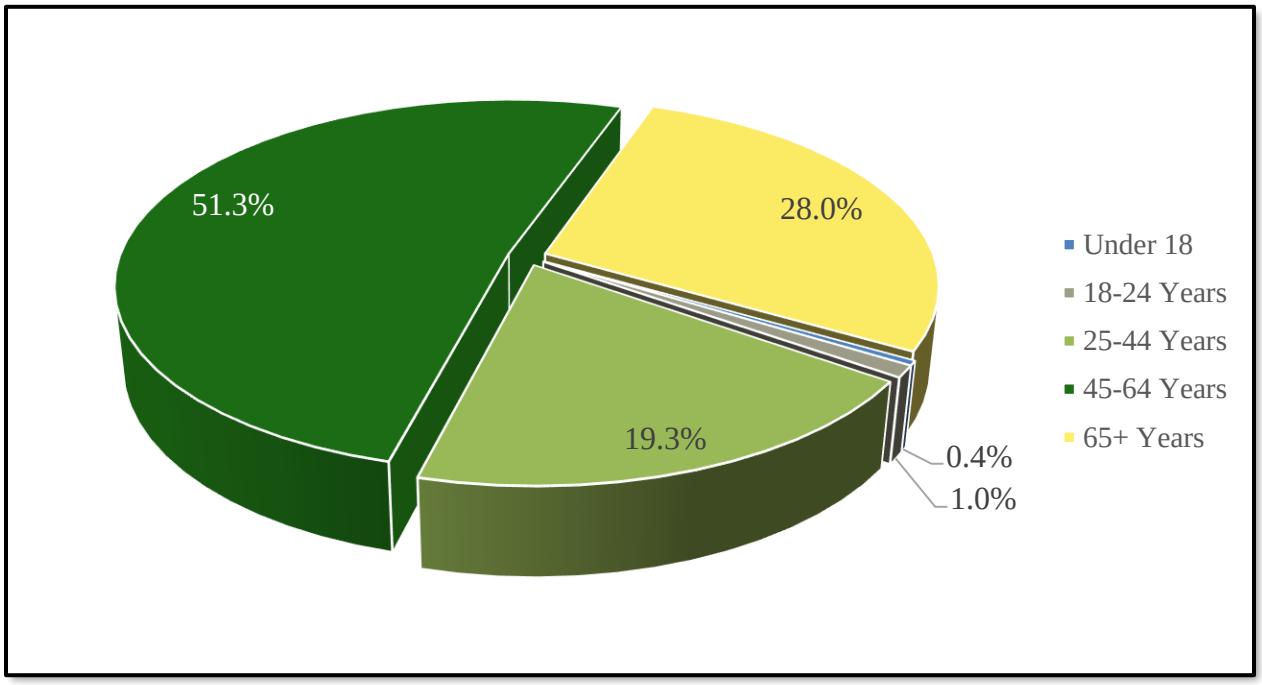
Options	Responses
A High Priority	1,096
A Medium Priority	456
A Low Priority	124
Not a Priority	147
Do Not Have an Opinion	65

Question #9 – An aquatic facility, even one that can accommodate a wide variety of programs and user groups, typically does not generate enough revenue to offset the costs associated with developing and operating a facility. This question seeks information on funding. Program fees, rental fees, and other revenues will only pay for a portion of operations. What other options should BCHD consider paying for the construction and ongoing operations of an aquatic facility?

For this question there were more than 1,900 responses. All responses, unedited are included in an Appendix of the report. After reviewing all responses, the most common (in no particular order) can be summarized as follows:

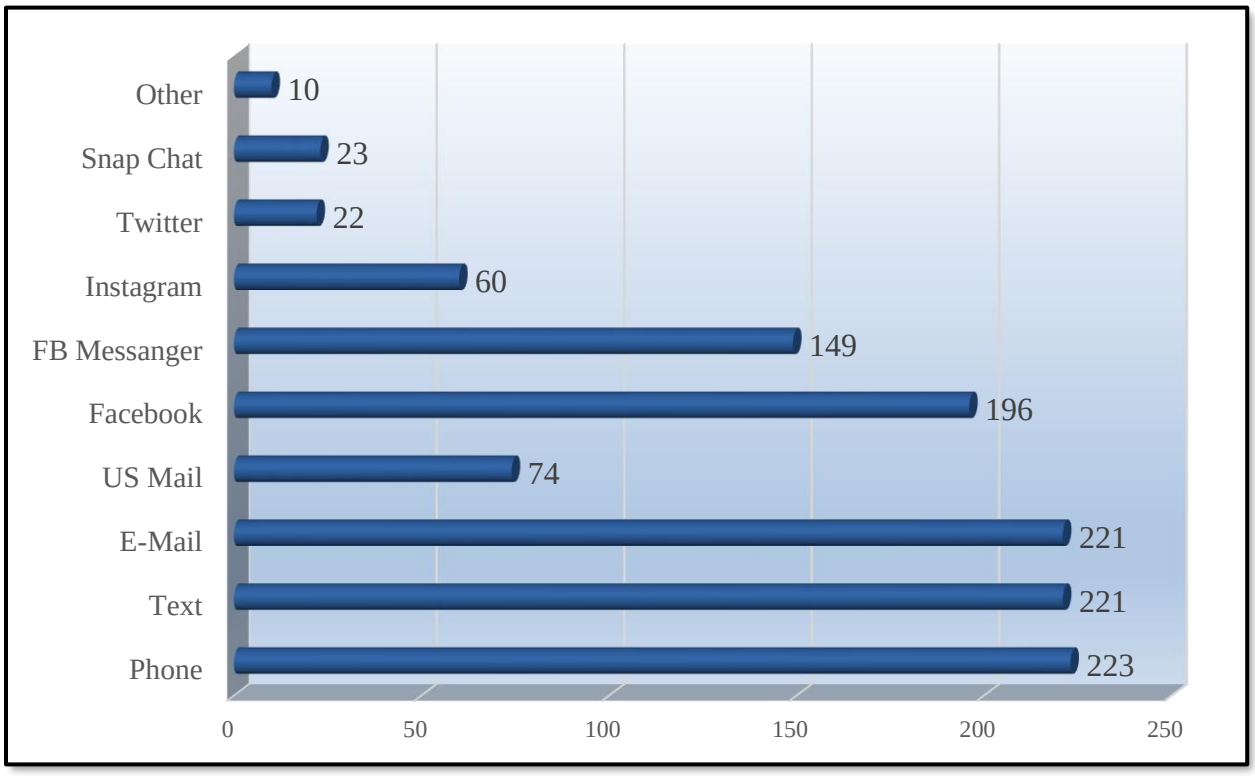
- Sponsorships / Corporate Sponsorships
- Naming Rights
- Annual Fundraising
- "Friends of" to assist with fundraising
- Partnership
- Parcel Tax
- Donation / Corporate Giving
- Hosting Swim Meets (other competitions)
- Fees (monthly, daily, admission, programs, rentals)
- Not prudent now.
- Grants
- Taxes
- Property Tax
- Should be self-supported
- No Taxes
- Sell Shares
- Bonding

Question #10 – What is your age?



Options	Responses
Under 18	7
18-24 Years	18
25-44 Years	364
45-64 Years	967
65+ Years	528

Question #11 – Please indicate the number of people in your household in the following age groups:



Question #12 – What other information does BCHD and their aquatic consultant B*K need to consider for the development of an aquatic center?

For this question there were more almost 900 responses. All responses, unedited are included in an Appendix of the report.

There is not a consistent theme to the responses. A few common, but not overwhelming responses are:

- Why are you considering indoors?
- Cleanliness.
- Affordability.
- A negative feeling for the BCHD master plan project.