



BIRDIE Recommendation: Indoor Recreation Facilities



Painting Class in Assembly Hall Lobby



Lobby of Pinehurst Elementary Gymnasium



Yoga Class in Fire Station 91

December 4-5, 2014

Village Council Strategic Planning Retreat



Process of Evaluation

In keeping with the Village's strategic objective of Providing a Variety of Recreation and Cultural Opportunities, the BIRDIE team was tasked with performing a comprehensive review of the Village's current indoor recreation facilities to determine their adequacy.

The BIRDIE team was comprised of the following members:



- Mark Wagner, Parks & Recreation
- Jeff Batton, Assistant Village Manager
- Clark Campbell, Village Council
- John Frye, Finance
- Jamie Reed, Administration
- Dave White, Parks & Recreation
- Carolyn Jamison, Resident/Pinehurst Civic Group

The team first established its project purpose and objective related to the task assigned. Members were also educated on the BIRDIE process and a timeline was developed that identified the steps needed to complete the task.

The project objective was to identify current and projected space needs for indoor recreation programs and determine if adequate and available space currently exists or may exist within the community in the future.

Team members were assigned tasks to gather data about programs currently being offered for youth and adults such as: what facilities are programs being held at; what sizes are the rooms where the class/program are being held; was the space sufficient for the programs; was there a cost associated with using the facilities; and what times/days of week were the programs held. In addition, the team also looked at what other types of programs could be offered if additional indoor space was available for use.

The team also identified spaces that may be available for the Parks and Recreation Department to utilize for programming. The team looked at a variety of options including local churches, schools, commercial properties for lease, the old post office building, and the fitness center. Any property identified as having potential was visited by a team member to determine the available square footage, identify any shared use of space, determine the price to lease/renovate the space, and identify which programs could be held in that location.

Conclusions

After evaluating all of the information gathered in the report that follows, the BIRDIE team has determined that the Village does not have adequate indoor facilities to meet existing or future needs to provide quality recreation programs for the Village. The space that is currently available is not dedicated solely for use of programs and activities which is important in planning and providing quality services to the community. The team has identified some options to consider as short term solutions which will be identified at the end of the report.



Findings

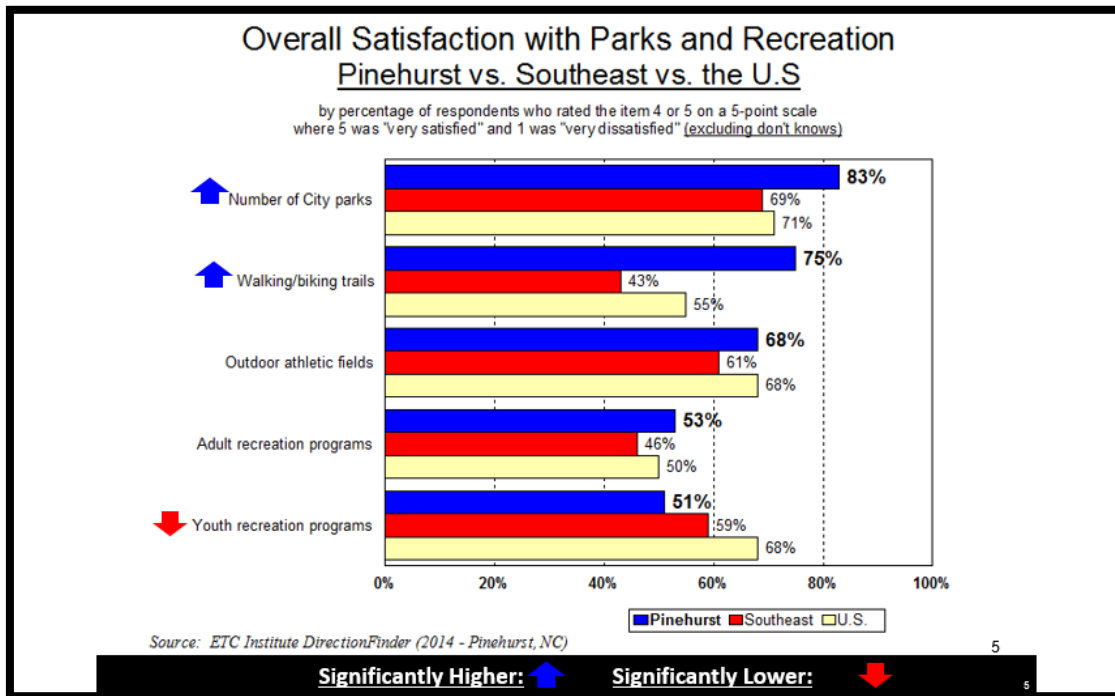
The BIRDIE team has performed a comprehensive review of the Village’s indoor recreation facilities and programs. As part of this analysis, we also looked at facilities in the private sector that may be available to the Village that could meet the existing and future programming needs.

While working through the BIRDIE process, the group focused on four primary considerations: Citizen Satisfaction, Program Participation, Quality of Programs and Quality & Availability of Facilities.

Pinehurst typically exceeds Regional and National benchmarks in regards to Overall Satisfaction with Parks and Recreation. However, in the area of Recreation Programs, Pinehurst was at or below these benchmarks in the areas of youth and adult recreation programs with only 51% and 53% overall satisfaction respectively in 2014.

Primary Considerations

- **Citizen Satisfaction**
- **Program Participation**
- **Quality of Programs**
- **Quality & Availability of Facilities**



The 2014 Community Survey rated satisfaction with 14 areas of Cultural and Recreation Services. Out of those 14 areas, the two lowest rated services were: Quality of recreation indoor facilities at 45% satisfaction; and Availability of recreation indoor facilities at 42% satisfaction.

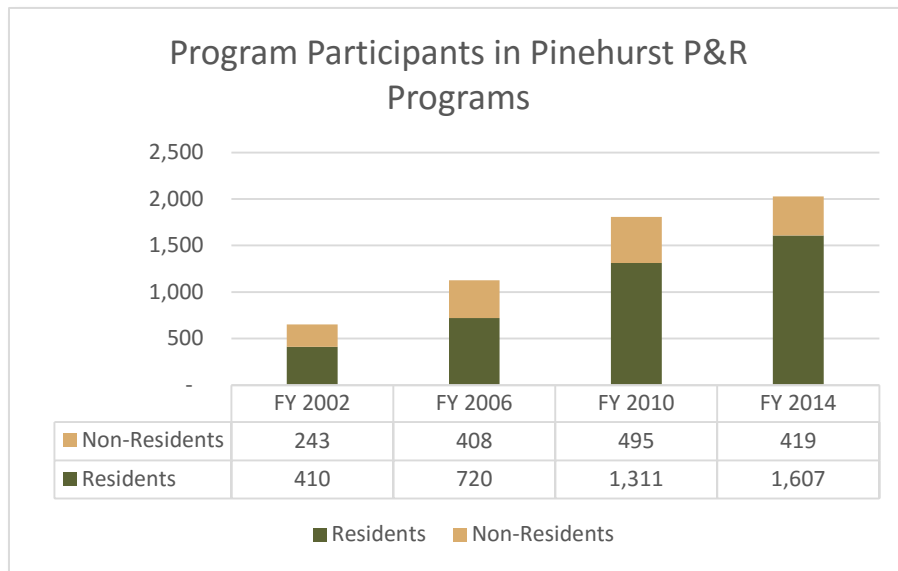
The indoor facilities that are utilized by the Parks and Recreation Department at this time include the Village Hall Assembly Hall, the Fire Department Training Room, Police Department Training



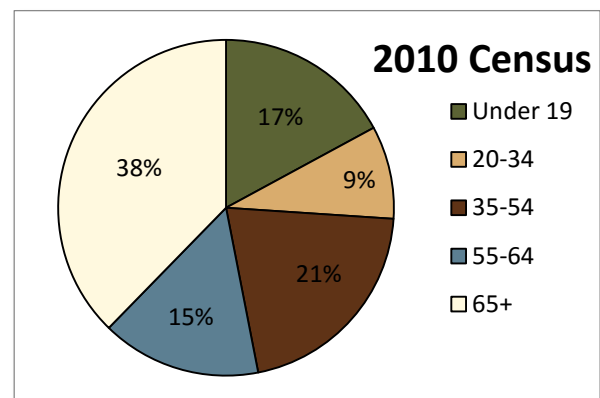
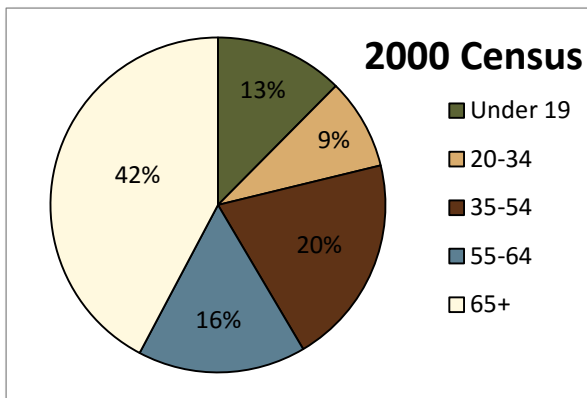
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Room, the Fair Barn, the FirstHealth Fitness Center, and Pinehurst Elementary School. **Of these, only the Fair Barn is under direct control of the Parks and Recreation Department.**

The BIRDIE team also looked at participation numbers of indoor programs offered for adults and youth. There has been significant growth over the years in the number of youth and adult participants that are taking part in the various classes, camps and activities that are offered at an indoor facility. Programs offered for youth and adults include summer day camps, youth and adult basketball, cheerleading, baking, crafts, painting, CPR/First Aid, yoga, tai chi, dance and others. The chart below illustrates the growth the department has seen in participation for the indoor programs it has offered over the years.



This growth in programs also corresponds with the significant growth the Village has seen in our community according to the U.S Census Data. The population in Pinehurst in 2000 was 9,706 with 42% of the residents age 54 or younger. Those numbers had grown to 13,124 in the 2010 Census Data with 47% of our residents age 54 or younger. It is also worth noting that in the Under 19 category, the number of residents increased from 1,262 to 2,231, or 76%.





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One of the bigger challenges faced is providing quality programs for the community, which is evident by the satisfaction ratings of 51% and 53% for youth and adults respectively from the survey results referenced above. The committee feels this is due to a number of contributing factors.



Dance classes in the Fair Barn

First, classes are often moved to different locations due to scheduling conflicts. This happened recently to a yoga class that is typically held in the Fair Barn. It had to be moved from the Fair Barn to the Fire Department while the floors were being waxed. When the participants showed up for the class, the Fire Department had double booked the room, so the class was moved yet again to another area in the station to accommodate them. These situations detract from the experience for the participant, while also reflecting poorly on the department, despite having reserved space in advance.

Second, the Parks and Recreation Department often has to use a space for classes that is not designed for that use so it's not an ideal space. Two examples of these spaces are the lobby of the Assembly Hall and the Fair Barn.

The department uses the Assembly Hall lobby for painting classes which does not have good lighting or sufficient heating/air conditioning. Class participants often leave doors open to the outside or the main room of the Assembly Hall itself which can affect heating/air in other parts of the building. There are often other meetings being held in the Assembly Hall that require use of restrooms located off of the lobby which causes disruption to the painting class also.

The Fair Barn is a large space that is occupied for small classes. The department often uses a 30'x30' dance floor for yoga, tai chi, shag and line dancing classes which are set up inside a 60'x80' room which leaves a lot of wasted unused space. Very similarly, when the Village holds a cooking class in the Fair Barn kitchen, staff is unable to rent out the Fair Barn to most groups as they cannot have a catered event which requires use of the kitchen.

Because the Fair Barn is utilized for classes and programs, the Village is losing out on significant potential revenue by using this facility for programming. Staff has turned away at least 8 paying renters on the weekdays in 2014 alone due to the fact that classes are being held when someone wanted to rent the building.



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In addition, Parks and Recreation staff are not able to ensure the quality or availability of facilities that the Village does not control. At the fitness center, the ½ day camp moves around the facility frequently as staff works around the schedule for the members to accommodate their schedules and classes. This often puts day campers outside in the heat of the day on a concrete patio for games, snacks, and pick up. The Pinehurst Elementary School facility is shared with the year round school, which limits access to certain parts of the campus such as the playground and cafeteria. The gymnasium is also shared with other groups during the fall and winter months which is the busy time for youth and adult basketball and cheerleading. This is the only gymnasium in Pinehurst and therefore the only option to use for these programs. For this coming season, staff has added 2 youth teams, which means that on Saturdays practices/games will begin at 8:00 am and run until 9:00 pm with no breaks for a total of 33 teams. This gives each team only 45 minutes to practice instead of the preferred 60 minute time slot.



Play area for day camp at First Health Fitness Center

The issue related to the Fair Barn is its continued availability with increased pressure to rent out the facility more on the weekdays to make it financially sustainable. Staff has been instructed to seek more revenue and attempt to break even on operating expenses, which can only be done by increasing weekday rentals. Staff created a corporate rental package rate for the weekdays to target that market and increase rentals. Unfortunately, those are the times the department is using the space for classes and programs so the Village is essentially competing with itself for the space. Staff can't continue to utilize this space for programs yet also try to increase our rental revenue during the week so an alternative for the programming needs to be found.

Evaluation of Short-Term Solutions

The BIRDIE team identified several options for indoor recreation space for Council to consider going forward. One is no cost to the Village. This is using a room at the FirstHealth Fitness Center which has been made available when not in use by their members. Staff has already begun utilizing this space so it is not included below as a short-term solution option.

Based on the properties that are available within the community for lease, until such time that a long term solution can be approved, the options the BIRDIE team has identified for consideration are below:

Option 1: Rattlesnake Trail Property



There is approximately 1,800 sq. ft. of commercial property for lease on Rattlesnake Trail where the old dance studio used to be located. This is a very nice space with one large open room with hard wood floors and mirrored walls that would be ideal for a number of our classes and activities. The current asking price is \$12/sq. ft. but it is negotiable. In this location, staff could hold the following activities: Painting, Tai Chi, Yoga, Dance, various Arts & Crafts classes, CPR & First Aid, Baby Sitting, Pottery Camp and more.

This location would not likely need any renovation, but staff would need to make sure there is enough room for storage of tables and chairs and the restroom meets all applicable codes. That would be the only potential renovation that could be foreseeable.

Option 2: Community Presbyterian Church

The church has one activity room with a small kitchen area that is available for rent at a rate of \$100 per use. Staff could possibly utilize this space for cooking and baking classes to help free up the Fair Barn for rental opportunities.

Option 3: West Pine Middle School

Staff would like to explore opportunities for using the gymnasium at West Pine Middle School for overflow use of youth basketball, adult basketball and expansion into volleyball, cheer, etc. This could potentially help with the overload on Saturdays but would also increase expenses with the need to hire additional facility supervisors. Typically the gym at West Pine has been used by the Moore County Recreation department but staff can explore this option to see if there is any space available to use as well.

Option 4: Murdocksville Road Property

There is approximately 3,000 sq. ft. of commercial property for lease on Murdocksville Road where the old Edu Care day care property is located. This is across from Village Acres and where the current Pinehurst Rheumatology office is located. There are 4 existing rooms in this location of various sizes. There are no interior load bearing walls which means renovation would be fairly simple, but renovation would be needed to set up the space for recreation purposes.

The current asking price for this property is \$12/sq. ft. but it is negotiable. In this location, staff feels we could hold the following activities: Painting, Tai Chi, Yoga, Dance, various Arts & Crafts classes, CPR & First Aid, Baby Sitting, Pottery Camp and more.

The BIRDIE team also looked at and considered other properties for lease as well as additional church facilities that did not make it onto the list of options to consider. They were not chosen for various reasons such as size of the space available, having to share space with other entities/renters, or no availability of space in some locations. These include Sacred Heart Church,



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Congregational Church of Pinehurst, Old Post Office, Village Chapel, Pinehurst Methodist, Sandhills Alliance, Christ Community Church, and other commercial properties.

Recommendations

The BIRDIE team unanimously recommends the following as the temporary solution for the Indoor Recreation Facilities study until a long term solution can be approved.

1. Proceed with a short term lease of Option 1 above for the Rattlesnake Trail property for an initial term of 2 years.
2. Proceed with renting Community Presbyterian Church kitchen area for cooking classes to free up the Fair Barn for rental opportunities.
3. Village Council to continue to address the long-term need through their Strategic Planning Process. Work with Strategic Planning Team to determine method to further engage public input and their support of a long-term solution, funding, etc.



Youth cheerleading at Pinehurst Elementary



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Exhibit 1 - FY 2014 Parks and Recreation Indoor Programs						
Indoor Programs	Adult/ Youth	Total # of Classes	Resident	Non- Resident	Total Participants	Wait List
Stroller Strider Fitness Class	Adult	104	55	0	55	0
Dog Training Classes	Adult	14	6	9	15	0
Dance Lessons	Adult	56	20	8	28	0
Yoga	Adult	60	52	0	52	0
Tai Chi	Adult	54	153	8	161	0
Painting	Adult	84	148	13	161	2
CPR/First Aid	Adult	5	0	0	0	0
Cards and More	Adults	24	0	0	0	0
Senior Games in the Pines	Adult	1	49	95	144	0
Soups and Breadsticks	Adult	1	7	0	7	0
Appetizers	Adult	1	9	0	9	0
Easter Goodies	Adult	1	0	0	0	0
Valentine's Chocolate Class	Adult	1	0	0	0	0
Holiday Cookie Class	Adult	1	13	0	13	0
Chocolate Making Class	Adult	2	6	0	6	0
Basketball League	Adult	19	36	35	71	0
Jewelry Making	Adult	3	0	0	0	0
Baking and Cooking	Adult	3	6	0	6	0
Bread Making	Adult	1	0	0	0	0
Card Making	Adult	2	3	0	3	0
Youth Movie Night	Youth	2	0	0	0	0
Red Cross Babysitting Class	Youth	5	7	2	9	0
Youth Pottery Camp	Youth	16	15	0	15	2
Junior Fire Academy	Youth	5	10	0	10	0
Recycle Into Art Camp	Youth	5	20	0	20	0
Youth Swim Team	Youth	16	35	0	35	15
Summer Nature Camp	Youth	5	9	0	9	0
Full Day Camp	Youth	30	343	59	402	9
Kamp Kidworks FH Location	Youth	40	110	19	129	24
Kamp Kidworks PES Location	Youth	25	83	47	130	0
Girls Basketball Clinic	Youth	8	4	0	4	0
Youth Basketball League	Youth	34	241	62	303	19
SWAC Basketball Tournament	Youth	3	10	60	70	0
Cheerleading	Youth	22	22	2	24	3
Christmas Shopping Dates	Youth	3	0	0	0	0
Holiday Hoops Open Gym	Youth	5	135	0	135	0
Indoor Program Total		661	1,607	419	2,026	74