

Executive Summary Statistically Valid Community Center Feasibility Survey



Submitted to
Miami Shores Village, FL

By
Leisure Vision (a division of ETC Institute)



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May 2015

Section 1

Executive Summary

Community Interest and Opinion Survey

Executive Summary Report

Overview and Methodology

ETC Institute conducted a Community Center Feasibility Survey during the spring of 2015 to help determine the feasibility of developing a new Community Center and adjacent Fieldhouse. The survey was focused on getting input from residents regarding the existing Community Center and Fieldhouse and opinions about a possible new facility.

The survey was mailed to a random sample of households in the Miami Shores Village. A total of 453 households completed the survey. The results for the sample of 453 households have a 95% level of confidence with a precision rate of at least +/- 4.5%.

Major Findings

INDOOR RECREATION USAGE AND NEEDS

- **Usage:** Based on the percentage of respondent households who use indoor recreation facilities, 44% indicated that they currently use *private health clubs*. Other facilities used include: Miami Shores Community Center/Fieldhouse (30%), school facilities (11%), and college and university facilities (10%).
- **Needs:** Forty-nine percent (49%) of respondent households indicated that indoor recreation facilities they currently use *meet some of their needs*. Other levels of needs met include: Do not use any indoor recreation facilities (30%), meet all of their needs (16%), and do not meet any of their needs (5%).

USAGE OF COMMUNITY CENTER AND FIELDHOUSE

- **Frequency of usage:** Forty-six percent (46%) of Miami Shores' residents have utilized the Miami Shores Community Center or Fieldhouse over the past 12 months. Of the residents who indicated they have utilized the facilities, 39% indicated that they *use often (once a week or more)*. Other levels of use include: Use rarely (several times a year) (38%), use sometimes (once a month) (21%), and never (2%).
- **Areas of usage:** Based on the percentage of respondent households who have used the Community Center or Fieldhouse, 31% have used the *outdoor courts*. Other areas residents have used include: Fieldhouse (26%), multipurpose rooms (25%), and auditorium (18%).

- **Reasons for not utilizing the Community Center or Fieldhouse:** Based on percentage of respondents, 25% indicated that *the center does not have the recreation components I/we desire* as the reason why they have not utilized the Miami Shores Community Center or Fieldhouse in the past 12 months. Other reasons include: The center does not offer the programs and services I/we desire (24%), and I/we do not utilize indoor recreation facilities (23%).

OVERALL SATISFACTION WITH COMMUNITY CENTER AND FIELDHOUSE

- **Satisfaction and importance of major components:** Based on the percentage of respondent households who indicated they were either “very satisfied” or “satisfied” with major components of the Miami Shores Community Center, 80% indicated they were satisfied with *outdoor courts*. Other areas of major components residents were satisfied with include: Parking (67%), multipurpose rooms (60%) and entry area (60%). Based on respondents’ top two choices, *outdoor courts* (44%) is most important to resident households, followed by multipurpose rooms (42%), and Fieldhouse (38%).
- **Satisfaction and importance of operational aspects:** Based on the percentage of respondent households who indicated they were either “very satisfied” or “satisfied” with operational aspects of the Miami Shores Community Center, 91% indicated they were satisfied with *customer service*. Other areas of operational aspects residents were satisfied with include: Instructors (89%), maintenance/cleanliness (88%) hours of operation (80%), and programs (75%). Based on respondents’ top two choices, *programs* (71%) is most important to resident households, followed by instructors (32%), maintenance/cleanliness (30%), and customer service (29%).

NEEDS FOR A NEW COMMUNITY CENTER

- **Amenity needs:** Eighty-seven percent (87%) of respondent households indicated that *group exercise/dance rooms* were an amenity that was either “strongly needed” or “somewhat needed” in a new community center. Other similar levels of needed amenities include: Youth center (86%), weight/cardio equipment area (85%), and gymnasium for basketball, volleyball, etc. (80%). Based on respondents’ top three choices, 42% indicated that *weight/cardio equipment area* is a feature that is most needed in a new community center. Other features include: Gymnasium for basketball, volleyball, etc. (34%), youth center (33%), and group exercise/dance room (30%).
- **Program feature needs:** Ninety-two percent (92%) of respondent households indicated that *fitness/wellness* was a program feature that was needed in a new community center. Other program features that respondents place a high level of need for include: Sports (86%), summer camp (86%), after school (84%), and arts and crafts (84%). Based on respondents’ top three choices, 51% indicated that *fitness/wellness* is a recreation program that is most needed in a new community center. Other programs include: Sports (39%), after school (26%), and summer camp (26%).

- **Importance of age group emphasis:** Based on percentage of respondents who indicated that it was either “very important”, or “somewhat important”, 91% indicated that *Youth (6-12) years* was an age group that the community center should have increased emphasis in a new community center. Other age groups include: Teens (13-17 years) (90%), families (90%), and seniors (63+ years) (88%).

USAGE/FUNDING FOR NEW COMMUNITY CENTER

- **Frequency of usage:** If a new community center was built with respondents preferred features included, 51% of respondents indicated that they would visit the new community center *several times per week*. Other levels of usage include: Once per week (17%), a few times per month (12%), less than once a month (9%), never (9%), and monthly (2%).
- **Support for extending the pool bond:** Fifty-two percent (52%) of respondent households indicated that they would be *very supportive* of extending the pool bond to develop a new community center. Other levels of support include: Somewhat supportive (19%), not supportive (17%), and not sure (12%).
- **Willingness to pay increased property tax:** Thirty-eight percent (38%) of respondent households indicated that they *would be willing* to pay increased property taxes by \$170 to \$190 per year to build, operate, and maintain a new community center. Other levels of willingness include: No (28%), maybe (17%) and not sure (17%). Based on respondents who were either “not sure” or “would not support” an increase in property taxes, 37% indicated the reason for such as *I oppose any increase in taxes to build and operate a community center*. Other reasons include: I need more information about the project (30%), not an important need for this type of facility (15%), other (13%), and I would be willing to pay a lower tax increase (5%).
- **Preference for usage fees:** Thirty-one percent (31%) of respondents indicated that *monthly membership* would be the preferred payment option for the use of the new community center. Other preferred payment options include: Annual membership (26%), daily admission fee (18%), would not use (17%), 2 month membership (6%) and 6 month membership (2%).
- **Priority for Community Center compared to other Miami Shores issues:** Twenty-seven percent (27%) of respondent households indicated that a new community center compared to other issues in Miami Shores was a *low priority*. Other levels of priority include: Medium priority (26%), high priority (23%), very high priority (20%), and don’t know (4%).

WAYS RESPONDENTS LEARN ABOUT PROGRAMS AND SERVICES

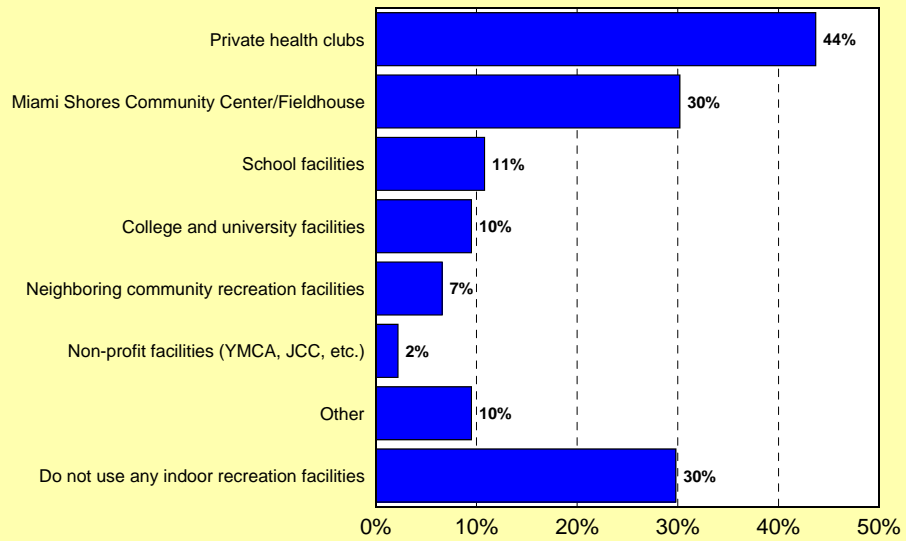
- Eighty-six percent (86%) of respondent households indicated that they find out about Miami Shores Village Recreation programs and services by the *Village newsletter*. Other methods of finding out include: Chamber of Commerce – Egret magazine (60%) and Community Center marquee (46%).

Section 2

Charts and Graphs

Q1. Where Residents Go for Recreation Needs

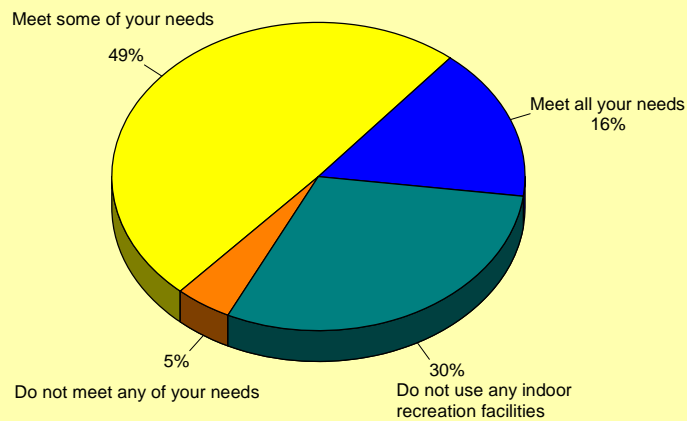
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute (2015)

Q2. Statements that Best Represent How the Indoor Recreation Facilities Residents Are Currently Using Meet their Needs

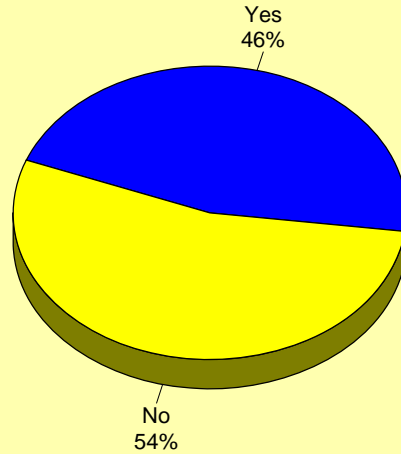
by percentage of respondents (excluding "don't know")



Source: Leisure Vision/ETC Institute (2015)

Q3. Whether or Not Residents Have Utilized the Miami Shores Community Center or Fieldhouse

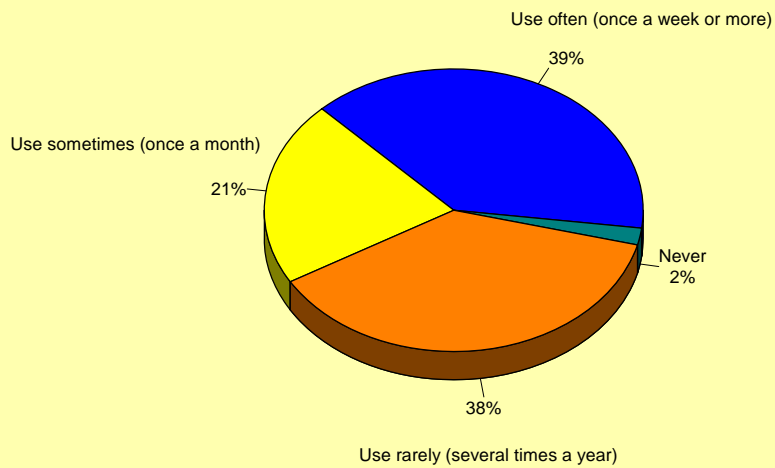
by percentage of respondents (excluding "don't know")



Source: Leisure Vision/ETC Institute (2015)

Q3a. How Often Residents Use the Community Center or Fieldhouse

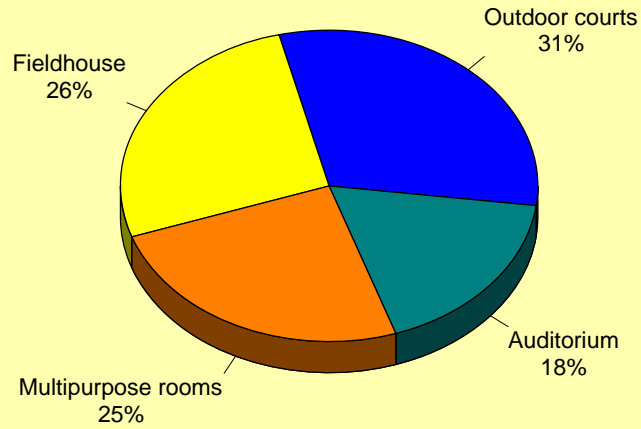
by percentage of respondents (who have used the Community Center or Fieldhouse)



Source: Leisure Vision/ETC Institute (2015)

Q3b. Areas Residents Use at the Community Center or Fieldhouse

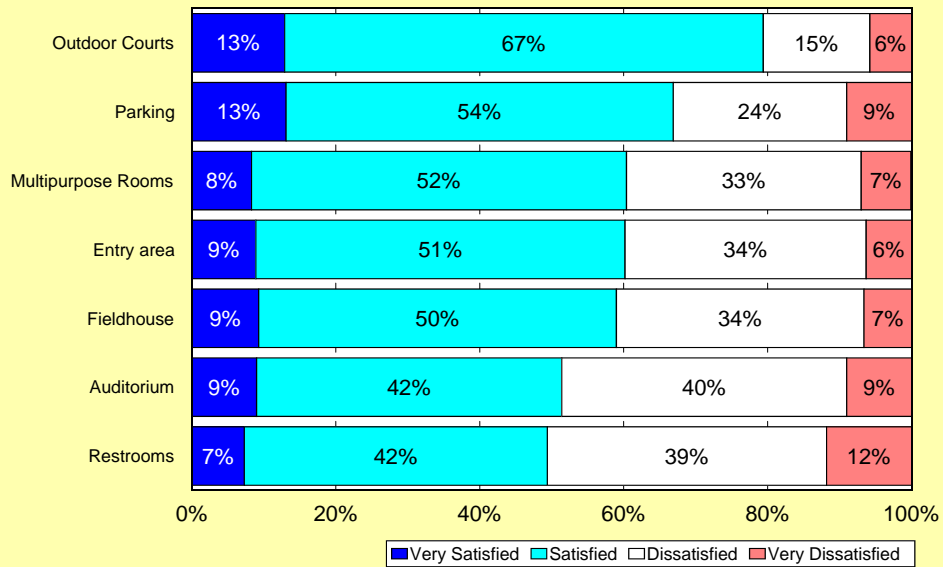
by percentage of respondents (who have used the Community Center or Fieldhouse) (excluding "none chosen")



Source: Leisure Vision/ETC Institute (2015)

Q3c. Satisfaction with Major Components of the Miami Shores Community Center

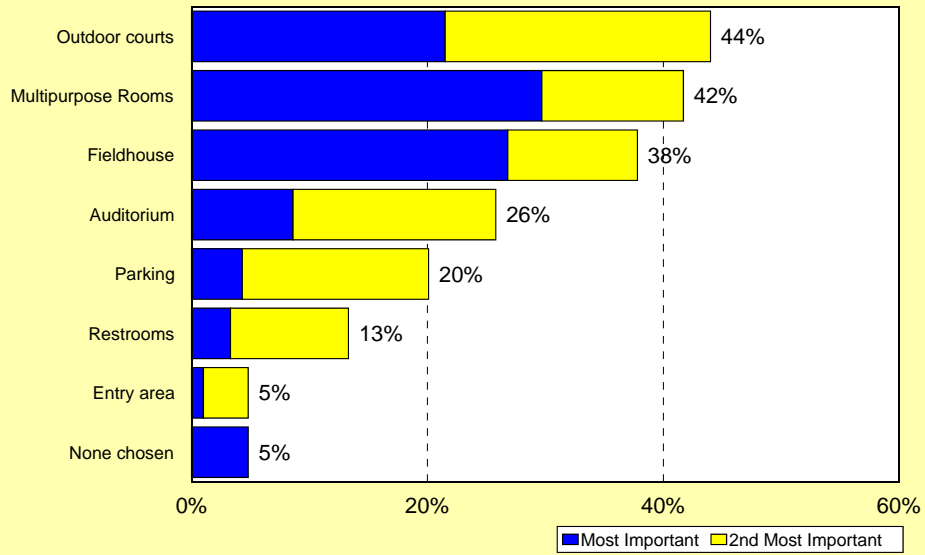
by percentage of households (without "don't use")



Source: Leisure Vision/ETC Institute (2015)

Q3d. Most Important Major Components to Residents Enjoyment of the Miami Shores Community Center

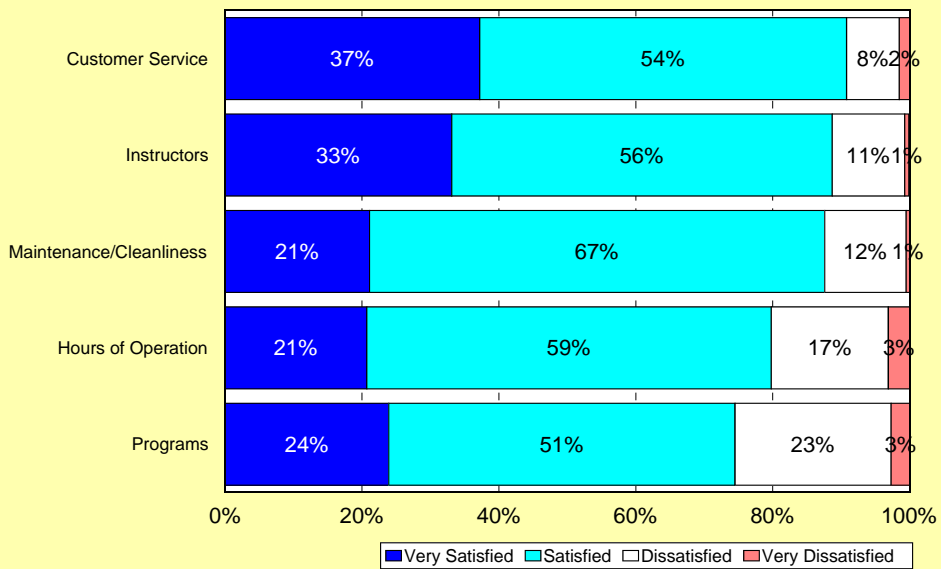
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (2015)

Q3e. Satisfaction with Operational Aspects of the Miami Shores Community Center

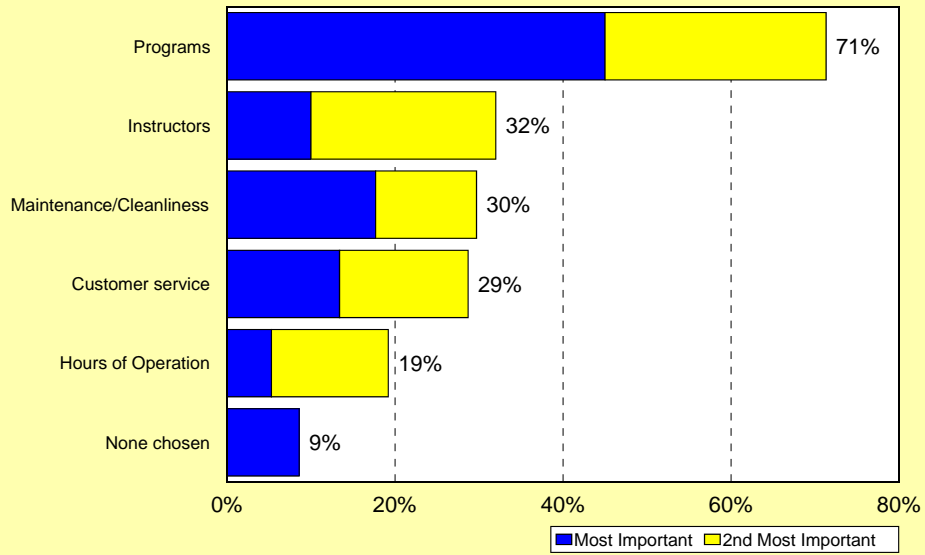
by percentage of households (without "don't use")



Source: Leisure Vision/ETC Institute (2015)

Q3f. Most Important Operational Aspects to Residents Enjoyment of the Miami Shores Community Center

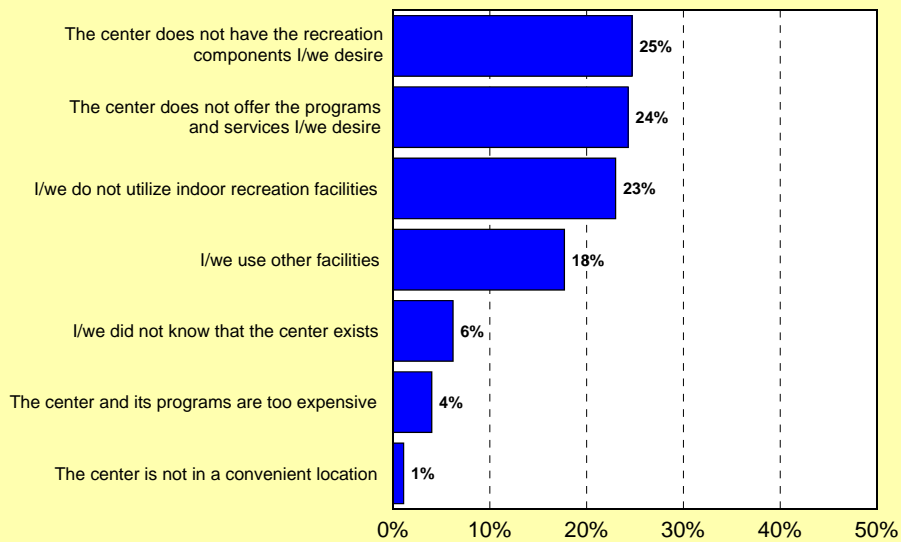
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (2015)

Q4. Reasons Why Residents Have not Utilized the Miami Shores Community Center or Fieldhouse Within the Last Year

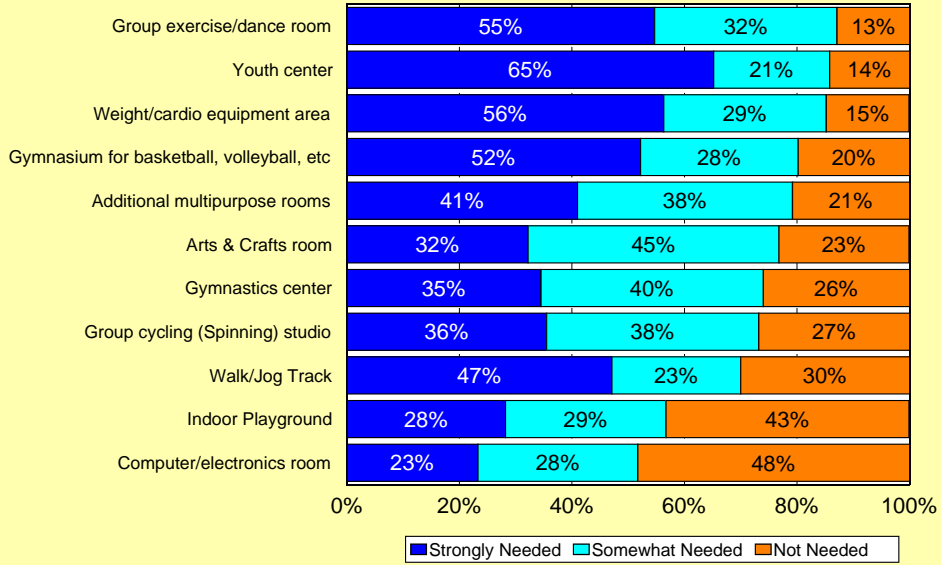
by percentage of respondents (multiple selections possible) (excluding "none chosen")



Source: Leisure Vision/ETC Institute (2015)

Q5. Level of Need Residents Place on Potential Amenities in a New Community Center

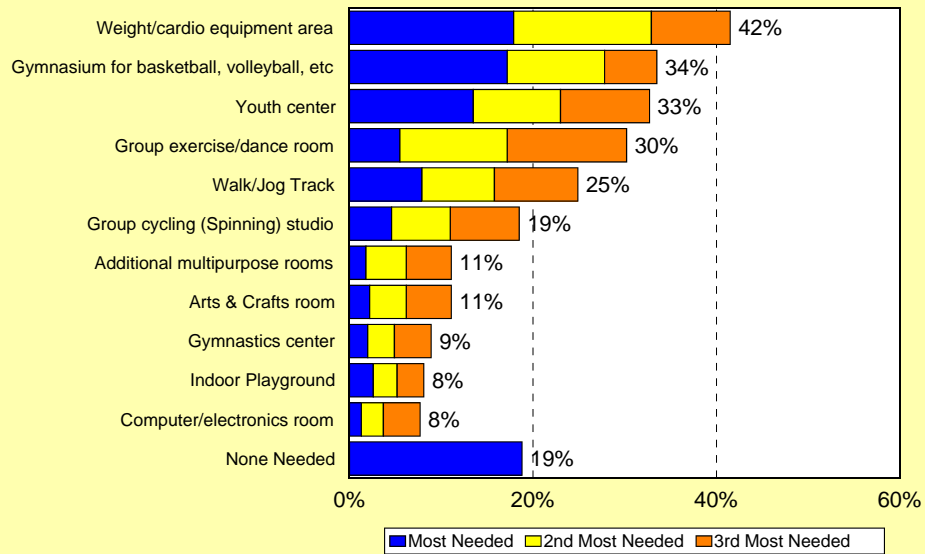
by percentage of households (without "don't know")



Source: Leisure Vision/ETC Institute (2015)

Q6. Features Residents Feel Are the Most Needed in a New Community Center

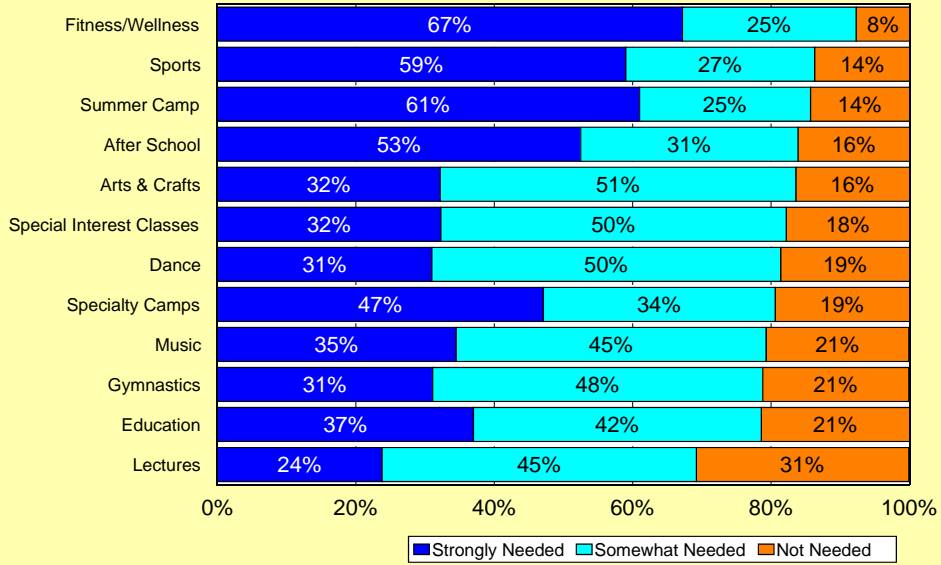
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (2015)

Q7. Level of Need Residents Place on Program Features in a New Community Center

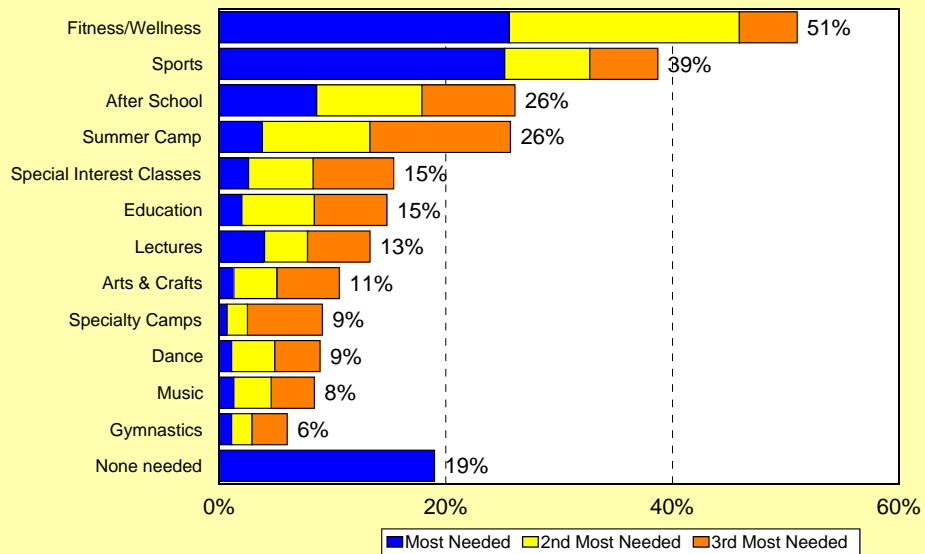
by percentage of households (without "don't know")



Source: Leisure Vision/ETC Institute (2015)

Q8. Recreation Program Areas Residents Feel Are the Most Needed in a New Community Center

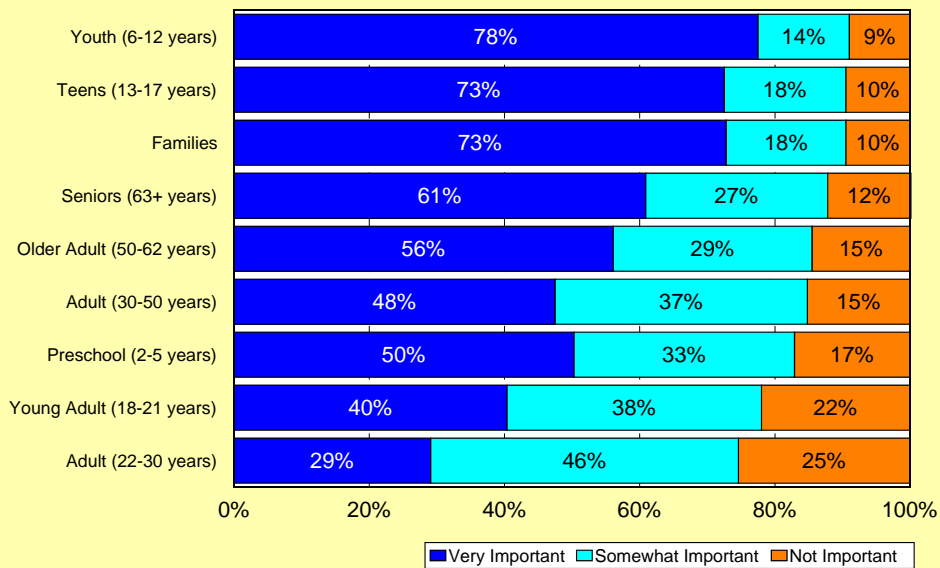
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (2015)

Q9. Level of Importance Residents Place on Age Group Emphasis in a New Community Center

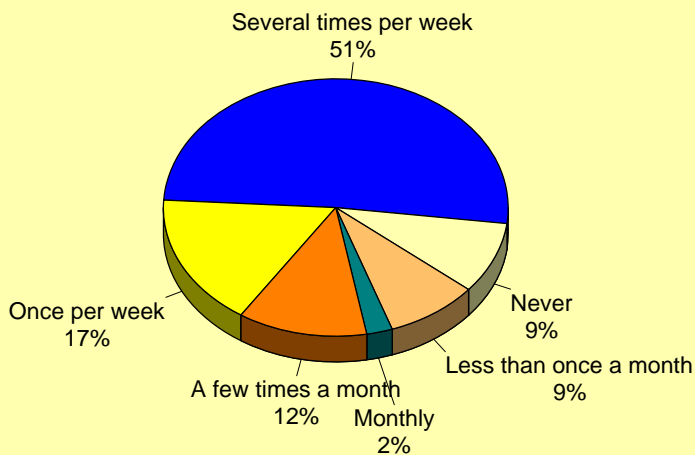
by percentage of households (without "don't know")



Source: Leisure Vision/ETC Institute (2015)

Q10. How Often Residents Would Visit the New Community Center if it had the Features they Most Prefer

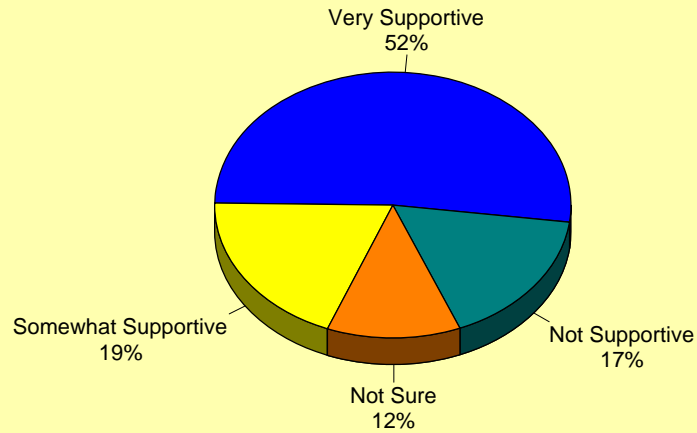
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q11. Support for Extending the Pool Bond to Develop a New Community Center with the Types of Features Residents Most Prefer

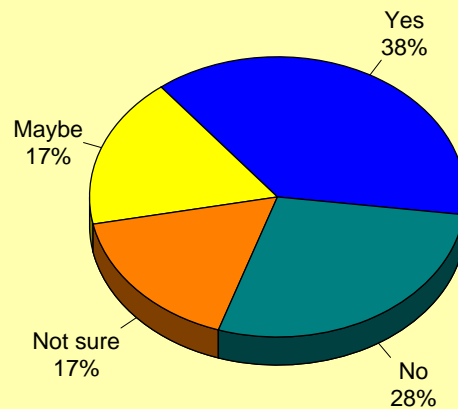
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

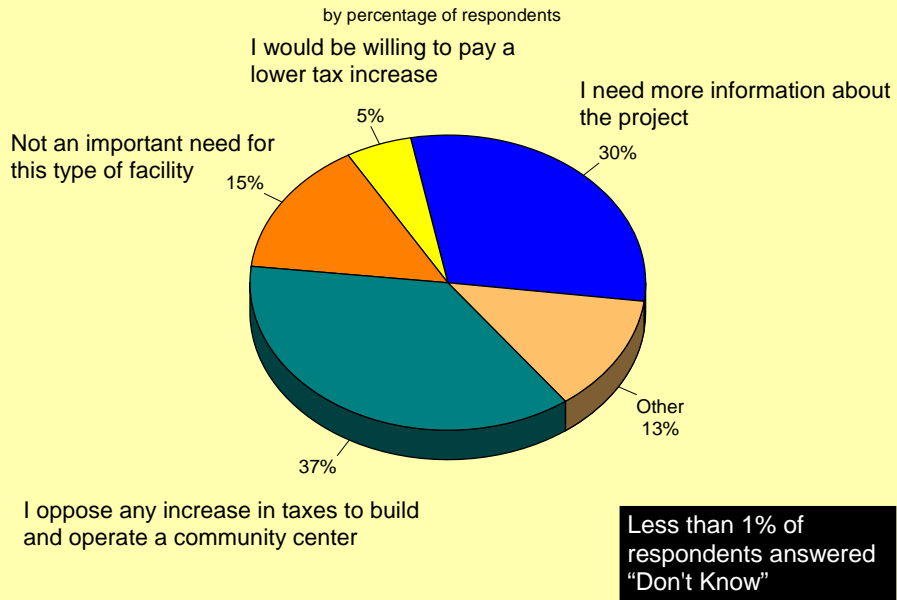
Q12. Resident Willingness to pay Increased Property Taxes by \$170 to \$190 per Year to Build, Operate, and Maintain a New Community Center with the Types of Facility Features Most Important to their Household

by percentage of respondents



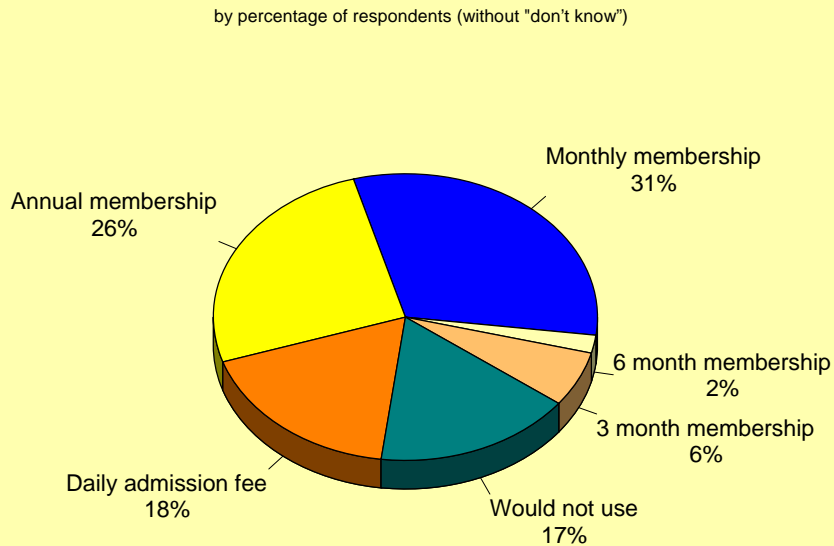
Source: Leisure Vision/ETC Institute (2015)

Q12a. Reasons Residents Are "Not Sure" or "Would Not Support" an Increase in Property Taxes for a New Community Center



Source: Leisure Vision/ETC Institute (2015)

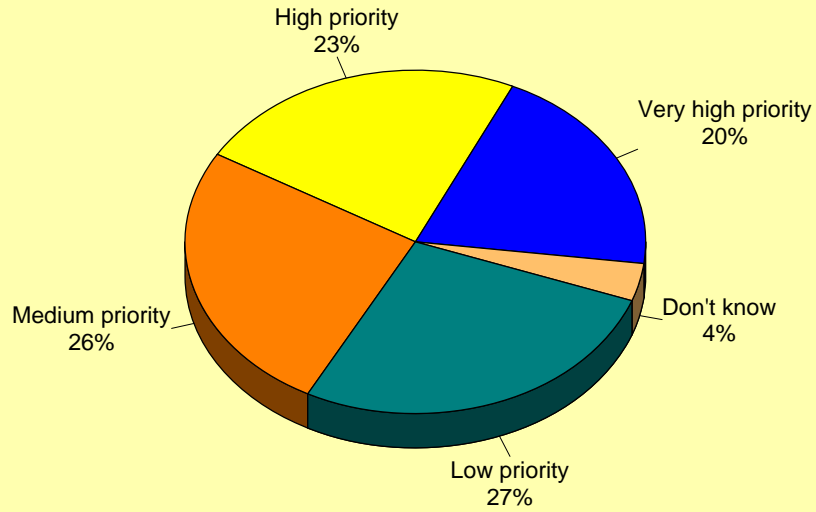
Q13. Residents Preferred Option for Paying for Use of Active Use Elements in the New Community Center



Source: Leisure Vision/ETC Institute (2015)

Q14. Priority Residents Place on a New Community Center Compared to Other Issues in Miami Shores

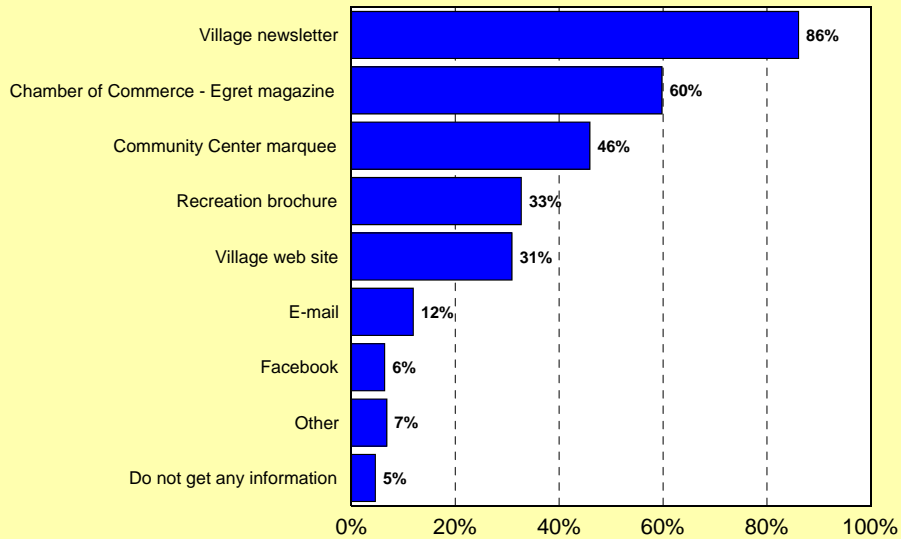
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q15. Ways Residents Find out About Miami Shores Village Recreation Programs and Services

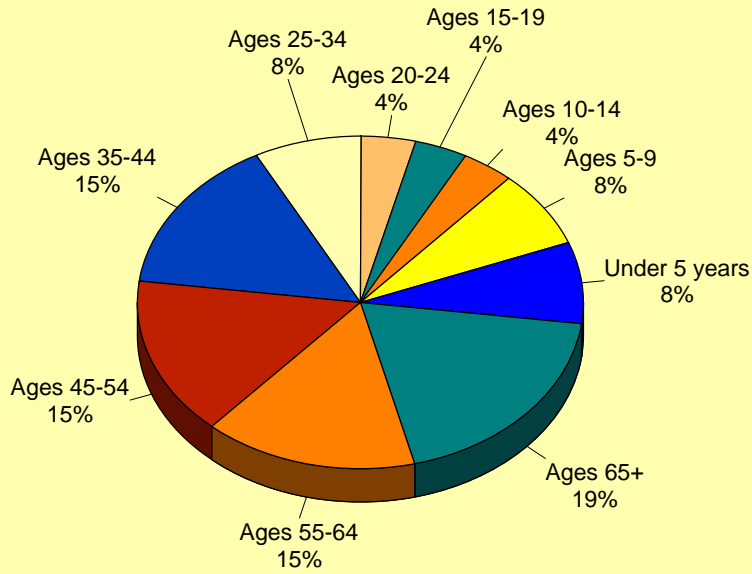
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute (2015)

Q16. Demographics: Ages of Household Members

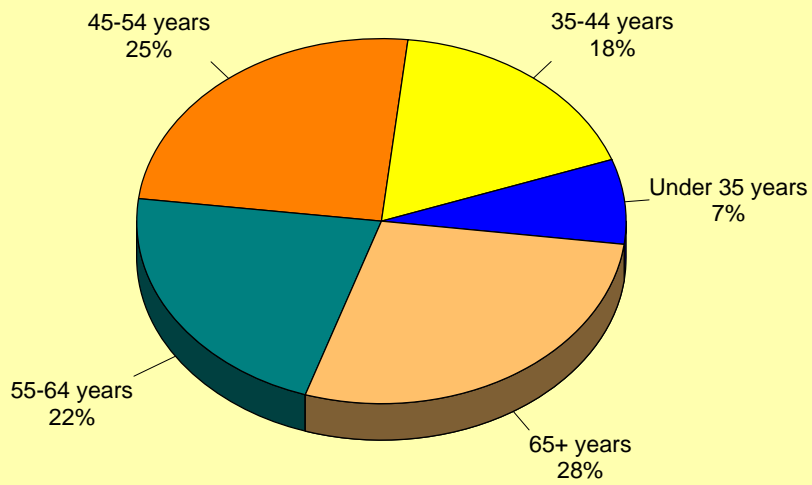
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q17. Demographics: Age of Respondent

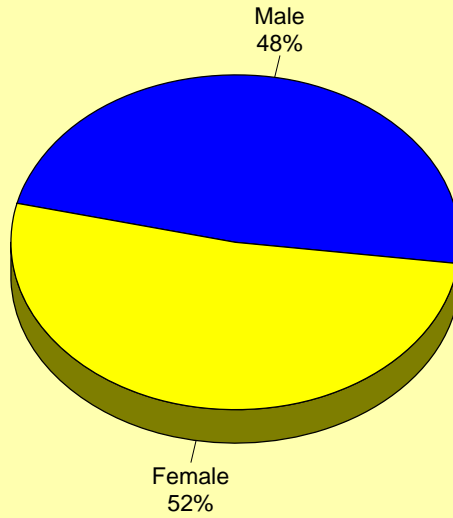
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q18. Demographics: Gender

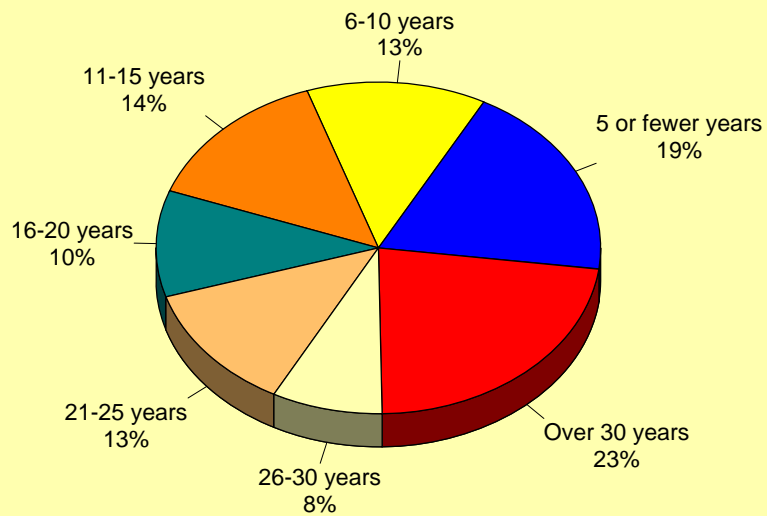
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q19. Demographics: Years Lived in Miami Shores Village

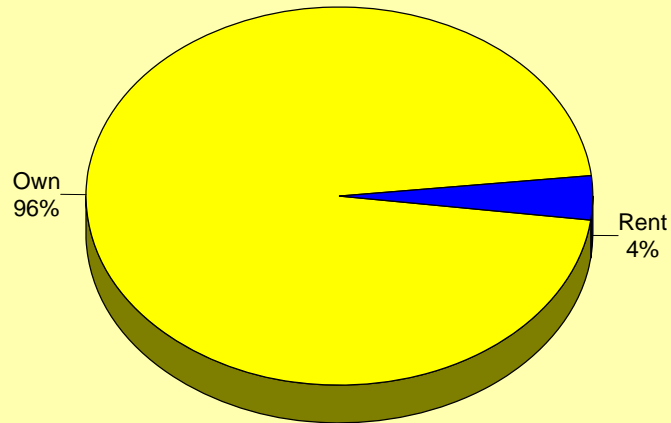
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q20. Demographics: Rent or Own

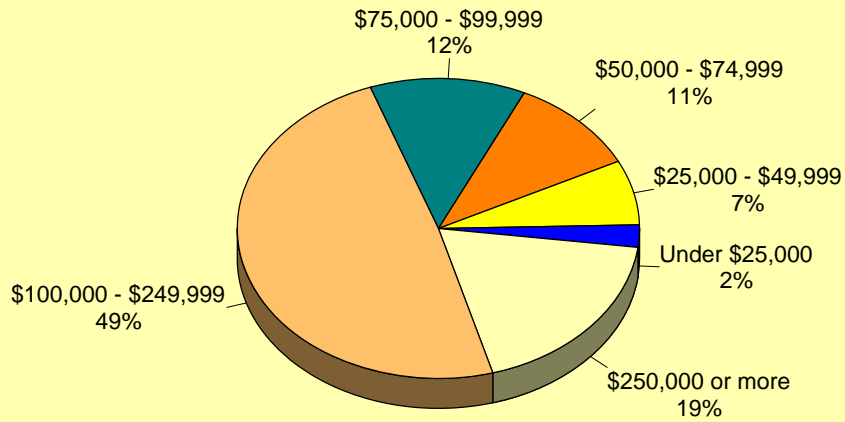
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

Q21. Demographics: Household Income

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)