



**Wellsville**  
GATEWAY TO CACHE VALLEY

**VCBO**

**South Valley Survey Data**

# Presentation Key

**REC CENTER STUDY**

= All data collected through the survey



= data specific to **Wellsville**

408 Responses = 33% of households (1237 Households)

**REC CENTER STUDY**  
**DATA MATCH**  
**Wellsville**  
GATEWAY TO CACHE VALLEY

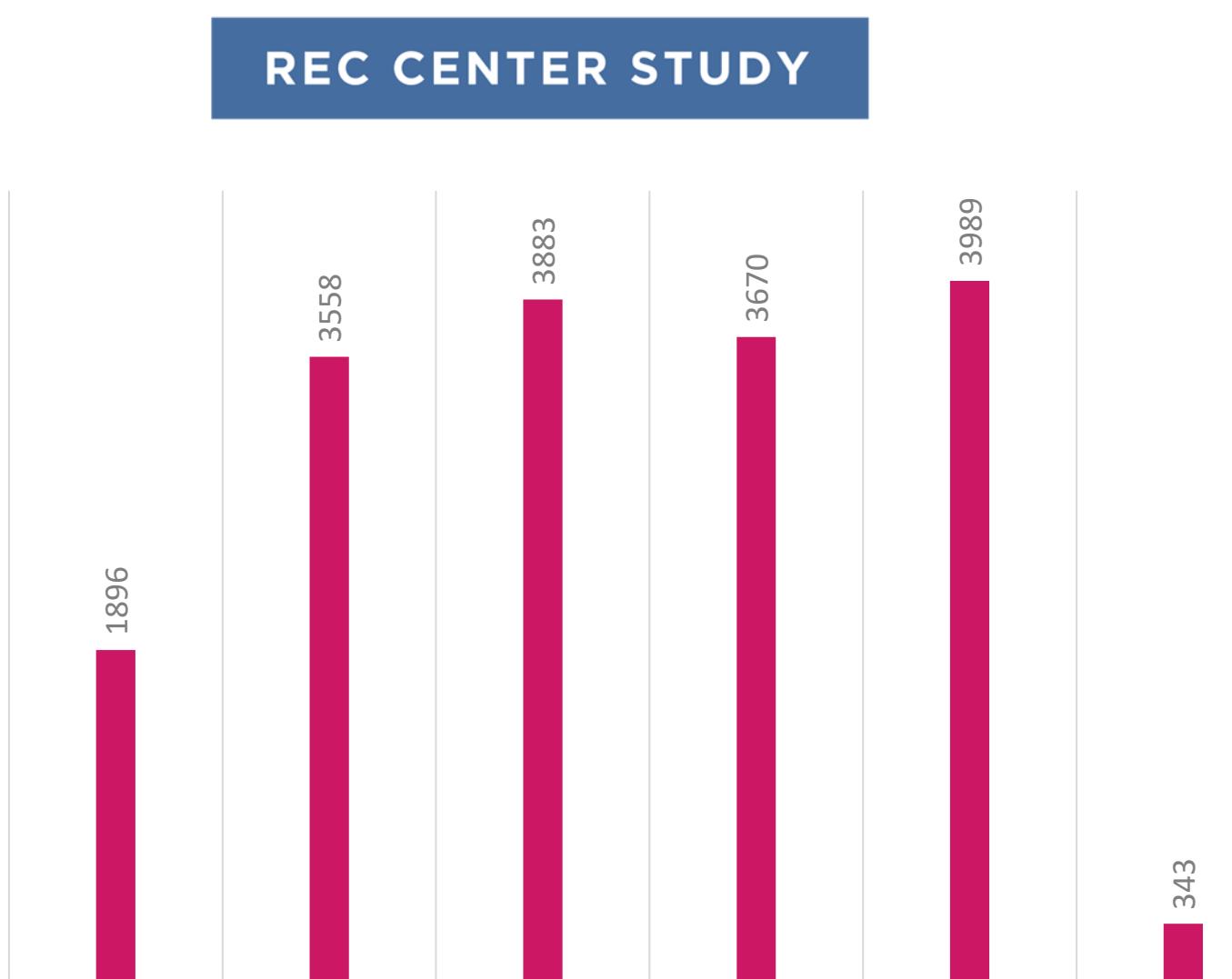
= when all data collected **MATCHES** the data specific to **Wellsville**

**COMPARISON**

= data to **compare and contrast** between ALL data collected vs **Wellsville** specific data

# Value of Recreation

Recreation activities can provide many benefits. Please select the attributes of recreation that are beneficial to you or your family. (Select all that apply)



INCREASED HOME VALUE BASED ON PROXIMITY TO RECREATION ACTIVITIES

IMPROVED MENTAL HEALTH FOR YOUTH

IMPROVED PHYSICAL HEALTH FOR YOUTH

IMPROVED MENTAL HEALTH FOR ADULTS AND SENIORS

IMPROVED PHYSICAL HEALTH FOR ADULTS AND SENIORS

OTHER

4,443 Responses

## Other Comments:

### Opportunities

- Indoor Recreation for Winter Months
- Community Building & Social Connections
- Health & Well-being
- Youth Development & Safe Spaces
- Convenience & Accessibility
- Economic & Community Growth

### Concerns & Opposition:

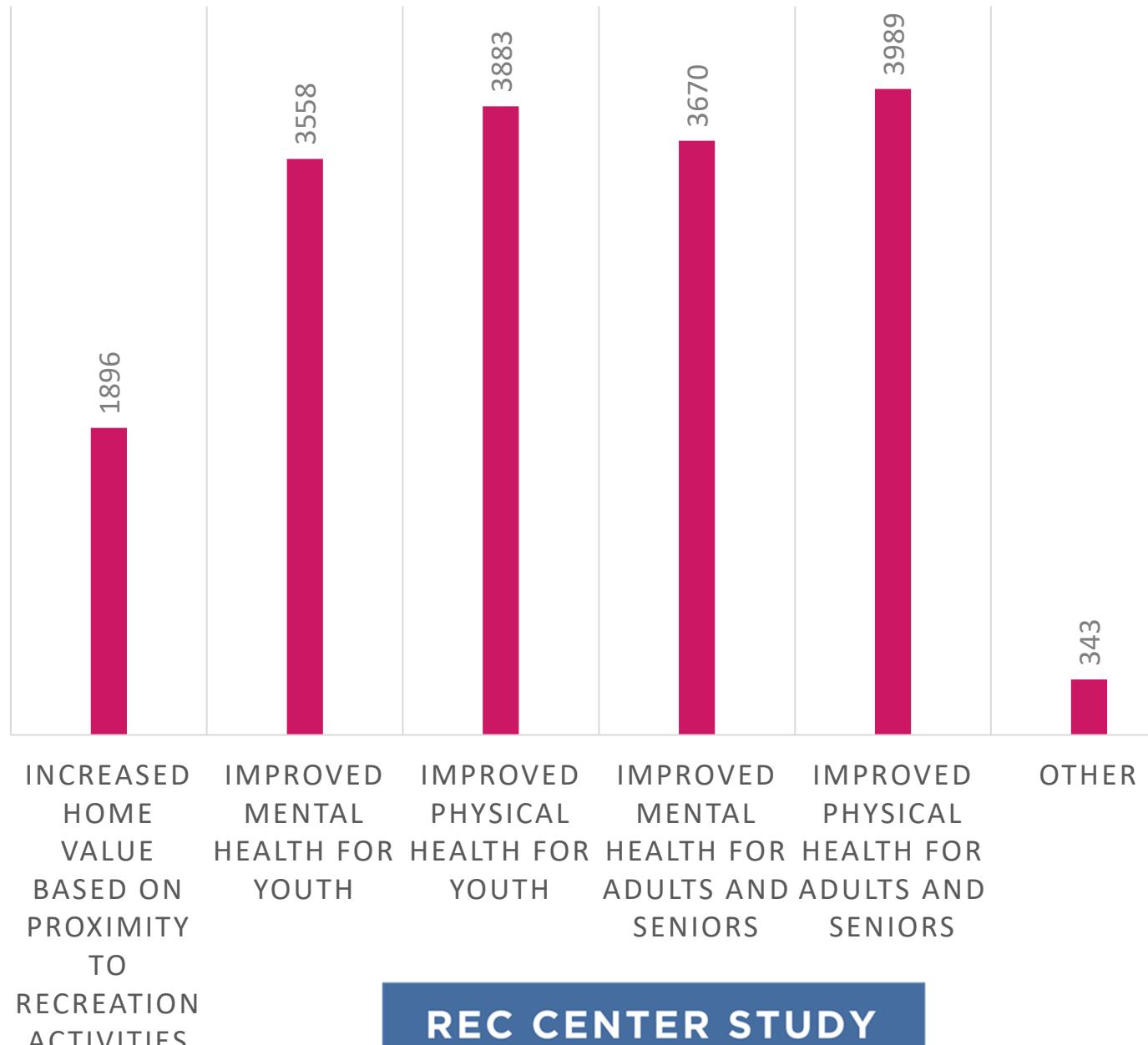
- Increased Taxes are a concern
- Should be privately funded, not a taxpayer responsibility.
- Some believe outdoor activities and existing options are sufficient.
- A few respondents feel the survey was designed to favor a recreation center.

# Value of Recreation

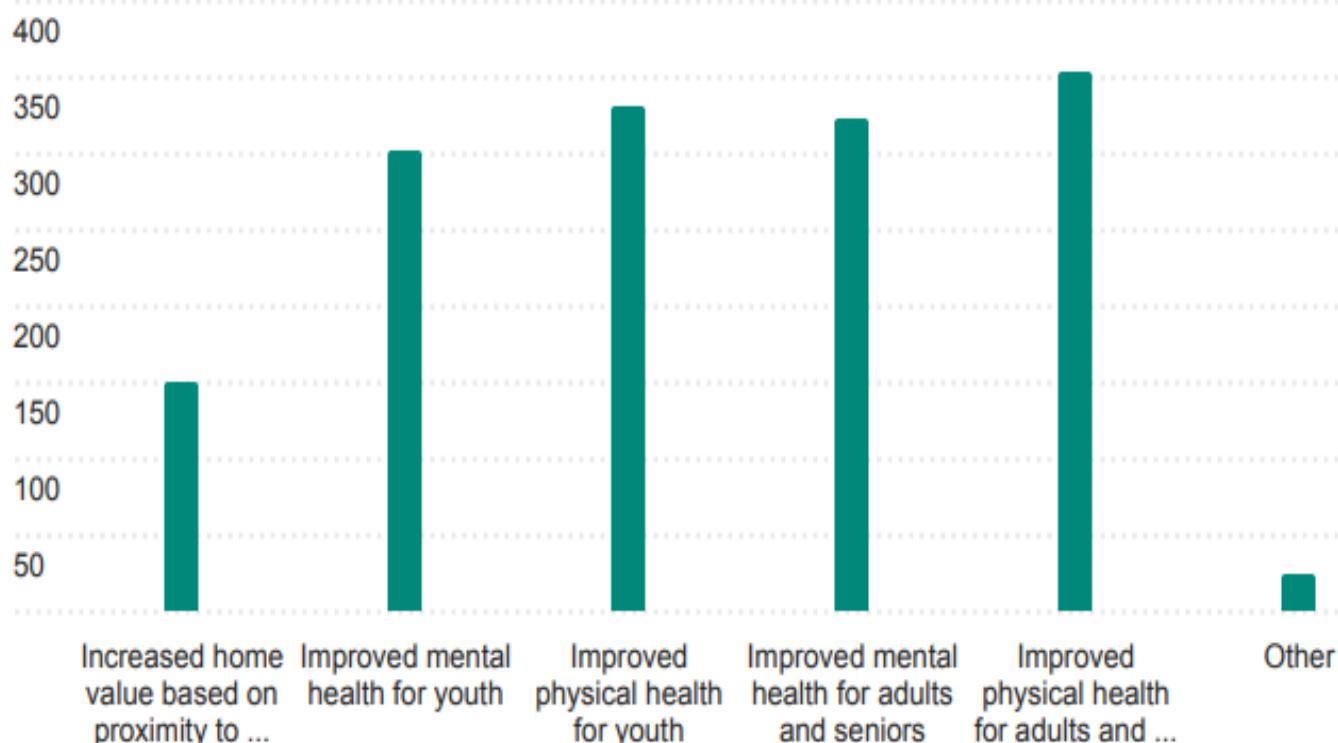
REC CENTER STUDY

DATA MATCH  
Wellsville  
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4,443 Responses



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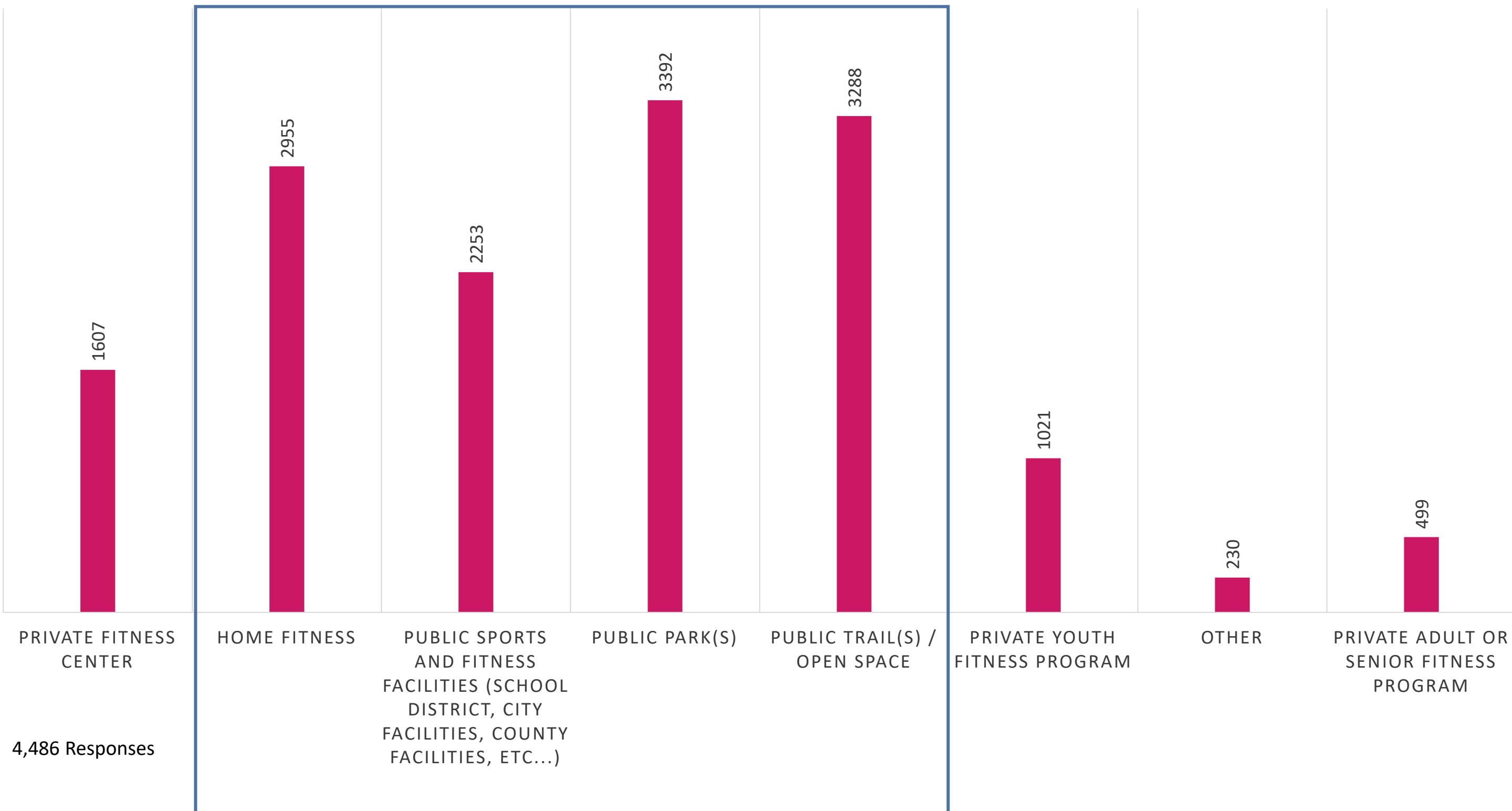
408 Responses

# Current Facility Use

REC CENTER STUDY

DATA MATCH  
**Wellsville**  
GATEWAY TO CACHE VALLEY

What Facilities Do You Currently Use For Sports And Recreation?  
(Select All That Apply)

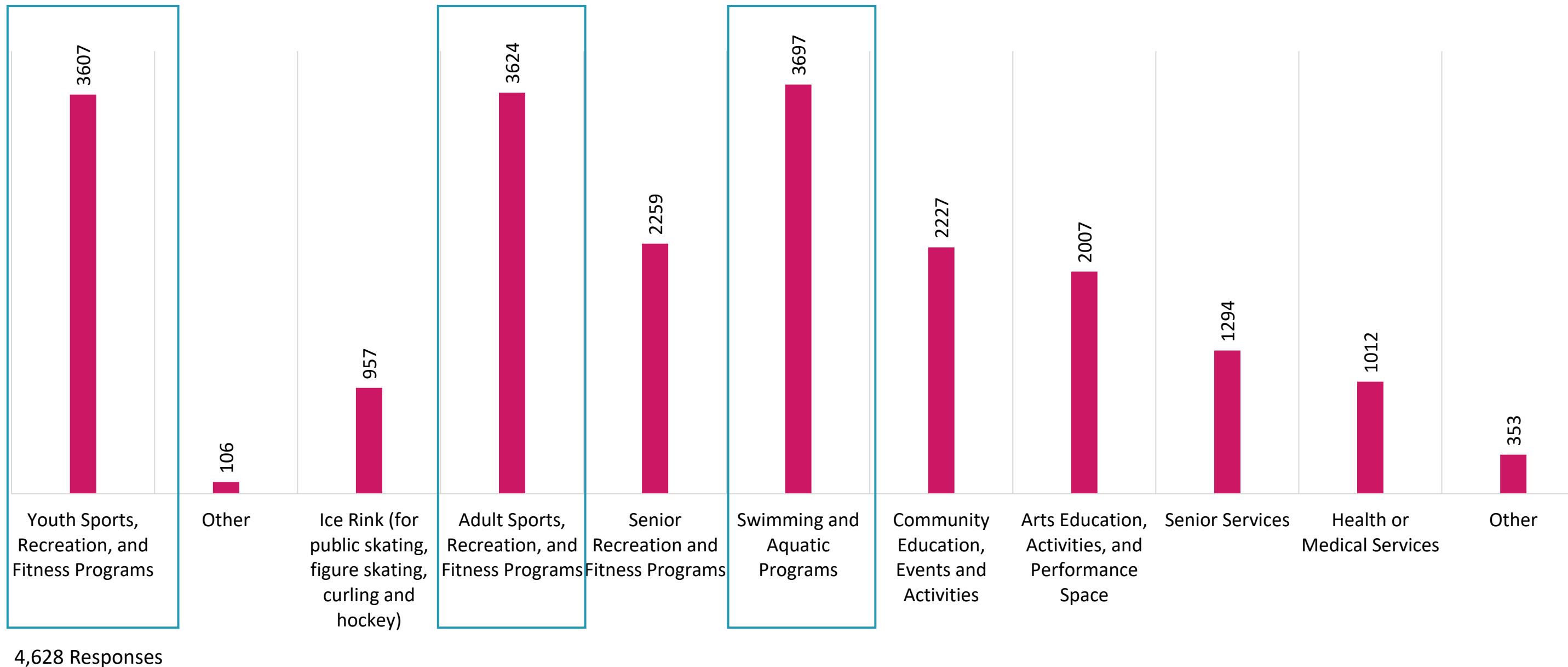


# Recreation Programs Needed

REC CENTER STUDY

DATA MATCH  
**Wellsville**  
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What services or programs do you feel are needed within the community? Select all that apply)



Only 352 of the 4,628 respondents (7.6%) do not support a tax-payer funded recreation center.

# Activities Ranked

REC CENTER STUDY

DATA MATCH  
**Wellsville**  
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Please rank the following potential **recreation and fitness activities** from most valuable to least valuable based your household's needs.

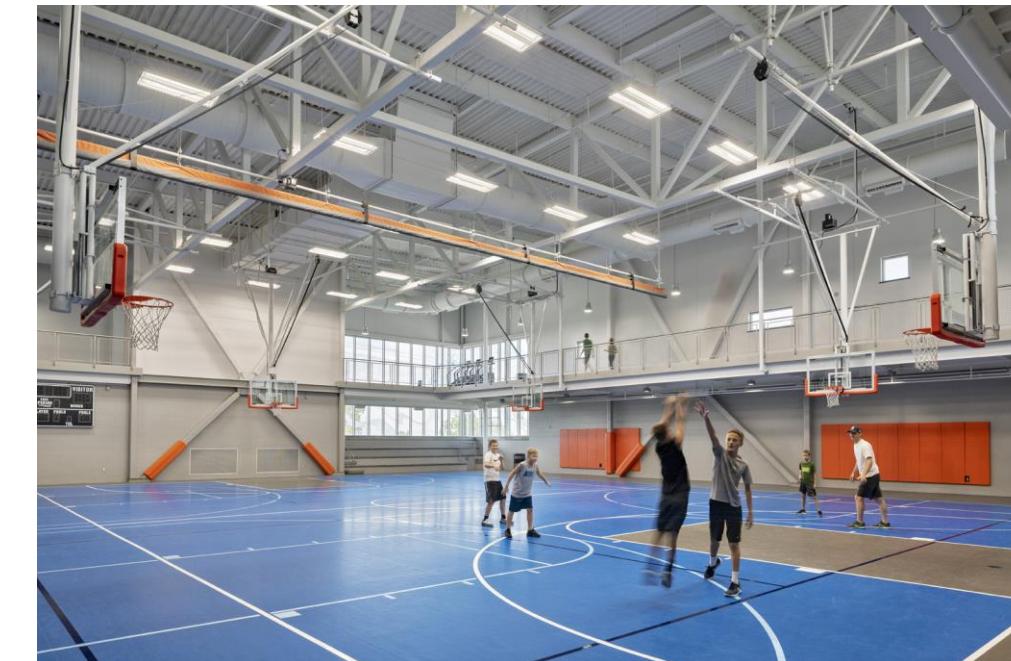
REC CENTER STUDY

1. Indoor court sports (basketball, volleyball, pickleball, etc...)
2. Open-access cardio and strength training equipment
3. Weightlifting area and equipment
4. Dedicated indoor area for walking and jogging
5. Indoor field sports (soccer, lacrosse, football, etc...)

6. Group fitness classes (yoga, Pilates, Zumba, body pump, spin etc...)
7. Gymnastics / parkour
8. Indoor training for baseball / softball
9. Functional training area, TRX, CrossFit, or similar flexible fitness space
10. Adaptive fitness programs

496/780 Other comments were to note that they want an **indoor pool facility** to serve a variety of aquatic needs

99/780 Other comments were to request an **indoor ice rink**



# Aquatics Amenities

REC CENTER STUDY

DATA MATCH  
**Wellsville**  
GATEWAY TO CACHE VALLEY

Please rank the following potential **aquatic activities** from most valuable to least valuable based your household's needs.

REC CENTER STUDY

1. Lap swimming
2. Learn-to-swim program
3. Zero-depth entry beach area for small children
4. Water slide
5. Aquatic fitness classes
6. Lazy river
7. Hot tub
8. Competitive swimming
9. Aquatic obstacle / ninja course
10. Aquatic physical therapy
11. Climbing wall



# Aquatics Amenities

Please rank the following potential **aquatic activities** from most valuable to least valuable based your household's needs.

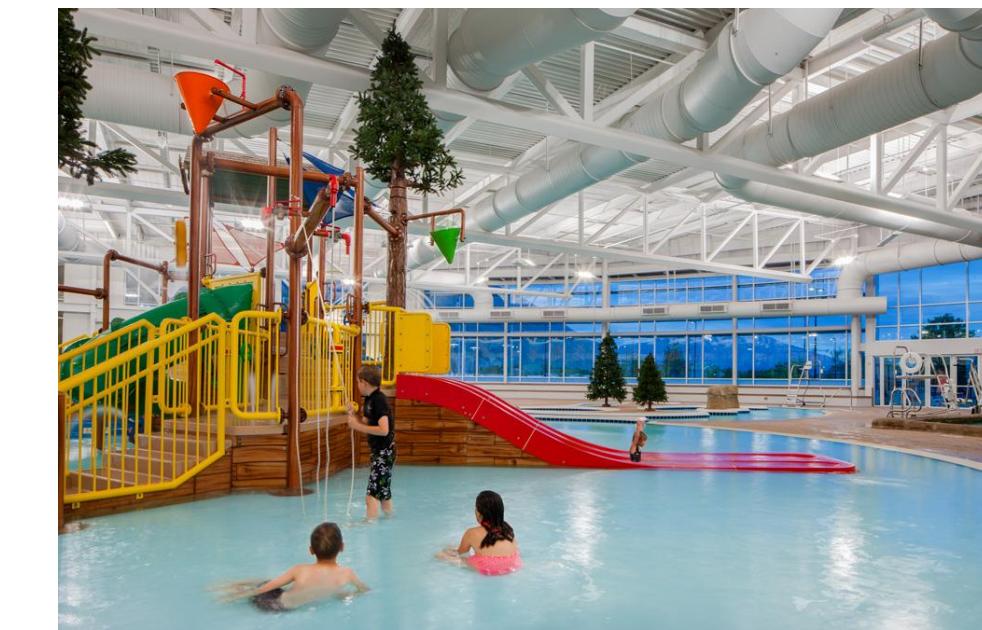
REC CENTER STUDY

1. Lap swimming
2. Learn-to-swim program
3. Zero-depth entry beach area for small children
4. Water slide
5. Aquatic fitness classes



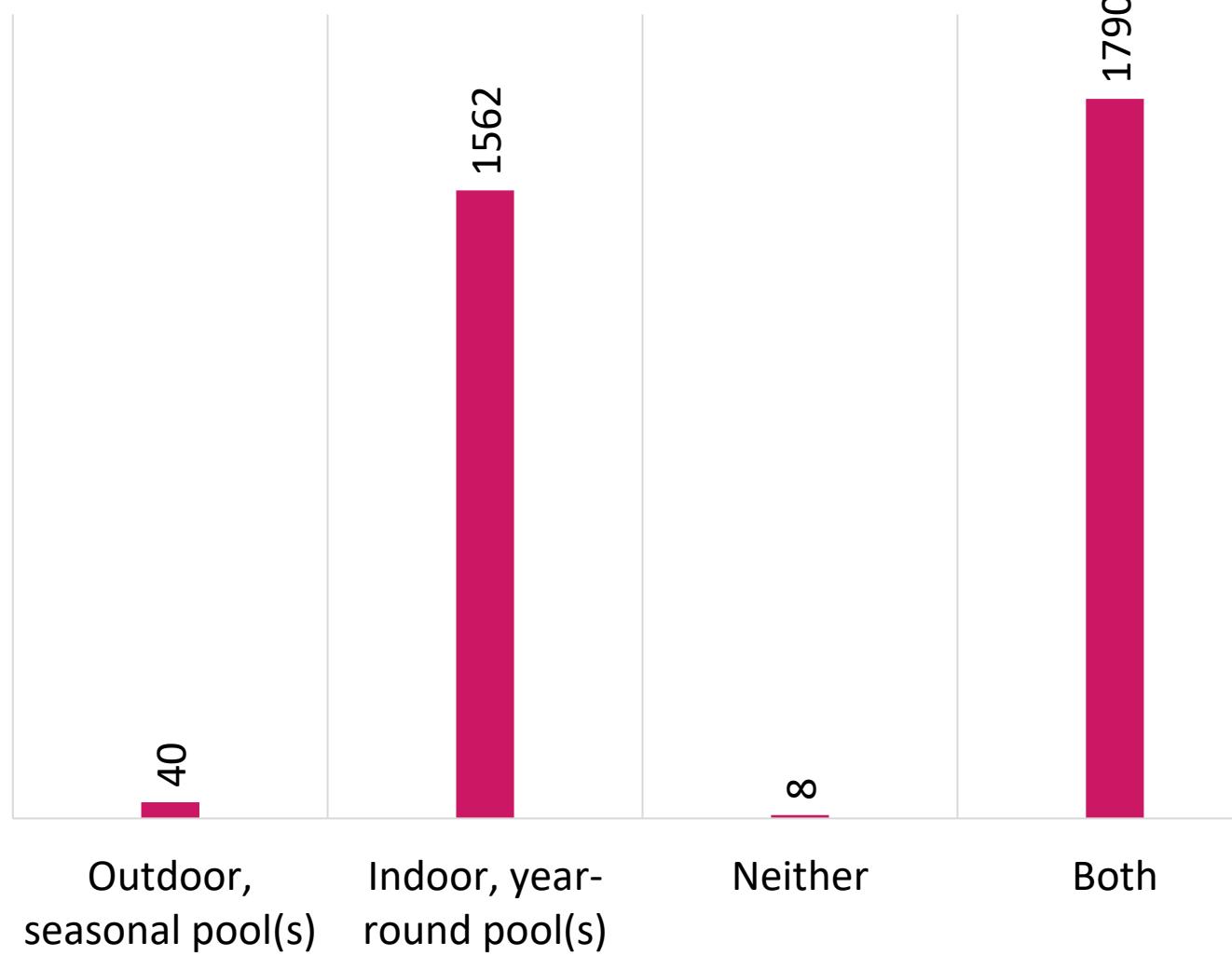
**Wellsville**  
GATEWAY TO CACHE VALLEY

1. Lap swimming
2. Zero-depth entry beach area for small children
3. Learn-to-swim program
4. Water slide
5. Aquatic Fitness



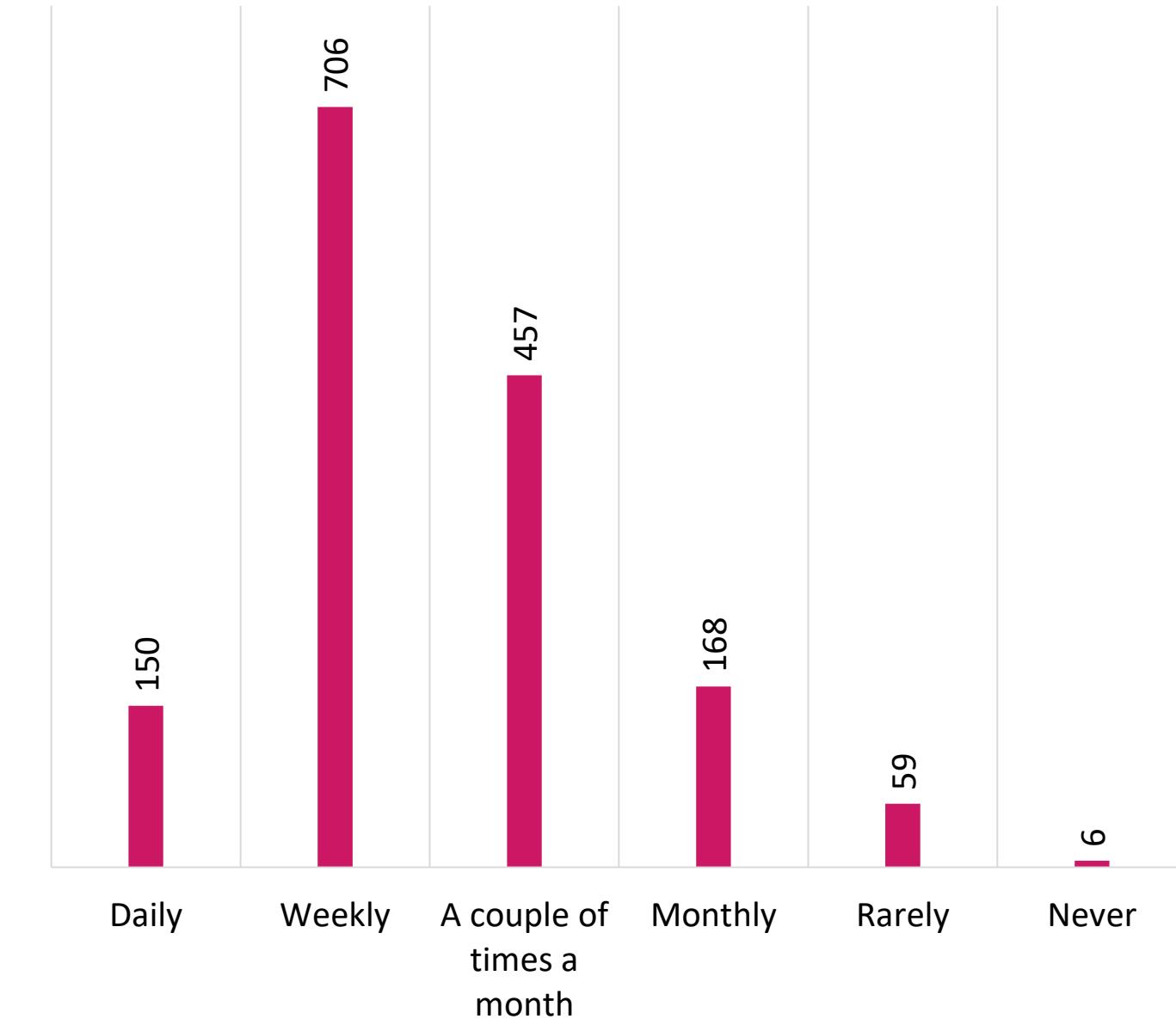
# Pool Type and Usage

What **type of pool(s)** would best meet your needs?



3,401 Responses

**How often**  
would you use an indoor pool?

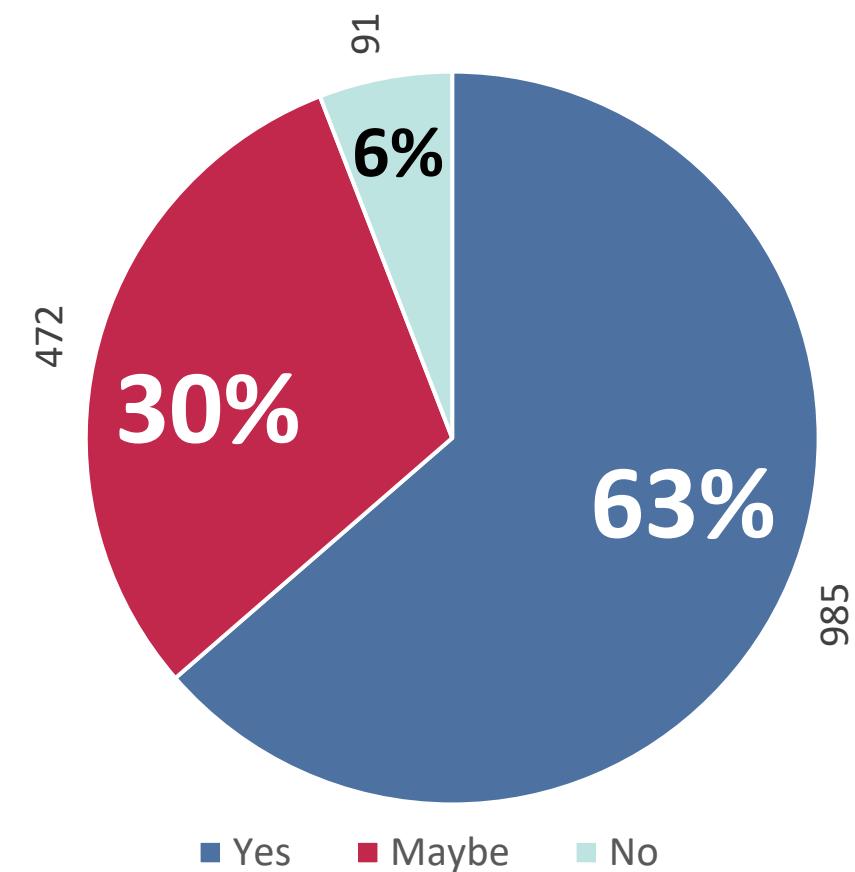


1,549 Responses

# Tax Increase for Indoor Pool

Would you support a property tax increase to help financially support an **indoor, year-round pool** in southern Cache County?

## REC CENTER STUDY

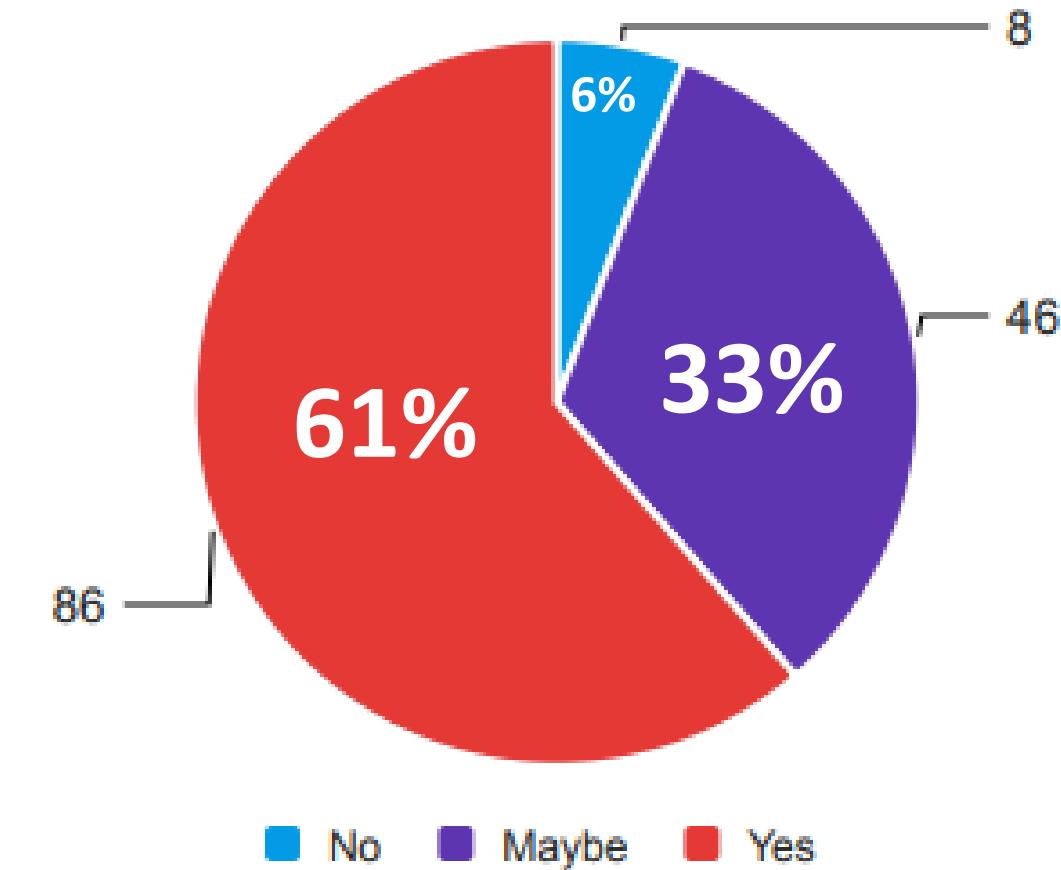


1,549 Responses

## COMPARISON

## Wellsville

GATEWAY TO CACHE VALLEY



140 Responses

## REC CENTER STUDY

## DATA MATCH

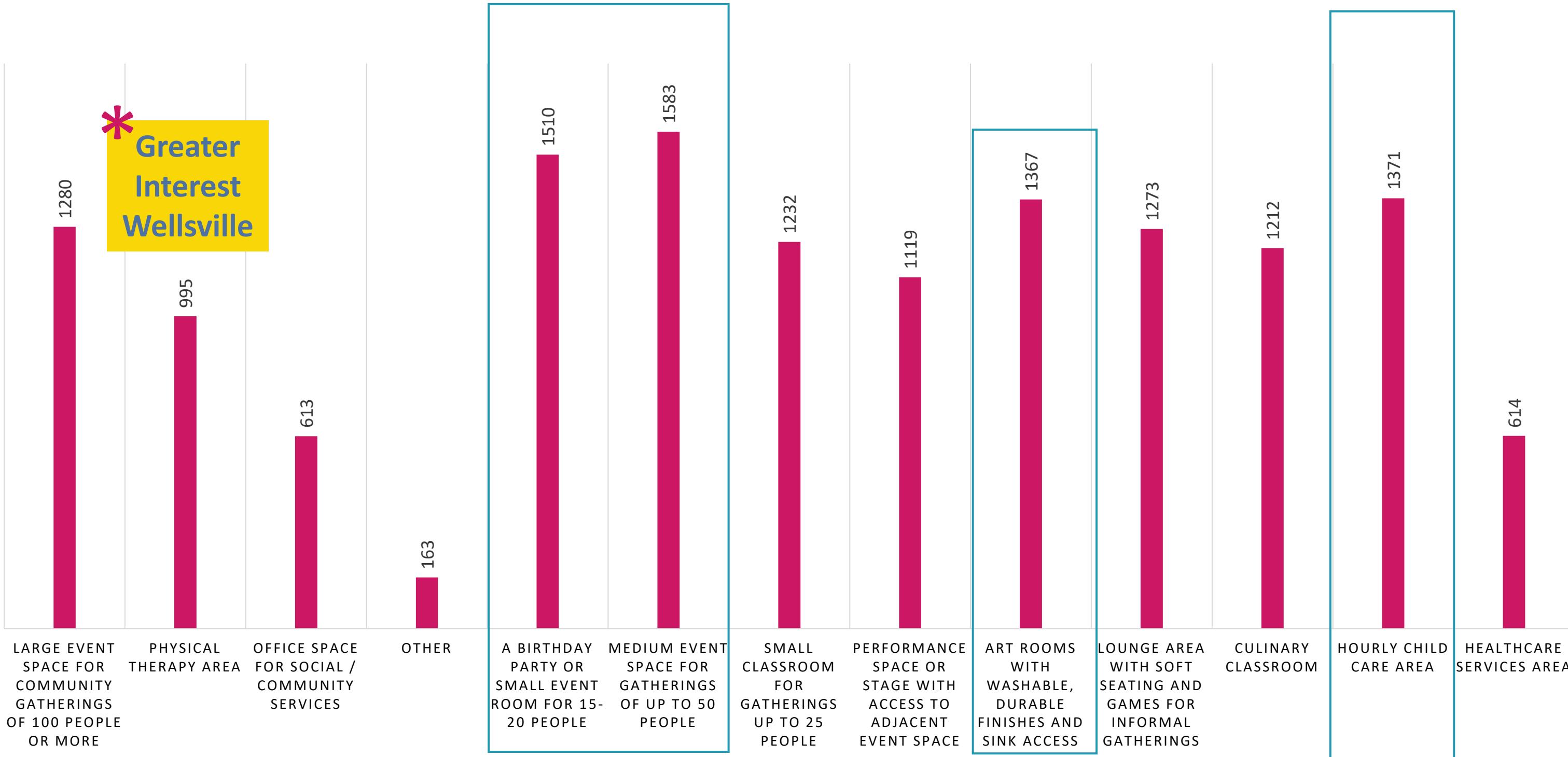
Wellsville  
GATEWAY TO CACHE VALLEY

# Community Spaces

REC CENTER STUDY

Please select the community spaces that you think would be most valuable to serve your community. (select all that apply)

\* DATA MATCH  
Wellsville  
GATEWAY TO CACHE VALLEY

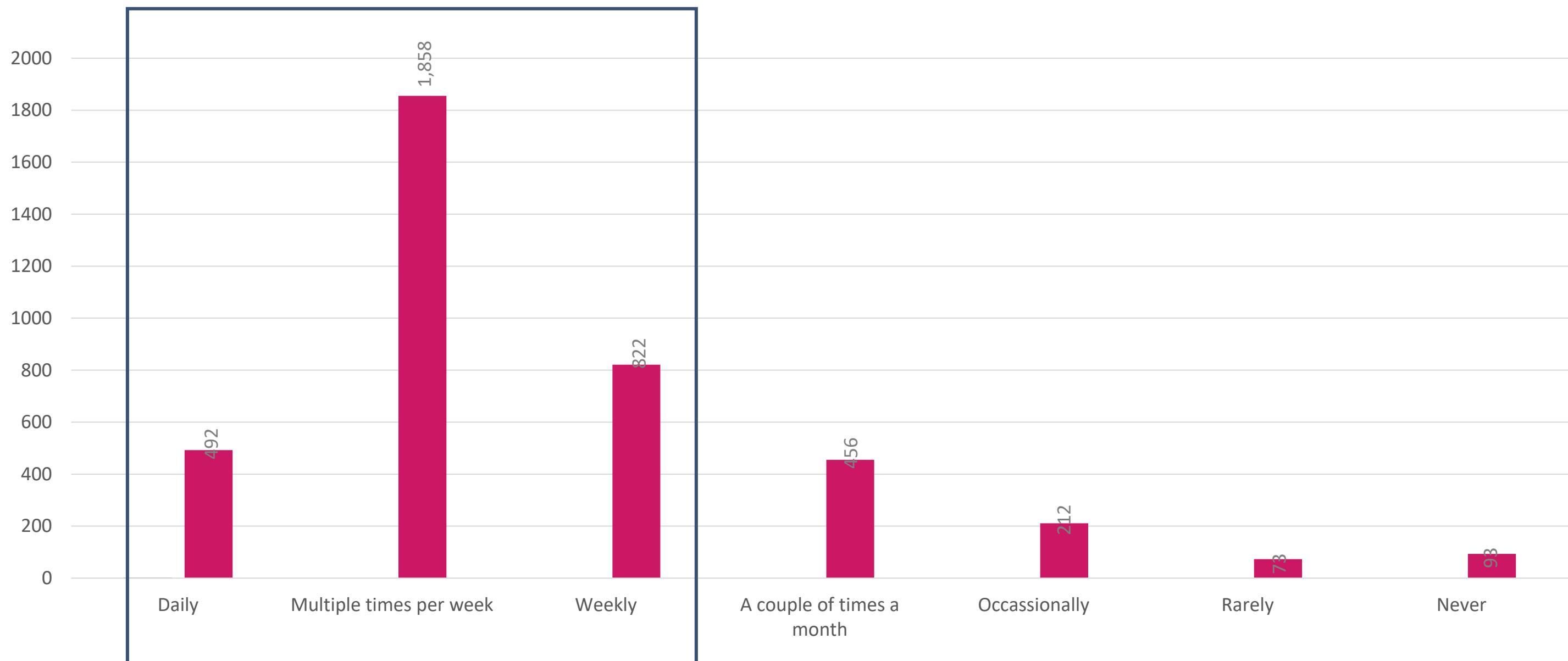


2,763 Responses

72/134 Other comments were to note that they are not interested in a facility that provides these elements or not interested in a community recreation facility.

# Frequency of Use

If a new Community Recreation and Wellness Center with your desired amenities were built, how often would you or your family use the facility?

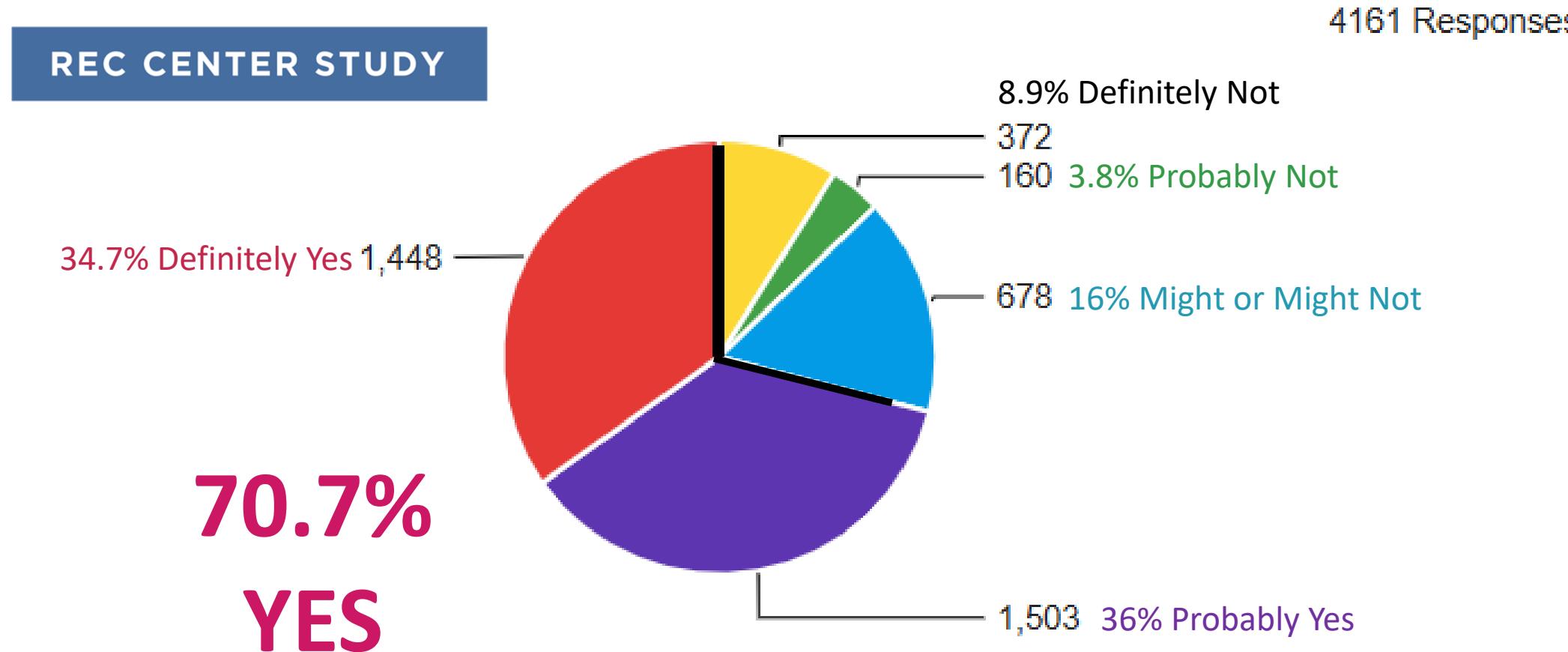


4,006 Responses

**3,172 respondents will use the facility weekly or more.**

# Tax Increase for Facility

Would you support a property tax increase to fund a new Recreation and Wellness Center?



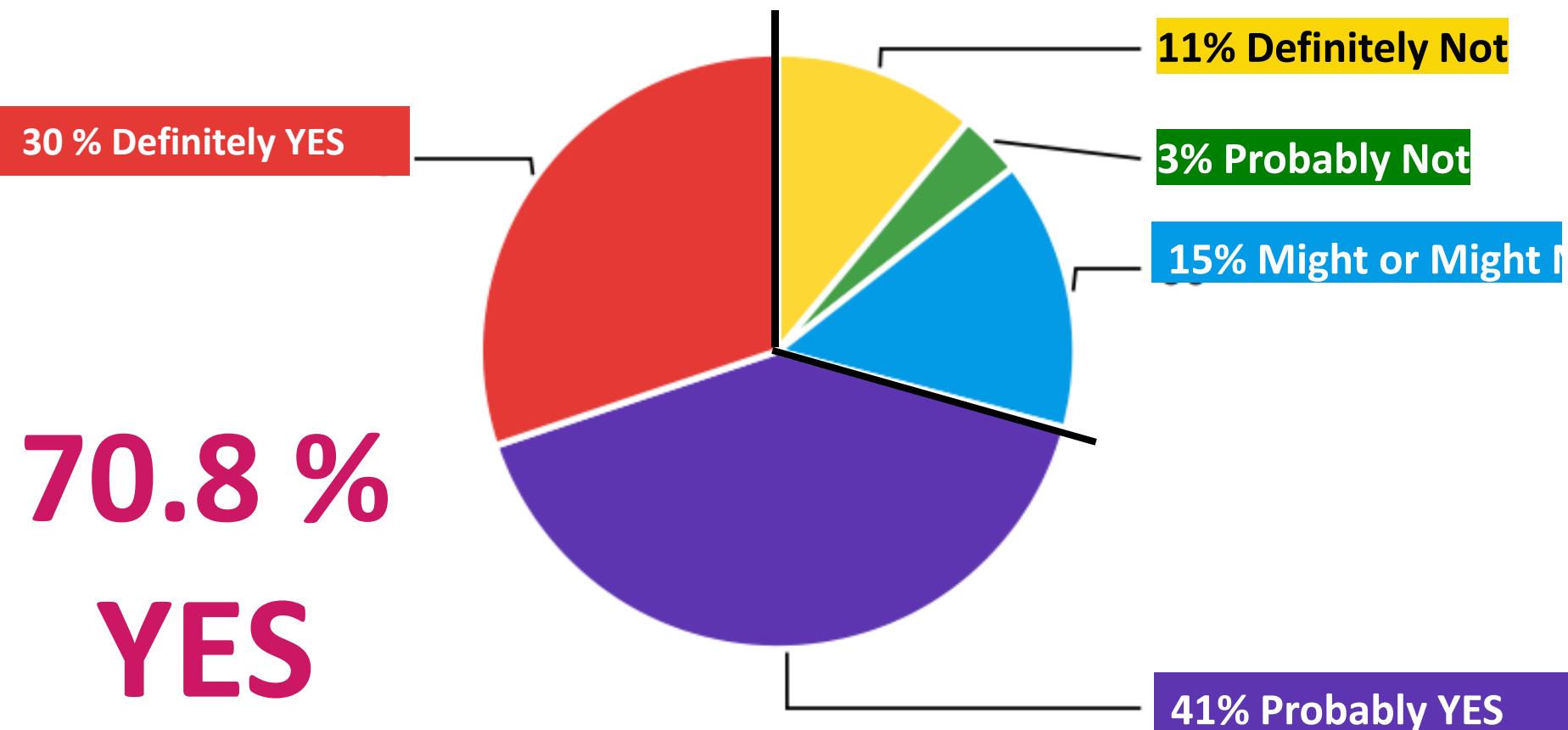
Please click and drag the slider to reflect the amount of monthly tax increase you would be willing to pay in support of a new community recreation and wellness center.

Field	Mean	Median	Responses
monthly tax increase amount	20.77	15.00	3558

**\$15/month = \$180 / year / household**

# Tax Increase for Facility

Would you support a property tax increase to fund a new Recreation and Wellness Center?



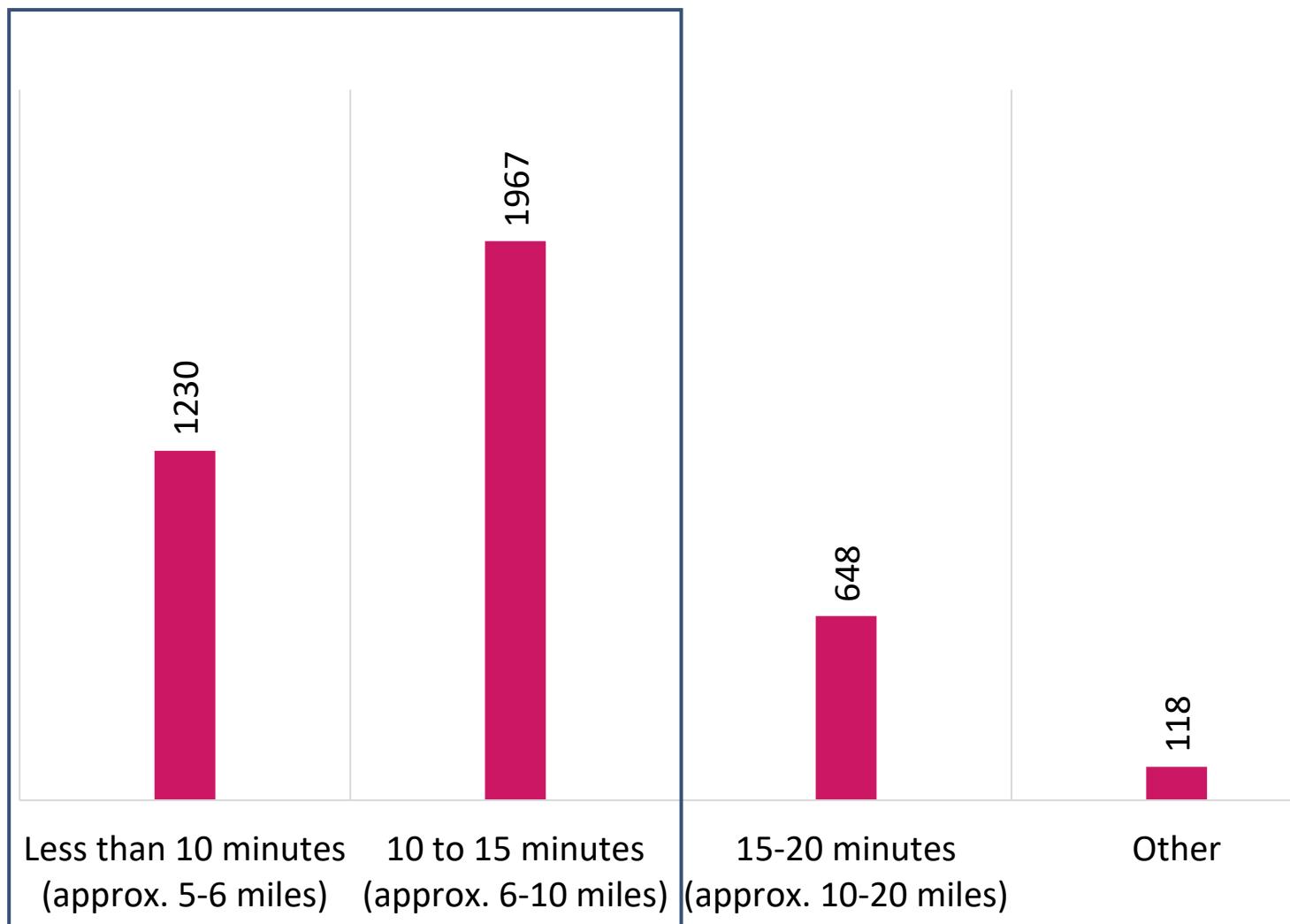
Please click and drag the slider to reflect the amount of monthly tax increase you would be willing to pay in support of a new community recreation and wellness center.

	Mean	Median	Responses
Monthly tax increase amount	17.97	15.00	350

**\$15/month = \$180 / year / household**

# Proximity

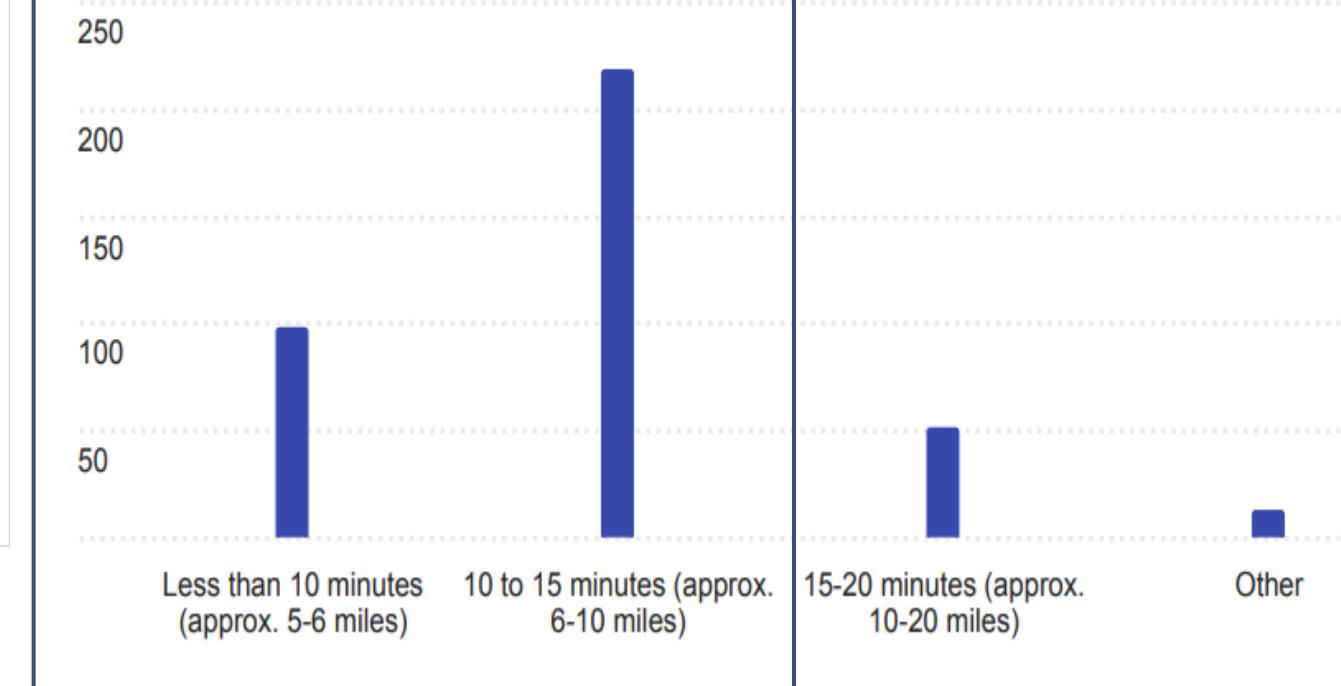
How far would you be willing to drive from your home to go to the new Community Recreation and Wellness Center?



REC CENTER STUDY

4,628 Responses

## Southern Cache Valley Solution



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387 Responses

# Insights: Wellsville Data, 408 Responses

**Wellsville**  
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- **Adult Sports, Recreation and Fitness the #1 priority** closely followed by Youth Sports, Recreation and Fitness and Swimming and Aquatics, which are tied
- **304/408 respondents want swimming and aquatics**
- Higher percentage of **residents want both indoor and outdoor pool options**
- Willingness to support a **tax increase for aquatics is uncertain**.
- If available, **300/408 respondents would use the facility weekly or more**.
- **70% of respondents would support a property tax increase for a new center**



## REC CENTER STUDY

The community feedback on a proposed recreation center in Cache Valley reflects both strong support and significant concerns, with key themes emerging from the various responses. Here's a compiled summary of the main points:

### Additional Suggestions:

- 1. Outdoor Features:** Some residents suggested adding outdoor features like walking trails, cross-country ski tracks, sledding hills, and beginner ski areas for winter recreation. There's also interest in outdoor park spaces and splash pads for summer activities.
- 2. Community Design & Programming:** Many people want the facility to be designed with the community in mind, offering family-oriented programs, youth sports, fitness classes, and health-focused activities. There's also a desire for spaces that can be rented for events, potentially generating revenue for the center.
- 3. Comparison to Other Centers:** Successful models in other cities like Provo, Lehi, Bountiful, and Rock Springs, Wyoming, are frequently mentioned, with many wanting to model the facility after these well-regarded centers.

## REC CENTER STUDY

The community feedback on a proposed recreation center in Cache Valley reflects both strong support and significant concerns, with key themes emerging from the various responses. Here's a compiled summary of the main points:

### Key Concerns:

- 1. Funding & Taxes:** A significant portion of respondents are opposed to raising property taxes to fund the facility. There's a desire for alternative funding sources, such as private-public partnerships, user fees, and grants.
- 2. Financial Sustainability & Efficiency:** Concerns were raised about the operational costs of a public recreation center, with some noting that public centers tend to operate at a loss. Residents are wary about the long-term viability of such a facility without a solid financial model.
- 3. Access for Non-Taxpayers:** Some comments questioned whether non-taxpayers (e.g., renters) would have equitable access to the facility or if they should contribute financially in some way.
- 4. Equity & Overcrowding:** There are concerns about accessibility for all members of the community, particularly for people in more rural areas or those who live far from the proposed center. Some feel that the facility might become overcrowded or underused depending on its location.

The community feedback on a proposed recreation center in Cache Valley reflects both strong support and significant concerns, with key themes emerging from the various responses. Here's a compiled summary of the main points:

### Key Supportive Themes:

- 1. Indoor Aquatic Center:** Many residents strongly support the inclusion of an indoor pool, citing the need for family-friendly swimming, lap pools, therapy areas, and a warm pool for children and adults.
- 2. Ice Rink & Indoor Sports Facilities:** There is widespread support for an ice rink, especially due to the growing popularity of hockey in Utah. Similarly, many community members request more indoor sports facilities, including basketball, pickleball, racquetball, and tennis courts.
- 3. Affordability and Accessibility:** Affordability is a major concern, with many calling for low-cost or subsidized access for families and low-income residents. There is strong support for creating a facility that caters to all age groups, including childcare options, youth programs, and spaces for seniors.
- 4. Multi-Use Spaces:** Community members want a variety of multi-purpose areas, such as fitness spaces, walking tracks, and rooms for classes and events.
- 5. Location Preferences:** While there's some debate about the location, there is **strong preference for a Southern Cache Valley site.**

**Adult sports, recreation and fitness programs** – Focus on open recreation, fitness classes for adults and seniors as well as **adult rec leagues (courts and Turf)**

- Open-access cardio and strength training areas
- Weightlifting area and equipment
- Dedicated indoor area for walking and jogging
- Group fitness

**Youth sports, recreation and fitness programs** – Focus on youth sport programs, youth camps, indoor playgrounds, and youth fitness classes

- Indoor court space
- Indoor field space

**Indoor swimming and aquatic programs** – Focus on swimming for fitness, learn to swim, and youth play features

- Lap / learn to swim pool
- Zero entry play pool
- Youth and teen play feature

### Additional Considerations:

- Community / Senior Center Programs
- Outdoor Recreation Integration (trails, fields, parks, etc...)
- Healthcare Integration & Future Partnerships



VCBO



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Thank You!

# \*Project Timeline Indoor Recreation

**Feb/March:** Finalize Data Collection

→ **March/April:** Report Data Stakeholders

**April:** Explore Facility Concepts

**May:** Arrive at Preferred Option

**June:** Statistically Valid Survey Confirmation

(4-5 weeks typically, Text Survey Faster)

**Aug 16th:** bond language due

**Nov 2025:** bond initiative on ballot or **Nov 2026**  
(participating communities)

**\*Special Service District Exploration**

# Service Alignment Options & Resources

**SINGLE  
CITY**



SHORT

TIME TO CREATE

LESS

RESOURCES

**Special Service District:  
2 or more Communities**



**COUNTY Wide  
Solution?:**



LONG

MORE

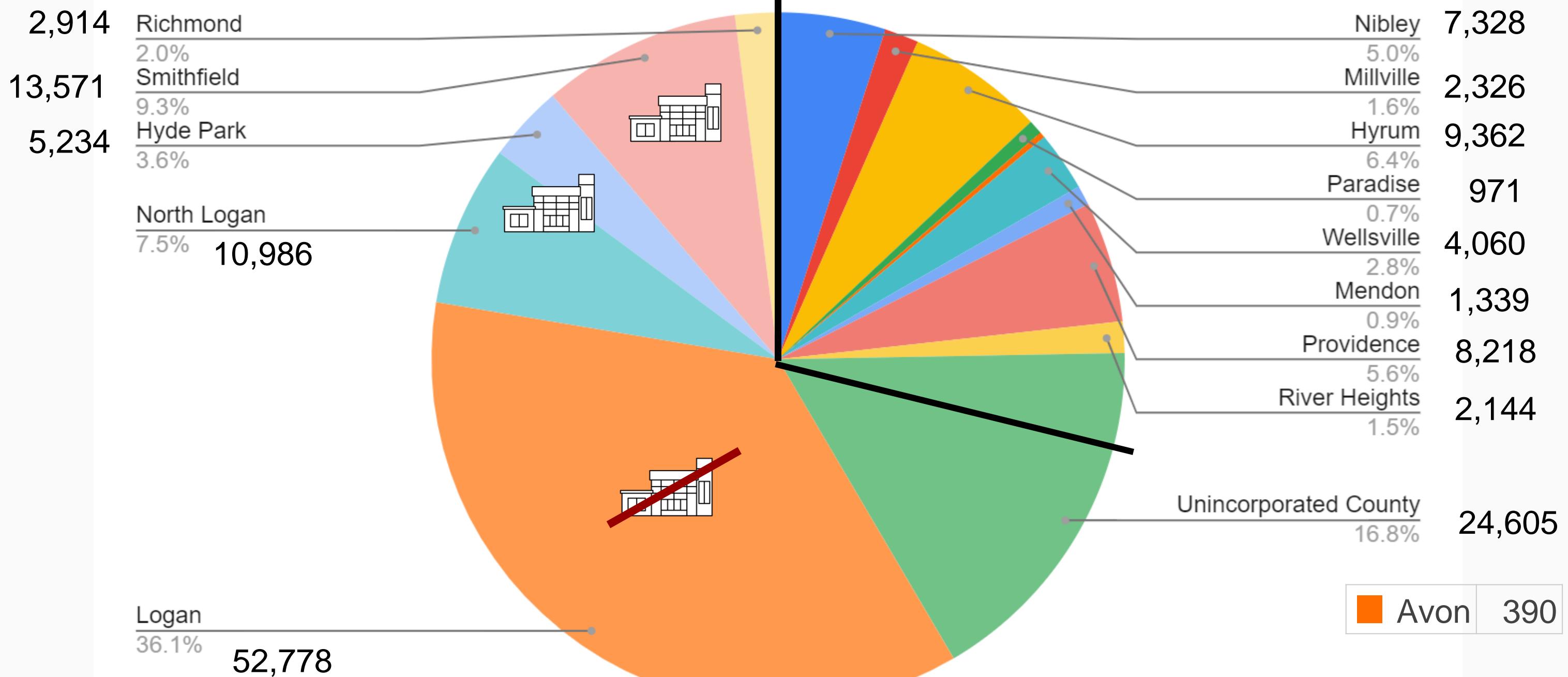
# Support / Cooperation? Recreation District?



# Cache Valley Population



Cache County Population Distribution 2020 Census



# Special Service District(s)

**Special Service District:  
2 or more Communities**



## Advantages:

- Economy of Scale
  - Resources/Larger Facility
- Meet Needs of Multiple Communities
- South Valley Solution

## Next Steps:

- Additional Funding - Public Private Partnerships
- Communities interested in continued exploration
- Special Service District Info Meeting – All Councils