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1. EXECUTIVE SUMMARY

The City of Bloomington hired HGA Architects and Engineers in association with Ballard King Associates to perform a community center needs assessment. Through an analysis of existing demands for services, demographics and the competitive market, our team has established a recommendation for desired facility programming needs in the community. Our recommendations are at appropriate detail at this phase of a potential project for the City to determine if next steps are warranted.

The City has engaged in discussions regarding a new or improved community center over the past decade. Such a center could improve the public realm and quality of life for Bloomington’s residents and be a draw for potential new residents. Bloomington is the fourth largest city in Minnesota and is a dynamic urban center with more than 85,000 residents. When compared to peer municipalities, residents rank recreation as needing improvement. Investment in a comprehensive community center could fulfill several initiatives in the Imagine Bloomington 2025 strategic plan. Promoting health and wellness, building community through services and promoting the fun and vitality of community life all support the plan. Amenities could include a gymnasium for recreation-based programming, a large multipurpose room for meals, lectures, programs and other events, meeting rooms for education and recreational programs and rentals, a fitness center, walking track and an indoor playground. These components would have broad appeal to a wide range of ages and fill a gap in services that currently are not met. Additionally, services such as the City’s Public Health clinics and the offices of Motor Vehicle could be based out of the center, making several amenities available to residents in one location.



Residents needs for a community center have long been expressed and staff has been evaluating information since as early as 1998. Our process for the Needs Assessment phase began with an evaluation of the existing Creekside facility to determine its capacity to carry out desired programming. While the facility is well maintained it is very inflexible and limits the ability to expand programs.

A demographic analysis was performed to identify current and future users. This analysis shows that the median age of the Primary Service Area is significantly greater than the State and National number. This median age points to retirees, Baby Boomers and families with older children in the Primary Service. It is possible to serve these age different populations with one community recreation center.

The competitive analysis illustrated gaps in services. While several private high end and entry level fitness opportunities exist, a public community center could still have substantial market draw, and significantly increase usage from current levels at Creekside.

Next, the team interviewed community stakeholders to establish the community's wants and needs for a community center. Requests for spaces far outpaced capacity for this project; however themes around community gathering, fitness and senior programming were consistent.

From this data, a list of space needs was developed that reflects the needs and desires of the community. A prioritized list of spaces was used to create an operation assessment, and lastly, HGA prepared a cost estimate to reflect probable construction costs. The details of our findings are documented in this report.

1.1 PROJECT STAKEHOLDERS AND DESIGN TEAM

The Needs Assessment process was informed and guided by a Core Team assembled by the City of Bloomington. The Core Team was comprised of a diverse group of city staff representing multiple constituents from across the city. Each individual involved graciously provided time and expertise to ensure the completion of a comprehensive needs assessment and recommendation for a community center that best meets the needs of the city.

The design team received guidance and direction from the Core Team. The Team included design professionals from HGA Architects and Engineers, responsible for evaluating the existing Creekside Community Center, program development and construction cost estimating, and professionals from Ballard * King & Associates LTC, who provided demographic summary, market review and operation plan analysis.

Stakeholders and members of the design team include:

City of Bloomington Staff

Diann Kirby	Community Services Director
Randy Quale	Manager of Parks & Recreation
Greg Boatman	Assistant Manager of Parks & Recreation
Lorinda Pearson	Manager of Human Services
Tracy Smith	Administrative Coordinator for Human Services
Jim Eiler	Maintenance Superintendent
Bonnie Paulsen	Public Health Administration

Community Input Stakeholders

Cathy Maes	Loaves & Fishes
Deb Hoyer	Senior Community Services
Kim Griffith	Motor Vehicles
Janet Lewis	Motor Vehicles
Jing Jing Zeng	Representative for Bloomington United for Youth
Michael Reinhardt	Representative for Bloomington United for Youth
Tom Ringdal	Bloomington United for Youth
Richard Carter	Midwest Pickleball
Tim Forby	Bloomington Youth Soccer
Karen Johnson	Fastpitch
Mark Pearson	Fastpitch
Wayne Haeg	Bloomington Athletic Association
John Helmer	Traveling Baseball
Doug Langefels	Bloomington Public Schools
Jim McCarthy	Youth Lacrosse
Cheryl Stepney	Senior Program Leader – Creekside Community Center
Roger Koland	Senior Program Leader – Creekside Community Center
Mack Sirois	Senior Program Leader – Creekside Community Center
Lenn Lacher	Senior Program Leader – Creekside Community Center
Diane Riley	Senior Program Leader – Creekside Community Center
Alice Olson	Senior Program Leader – Creekside Community Center
Sandy Lundeen	Senior Program Leader – Creekside Community Center
Marylou Nilson	Senior Program Leader – Creekside Community Center

Michelle Kissinger	Senior Program Leader – Creekside Community Center
Arline Jakeman	Senior Program Leader – Creekside Community Center
Linda Nelson	Senior Program Leader – Creekside Community Center
Jerry Olson	Senior Program Leader – Creekside Community Center
Mary Wentz	Senior Program Leader – Creekside Community Center
Beverley Tschumper	Senior Program Leader – Creekside Community Center
Sharon Beckler	Senior Program Leader – Creekside Community Center
Glenn Nelson	Senior Program Leader – Creekside Community Center
Jack Witherby	Senior Program Leader – Creekside Community Center

Design/Consultant Team

Nancy Blankfard, AIA	HGA – Principal, Project Manager
Emilie Kopp	HGA - Architectural Intern
Jeff King	Ballard*King - Consultant
Victor Pechaty, AIA	HGA - Design Principal
Mark McDonald	HGA - Cost Estimating