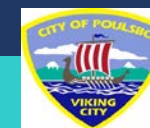
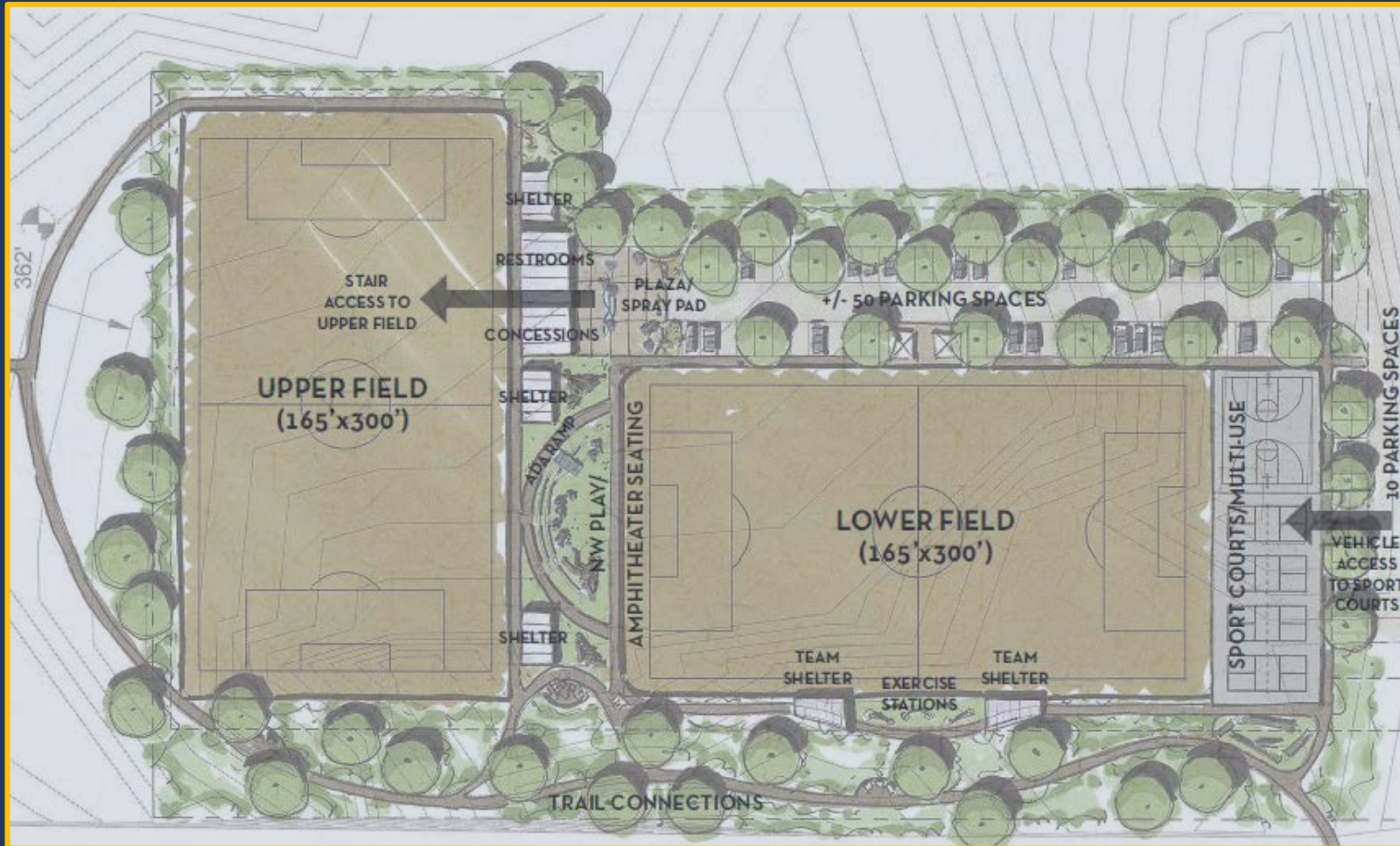


PERC Feasibility Study Update

Poulsbo City Council
December 14, 2022



PERC Status Update

Tonight we'll present:

- Phased Approach
- Revised Site Plan
- Management Considerations
- Financial Analysis
- Feasibility Report Release
- ILA Amendment for 12/21/22
- Next Steps



1 | Community Outreach

2 | Market Analysis – Berk Consulting

3 | Conceptual Site and Building Design – ARC Architects

4 | Draft Management Plan

5 | Financial Strategy and Feasibility Determination

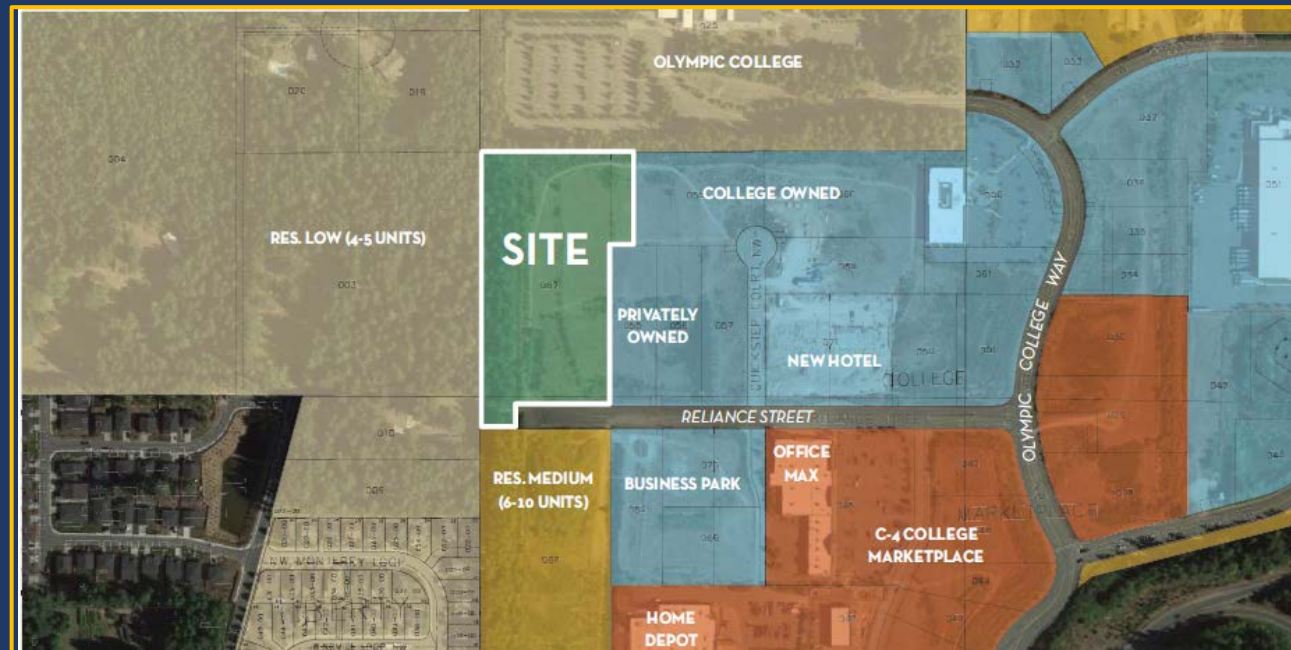
We are here!



Fall 2021-Winter 2022

PERC Status Update

- City Council authorized pursuing purchase of adjacent 9 acres
- PERC Steering Committee feedback – more hesitant than previous meeting
- Conversations with KPFD new executive director and follow ups with Steering Committee members



Refining PERC approach

- **Result** of discussions, as well as the City's unsuccessful attempt to acquire adjacent property, is to organize the PERC project into phases and refine its approach.
 - **Three phases** where each phase can be a stand-alone project
 - **Feasibility Study** will present the three phases - which representing the feedback from the community and steering committee.



3-Phased Approach

Spring - Fall 2022

Phase 1: Tournament Fields

- Two turfed and lighted tournament fields, with outdoor recreational amenities, picnic shelters and parking at the current PERC site.

Dependent on adding real estate:

Phase 2: Event and Recreation Center

- Center with indoor recreation gym and other indoor recreation with meeting and classrooms for events/meetings/classes

Phase 3: Pool

- Outdoor recreation pool



Phase 1: Tournament Fields w/outdoor recreation elements

PNW inspired playground located between fields for families attending tournaments, while taking advantage of naturally-tiered seating



Multiple picnic shelters to support tournaments, also provides an additional rental revenue source



Seating along walking path



Two lighted and turfed multi-use tournament fields



Concessions for sports tournaments



Sports Courts – 4 pickleball and full size basketball

Revised Site Plan



Targeted Market Analysis

Phase 1: Tournament Fields w/outdoor recreation elements

2021 Berk Consulting Initial Market Conclusion

- Four fields (2 at PERC and 2 Strawberry Fields) are not competitive in the regional/state soccer tournament market

Partnered with CKSD to improve field marketability

- CKSD has seven fields available (long holidays, weekends, vacations) to support soccer, lacrosse and football
- Received a letter of support to engage in joint marketing of CKSD and Poulsbo fields to solicit tournaments (soccer and lacrosse)

2022 Berk Consulting conducted targeted market analysis

- Partnership with CKSD results in 8 turf and lighted fields within 15-minute driving radius
- Improves the marketability of fields and **results in a feasible tournament destination**



Phased Approach Conclusion

Phase 1: Tournament Fields w/outdoor recreation elements “Fields First”

- Four fields (2 at PERC and 2 Strawberry Fields) in combination with partnership with CKSD is competitive in the regional/state soccer tournament market
- Will also provide desirable outdoor recreation for community
- Moves the PERC project forward (while allowing time for the larger components to continue to be planned)

Phase 2 and 3: These phases will be presented in study, but site design, financial analysis, and management plan will occur when a location is identified



PERC Fields First

Cost Estimate \$11.7 M

PERC: Fields First Option	\$\$\$	Primary Criteria
Site Prep and Mobilization	\$200,000	
Site Earthwork and Grading	\$400,000	
Retaining Walls	\$350,000	modular block wall
Stormwater/Civil	\$500,000	
Utilities	\$150,000	
2 Multi-use Turf Fields	\$2,200,000	
Sports Courts	\$110,500	4 pickleball, 1 basketball – surface only
Field and Site Lighting	\$830,000	
Pathway & Trails	\$180,000	Asphalt within the project; soft surface in buffer
Plaza w/water feature	\$400,000	
Parking/Sidewalks/Hardscape	\$520,000	
Fencing, Screens and Backstops	\$200,000	
Playground/Ampitheater	\$323,500	Variety of age recreation amenities
Bleachers (x2)	\$30,000	\$15,000 each (10 rows, seats 113)
Site Furnishings	\$60,000	Benches, seats, firepit
Park Signage	\$17,500	
Landscaping/Irrigation	\$215,000	
Concessions and Restrooms Building	\$700,000	Includes mechanical/pump house and storage rooms
Picnic Shelters (x3)	\$225,000	\$75k each
Team Shelters (x2)	\$150,000	\$75k each
Athletic Equipment	\$32,500	
SubTotal	\$7,794,000	
Soft Costs	\$2,338,200	30% (design&engineering, permitting, bid docs, sales tax, fees, project/construction management)
Contingency	\$1,558,800	20% (design contingency/reserves/ construction contingency)
TOTAL	\$11,691,000	



Management Considerations

- Management considerations were completed for Phase 1: Fields First by BERK Consulting
- Evaluated two turf fields monthly and annual maintenance:
 - Monthly Sweeping: User volunteers or City staff. Equipment included in the purchase of the turf.
 - Annual Grooming: Contracted services
- Turf field lifespan is ten to thirteen years. Lifespan can extend with consistent maintenance.
- BERK Consulting estimated maintenance and replacement costs for PERC two fields



	Low	Medium	High
Annual Contracted Maintenance for two fields	\$5,300	\$5,700	\$6,100
Field Replacement for two fields	\$700,000	\$1,000,000	\$1,300,000



Management Considerations

- Rental use estimates from field rentals was also evaluated by BERK Consulting from practice rentals and tournaments.

	Low	Medium	High
Local Sports Teams Estimated Practice Hours	581	726	871
Local Sports Teams Estimated Tournament Days	5	7	10
Comparable Municipal Complexes Annual Tournament Hours	10	20	35
Estimated Light Hours	290	363	436

- Comparison of other municipal and fields sites, BERK recommends the following rental rates:
 - Field Rental Rate (per hour): \$40
 - Tournament Fee (per day): \$475
 - Lights Rental Rate (per hour): \$22



Management Considerations

- Based on estimated rental hours and recommended rental rates, BERK Consulting prepared revenue estimate:

	Low	Medium	High
Practice Revenue (\$40/hour)	\$23,200	\$29,000	\$34,800
Tournament Revenue (\$475/day)	\$2,375	\$3,325	\$4,750
Lights Revenue (\$22/hour)	\$6,400	\$7,900	\$9,600
Total	\$31,975	\$40,225	\$49,150

- There are other opportunities for revenue sources:
 - Advertising and sponsorship revenue from on-site identification and sale of signage
 - Concession booth rentals
 - Shelter rentals
 - Miscellaneous Equipment Rental



Management Considerations

- BERK Consulting prepared expenditure/revenue analysis
 - Table assumes 10-year replacement plan
 - 3% annual inflation on maintenance cost
 - Fees and usage is held constant
 - PERC fields are self-sustaining until replacement

Ten-Year Projection	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Revenue											
Field Rental Practice	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000
Field Rental Tournament	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325	\$3,325
Lights	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900	\$7,900
Total	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225	\$40,225
Expenditures											
Field Maintenance	\$5,700	\$5,871	\$6,047	\$6,229	\$6,415	\$6,608	\$6,806	\$7,010	\$7,221	\$7,437	\$7,660
Turf Rebuild											\$1,343,916
Total	\$5,700	\$5,871	\$6,047	\$6,229	\$6,415	\$6,608	\$6,806	\$7,010	\$7,221	\$7,437	\$1,351,577
Net Position											
Annual Net Position	\$34,525	\$34,354	\$34,178	\$33,996	\$33,810	\$33,617	\$33,419	\$33,215	\$33,004	\$32,788	(\$1,311,352)
Overall Net Position	\$34,525	\$68,879	\$103,057	\$137,053	\$170,863	\$204,480	\$237,899	\$271,114	\$304,118	\$336,906	(\$974,446)

- Capital replacement reserve budgeting will be necessary to ensure adequate capital at time for turf replacement.
 - Consistent schedule for user fee adjustment
 - Sponsorship revenue designated for replacement reserves
 - Fundraising strategy with primary user groups



Financial Analysis

Funding Phase 1 Fields First

- Preliminary cost estimate of \$11.7M.
 - Can be adjusted, however must be at least \$10M
- The KPFDF has ranked the PERC second in its funding priorities.
- Discussions with KPFDF Executive Director indicate the Board is prepared to move forward with a new ILA to fund PERC Phase 1.
- There will be a City match of 33%
 - Value of the 6-acre parcel
 - Staff time on all phases of project
 - Cash contributions or in-kind from private
 - Grants or legislative earmark
- Next ILA will be coordinating with KPFDF on the funding structure and establishing detailed funding approach



Feasibility Determination

Finalizing the PERC Feasibility Study

- **PERC is a feasible public project.** Phase 1 can be forwarded now; Phase 2 and 3 are contingent upon additional real estate and additional funding.
- Report Released by end of December 2022
- Mayor to present to KFPD Board in January 2023
- **ILA Amendment to extend timeframe** for one additional year on 12/21/22 Council Consent Agenda
 - Ensure close out of current consultant invoices and reimbursements
 - Allow adequate time to develop and present a second ILA for the PERC's next phase
 - Continue analysis of financing approach



Questions?

Thank you!

