



Poulsbo Events &  
Recreation Center

February 10, 2021

PERC Steering Committee Members

Subject: Poulsbo Events and Recreation Center Steering Committee Meeting #1

Thank you for your participation and valued input during the first PERC Steering Committee meeting on January 28, 2021. We appreciate your insights and willingness to participate further in the PERC Feasibility Study and the work groups.

Included in the attached packet are the following:

- A narrative summary of the meeting
- A list of key message points from the questions we asked during the meeting
- The work group structure and anticipated date for work group kick off meetings.

We appreciate everyone's commitment to participate and have done our best to meet everyone's first work group preference. In a few instances, we are asking committee members to engage with their second preference. This will provide a balance of resources between each work group. However, all members are welcome to participate in any work group session they wish, and staff will keep you informed of the meeting dates.

We will be reaching out in the next couple of weeks to schedule the kick-off meetings for the work groups. In the meantime, please feel free to contact us with any questions or concerns.

Respectfully,

A handwritten signature in blue ink, appearing to read "Karla Boughton", is written over a horizontal line.

Karla Boughton  
Planning and Economic Development Director  
[kboughton@cityofpoulsbo.com](mailto:kboughton@cityofpoulsbo.com)

A handwritten signature in blue ink, appearing to read "Dan Schoonmaker", is written over a horizontal line.

Dan Schoonmaker  
Parks and Recreation Director  
[dschoonmaker@cityofpoulsbo.com](mailto:dschoonmaker@cityofpoulsbo.com)





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## PERC Community Steering Committee Meeting Summary

**Meeting Date:** Thursday, January 28, 2020 | 5:30-7:00 p.m.

[www.cityofpoulsbo.com/perc](http://www.cityofpoulsbo.com/perc)

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### 1. Welcome

Mayor Erickson welcomed the committee members and expressed the City's vision for the PERC.

### 2. Introductions, Meeting Objectives and Protocols

Karla Boughton welcomed members and introduced key City of Poulsbo, Kitsap County, and KPF D representatives participating in the call. She recapped the agenda and asked members to introduce themselves through the chat function. A roster of Steering Committee members is attached.

### 3. Overview of the PERC

Karla Boughton presented on the history of the PERC including the dedication of the land as part of the Olhava Development Agreement and the long-standing need in the community for a recreation facility. She described the Kitsap Public Facilities District process that resulted in a funding agreement for Phase I of the PERC and the work to date on the Feasibility Study. Ms. Boughton finished with an overview of the PERC development process with a goal for construction in 2025-2026.

### 4. PERC Steering Committee Charter

Peter Battuello presented the Steering Committee roles and responsibilities. He reviewed the proposed work group structure and anticipated levels of participation, which are at the discretion of committee members. At the end of the presentation he asked the Committee to select work group preferences via a zoom poll. Mr. Battuello responded to questions about the pace and schedule for the meetings.

### 5. Community Preference Survey #1 Summary Results

Dan Schoonmaker presented the results of the Community Survey and responded to committee member questions about some survey information.

### 6. Committee Discussion

The Committee was asked to respond to what they are excited or concerned about when they think about the PERC. Committee members shared their input and perspectives. Key message points are attached.

### 7. Community Engagement Meeting #1

The Committee provided input to staff on the planned Community Engagement Meeting. Key messages are attached.

### 8. Summary of Actions and Next Steps

Staff committed to developing a meeting summary and work group assignments. Mayor Erickson recognized Mary McCluskey for her 26 years of service to the City of Poulsbo and thanked the Committee for participating.

### 9. Adjourned at 7:02pm



**PERC STEERING COMMITTEE MEETING #1  
COMMENT SUMMARY**

The City of Poulsbo convened the PERC Steering Committee on January 28, 2021 to kick off the committee's involvement in the PERC Feasibility Study. There were two periods during the meeting when committee members were asked to provide input. The first was:

*What do you like about the PERC?/ What concerns you?*

Need detailed demographic information on survey participants

There must be an economic development element that brings new dollars to the community

Consider future expansion during concept planning

Great Idea. Location is attractive for outside users, colleges and military. Find a balance for community uses that are affordable. Keep the community identity and represent them in the project.

Be careful of duplicating NKREC. Must demonstrate capacity and access need.

Needs to be some blending of uses between NKREC and PERC

PERC would alleviate NKSD restrictions on access and capacity constraints

What is the owner/operator structure for the PERC? How might other organizations participate in terms of operations and financing?

Multi-use is essential for field sports

Consult with sports' governing bodies on user demand and needs

Survey results may be skewed to supporters and not accounting for larger opposition to the project

Generate revenue through rental uses

Need to convince the community of the economic benefit of the PERC and the return to the community in the form of increased sales and lodging taxes

Early morning and after school child-care

Full service commercial kitchen



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Marketing the facility heavily and maximize the hours of operation to provide constant level of activity

Avoid shifting revenues from other regional needs through MPD or other taxing mechanisms

Funding and revenues must account for long term maintenance and life-cycle replacements

There are some interesting possibilities in sharing spaces and being able to increase some instructional opportunities.

Western Washington University is super excited about the possibility of this facility offering services for enrolled students.

Olympic College would benefit from this facility. It would help them grow their enrollment

Meeting, lecture, and recreation amenities should increase enrollment

Poulsbo needs a meeting space that can attract users to multi-day events

Comparable data is difficult because this type of space doesn't exist in North Kitsap

*The second question that the Steering Committee provided comment on was: What information should staff draw from the Community during the upcoming Community Engagement meeting?*

Need to convey the value of multi-day events

Is there data to share about the types of events that generate the most revenues?  
Need to identify user groups that will create a return on investment.

Don't leave the community behind. Avoid getting so dialed in that we forget about the survey and what the community is interested in supporting.

Make sure that the type of events that you're going to want to track can be handled without causing a lot of stress on the community all the time. You can have a lot of economic benefit from multiple smaller events that happen year-round.







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# Survey

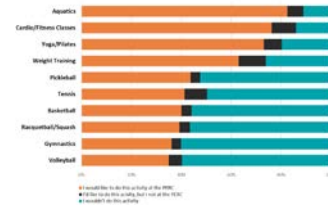
- Survey open from October 26 – November 16
- Over 15,000 contacts
- **1286** survey responses
- 82% from 98370; 10% from Kingston, Suquamish, Indianola





# Survey

- Three types of questions:
  - Multiple Choice (bar graphs)



- Top Three Uses (Word Clouds)



- Open-ended questions (Soliciting narrative responses)

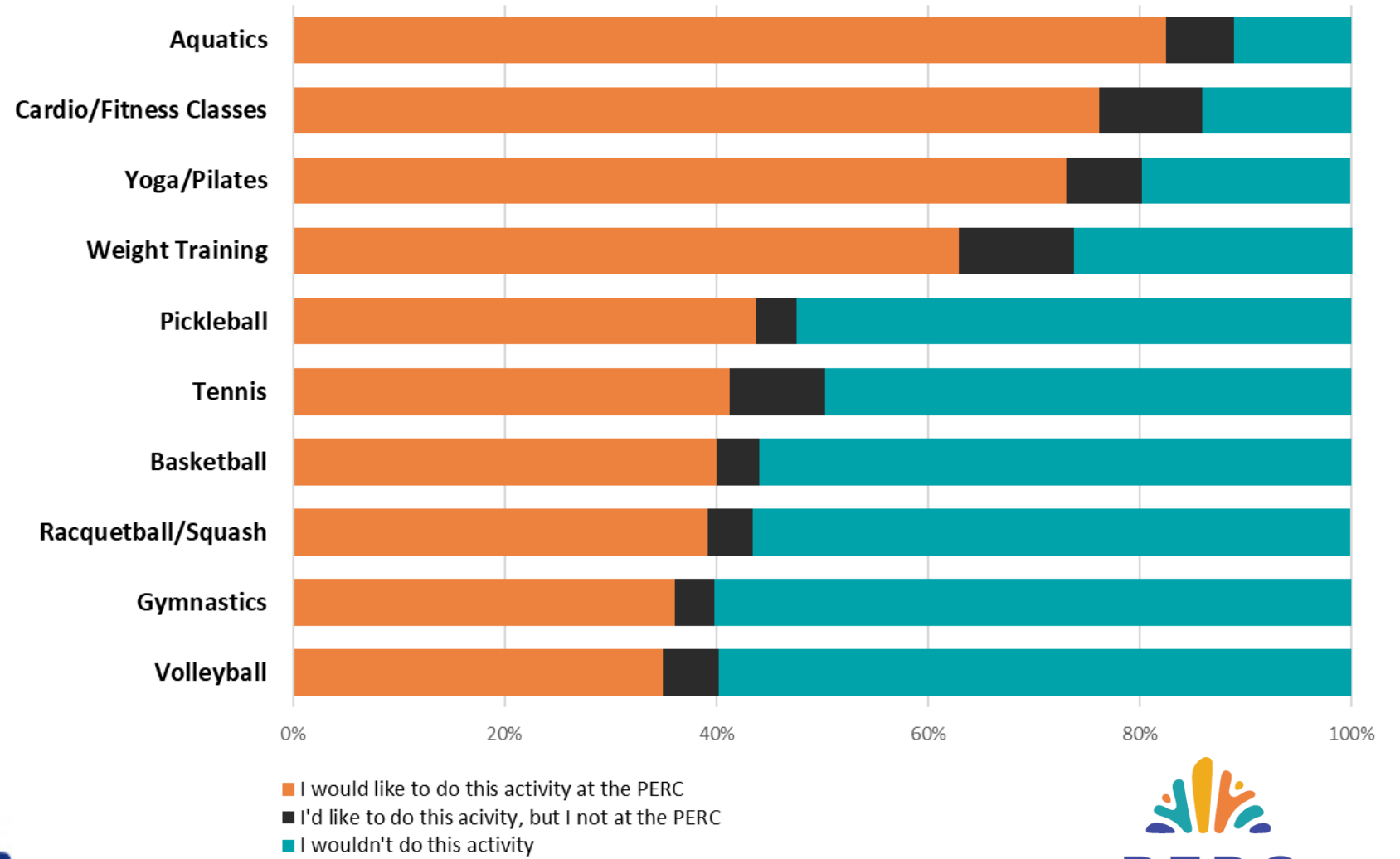


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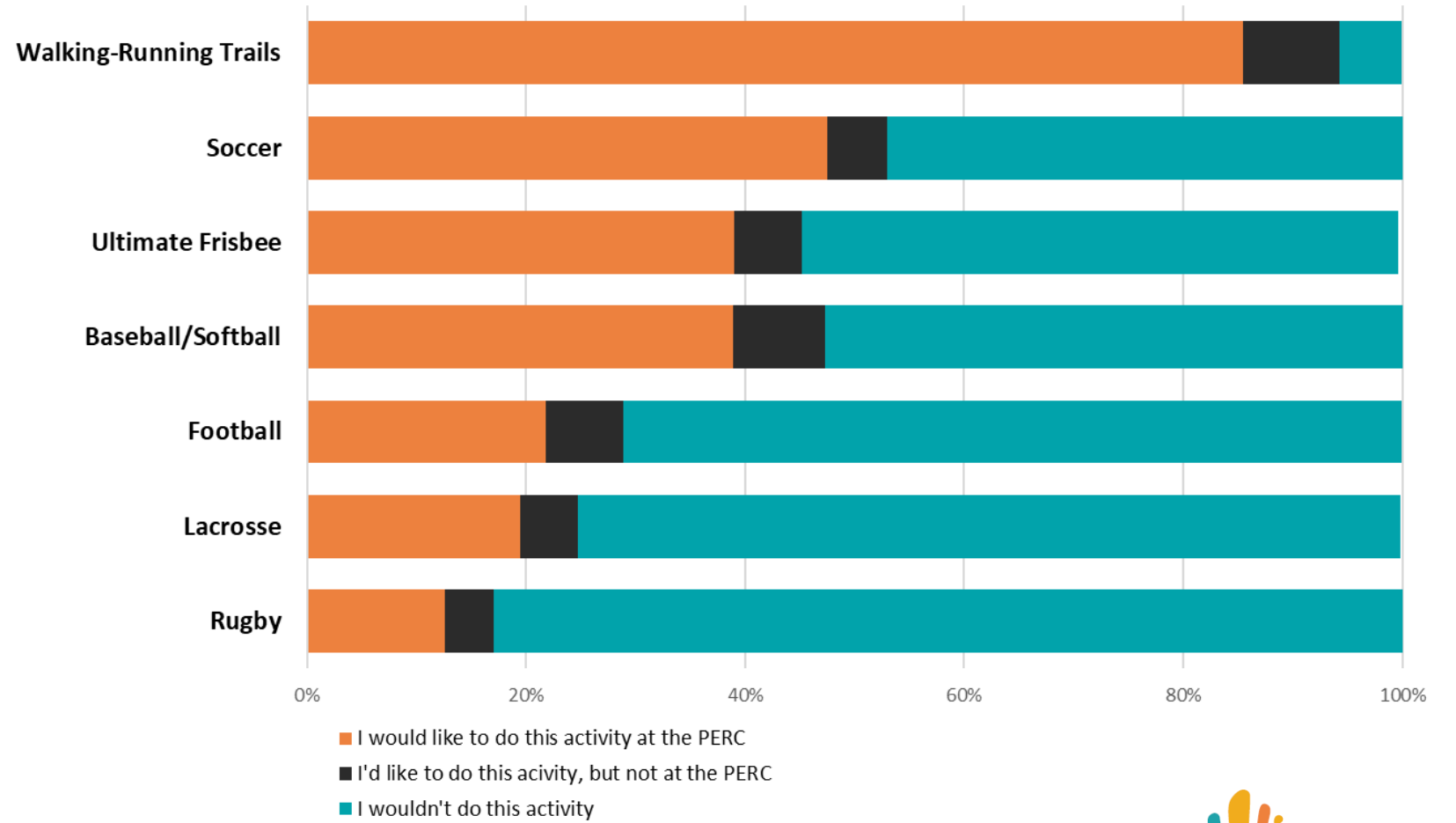


# Indoor Recreation



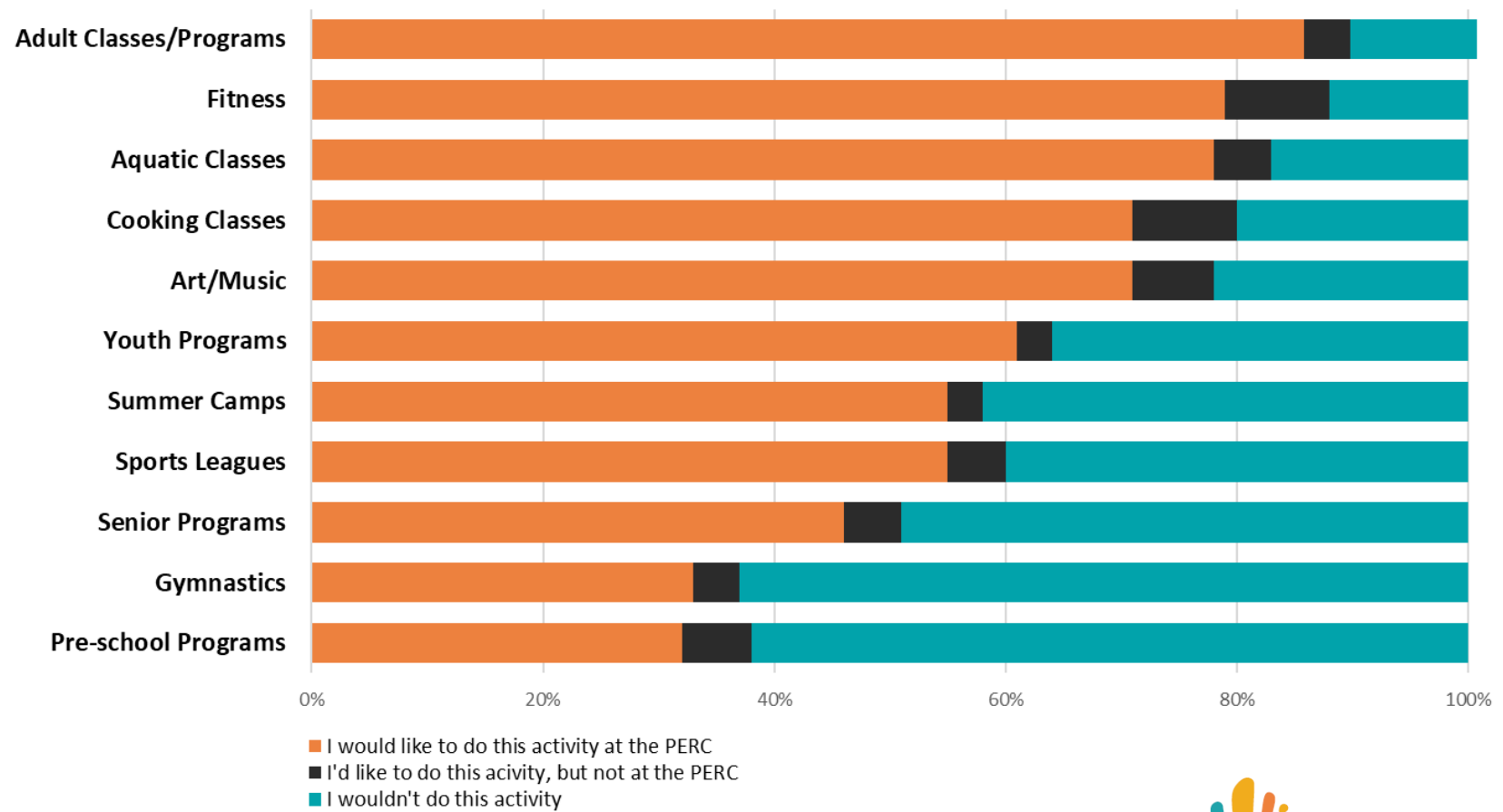


# Outdoor Recreation



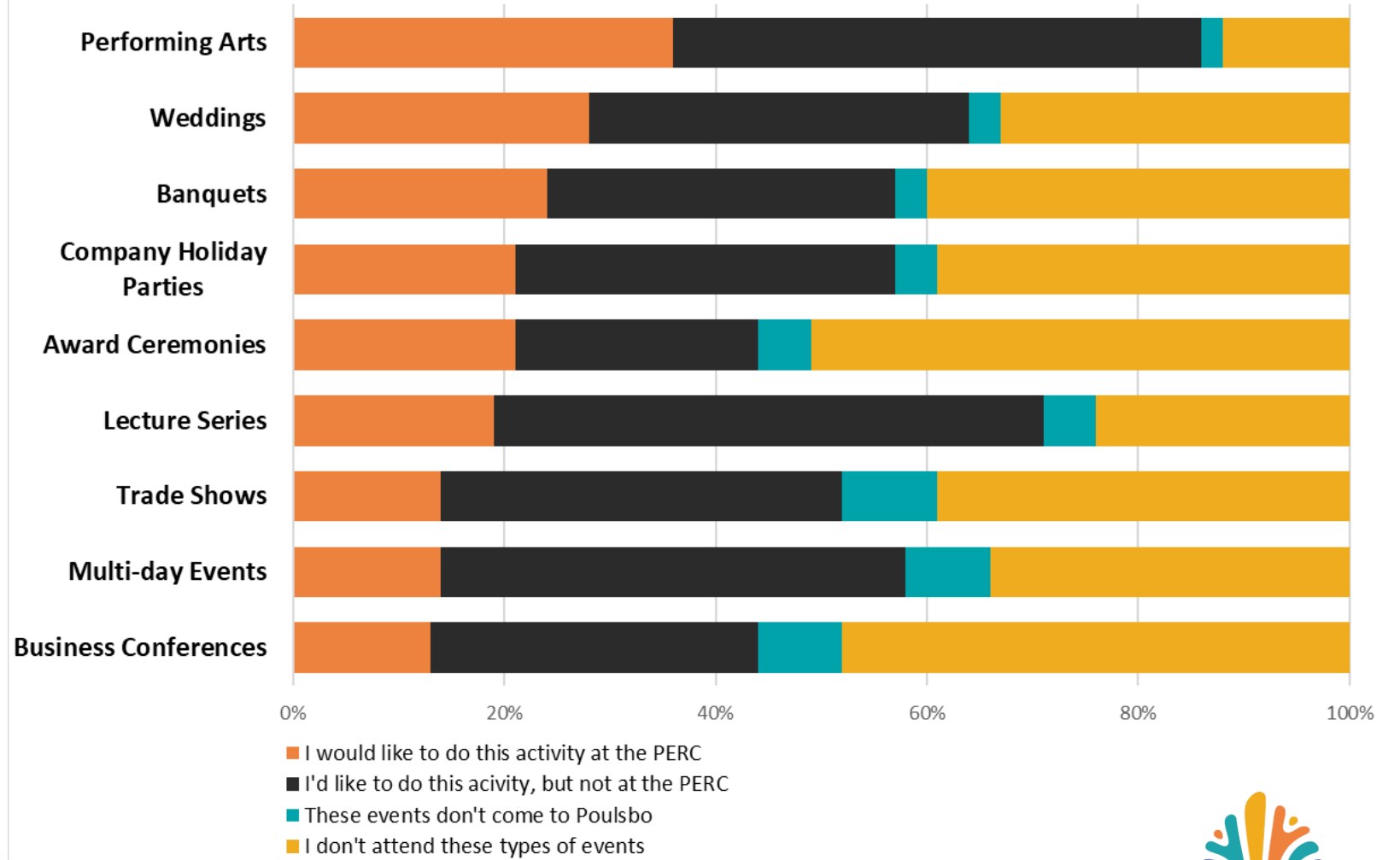


# Recreational Programs





# Events





# Indoor Recreation Question #3

ACTIVITY	COMMENTS	%
Swim/Pool/Aquatic	164	46%
Youth/child/Kid	109	30%
Great/wonderful/Amazing/Excited	88	25%
Need/Needs/Needed	83	23%
Arts/Perfom/Theater/Auditorium	83	23%
Multi - "ball"	55	15%
Classes	54	15%
Fitness/Exercise/Yoga	38	11%
Tax/Pay/Cost/Fund	33	9%
Recreation	32	9%
YMCA	26	7%
Senior	24	7%
Soccer	20	6%
Adult	16	4%
Opposed to project	15	4%



359 total responses





# Outdoor Recreation Question #5

ACTIVITIES	COMMENTS	%
Fields	38	24%
Youth/child/Kid	38	24%
Baseball/Softball	36	23%
Great/wonderful/Amazing	31	19%
Soccer	29	18%
Trails/Paths	23	14%
Skate	18	11%
Tournament/League	18	11%
Swim/Pool/Aquatic	16	10%
Courts/Tennis	12	8%
Bike/Biking	9	6%
Splash	7	4%
Track	6	4%
Senior	6	4%
Adult	5	3%
Pay/Cost/Tax	5	3%
Basketball	3	2%
Opposed to project	6	4%

159 total responses

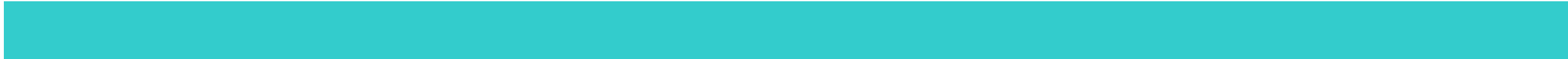




# Event Facility Question #12

PREFERENCES	COMMENTS	%
Arts/Perform/Theater/Auditorium	36	44%
Events	24	29%
Weddings/Fairs/banquets/Trade	21	26%
Space/spaces	20	24%
Music/Concert/Shows	10	12%
Not/Nothing	9	11%
Pay/Cost/Tax/Money	9	11%
Conference	8	10%
Classes	7	9%
Great/wonderful/Amazing	7	9%
Opposed to project	7	9%

82 total responses



# Other Thoughts Question #22

EXPRESSED VIEWS	COMMENTS	%
Love/Great/wonderful/Amazing/Excite	115	40%
Community	102	36%
Fund, Fee, Tax, Pay, Afford	85	30%
No/Not	77	27%
Need/Needs/Needed	73	26%
Youth/child/Kid	50	17%
YMCA	31	11%
Family	11	4%
Opposed to project	8	3%

286 total responses





# Key Take Aways

- Aquatic Uses is most preferred
- More interest in recreation and programs than events
- More interest in Performing Arts than Business Conferences
- Several options for multi-use or shared spaces/fields
- Community support is outstanding, at least for today





# By the Numbers

- **72%** are in favor of private partnerships
- **74%** would be supportive or likely be supportive of a ballot measure
- **53%** will attend or are likely to attend a virtual open house to continue the discussion
- **34%** of respondents (388) would volunteer or consider volunteering for planning efforts



# PERC HISTORY

## Culmination of many years of work

- Olhava Development Agreement
- PROS Plan Community Survey
- YMCA Market Study
- Support for a new community recreation and fitness center
- Need for event space

KPFD called for proposals in 2018

Ranked 2<sup>nd</sup> out of 7 projects in July 2019

KPFD/Council approved Feasibility Study in  
Dec 2019



# What's Important about the PERC?

A True Public – Public Project

Consistent with Public Facilities Legislation

- A "regional center" with convention, conference, and special events center
- A special events center available to the public, used for community events, sporting events, trade shows, and artistic presentations or performances

Proposes new fields and multi-use recreation

Provides economic uplift to local businesses





# The Feasibility Study

## Our Commitments

- Community Outreach
- Market Analysis
- Draft Management Plan
- Site Concept/Space Plan
- Financial Analysis

## Work to Date

Web Page, Survey, Steering Committee, Public Outreach

Comparable Sites; Demographics; Stakeholder Interviews

Report Outline

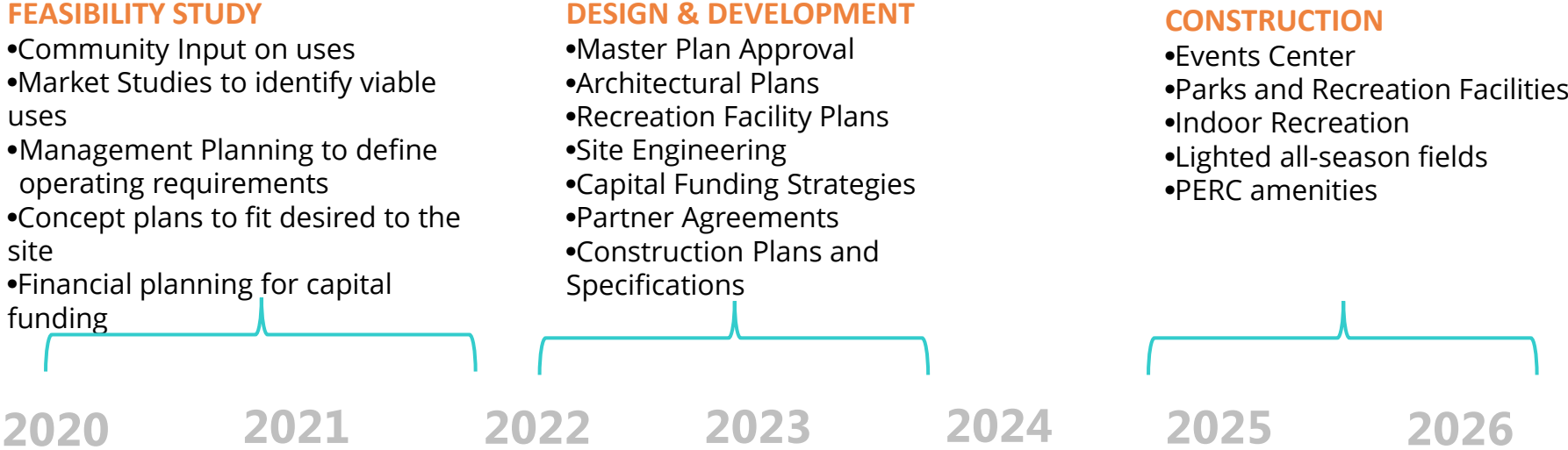
Preliminary impact fee assessment; Consultant RFQ

Waiting on data



# The Development Process

## The Timeline: PERC phased approach



### PHASE II REQUEST TO KPFD

- City Council resolves to move forward and pursue Phase II funding.
- PERC request to KPFD Board for \$1.75M to \$2.0M for Phase II - Design and Development

### PHASE III REQUEST TO KPFD

- City Council resolves to forward with Phase III
- Community vote for City share of construction
- PERC request to KPFD Board for remaining share of construction

## The Funding Process



# Steering Committee Charter

Advisory Board to the City

Provide Input on Feasibility Study Elements

Develop Recommendations on PERC Feasibility

Staff Proposal for Consideration

*Organize working groups to provide input to and review of key feasibility study elements*



# Steering Committee Proposed Work Groups

***The Market Analysis:*** review market research and, provide input on the preliminary market analysis findings.

***The Draft Management Plan:*** review and provide input on the PERC facility Management Plan Framework.

***Site Concept Plan:*** Provide input on site constraints and opportunities and site design/layout.

***Financial Analysis:*** Discuss capital funding strategies and provide input to a financial plan.





# Steering Committee Engagement

Three Steering Committee Meetings - culminates in September 2021

Up to three (3) meetings each of work groups – between March and September 2021

Open invitation to two (2) public meetings

Assist staff with outreach requests



# Steering Committee Charter

- Questions about the Charter?
- Action on Staff Recommendation
- Work Group Preferences Live Poll

