

LAKESIDE ADVENTURE PARK

AQUATICS COMMITTEE FINAL REPORT AND
RECOMMENDATION TO THE COUNCIL

May 3, 2021

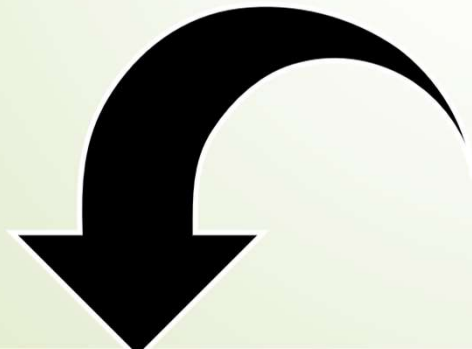


In the Fall of 2020, the Sturgis City Council appointed an Ad hoc committee to address a potential need in our community.....



Idea #1

We were assigned with the idea of looking at the construction of a splash pad. We quickly determined a splash pad would accommodate only a specific, limited age group, and support diminished.



Idea #2

After further discussion and research, it was determined that we should envision what might appeal to a larger percentage of the community...an outdoor pool...with a large mass appeal...but with a very large price tag!



This Photo by Unknown Author is licensed under [CC BY-SA](#)



Small Pools (2.2 Mill) in Area Small Towns

Faith, SD



2018

Cost of Operation:
\$33,427
Revenue in:
\$3398

2019

Cost of Operation:
\$31,925
Revenue in:
\$2741

Property Taxes make up the difference

2018

Cost of Operation:
\$37,000
Revenue in:
\$14,000

2019

Cost of Operation:
\$55,000
Revenue in:
\$13,500

Lemmon, SD



Property Taxes make up the difference

Gettysburg, SD



2018

Cost of Operation:
\$56,856
Revenue in:
\$12,430

2019

Cost of Operation:
\$52,110
Revenue in:
\$9954

Property Taxes make up the difference





Idea #3

Build a Larger Outdoor Water Complex

Most outdoor pool facilities were in the range of \$9-12 million.....! (That's SIX zeroes!!)



\$



\$





**Spearfish Recreation
and Aquatic Center:
Cost in 2008:
\$10,000,000**

**Wisconsin Rapids
Regional Aquatics
Center opening 7/6/21
Cost: \$12,000,000**



Idea #4

A Lakeside Adventure Park at The Fairgrounds

This “Water-Based Family Entertainment Center” or “Lakeside Adventure Park” exceeds all our expectations...and at a cost MUCH more affordable than a large outdoor aquatics facility!

The BEST NEWS: Total cost is LESS THAN HALF that of an outdoor aquatics center! (Many fewer zeroes!)



The Sturgis Lakeside Adventure Park could include the following:

-  A memorial splash pad
-  Water slides
-  Aquatics obstacle course
-  Swimming
-  Kayaking
-  Paddle boarding
-  Volleyball
-  Pickleball
-  Mini golf
-  Sand beach
-  Walking path
-  Covered structure



Facility would be accessible year round

Unique Features of a Lake Adventure Park/Fairgrounds Area

- ✂ Would be a tribute to the legacy of the area (playground with racing themes, restoration of finish line)
- ✂ Would not directly compete with Spearfish or Rapid City (nothing like this exists in the area!) **ONE OF A KIND**
- ✂ The idea fits into Sturgis' emerging outdoor lifestyle image
- ✂ Location is great for locals, schools, tourists and visitors traveling on the interstate. **HIGHLY VISIBLE**
- ✂ Available and accessible for use year-round – even during rally
- ✂ **AFFORDABLE**

A Project for ALL of Sturgis



The mini golf course and gathering area would be lighted during seasonal weather for extended hours, and cold weather would bring the possibility of an ice rink and sledding area.





This park will be an amazing transformation for this property and the community as well!

Potential Financing Sources

City 2021 Budget	\$200,000
City GF Budget Request	\$285,000
Fairgrounds land sale	\$700,000
Fairgrounds TIF	\$2,000,000
<u>Grants, Committee Fundraising</u>	<u>\$365,000</u>
TOTAL	\$3,550,000

Preliminary Costs for Construction

4 Acre Lake	\$ 1,000,000
Splash Pad	400,000
Inflatables	400,000
Miniature Golf	200,000
Park Building	750,000
Lighting, Landscaping	300,000
Parking	250,000
<u>Watercraft Pier, accessories</u>	<u>250,000</u>
Total	\$ 3,550,000

Very Conservative - Estimated Potential Park Revenue

Estimated Ticket Gate Sales	\$90,000
Concessions + Facility Rental	\$25,000
Rental Equipment	\$65,000
<hr/>	
Potential Total Revenue	\$180,000

Experienced operators have stated our revenue estimate is very conservative!

Estimated Potential Operational Costs

Days of Operation	98
Total Enzymes, chemicals	\$ 24,000
Total Cleaning Supplies	\$ 5,000
Lifeguards/Cleaning/Concession	\$110,000
<u>Utilities, Maintenance</u>	<u>\$ 20,000</u>
Total All Costs	\$179,000

**The result is that costs are “Revenue Neutral”.....or
“breaking even” in layman’s terms.**

This project will **NOT** increase taxes!

- If construction bids are higher than expected, the City could delay construction for some park features until funding is available, or the City could allocate additional funds from City's savings.
- Operational costs are anticipated to be covered entirely through park fees.
- The **preliminary ticket and rental rates are far lower** than other comparable facilities.

371 Total Page Likes Lifetime
53 New Page Likes Last 28 days



Kim Mather Farrell, Richard Moeller and 369 other people like your Page

Top Locations

People who like your Page are in these locations. These numbers are estimates.

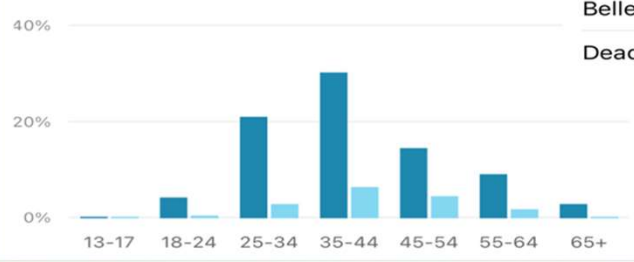
Cities	Countries
Sturgis, SD	257
Rapid City, SD	41
Spearfish, SD	9
Piedmont, SD	8
Whitewood, SD	5
Blackhawk, SD	4
Summerset, SD	4
Enning, SD	3
Belle Fourche, SD	3
Deadwood, SD	3

People from outside of the City of Sturgis are interested in our Lake!

Age and Gender

People who like your Page are in these age and gender groups. These numbers are estimates.

306 (83%) Women 62 (17%) Men



Diverse Age/Genders

TE1 Tammy Even, 4/29/2021

To all who shall read this, Greetings.

The Aquatics & Adventure Park set forth in the Aquatics Committee Proposal of Spring, 2021 is inspired and full of potential that I believe will have long term positive effects for the City of Sturgis. Being centrally located in town and along the interstate are among the strong attributes.


Very importantly, by keeping the main function of the Sturgis Fairgrounds "recreation" for the Citizens of Sturgis, it fulfills a long-term pledge made many decades ago to keep this property a "Play Ground" for the people. This folklore is felt very strongly.

Sturgis had facilitated a "Coney Island" back in the 1890's along Bear Butte Creek. At the time this Sturgis Park boasted a park that was an attraction for many surrounding towns. It started as a half-mile race track and stables, but soon added a grand stand, a boat pond, concession stands, a band stand, outdoor bowling alley, large dance hall/roller rink, merry go round and during the winter a large ice rink took its place. In 1904/05 a flood damaged part of the facility and discouraged future growth. Soon a new site was located on a hill for the "Meade County Fairgrounds". Since July 4th of 1911 and for the next 110 years Sturgis has experienced "Thrills and Spills" on this land. It will only increase in value to the Citizens to keep this history alive.

By keeping the original start/finish line accessible and showcased as part of this new Adventure Park, we can forever stand in the foot prints of ordinary Sturgis folk who made Sturgis an American Legend.

With everything we do for others, the best reason for this project is that this Park is for us. The people that live here.

I fully endorse this proposal and encourage the Sturgis City Council to move forward with this great project.

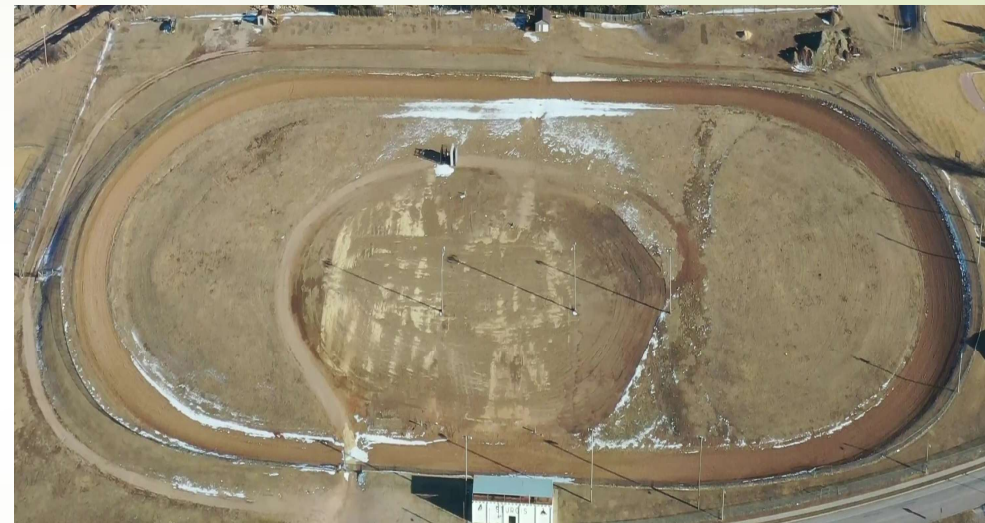
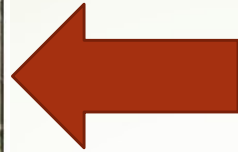

Captain Jerry S. Petersen

Sturgis



➡ This morning, the Committee received a very significant letter of support from Jerry Petersen, Captain of "Save the Dirt." The designer will work with "Save the Dirt" to ensure that there is appropriate homages made to the legacy of the fairgrounds in the final design of the Lakeside Adventure Park.

This is a better vision for the community's land!



90 days of heavy use each year, passive use year-round, winter recreation area

Everyone can better utilize this centrally located area of our community


Over the last 72 months (6 years), this site has been used less than 1 month total (27 days).

Committee Request and Recommendation

➤ Request a professional design proposal from a water and mixed-recreational park engineering design firm, who would work with local engineers to put the Sturgis

Aquatic's Committee concepts into a plan, including:

- Complete an initial lake, inflatable obstacle course design and construction estimate
- Include answer questions regarding water quality, flood plane, water availability
- Complete an operating business plan

- 
- City will need to provide input as to the affordability of the entrance fees into the park
 - The Committee believes its proposal could largely be built using less than \$300,000 of taxpayer dollars beyond the \$200,000 already appropriated
 - The Council would then be able to review the professional design and business plan and make any changes or cease the project
 - The Committee would be dedicated to raising \$365,000 in funds to assist in construction

Heartfelt thanks!

- ▶ To everyone that has shared your valuable time with us to prepare a unique proposal for the community.
- ▶ The following committee members have dedicated countless hours to the project thus far:

Twyla Barden
Lynn Birk
Jeanie Blair
Richelle Bruch
John Coyle
Allison Creed
Jeff DeKraai

Stuart Johnson
Karen Lynass
Megan Snyder
Jeanie Shyne
Alex Usera
Jamie Helms

The Committee's Final Recommendation

- Request a professional design proposal from a water and mixed-recreational park engineering design firm, who would work with local engineers to put the Sturgis Aquatic's Committee concepts into a plan, including:
 - Complete an initial lake, inflatable obstacle course design and construction estimate
 - Include answer questions regarding water quality, flood plane, water availability
 - Complete an operating business plan
- Authorize the Committee to begin fundraising/grant writing attempts