

AQUATICS FACILITY FEASIBILITY STUDY

VILLAGE OF LOS LUNAS

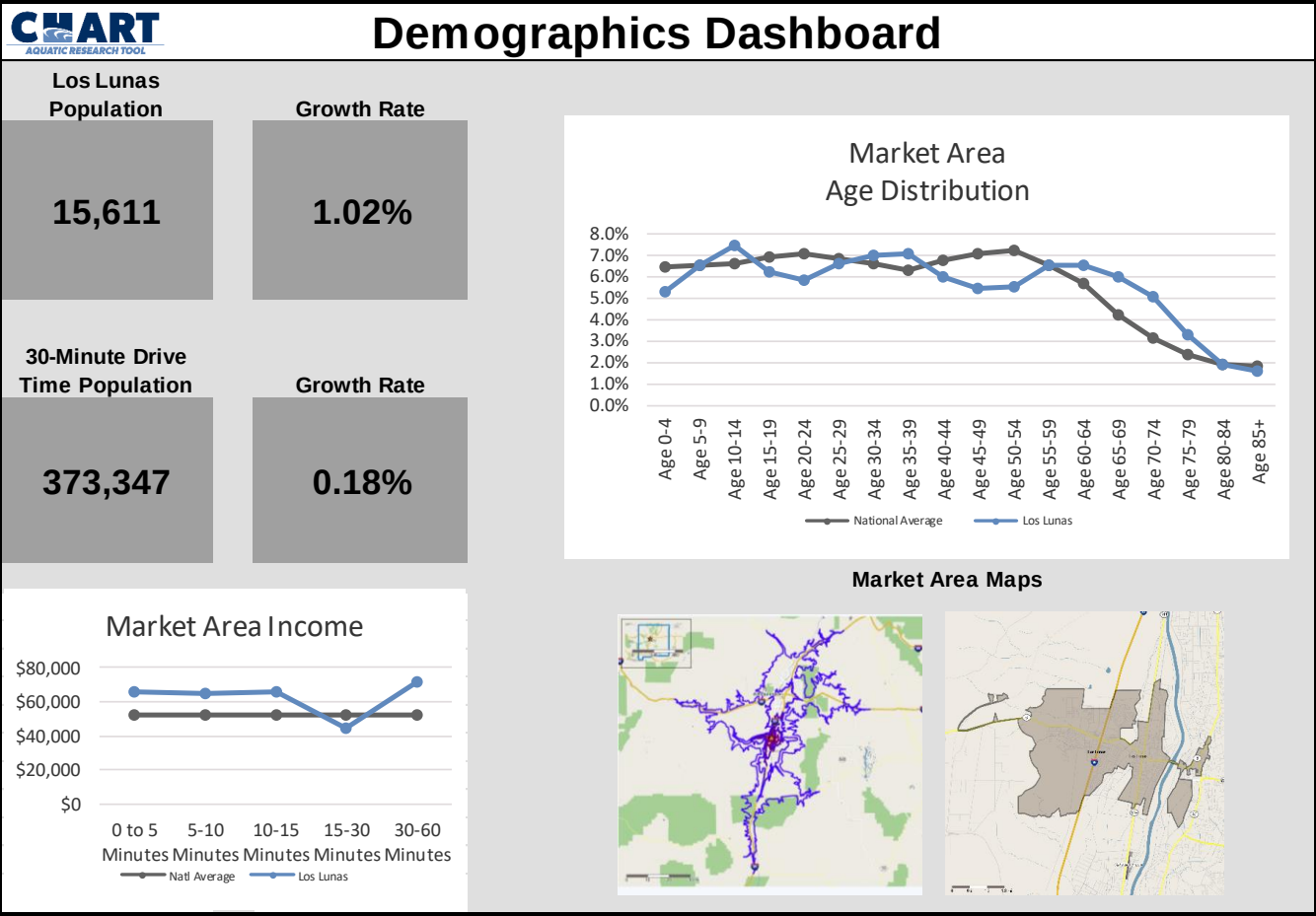
Needs Analysis



Market Overview

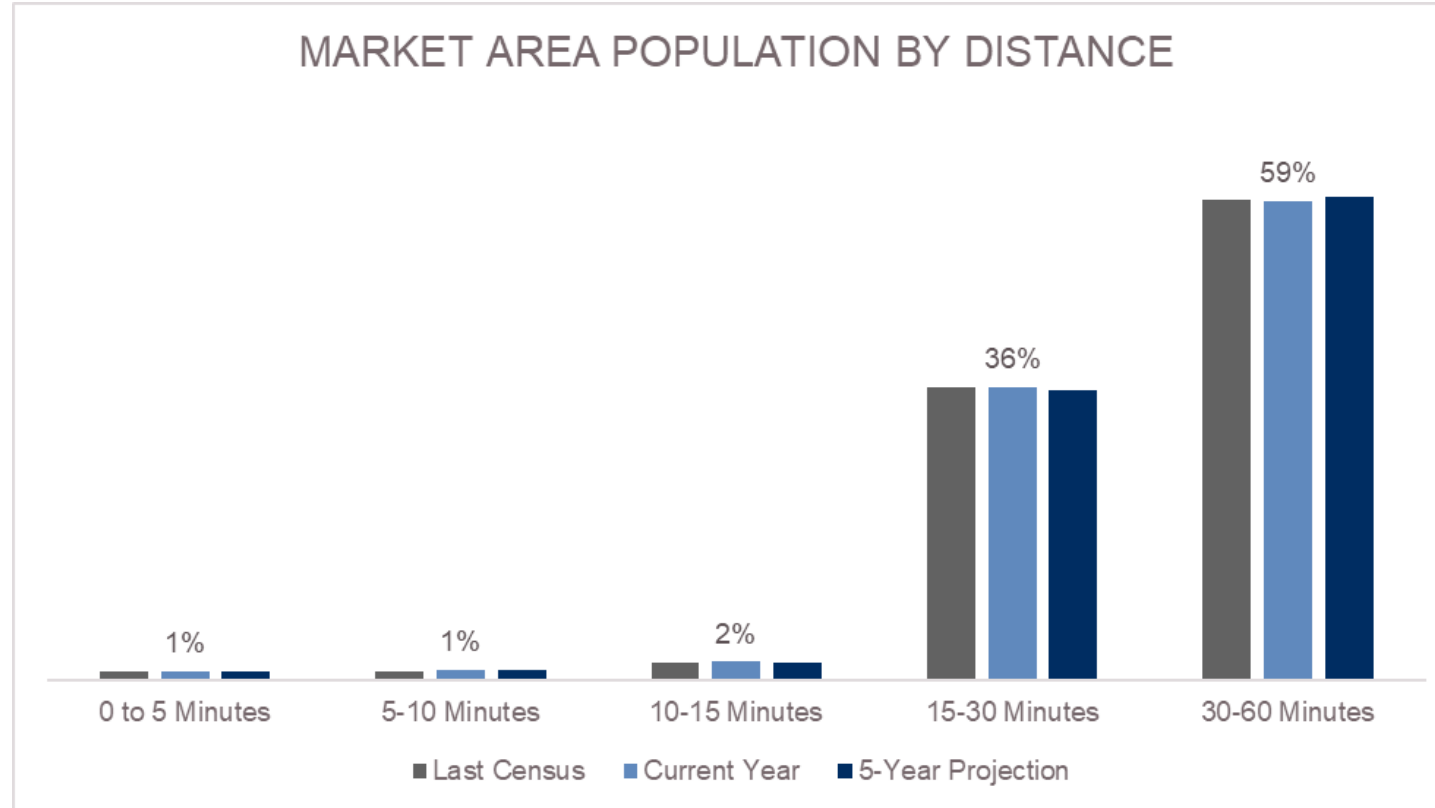


Demographics

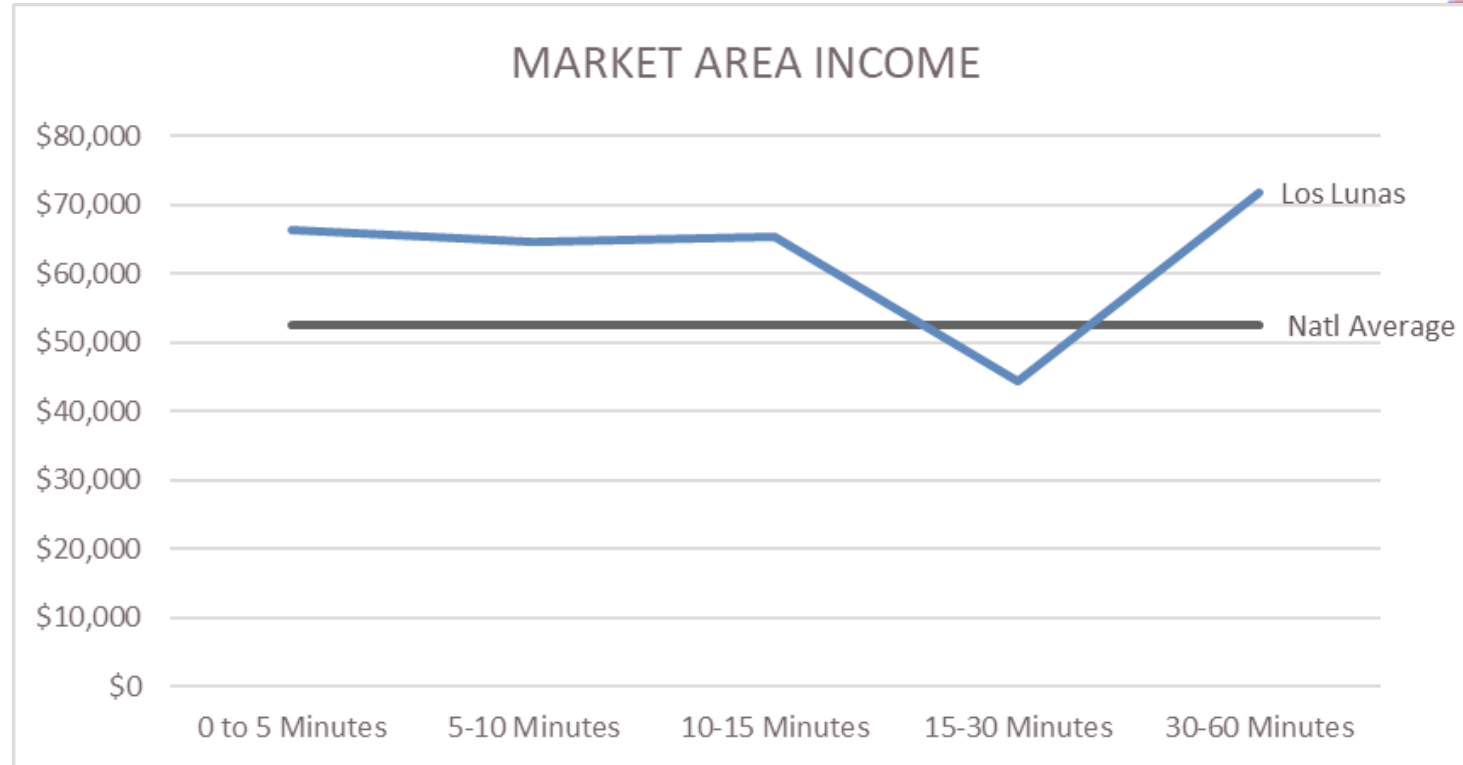


Population

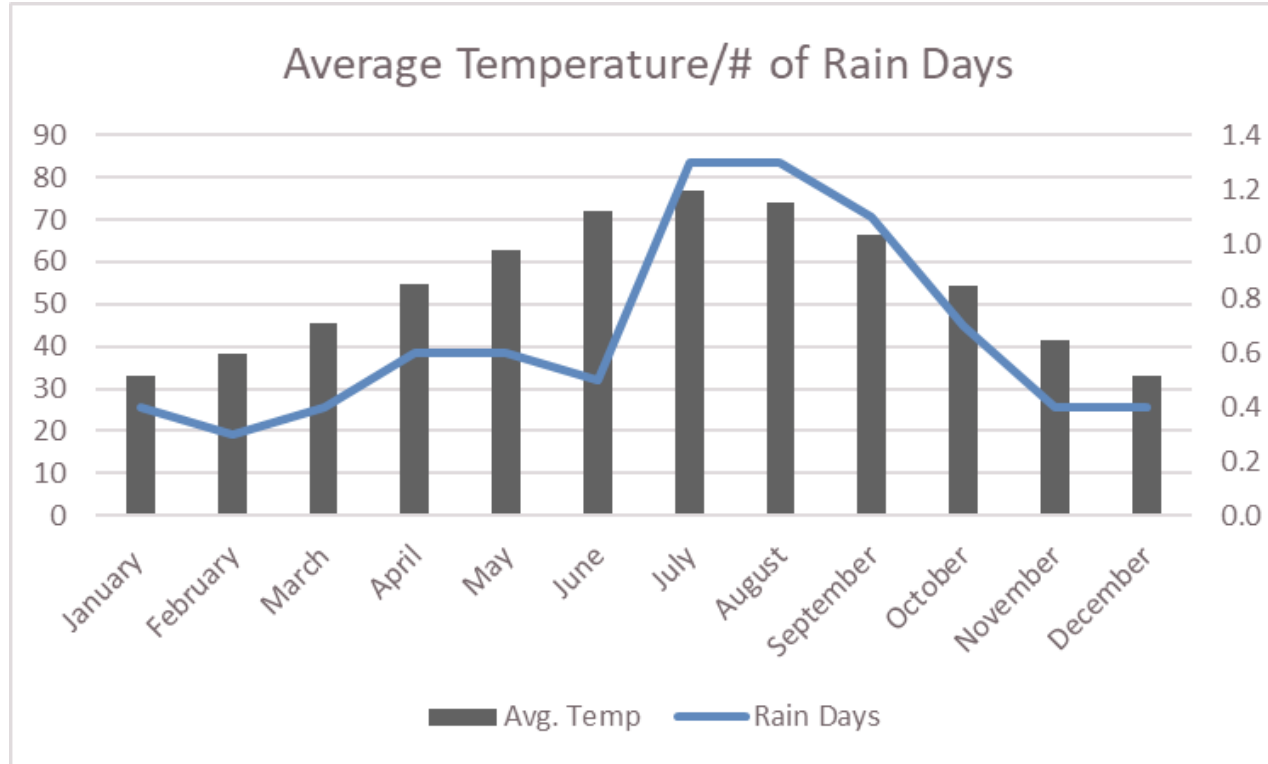
914,700 residents live within an hour drive



Income



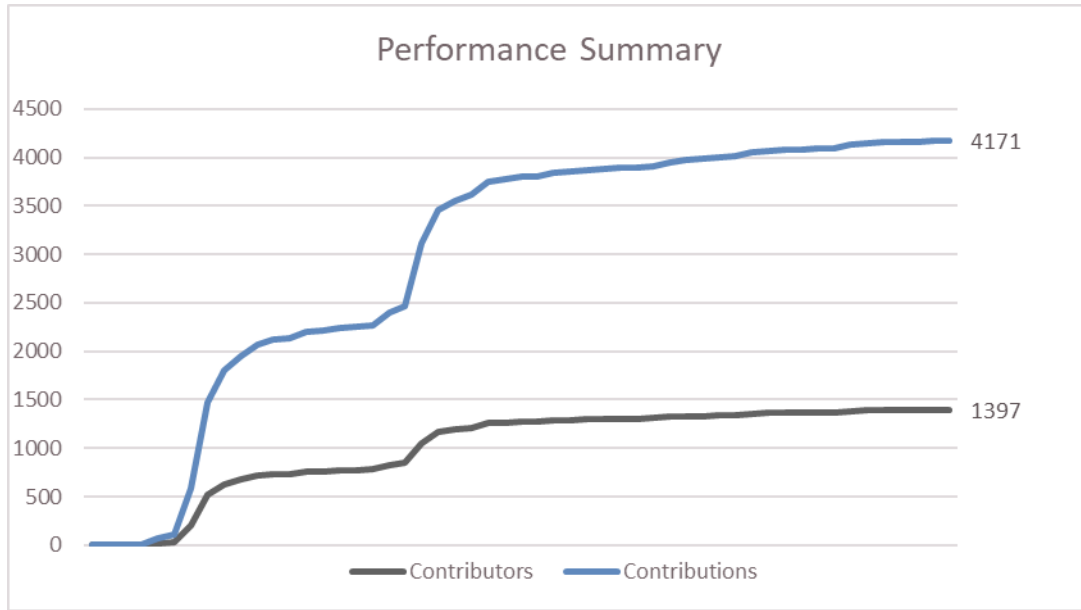
Weather



Public Engagement *Social Pinpoint*



Total # of Contributions

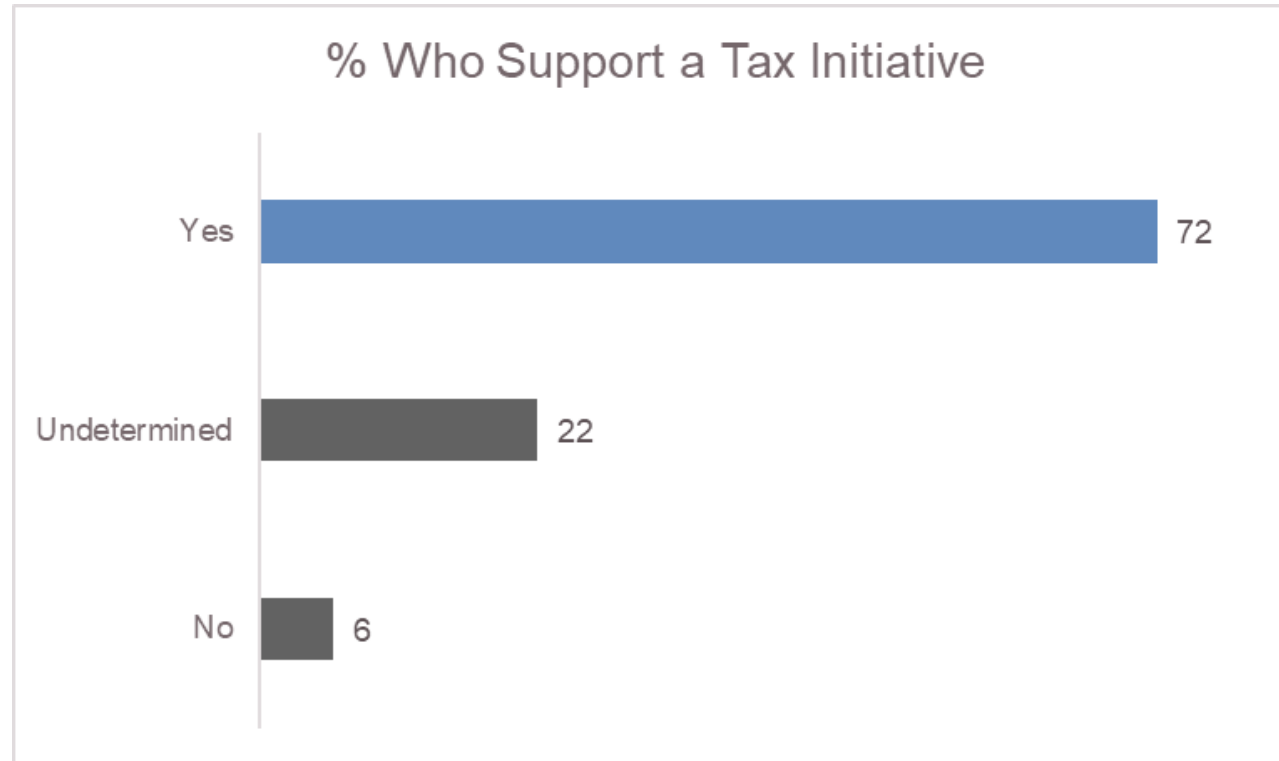


Contributions - The total number of responses collected.

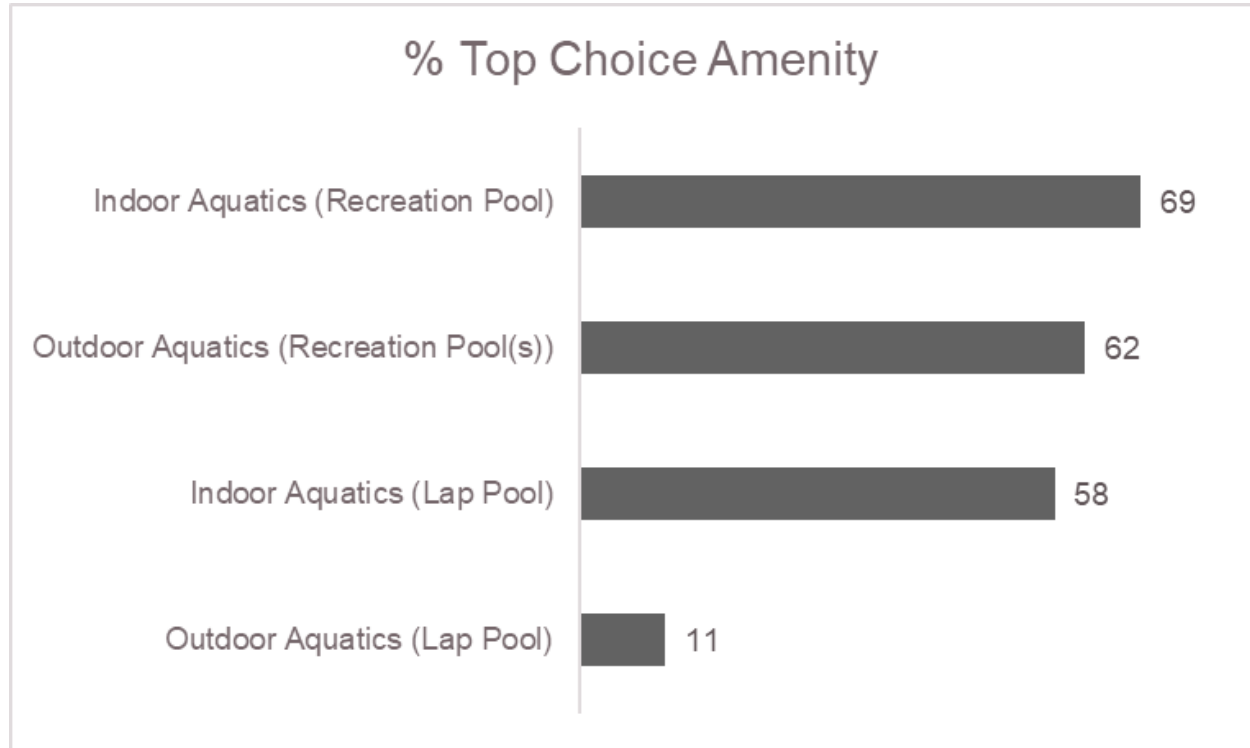
Contributors - The unique number of Visitors who have left feedback or Contributions.



Most Would Support a Tax Initiative

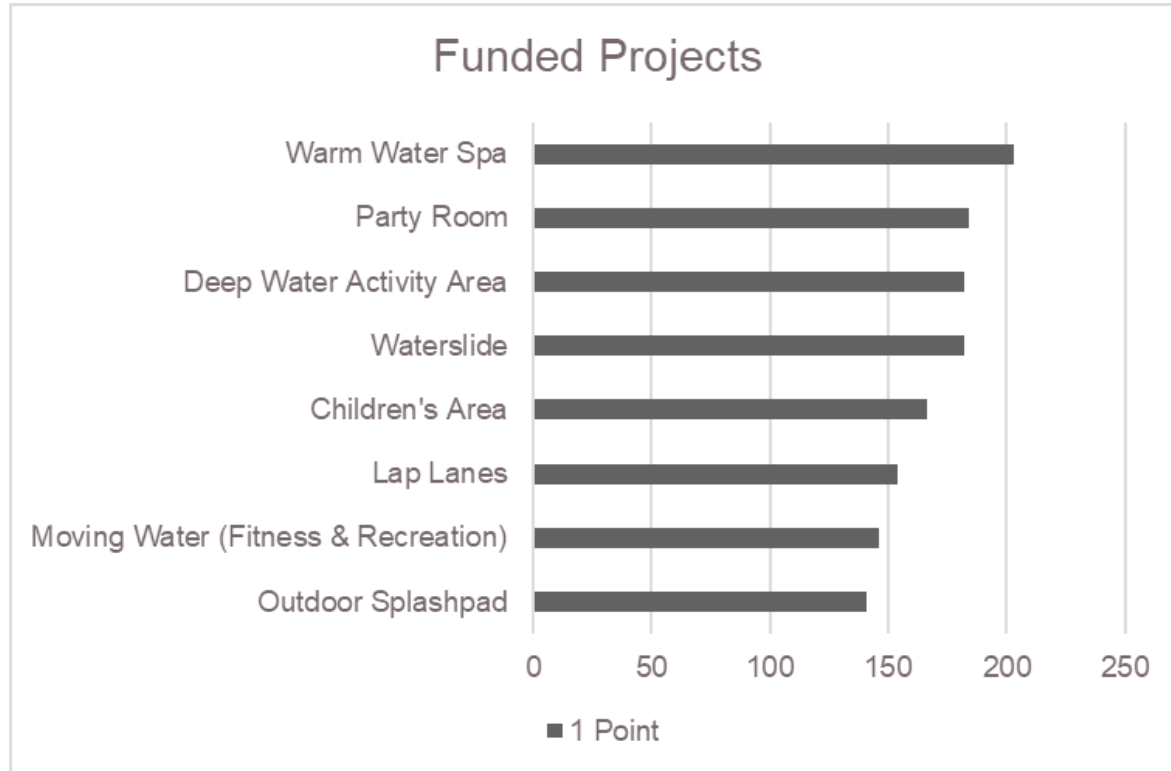


Most Desired Pool Type



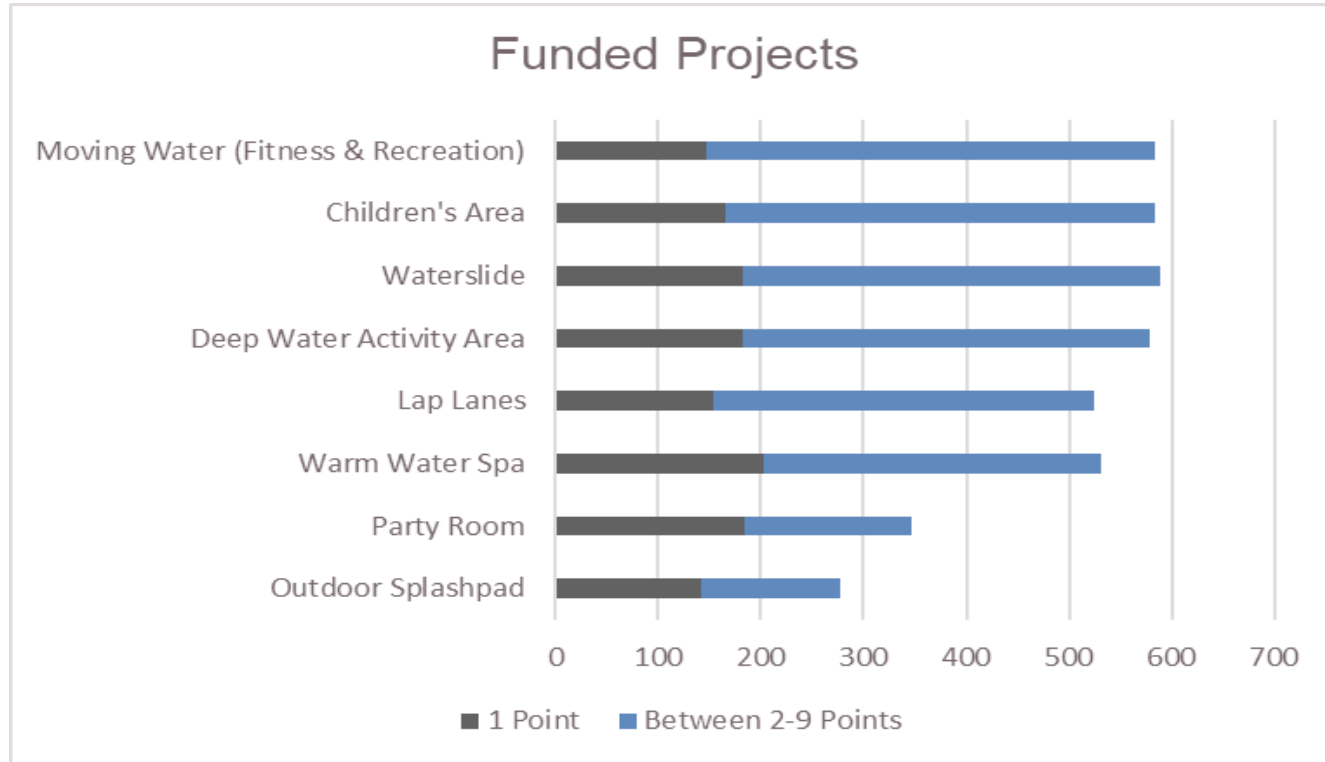
Amenities

Spas are desired, but not a priority



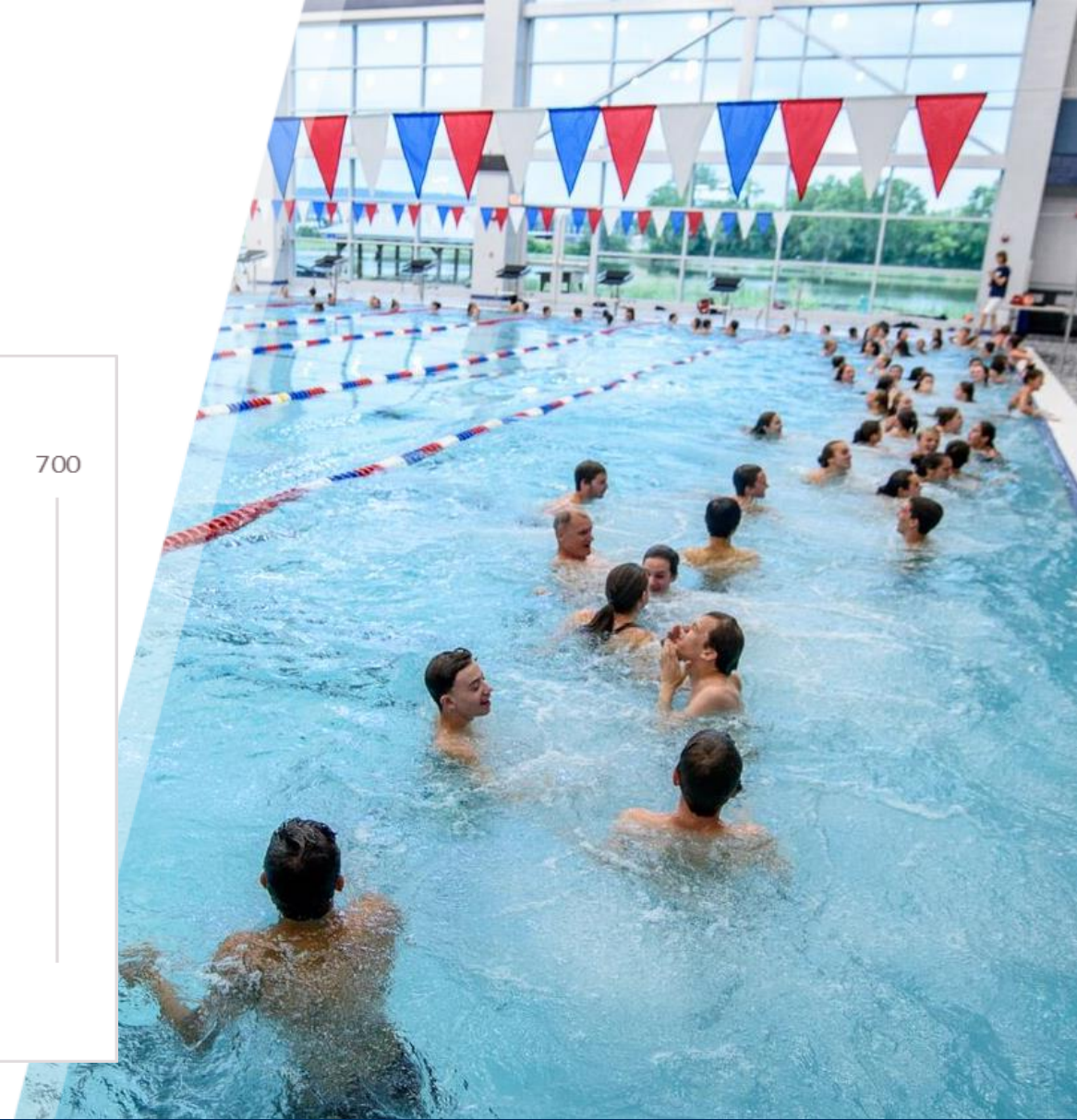
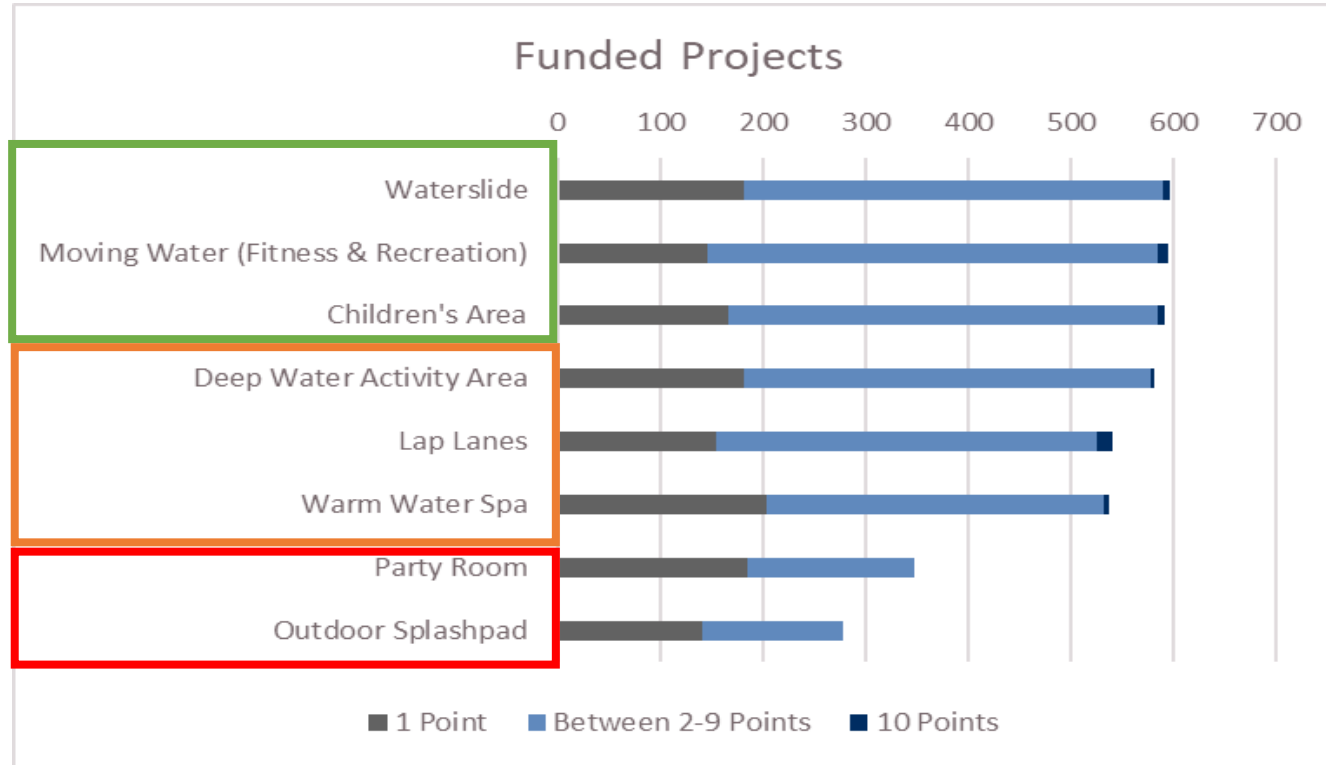
Amenities

Moving water, Children's areas, and Waterslides are important to the community

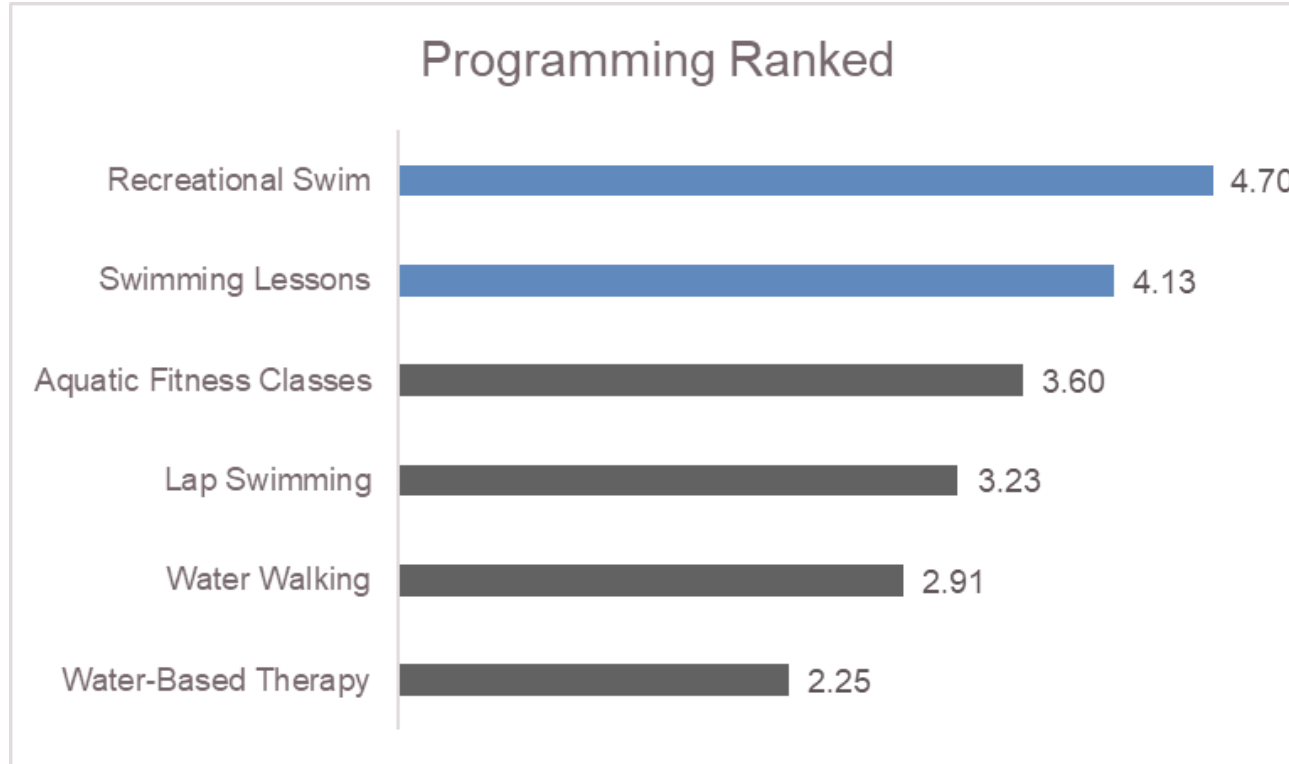


Amenities

Activity areas came out on top as the most desired amenity



Programming Ranked



Summary of Findings

1. There is a need for **Aquatics Fitness Classes** for the older community in The Village of Los Lunas. This was verified through public engagement.
2. There are more families than the national average in the area, and **recreational water** is important to them. **Deep water activities** and **waterslides** are important amenities for this group.
3. While most users live more than 15 minutes from the selected site, household income is higher and they may be more willing to drive to the pool.

Options for Consideration

Option 1 – Rebuild

- Indoor 8 lane 25 with diving
 - 125 seats
- Outdoor rec pool

Option 2 – Preferred

- Indoor 25 by 25
 - 300 seats
- Indoor program pool
- Outdoor rec pool
- Public showers
- Training room
- Offices

Option 3 – Go Big

- Indoor stretch pool
 - 500 seats
- Indoor rec pool
- Indoor Therapy Pool
- Outdoor lap pool
- Outdoor rec pool

QUESTIONS & ANSWERS

NEXT STEPS



Market Overview

Appendix



Population

MARKET AREA POPULATION BY DISTANCE										
Radius	Population						Average Annual Change			
	Last Census		Current Year		5-Year Projection		5-Year		Current Year	
	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent Change	Number (000's)	Percent Change
0 to 5 Minutes	10.0	1.1%	10.3	1.1%	10.7	1.1%	0.1	0.7%	0.1	0.7%
5-10 Minutes	10.1	1.1%	10.7	1.2%	11.1	1.2%	0.1	1.2%	0.1	0.8%
10-15 Minutes	20.3	2.2%	20.5	2.2%	20.9	2.2%	0.1	0.3%	0.1	0.4%
Subtotal	40.3	4.4%	41.5	4.5%	42.7	4.5%	0.2	0.6%	0.2	0.6%
15-30 Minutes	329.8	36.2%	331.8	36.3%	336.5	35.8%	0.4	0.1%	0.9	0.3%
30-60 Minutes	541.3	59.4%	541.3	59.2%	561.0	59.7%	0.0	0.0%	3.9	0.7%
Subtotal	871.1	95.6%	873.2	95.5%	897.5	95.5%	0.4	0.0%	4.9	0.6%
Total	911.4	100.0%	914.7	100.0%	940.1	100.0%	0.7	0.1%	5.1	0.6%
Los Lunas	14.8		15.6		16.3		0.2	1.0%	0.1	0.9%
Source: Alteryx										



Income

MARKET AREA INCOME				
Radius	Per Capita Incomes		Median Household Incomes	
	Dollars	Index	Dollars	Index
0 to 5 Minutes	\$30,203	1.14	\$66,283	1.26
5-10 Minutes	\$28,930	1.09	\$64,629	1.23
10-15 Minutes	\$30,042	1.14	\$65,413	1.24
15-30 Minutes	\$25,689	0.97	\$44,350	0.84
30-60 Minutes	\$38,370	1.45	\$71,818	1.37
Los Lunas	\$30,587	1.16	\$66,574	1.27
Total U.S.	\$26,464	1.00	\$52,599	1.00
Source: Alteryx				



Weather

Los Lunas					
CLIMATOLOGICAL DATA					
	Temperatures			Precipitation	Precipitation
Month	Average	High	Low	Inches	Days
January	32.9	48.3	17.5	0.4	2.0
February	38.2	54.7	21.9	0.3	2.0
March	45.7	63.1	28.6	0.4	2.0
April	54.8	72.8	36.8	0.6	2.0
May	62.9	81.7	44.0	0.6	2.0
June	72.2	91.7	52.6	0.5	2.0
July	76.9	93.9	59.9	1.3	4.0
August	74.1	90.9	57.4	1.3	4.0
September	66.4	83.7	49.1	1.1	3.0
October	54.5	72.7	36.3	0.7	2.0
November	41.5	59.3	24.0	0.4	2.0
December	33.2	48.9	17.4	0.4	2.0
Source: Weatherbase					

