



Boulder Country Club

Engagement results, analysis summary

05/29/2024

10/16/2024



Process Overview



Needs Assessment

- Evaluate area providers
- Research area demographics
- Identify user groups
- Site analysis



Facility Program & Space Requirements

- Develop schematic design options for programming
- Develop project cost estimates



Operations & Business Plan

- Opinion of revenue
- Opinion of operating expenses
- Determine cash flow



Aquatic User Groups

Recreation



Families, tots, lap swimmers and lovers of the water.



Instruction

Swim Lessons, Scuba, Water Safety, Lifeguarding

Competition



USA Swimming, High School Teams, Summer League, Diving, Water polo, Synchronized Swimming



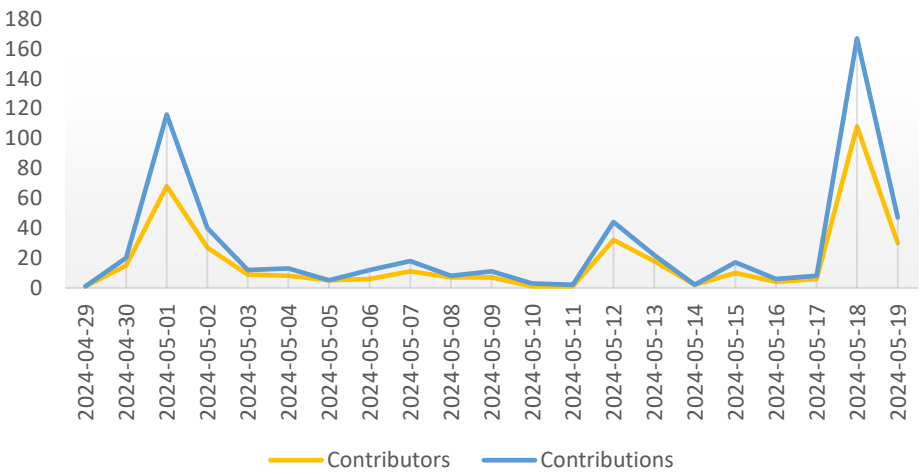
Wellness and Therapy

Water aerobics, arthritis classes, aquatic therapy, sensory therapy



Total # of Contributions

Performance Summary



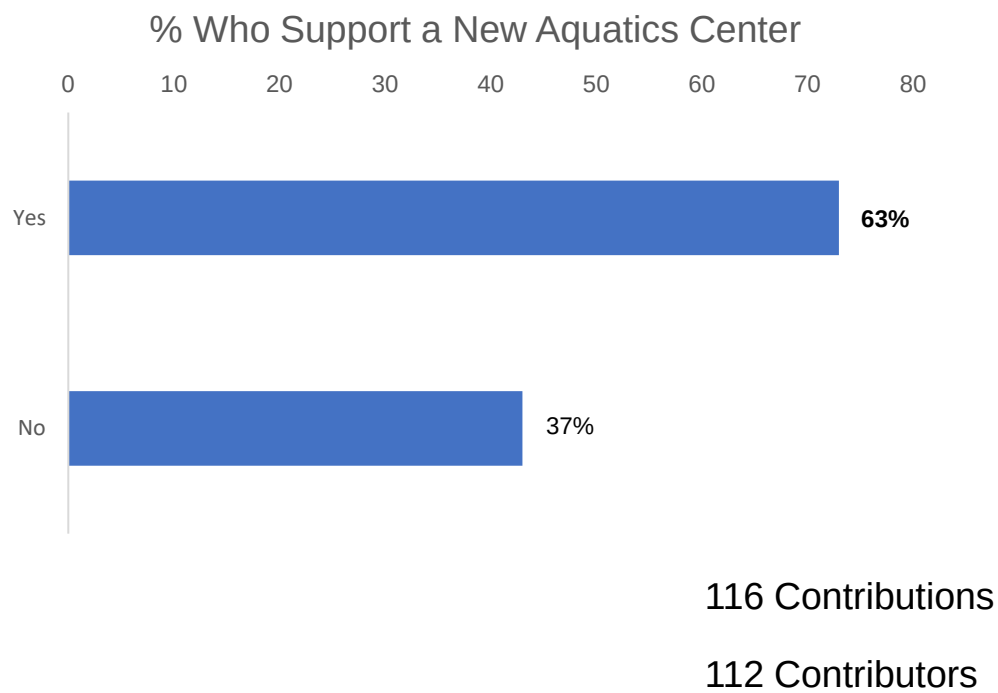
574 Contributions
329 Contributors



Contributions - The total number of responses collected.

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

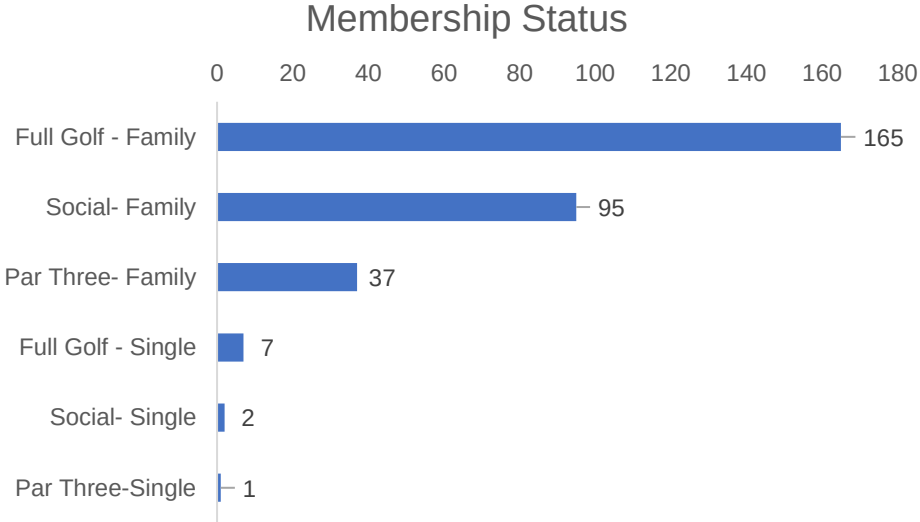
About 2/3 of the Club Support a New Aquatics Center



Q: Do you think BCC could benefit from a new pool?



Most Members are Full Golf



307 Contributions

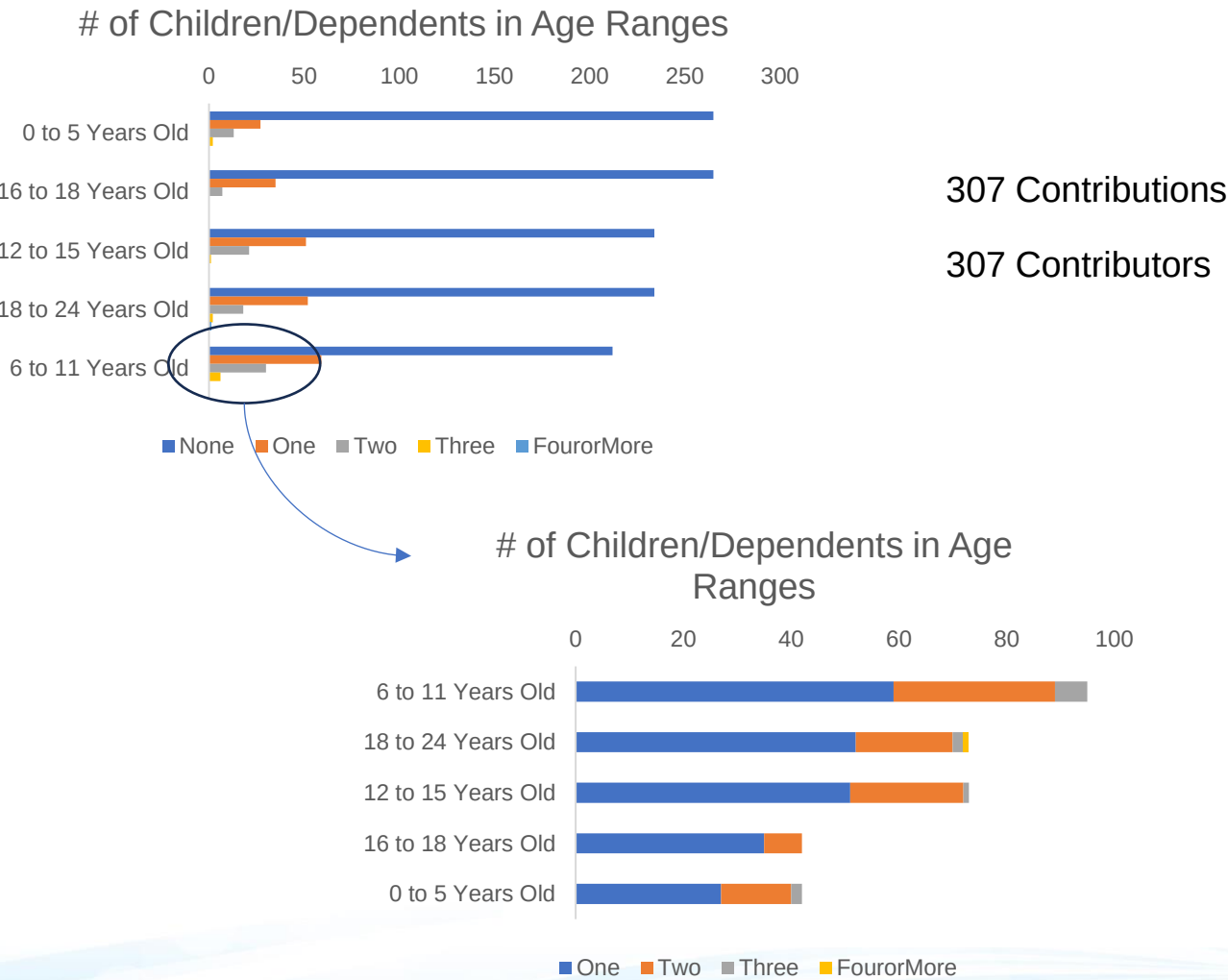
307 Contributors



Q: What is your current membership status?

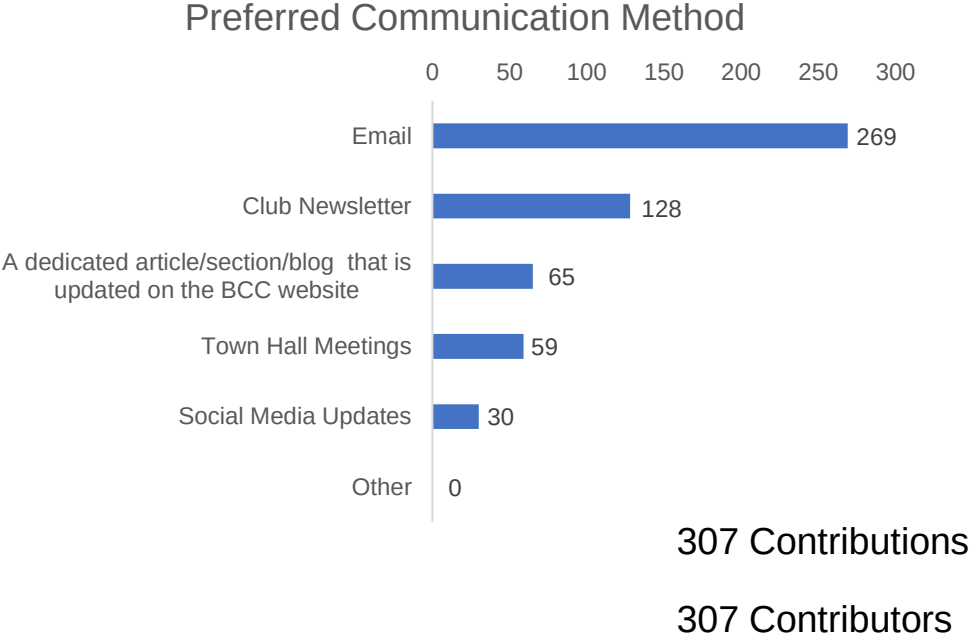


Most Members have none – 1 child



Q: Please note the number of children or dependents within each age segment for your immediate family:

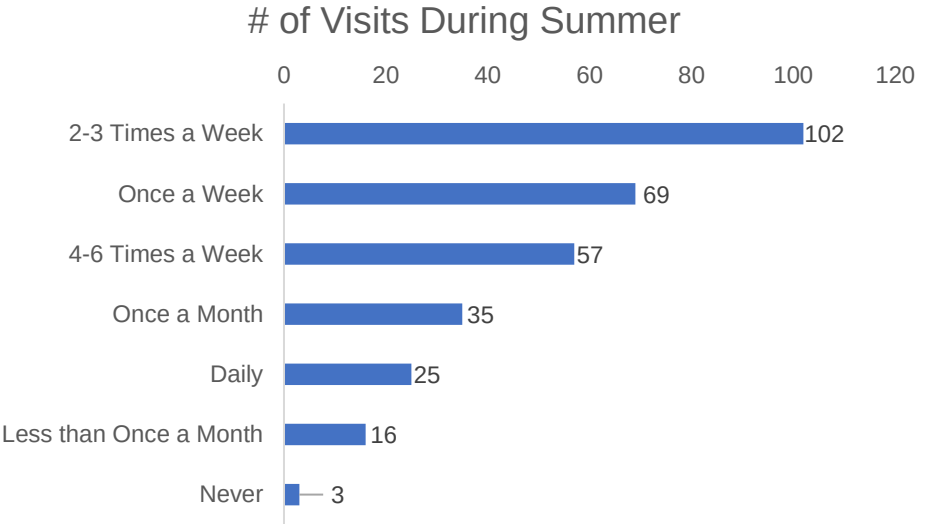
Members Prefer Email Communication



Q: How would you prefer to receive updates and information about the progress of the new pool project? (Select all that apply)



Most Members Visit 2-3 times per Week During the Summer



307 Contributions

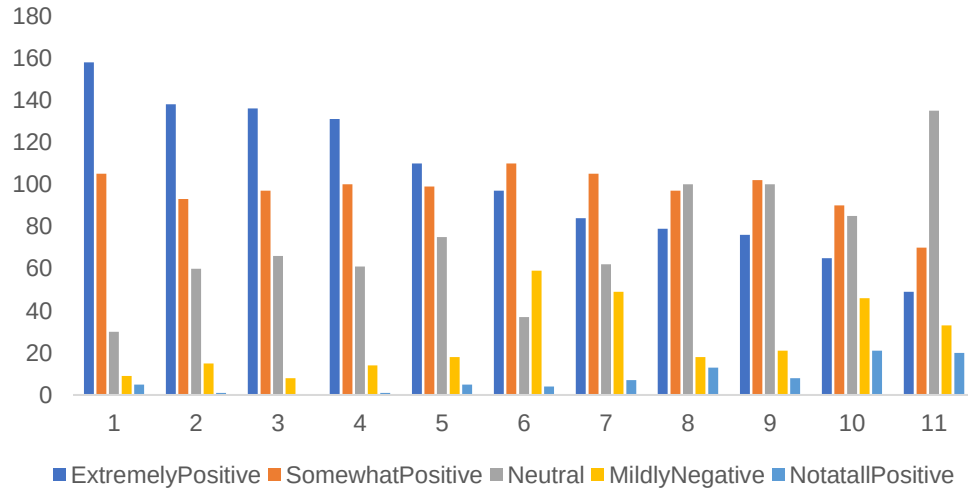
307 Contributors



Q: How frequently do members of your family visit the outdoor pool during summer?

Current Members Enjoy Ease of Access to Food and Beverage

Positive Member Experiences



307 Contributions

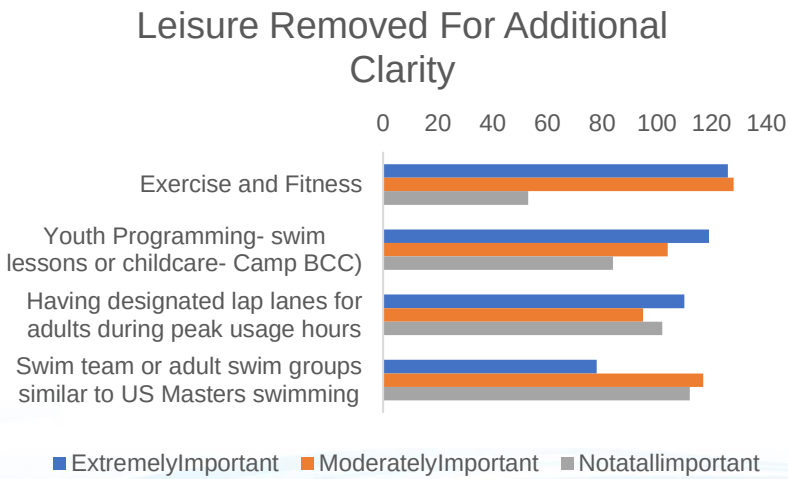
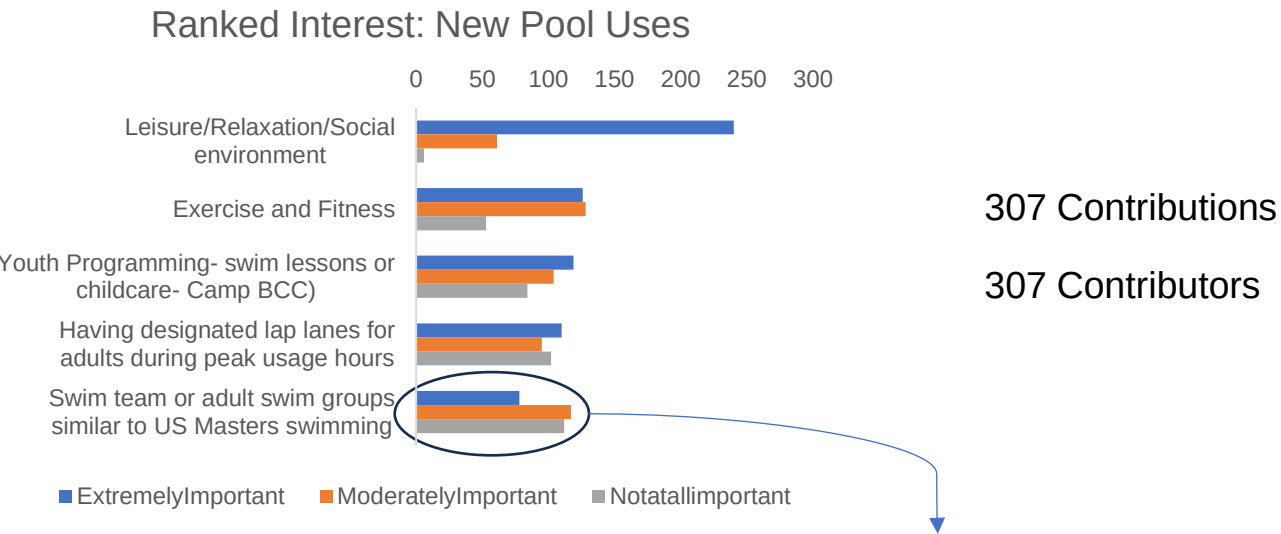
307 Contributors

- 1 - Ease of access to food and beverage
- 2 - Pool depth options
- 3 - Secure entry and check in to the pool
- 4 - Ease of access to the Athletic Center
- 5 - Play feature: diving board
- 6 - Deck space for lounge seating
- 7 - Deck space available for dining
- 8 - Play feature: child's playground
- 9 - Grassy areas for events or activities
- 10 - Play feature: waterslide
- 11 - Pools with different temperatures

Q: What aspects of the current pool facilities provide a positive member experience?



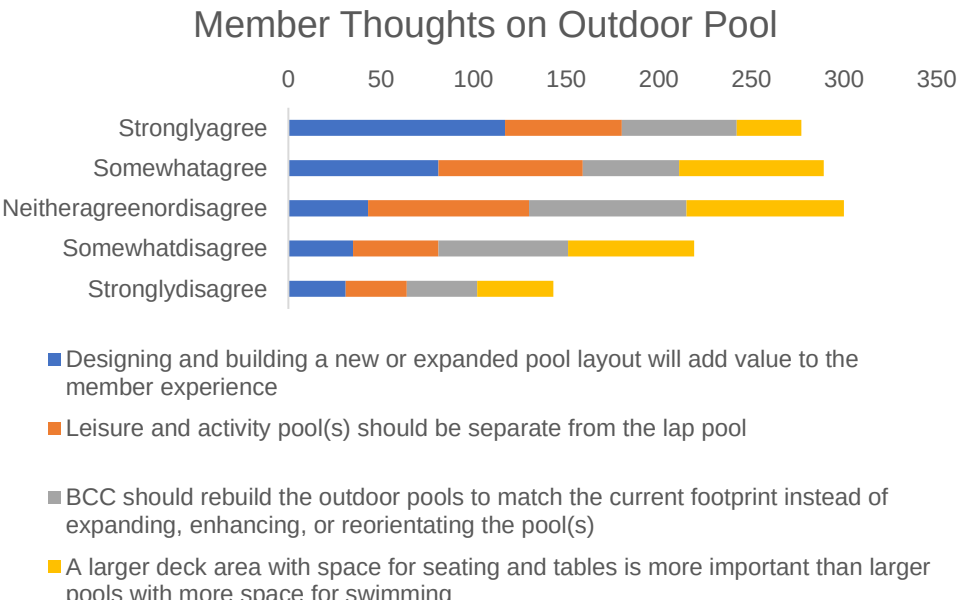
Most Members Prefer Relaxation



Q: Please rate your level of interest in each of the following uses of the new pool.



Members Thoughts are Mixed, with favorability in Expansion



307 Contributions

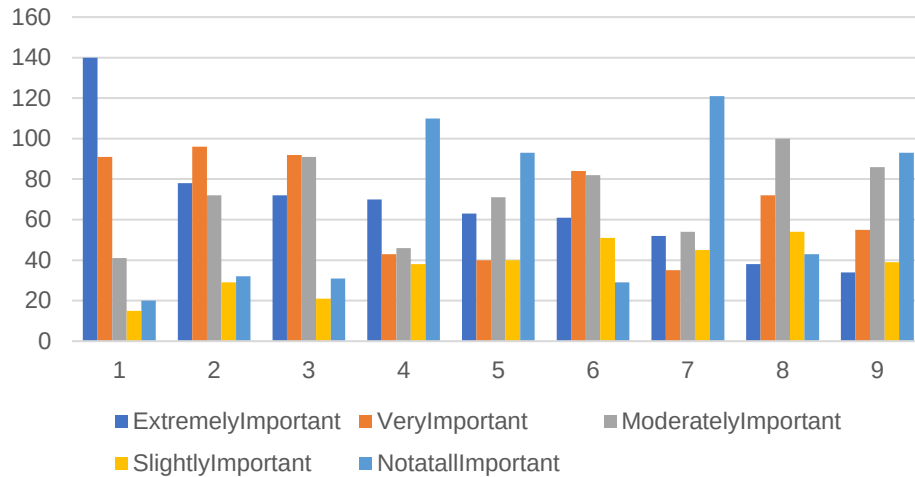
307 Contributors

Q: Please indicate your agreement with the following statements about the new outdoor pool.



Separate Adult and Toddler Pools is an import decision factor

Factors for Using New Pool



- 1 - Separate adult and toddler pools
- 2 - Dedicated spaces for poolside dining
- 3 - Multiple pool and depth options
- 4 - A year-round outdoor adult hot tub
- 5 - Saltwater chlorination system(s), (AKA saline pool)
- 6 - Landscaped areas with grass lawns, trees, or flowerbeds
- 7 - A year-round outdoor lap pool that meets requirements for competitive swimming
- 8 - Accessibility for individuals with disabilities
- 9 - Pools with varying water temperatures

307 Contributions

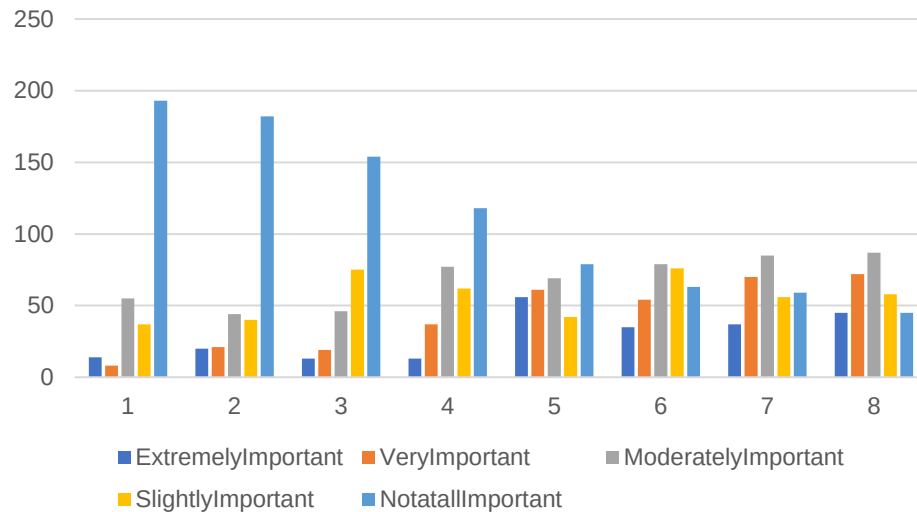
307 Contributors



Q: Please rate the importance of the following factors in your decision to use the new outdoor pool facility.

Event Space Ranked Highest. Cabanas and Swim-up Bar, Lowest

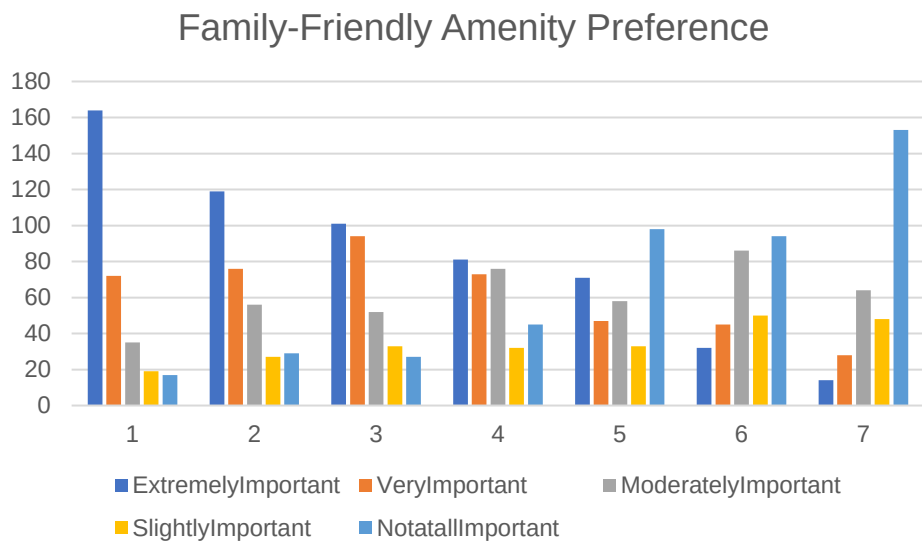
Ranked Amenities, Sorted by Least Favorable



- 1 – Reserved cabanas or spaces
- 2 – Adult swim-up bar
- 3 – An event stage space for concerts or banquets
- 4 - Firepits
- 5 – Outdoor towel Service
- 6 – A sound system and speakers around the pool
- 7 – Spaces for “dry games” like ping pong, bocce ball, corn hole, volleyball, etc.
- 8 – Deck lighting for nighttime swimming/events

Q: Please rate the importance of additional amenities at the new outdoor pool.

A Separate Toddler Wading Pool Appears Most Desired



307 Contributions

307 Contributors

- 1 – A separate wading pool for toddlers
- 2 – Diving board
- 3 – Permanent shade structures over sections of the deck
- 4 – Slide(s)
- 5 – Shaded areas over sections of the pool(s)
- 6 – Zero-depth (beach-style) entry to the pool(s)
- 7 – Splash or fountain features

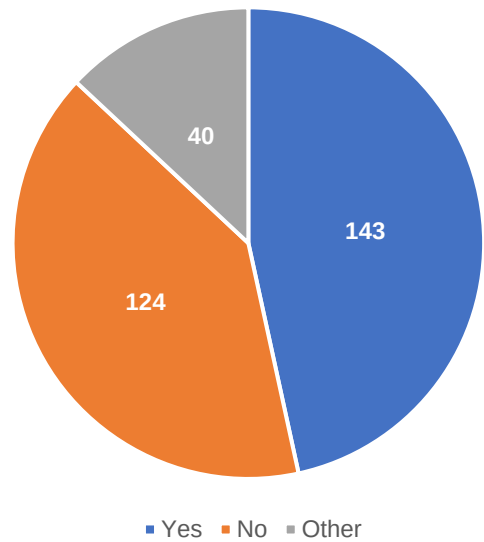


Q: How important are each of the following family-friendly amenities or features at the new outdoor pool?



Members are Split When it Comes to Extra Fees

Funding New Pool Construction



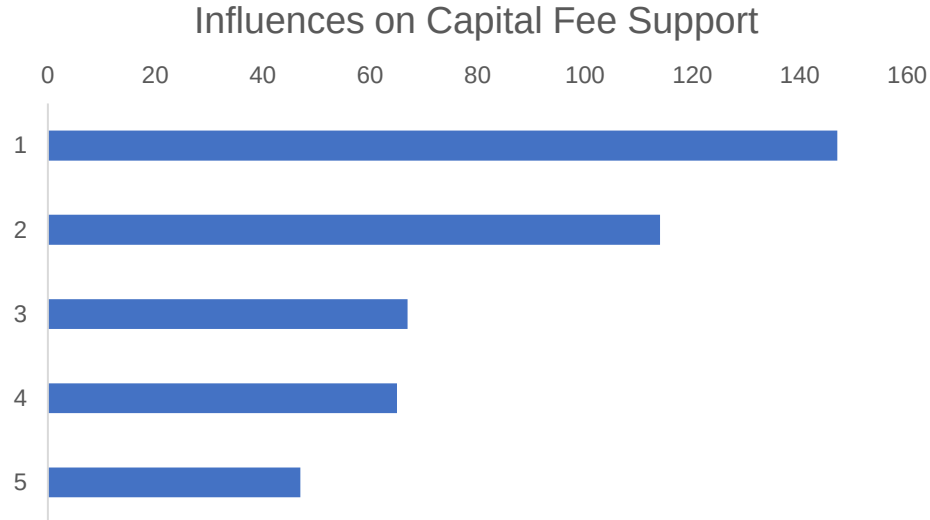
307 Contributions

307 Contributors



Q: Are you willing to pay additional Capital Fees or a one-time assessment to fund the construction of the new outdoor pool?

Expedited Delivery Appears Most Desired



- 1 – Expedited design/build process (2-3 years from now as opposed to 4-5 years)
- 2 – Other
- 3 – Year-round outdoor adult hot tub
- 4 – Year-round outdoor lap swimming
- 5 – Additional events at the pool year-round

307 Contributions

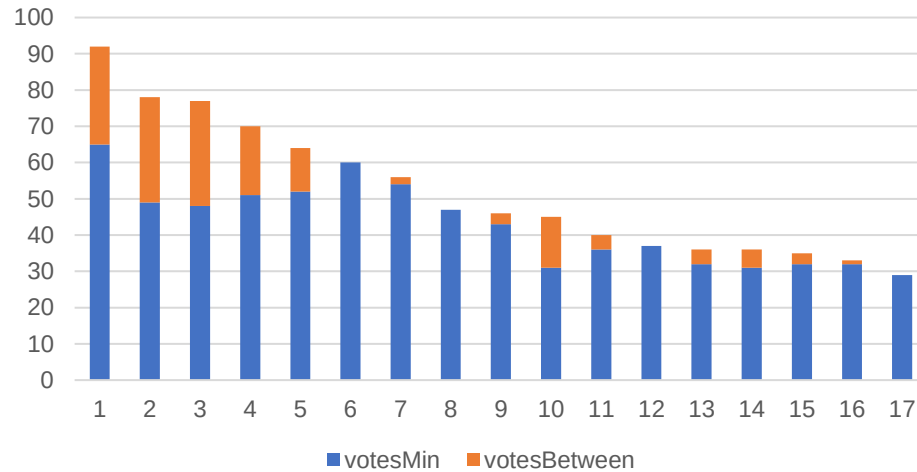
307 Contributors



Q: What factors would influence your willingness to support increased Capital Fees related to the new pool?

Concert/stage was Least Prioritized

Funded Projects (Maximum)



- 1 – Rope swing
- 2 – Underwater or sunken swim-up seating
- 3 – Adult-only cold plunge
- 4 – Climbing wall
- 5 – Tanning ledge
- 6 – Floatables
- 7 – Pool Cabanas
- 8 – Interactive water spray table
- 9 – Designated space(s) for private parties
- 10 – Lazy river
- 11 – Small bubblers and spray feature
- 12 – Ropes course/lily pads obstacle course

- 13 – Lighting for PM events
- 14 – Vortex
- 15 – Dive platforms
- 16 – Concert/stage

148 Contributions

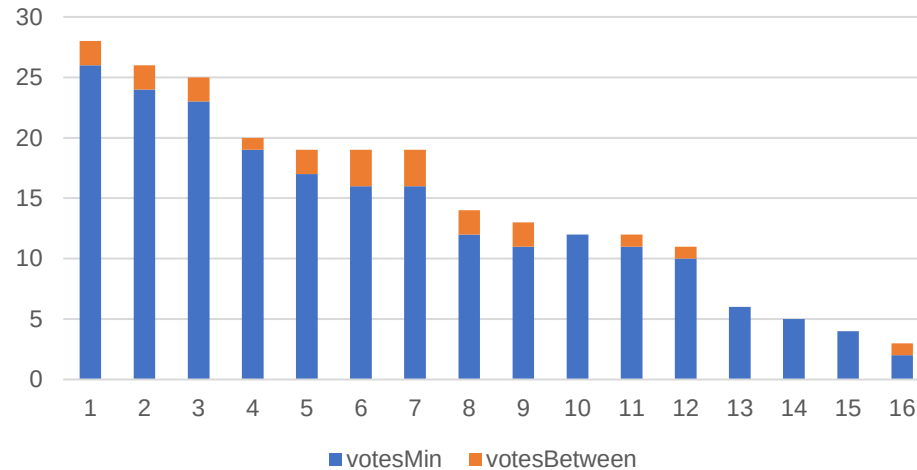
128 Contributors



Q: What projects would you like to fund?

Permanent Shade Structures was Prioritized

Funded Projects (Minimum)



148 Contributions

128 Contributors

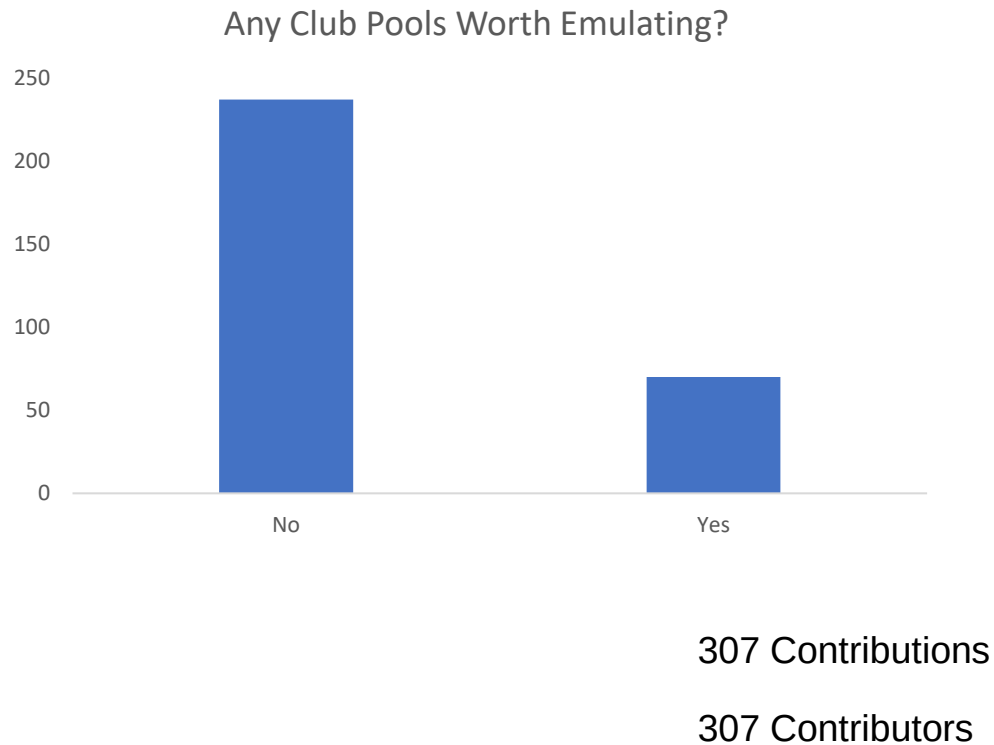
- 1 – Permanent shade sails, umbrellas
- 2 – Music sound system
- 3 – Laundry for outdoor towel service
- 4 – Natural Landscaping, Trees, Plants
- 5 – Water Basketball
- 6 – Diving Board
- 7 – Dry Playground
- 8 – Beach Entry
- 9 – Waterslide
- 10 – Kid's wet play structure w/Fountains, Geysers, Bubblers
- 11 – Open Spaces/grassy areas for large events
- 12 – Adult-only hot tub (year-round)

- 13 – Fire Feature
- 14 – Water Volleyball
- 15 – Swim-up Bar Area
- 16 – Waterfall
- 17 – Kiddie Pool



Q: What projects would you like to fund?

Members do not Appear to Want to Emulate an Existing Club Pool



Q: Are there any pool facilities at other clubs or resorts that you particularly admire or would like to emulate?



Similar Country Club Amenities

05/29/2024

10/16/2024



Stakeholder Summary

- Regular swimmers attend early in the morning, facing minimal lane sharing but desire year-round outdoor swimming and colder water temperatures.
- Desired features include depth variations, pace clocks, backstroke flags, buffer lanes, and avoiding stainless steel gutters
- Concerns about overchlorination and preference for practical pool elements like dive-in options, compartmentalization, and a Badu jet for indoor pools. due to temperature issues.
- Preferred support facilities include more seating, shade, functional entrances, bike parking, and dedicated adult leisure areas.
- Frequent summer usage by families; emphasis on leisure pool, potential splash pad, outdoor hot tub, and diverse water features like waterslides and beach entries.
- Small Masters swimming program due to indoor limitations, with higher participation in the summer and potential growth if outdoor swimming is available year-round.
- Desired pool features include a 6-lane lap pool with varied depths and a warmer pool for kids and therapy.



Sentiment Summary

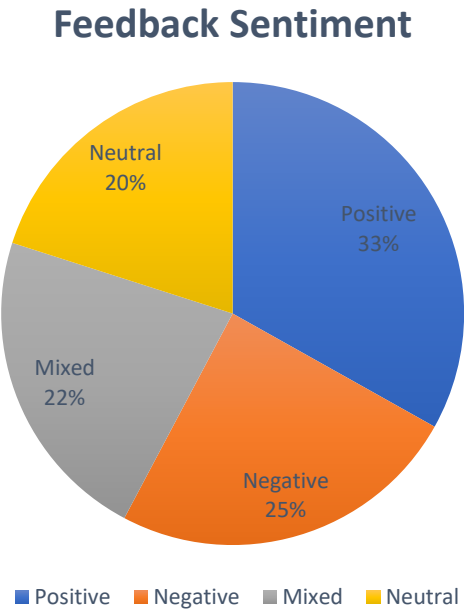
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Community Feedback Shows Mixed Results

329 Contributions

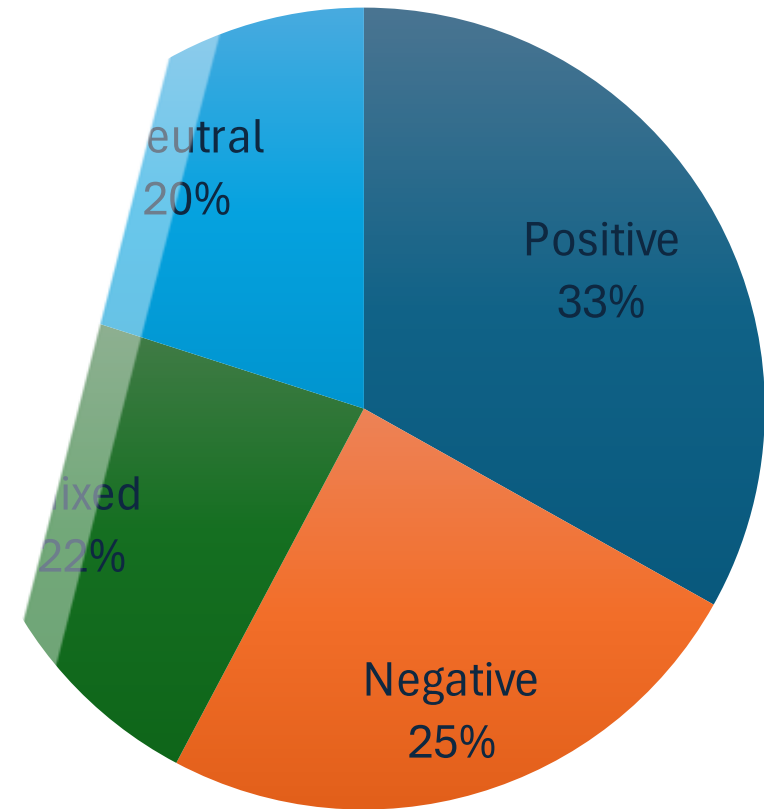


Q: Please note any additional comments...

Q: Please share any additional thoughts...

Average Sentiment: Summary

- Overall, sentiment towards the outdoor pool appears to be mixed, with both positive and negative feedback provided.
- There is significant appreciation for the current setup, with multiple comments highlighting the desire to maintain both indoor and outdoor lap swimming options for flexibility during various weather conditions.
- There is a call for thoughtful investments that will benefit long-term members without significantly increasing fees, ensuring the pool remains accessible and inclusive for all.



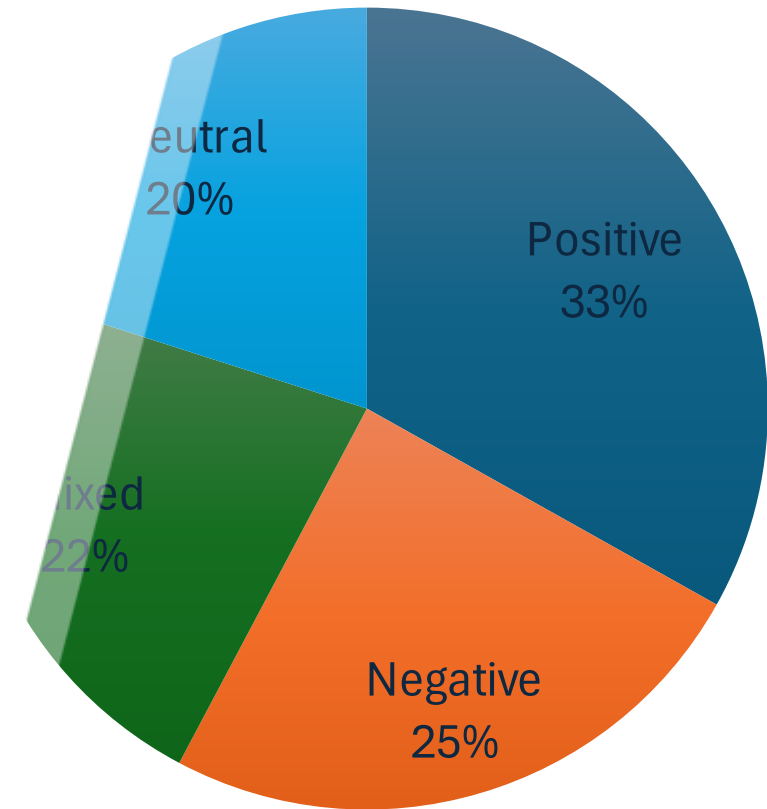
Positive Negative Mixed Neutral

Q: Please note any additional comments...

Q: Please share any additional thoughts...

Positive Sentiment: Summary

- Many members express enthusiasm for incorporating social elements such as pool parties with live music, lazy rivers, slides, and water-based play areas.
- Requests for a resort-like atmosphere with amenities such as hot tubs, outdoor games, and a larger deck with integrated seating and lounging spaces are recurrent.
- The feedback reflects a desire for a community-focused pool that serves diverse needs, including fitness, family fun, and social interactions.



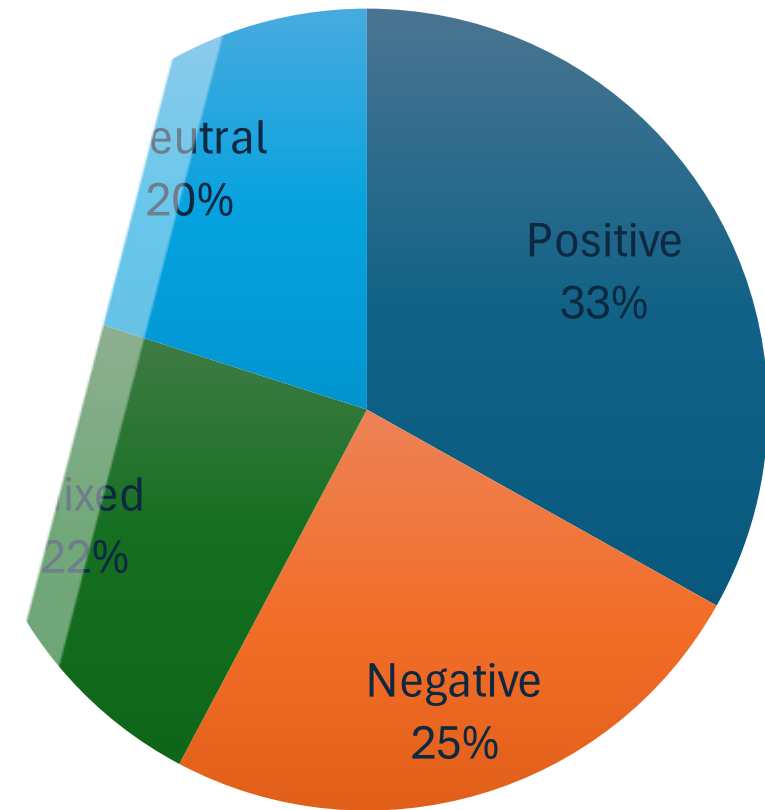
Positive Negative Mixed Neutral

Q: Please note any additional comments...

Q: Please share any additional thoughts...

Mixed Sentiment: Summary

- Members appreciate the current pool's simplicity and usability but suggest minor upgrades over major overhauls. Concerns about transforming the pool into a resort-like facility are common, with a preference for maintaining a functional and accessible space for all ages without excessive additions like a swim-up bar or extensive water park features.
- There is support for separate toddler pools for safety and a designated kids' area to reduce conflicts with adults. However, the need for extensive kids' play structures is questioned, with a preference for maintaining a balance that serves children without overwhelming the overall pool environment.
- There is a divided opinion on lap lanes during peak times. Some members support designated lap swimming hours and suggest indoor alternatives, while others express frustration with lap swimmers during busy periods, advocating for more flexible scheduling to accommodate both recreational and fitness swimmers.



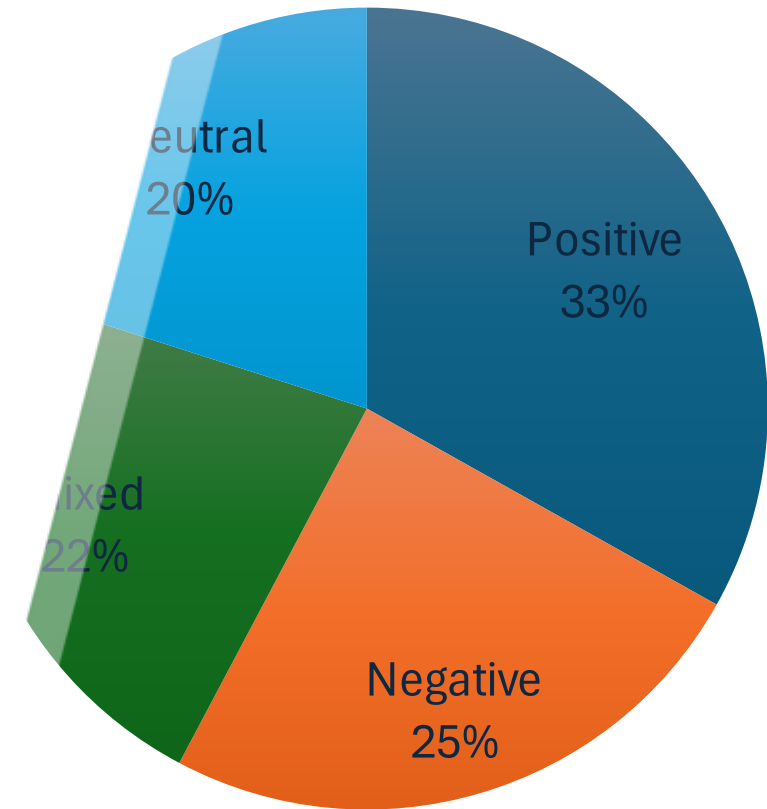
Positive Negative Mixed Neutral

Q: Please note any additional comments...

Q: Please share any additional thoughts...

Neutral Sentiment: Summary

- There is a preference for scheduling lap swimming and exercise classes during non-peak times to accommodate recreational users. Members suggest analyzing actual usage data for lap lanes to make informed decisions about their necessity and timing.
- Many members emphasize the need to carefully consider costs, both for reconstruction and additional amenities like towel service and guest allowances. There is concern about the financial impact of assessments and the disruption caused by construction, suggesting minimizing pool closure to one summer season if possible.
- Members value the current amenities, including the indoor pool and outdoor dining, and emphasize the importance of not compromising these facilities while planning any new developments. There's also caution about adding features that might increase liability or conflict with the family-friendly atmosphere.



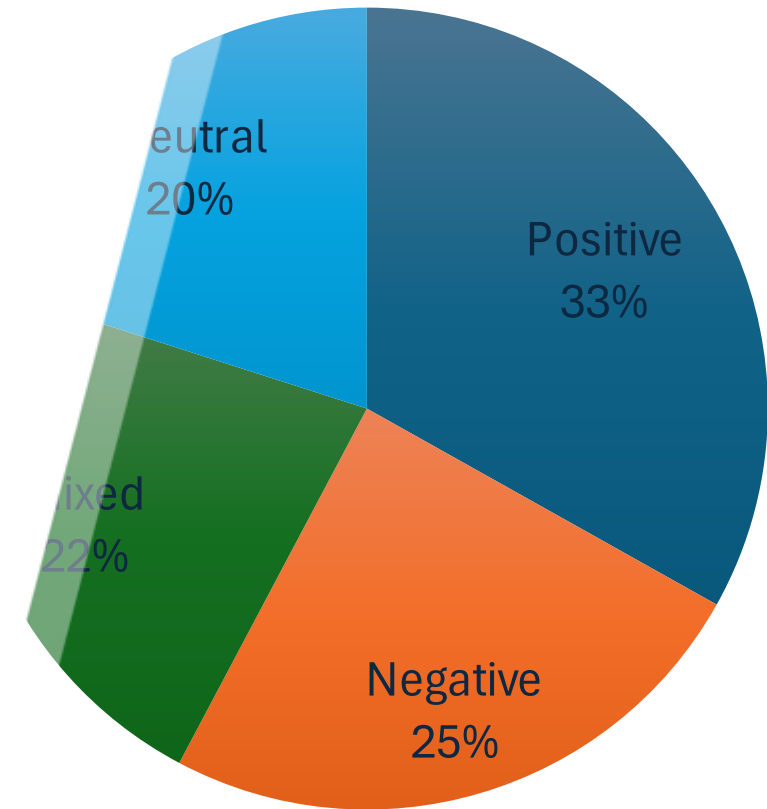
Positive Negative Mixed Neutral

Q: Please note any additional comments...

Q: Please share any additional thoughts...

Negative Sentiment: Summary

- Many members are worried about the high costs associated with the proposed pool improvements, emphasizing the need to stay within a set budget. There are strong objections to additional fees, assessments, and increased dues for features perceived as unnecessary or extravagant, such as swim-up bars and private lap pools.
- Members believe the pool should primarily serve basic needs like maintenance and repairs rather than extensive upgrades. There is a call to prioritize practical improvements, like towel service, over luxurious additions. The emphasis is on keeping the pool functional and enjoyable without transforming it into a resort or waterpark.
- There is skepticism about the club's ability to manage capital improvement projects effectively, given past delays with the golf course renovation. Members urge for realistic project scopes, timely completion, and a prudent approach to avoid concurrent large-scale projects that could strain resources and disrupt services.



Positive Negative Mixed Neutral

Q: Please note any additional comments...

Q: Please share any additional thoughts...

Results are Public

All surveyed result data can be found on the same website



Community Survey Results

Click here to see the results of our last engagement. Thank you for participating! Stay tuned for the next round.

[View results here! >](#)

Project Portal:

