

Executive Summary

Ballard*King & Associates (B*K) has been contracted by Ponderay Aquatic Center Endowment (PACE) to complete a feasibility study for an aquatic center in Ponderay, ID. B*K is a recreation consulting and facility planning firm based out of Denver, CO specializing in feasibility studies, master plans, operational assessments, and provide some short-term management solutions and in the parks and recreation industry.

The intent of the study is to understand the potential for developing a new aquatic center to expand and diversify the aquatic recreational, competitive and instructional opportunities for residents of Ponderay, Sandpoint and northern Idaho. The initial aspects of the study include a demographic assessment of the region, numerous stakeholder meetings, review of existing recreation providers in the area and trends in aquatics. Future tasks include a recommendation of a program and operating pro-forma. That information then informs PACE of the subsidy needed for the annual operation of the facility. It is important to note that B*K is a third-party, independent group. They are not affiliated with a firm that may receive a financial benefit from the project moving into construction.

The following document is based on the best information available at the time of the study, along with the input from PACE and stakeholders.

Service Areas

As part of the study, B*K conducted a market assessment. An outdoor aquatic center typically operates in a traditional Memorial Day to Labor Day configuration, while an indoor facility operates year round with closures on holidays and preventative maintenance. B*K examined several service areas, that include:

- Ponderay/Sandpoint. This was identified as the Immediate Service Area and residents will likely be hyper-users of the facility.
- 45-Minute Drive Time. This was identified as the Primary Service Area with residents being frequent users of the facility
- 60-Minute Drive Time. This was identified as the Secondary Service Area, or a distance from which individuals will travel less frequently to use programs, services, and facilities.

Key Indicators

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2024-2029 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities.

Median Age: for purposes of an aquatic feasibility study, the preference is for median age to be lower than the national number, indicating the presence of families with young children. The

median age is higher than both the State and National figure. Also, in the service areas identified in the study there are 25.6 – 27.3% of households with children present, which is lower than the State and National number. Swimming is heavily participated in by youth so their presence influences the program and potential visits. However, much like exercise walking and exercising with equipment, swimming is an activity that all age categories can participate in.

B*K would identify the median age as a neutral attribute regarding the potential success of the proposed aquatic center.

Median Income: one of the goals of this feasibility study is for the pool to be as operationally efficient as possible. The identified service areas have a significantly lower median household income than the State and National number.

B*K would identify the median household income as a challenge for revenue generation within the facility.

Other important demographic notes:

- The total population in the Primary Service Area (60,000+ based on 2024 projections) is enough to support the proposed facility as many communities throughout the country operate both outdoor and indoor pools. The total population of the Secondary Service Area (90,000+ based on 2029 projections) is more than enough to support a potential facility. In addition, the population is growing at a healthy pace and anticipated to continue.
- Within the Primary Service Area, 19.8% of the population is under age 18, and 41.5% of the population is age 55+.
- The Market Potential Index (MPI) for adults that participate in swimming is higher than the national number, and accounts for 17.1% of the adult population.

Participation Statistics

B*K uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

- When one accounts for age distribution, median household income, region of the country, and the national participation percentage there is approximately 16.4% of the population in the Primary Service Area that participate in swimming or visit the pool.
- When that percentage is applied to the population of the Primary Service Area, aged 7 and up, it equals 7,641 individuals that participate in swimming in 2024.
- Taking that information one step further and using frequency tables produced by the NSGA, B*K can determine that the 7,641 individuals that swim, would account for approximately 266,622 pool visits during a calendar year. Those visits are not specific to one facility.
- Another important statistic to consider when looking at pool visits is the fact that 10% of people participating in swimming are looking for an organized activity, while 90% are in

search of unorganized use. This further emphasizes the need for the leisure components within a pool.

- In most cases facilities hope to capture between 10-15% of the market within the identified primary service area.

Stakeholder Meetings

Ballard*King & Associates conducted interviews with key individuals and potential partners to discuss the feasibility of an aquatic center in the Ponderay/Sandpoint area. The goals were to initiate the project with insight into diverse interests, gain a deeper understanding of concerns, opportunities, values and needs, and potential strategies.

B*K gave a brief introduction describing the project's purpose and scope followed by open-ended questions focused on the opportunities and challenges in providing indoor aquatics in Ponderay/Sandpoint. The area provides ample opportunities for outdoor recreation but limited indoor, especially in the winter months. All indicated the need for year-round swimming especially to increase water safety and instruction. The concerns are financial, both from capital construction and annual operations.

Aquatic Trends

The traditional pool uses of competitive swimming and diving are important and significant users of pools. They are typically looking for consistent use and availability indoors. Leisure pools continue to be a very popular trend as they serve many uses. The warmer and shallow water is less intimidating than a traditional lap pool. They can accommodate multiple programs simultaneously, and typically offer something for the full age spectrum over the course of a day. Lastly, therapy pools are growing in popularity as the population ages and has a greater emphasis on health.

Conclusion

The market conditions suggest support for an indoor aquatic center, however one that would require substantial annual investment from the community, sponsors and/or donors. The proposed facility, depending on the final program, could differentiate it from any other facility in the region. An aquatic center would be positioned to not only improve the quality of the facilities in the area, but also to enhance the quality of life for residents and become an identifying landmark to northern Idaho as an alternative to the outdoor recreation available.

Section I – Demographic Analysis

Ballard*King & Associates (B*K) has been contracted by PACE to complete a market assessment for the Ponderay/Sandpoint, ID area for an aquatic facility. The first step to complete this scope of work is to determine service areas for analysis and recreation/leisure activities.

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2024-2029 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities. B*K also uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

Service Areas:

The information provided includes the basic demographics and data for the Immediate, Primary, and Secondary Service Areas with comparison data for the State of Idaho and the United States.

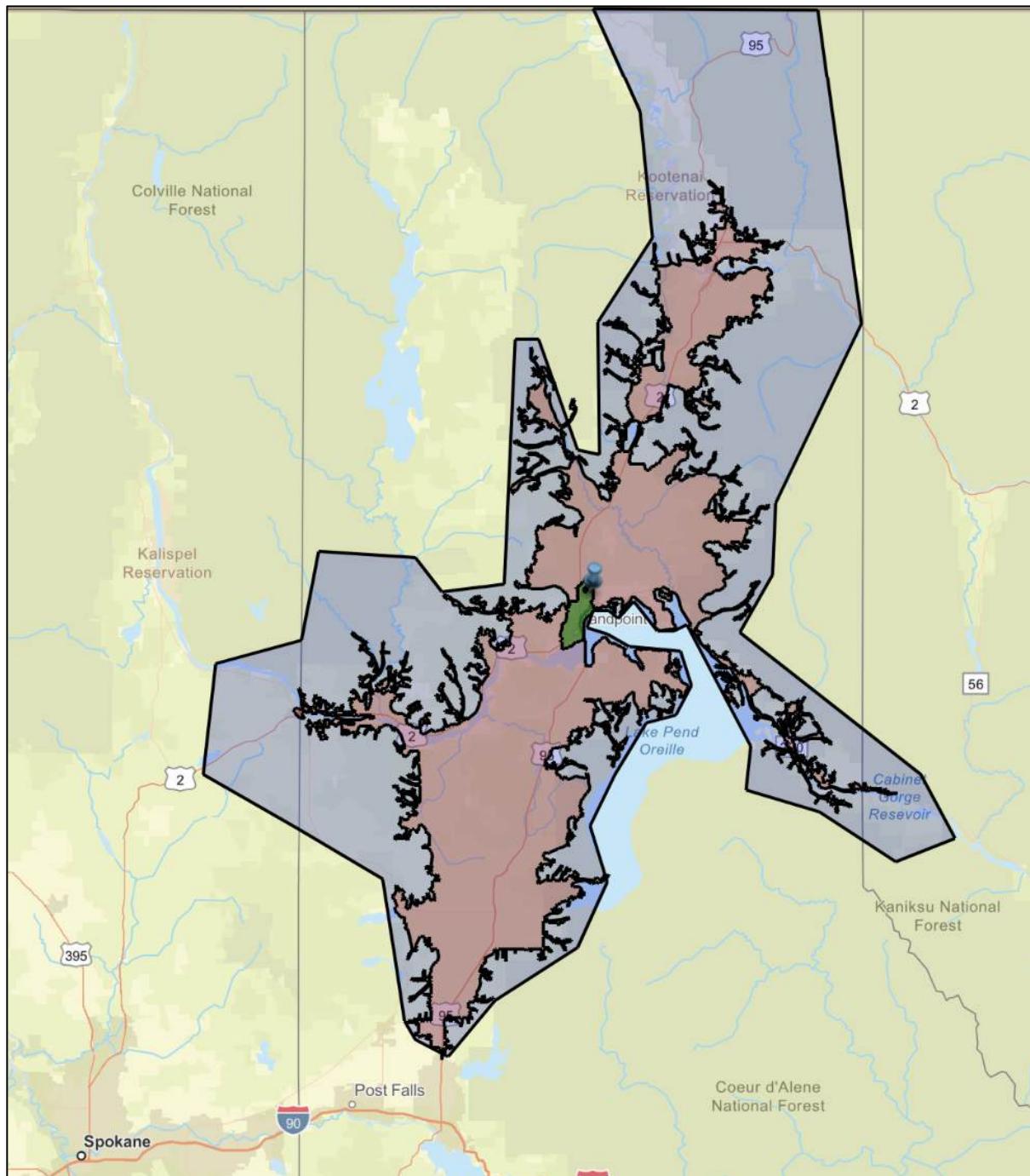
The Immediate Service area is the combine boundaries of the City of Ponderay and Sandpoint. Residents within this area will likely be hyperusers of the facility due to proximity.

The Primary Service Area is defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence participation, membership, daily admissions and the associated penetration rates for programs and services.

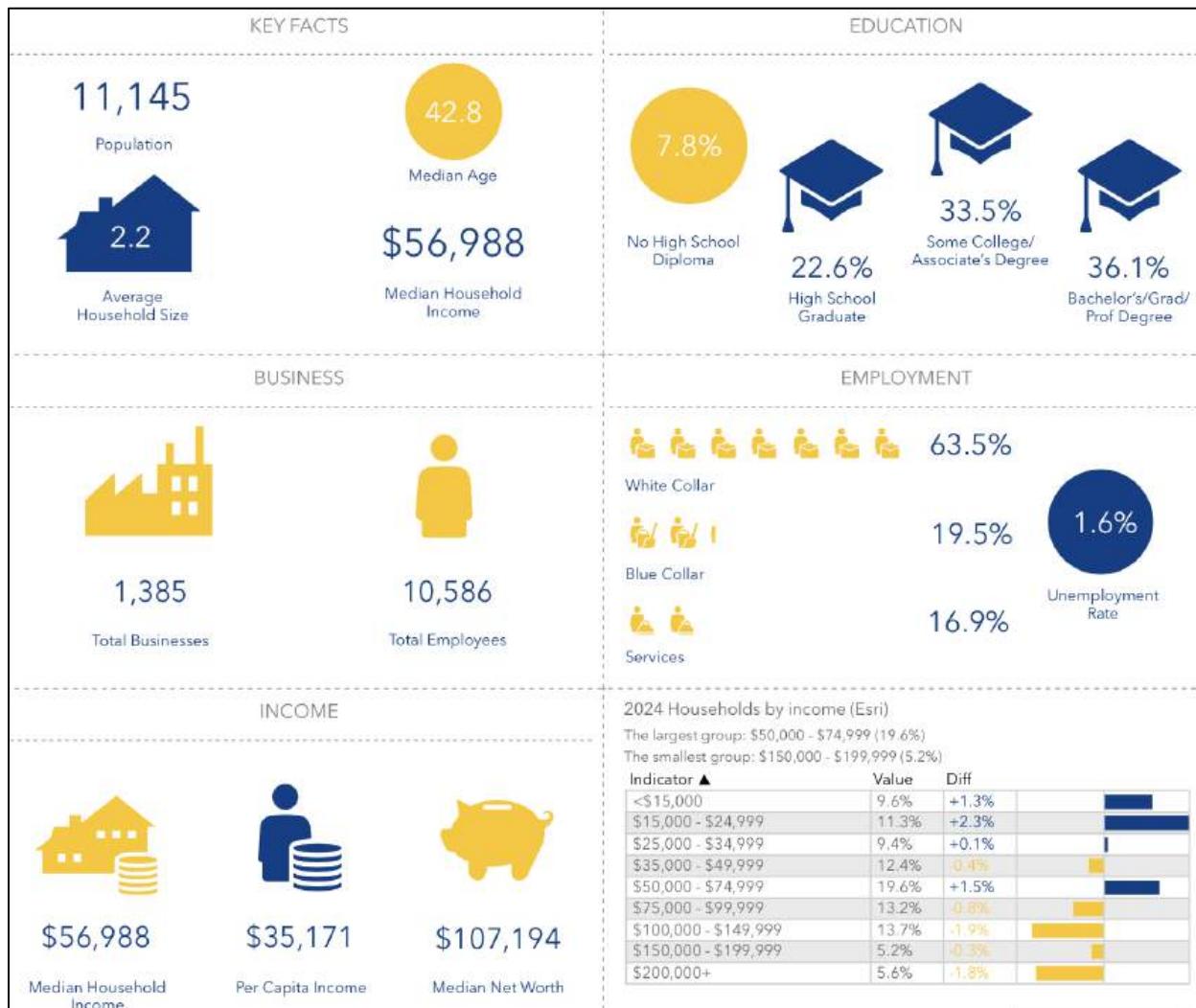
Service areas can vary in size with the types of components in the facility.

Service Area Map



- Green Boundary – Immediate Service Area
- Red Boundary – Primary Service Area
- Blue – Secondary Service Area

Infographic



Households by Income comparison uses the Primary Service Area and compares it to Bonner County.

Demographic Summary

	Immediate Service Area	Primary Service Area	Secondary Service Area
Population:			
2020 Census	9,928 ¹	54,859 ²	81,705 ³
2024 Estimate	11,145	62,088	91,178
2029 Estimate	12,278	68,654	100,046
Households:			
2020 Census	4,366	22,125	32,822
2024 Estimate	4,832	24,711	36,278
2029 Estimate	5,237	26,963	39,356
Families:			
2020 Census	2,407	15,175	22,720
2024 Estimate	2,636	16,598	24,577
2029 Estimate	2,820	18,035	26,551
Average Household Size:			
2020 Census	2.17	2.45	2.47
2024 Estimate	2.22	2.49	2.49
2029 Estimate	2.26	2.52	2.52
Ethnicity (2024 Estimate):			
Hispanic	5.2%	4.3%	4.3%
White	88.9%	89.7%	89.7%
Black	0.5%	0.3%	0.3%
American Indian	0.7%	0.8%	0.8%
Asian	0.9%	0.7%	0.7%
Pacific Islander	0.1%	0.1%	0.1%
Other	1.7%	1.4%	1.5%
Multiple	7.2%	7.0%	7.0%
Median Age:			
2020 Census	42.1	47.5	48.0
2024 Estimate	42.8	47.8	48.4
2029 Estimate	43.6	48.2	48.8
Median Income:			
2024 Estimate	\$56,988	\$69,225	\$70,073
2029 Estimate	\$65,062	\$80,631	\$81,191

¹ From the 2010-2020 Census, the Immediate Service Area experienced a 15.6% increase in population.

² From the 2010-2020 Census, the Primary Service Area experienced a 14.4 % increase in population.

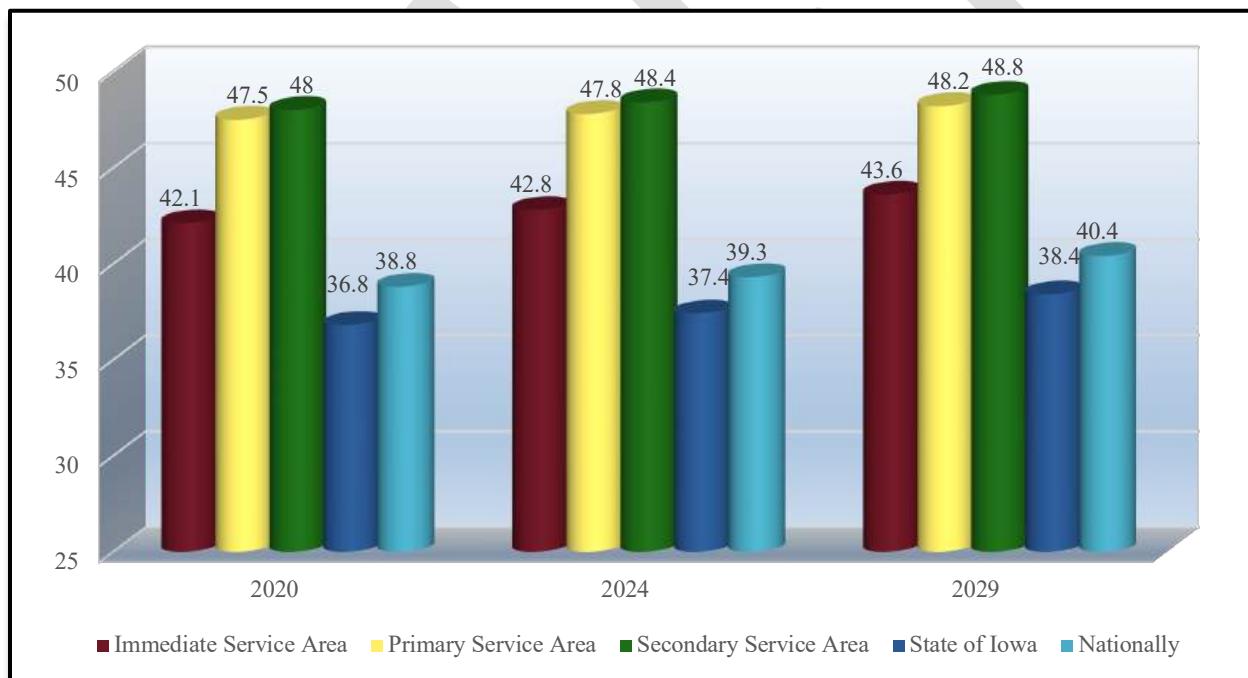
³ From the 2010-2020 Census, the Secondary Service Area experienced a 13.7% increase in population.

Age and Income: The median age and household income levels are compared with the national number as both of these factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table A – Median Age:

	2020 Census	2024 Projection	2029 Projection
Immediate Service Area	42.1	42.8	43.6
Primary Service Area	47.5	47.8	48.2
Secondary Service Area	48.0	48.4	48.8
State of Idaho	36.8	37.4	38.4
National	38.8	39.3	40.4

Chart A – Median Age:



The median age in the Immediate Primary and Secondary Service Areas is higher than the State of Idaho and the National number. The median age in the Primary and Secondary Service Areas is higher than the Immediate Service Area. For the development of an aquatic facility a lower median age is preferred, as it points to families with younger children, which are significant users of these types of facilities. Parks and recreation activities, programs and events draw a large demographic but swimming tends to be most popular with youth and their parents. Adults participate in lap swimming and water fitness, but not at a lower rate.

The following chart provides the number of households and percentage of households in the Immediate, Primary and Secondary Service Areas with children.

Table B – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Immediate Service Area	1,046	25.6%
Primary Service Area	5,839	27.3%
Secondary Service Area	8,524	26.2%
State of Idaho	-	32.2%

The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2024 USA Projection, 30.2% of households nationally had children present.

Median Age by Census Block Group Map

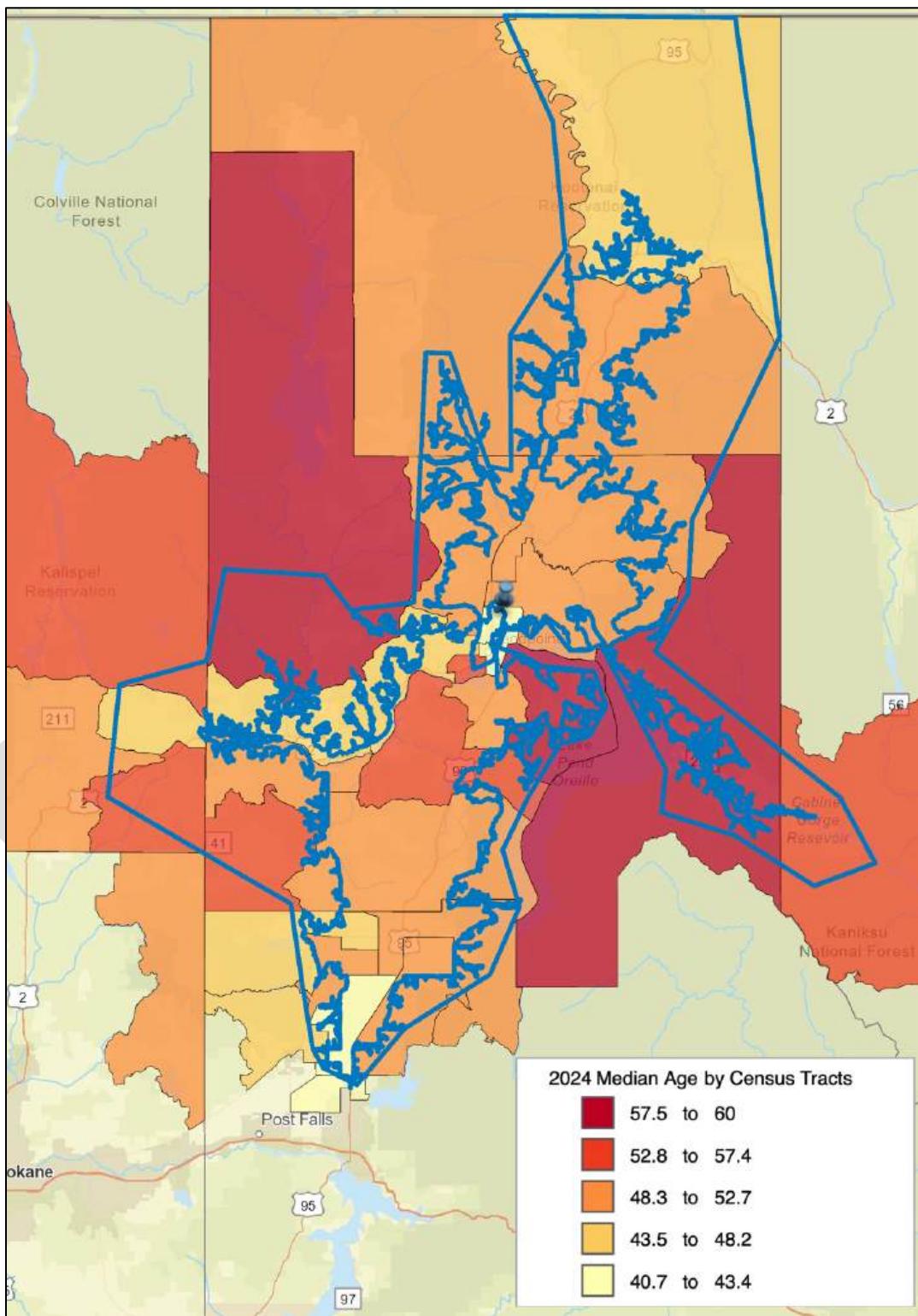
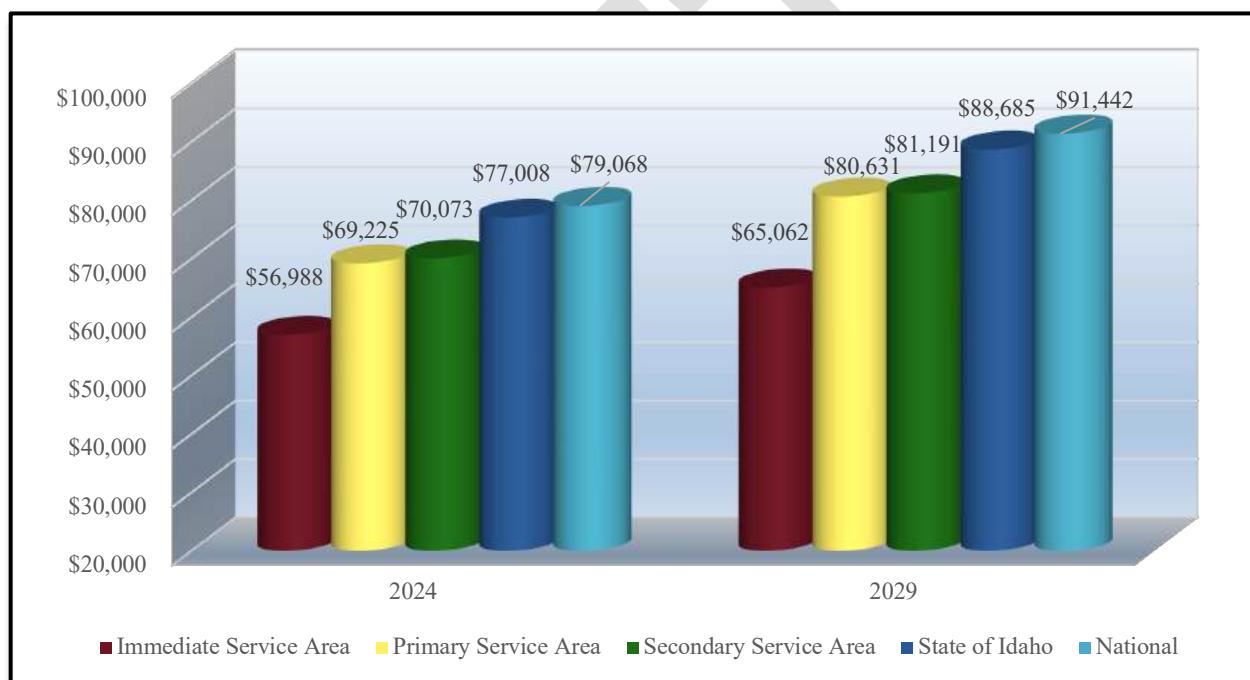


Table C – Median Household Income:

	2024 Projection	2029 Projection
Immediate Service Area	\$56,988	\$65,062
Primary Service Area	\$69,225	\$80,631
Secondary Service Area	\$70,073	\$81,191
State of Idaho	\$77,008	\$88,685
National	\$79,068	\$91,442

Chart C (1) – Median Household Income:



Based on 2024 projections for median household income the following narrative describes the service area:

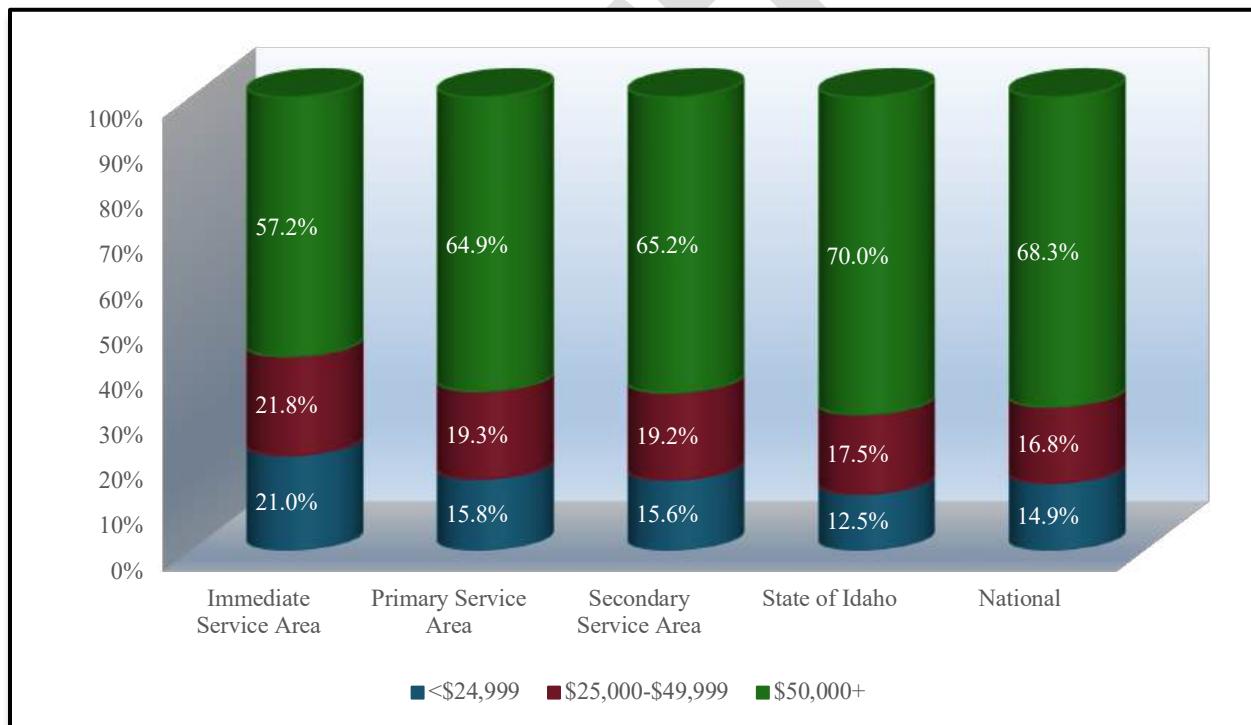
In the Immediate Service Area, the percentage of households with median income over \$50,000 per year is 57.2% compared to 68.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 21.0% compared to a level of 14.9% nationally.

In the Primary Service Area, the percentage of households with median income over \$50,000 per year is 64.9% compared to 68.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 15.8% compared to a level of 14.9% nationally.

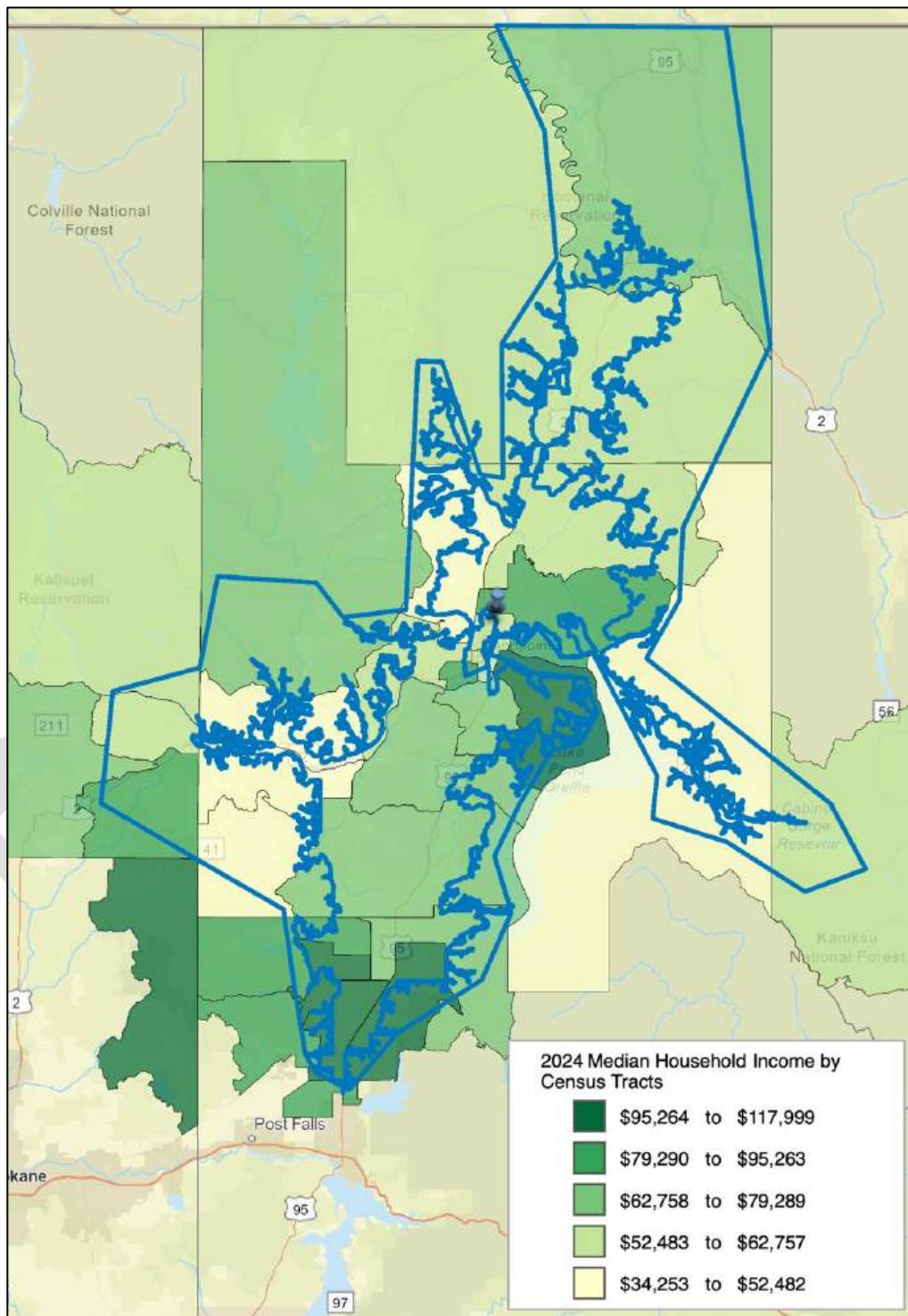
In the Secondary Service Area, the percentage of households with median income over \$50,000 per year is 65.2% compared to 68.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 15.6% compared to a level of 14.9% nationally.

While there is no perfect indicator of use of an aquatic facility, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and balanced with the overall cost of living.

Chart C (2) – Median Household Income Distribution



Household Income by Census Block Group Map



In addition to taking a look at the Median Age and Median Income, it is important to examine Household Budget Expenditures. Reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the service areas. The table below looks at that information and compares the service areas.

Table D – Household Budget Expenditures⁴:

Immediate Service Area	SPI	Average Amount Spent	Percent
Housing	72	\$23,475.84	33.1%
Shelter	72	\$19,178.56	27.0%
Utilities, Fuel, Public Service	72	\$4,297.28	6.1%
Entertainment & Recreation	72	\$2,946.06	4.2%

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	82	\$26,744.53	32.1%
Shelter	80	\$21,426.33	25.7%
Utilities, Fuel, Public Service	89	\$5,318.19	6.4%
Entertainment & Recreation	87	\$3,548.45	4.3%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	82	\$26,808.63	31.9%
Shelter	80	\$21,398.22	25.5%
Utilities, Fuel, Public Service	91	\$5,410.41	6.4%
Entertainment & Recreation	88	\$3,585.59	4.3%

State of Idaho	SPI	Average Amount Spent	Percent
Housing	89	\$28,887.40	32.5%
Shelter	88	\$23,416.70	26.3%
Utilities, Fuel, Public Service	92	\$5,470.69	6.1%
Entertainment & Recreation	91	\$3,738.63	4.2%

SPI:

Spending Potential Index as compared to the National number of 100.

Average Amount Spent:

The average amount spent per household.

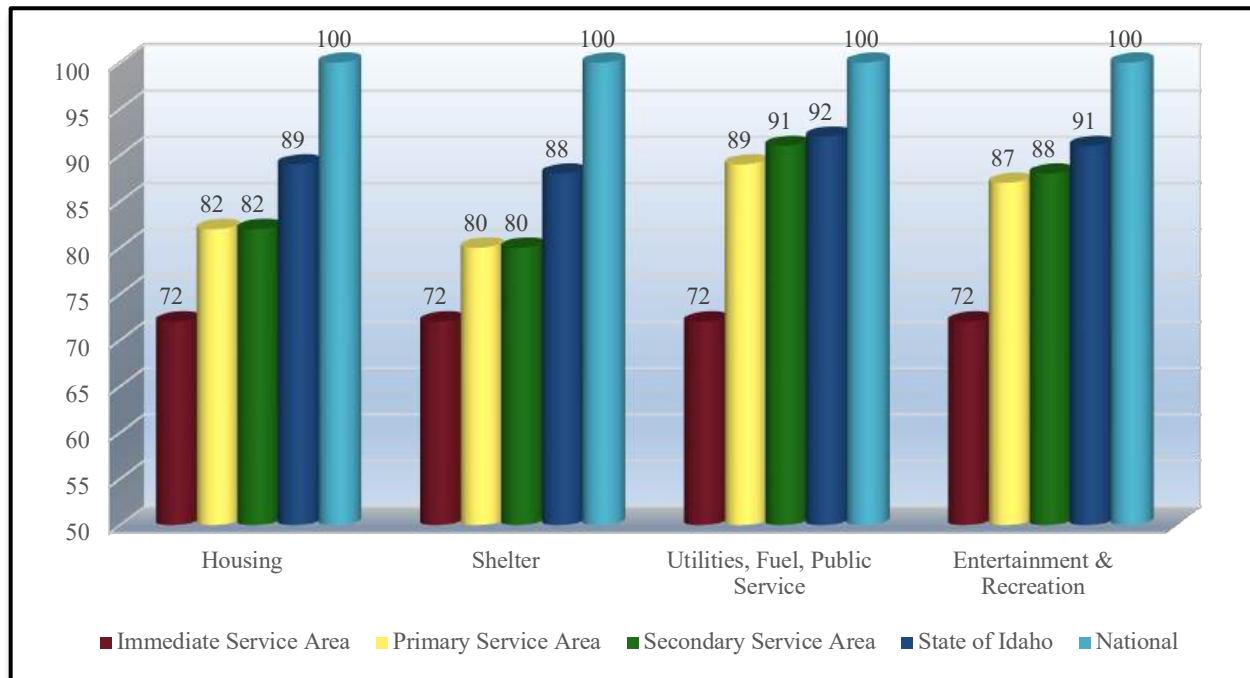
Percent:

Percent of the total 100% of household expenditures.

Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

⁴ Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2024 and 2029.

Chart D – Household Budget Expenditures Spending Potential Index:



The consistency between the median household income and the household budget expenditures is important. It is important because it illustrates that the spending patterns of the service area are aligning with the resources available. It also demonstrates that compared to a National level of the dollars available, the money being spent in the Immediate Service Area is significantly lower than the Primary and Secondary Service Areas, along with the state and national levels. This could point to challenges associated with the ability to pay for programs and services offered at an aquatic facility. Subsequently, this could have an impact on the facility's ability to achieve a significant cost recovery associated with operations.

Housing Inventory:

The total number of housing units in the Immediate Service Area is 4,955 and 88.1% are occupied, or 4,366 housing units. The total vacancy rate for the service area is 12.8%. As a comparison, the vacancy rate nationally was 10.8%. Of the available units:

- For Rent 2.8%
- Rented, not Occupied 0.9%
- For Sale 2.1%
- Sold, not Occupied 0.8%
- For Seasonal Use 4.0%
- Other Vacant 1.4%

The total number of housing units in the Primary Service Area is 26,605 and 83.4% are occupied, or 22,186 housing units. The total vacancy rate for the service area is 18.2%. As a comparison, the vacancy rate nationally was 10.8%. Of the available units:

- For Rent 1.0%
- Rented, not Occupied 0.2%
- For Sale 0.6%
- Sold, not Occupied 0.5%
- For Seasonal Use 12.7%
- Other Vacant 2.8%

The total number of housing units in the Secondary Service Area is 39,611 and 82.4% are occupied, or 32,630 housing units. The total vacancy rate for the service area is 19.0%. As a comparison, the vacancy rate nationally was 10.8%. Of the available units:

- For Rent 0.8%
- Rented, not Occupied 0.1%
- For Sale 0.6%
- Sold, not Occupied 0.5%
- For Seasonal Use 14.0%
- Other Vacant 3.0%

These statistics point to a stable housing market in both service areas. It also illustrates that within the Primary and Secondary Service Areas there is a number of homes that are for seasonal and/or recreational purposes.

Recreation Expenditures Spending Potential Index: Finally, through the demographic provider that B*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index⁵:

Immediate Service Area	SPI	Average Spent
Fees for Participant Sports	73	\$97.26
Fees for Recreational Lessons	69	\$119.45
Social, Recreation, Club Membership	70	\$212.81
Exercise Equipment/Game Tables	72	\$76.97
Other Sports Equipment	66	\$7.05

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	83	\$110.77
Fees for Recreational Lessons	71	\$123.33
Social, Recreation, Club Membership	80	\$241.15
Exercise Equipment/Game Tables	80	\$85.24
Other Sports Equipment	121	\$12.92

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	82	\$109.84
Fees for Recreational Lessons	70	\$120.77
Social, Recreation, Club Membership	79	\$238.24
Exercise Equipment/Game Tables	79	\$84.07
Other Sports Equipment	135	\$14.37

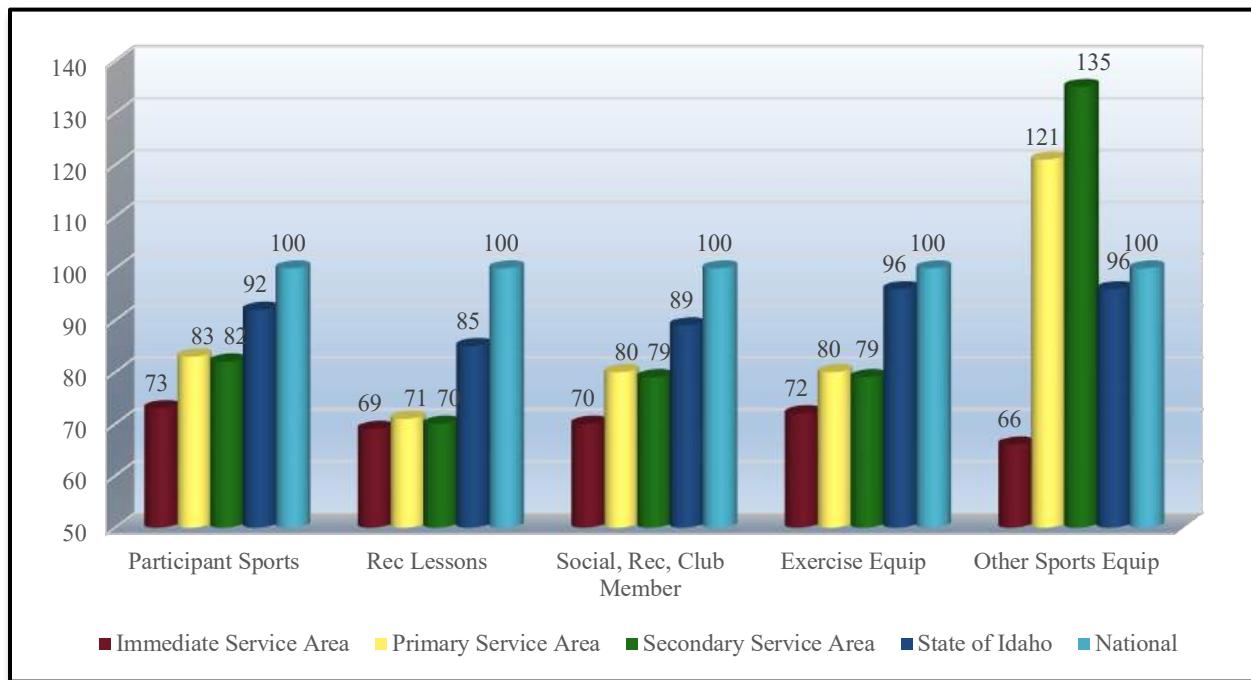
State of Idaho	SPI	Average Spent
Fees for Participant Sports	92	\$122.24
Fees for Recreational Lessons	85	\$147.34
Social, Recreation, Club Membership	89	\$267.41
Exercise Equipment/Game Tables	96	\$102.46
Other Sports Equipment	96	\$10.17

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

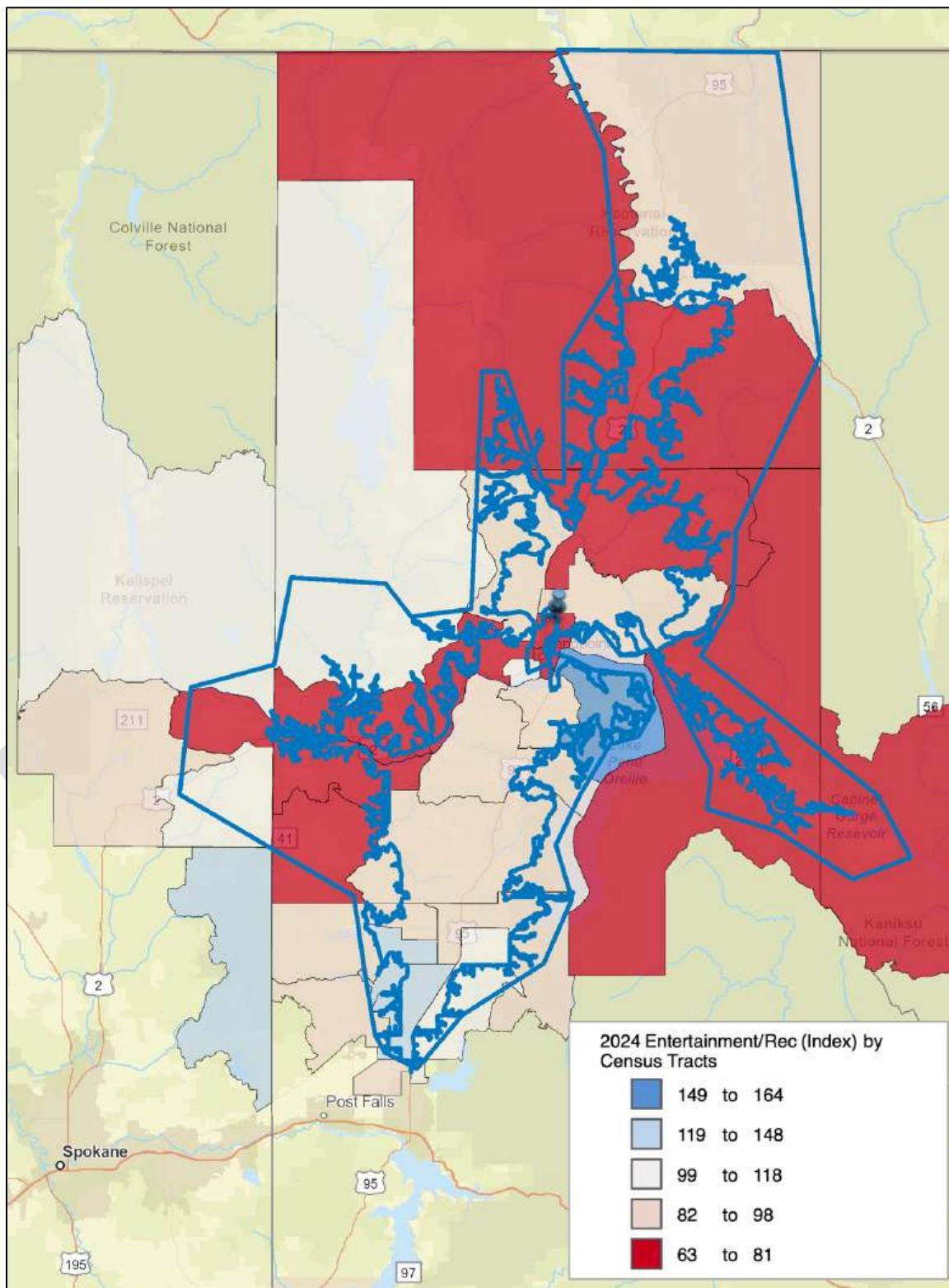
⁵ Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Chart E – Recreation Spending Potential Index:



Again, there is a great deal of consistency between median household income, household budget expenditures and now recreation and spending potential. It is important to note that these dollars are already being spent in the service area. As such, if a new facility were developed it would require that users either increase their spending in these categories or shift their spending patterns.

Recreation Spending Potential Index by Census Block Group Map



Population Distribution by Age: Utilizing census information for the Immediate, Primary and Secondary Service Area, the following comparisons are possible.

Table F – 2024 Immediate Service Area Age Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	595	5.4%	5.5%	-0.1%
5-17	1,727	15.5%	15.5%	0.0%
18-24	827	7.4%	9.5%	-2.1%
25-44	2,767	24.9%	26.8%	-1.9%
45-54	1,281	11.5%	12.1%	-0.6%
55-64	1,339	12.0%	12.3%	-0.3%
65-74	1,442	12.9%	10.4%	+2.5%
75+	1,167	10.5%	7.7%	+2.8%

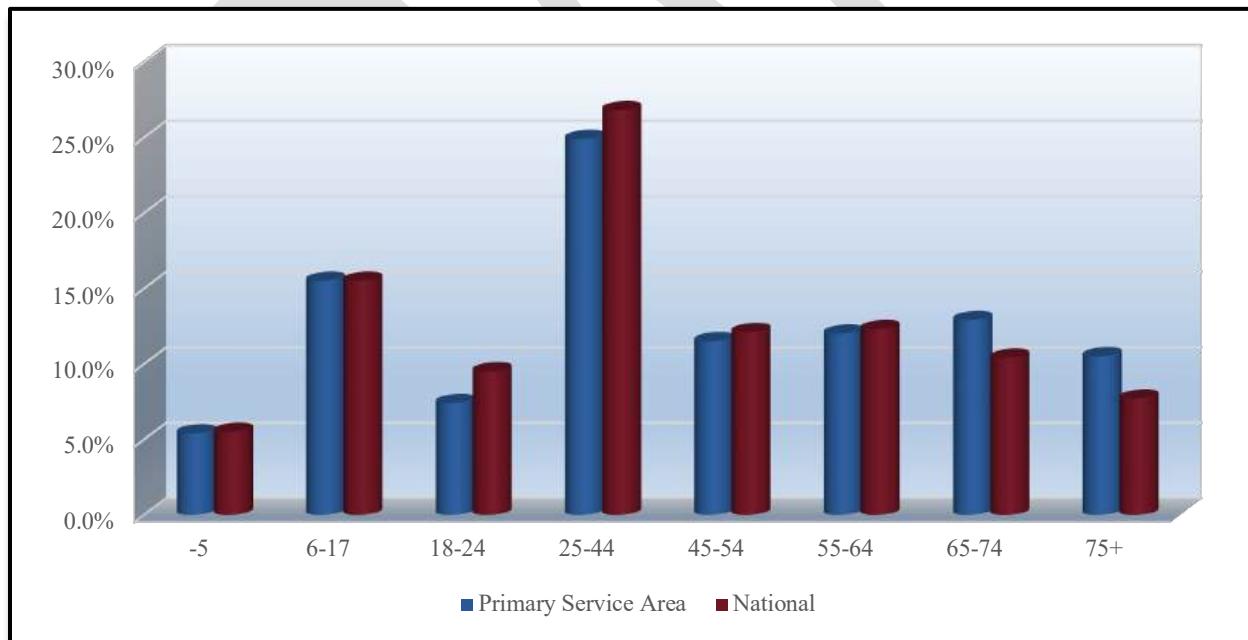
Population: 2024 census estimates in the different age groups in the Immediate Service Area.

% of Total: Percentage of the Immediate Service Area population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Immediate Service Area population and the national population.

Chart F – 2024 Immediate Service Area Age Group Distribution

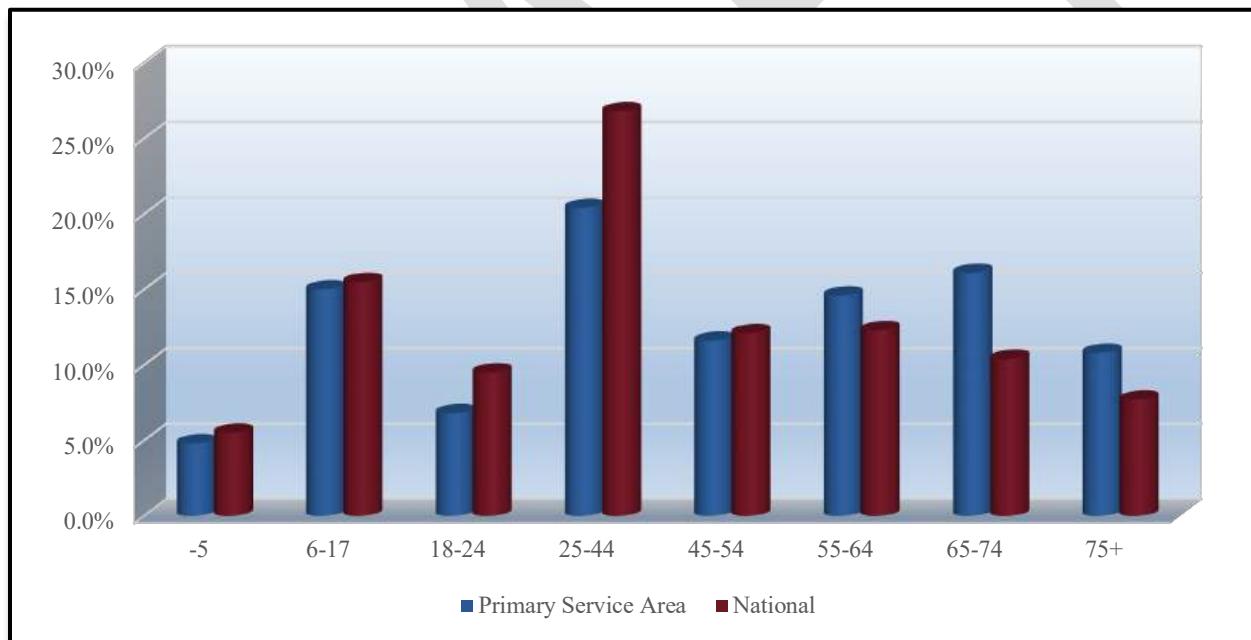


The demographic makeup of the Immediate Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in the age groups under 5, 18-24, 25-44, 45-54, and 55-64 age groups. The greatest positive variance is in the 75+ age group with +2.8%, while the greatest negative variance is in the 18-24 age group with -2.1%.

Table G – 2024 Primary Service Area Age Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	2,988	4.8%	5.5%	-0.7%
5-17	9,305	15.0%	15.5%	-0.5%
18-24	4,197	6.8%	9.5%	-2.7%
25-44	12,668	20.4%	26.8%	-6.4%
45-54	7,188	11.6%	12.1%	-0.5%
55-64	9,057	14.6%	12.3%	+2.3%
65-74	10,023	16.1%	10.4%	+5.7%
75+	6,662	10.8%	7.7%	+3.1%

Population: 2024 census estimates in the different age groups in the Primary Service Area.
% of Total: Percentage of the Primary Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Primary Service Area population and the national population.

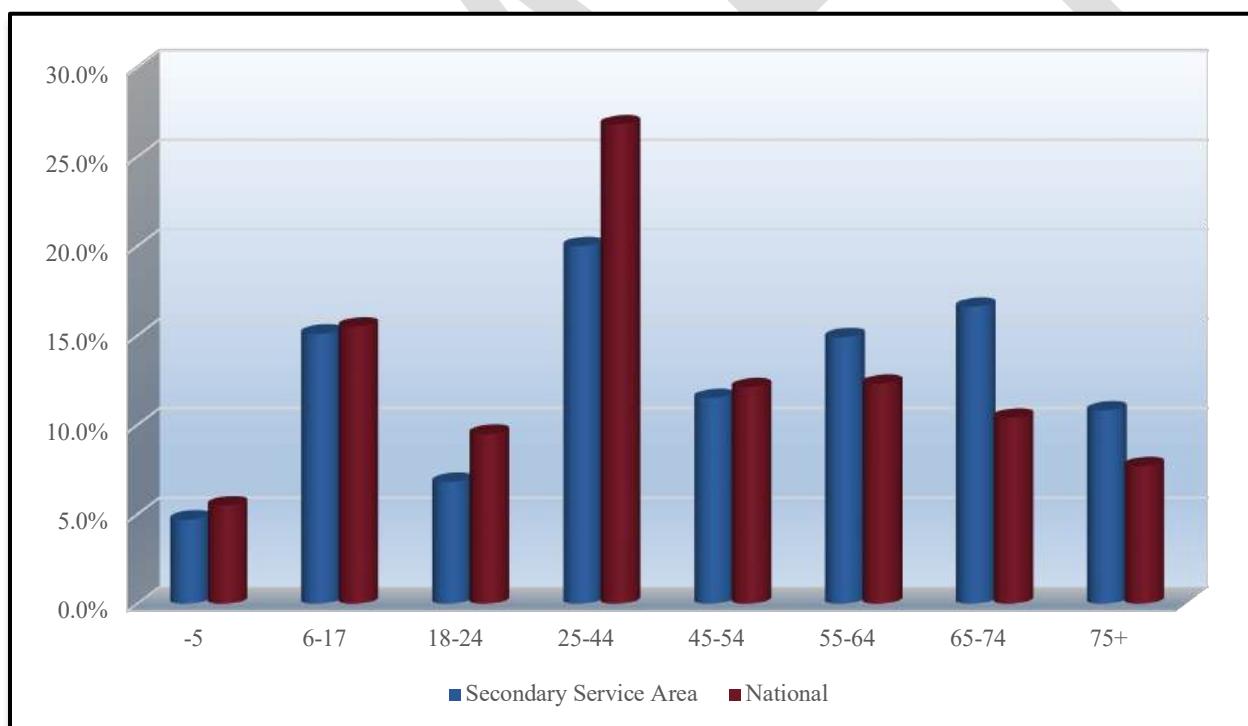
Chart G – 2024 Primary Service Area Age Group Distribution


The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in all age groups under 55. The greatest positive variance is in the 65-74 age group with +5.7%, while the greatest negative variance is in the 25-44 age group with -6.4%.

Table H– 2024 Secondary Service Area Age Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	4,286	4.7%	5.5%	-0.8%
5-17	13,620	15.1%	15.5%	-0.4%
18-24	6,139	6.8%	9.5%	-2.7%
25-44	18,185	20.0%	26.8%	-6.8%
45-54	10,506	11.5%	12.1%	-0.6%
55-64	13,529	14.9%	12.3%	+2.6%
65-74	15,095	16.6%	10.4%	+6.2%
75+	9,821	10.8%	7.7%	+3.1%

Population: 2024 census estimates in the different age groups in the Secondary Service Area.
% of Total: Percentage of the Secondary Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Secondary Service Area population and the national population.

Chart H– 2024 Secondary Service Area Age Group Distribution


The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in all age groups under 55. The greatest positive variance is in the 65-74 age group with +6.2%, while the greatest negative variance is in the 25-44 age group with -6.8%.

Population Distribution by Age Over Time: Utilizing census information from the Immediate, Primary and Secondary Service Area, the following comparisons are possible.

Table I – 2024 Immediate Service Area Population Estimates (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	546	595	647	+18.5%	+1.3%
5-17	1,635	1,727	1,768	+8.1%	-7.5%
18-24	641	827	876	+36.7%	+0.7%
25-44	2,518	2,767	3,089	+22.7%	+6.7%
45-54	1,098	1,281	1,456	+32.6%	+2.8%
55-64	1,273	1,339	1,363	+7.1%	-8.7%
65-74	1,240	1,442	1,614	+30.2%	+14.8%
75+	977	1,167	1,465	+49.9%	+39.7%

Chart I – Immediate Service Area Population Growth

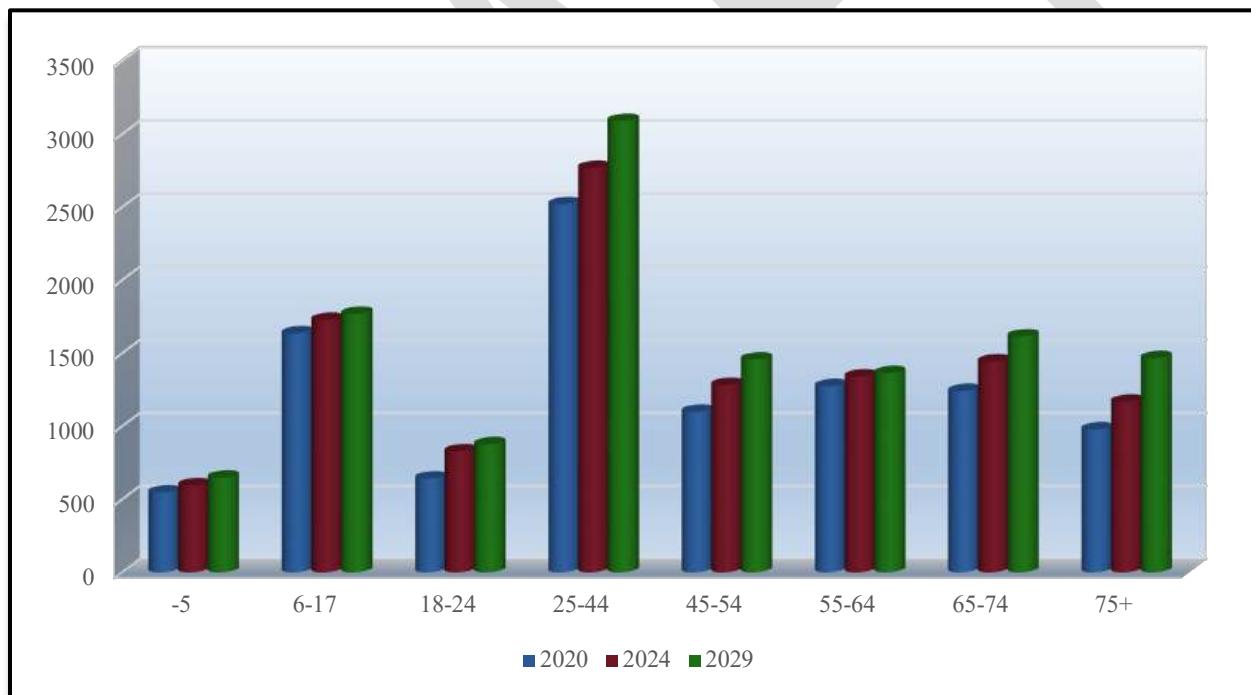


Table-I illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age categories will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Table J – 2024 Primary Service Area Population Estimates (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	2,660	2,988	3,308	+24.4%	+1.3%
5-17	8,785	9,305	9,587	+9.1%	-7.5%
18-24	3,305	4,197	4,420	+33.7%	+0.7%
25-44	11,100	12,668	14,382	+29.6%	+6.7%
45-54	6,564	7,188	7,963	+21.3%	+2.8%
55-64	8,866	9,057	9,219	+4.0%	-8.7%
65-74	8,712	10,023	10,828	+24.3%	+14.8%
75+	4,870	6,662	8,946	+83.7%	+39.7%

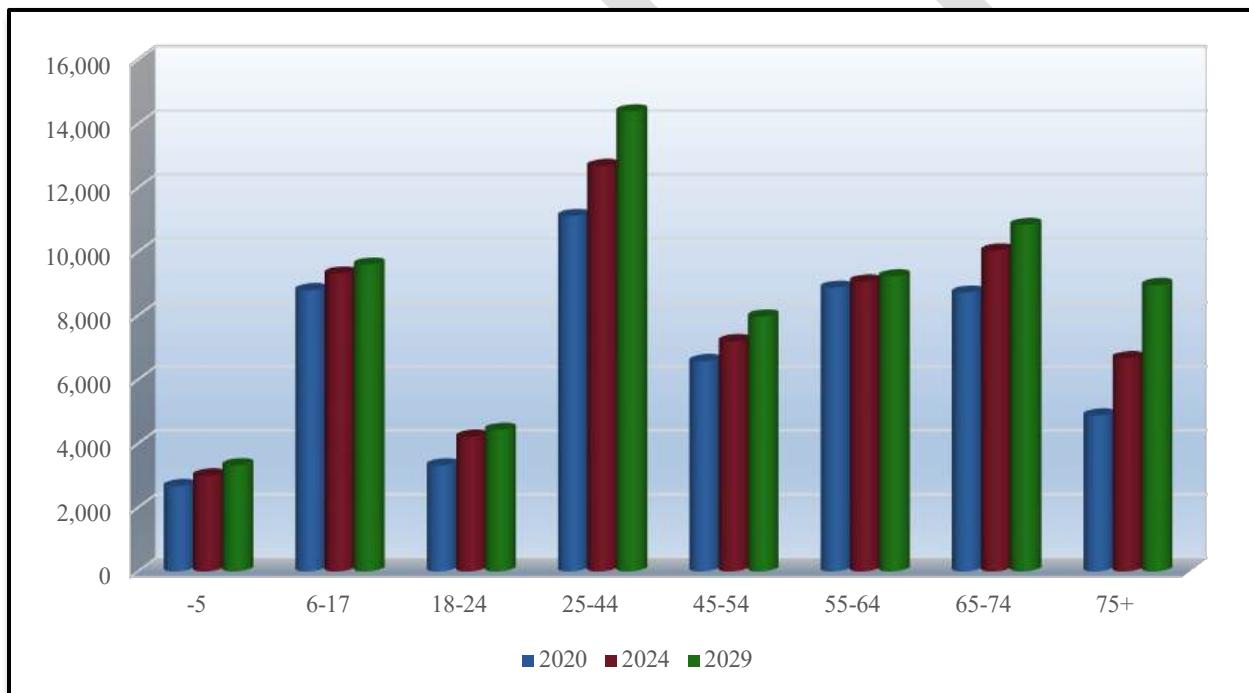
Chart J – Primary Service Area Population Growth


Table-J illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age categories will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Table K – 2024 Secondary Service Area Population Estimates (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	3,862	4,286	4,727	+22.4%	+1.3%
5-17	13,076	13,620	13,882	+6.2%	-7.5%
18-24	4,925	6,139	6,392	+29.8%	+0.7%
25-44	16,166	18,185	20,543	+27.1%	+6.7%
45-54	9,721	10,506	11,569	+19.0%	+2.8%
55-64	13,500	13,529	13,524	+0.2%	-8.7%
65-74	13,234	15,095	16,241	+22.7%	+14.8%
75+	7,220	9,821	13,167	+82.4%	+39.7%

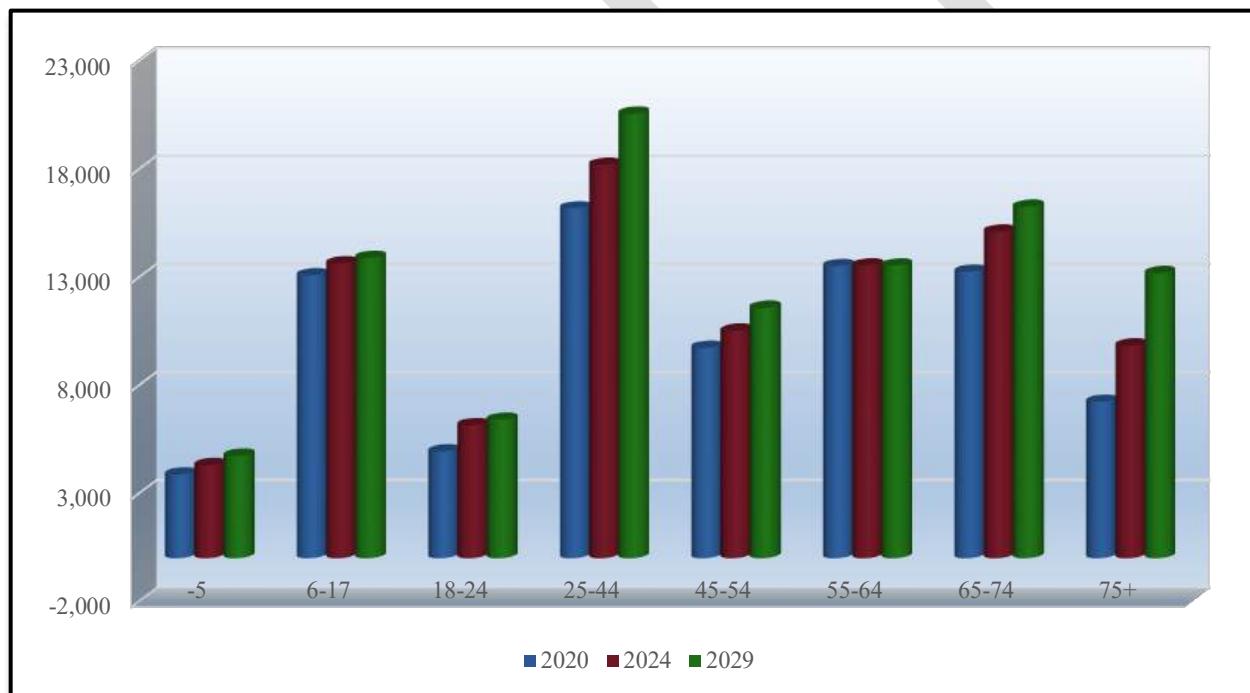
Chart K – Secondary Service Area Population Growth


Table-K illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age categories will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Immediate, Primary and Secondary Service Area for 2024 population projections. Those numbers were developed from 2020 Census Data.

Table L – Immediate Service Area Ethnic Population and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of ID Population
Hispanic	579	23.8	5.2%	13.9%

Table M – Immediate Service Area by Race and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of ID Population
White	9,910	44.2	88.9%	81.0%
Black	56	22.2	0.5%	0.9%
American Indian	73	36.9	0.7%	1.4%
Asian	105	47.5	0.9%	1.6%
Pacific Islander	16	31.7	0.1%	0.2%
Other	185	34.2	1.7%	6.1%
Multiple	800	27.6	7.2%	8.9%

2024 Immediate Service Area Total Population: 11,145 Residents

Chart M – 2024 Immediate Service Area Population by Non-White Race

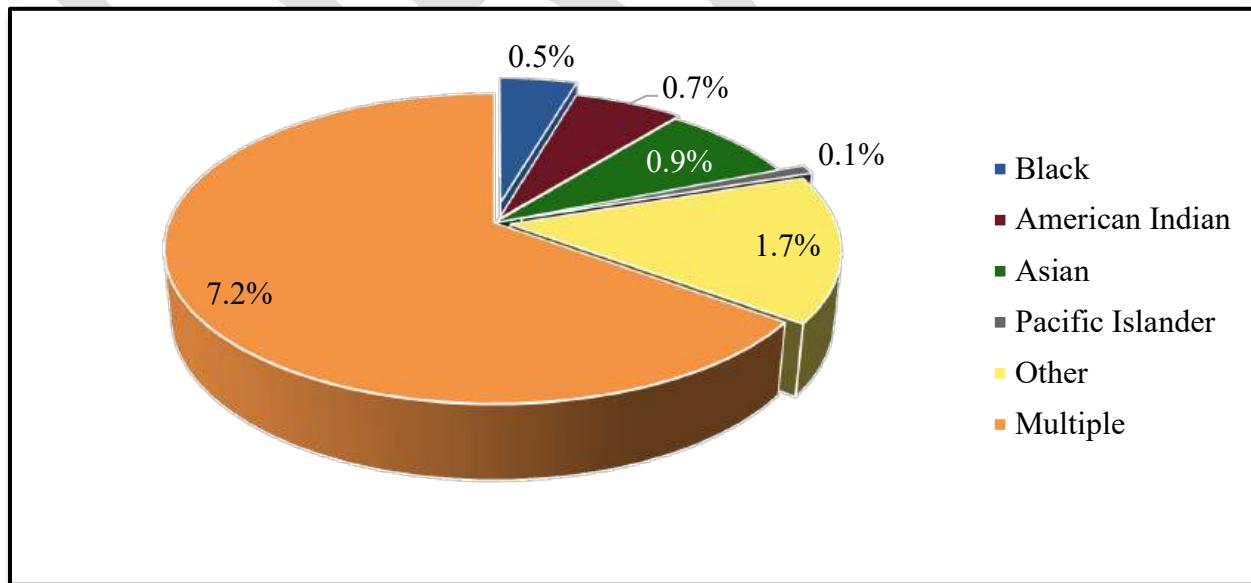


Table N – Primary Service Area Ethnic Population and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of ID Population
Hispanic	2,677	28.5	4.3%	13.9%

Table O – Primary Service Area by Race and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of ID Population
White	55,685	49.1	4.3%	81.0%
Black	159	26.8	0.3%	0.9%
American Indian	513	39.5	0.8%	1.4%
Asian	461	48.5	0.7%	1.6%
Pacific Islander	57	36.5	0.1%	0.2%
Other	869	41.5	1.4%	6.1%
Multiple	4,344	34.9	7.0%	8.9%

2024 Primary Service Area Total Population: 62,088 Residents

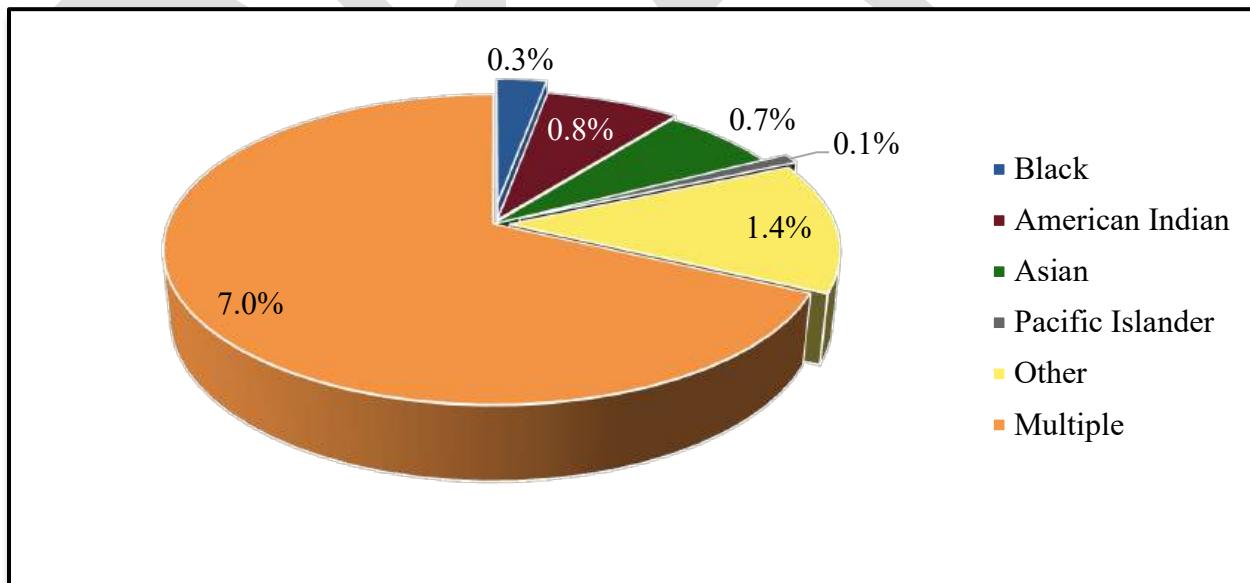
Chart O – 2024 Primary Service Area Population by Non-White Race


Table P – Secondary Service Area Ethnic Population and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

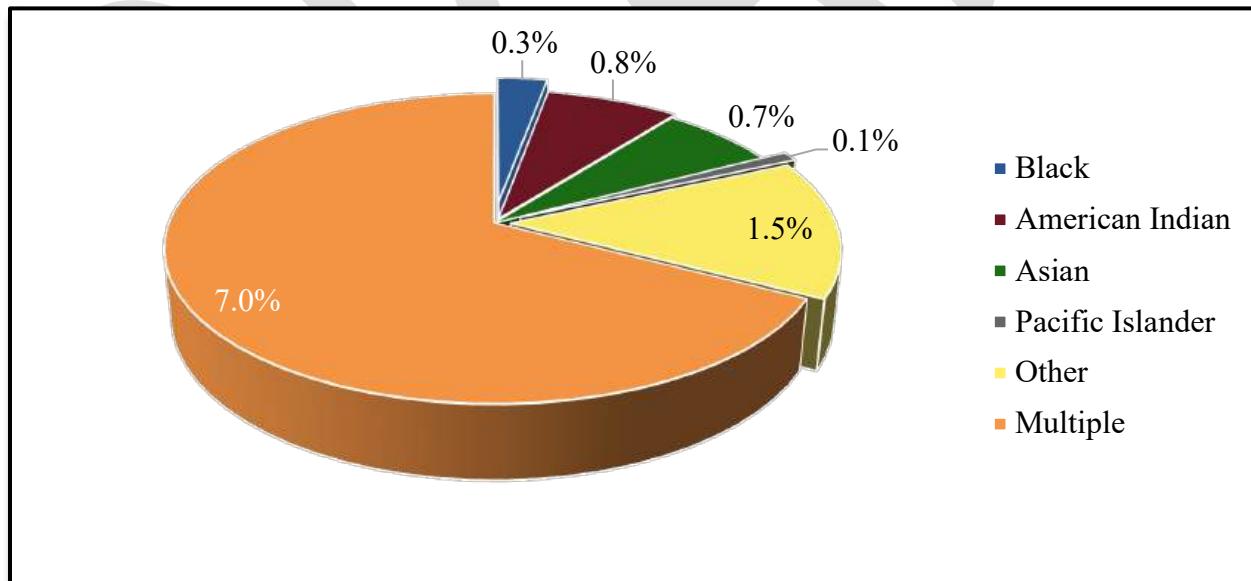
Ethnicity	Total Population	Median Age	% of Population	% of ID Population
Hispanic	3,911	29.0	4.3%	13.9%

Table Q – Secondary Service Area by Race and Median Age 2024

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of ID Population
White	81,739	49.7	89.7%	81.0%
Black	233	28.8	0.3%	0.9%
American Indian	763	40.6	0.8%	1.4%
Asian	676	48.0	0.7%	1.6%
Pacific Islander	79	40.0	0.1%	0.2%
Other	1,323	41.6	1.5%	6.1%
Multiple	6,366	36.0	7.0%	8.9%

2024 Secondary Service Area Total Population: 91,178 Residents

Chart Q – 2024 Secondary Service Area Population by Non-White Race


Tapestry Segmentation

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2020 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

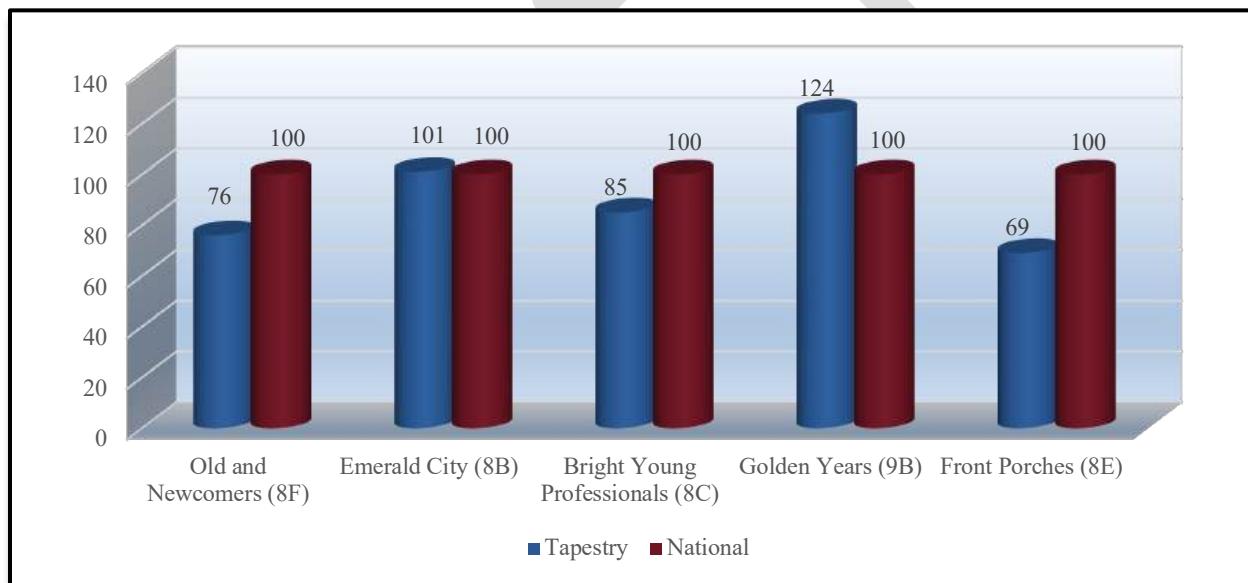
There is value including this information for PACE. The data assists the organization in understanding the consumers/constituents in their service area and supply them with the right products and services.

The Tapestry segmentation system classifies U.S. neighborhoods into 65 unique market segments. Neighborhoods are sorted by more than 60 attributes including income, employment, home value, housing types, education, household composition, age & other key determinates of consumer behavior.

The following pages and tables outline the top 5 tapestry segments in each of the service areas and provide a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that the Immediate, Primary, and Secondary Service Areas look to serve with programs, services, and special events.

Table R – Immediate Service Area Tapestry Segment Comparison (ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Old and Newcomers (8F)	36.9%	36.9%	39.4	\$44,900
Emerald City (8B)	15.5%	52.4%	37.4	\$59,200
Bright Young Professionals (8C)	15.3%	67.7%	33.0	\$54,000
Golden Years (9B)	11.2%	78.9%	52.3	\$71,700
Front Porches (8E)	8.3%	87.2%	34.9	\$43,700

Chart R – Immediate Service Area Tapestry Segment Entertainment Spending:


- **Old and Newcomers (8F)** – Singles living on a budget. Just beginning careers or taking college/adult education classes. Strong supporters of environmental organizations. Price aware. Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.
- **Emerald City (8B)** – Young, mobile & well educated, this group is highly connected. Make environmentally friendly purchases, embrace food and culture, balance with time at the gym. Travel frequently, enjoy music & the arts, budget time for healthy activities like yoga & Pilates.
- **Bright Young Professionals (8C)** – This is a large market, typically located in urban outskirts of large metropolitan areas. The communities are home to young, educated, working professionals. One out of three householders are under the age of 35 & slightly more diverse couples dominate the market, with more renters than homeowners. Household type is primarily couples, married, with above average concentrations of both single-parent & single-person

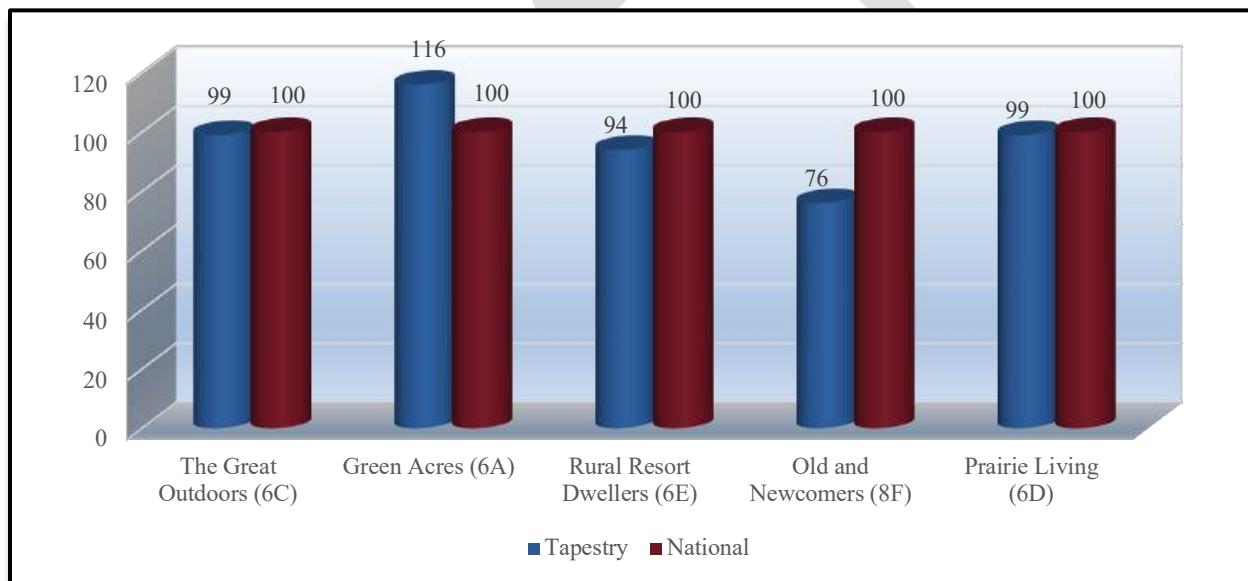
households. There is a significant Hispanic (16.6%) and Black (16.0%) population in this segment. They participate in a variety of sports, including basketball, football, bowling, Pilates, weight lifting, and yoga.

- **Golden Years (9B)** – Independent and active seniors. Some still working to allow them to pursue leisure interests such as travel, sports, dining out, museums and concerts. Involved and physically fit. Consumers are well connected, generous supporters of the arts and charitable organizations.
- **Front Porches (8E)** – A blended demographic with young families with children and single households. Limited incomes and not adventurous shoppers. More diverse than the rest of the U.S. Income and net worth well below U.S. average. Price is important. Not adventurous shoppers. High unemployment (11%). Strive to have fun with sports.

Table S – Primary Service Area Tapestry Segment Comparison (ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
The Great Outdoors (6C)	33.0%	33.0%	47.4	\$56,400
Green Acres (6A)	9.9%	42.9%	43.9	\$76,800
Rural Resort Dwellers (6E)	9.3%	52.2%	54.1	\$50,400
Old and Newcomers (8F)	8.3%	60.5%	39.4	\$44,900
Prairie Living (6D)	4.9%	65.4%	44.4	\$54,300

Chart S – Primary Service Area Tapestry Segment Entertainment Spending:



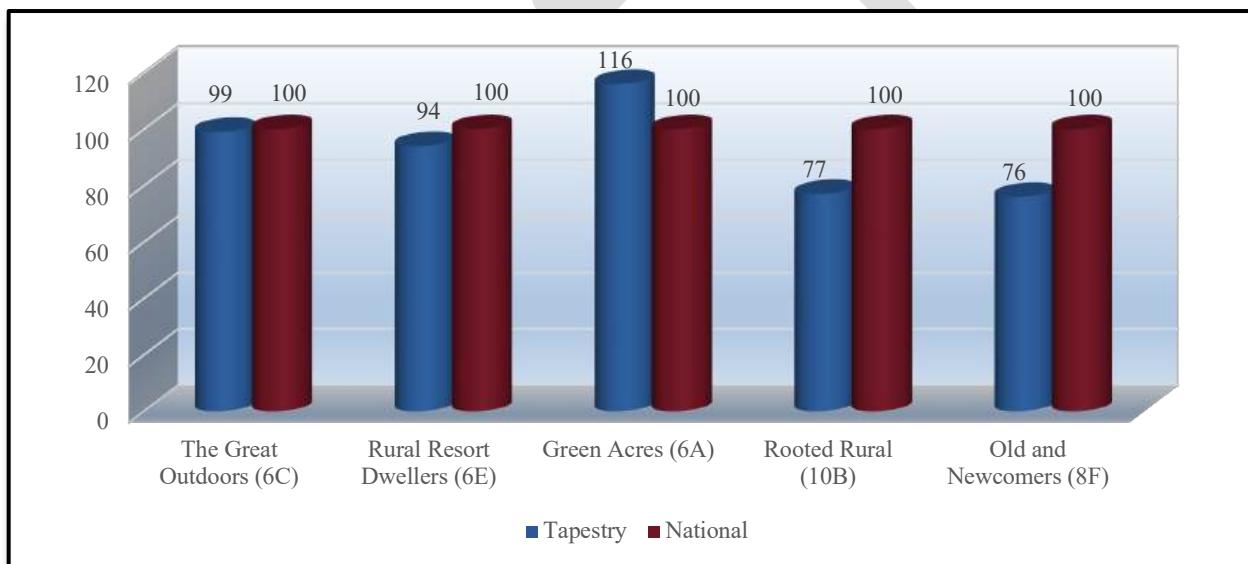
- The Great Outdoors (6C) – Living a modest lifestyle, these empty nesters are very DIY oriented & cost conscious. Most residents work; are nearing retirement. Enjoy outdoor activities such as hiking & hunting. Many are members of AARP, veterans' clubs or support civic causes.
- Green Acres (6A) – Mainly married couples in neighborhoods. Educated, hard-working and blue-collar. Lifestyle that features self-reliance. Enjoy maintaining home/yard, being outside and playing sports. Most households no longer have children. Conservative and cautious. For exercise, they prefer the outdoors, biking, fishing, and hunting.
- Rural Resort Dwellers (6E) – This group is centered around resort areas. Retirement is near but many postpone to maintain their lifestyle. Pay little attention to advertising. Often in areas with a variety of seasons, passionate about their hobbies, hunting & fishing. Hands on consumers.

- Old and Newcomers (8F) – Singles living on a budget; price aware. Just beginning careers or taking college/ad education classes. Strong supporters of environmental organizations. Residents have a strong sense of community and volunteer for charities, help fundraise, and recycle.
- Prairie Living (6D) – The most rural market, mainly self-employed farmers. Faith is important to these married families. Choose outdoor activities when it's time to relax. Creatures of habit with purchasing; somewhat resistant to new technology; spend when it's a need versus a want.

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Table T – Secondary Service Area Tapestry Segment Comparison (ESRI estimates)

	Secondary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
The Great Outdoors (6C)	30.0%	30.0%	47.4	\$56,400
Rural Resort Dwellers (6E)	12.6%	42.6%	54.1	\$50,400
Green Acres (6A)	10.3%	52.9%	43.9	\$76,800
Rooted Rural (10B)	9.0%	61.9%	45.2	\$42,300
Old and Newcomers (8F)	5.6%	67.5%	39.4	\$44,900

Chart T – Secondary Service Area Tapestry Segment Entertainment Spending:


- The Great Outdoors (6C) – Living a modest lifestyle, these empty nesters are very do-it-yourself oriented and cost conscious. Most residents work but are nearing retirement. Enjoy outdoor activities such as hiking and hunting. Many are members of AARP, veterans' clubs and/or support civic causes.
- Rural Resort Dwellers (6E) – This group is centered around resort areas. Retirement is near but many postpone to maintain their lifestyle. Pay little attention to advertising. Often in areas that have a variety of seasons. Passionate about their hobbies, hunting and fishing. Hands on consumers.
- Green Acres (6A) – Mainly married couples in neighborhoods. Educated, hard-working and blue-collar. Lifestyle that features self-reliance. Enjoy maintaining home/yard, being outside and playing sports. Most households no longer have children. Conservative and cautious. For exercise, they prefer the outdoors, biking, fishing, and hunting.

- Rooted Rural (10B) – Commonly employed in the forestry industry, this group enjoys time outdoors mainly hunting and fishing. Heavily influenced by their faith and family history. Thrifty shoppers looking at necessity rather than desire.
- Old and Newcomers (8F) – Singles living on a budget. Just beginning careers or taking college/adult education classes. Strong supporters of environmental organizations. Price aware. Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.

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Demographic Summary

The following summarizes the demographic characteristics of the service areas.

- The population within the Immediate Service Area is such that it would not support an indoor aquatic center; however, the Primary and Secondary Service Areas are sufficient. B*K typically looks for a population of greater than 50,000 within the Primary service area as a key indicator for demand and financial success.
- The median age in all three Service Area is significantly higher than the State and National age of approximately 37-39. A lower median age points to young families with children, which are significant participants in recreation and aquatic programs.
- All three Service Areas have a lower percentage of households with children (25%-27%) than both the state and national average of about 30%-32%.
- The Immediate Service Area has a significantly lower median household income (approx. \$56,000) than the other Service Areas (approximately \$70,000), the state of Idaho (\$77,000) and the national average of approximately \$79,000. Income level is important when it comes to price point for programs and services, subsequently the cost recovery level of a facility.
- The Household Budget Expenditures and the Recreation Spending Potential are consistent with the median household income. The consistency is important for the financial performance of the future facility. It is also important to note, specific to recreation, that those dollars are currently being spent with other providers by area residents.
- The Primary Service Area median household income is approximately 11.4% lower than the national average while household budget expenditures are 11-20% lower. This equates to a lower cost of living. In addition, the spending on Entertainment and Recreation is higher than other household expenditures indicating the value residents place on recreation.
- The age distribution in the Primary Service Area is such that 20.9% is under the age of 18 and 41.5% is over the age of 55. These are two age groups that will be significant users of aquatic programs and services. Additionally, it is projected that all age categories are projected to increase substantially through 2029.
- The three largest tapestry segments within the Primary Service Area, which account for 52.2% of the population, all indicate an interest in Recreation with Entertainment Spending at or above the national average. Much of their focus is on outdoor activities but they are interested in being active.
- The Recreation Spending Index is lower significantly lower than the national level of 100 for the Immediate Service Area.

Section II – Participation Figures

Market Potential Index for Adult Participation: In addition to examining the participation numbers for various outdoor activities through the National Sporting Goods Association, the 2023 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in a variety of activities that could be accommodated in an aquatic facility.

Table A (1) - Market Potential Index (MPI) for Participation in Activities in Immediate Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Exercise Walking	3,144	35.6%	109
Swimming	1,480	16.8%	107

Table A(2) - Market Potential Index (MPI) for Participation in Activities in Primary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Exercise Walking	17,538	35.2%	108
Swimming	8,531	17.1%	109

Table A(3)- Market Potential Index (MPI) for Participation in Activities in Secondary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Exercise Walking	25,599	34.9%	107
Swimming	12,437	17.0%	108

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Service Area.

Percent of Population: Percent of the service area that participates in the activity.

MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in activities is greater than the national number of 100. In many cases, when a participation number is lower than the National number, this is due to a lack of facilities or an inability to pay for services and programs.

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. The data is collected in one year and the report is issued in May of the following year. This information provides the data necessary to overlay rate of participation onto the Immediate, Primary, and Secondary Service Areas to determine market potential.

B*K takes the national average and combines that with participation percentages of the Primary Service Area based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage, when applied to the population of the Immediate, Primary, and Secondary Service Areas then provides an idea of the market potential for a variety of recreation activities.

Table B (1) –Participation Rates in the Immediate Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Exercise Walking	37.0%	28.6%	39.0%	37.3%	35.5%
Swimming	14.1%	7.6%	15.2%	16.4%	13.3%

Table B (2) –Participation Rates in the Primary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Exercise Walking	37.9%	28.6%	39.0%	37.3%	35.7%
Swimming	13.7%	7.6%	15.2%	16.4%	13.2%

Table B (3) –Participation Rates in the Secondary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Exercise Walking	38.0%	28.6%	39.0%	37.3%	35.7%
Swimming	13.7%	7.6%	15.2%	16.4%	13.2%

Age:

Participation based on individuals ages 7 & Up of the Service Area.

Income:

Participation based on the 2024 estimated median household income in the Service Area.

Region:

Participation based on regional statistics (Mountain).

National:

Participation based on national statistics.

Average:

Average of the four columns.

Anticipated Participation Number: Utilizing the average percentage from Table B above plus the 2020 census information and census estimates for 2024 and 2029 (over age 7) the following comparisons are available.

Table C –Participation Growth or Decline for Indoor Activities in Immediate Service Area

Indoor Activities	Average	2020 Population	2024 Population	2029 Population	Difference
Exercise Walking	35.5%	3,239	3,644	4,027	788
Swimming	13.3%	1,217	1,370	1,514	296

Table D –Participation Growth or Decline for Indoor Activities in Primary Service Area

Indoor Activities	Average	2020 Population	2024 Population	2029 Population	Difference
Exercise Walking	35.7%	18,188	20,625	22,839	4,651
Swimming	13.2%	6,738	7,641	8,461	1,723

Table E –Participation Growth or Decline for Indoor Activities in Secondary Service Area

Indoor Activities	Average	2020 Population	2024 Population	2029 Population	Difference
Exercise Walking	35.7%	27,142	30,359	33,352	6,210
Swimming	13.2%	10,040	11,230	12,337	2,297

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 58 activities outlined in the NSGA 2023 Survey Instrument.

Participation by Ethnicity and Race: The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2023 survey, the following comparisons are possible.

Table F – Immediate Service Area Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Immediate Service Area	National Participation	African American Participation	Hispanic Participation
Exercise Walking	35.5%	37.3%	24.4%	32.1%
Swimming	13.3%	16.4%	8.6%	18.2%

There is a not significant Black population (0.5%) or Hispanic population (5.2%) in the Immediate Service Area. As such, these numbers may not play a factor with regards to overall participation.

Table G – Primary Service Area Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Exercise Walking	35.7%	37.3%	24.4%	32.1%
Swimming	13.2%	16.4%	8.6%	18.2%

There is a not significant Black population (0.3%) or Hispanic population (4.3%) in the Primary Service Area. As such, these numbers may not play a factor with regards to overall participation.

Table H – Secondary Service Area Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Secondary Service Area	National Participation	African American Participation	Hispanic Participation
Exercise Walking	35.7%	37.3%	24.4%	32.1%
Swimming	13.2%	16.4%	8.6%	18.2%

There is a not significant Black population (0.3%) or Hispanic population (4.3%) in the Primary Service Area. As such, these numbers may not play a factor with regards to overall participation.

National Summary of Sports Participation: The following chart summarizes participation for indoor activities utilizing information from the 2023 National Sporting Goods Association survey.

Table I – Sports Participation Summary

Sport	Nat'l Rank⁶	Nat'l Participation (in millions)
Exercise Walking	1	113.9
Cardio Fitness	2	92.9
Strength Training	3	73.4
Exercising w/ Equipment	4	58.2
Swimming	6	50.2
Running/Jogging	7	45.0
Bicycle Riding	8	44.6
Weightlifting	10	38.8
Yoga	11	31.7
Workout @ Club	13	29.6
Basketball	15	23.2
Billiards/Pool	16	22.3
Table Tennis/Ping Pong	23	12.5
Volleyball	26	11.7
Pickleball	38	6.4
Pilates	39	6.2
Gymnastics	43	5.3
Martial Arts/MMA	44	5.3
Boxing	48	4.6
Wrestling	52	3.1
Cheerleading	53	3.1

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Population that participate in this sport on national survey.

⁶ This rank is based upon the 58 activities reported on by NSGA in their 2023 survey instrument.

National Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Table J – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	35-44	25-34	45-54
Basketball	12-17	25-34	18-24
Bicycle Riding	55-64	45-54	12-17
Billiards/Pool	25-34	34-44	45-54
Bowling	25-34	35-44	18-24
Cheerleading	12-17	7-11	18-24
Exercise Walking	55-64	65-74	45-54
Exercise w/ Equipment	25-34	45-54	55-64
Gymnastics	7-11	12-17	25-34
Martial Arts MMA	7-11	25-34	12-17
Pickleball	12-17	65-74	18-24
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	45-54
Swimming	55-64	12-17	7-11
Tables Tennis	25-34	18-24	12-17
Volleyball	12-17	25-34	18-24
Weight Lifting	25-34	45-54	35-44
Workout at Clubs	25-34	35-44	45-54
Wrestling	12-17	25-34	7-11
Yoga	25-34	35-44	45-54
Did Not Participate	45-54	55-64	65-74

Largest:

Age group with the highest rate of participation.

Second Largest:

Age group with the second highest rate of participation.

Third Largest:

Age group with the third highest rate of participation.

National Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2014-2023).

Table K – National Activity Trend (in millions)

Increase in Participation	2014 Participation	2023 Participation	Percent Increase
Pickleball	1.7	6.4	+276.5%
Table Tennis/Ping Pong	9.8	12.5	+27.6%
Bicycle Riding	35.6	44.6	+25.3%
Weightlifting	31.3	38.8	+24.0%
Yoga	25.9	31.7	+22.4%
Boxing	3.8	4.6	+21.1%
Exercise Walking	96.3	113.9	+18.3%
Volleyball	10.1	11.7	+15.8%
Billiards/Pool	19.5	22.3	+14.4%
Pilates	5.5	6.2	+12.7%
Swimming	45.5	50.2	+10.3%
Exercise w/ Equipment	53.1	58.2	+9.6%
Running/Jogging	42.0	45.0	+7.1%
Gymnastics	5.1	5.3	+3.9%
Wrestling	3.1	3.1	0.0%

Decrease in Participation	2014 Participation	2023 Participation	Percent Decrease
Basketball	25.5	23.2	-9.0%
Cheerleading	3.5	3.1	-11.4%
Workout @ Club	34.1	29.6	-13.2%
Martial Arts/MMA	6.4	5.3	-17.2%

2014 Participation: The number of participants per year in the activity (in millions) in the United States.

2023 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2014 to 2023.