Rifle Parks & Recreation Advisory Board

REGULAR MEETING AGENDA

April 13, 2026
5:30 PM
202 Railroad Avenue, Rifle, CO 81650

5:30 PM - Workshop Meeting

Discussion and Review

a. City of Rifle Comprehensive Plan Stakeholder Engagement — SE Group

6:00 PM - Regular Meeting

1. **Call to Order**
2. **Roll Call**
3. **Public Comment** *(Maximum time permitted for Public Comment is 3 minutes per person) *(Reserved for general comments or items on the agenda that are not a public hearing)
4. **Consent Agenda**

   4.a. Consider the Minutes of the March 9, 2026, Regular Meeting
5. **Presentation**

   5.a. Introduction of New Assistant Parks and Recreation Director
6. **Regular Agenda**

   6.a. Girl Scout Bronze Award Project - Dog Libraries

   6.b. Review Draft of Activity Center/Feasibility Study

   6.c. Discuss the South Rifle Master Plan Draft
7. **Administrative Reports**
8. **Adjournment**

ACCESSIBILITY STATEMENT

The City of Rifle values full inclusion and access for all of our facilities, programs, activities and services. We are pleased to provide meaningful accommodations to comply with the Americans with Disabilities Act (ADA) and reasonably provide translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids, and services. To request special assistance, call Parks & Recreation Director Austin Rickstrew at 970-665-6578 or email our ADA Team at ADATeam@rifleco.org. Please allow 48 hours for your requests to be met.

La Ciudad de Rifle valora la plena inclusión y acceso para todas nuestras instalaciones, programas, actividades y servicios. Nos complace proporcionar alojamientos significativos para cumplir con la Ley de Estados Unidos con Discapacidades (ADA) y proporcionar razonablemente traducciónes, interpretaciónes, modificaciones, adaptaciones, formatos alternativos, ayudas auxiliares y servicios. Para solicitar asistencia especial, llame al Director de Parques y Recreacion Austin Rickstrew al 970-665-6478 o envíe un correo electrónico a el equipo ADA a ADATeam@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.

Agenda Item #a.

Agenda Item Name:
City of Rifle Comprehensive Plan Stakeholder Engagement — SE Group

Presenter:
Zach Higgins, Community Development Director

Item Description:
SE Group will talk with PRAB about the new Comp Plan update.

Recommended Action:
No aciton on a workshop item.

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
SE Group will be asking the PRAB about the City's adopted Comprehensive Plan from 2019. The consultants will focus on how parks fit into the overall vision for the community. Additionally, they will talk about trail and neighborhood connectivity and ensure the current direction outlined in the 2019 Comp Plan still seems appropriate. If time remains, the consultants may ask about South Rifle both in terms of current amenities but also connectivity to Downtown and the rest of Rifle. We will also address ways to get involved in the rest of the process.

Notification Requirements:
N/A

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
None

Agenda Item #4.a.

Agenda Item Name:
Consider the Minutes of the March 9, 2026, Regular Meeting

Presenter:
Sarah Stubbs, Parks and Recreation Administrative Assistant

Item Description:
Consider the minutes of the March 9, 2026, Regular Meeting

Recommended Action:
Move to approve the minutes of the March 9, 2026, Regular Meeting

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
Consider the minutes of the March 9, 2026, regular meeting.

Notification Requirements:

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. PRAB Meeting 03.09.2026

Rifle Parks & Recreation Board
Regular Meeting Minutes
March 09, 2026

The meeting was called to order at 5:30pm by Annie MacGregor.

Roll Call

Members Present	YES	NO
Ken Blatter	X	
Kirsten Clancy	X	
Aaron Cumming		X
John Douglas	X	
Annie MacGregor	X	
Betsey Seymour	X	
Ari Philipson	X	
Marisa Skajewski	X	

Staff Present: Matt Rowe, Austin Rickstrew, Sarah Stubbs

Public Comment

- Kirsten mentioned a citizen addressed her about how lucky the City is to have Austin as the Parks and Rec Director. They are excited about the golf course.

Consent Agenda

- Consider the minutes of the February 9, 2026, PRAB meeting.
- Betsey motioned to approve minutes for February 9th meeting, Ari seconded, unanimous pass.
- Consider the minutes for the February 23, 2026 special meeting.
- Ari motioned to approve minutes for February 23rd meeting, Betsey seconded, unanimous pass.

Presentation

5.a. Fieldhouse/Activity Center Operations Plan – Update/Discussion

- Staff presented an overview of the proposed Fieldhouse/Activity Center Operations Plan, including preliminary hours of operations, memberships structure, staffing considerations, and revenue projections.
- The Director indicated that family memberships are not anticipated.
- Discussion included operational and financial impacts of a potential aquatics facility, including five-year projections.
- The Board discussed the importance of providing information to voters and noted potential impacts on existing staff workload.

Adjournment: There being no further business, the meeting was adjourned by Annie MacGregor at 6:12 PM.

DRAFT

DRAFT

Agenda Item #5.a.

Agenda Item Name:
Introduction of New Assistant Parks and Recreation Director

Presenter:
Austin Rickstrew, Parks & Recreation Director

Item Description:
Introduction of the new Assistant Parks and Recreation Director

Recommended Action:
No action required

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
City staff will introduce the new Assistant Parks and Recreation Director.

Notification Requirements:

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
None

Agenda Item #6.a.

Agenda Item Name:
Girl Scout Bronze Award Project - Dog Libraries

Presenter:
Whitney Alexander

Item Description:
Girl Scout Bronze Award Project

Recommended Action:
Move to approve the Dog Libraries project to be installed at the Dog Park at Deerfield Park.

Fiscal Impact:
The city would maintain/restock the library after the completion of the project.

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:

A Girl Scout Bronze Award project has been proposed to install a “Dog Library” at a City of Rifle dog park or along walking paths. The structure would function as a community sharing station where dog owners can take or leave sticks or toys for dogs to use while visiting the park. The project is intended to enhance the user experience at local parks by providing enrichment activities for dogs and encouraging community engagement among pet owners. The applicant identified a lack of available dog play items in existing park spaces and developed this concept to address that need. The Dog Library would be constructed from treated wood with a protective roof to ensure durability and longevity in outdoor conditions. Materials are expected to be donated, and construction will be completed by the applicant and volunteers, resulting in no anticipated upfront cost to the City. At this time, the proposal does not identify any ongoing maintenance responsibilities, material replacements, or long-term oversight. While the structure is designed to be low-maintenance, potential indirect impacts on the City may include periodic upkeep and monitoring. Overall, the project offers a low-cost opportunity to add a unique, community-driven feature to Rifle’s park system, with minimal initial fiscal impact and some long-term uncertainties.

Notification Requirements:
N/A

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. Girl Scout Bronze Award Project Proposal Form

Girl Scout Bronze Award Project Proposal Form

Name: **Whitney Alexander**

Name of Proposed Project: **Dog Library**

Brief Summary of Proposed Project:
Why does your project matter?

I visited the local dog park, and some walking paths around Rifle. When I went there, I noticed that the dogs do not have a lot of toys or activities to do. When I interviewed some people who were at the local dog park, they said that the dogs could benefit from some toys to play with. I went to the local animal shelter, and they informed me that dogs can get sick from sharing toys through their saliva. So my proposed project would be a Dog Library where people can get a stick, leave a stick or toy.









Build Your Team:
Who will be helping you with this project?
My family will help me with my project.

Explore Your Community:
Which groups/organizations can we ask to help or work with? Take some time to explore your community or neighborhood and complete this Observation List:

Observation: What did you see and hear around you? What is your community like?	**Maybe we could…** What are some possible ways to make a difference?
Journey home -Lots of dogs, and cats. A walking path around the area	Donate more toys to the animal shelter, Take dogs on walks Pet the cats
Lions Pond-Trash cans, dog bags, humans, dogs and ducks	They could use a lour library for people who find lours.
Walmart Walking paths	Trash bag with trash can. Very boring path.

Choose Your Project:
Using your observation and talking to people in your community, answer these questions.

Who does your project help? This project can help the Rifle community. It would give the dog walkers play items to entertain and wear out their dogs.
Why is your project important? This project is important because sometimes people don't remember to bring dog toys to the dog park like tossing a ball. It would help the dogs to have more fun. It would help animals and their owners build a better relationship. It would make the community stronger and kinder.
What have you learned? I learned that dogs can't share germs because they can pass diseases just like humans.

Develop Your Project:
What makes your project sustainable or lasting? How will it continue after you are done? How are you making a Global Connection?

My project would be made out of treated wood that would last for quite a few years of being weathered. It would help many different dog families. This would be a permanent feature added to the new dog park and possibly some other areas such as around the Journey Home walking paths and Lions Pond. I am making a Global Connection by researching the need for dog libraries in Rifle and making connections with the City of Rifle. If I add one over at the Lions Pond, then this could support travelers that are visiting our beautiful town.

Make a Plan:
What steps will you need to take to complete your project? **Who will complete these steps and when will it be done? -Work in progress depending on approval but hopefully completed by Summer 2026.**

1	Getting the project approved by the City of Rifle
2	Getting supplies such as pallets donated from local companies
3	Building the Dog Libraries
4	Add plaques and metal roof for long lasting to the Dog Library
5	Spread the word around town and Facebook about my contribution to our local city

Agenda Item #6.b.

Agenda Item Name:
Review Draft of Activity Center/Feasibility Study

Presenter:
Austin Rickstrew, Parks & Recreation Director

Item Description:
Review draft of Activity Center/Feasibility Study

Recommended Action:
No action required, discussion only.

Fiscal Impact:

Two scalable options provide flexibility based on available funding:

Option A (without aquatics): ~$30.2 million

Option B (with aquatics): ~$46.6 million

Operational Impact:
See Executive Summary

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:

The City of Rifle Activity Center Feasibility Study evaluates the community need, site options, program elements, and financial feasibility of developing a new indoor recreation facility. The study is grounded in extensive stakeholder input, community engagement, and market analysis. Rifle currently lacks sufficient indoor recreation space, limiting program growth and forcing residents to travel to neighboring communities. Engagement results clearly demonstrate strong demand for a year-round, indoor facility that supports youth, families, and multi-generational use.

Key Findings

- High demand for indoor recreation, including court sports, turf space, fitness, and youth programming

- Strong community interest in flexible, multi-use spaces and indoor aquatics
- A growing population of young families reinforces the need for accessible, year-round facilities
- Cost sensitivity within the community requires a balanced and sustainable approach

Site Evaluation
Multiple sites were analyzed, with Metro Park identified as the preferred location due to its central location, existing recreation amenities, and accessibility.

Recommended Concept
The proposed Activity Center includes a mix of recreation, fitness, and community spaces designed for flexibility and long-term use, such as:

- Gymnasiums and indoor turf space
- Walking/jogging track
- Fitness and multi-use studios
- Youth activity areas and community gathering spaces
- Optional indoor aquatic component

Cost Overview

- Option A (without aquatics): Approximately $30.2 million
- Option B (with aquatics): Approximately $46.6 million

Operations & Financial Outlook
The facility is anticipated to be City-operated, with projected cost recovery between 60–68%, consistent with comparable community recreation centers. Long-term success will depend on maintaining affordability while ensuring operational sustainability.

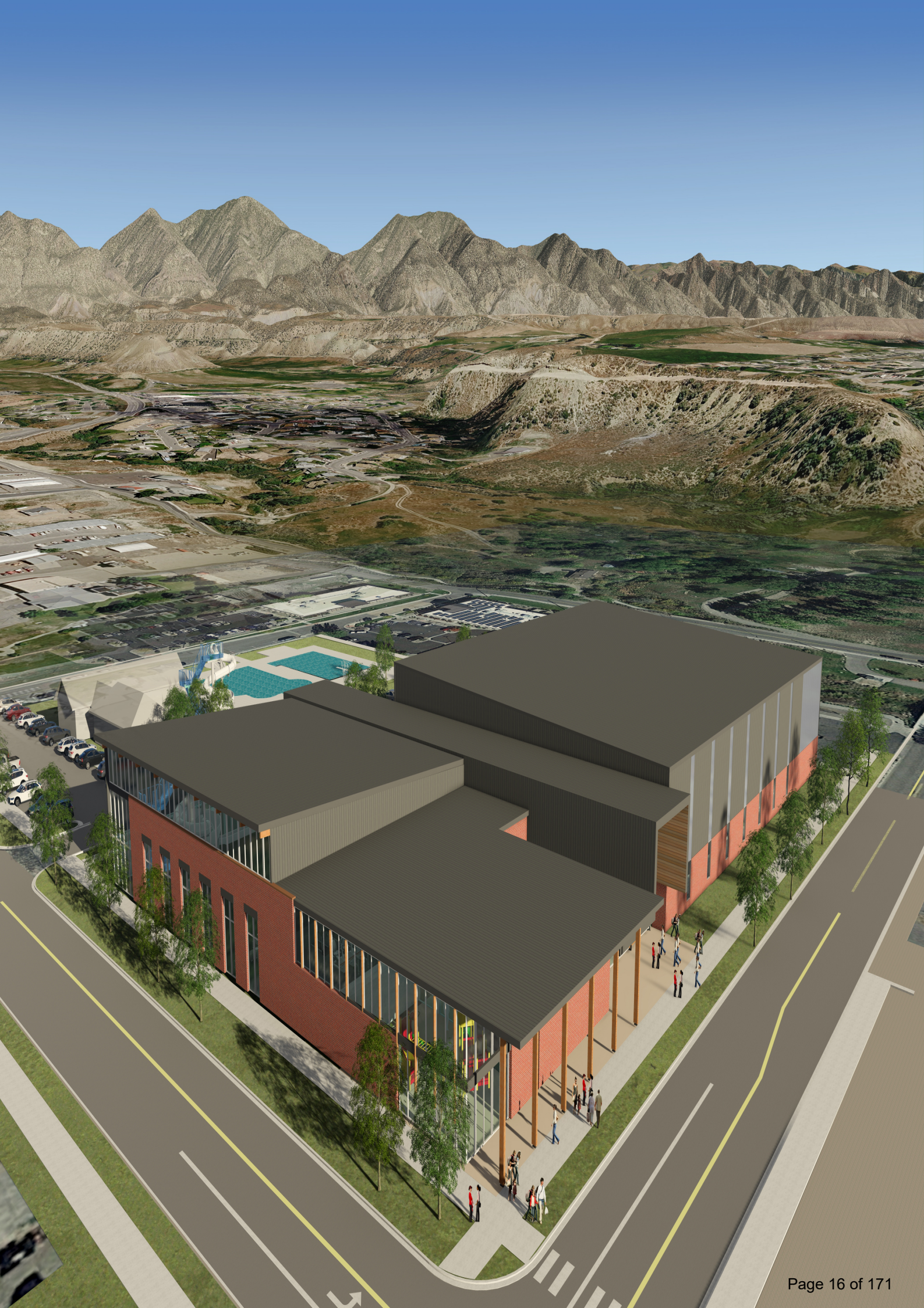
Conclusion
The study confirms strong community support and need for an indoor recreation facility. A right-sized, flexible Activity Center at Metro Park represents the most feasible and sustainable path forward to enhance quality of life and expand recreation opportunities in Rifle.

Notification Requirements:

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. View2
2. View3
3. View4
4. View1

5. Rifle Activity Center Feasibility Study_Draft 040126 (2)
6. Rifle_3D Plan Model_012626-View 2
7. Rifle_3D Plan Model_012626-View 1

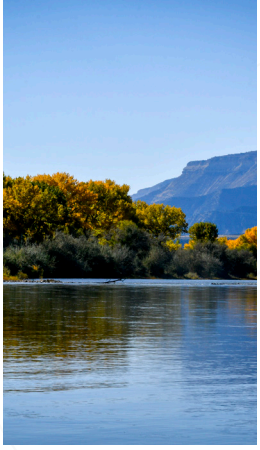


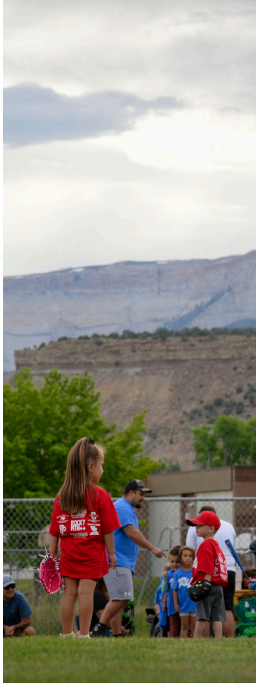






Rifle
COLORADO
PARKS & RECREATION

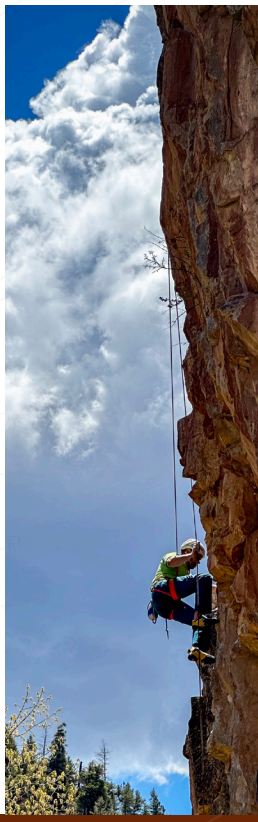












City of Rifle Activity Center Feasibility Study

Produced by Collab Architecture

March 2026



“The vision of the City of Rifle is to cultivate a resilient community, preserving our hometown values while fostering economic diversity and responsible growth.”

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Executive Summary

Purpose

The City of Rifle Activity Center Feasibility Study evaluates the need, scale, and feasibility of a new indoor recreation facility to support year-round programs, community gathering, and overall quality of life. Rooted in a strong outdoor culture and a connected community, Rifle has long valued recreation as a part of daily life. While the City offers a robust network of parks and outdoor amenities, indoor recreation opportunities are limited, constrained by shared facilities and seasonal use. As a result, many residents travel to nearby communities to access recreation facilities and programs.

Through stakeholder engagement, community outreach, market analysis, and site evaluation, this study establishes a clear understanding of community priorities and provides a framework for a facility that aligns with Rifle's needs and long-term vision.

Findings

Engagement and analysis confirmed that many of Rifle's existing recreation programs operate within shared or limited spaces, including school facilities and outdoor fields, creating scheduling conflicts and restricting program growth. Several youth and adult programs, including basketball, volleyball, and other indoor activities, are currently unable to expand or are waitlisted due to a lack of dedicated indoor space.

Community input consistently identified a need for year-round indoor recreation, with a strong emphasis on youth-focused programming and multi-use spaces that can support a variety of activities. The prevalence of young families in the community further reinforces the demand for flexible, indoor facilities that support daily use, not just seasonal programming.



Site analysis evaluated multiple locations across Rifle, including Metro Park, Deerfield Park, the Airport site, and Two Creeks. Through comparative analysis of access, adjacencies, and integration with existing amenities, Metro Park emerged as the most viable option to support the proposed facility and its long-term success.

Market analysis also highlighted the importance of aligning the facility with local economic conditions. With a smaller service population and cost-sensitive households, the recommended approach emphasizes a right-sized, efficient facility that prioritizes high-demand program elements while maintaining long-term financial sustainability.



Recommended Concept

The recommended concept reflects a balanced mix of recreation, fitness, and community-focused spaces designed to support a wide range of users. The program includes indoor courts, turf space, fitness areas, multi-use studios, a walking track, youth activity spaces, and support areas, with an optional aquatic component evaluated.

The facility is organized to support efficient circulation, flexible use, and long-term adaptability, creating a community-centered space that responds directly to identified needs.

Cost Evaluation

Two program scenarios were evaluated to understand project cost and impact.

Option A, without aquatics, has an estimated total project cost of approximately $30.2 million.

Option B, with an indoor aquatic component, has an estimated total project cost of approximately $46.6 million.

These estimates include construction and associated soft costs and provide a clear framework for decision-making based on program priorities and available funding.

Concept	Cost
Option A (without Aquatics)	$30.2 M
Option B (with Aquatics)	$46.6 M

Acknowledgments

The City of Rifle Board / Council

Design Advisory Group

Design Team

Collab Architecture
Design Concepts
Ballard*King
DFH Consulting

List out indviduals for City of Rifle or DAG?

To the City of Rifle Community and Stakeholders - Thank you all for your thoughtful participation, engagement, and input throughout this process.

Introduction

Rifle is a community shaped by resilience, connection, and a deep appreciation for the outdoors. Located along the Colorado River and surrounded by expansive public lands, the city has long embraced recreation as a cornerstone of daily life. From youth sports and community programs to outdoor adventure and gathering spaces, parks and recreation play a central role in supporting the health, wellbeing, and social fabric of the community.

As Rifle continues to grow and evolve, the need for year-round indoor recreation opportunities has become increasingly clear. Residents have expressed a desire for facilities that allow families, youth, and adults to remain active throughout the year while providing spaces for community events, wellness programs, and recreational leagues.

The City's 2024 Parks and Recreation Community Survey reinforced this need. Among all priorities identified by residents, the development of a community recreation facility ranked as the highest. Specific features such as an indoor walking track, multipurpose courts, flexible fitness spaces, and areas that support a wide range of recreational programming were consistently identified as important investments for the community's future.

The Rifle Activity Center Feasibility Study represents an important step in understanding how such a facility could serve the community both today and in the decades ahead. This study evaluates community needs, potential program elements, site considerations, and financial implications associated with developing a new indoor recreation facility.

Metro Park was identified at the outset of this project as a potential location for the future Rifle Activity Center due to its existing role as a community recreation hub. As the study progressed, additional locations throughout Rifle were also evaluated to better understand site opportunities, constraints, accessibility, and long-term development potential. Through this process, the study considers multiple site options alongside community needs, operational considerations, and long-term sustainability to determine how a future facility could best serve Rifle residents.



Through data analysis, stakeholder engagement, and thoughtful planning, this study seeks to define a clear and realistic path forward. The goal is not simply to evaluate a building, but to explore how the Rifle Activity Center can strengthen community connections, support healthy lifestyles, and provide lasting value for the City of Rifle.



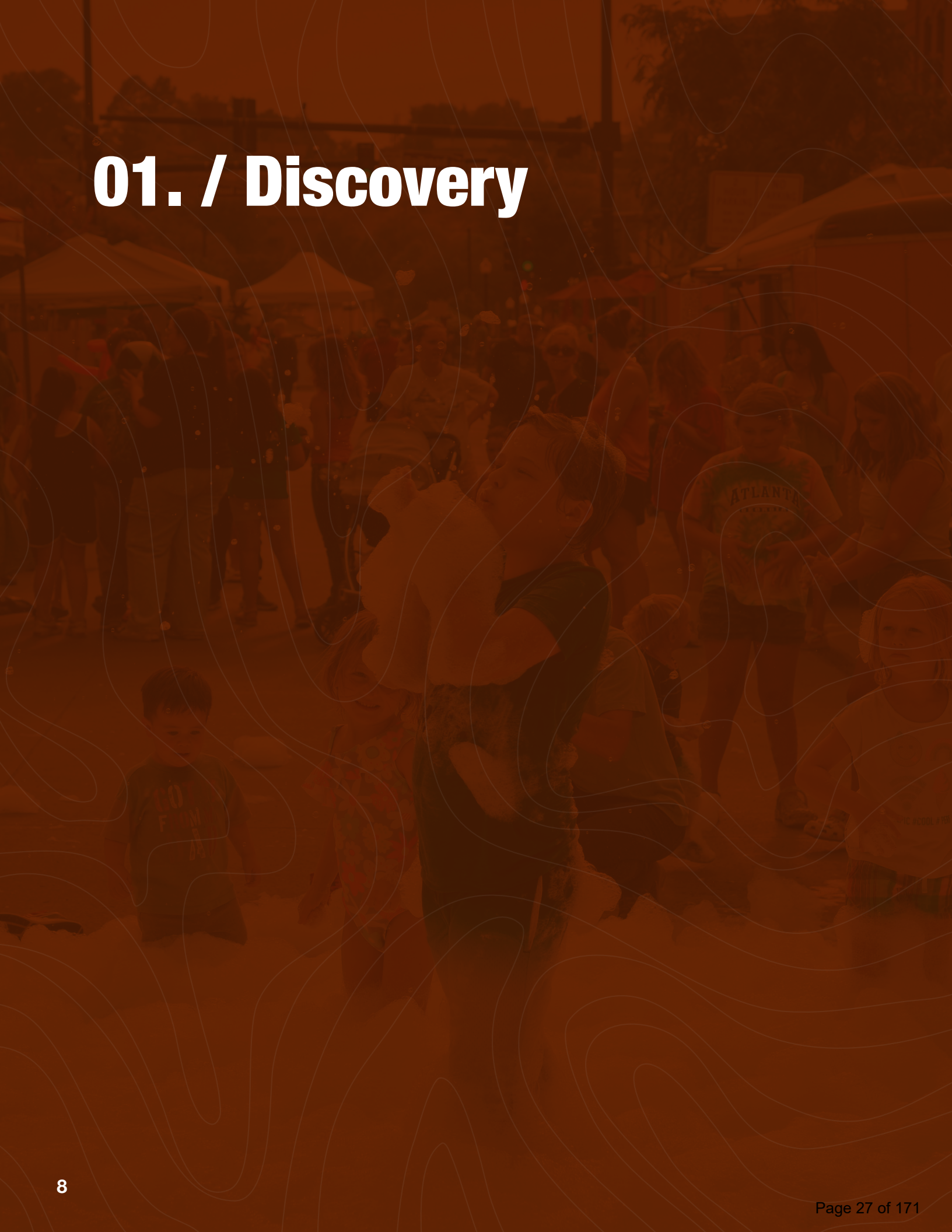
Study Process

To ensure the Rifle Activity Center Feasibility Study reflects both community priorities and practical implementation considerations, the project was organized into a series of focused stages. Each stage built upon the previous one, allowing the team to move from listening and discovery to testing ideas and ultimately developing clear, data-informed recommendations.

1. **Discovery** - The work began with a Discover stage centered on understanding the community, existing recreation assets, and the goals of the City of Rifle. This effort included reviewing prior planning documents, analyzing the 2024 Parks and Recreation Community Survey, conducting stakeholder discussions, and evaluating existing recreation facilities and opportunities within the region. This step helped establish a strong foundation for the study and ensured that the project began with a clear understanding of community priorities
2. **Big Ideas** - Building on this foundation, the study moved into the Big Ideas stage where the team explored potential program elements, facility concepts, and site opportunities that could support the vision for the Rifle Activity Center. Early concepts allowed the team and community stakeholders to test possibilities, consider how different recreational amenities could work together, and evaluate how a new facility could complement Rifle's existing parks and recreation system.
3. **Reliable Data** - The final stage focused on Reliable Data. The team refined facility concepts, analyzed potential sites, evaluated operational considerations, and prepared order-of-magnitude cost estimates. This work allowed the study to transition from conceptual ideas to realistic, data-informed options that could support future decision making.

The following sections outline the work completed throughout each stage of the study, including the activities undertaken, key findings, and the outcomes that ultimately informed the final recommendations for the Rifle Activity Center.

01. / Discovery



Discovery

Introduction

The Discovery stage established the foundation for the Rifle Activity Center Feasibility Study. During this stage, the project team focused on understanding the community, the existing parks and recreation system, and the needs of current and future users. The project team emphasized listening, learning, and gathering information that would guide the development of facility concepts and recommendations later in the study.

A range of engagement activities and technical investigations were completed to support this effort. These activities are outlined below. Together, these efforts provided valuable insight into community priorities, operational considerations, and site opportunities. The following sections summarize the activities completed and the outcomes that informed the next stages of the feasibility study.

- **Project Kick-Off Meeting**
- **Site Tours**
- **Stakeholder Engagement**
- **Market Analysis**
- **Community Engagement**



This stage focuses on listening and learning, building a clear understanding of the demographic landscape, site potential, and the community needs that will guide future decisions.

Project Kick-Off Meeting

Summary

The City of Rifle Activity Center Feasibility Study kicked off on July 12 with an in-person meeting involving City staff, Parks and Recreation leadership, the design team, and project stakeholders. The purpose of this meeting was to introduce the project team, review the goals and vision for the study, and establish the framework for the work ahead. The discussion included a review of past recreation planning efforts, an overview of the City's current parks and recreation system, and initial conversations about potential locations that could be considered for a future activity center. The team also reviewed the proposed project schedule, upcoming engagement opportunities, and the overall process that will guide the development of the study.



Site Tours

Summary

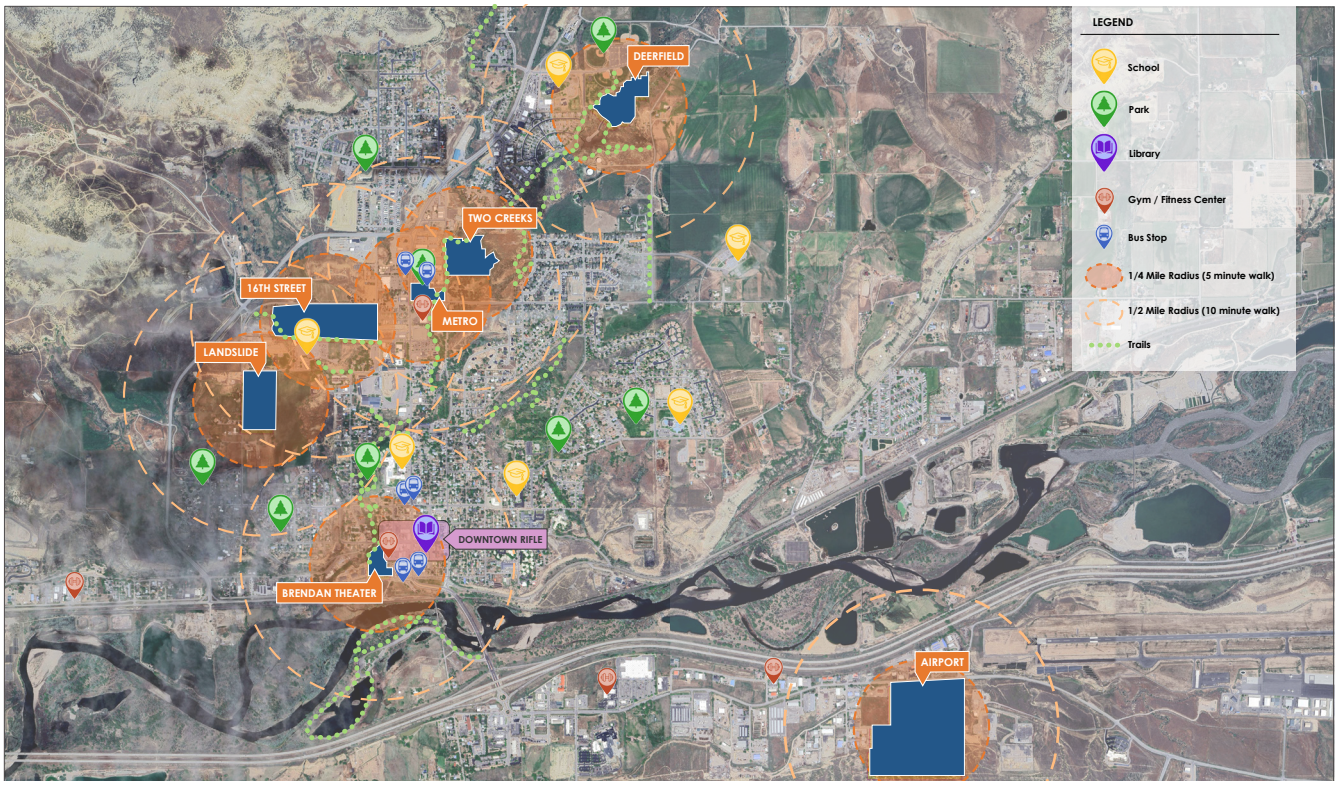
On July 25, the project team conducted site tours and assessments of the potential locations identified during the initial discussions. The goal of these visits was to better understand the existing conditions, opportunities, and constraints associated with each site. In total, the team visited seven potential locations throughout Rifle and evaluated key factors including surrounding adjacencies, available utilities, parking considerations, site topography, and access. These observations provided important context that informed the comparative site analysis completed as part of the feasibility study.

Outcome

Following the site visits, the project team refined and shared a site assessment layout and comparative evaluation matrix with the City for review. This analysis helped organize the observations from each location and provided a consistent framework for comparing opportunities and constraints. Through this process, the initial list of potential locations was narrowed to four sites that were determined to warrant further evaluation in the next stages of the feasibility study. These sites included Metro Park, Two Creek, Deerfield Park, and the Airport.

Please see the appendix for the full site evaluation matrix.

Left: Signage from Metro Park; **Opposite Page:** Map of potential site locations.



Location	Initial Observations
Metro Park	Central location with existing pool; opportunity for year-round aquatics and consolidated recreation operations.
Two Creeks	Large creekside site with trails and vegetation; requires new bridge access and floodplain considerations.
Deerfield Park	Sloped overlook site near athletic complex; expansion limited by soils and land acquisition needs.
Brendan Theater	City-owned downtown site with high visibility, utilities, and existing parking.
16th Street Site	Secluded creekside site with utilities nearby; access improvements and adjacent property concerns.
Landslide	Flat site with strong views; high cost and geotechnical concerns due to unstable slopes.
Airport	Potential donated land on south edge of town; large site with utilities and some elevation change.

Stakeholder Engagement

Summary

Stakeholder engagement for the Rifle Activity Center Feasibility Study took place in person on August 11 at City of Rifle City Hall. The engagement included two focused sessions designed to gather insight from recreation providers, community leaders, the Parks and Recreation Advisory Board (PRAB), and City representatives. These sessions helped the project team better understand the current recreation landscape in Rifle, identify gaps in programming and facilities, and gather ideas for how a future activity center could best serve the community.

Stakeholder Interviews - The first session consisted of interviews with local sports organizations, community user groups, and City of Rifle parks and recreation staff. The discussions focused on understanding existing sports programs, current use patterns within Rifle and across the region, team sizes and participation levels, seasonal scheduling considerations, and perspectives on potential needs for the future activity center.

Participants included representatives from Colorado River Valley Little League (CRV), Colorado Mountain United, Rifle United, the City of Rifle Recreation Coordinator for Athletics, the City of Rifle Recreation Manager, and the City of Rifle Parks Supervisor. These conversations helped the team develop a clearer understanding of how recreation facilities are currently used and where opportunities may exist to better support programs and organizations.

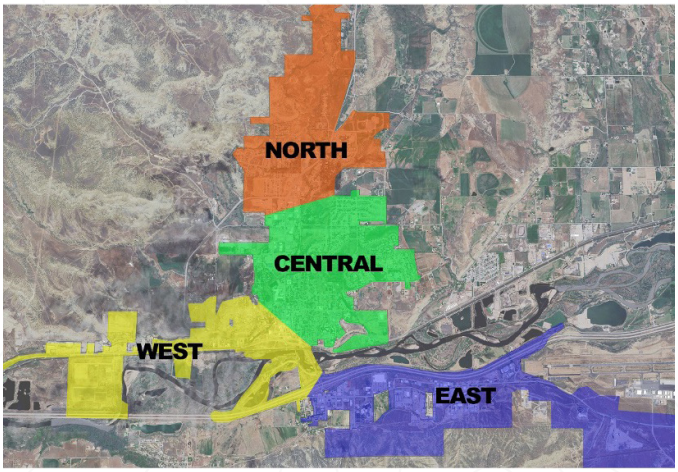
Activity Session - The second session was conducted with the Parks and Recreation Advisory Board (PRAB) and included a broader group of community and City representatives. In total, 28 participants attended, including PRAB members, City Council members, Planning and Zoning Commission members, the City Manager, parks and recreation staff, the City Engineer, and the Community Development Director.

The session included three interactive activities designed to gather feedback and encourage participants to think creatively about the future Rifle Activity Center.

Activities

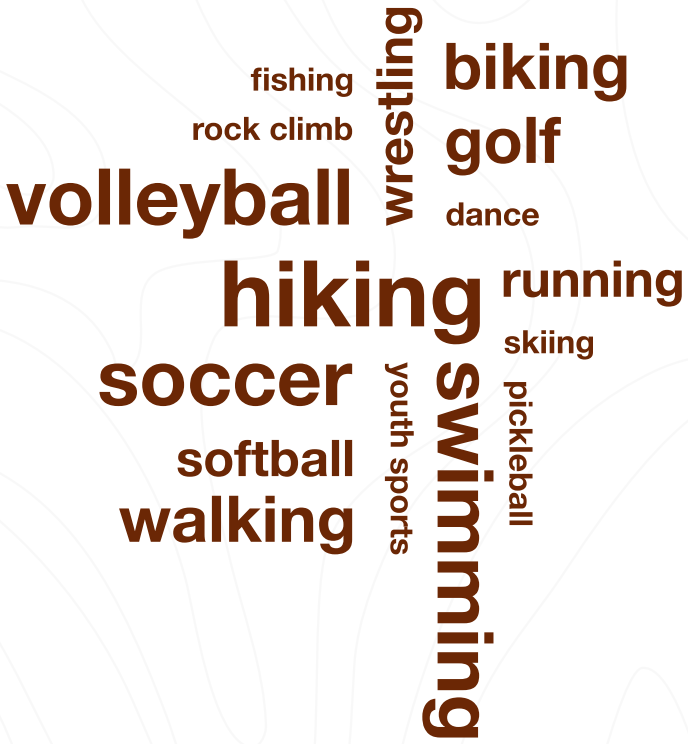
1. The first activity used **Mentimeter**, a digital engagement platform used to collect real-time community input through live polling, ranking exercises, and open-ended feedback during meetings and events, to gather responses to several questions, including:
    - What recreational activities do you currently participate in?
    - What types of activities or programs do you feel are lacking in Rifle?
    - What outdoor activities or amenities should be considered?
    - In one word, what is the most important priority or consideration for the activity center?

Where would you consider the best location for the potential center?



Responses: 4 10 0 1

What recreational activities do you currently participate in?



What types of activities or programs do you feel are lacking in Rifle?



2. The **Build a Center** activity invited participants to prioritize potential spaces and amenities for the future facility. Participants were provided with a placemat outlining a variety of potential program spaces along with associated costs. The hypothetical budget was set at $25,000,000, representing the total project cost including construction and soft costs. Participants were instructed to select their highest priority spaces while remaining within the available budget. A required $5,000,000 allocation was reserved for essential support spaces such as site infrastructure, offices, locker rooms, and operational areas, leaving $20,000,000 available for program spaces. The activity included presentation imagery to illustrate how each potential space could be used within the facility. The buliding blocks included the following spaces:

Sport and Fitness Spaces:

- 2-Court Gymnasium → $8,000,000
- Multi-Activity Gymnasium (1-court) → $4,000,000
- Indoor Walking/Jogging Track → $1,500,000
- Racquetball Courts (2) → $1,000,000
- 4-Court Tournament Gymnasium → $12,000,000
- Indoor Turf Training (80'x100') → $5,000,000
- Fitness Center (Large) → $6,000,000
- Fitness Center (Small) → $3,000,000
- Health/Wellness Suite → $500,000
- Group Exercise Studio (Large) → $2,000,000
- Group Exercise Studio (Small) → $1,500,000

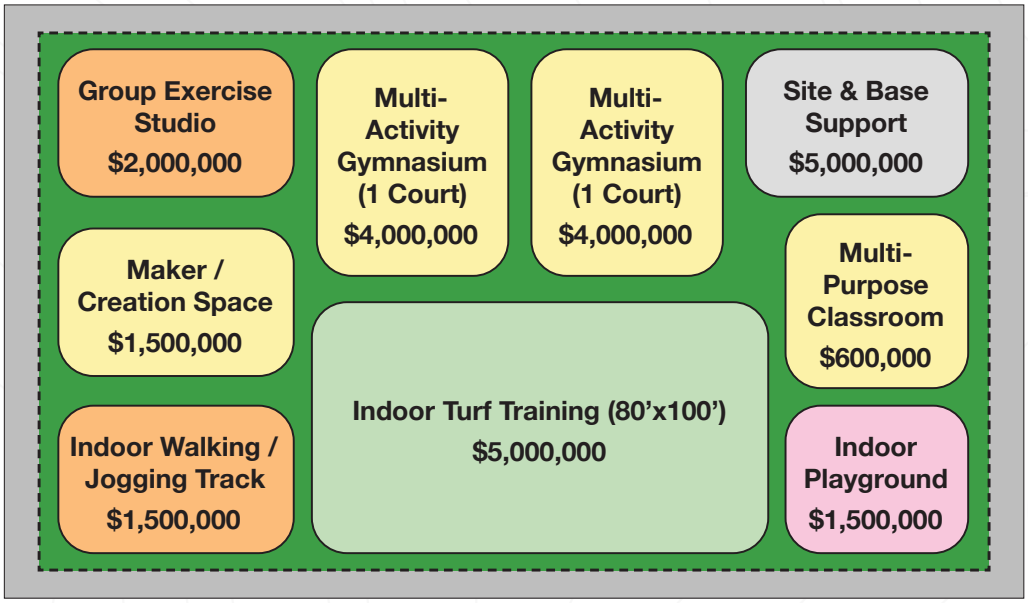
Aquatic Spaces:

- Indoor 6-Lane 25 yd Lap Pool → $10,000,000
- Indoor Therapy Pool → $4,000,000
- Indoor Program Pool (4 lanes) → $6,000,000
- Indoor Recreational Leisure Pool → $15,000,000
- Outdoor Recreational Leisure Pool → $6,000,000
- Outdoor Sprayground → $1,000,000
- Cover Existing Metro Park Outdoor Pool → $8,000,000

Community and Multi-Gen Spaces:

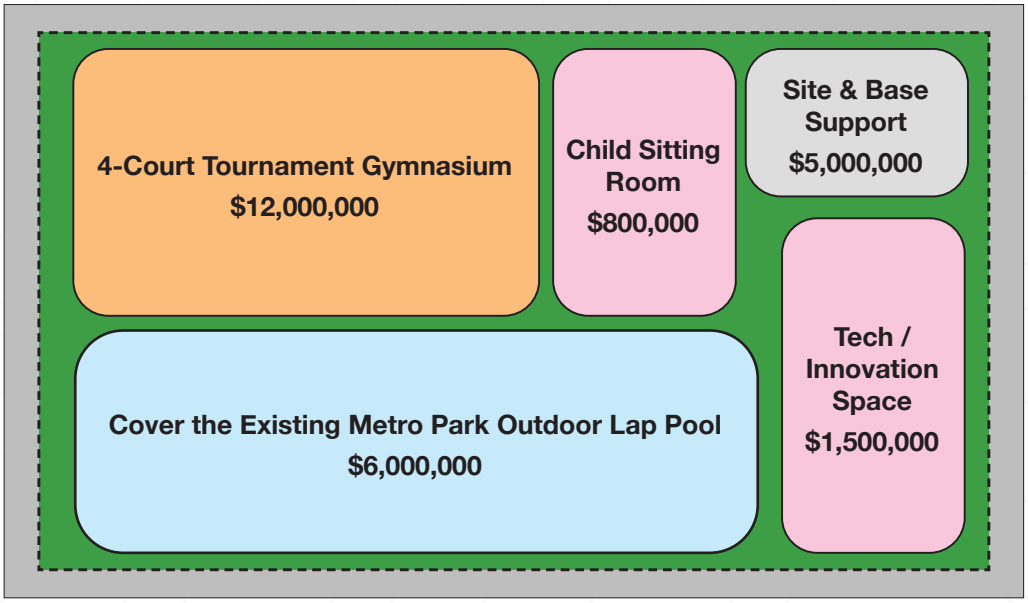
- Multi-Purpose Meeting Rooms/Event Hall → $3,000,000
- Senior Activity Center → $1,200,000
- Indoor Playground → $1,000,000
- Maker/Creation Space → $1,500,000
- Multi-Purpose Classroom → $600,000
- Catering Kitchen → $800,000
- Café/Lounge → $1,500,000
- Youth Activity Center → $1,000,000
- Technology/Innovation Space → $1,500,000
- Licensed ECL/Preschool → $1,000,000
- Child Sitting Room → $800,000
- Esports Room → $600,000

Build a Center Response Examples



Instructions:

You have a $25M budget, including all project and soft costs. Select your highest priority activities without exceeding the budget. A required $5M must be allocated to support spaces (site, offices, lockers, etc.), leaving $20M for program elements.



Instructions:

You have a $25M budget, including all project and soft costs. Select your highest priority activities without exceeding the budget. A required $5M must be allocated to support spaces (site, offices, lockers, etc.), leaving $20M for program elements.

3. The **Postcards from the Future** activity encouraged participants to think about the long-term impact of the Rifle Activity Center. Participants were asked to imagine visiting the facility ten years in the future and to write a postcard to their past self describing what they enjoyed most about the experience. Responses often focused on memorable activities, the quality of the facility, and the ways the center brought the community together.



> **Dear Self,**
>
> **Last weekend I went to an amazing basketball tourney for the grand kids. In between games, we played on the climbing wall, took a walk on the track and the walked over to the lap pool.**

> **I have just visited the Activity Center that you approved to build. I loved the gym space and track. It was a nice way to stay out of the extreme heat and cold. Thank you for the foresight!**

> **Rifle is awesome but really hot! Thank god they have an Activity Center. It had a huge gym with tons of people all playing sports. I wish I could play hockey though. Hope you enjoy Florida.**

> **Had a great time at Rifle's Urban Activity Center. My daughter's played in a tournament. My wife and I had a snack and coffee while in between games. We all walked the indoor track together. The girls checked out the youth activity center at the end of the day.**

Outcomes

The stakeholder engagement activities provided valuable insight into community priorities, recreational trends, and expectations for a future Rifle Activity Center. Participants emphasized the importance of creating a facility that supports a wide range of users, including youth, families, seniors, and community organizations. Key themes that emerged included affordability, accessibility, and the ability to serve multiple generations through flexible and adaptable spaces. Participants also expressed interest in a facility that reflects Rifle's community values, supports social connection, and provides year-round recreation opportunities.

Input gathered through the Build-a-Center activity highlighted strong interest in indoor recreation amenities that allow for year-round physical activity. The most frequently prioritized spaces included an indoor walking or jogging track, an indoor turf fieldhouse, multi-activity gymnasium spaces, and indoor play areas for youth. Other desired amenities included spaces that support group fitness, community gatherings, and multipurpose programming.

Survey and engagement results also revealed that many residents currently travel to nearby communities for indoor recreation opportunities, reinforcing the need for additional recreation facilities within Rifle. The outreach process helped confirm that a future activity center should focus on flexible, multi-use spaces that can support a variety of programs and evolving recreation trends over time.



Above: Stakeholder Engagement Session with PRAB.

Market Analysis

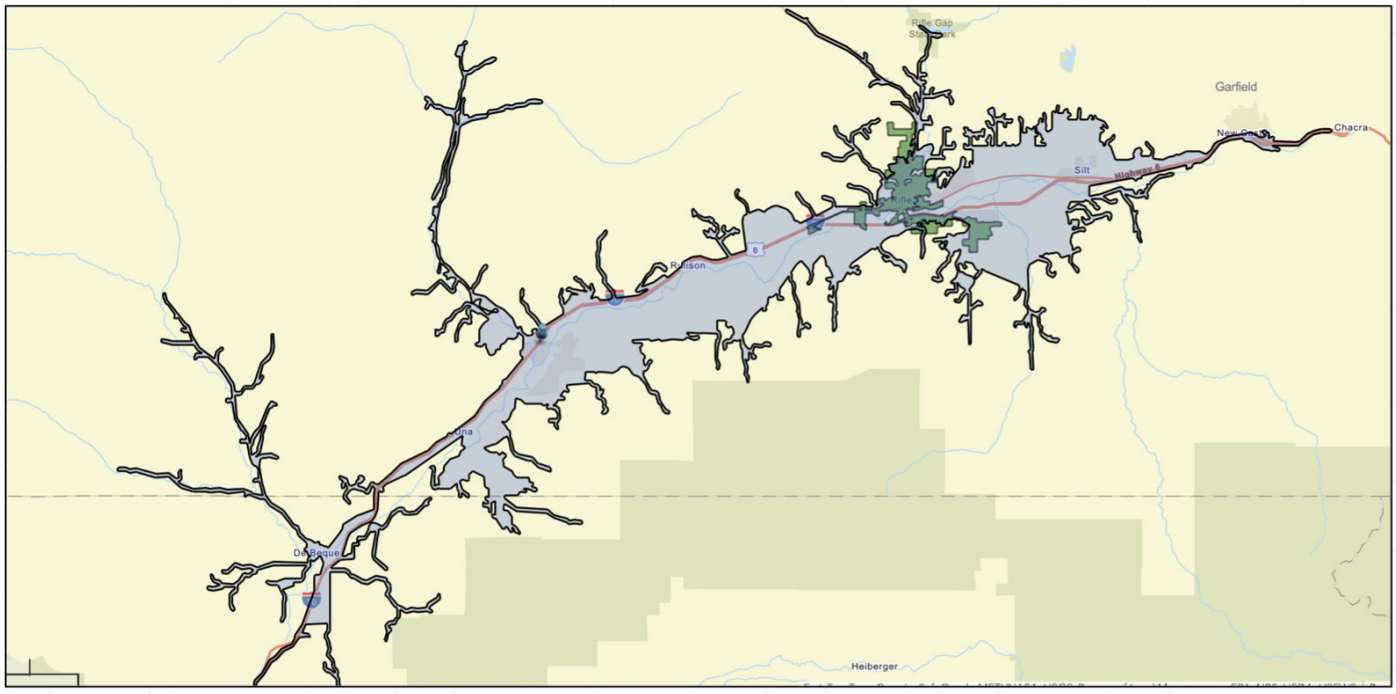
Summary

The Market Analysis provided a data-driven understanding of the Rifle community and its broader service area, helping to establish a realistic foundation for future facility planning. This effort included a comprehensive review of demographic trends, household characteristics, spending patterns, recreation participation, and the influence of alternative providers, drawing from ESRI data, national benchmarks, and local operational input.

The analysis evaluated both the Immediate Service Area (City of Rifle) and the broader Primary Service Area, recognizing that users will travel varying distances depending on facility type, access, and available alternatives. Key demographic indicators highlight a younger population with a high percentage of families and households with children, reinforcing the importance of recreation facilities that support youth, families, and multi-generational use. At the same time, income levels and spending patterns indicate that cost sensitivity will be an important consideration in both facility development and long-term operations.

The following map illustrates the Immediate and Primary Service Areas considered as part of this analysis.

Primary Service Area Map - 30-minute drive time on a weekday at 5:15pm (Blue)



Outcomes

The Market Analysis helped clarify both the opportunities and constraints that will shape the feasibility and programming of a future activity center:

Strong Family and Youth Presence - A higher-than-average percentage of households with children supports demand for youth programming, family-oriented spaces, and multi-generational amenities.

Cost Sensitivity and Affordability Considerations - Household spending and income levels suggest that pricing, membership structures, and operational models will need to be carefully balanced to ensure accessibility while maintaining financial sustainability.

Regional Draw but Limited Population Base - While the combined service area expands the potential user base, overall population levels fall below typical thresholds for fully self-sustaining indoor facilities, indicating the likely need for subsidy or phased implementation.

Broad Participation Potential Across Age Groups - Demographic trends support strong participation from both younger populations and older adults, reinforcing the need for diverse programming that accommodates a wide range of users.

Influence of Alternative Providers - Schools, private organizations, and nearby communities already provide some recreation opportunities, which will impact demand, programming, and positioning of a new facility.

Alignment with Community Priorities - Market data reinforces community input gathered through engagement efforts, particularly around the need for indoor recreation, aquatics, and flexible multi-use spaces.

Info ok?



Please see the appendix for the full Market Analysis Report.

Update image to remove or bring forward "DRAFT"

Community Engagement

Summary

A community engagement plan was developed in coordination with the City of Rifle to gather input from a broad range of residents, age groups, and recreation interests. The goal of this outreach was to create multiple opportunities for community members to participate in the planning process and share perspectives on recreation needs, priorities, and opportunities for the future Rifle Activity Center.

This initial phase of engagement focused on meeting residents where they were already gathering within the community. By participating in established local events, the project team was able to introduce the study, raise awareness of the potential activity center, and collect early feedback from a diverse group of residents. Input gathered during these events helped inform the next stages of engagement and analysis throughout the feasibility study. The initial community engagement included two in-person outreach events.





Above: Booth at Third Thursday Pop-Up; **Right:** Community members engaging with Pop-Up activities.

Third Thursday Community Pop-Up in Downtown Rifle - The project team participated in the City's Third Thursday event on September 18 to continue engaging residents in an accessible and interactive setting. A variety of activities were offered to gather input, including a ball and bucket exercise that helped participants identify and prioritize recreation amenities and activity spaces. Attendees also explored precedent imagery to share preferences on the overall look and feel of potential spaces, providing insight into the character and experience the community values. QR codes displayed on A-frame boards allowed participants to easily access additional information and provide input digitally. The team also shared details about the upcoming Town Hall meeting and invited participants to complete a "postcard from the future," encouraging them to envision and describe their ideal recreation facility. Together, these activities created multiple avenues for engagement and meaningful community feedback.

Town Hall Community Information Meeting at Ute Theater and Events Center - A Town Hall Community Information Meeting was held on September 25 to provide residents with an overview of the Rifle Activity Center Feasibility Study and to gather additional community input. This engagement session expanded on the activities used during the earlier Parks and Recreation Advisory Board (PRAB) meeting, incorporating both Mentimeter polling and the Build-a-Center exercise to gather feedback from participants.

During the meeting, attendees responded to a series of Mentimeter questions that explored current recreation participation, activities and programs residents feel are lacking in Rifle, and priorities for a future activity center. The Build-a-Center activity was also facilitated using a new format in which participants were randomly assigned to tables and worked collaboratively to prioritize potential facility spaces within a hypothetical project budget. This format encouraged discussion among participants and allowed the project team to observe how different groups balanced recreation priorities, facility needs, and budget considerations. In addition to the engagement activities, the project team also presented initial site considerations that had emerged during the earlier site analysis process. This provided an opportunity for community members to begin thinking about how a future facility could fit within the broader context of Rifle.





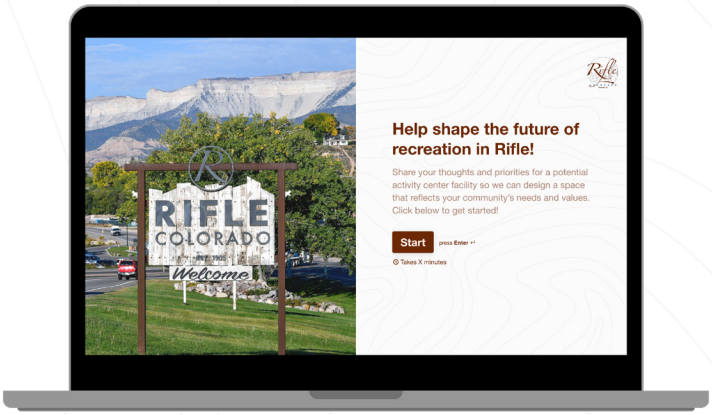
Top: Build a Center activity; **Bottom:** Design team presentation

"5 years, holy s*! I just visited this little Western town called Rifle and spent some time at the Community Center there! Wow! Floor to ceiling windows of the beautiful bookcliffs from the pool. Then I went to the creative center where there was a local quilting guild holding classes. I love the covered pool area connected to the main building. They rent out spaces here to small businesses, so I helped support the coffee shop that rents space here." This place is soooo community oriented, I wish I lived here!**

Online Survey - To expand community participation beyond in-person events, the project team provided a QR code at all engagement activities, allowing residents to access an online survey at their convenience. This approach significantly broadened outreach, capturing input from community members who were unable to attend meetings. In total, the survey engaged an additional 138 participants, increasing overall feedback and helping ensure a more representative understanding of community needs.

Survey responses provided valuable insight into priorities for the future activity center, with court sports and gym space, aquatics, and youth activities ranking as the highest priorities. Results also highlighted current travel patterns, with many residents traveling to nearby communities such as Glenwood Springs, Parachute, and Meeker for indoor recreation, while others rely on local facilities or report limited access due to location constraints. The majority of respondents were local to Rifle, reinforcing the importance of investing in accessible, community-focused recreation opportunities.

The online survey extended reach to an additional 138 participants.



Outcomes

These community engagement activities helped introduce the Rifle Activity Center Feasibility Study to the public and provided valuable early feedback on recreation needs, facility priorities, and community expectations. While initial stakeholder engagement primarily included individuals already active in the recreation community, these broader outreach efforts allowed the project team to connect with a wider cross-section of residents who may not typically attend formal public meetings.

Through these events, the team gained a more balanced understanding of community priorities, including strong interest in amenities such as an indoor playground, flexible multi-purpose spaces, and indoor aquatics. The outreach approach allowed for diverse perspectives to be captured and ensured that both active users and the general public were represented in the planning process.

Input collected through these activities helped inform subsequent engagement efforts, including additional surveys, meetings, and analysis conducted later in the study. Findings from these later engagement activities are summarized in the following sections.

Discovery Conclusion

Summary

The Discovery stage established a strong foundation for the remainder of the planning process by gathering input through a variety of engagement methods to ensure a broad and representative cross-section of the community. This approach allowed the team to capture a wide range of perspectives and clearly identify shared priorities that will guide future planning and decision-making.

Key Themes

- Strong need for indoor recreation opportunities to support year-round use and address seasonal limitations of existing outdoor amenities
- Interest in core amenities such as court sports, aquatics, and fitness spaces, including both hard court and indoor turf programming
- Desire for a stand-alone, multi-generational facility that serves users of all ages
- Priority for inclusion of an indoor aquatic component
- Need for flexible spaces such as multi-purpose rooms for classes, events, and community use
- Desire for family-friendly and youth-focused features, including an indoor playground
- Recognition that many residents currently travel outside the community for indoor recreation

Below: Metro Park Pool



02. / Big Ideas



Big Ideas

Introduction

The Big Ideas stage built upon insights from Discovery and focused on translating community input into potential solutions for the Rifle Activity Center. During this stage, the project team refined the programmatic vision for the facility using feedback from stakeholder meetings, community engagement events, and site analysis to guide the development of preliminary concepts. A series of collaborative work sessions and design exercises were conducted to test ideas, evaluate site opportunities, and explore how different recreation elements could be organized within a future facility. These efforts helped translate community priorities into potential facility configurations and program elements. The following sections summarize the activities completed during Big Ideas and the insights that informed the development of preliminary concepts for the Rifle Activity Center. Key activities included the following:

- **Program Development**
- **Site Charrettes**
- **Conceptual Plan Development**
- **Community Engagement**
- **Building Tours**
- **Aquatics Opportunities**



Program Development

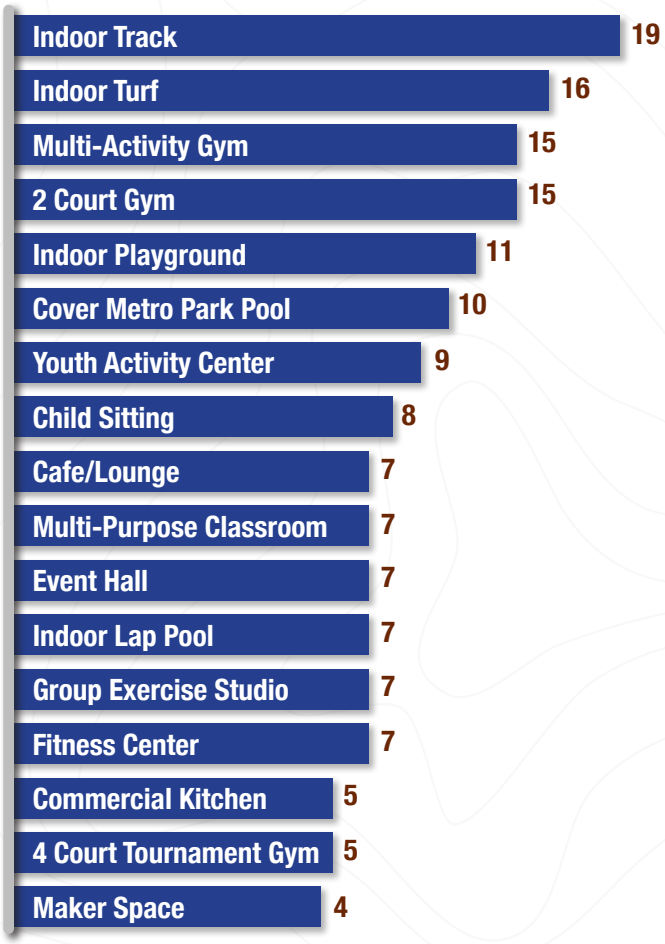
Summary

Building on feedback from previous engagement sessions, the design team facilitated a program visioning exercise with the stakeholder group to further explore potential components of the Rifle Activity Center. This effort focused on identifying community priorities and translating engagement feedback into preliminary program elements that could be incorporated into the facility.

During the exercise, the project team presented a series of conceptual adjacency models illustrating how different recreation spaces and support functions could be organized, exploring program relationships, efficiency, and potential combinations of uses. Preliminary cost considerations were also introduced to help stakeholders understand how different program elements could influence the overall project budget.

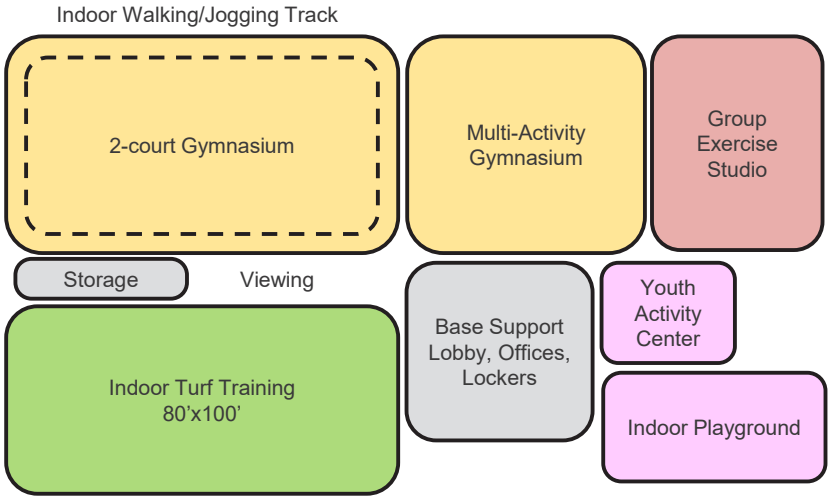
Program development during this stage occurred concurrently with site charrettes, allowing the team to evaluate how program opportunities and limitations varied by location. As a result, certain elements, such as the potential to cover the existing outdoor pool at Metro Park, were identified as site-specific opportunities, while other sites presented limitations in accommodating aquatics within the overall program mix.

The Data We Built Upon: Build A Center Community Priorities



Program Options:

Rifle Activity Center
Program Option – Sports & Youth

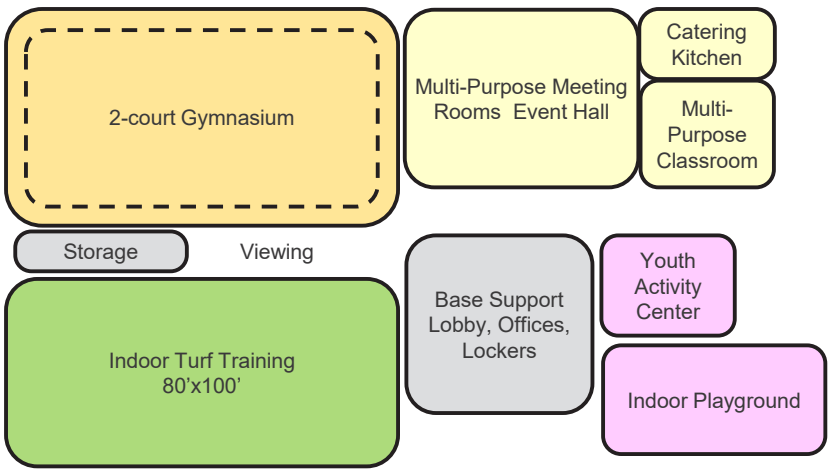


Conceptual Cost Analysis:

• Base Support	$5 Million
• 2- Court Gymnasium	$8 Million
• Indoor Track	$1.5 Million
• Indoor Turf Training	$5 Million
• Multi-Activity Gymnasium	$4 Million
• Group Exercise Studio	$2 Million
• Youth Activity Center	$1.2 Million
• Indoor Playground	$1 Million

Total - $27.7 Million

Rifle Activity Center
Program Option – Sport & Community Balance



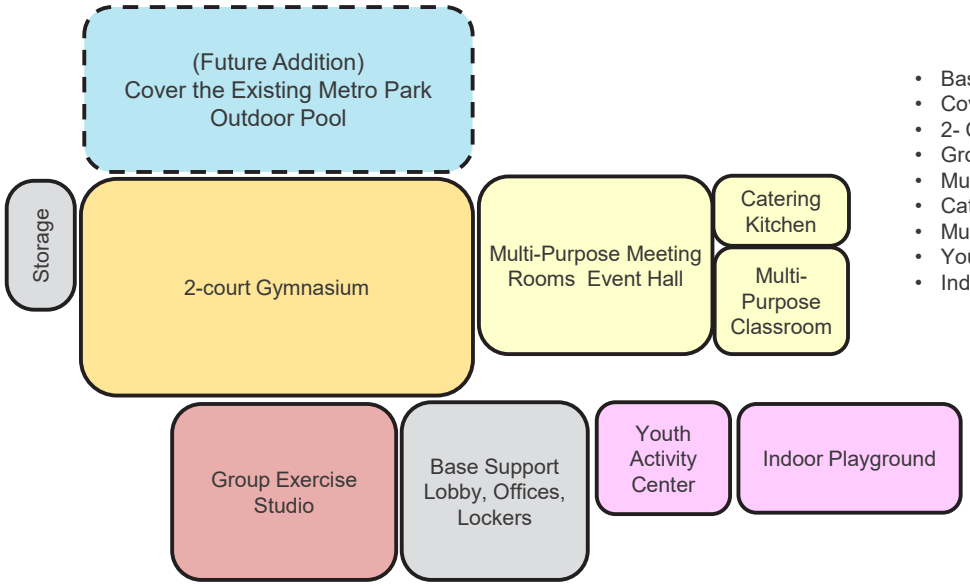
Conceptual Cost Analysis:

• Base Support	$5 Million
• 2- Court Gymnasium	$8 Million
• Indoor Track	$1.5 Million
• Indoor Turf Training	$5 Million
• Multi-Purpose Meeting	$3 Million
• Catering Kitchen	$800 K
• Multi-Purpose Classroom	$600 K
• Youth Activity Center	$1.2 Million
• Indoor Playground	$1 Million

Total - $26.1 Million

Program Options Continued:

Rifle Activity Center
Program Option – Activity & Aquatic Center



Conceptual Cost Analysis:

• Base Support	$5 Million
• Cover Ex. Pool	$8 Million
• 2- Court Gymnasium	$8 Million
• Group Exercise Studio	$2 Million
• Multi-Purpose Meeting	$3 Million
• Catering Kitchen	$800 K
• Multi-Purpose Classroom	$600 K
• Youth Activity Center	$1.2 Million
• Indoor Playground	$1 Million

Total - $29.6 Million

Outcome

This activity helped identify key program needs and priorities while balancing them with site-specific opportunities and constraints, providing a clear framework to evaluate how different program elements could be accommodated across potential locations. Preliminary cost considerations were incorporated to understand the financial implications of various program scenarios, helping align community priorities with realistic budget expectations and supporting informed decision-making in subsequent stages.

Site Charrettes

Summary

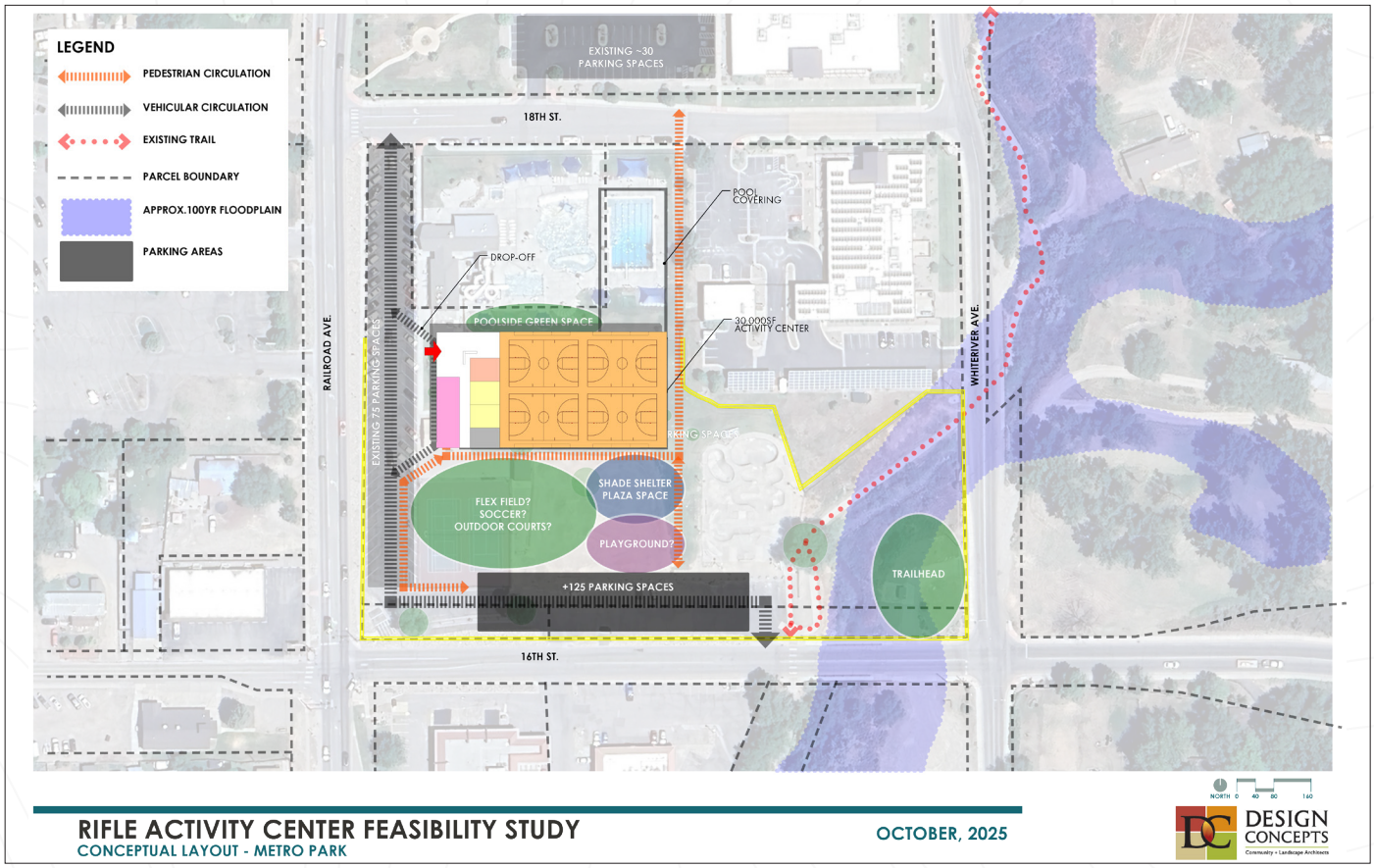
A series of site charrettes were conducted with the design team and key project stakeholders to further evaluate potential locations for the Rifle Activity Center. Building on site assessments completed during the Discovery effort, the team focused on four sites for deeper analysis: **Metro Park, Deerfield Park, the Airport site,** and **Two Creeks.**

Chose to focus on Metro Park - do we include the full pacakge in appendix?

During these sessions, the team explored how the evolving program could be accommodated at each location, using the developing space needs to test fit, layout, and overall site functionality. This included evaluating site planning considerations such as circulation, parking, access, connections to existing parks and trails, and environmental factors including grading and floodplain constraints. Each site was assessed through the lens of both program requirements and site-specific conditions to better understand feasibility and long-term performance.

Please see the appendix for the full conceptual site analysis.

Evolution of Metro Park Site:



Key Features of Site Concept 1 (Previous)

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Key Features of Site Concept 2 (Below)

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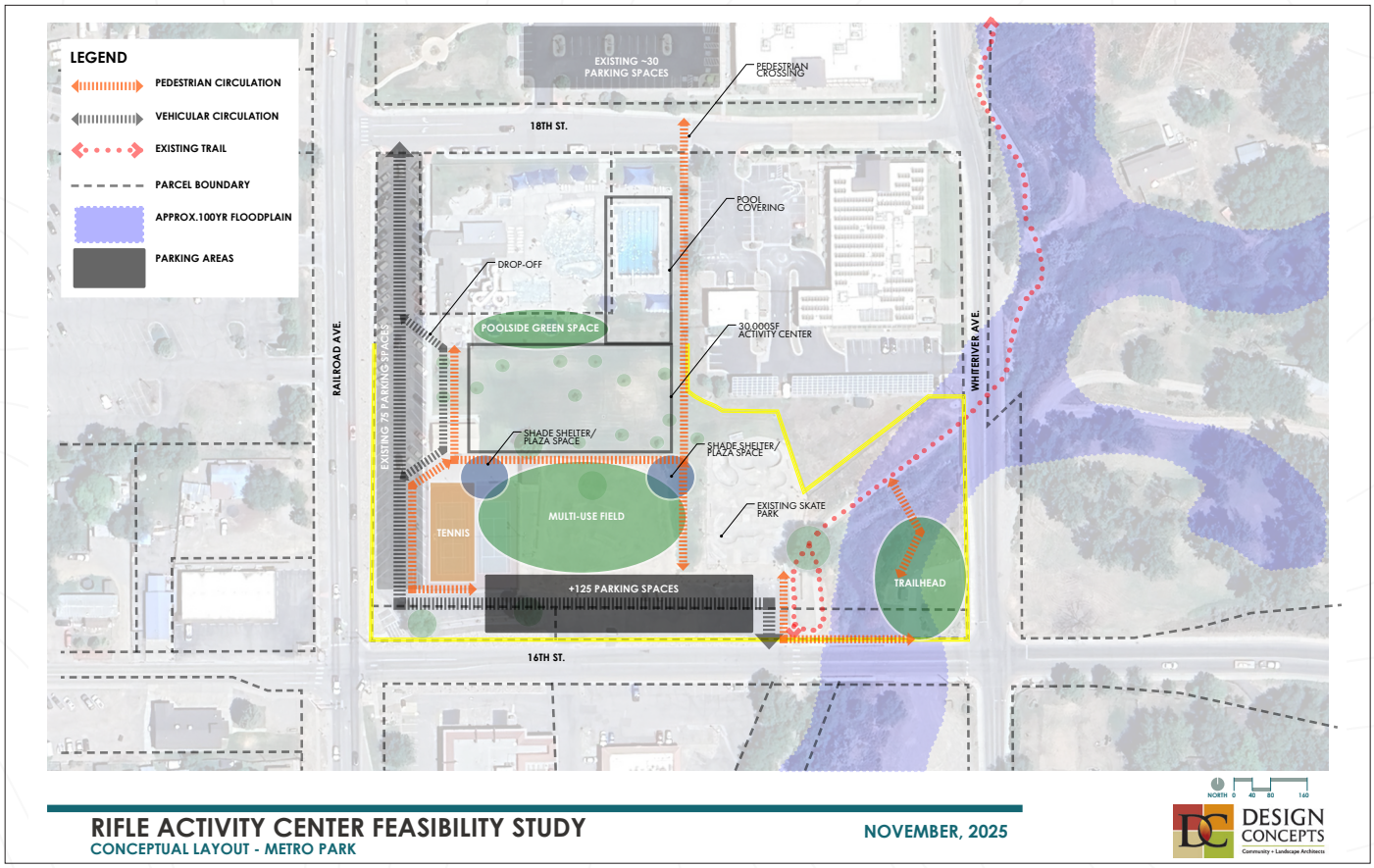
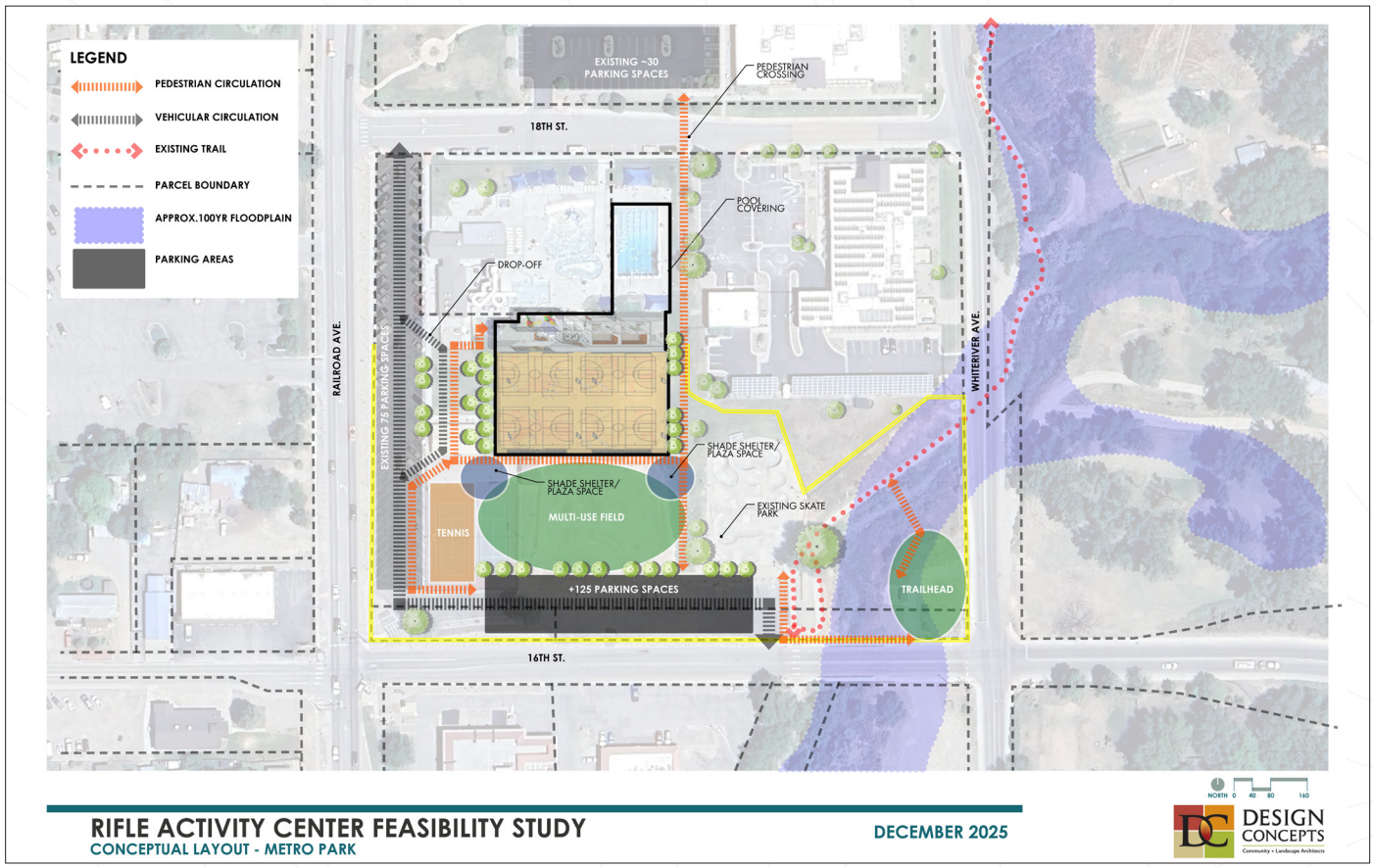
Need some key points on how these plans evolved

Evolution of Metro Park Site:



Evolution of Metro Park Site:



Key Features of Site Concept 3 (Above)

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Need some key points on how these plans evolved

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Outcome

Through this iterative process, the team developed a clear understanding of how each site could support the proposed program and associated costs while identifying key constraints and trade-offs. **Metro Park emerged as the most favorable location** due to its central position within the community, strong relationship to the existing outdoor pool, and ease of both vehicular and pedestrian access. While parking was initially identified as a concern, further analysis demonstrated that viable solutions could be accommodated. This evaluation provided a strong foundation for advancing site-specific planning and confirming the preferred location moving forward.

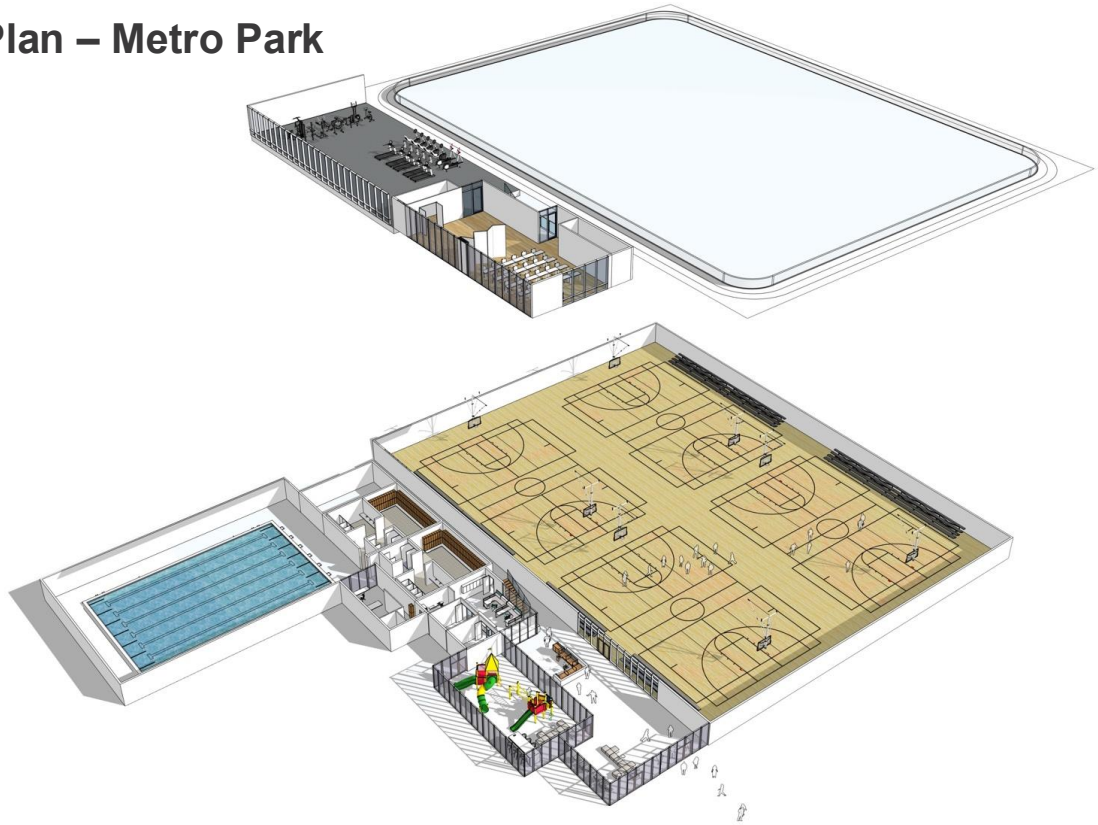
Conceptual Plan Development

Summary

As potential sites were narrowed, the design team built upon the evolving program to develop initial concepts for both Deerfield Park and Metro Park. This work focused on translating program priorities into functional floor plans, exploring internal circulation, adjacencies between key spaces, and overall building organization. Each concept tested how users would move through the facility and how major program elements could be efficiently arranged to support operations, user experience, and flexibility, while also responding to the unique characteristics of each site.



Concept Plan – Metro Park



Community Engagement

Summary

As part of continued outreach, the project team facilitated additional engagement opportunities to share progress, validate earlier findings, and connect with a broader cross-section of the Rifle community. These efforts included both a formal Public Information Work Session and participation in the City's Hometown Holidays event, each designed to meet residents in different settings and provide accessible ways to stay informed and engaged. While the Work Session focused on presenting updated findings and concepts, the Hometown Holidays pop-up created a more informal and interactive environment to gather input and gauge community sentiment as the study progressed.

Public Information Work Session at Rifle City Hall - A hybrid Public Information Work Session, offered both in-person and virtually, was held on November 17 to share progress on the feasibility study and demonstrate how earlier engagement informed the direction of the project. The team presented key themes from the Build-a-Center activity and other community engagement efforts, along with site evaluation findings, and introduced the preliminary building program and early facility concepts for Deerfield Park and Metro Park. Precedent imagery was used to illustrate the character and scale of potential spaces, and the session concluded with an open discussion to gather questions and general feedback.

Discussion Topics:

1. Site Preference (Deerfield or Metro Park)
2. Preferred Concept Features
3. Most-Used Building Areas
4. Desired Changes or Improvements



Live stream expanded access and encouraged virtual participation.



Top: Public Information Work Session held at Rifle City Hall; **Bottom:** Virtual live stream.

Hometown Holidays Community Pop-Up in Downtown Rifle - The project team participated in Rifle's annual Hometown Holidays celebration on December 6 with a festive, holiday-themed engagement booth located in a highly active downtown area near Santa and other family-oriented activities. Updated display boards presented site considerations and early concepts, while the informal setting encouraged residents of all ages to stop by, learn about the project, and share input in a relaxed and approachable environment.







Left: Hometown Holidays promotional flyer; **Above:** Engagement during event.

Building Tours

Summary

As part of continued outreach, the project team On December 10 and 11, members of the project team and City representatives participated in a series of building tours to observe comparable recreation facilities and better understand how similar spaces operate and serve their communities. The tours included visits to Edwards Fieldhouse, the South Suburban Recreation Complex, Philip S. Miller Park and Activity Center, Parker Fieldhouse, and the Highlands Ranch Southridge Recreation Center.

To support these visits, the design team prepared a facility tour booklet that accompanied each walkthrough. The booklet highlighted key project statistics and major programming areas for each facility and included floor plans, facility imagery, and site maps. These materials helped guide discussions during the tours and allowed participants to compare different facility layouts, program mixes, and operational approaches.

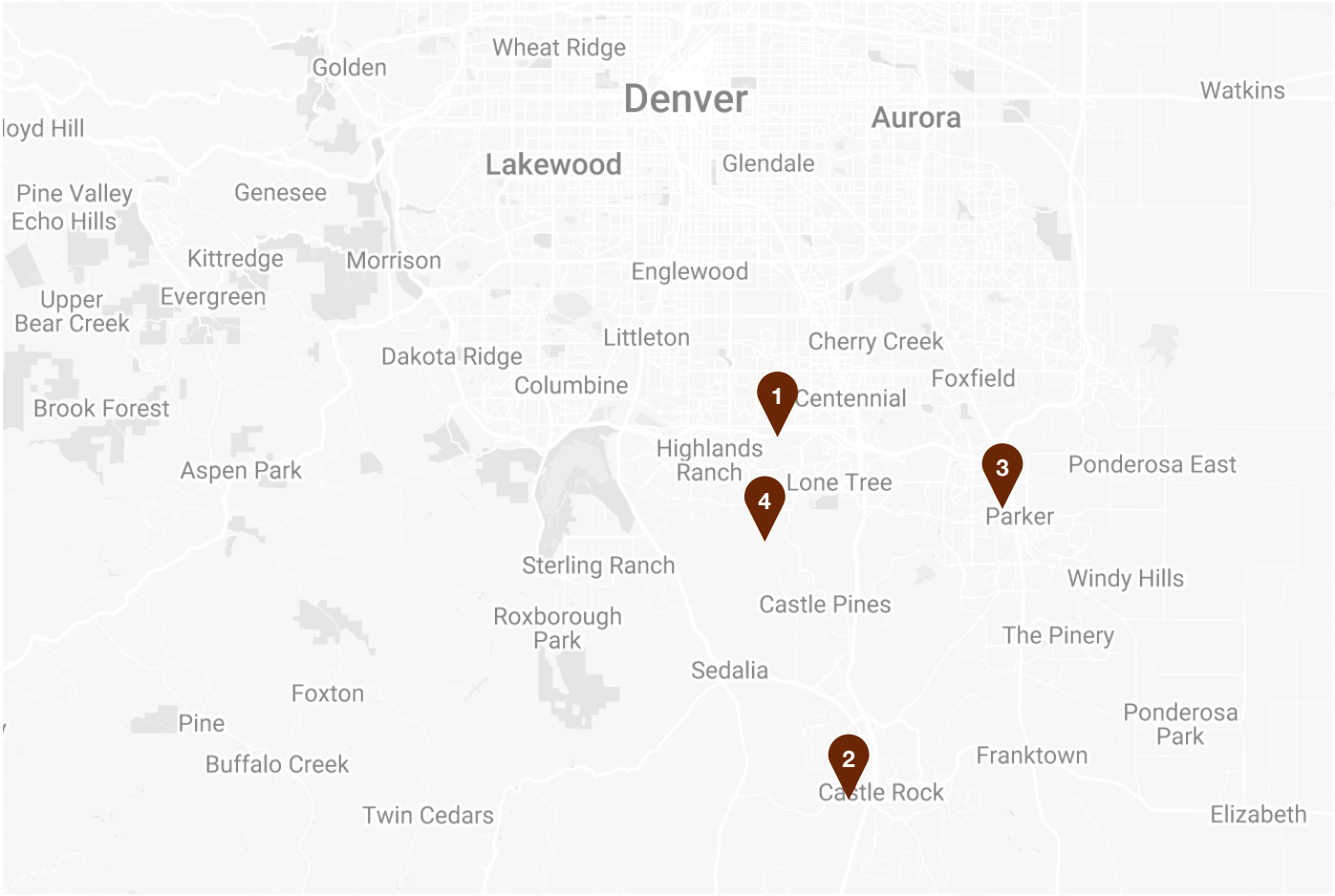


Above: Building Tours Guide Book

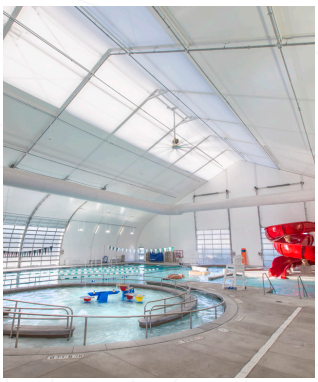
Outcomes

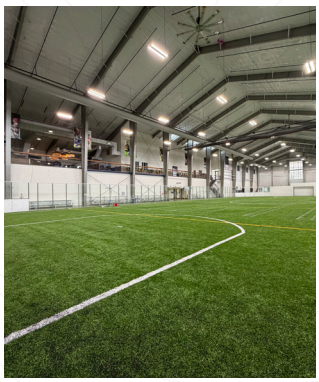
The building tours provided valuable firsthand insight into how different recreation spaces function, how program areas relate to one another, and how similar facilities balance flexibility, programming needs, and operational efficiency. Observations from these tours helped inform ongoing discussions around program development, facility layout, and the overall vision for the Rifle Activity Center.

1. South Suburban Sports Complex
2. Castle Rock Miller Activity Center
3. Parker Fieldhouse
4. Southridge Recreation Center









Aquatic Opportunities

Summary

Given the strong community priority for aquatics, the project team evaluated multiple approaches to incorporating water-based recreation into the facility. This included studying the potential to enclose the existing Metro Park outdoor pool as well as exploring the addition of new indoor aquatic components integrated with the activity center. These options were reviewed in the context of cost, operational considerations, and how each approach would support year-round use.

Outcomes

Through this evaluation, it was determined that preserving the existing outdoor pool amenity while providing a separate indoor aquatic facility offered the greatest overall benefit. This approach maintains a valued seasonal asset while introducing new year-round aquatic opportunities, better aligning with community priorities and long-term operational flexibility.

Big Ideas Conclusion

Summary

Through continued engagement, Metro Park emerged as the preferred site due to its central location, access, and relationship to existing recreation amenities. In parallel, the project team developed a preliminary program and facility concept that reflects identified community needs, with each element evaluated in the context of cost, operational considerations, and overall feasibility. Building tours further informed this process by providing real-world examples of how similar spaces function, helping to refine program priorities, spatial relationships, and user experience. Together, these efforts advanced the project from initial input toward a more defined and actionable vision for the future facility.

Key Themes

- Metro Park identified as the preferred site due to its central location, transit access, and integration within an existing recreation corridor
- Emphasis on providing both indoor turf and hard court opportunities to support a wide range of programming
- Strong interest in indoor aquatics to support year-round use and address seasonal limitations of existing outdoor amenities
- Desire for a multi-generational environment that includes multi-use studios and amenities that appeal to a wide range of ages, such as an indoor pool, walking and jogging track, fitness center, and indoor playground
- Preference for thoughtful separation of aquatic elements to support different user groups, comfort levels, and programming needs
- Opportunity to create a connected urban fabric that extends into downtown and reinforces the facility as an extension of the community



03. / Reliable Data



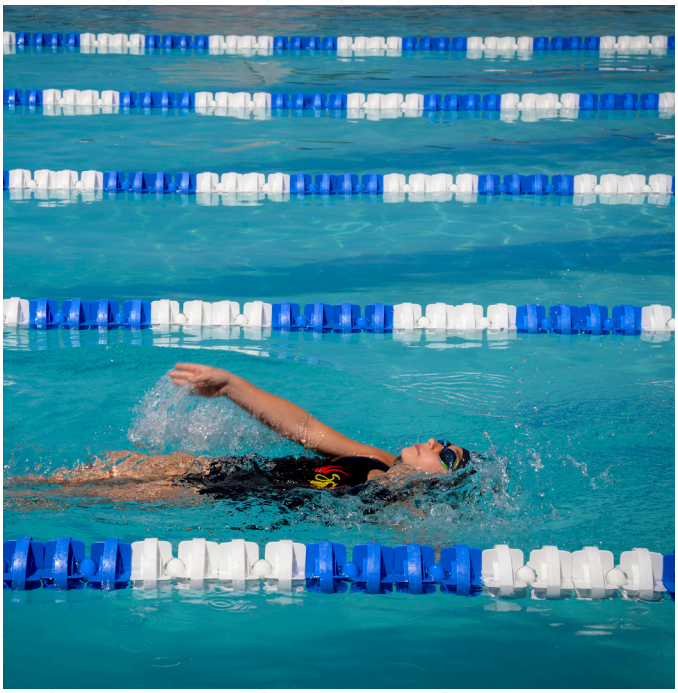
Reliable Data

The final stage of the Rifle Activity Center Feasibility Study focused on refining the preferred concept and supporting it with the technical and financial analysis needed to guide informed decision-making. Building on the ideas explored through earlier engagement, programming exercises, and concept development, the project team translated these concepts into more defined recommendations.

During this stage, the team evaluated the feasibility of the proposed facility by examining operational considerations, financial performance, and construction costs. This analysis helps ensure that the proposed activity center aligns with community priorities while remaining realistic from both a construction and long-term operations perspective.

Several detailed analyses and technical studies were completed to support this effort. Key activities included:

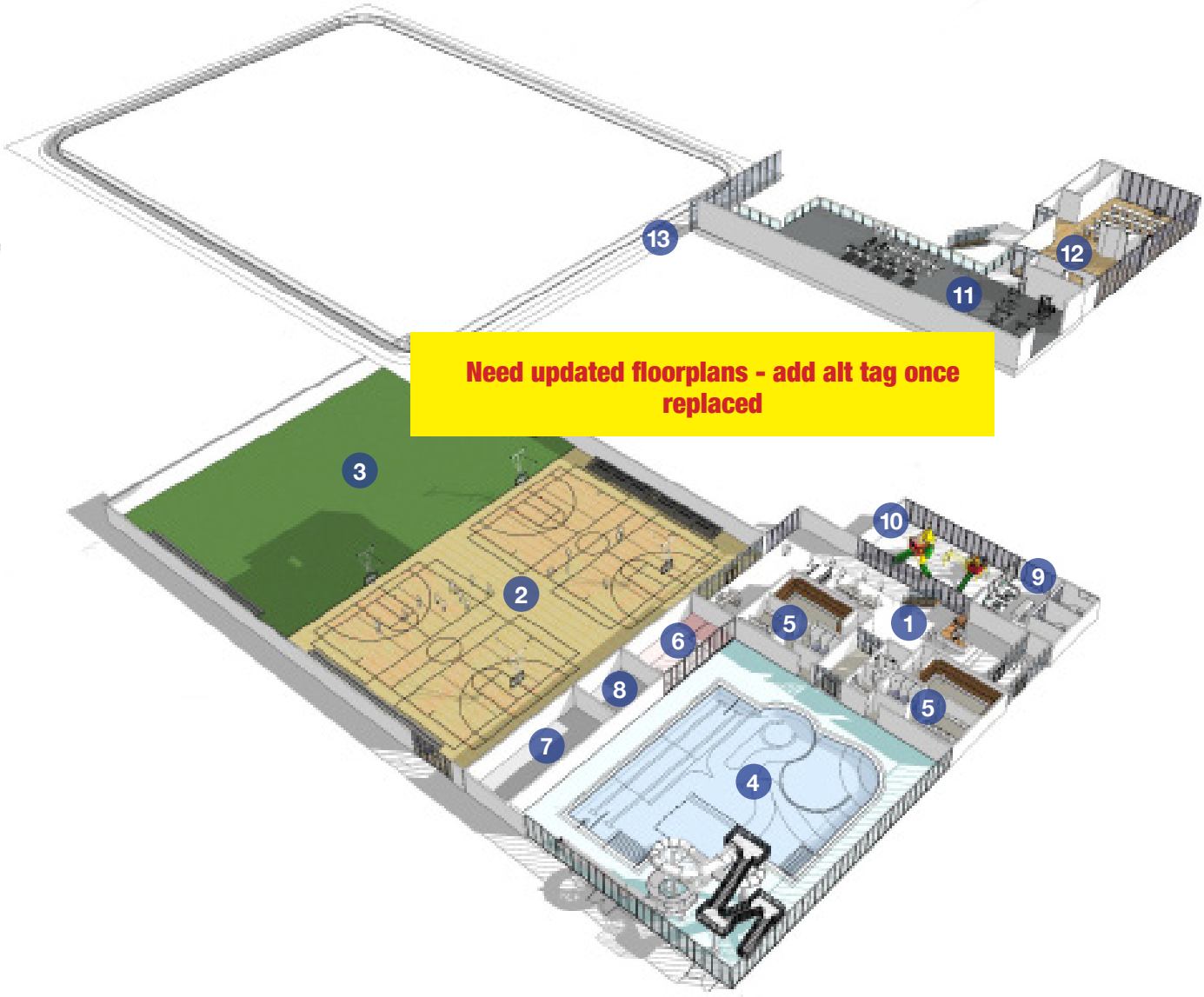
- **Final Conceptual Plans & Building Elevations**
- **Final Site Plan**
- **Financial & Economic Analysis**
- **Final Operations & Maintenance (O&M) Report**
- **Next Steps**



Final Conceptual Plans & Building Elevations

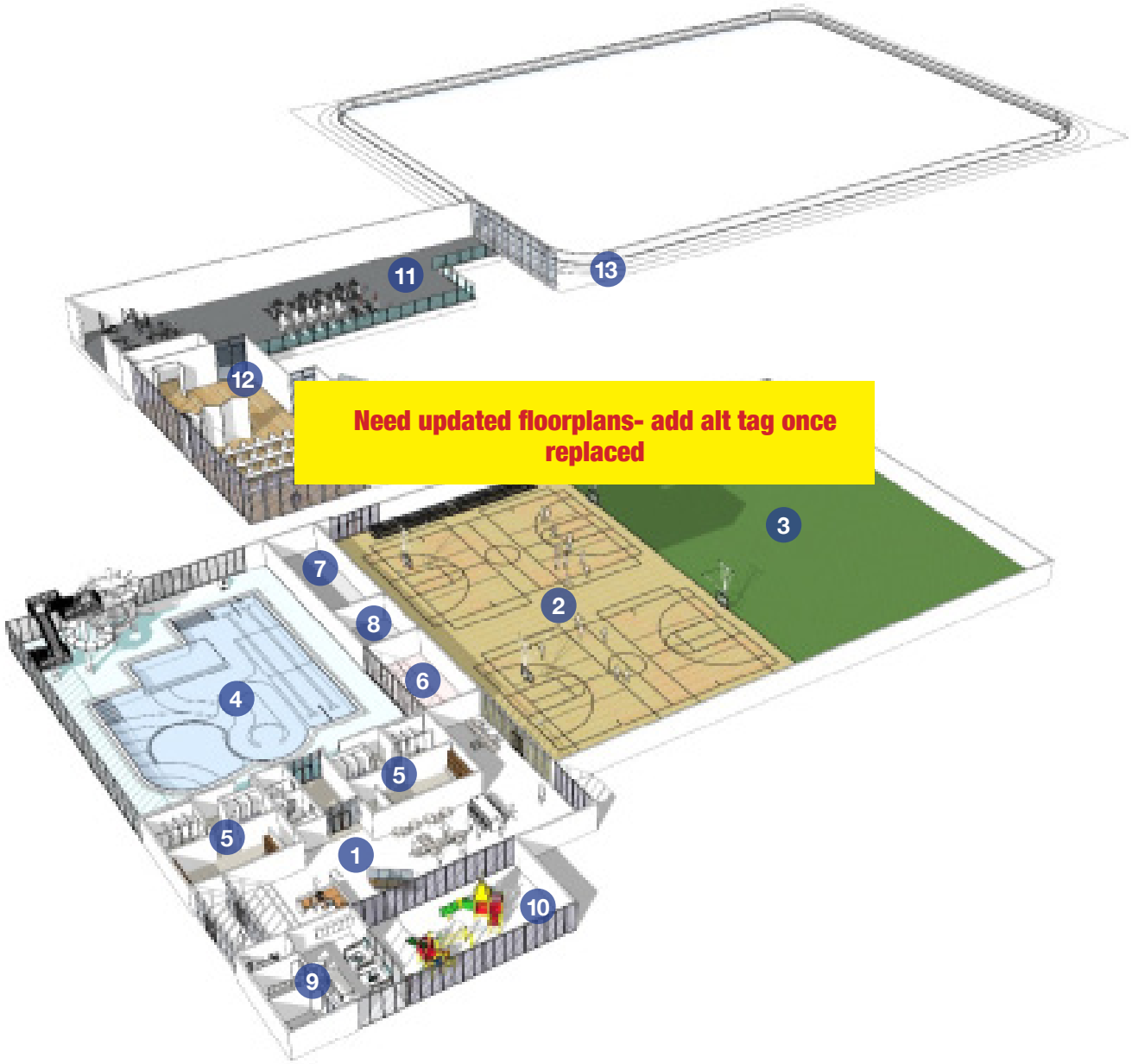
Summary

The final conceptual floor plans bring together a balanced mix of recreation and community-focused spaces, including indoor turf and court opportunities, an indoor aquatic area with both lap and leisure pools, a fitness center, multi-use rooms, and an indoor playground. A welcoming and highly visible entrance anchors the facility, creating a clear sense of arrival and connection for users of all ages. The overall layout is organized to support efficient circulation, clear adjacencies, and flexible use, resulting in a program that responds directly to the needs and priorities of the Rifle community while also supporting long-term operational success.



Key

1. Main Entry
2. Court Gymnasium
3. Turf Fieldhouse
4. Indoor Leisure/Lap Pool
5. Locker Rooms
6. Pool Offices
7. Pool Mech/Storage
8. Gym Storage
9. Staff Offices
10. Indoor Playground
11. Fitness Center
12. Multi-Use Studios (2)
13. Walking/Jogging Track









Summary

The design language draws from a downtown-inspired character that is pedestrian-friendly and responsive to the context of Rifle. Emphasis is placed on texture, material quality, and natural light to create a welcoming, durable, and community-oriented environment.









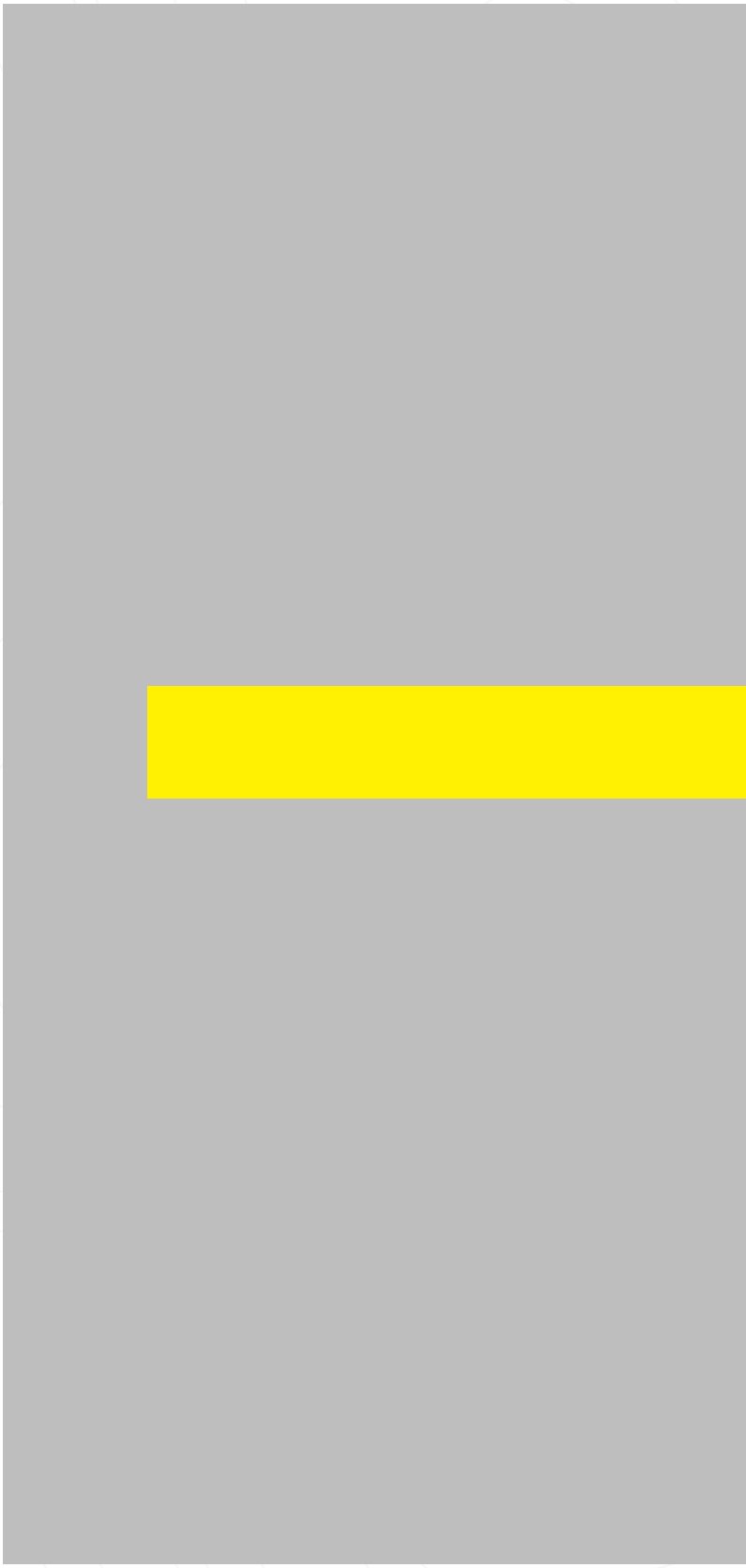
Final Site Plan

Summary

Xxx

Outcomes

XX



Waiting on Final Site Plan

Financial & Economic Analysis

Narrative about economic analysis?

Opinion of Probable Cost Option A: Activity Center without Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Estimated Construction Cost	**$23,596,200.00**
Estimated Non-Construction Costs (28%)	$6,606,936.00
Total Project Estimated Cost	**$30,203,136.00**

Jordan and Chris to Review

Opinion of Probable Cost Option B: Activity Center with Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Indoor Aquatic Center	$12,820,000.00
Estimated Construction Cost	**$36,415,700.00**
Estimated Non-Construction Costs (28%)	$10,196,536.00
Total Project Estimated Cost	**$46,612,096.00**

Jordan and Chris to Review

Non-Construction Estimate includes: Design & Engineering, Fixtures, Furnishings, Equipment, Surveys, Testing & Inspection, Development Fees, Owner Contingencies.

Jenise to review

Final Operations & Maintenance (O&M) Report

Summary

The Operations and Maintenance Report, developed by Ballard*King, provides a data-driven framework for operating the proposed Rifle Activity Center. It outlines key assumptions related to staffing, hours of operation, programming, and financial performance, and is grounded in the recommended facility program, community input, and local market conditions to support long-term efficiency and sustainability.

Outcomes

Operational Structure - The facility is planned to be owned and operated by the City of Rifle, utilizing existing staff where possible and supplementing with targeted new positions to support aquatics, operations, and maintenance.

Financial Performance and Cost Recovery - The pro forma projects annual revenues and expenses, with an anticipated cost recovery of approximately 60 to 68 percent over five years, consistent with similar community facilities.

Program and Revenue Strategy - Revenue is driven by a mix of memberships, admissions, programs, and rentals, with an emphasis on maximizing participation while maintaining accessibility for residents.

Staffing and Operations - A combination of full-time and part-time staffing supports efficient daily operations, with an emphasis on in-house maintenance to maintain quality and control.



Please see the appendix for the full Operations & Maintenance Report.

Capital Planning - A dedicated capital improvement allocation supports ongoing maintenance and future replacements, helping to avoid deferred maintenance and extend the life of the facility.

Flexibility and Future Adjustments - The model is intentionally conservative and allows for adjustments to programming, pricing, and staffing as operations evolve and community needs become more defined.

Conclusion & Next Steps

Summary

Xxx

Outcomes

XX

What are the next steps?

Appendix



Some of these are still drafts - can we get final copies for appendix? Also update cost estimate info...

Appendix Contents

Appendix A-1: Site Evaluation Map & Matrix

Prepared by **Design Concepts**

Site evaluation map and matrix comparing potential locations, including access, utilities, adjacencies, and overall suitability.

Appendix A-2: Market Analysis Report

Prepared by **Ballard*King & Associates**

Analysis of demographics, recreation demand, and program needs to inform facility size and program mix.

Appendix A-3. Conceptual Site Analysis

Prepared by **Design Concepts**

Conceptual site layouts showing building placement, circulation, parking, and relationships to surrounding amenities.

Appendix A-4. Operations and Maintenance Report

Prepared by **Ballard*King & Associates**

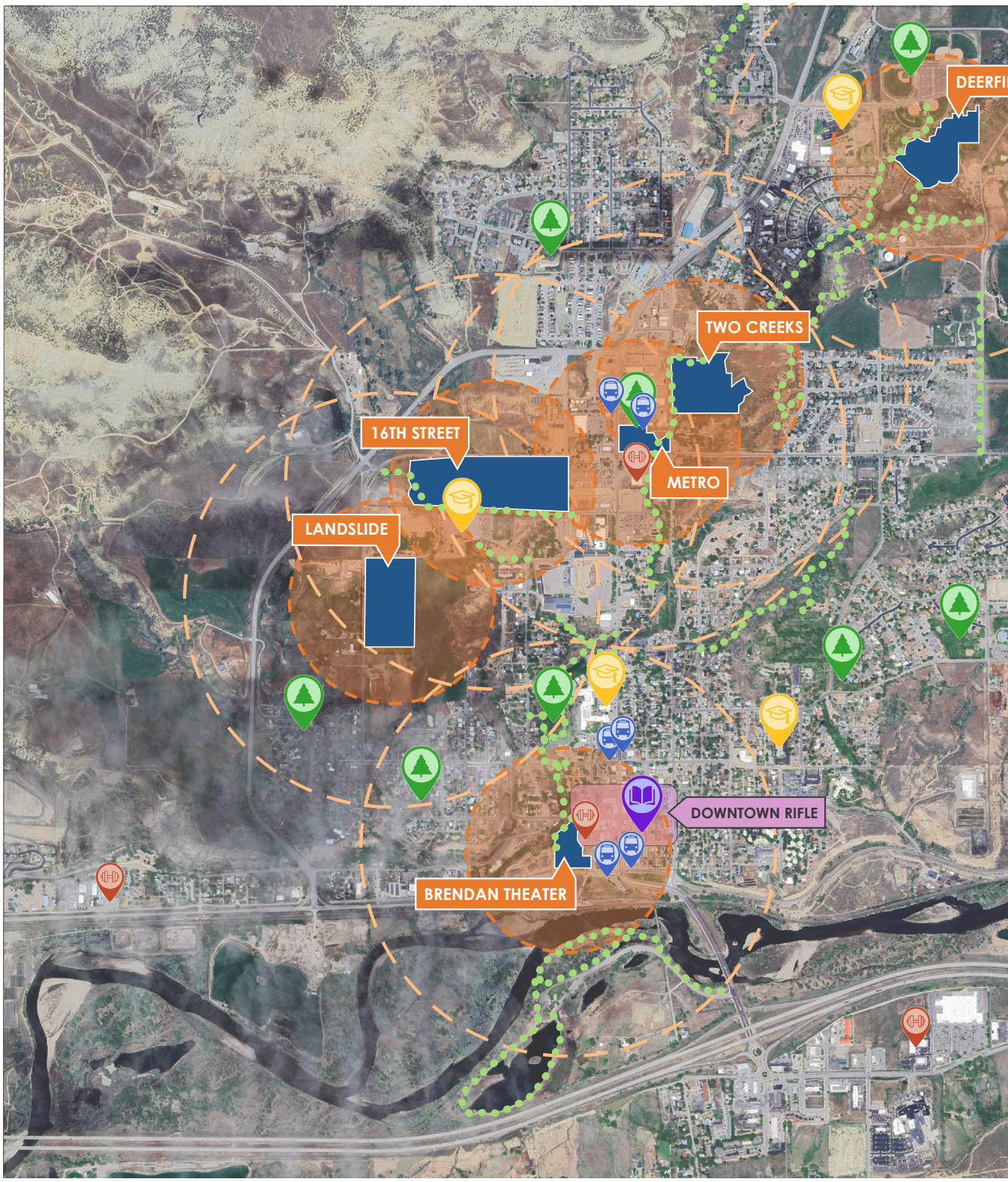
Operational framework including staffing, programming, and projected revenues and expenses.

Appendix A-5. Conceptual Construction Cost Estimate

Prepared by **DFH Consulting**

Preliminary cost estimate for the future Activity Center. The estimate is based on concept-level information and assumes a spring 2026 construction start with an approximate 10-month construction duration.

**The appendix materials that follow include third-party and legacy documents that may not fully meet current accessibility standards. The City of Rifle can provide assistance or alternative formats upon request.*



RIFLE FIELDHOUSE FEASIBILITY STUDY

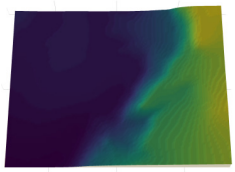
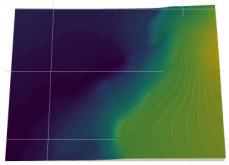
INITIAL SITE MATRIX - MAP



NORTH 0 325 750 1500

DESIGN CONCEPTS
Community + Landscape Architects

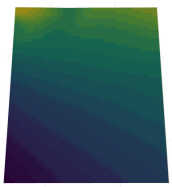
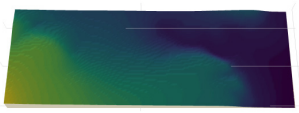
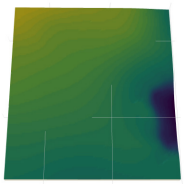
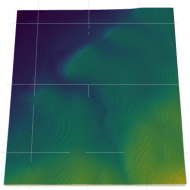
JULY 23, 2023

CRITERIA	METRO PARK	TWO CREEKS	DEERFIELD PARK
SIZE	4.3 ACRES	20 ACRES	4 ACRES
ADJACENT PROPERTY	POOL POLICE DEPARTMENT COMMERCIAL	COLORADO RIVER FIRE PROTECTION SINGLE FAMILY RESIDENTIAL METRO PARK COMMERCIAL	DEERFIELD PARK REAL ESTATE DEVELOPMENT SINGLE FAMILY RESIDENTIAL
DISTANCE FROM DOWNTOWN (RAILROAD/3RD)	.9 MILES	1.1 MILES	1.9 MILES
DISTANCE FROM PUBLIC TRANSIT	0 MILES	.18 MILES	1.23 MILES
PROPERTY OWNERSHIP STATUS	CITY OWNED	PRIVATELY OWNED	CITY OWNED
TOPOGRAPHY			
FLOODPLAIN	MINIMAL	YES	MINIMAL
UTILITIES	WATER SEWER STORM	WATER SEWER	WATER SEWER MINIMAL STORM
EXPANSION SPACE	NO	YES	YES

RIFLE FIELDHOUSE FEASIBILITY STUDY

INITIAL SITE MATRIX

LEGEND HIGH POTENTIAL

BRENDAN THEATER	16TH ST.	LANDSLIDE	AIRPORT
5.75 ACRES	29 ACRES	63 ACRES	65 ACRES
APARTMENT COMPLEX COMMERCIAL	RIFLE HIGH SCHOOL GARFIELD COUNTY ANIMAL WELFARE SINGLE FAMILY RESIDENTIAL	RIFLE HIGH SCHOOL SINGLE FAMILY RESIDENTIAL APARTMENT COMPLEX	LIGHT INDUSTRIAL UTILITY COMPANY GARFIELD COUNTY AIRPORT
.12 MILES	.85 MILES	.85 MILES	2 MILES
.13 MILES	.25 MILES	.85 MILES	1 MILE
CITY OWNED	PRIVATELY OWNED	PRIVATELY OWNED	PRIVATELY OWNED
			
MINIMAL	YES	NO	NO
WATER SEWER STORM	WATER	WATER	WATER SEWER
NO	YES	YES	YES

MEDIUM POTENTIAL LOWER POTENTIAL

JULY 8, 2025

BALLARD*KING
& ASSOCIATES LTD
Recreation Planning and Operation Consultants



MARKET ANALYSIS

RIFLE, CO

AUGUST 29, 2025

Ballard*King & Associates
9457 S. University Blvd #335
Highlands Ranch, CO 80126
303-470-8661 (phone)

www.BallardKing.com

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INTRODUCTION

This analysis is based on data provided by the Environmental Systems Research Institute (ESRI), which compiles information from the 2020 U.S. Census, the Bureau of Labor Statistics, the Consumer Price Index, and MRI-Simmons. In addition, ESRI includes projections for 2025–2030 developed by its team of demographers. In addition, information from both the National Recreation and Park Association (NRPA) and the National Sporting Goods Association is included and integrated into the findings where relevant.

Beyond basic demographic indicators, the dataset offers insights into household characteristics, housing trends, recreation and entertainment spending, and adult participation in various leisure activities. This comprehensive data provides a well-rounded understanding of the community's needs and supports the development of effective, data-driven recommendations for a future Rifle Indoor Activity Center.

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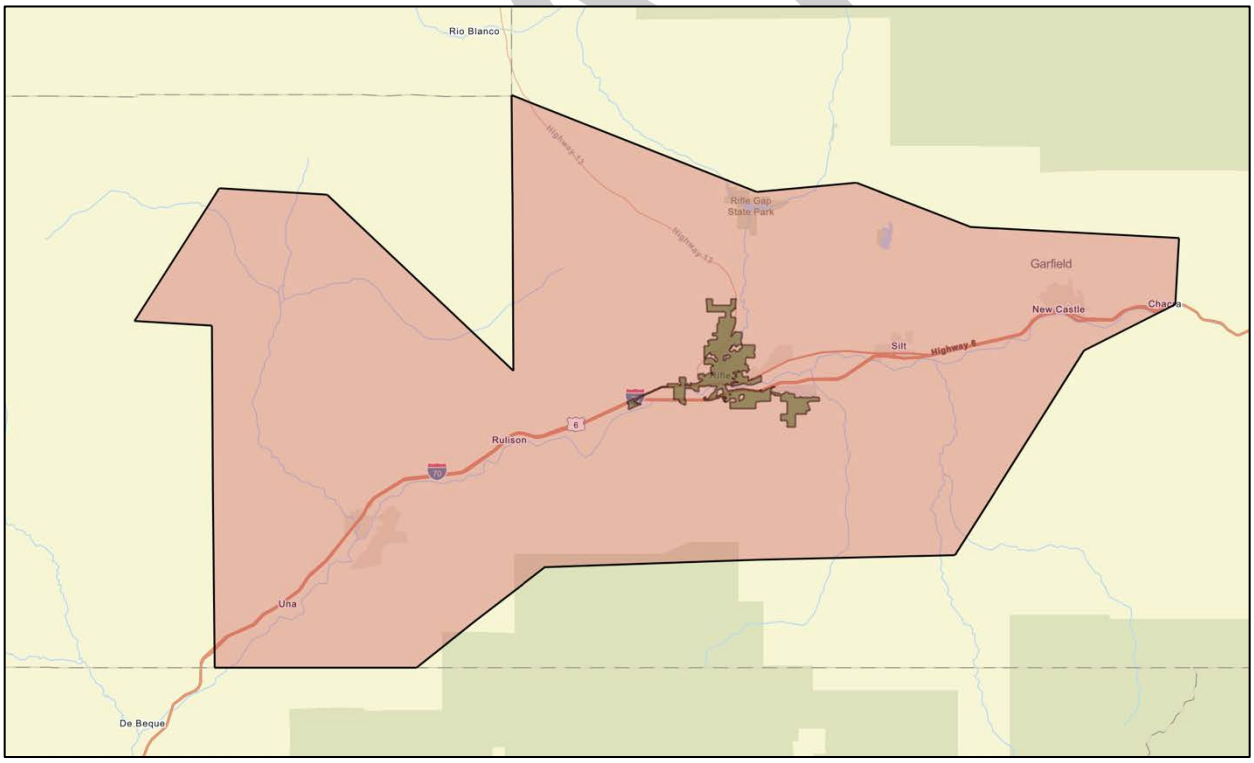
SECTION I – CITY OF RIFLE

SERVICE AREAS:

The information provided includes the basic demographics and data for the Immediate Service Area (the City of Rifle) and the Primary Service Area, with comparison data for the State of Colorado and the United States.

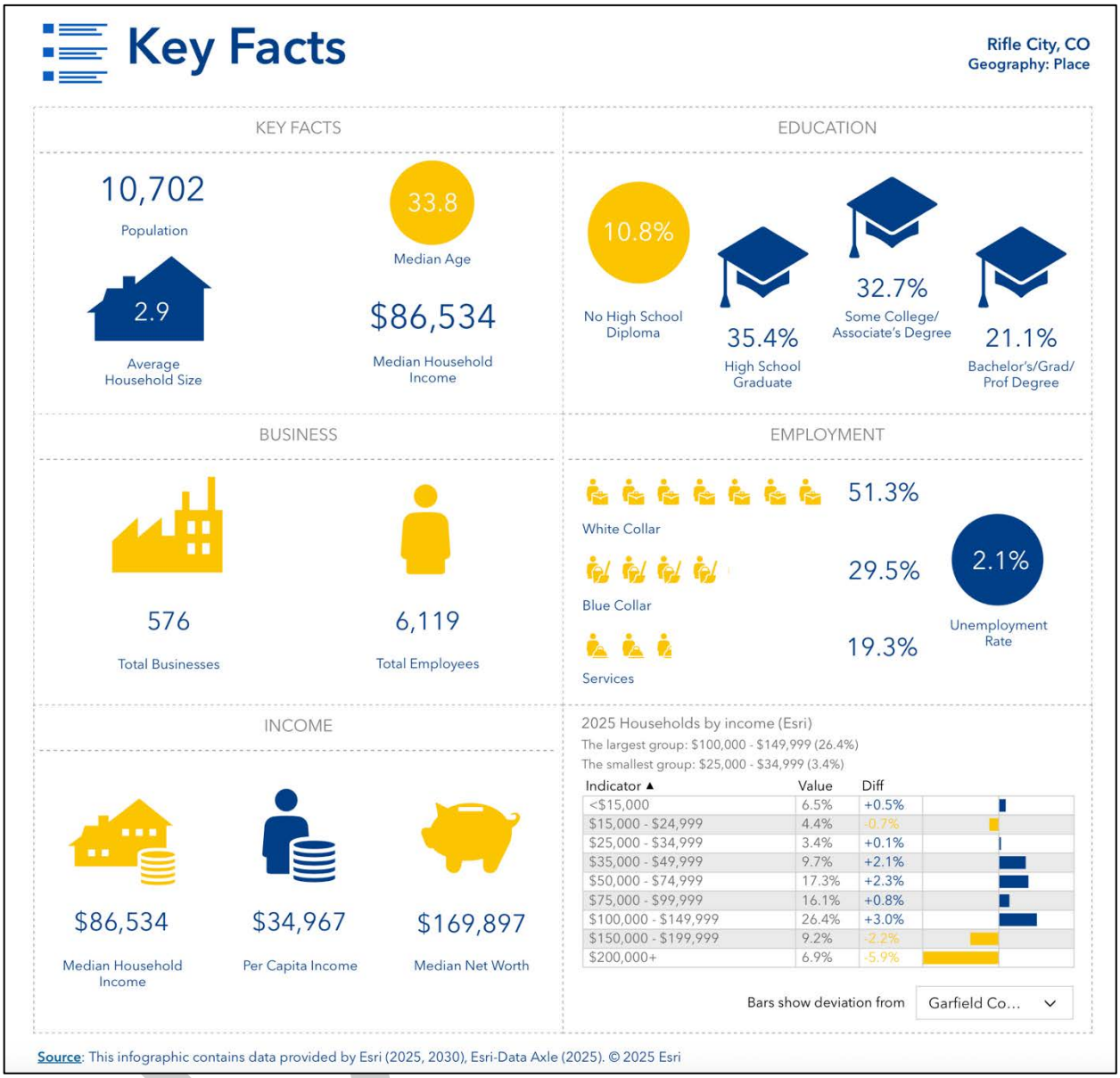
The Primary Service Area is defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and may focus more on special activities or events.

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.



- Immediate Service Area (City of Rifle, CO) – Green Shaded Area
- Primary Service Area – Red Shaded Area

City of Rifle - Infographic



SECTION II: DEMOGRAPHIC SUMMARY

KEY CHARACTERISTICS

Ballard*King analyzes seven key demographic characteristics that serve as primary indicators of future recreation trends and participation. The table below summarizes these characteristics for the Immediate and Primary Service Areas.



Population: The Immediate and Primary Service Areas, with populations of approximately 10,702 and 34,414, both fall short of the 50,000 residents typically needed to sustain an indoor activity center without subsidy. Ensuring the center remains sustainable and accessible will require thoughtful attention to pricing structures and fees, as well as other considerations. Hispanic residents make up approximately 30–40% of the population in both service areas, with an additional 15–20% of residents identifying outside of the listed race categories.



Median Age: The median age nationally is approximately 39 and the median age in both the Immediate Service Area (33) and within the Primary Service Area (35) is lower than the state (38) and National level (39). A lower median age points to young families with children, which are significant participants in parks and recreational programs, facilities and services and can be of benefit to the project.



Households with Children: Both the Immediate and the Primary Service Areas have a significantly higher percentage of households with children (40%-43%) than both the state and national average of about 30%, which again is of benefit to the project. Families with children are typically primary users of recreation programs, facilities and services.



Median Household Income: The Immediate and Primary Service Areas have a lower median household income ($86,500-87,000) than the state of Colorado ($98,625), although higher than the national average ($81,264). Income level is important when it comes to funding and fees for recreation programs and facilities, and subsequently budgetary cost recovery philosophies.



Housing and Household Budget Expenditures: In both the Immediate and the Primary Service Areas, the Spending Potential Index is lower than both the state and national average, which suggests that most residents will be very aware of costs and price points, may have fewer financial resources, and spend more cautiously on recreation services as a result.



Age Distribution: The age distribution is such that 27.2% is under the age of 18, and 22.1% is over the age of 55 in the Immediate Service Area. Within the Primary Service Area, the age distribution is such that 25.8% is under the age of 18, and 25.1% is over the age of 55. Recreation programs and facilities have broad multi-generational appeal, and these are two age groups that are typically significant users of recreation programs, facilities, and services.



Tapestry: The Tapestry segments in both service areas reflect populations that tend to be actively engaged in the workforce and mindful of spending and budgets. Most are active workers and value leisure activities, although some participate in passive leisure activities. Spending on children is common, and certain segments of the population are active in health, wellness, and fitness activities.

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SECTION III: DEMOGRAPHIC DATA

DEMOGRAPHIC HIGHLIGHTS TABLE

	Immediate Service Area	Primary Service Area
Population:		
2020 Census[1.2.]	10,437	33,974
2025 Estimate	10,702	34,414
2030 Estimate	10,717	34,261
Households:		
2020 Census	3,588	12,023
2025 Estimate	3,666	12,165
2030 Estimate	3,667	12,078
Families:		
2020 Census	2,492	8,623
2025 Estimate	2,496	8,505
2030 Estimate	2,494	8,402
Average Household Size:		
2020 Census	2.86	2.79
2025 Estimate	2.87	2.80
2030 Estimate	2.88	2.81
Ethnicity (2025 Estimate):		
Hispanic	40.7%	32.8%
White	61.8%	67.7%
Black	0.6%	0.6%
American Indian	1.9%	1.7%
Asian	0.5%	0.5%
Pacific Islander	0.1%	0.1%
Other	20.4%	15.5%
Multiple	14.8%	14.0%
Median Age:		
2020 Census	32.3	35.1
2025 Estimate	33.8	35.9
2030 Estimate	34.7	36.8
Median Income:		
2025 Estimate	$86,534	$87,404
2030 Estimate	$97,950	$99,687

1. From the 2010-2020 Census, the Secondary Service Area experienced an annual change in population of 1.11%

2. From the 2010-2020 Census, the Secondary Service Area experienced an annual change in population of 1.17%

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AGE, FAMILIES AND INCOME

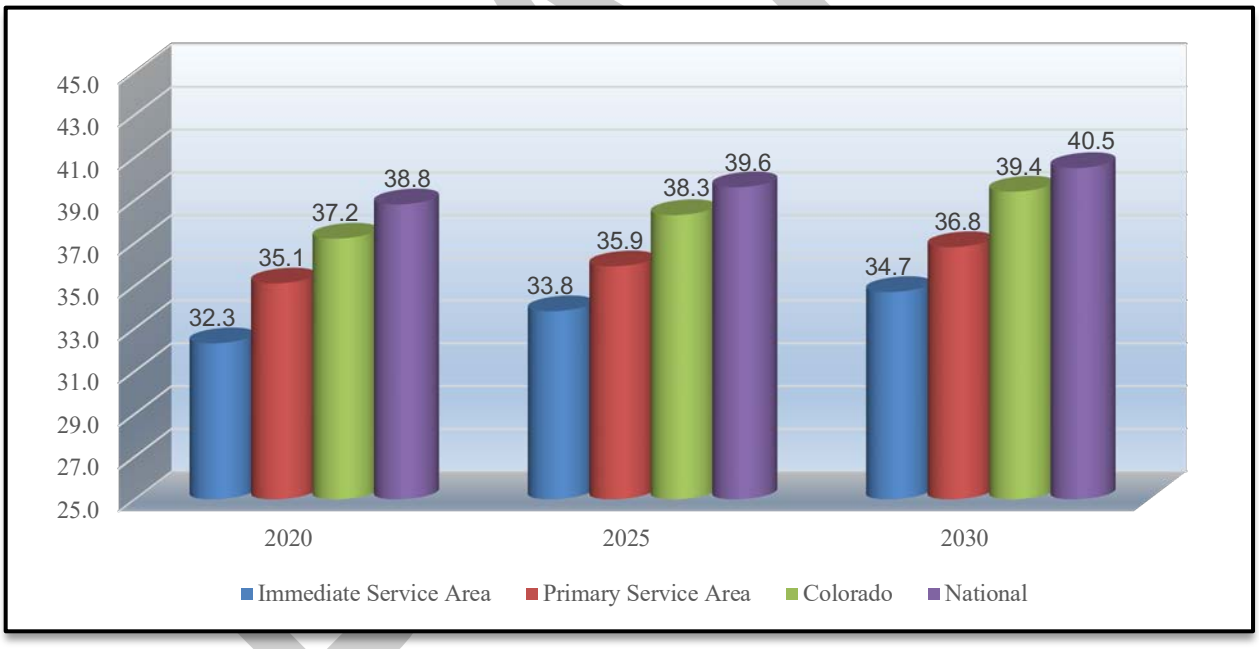
The median age and household income levels are compared with the national number as both factors are determiners of participation in parks and recreation activities. The lower the median age, the higher the participation rates are for a variety of activities. The level of participation also increases as the median income level goes up.

AGE

Median Age:

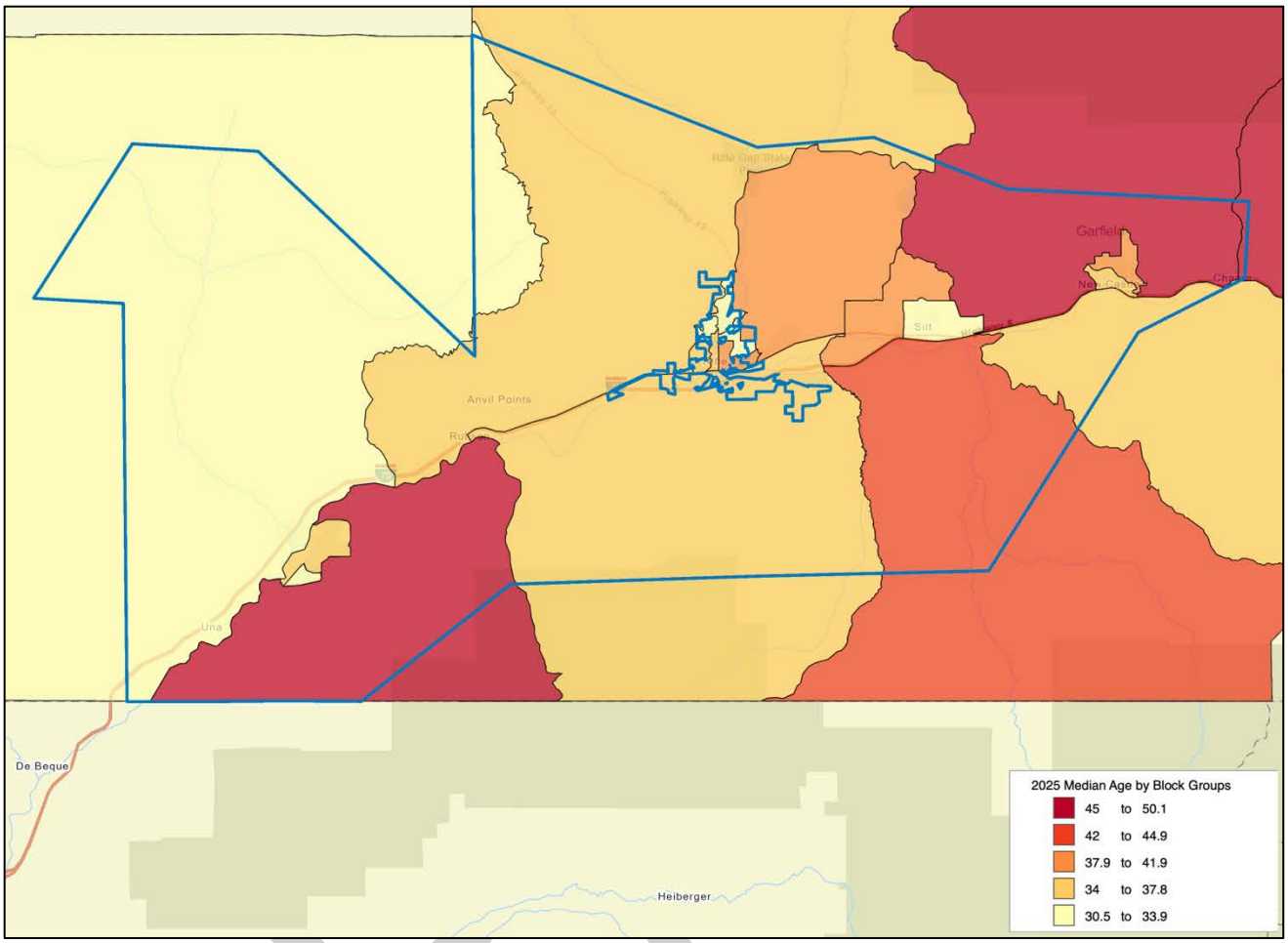
	2020 Census	2025 Projection	2030 Projection
Immediate Service Area	32.3	33.8	34.7
Primary Service Area	35.1	35.9	36.8
Colorado	37.2	38.3	39.4
National	38.8	39.6	40.5

Chart A – Median Age:



The median age in the Immediate and Primary Service Areas is lower than the state and the national number. A younger median age typically reflects families with children, who are primary users of parks and recreation services and offerings. Parks and recreation programs, facilities and services enjoy broad, multi-generational appeal.

Median Age by Census Block Group Map


Garfield
Silt
Anvil Points
Una
De Beque
Heiberger
2025 Median Age by Block Groups
45 to 50.1
42 to 44.9
37.9 to 41.9
34 to 37.8
30.5 to 33.9

FAMILIES

Households with Children: The following chart provides the number of households and percentage of households in the Service Areas with children.

	Number of Households w/ Children	Percentage of Households w/ Children
Immediate Service Area	1,633	43.8%
Primary Service Area	4,977	40.2%
Colorado	-	28.9%
National	-	29.9%

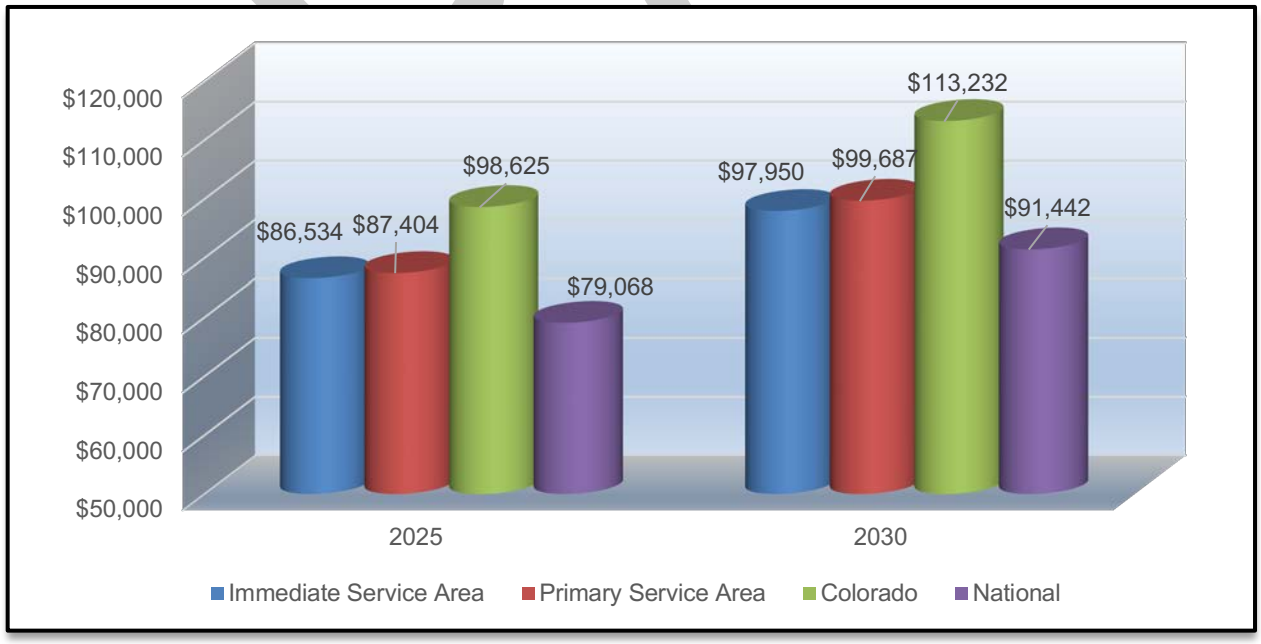
The information contained in the table above helps further outline the presence of families with children.

INCOME

Median Household Income:

	2025 Projection	2030 Projection
Immediate Service Area	$86,534	$97,950
Primary Service Area	$87,404	$99,687
Colorado	$98,625	$113,232
National	$81,624	$92,476

Chart B – Median Household Income:

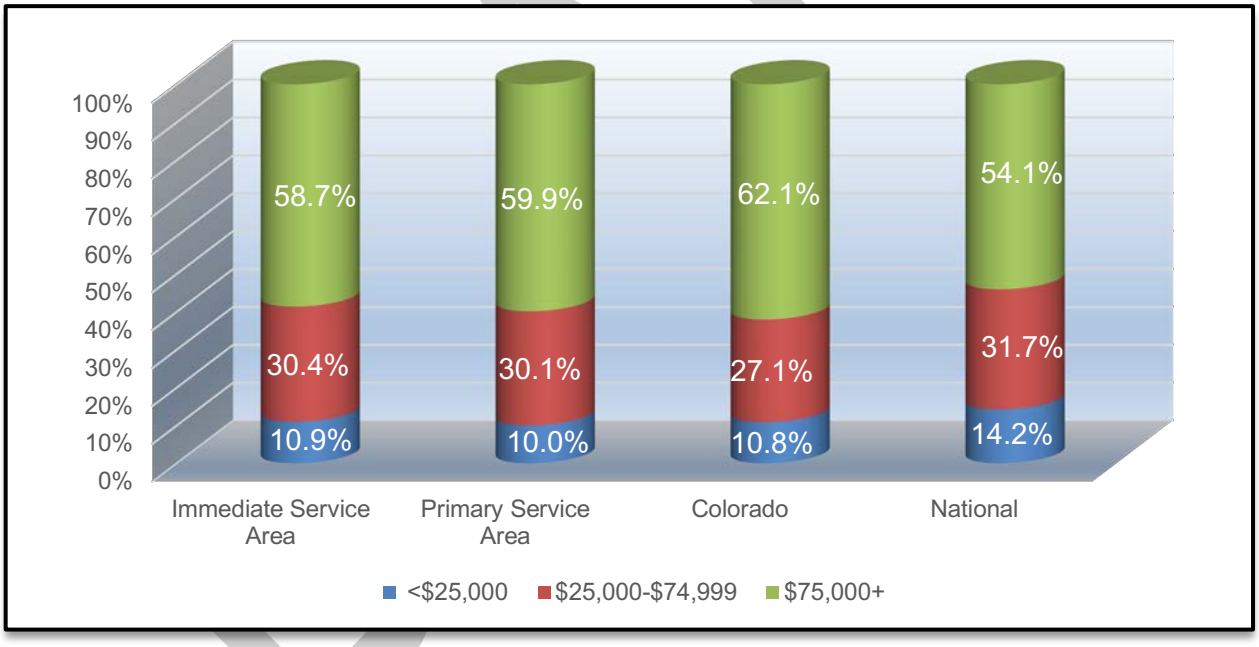


Based on 2025 projections for median household income, the following narrative describes the service area:

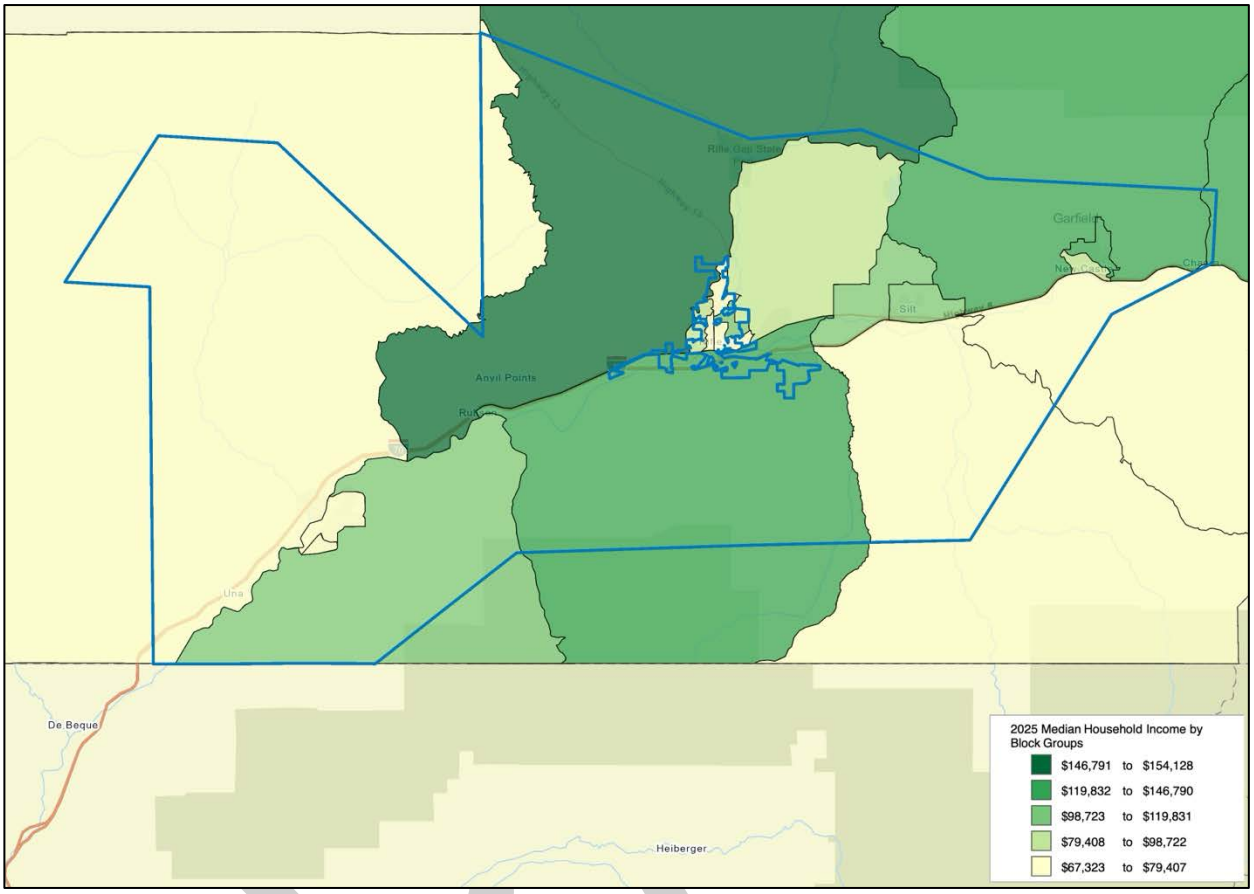
In the City of Rifle, the percentage of households with median income over $75,000 per year is 58.7% and within the Primary Service Area, the percentage is 59.9% compared to 54.1% on a national level. Furthermore, the percentage of the households in the Immediate Service Area with median income less than $25,000 per year is 10.9% and the percentage in the Primary Service Area is 10.0%, compared to a level of 14.2% nationally. The state of Colorado has a higher percentage (62.1%) of households with income over $75,000.

While there is no perfect indicator of use of parks and/or recreation programs, facilities and services, the percentage of households with more than $75,000 median income is a key indicator. This information should be considered when developing fee structures for programs and rental fees within the planning process.

Chart C – Median Household Income Distribution



Household Income by Census Block Group Map



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POPULATION - CURRENT AND PROJECTED

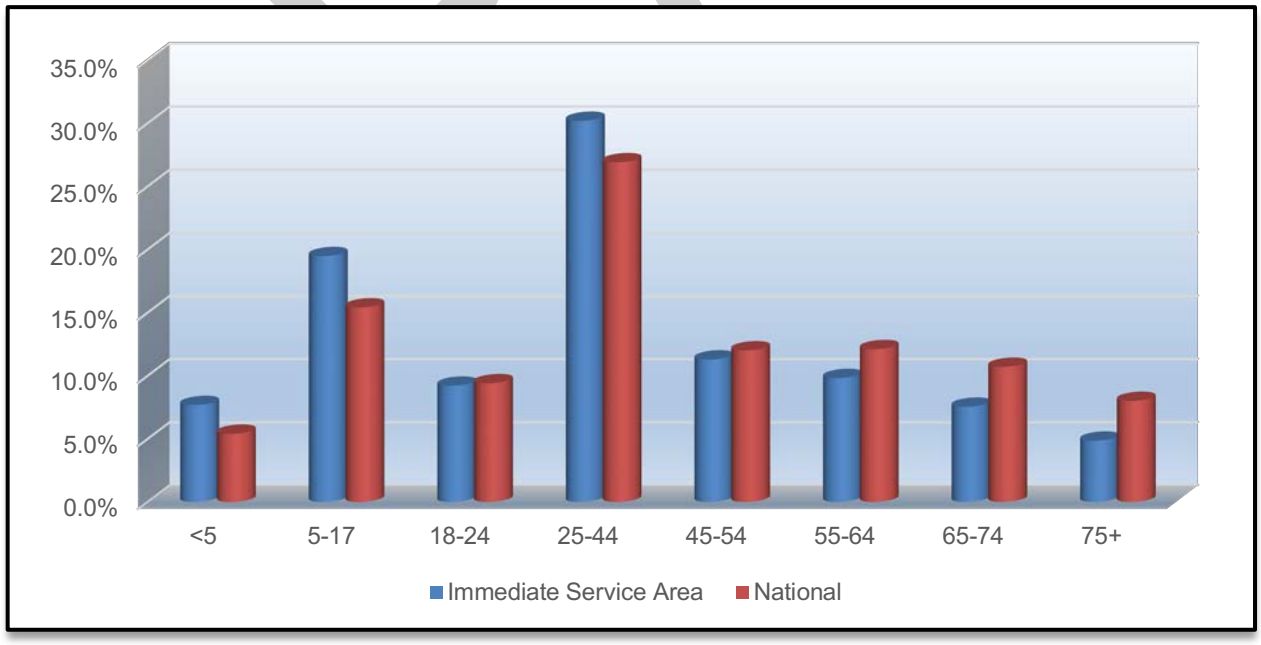
Distribution by Age:
Utilizing census information for the Immediate and Primary Service Areas, the following comparisons are possible.

2025 Immediate Service Area Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
<5	821	7.7%	5.4%	2.3%
5-17	2,083	19.5%	15.4%	4.1%
18-24	985	9.2%	9.4%	-0.2%
25-44	3,230	30.2%	26.9%	3.3%
45-54	1,207	11.3%	12.0%	-0.7%
55-64	1,050	9.8%	12.1%	-2.3%
65-74	807	7.5%	10.7%	-3.2%
75+	519	4.8%	8.0%	-3.2%

Population: 2025 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 D – 2025 Age Group Distribution



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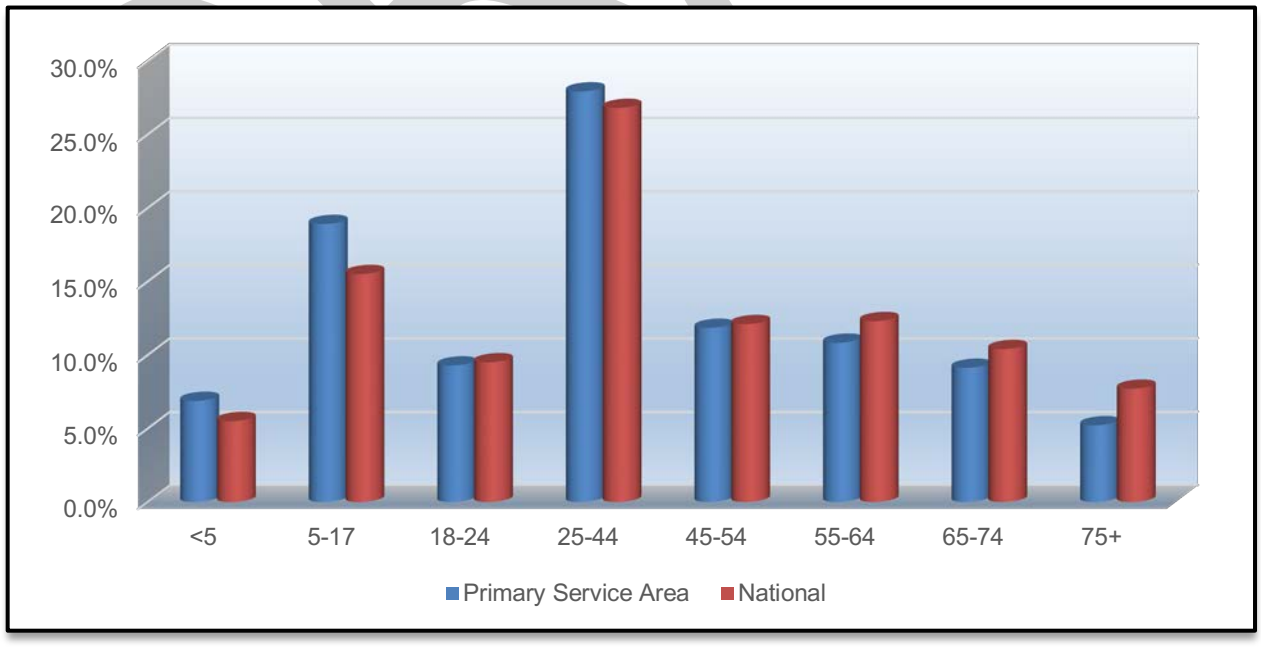
The demographic makeup of the Immediate Service Area, when compared to the characteristics of the national population, indicates some differences with a smaller population in age groups 18-24, and all age groups 45 and older. The greatest negative variance is in the 65+ age groups with -3.2%, while the greatest positive variance is in the 5-17 age group with +4.1%.

2025 Primary Service Area Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
<5	2,366	6.9%	5.4%	1.5%
5-17	6,507	18.9%	15.4%	3.5%
18-24	3,195	9.3%	9.4%	-0.1%
25-44	9,611	27.9%	26.9%	1.0%
45-54	4,076	11.8%	12.0%	-0.2%
55-64	3,727	10.8%	12.1%	-1.3%
65-74	3,140	9.1%	10.7%	-1.6%
75+	1,795	5.2%	8.0%	-2.8%

Population: 2025 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 E – 2025 Age Group Distribution



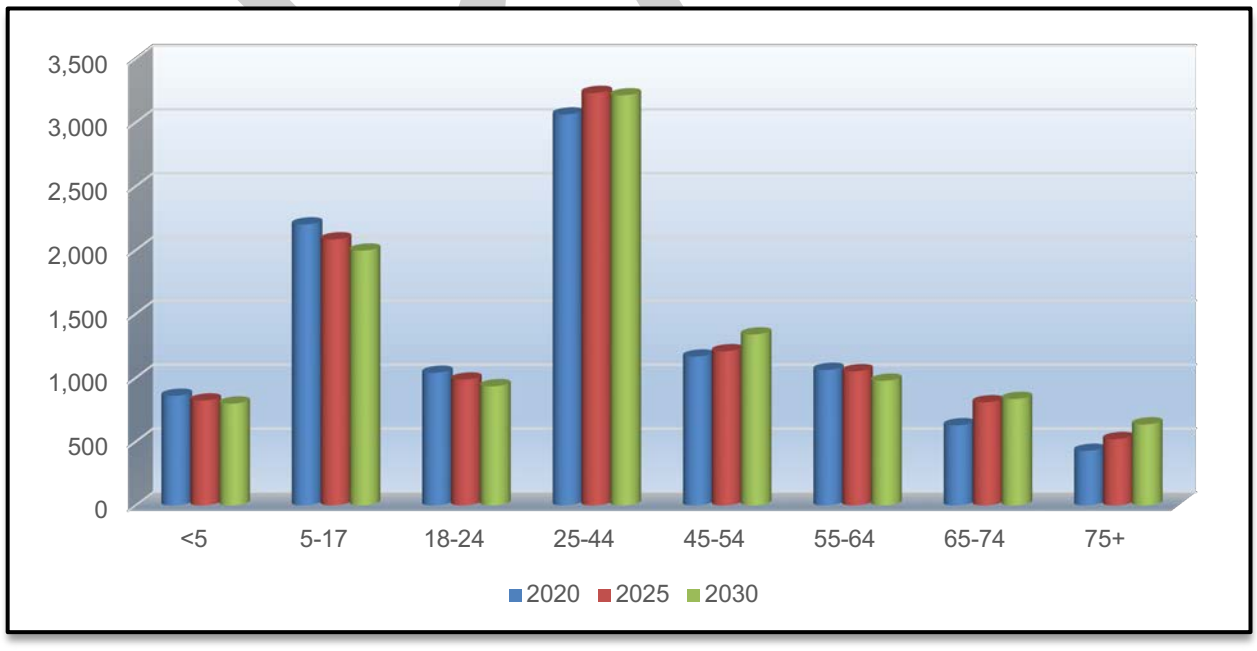
The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, also indicates some differences with a smaller population in age groups 18-24, and all age groups 45 and older. The greatest negative variance is in the 75+ age group with -2.8%, while the greatest positive variance is in the 5-17 age group with +3.5%.

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

2025 Immediate Service Area Population Estimates (U.S. Census and ESRI)

Ages	2020 Census	2025 Projection	2030 Projection	Percent Change	Percent Change Nat'l
<5	858	821	797	-7.1%	0.3%
5-17	2,200	2,083	1,995	-9.3%	-8.0%
18-24	1,038	985	933	-10.1%	2.4%
25-44	3,061	3,230	3,211	4.9%	7.2%
45-54	1,165	1,207	1,338	14.8%	4.0%
55-64	1,061	1,050	976	-8.0%	-9.6%
65-74	627	807	833	32.9%	15.3%
75+	427	519	634	48.5%	46.0%

Chart F – Immediate Service Area Population Growth



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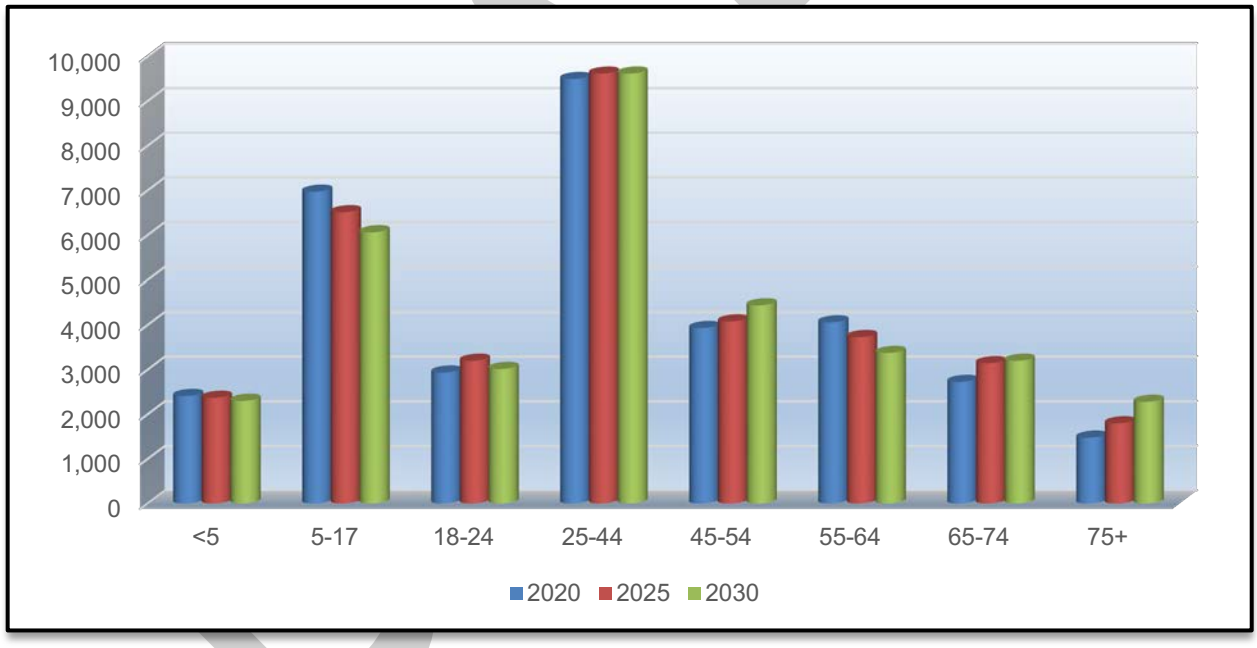
2025 Primary Service Area Population Estimates (U.S. Census and ESRI)

Ages	2020 Census	2025 Projection	2030 Projection	Percent Change	Percent Change Nat'l
<5	2,406	2,366	2,299	-4.4%	0.3%
5-17	6,966	6,507	6,058	-13.0%	-8.0%
18-24	2,931	3,195	3,011	2.7%	2.4%
25-44	9,492	9,611	9,613	1.3%	7.2%
45-54	3,928	4,076	4,436	12.9%	4.0%
55-64	4,055	3,727	3,370	-16.9%	-9.6%
65-74	2,721	3,140	3,195	17.4%	15.3%
75+	1,474	1,795	2,276	54.4%	46.0%

Chart G – Primary Service Area Population Growth



The table and chart above illustrate the growth or decline in age group numbers for the Immediate and Primary Service Areas. In the Immediate Service Area, age groups under 24 and the 55-64 group will see a decrease in population, while in the Primary Service Area, age categories under 17 and 55-64 will see a decrease 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.

ETHNICITY AND RACE

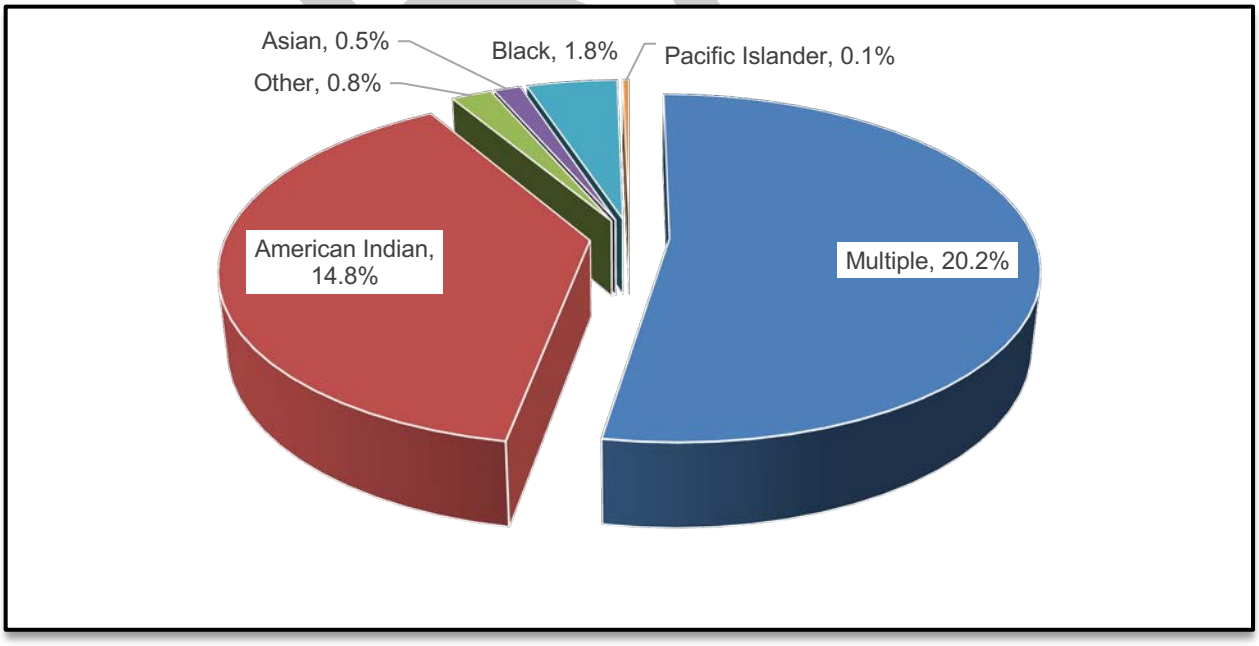
As of 2025, the estimated population of the Immediate Service Area is 10,702 and 34,414 within the Primary Service Area. The tables below show the projected racial and ethnic breakdown for the Immediate and Primary Service Areas, based on data from the 2020 U.S. Census. Understanding these demographics can be informative, as ethnicity and race may sometimes shape activity participation and facility demand for recreation programs, facilities and services.

Immediate Service Area Ethnic Population and Median Age 2025
(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of State Population
Hispanic	4,333	25.9	40.5%	23.0%

Race	Total Population	Median Age	% of Population	% of State Population
White	6,597	38.1	61.6%	69.0%
Multiple	2,166	26.6	20.2%	8.5%
American Indian	1,585	28.1	14.8%	13.0%
Other	87	39.6	0.8%	4.3%
Asian	58	38.0	0.5%	3.8%
Black	195	33.6	1.8%	1.3%
Pacific Islander	14	35.0	0.1%	0.2%

Chart H – 2025 Immediate Service Area Population by Non-White Race



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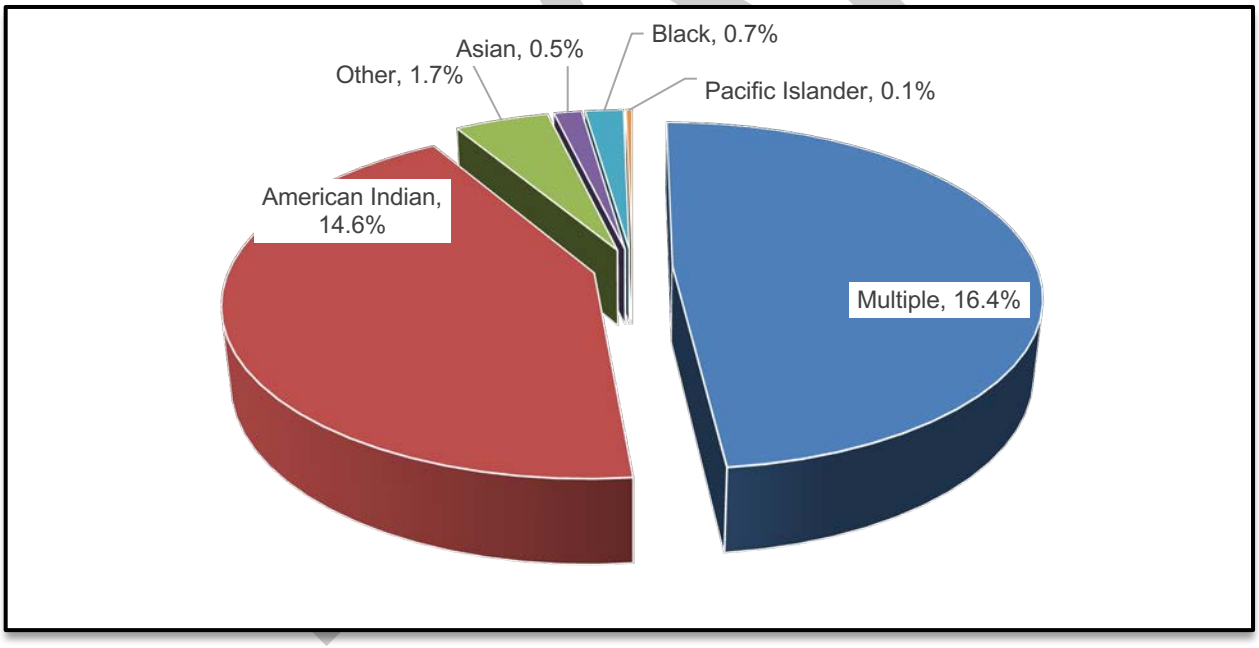
Primary Service Area Ethnic Population and Median Age 2025
(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of State Population
Hispanic	11,800	26.3	34.3%	23.0%

Race	Total Population	Median Age	% of Population	% of State Population
White	22,706	40.2	66.0%	69.0%
Multiple	5,657	27.1	16.4%	8.5%
American Indian	5,038	28.3	14.6%	13.0%
Other	574	33.1	1.7%	4.3%
Asian	167	35.3	0.5%	3.8%
Black	234	36.9	0.7%	1.3%
Pacific Islander	38	31.9	0.1%	0.2%

Chart I – 2025 Primary Service Area Population by Non-White Race



HOUSING

Housing Inventory: The total number of housing units in the Immediate Service Area is 3,754 and in the Primary Service Area is 12,647. Of those, 95.6% are occupied (or 3,588) in the Immediate Service Area and 95.0% (or 12,010) are occupied within the Primary Service Area housing units. The total vacancy rate for the Immediate Service area is 4.2% and is 4.1% within the Primary Service Area. As a comparison, the vacancy rate nationally was 10.4%.

Of the available units:

Immediate Service Area	
For Rent	1.8%
Rented, Not Occupied	0.0%
For Sale	0.5%
Sold, Not Occupied	0.0%
For Seasonal Use	2.1%
Other vacant	0.0%

Primary Service Area	
For Rent	0.7%
Rented, Not Occupied	0.1%
For Sale	0.9%
Sold, Not Occupied	0.0%
For Seasonal Use	2.5%
Other vacant	0.0%

In most U.S. cities, a total housing vacancy rate of approximately **5% to 8%** is considered indicative of a stable and balanced housing market. This range allows for normal turnover, maintenance, and mobility without exerting excessive pressure on housing availability or pricing.

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EXPENDITURES - HOUSEHOLD

Household Budget Expenditures: In addition to analyzing median age and median household income, it is important to consider household budget expenditures to gain a more complete understanding of the service areas. Examining spending on categories such as housing, shelter, utilities, fuel, public services, and entertainment and recreation offers valuable insight into local cost of living and consumer behavior. The table below presents a comparison of these expenditure categories within the defined service areas.

Household Budget Expenditures[1]:

Immediate Service Area	SPI	Average Amount Spent	Percent
Housing	89	$28,823	33.0%
Shelter	89	$23,815	27.3%
Utilities, Fuel, Public Service	84	$5,008	5.7%
Entertainment & Recreation	86	$3,542	4.1%

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	94	$30,726	32.5%
Shelter	94	$25,102	26.5%
Utilities, Fuel, Public Service	95	$5,624	5.9%
Entertainment & Recreation	94	$3,860	4.1%

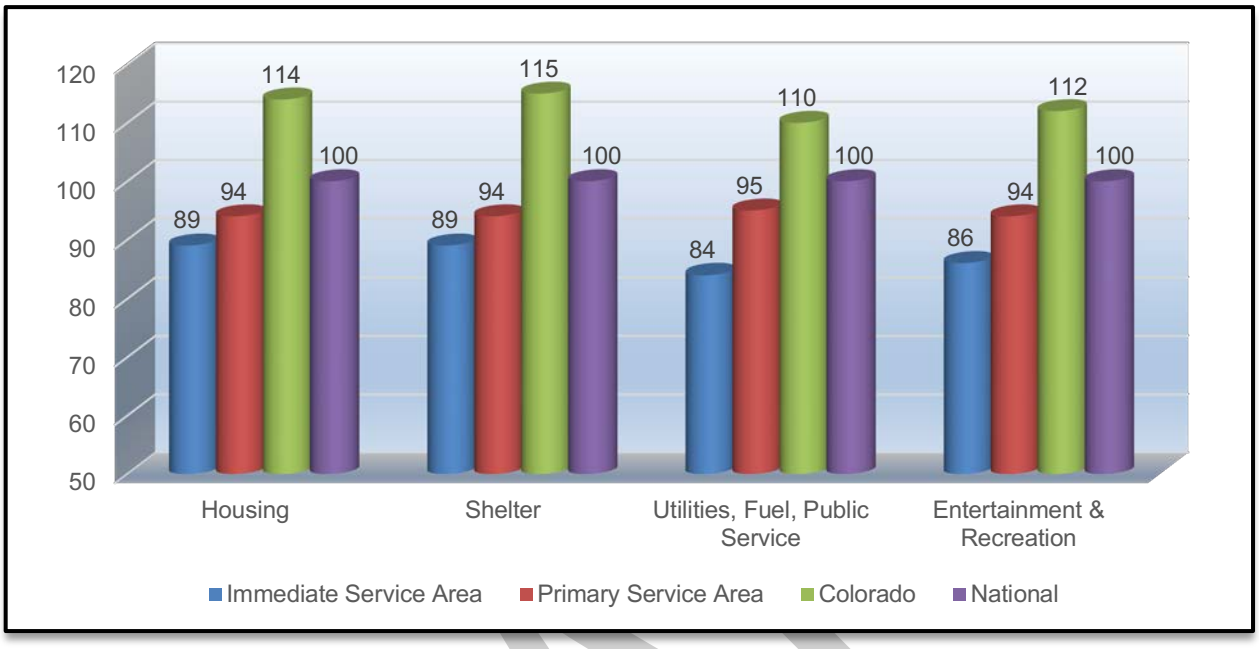
Colorado	SPI	Average Amount Spent	Percent
Housing	114	$37,084	32.9%
Shelter	115	$30,568	27.1%
Utilities, Fuel, Public Service	110	$6,515	5.8%
Entertainment & Recreation	112	$4,616	4.1%

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.*

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

Chart J – Household Budget Expenditures Spending Potential Index:



The relationship between median household income and household spending is important because it shows whether local spending habits match the available financial resources. In both the Immediate and the Primary Service Areas, the Spending Potential Index is lower than both the state and national average, which suggests that a portion of households in the areas may have fewer financial resources and spend more cautiously on recreation services as a result.

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EXPENDITURES - RECREATION

Recreation Expenditures Spending Potential Index: Finally, through ESRI, it is possible to examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Recreation Expenditures Spending Potential Index[2]:

Immediate Service Area	SPI	Average Spent
Fees for Participant Sports	94	$155.43
Fees for Recreational Lessons	100	$166.93
Social, Recreation, Club Membership	86	$271.45
Exercise Equipment/Game Tables	78	$62.15
Other Sports Equipment	96	$7.60

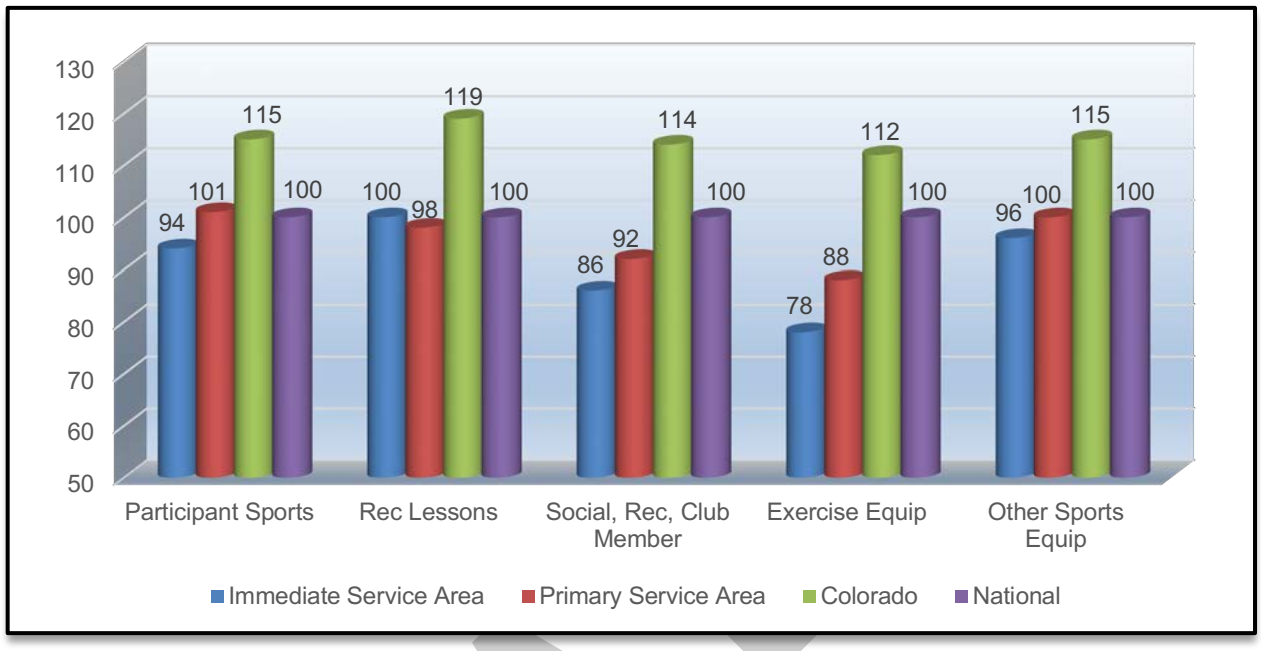
Primary Service Area	SPI	Average Spent
Fees for Participant Sports	101	$168.26
Fees for Recreational Lessons	98	$164.17
Social, Recreation, Club Membership	92	$289.92
Exercise Equipment/Game Tables	88	$70.80
Other Sports Equipment	100	$7.92

Colorado	SPI	Average Spent
Fees for Participant Sports	115	$191.54
Fees for Recreational Lessons	119	$198.17
Social, Recreation, Club Membership	114	$361.22
Exercise Equipment/Game Tables	112	$89.84
Other Sports Equipment	115	$9.08

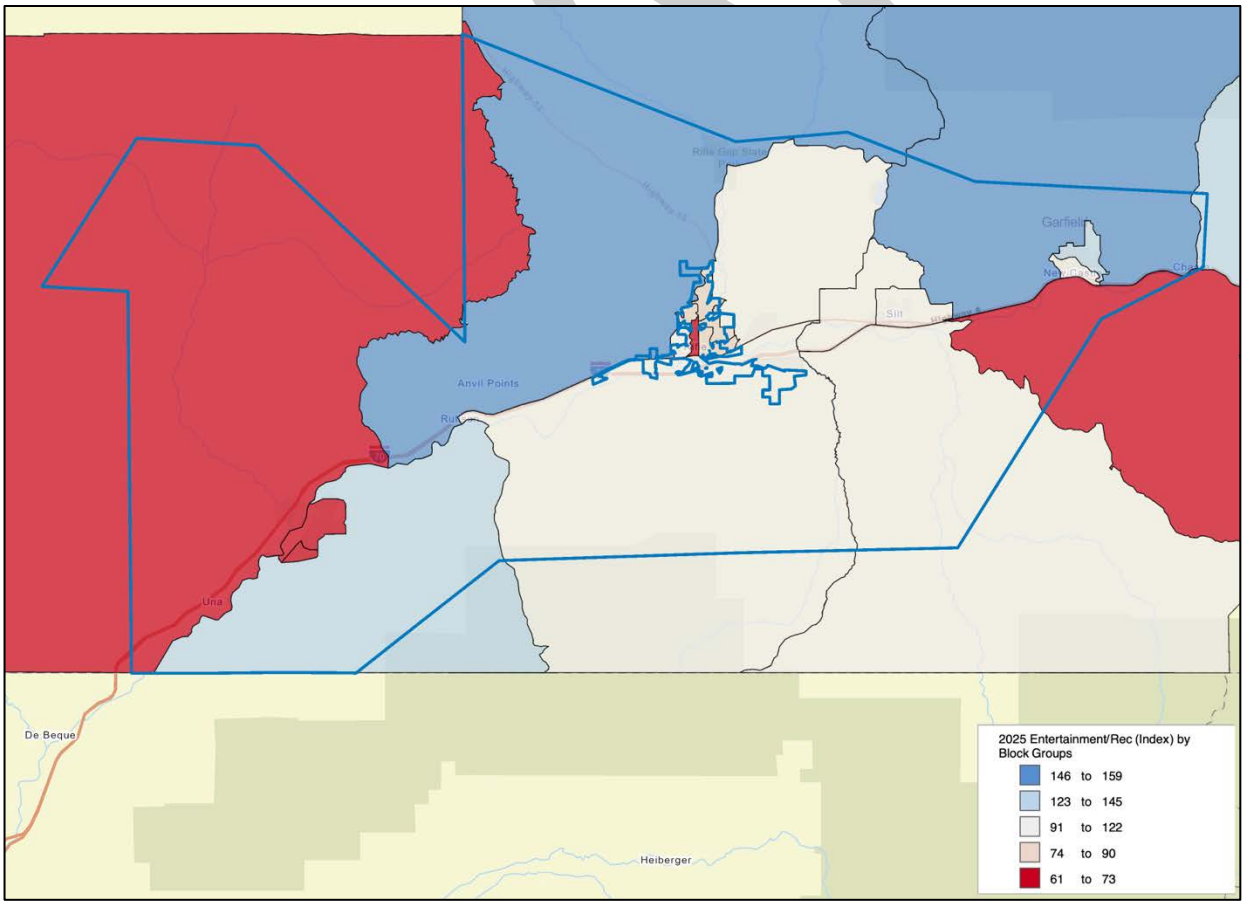
Average Amount Spent: The average amount spent for the service or item in a year.
SPI: Spending potential index as compared to the national number of 100.

[2] Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Chart K – Recreation Spending Potential Index:



Recreation Spending Potential Index by Census Block Group Map



TAPESTRY SEGMENTATION

Tapestry Overview

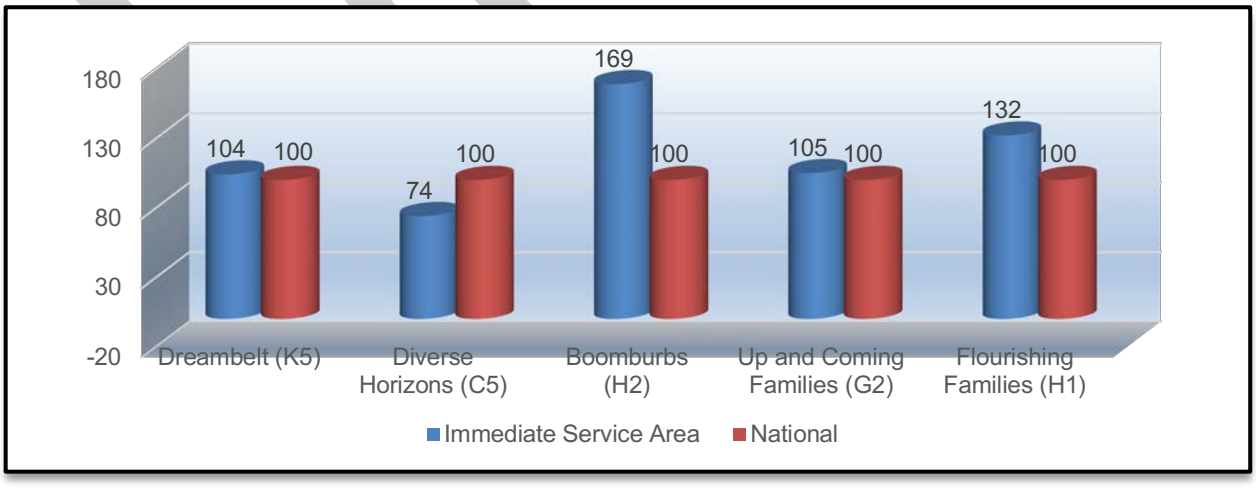
ESRI's Tapestry Segmentation categorizes U.S. neighborhoods into 60 distinct segments organized into 12 "LifeMode" groups. Each segment reflects a specific blend of socioeconomic and demographic attributes—ranging from income and employment to housing type, education level, household composition, age, and other key drivers of consumer behavior.

For the Service Area(s), Tapestry segments offer a rich, community-level portrait of local residents—enabling tailored site selection/evaluation, marketing, and more effective audience targeting. Because it reflects aggregate trends, however, Tapestry data should never be used to make assumptions about any specific individual. For example, while a given segment may be characterized by high social-media engagement overall, not every household within that segment will necessarily be an avid social-media user.

On the following pages are the leading Tapestry segments for each service area, along with concise profiles of their defining characteristics. These insights, combined with our key-indicator and demographic analyses, will help the City of Rifle align its recreation programs, services, and facilities with the needs and interests of its community.

Immediate Service Area Tapestry Segment Comparison (ESRI estimates)

	Immediate Service Area		*Demographics*	
	Percent	**Cumulative Percent**	**Median Age**	**Median HH Income**
Dreambelt (K5)	34.1%	34.1%	41.5	$94,802
Diverse Horizons (C5)	24.3%	58.3%	35.2	$65,990
Boomburbs (H2)	20.8%	79.2%	34.5	$131,202
Up and Coming Families (G2)	17.2%	96.4%	33.6	$89,093
Flourishing Families (H1)	3.6%	99.9%	39.0	$111,751



Dreambelt (K5)	Middle-aged Western suburbanites with high rent and home prices	**Dreambelt (K5) -** These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. Regular exercise and medical checkups are integral to their routine.
Diverse Horizons (C5)	Large families in urban rental neighborhoods	**Diverse Horizons (C5)** - Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
Boomburbs (H2)	High-earning suburban families in the South and West	**Boomburbs (H2)** - These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier. They reside in newer single-family homes, typically constructed in 2000 or later. Spending centers around children, including clothing, medicine, toys, and entertainment. Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading.

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Up and Coming Families (G2)	Southern suburbanites with diverse family structures, education, and employment	**Up and Coming Families (G2)** - Residents in this segment tend to live in suburban neighborhoods. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence. These residents tend to spend money on their children, pets, and homes.
Flourishing Families (H1)	Large Southern and Midwestern suburban families in growing developments	**Flourishing Families (H1)** - Members of these communities reside mostly in lower-density, rapidly growing suburbs. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Many households have multiple vehicles, and long commutes are common. They often play board games and read books.

Primary Service Area Tapestry Segment Comparison (ESRI estimates)

	Primary Service Area		*Demographics*	
	Percent	Cumulative Percent	Median Age	Median HH Income
Dreambelt (K5)	17.3%	17.3%	41.5	$94,802
Flourishing Families (H1)	14.9%	32.3%	39.0	$111,751
Up and Coming Families (G2)	14.2%	46.5%	33.6	$89,093
Moderate Metros (C6)	13.5%	60.0%	38.1	$70,055
Mobile Meadows (E4)	11.8%	71.7%	35.1	$54,988

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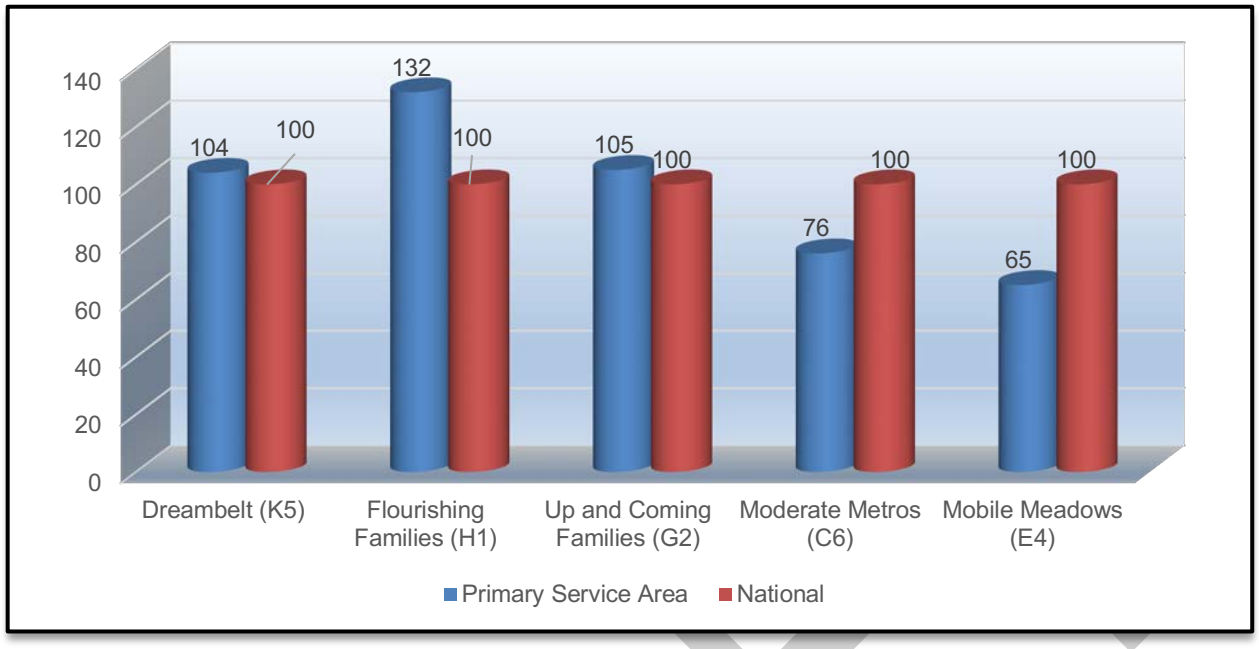

Dreambelt (K5)	Middle-aged Western suburbanites with high rent and home prices
Flourishing Families (H1)	Large Southern and Midwestern suburban families in growing developments

Dreambelt (K5) - These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. Regular exercise and medical checkups are integral to their routine.

Flourishing Families (H1) - Members of these communities reside mostly in lower-density, rapidly growing suburbs. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Many households have multiple vehicles, and long commutes are common. They often play board games and read books.

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Up and Coming Families (G2)	Southern suburbanites with diverse family structures, education, and employment	**Up and Coming Families (G2)** - Residents in this segment tend to live in suburban neighborhoods. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence. These residents tend to spend money on their children, pets, and homes.
Moderate Metros (C6)	Young, suburban households with moderate incomes	**Moderate Metros (C6**) - These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items. Radio and online music services are common sources of entertainment.
Mobile Meadows (E4)	Low-income mobile homes in the South and West	**Mobile Meadows (E4)** - These neighborhoods are predominantly found in metropolitan and micropolitan areas. A steady influx of immigration contributes to cultural diversity in these communities. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities.

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SECTION IV – PARTICIPATION FIGURES

MARKET POTENTIAL INDEX FOR ADULT PARTICIPATION

Adult participation rates for a variety of activities were extracted via ESRI analysis. The resulting Market Potential Index (MPI) values for each service area are presented below.

MPI measures the relative likelihood of the adults or households in the specified area to exhibit certain consumer behaviors or purchase patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data is based upon national propensities to use various products and services, applied to local demographic composition. Usage data was collected by MRI-Simmons in a national representative survey of U.S. households, with ESRI providing forecasting.

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

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics/12 Mo	608	7.8%	105
Baseball/12 Mo	254	3.3%	109
Basketball/12 Mo	497	6.4%	111
Bicycling (Road)/12 Mo	755	9.7%	97
Boxing/12 Mo	159	2.0%	114
CrossFit/12 Mo	156	2.0%	117
Football/12 Mo	238	3.1%	110
Golf/12 Mo	601	7.7%	96
Ice Skating/12 Mo	196	2.5%	98
Jogging or Running/12 Mo	887	11.4%	110
Kickboxing/12 Mo	139	1.8%	127
Martial Arts/12 Mo	115	1.5%	112
Pickleball/12 Mo	277	3.6%	98
Pilates/12 Mo	266	3.4%	106
Ping Pong/12 Mo	299	3.8%	96
Soccer/12 Mo	343	4.4%	118
Softball/12 Mo	145	1.9%	103
Spinning/12 Mo	136	1.7%	105
Swimming/12 Mo	1,224	15.7%	96
Tennis/12 Mo	258	3.3%	93
Volleyball/12 Mo	221	2.8%	107
Walking for Exercise/12 Mo	2,522	32.3%	100
Weight Lifting/12 Mo	1,356	17.4%	114
Yoga/12 Mo	791	10.1%	106
Zumba/12 Mo	223	2.9%	105

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

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics/12 Mo	1,950	7.6%	102
Baseball/12 Mo	839	3.3%	110
Basketball/12 Mo	1,573	6.2%	108
Bicycling (Road)/12 Mo	2,486	9.7%	97
Boxing/12 Mo	568	2.2%	124
CrossFit/12 Mo	502	2.0%	114
Football/12 Mo	747	2.9%	106
Golf/12 Mo	2,041	8.0%	99
Ice Skating/12 Mo	651	2.6%	100
Jogging or Running/12 Mo	2,697	10.6%	102
Kickboxing/12 Mo	440	1.7%	122
Martial Arts/12 Mo	407	1.6%	121
Pickleball/12 Mo	904	3.5%	98
Pilates/12 Mo	906	3.6%	110
Ping Pong/12 Mo	1,005	3.9%	98
Soccer/12 Mo	1,056	4.1%	111
Softball/12 Mo	460	1.8%	100
Spinning/12 Mo	448	1.8%	106
Swimming/12 Mo	4,201	16.5%	101
Tennis/12 Mo	893	3.5%	98
Volleyball/12 Mo	738	2.9%	109
Walking for Exercise/12 Mo	8,389	32.9%	101
Weight Lifting/12 Mo	4,053	15.9%	104
Yoga/12 Mo	2,521	9.9%	103

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 in both Service Areas is mostly higher 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

An in-depth survey of Americans' leisure-time spending is conducted annually by the National Sporting Goods Association, with its report published each May. The resulting participation data is used to map rates onto the Immediate and Primary Service Areas and determine market potential.

B*K combines the national average participation rate with three localized percentages—calculated for each Service Area based on age distribution, median household income, and regional factors—and averages them into a single service-area participation rate. Applied to the populations of both the Immediate and Primary Service Areas, this rate produces an estimate of market potential for various recreational activities.

Table C –Participation Rates in the Immediate Service Area

Activities	Age	Income	Region	Nation	Average
Aerobic	15.8%	16.5%	16.8%	15.8%	16.2%
Baseball	3.6%	4.5%	3.7%	3.5%	3.8%
Basketball	7.7%	10.6%	7.0%	7.7%	8.3%
Bicycle Riding	13.5%	15.6%	14.7%	13.2%	14.3%
Billiards/Pool	7.3%	8.5%	6.7%	7.3%	7.4%
Boxing	1.9%	2.9%	1.2%	1.9%	2.0%
Cheerleading	1.3%	1.8%	0.7%	1.3%	1.3%
Exercise Walking	34.2%	32.8%	34.1%	34.0%	33.8%
Exercise w/ Equipment	16.3%	16.6%	15.8%	16.4%	16.3%
Football (tackle)	2.2%	2.4%	1.5%	2.1%	2.0%
Golf	7.0%	6.4%	7.4%	7.0%	6.9%
Gymnastics	2.2%	3.6%	1.4%	2.1%	2.3%
Lacrosse	0.9%	1.4%	0.2%	0.9%	0.8%
Martial Arts/MMA	2.1%	3.2%	2.4%	2.0%	2.4%
Pickleball	4.9%	5.0%	6.5%	5.0%	5.3%
Pilates	2.5%	2.6%	2.6%	2.6%	2.6%
Running/Jogging	12.9%	16.0%	11.2%	13.1%	13.3%
Soccer	5.3%	7.5%	5.1%	5.1%	5.7%
Softball	2.6%	3.6%	2.7%	2.5%	2.8%
Swimming	15.6%	16.2%	15.8%	15.2%	15.7%
Table Tennis/Ping Pong	4.6%	5.9%	4.8%	4.6%	5.0%
Tennis	4.9%	6.9%	2.9%	4.8%	4.9%
Volleyball	3.5%	4.7%	3.3%	3.5%	3.8%
Water Skiing	1.3%	2.2%	1.2%	1.3%	1.5%
Weight Lifting	11.9%	11.0%	13.5%	12.2%	12.2%
Workout @ Clubs	9.7%	10.3%	9.7%	9.9%	9.9%
Wrestling	1.2%	1.6%	0.6%	1.2%	1.1%
Yoga	9.3%	11.1%	8.8%	9.3%	9.6%

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Table D –Participation Rates in the Primary Service Area

Activities	Age	Income	Region	Nation	Average
Aerobic	15.8%	16.5%	16.8%	15.8%	16.2%
Baseball	3.6%	4.5%	3.7%	3.5%	3.8%
Basketball	7.7%	10.6%	7.0%	7.7%	8.3%
Bicycle Riding	13.5%	15.6%	14.7%	13.2%	14.3%
Billiards/Pool	7.3%	8.5%	6.7%	7.3%	7.4%
Boxing	1.9%	2.9%	1.2%	1.9%	2.0%
Cheerleading	1.3%	1.8%	0.7%	1.3%	1.3%
Exercise Walking	34.2%	32.8%	34.1%	34.0%	33.8%
Exercise w/ Equipment	16.3%	16.6%	15.8%	16.4%	16.3%
Football (tackle)	2.2%	2.4%	1.5%	2.1%	2.0%
Golf	7.0%	6.4%	7.4%	7.0%	6.9%
Gymnastics	2.2%	3.6%	1.4%	2.1%	2.3%
Lacrosse	0.9%	1.4%	0.2%	0.9%	0.8%
Martial Arts/MMA	2.1%	3.2%	2.4%	2.0%	2.4%
Pickleball	4.9%	5.0%	6.5%	5.0%	5.3%
Pilates	2.5%	2.6%	2.6%	2.6%	2.6%
Running/Jogging	12.9%	16.0%	11.2%	13.1%	13.3%
Soccer	5.3%	7.5%	5.1%	5.1%	5.7%
Softball	2.6%	3.6%	2.7%	2.5%	2.8%
Swimming	15.6%	16.2%	15.8%	15.2%	15.7%
Table Tennis/Ping Pong	4.6%	5.9%	4.8%	4.6%	5.0%
Tennis	4.9%	6.9%	2.9%	4.8%	4.9%
Volleyball	3.5%	4.7%	3.3%	3.5%	3.8%
Water Skiing	1.3%	2.2%	1.2%	1.3%	1.5%
Weight Lifting	11.9%	11.0%	13.5%	12.2%	12.2%
Workout @ Clubs	9.7%	10.3%	9.7%	9.9%	9.9%
Wrestling	1.2%	1.6%	0.6%	1.2%	1.1%
Yoga	9.3%	11.1%	8.8%	9.3%	9.6%

Age: Participation based on individuals ages 7 & Up of the Service Area.
Income: Participation based on the 2025 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.

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ANTICIPATED PARTICIPATION NUMBER

Utilizing the average percentage from Table C and D above plus the 2020 census information and census estimates for 2025 and 2030 (over age 7) the following comparisons are available.

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

Indoor Activities	Average	2020 Population	2025 Population	2030 Population	Difference
Aerobic	16.2%	4,968	5,046	5,026	58
Baseball	3.8%	1,172	1,190	1,186	14
Basketball	8.3%	2,532	2,572	2,561	30
Bicycle Riding	14.3%	4,369	4,437	4,420	51
Billiards/Pool	7.4%	2,282	2,318	2,309	27
Boxing	2.0%	603	612	610	7
Cheerleading	1.3%	392	398	396	5
Exercise Walking	33.8%	10,348	10,511	10,470	122
Exercise w/ Equipment	16.3%	4,989	5,067	5,047	59
Football (tackle)	2.0%	625	635	632	7
Golf	6.9%	2,127	2,161	2,152	25
Gymnastics	2.3%	709	720	718	8
Lacrosse	0.8%	258	262	261	3
Martial Arts/MMA	2.4%	741	753	750	9
Pickleball	5.3%	1,638	1,664	1,658	19
Pilates	2.6%	793	805	802	9
Running/Jogging	13.3%	4,077	4,141	4,125	48
Soccer	5.7%	1,759	1,787	1,780	21
Softball	2.8%	871	885	881	10
Swimming	15.7%	4,811	4,887	4,868	57
Table Tennis/Ping Pong	5.0%	1,522	1,546	1,540	18
Tennis	4.9%	1,492	1,515	1,509	18
Volleyball	3.8%	1,151	1,169	1,164	14
Water Skiing	1.5%	458	465	463	5
Weight Lifting	12.2%	3,723	3,782	3,767	44
Workout @ Clubs	9.9%	3,034	3,082	3,070	36
Wrestling	1.1%	350	355	354	4
Yoga	9.6%	2,946	2,993	2,981	35

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

Indoor Activities	Average	2020 Population	2025 Population	2030 Population	Difference
Aerobic	16.2%	4,968	5,046	5,026	58
Baseball	3.8%	1,172	1,190	1,186	14
Basketball	8.3%	2,532	2,572	2,561	30
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Wrestling	1.1%	350	355	354	4
Yoga	9.6%	2,946	2,993	2,981	35

Note: These figures do not necessarily translate into attendance figures for various activities or programs.

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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 2024 survey, the following comparisons are possible.

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

Indoor Activity	Immediate Service Area	National Participation	African American Participation	Hispanic Participation
Aerobic	16.2%	15.8%	13.1%	17.8%
Baseball	3.8%	3.5%	2.4%	4.1%
Basketball	8.3%	7.7%	13.9%	8.0%
Bicycle Riding	14.3%	13.2%	11.0%	12.4%
Billiards/Pool	7.4%	7.3%	5.3%	7.3%
Boxing	2.0%	1.9%	3.6%	2.8%
Cheerleading	1.3%	1.3%	1.7%	1.3%
Exercise Walking	33.8%	34.0%	28.5%	27.9%
Exercise w/ Equipment	16.3%	16.4%	15.6%	15.2%
Football (tackle)	2.0%	2.1%	3.4%	2.1%
Golf	6.9%	7.0%	3.4%	4.5%
Gymnastics	2.3%	2.1%	2.8%	2.3%
Lacrosse	0.8%	0.9%	1.0%	0.5%
Martial Arts/MMA	2.4%	2.0%	2.3%	2.7%
Pickleball	5.3%	5.0%	2.4%	4.1%
Pilates	2.6%	2.6%	2.5%	2.5%
Running/Jogging	13.3%	13.1%	15.6%	15.6%
Soccer	5.7%	5.1%	4.2%	6.5%
Softball	2.8%	2.5%	1.6%	3.4%
Swimming	15.7%	15.2%	8.5%	12.4%
Table Tennis/Ping Pong	5.0%	4.6%	3.1%	3.2%
Tennis	4.9%	4.8%	3.7%	3.9%
Volleyball	3.8%	3.5%	2.5%	3.6%
Water Skiing	1.5%	1.3%	0.7%	0.9%
Weight Lifting	12.2%	12.2%	12.8%	12.8%
Workout @ Clubs	9.9%	9.9%	8.9%	9.5%
Wrestling	1.1%	1.2%	1.9%	1.3%
Yoga	9.6%	9.3%	7.5%	8.8%

There is a significant Hispanic population of over 40% in the Immediate Service Area; there is not a significant Black population (less than 1%).

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

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobic	16.2%	15.8%	13.1%	17.8%
Baseball	3.8%	3.5%	2.4%	4.1%
Basketball	8.3%	7.7%	13.9%	8.0%
Bicycle Riding	14.3%	13.2%	11.0%	12.4%
Billiards/Pool	7.4%	7.3%	5.3%	7.3%
Boxing	2.0%	1.9%	3.6%	2.8%
Cheerleading	1.3%	1.3%	1.7%	1.3%
Exercise Walking	33.8%	34.0%	28.5%	27.9%
Exercise w/ Equipment	16.3%	16.4%	15.6%	15.2%
Football (tackle)	2.0%	2.1%	3.4%	2.1%
Golf	6.9%	7.0%	3.4%	4.5%
Gymnastics	2.3%	2.1%	2.8%	2.3%
Lacrosse	0.8%	0.9%	1.0%	0.5%
Martial Arts/MMA	2.4%	2.0%	2.3%	2.7%
Pickleball	5.3%	5.0%	2.4%	4.1%
Pilates	2.6%	2.6%	2.5%	2.5%
Running/Jogging	13.3%	13.1%	15.6%	15.6%
Soccer	5.7%	5.1%	4.2%	6.5%
Softball	2.8%	2.5%	1.6%	3.4%
Swimming	15.7%	15.2%	8.5%	12.4%
Table Tennis/Ping Pong	5.0%	4.6%	3.1%	3.2%
Tennis	4.9%	4.8%	3.7%	3.9%
Volleyball	3.8%	3.5%	2.5%	3.6%
Water Skiing	1.5%	1.3%	0.7%	0.9%
Weight Lifting	12.2%	12.2%	12.8%	12.8%
Workout @ Clubs	9.9%	9.9%	8.9%	9.5%
Wrestling	1.1%	1.2%	1.9%	1.3%
Yoga	9.6%	9.3%	7.5%	8.8%

There is a significant Hispanic population of over 32% in the Primary Service Area; there is not a significant Black population (less than 1%).

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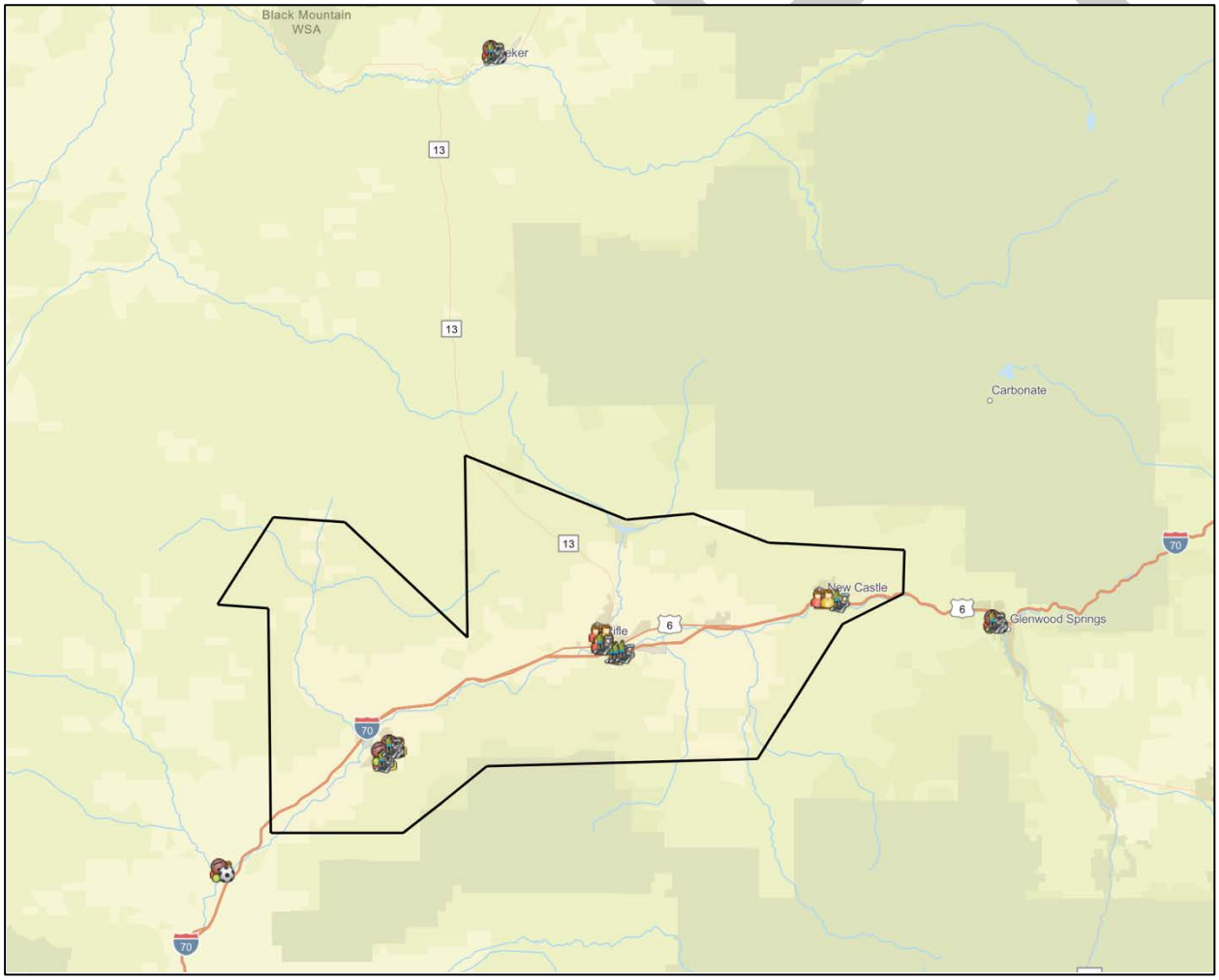
SECTION V - ALTERNATE PROVIDERS ANALYSIS

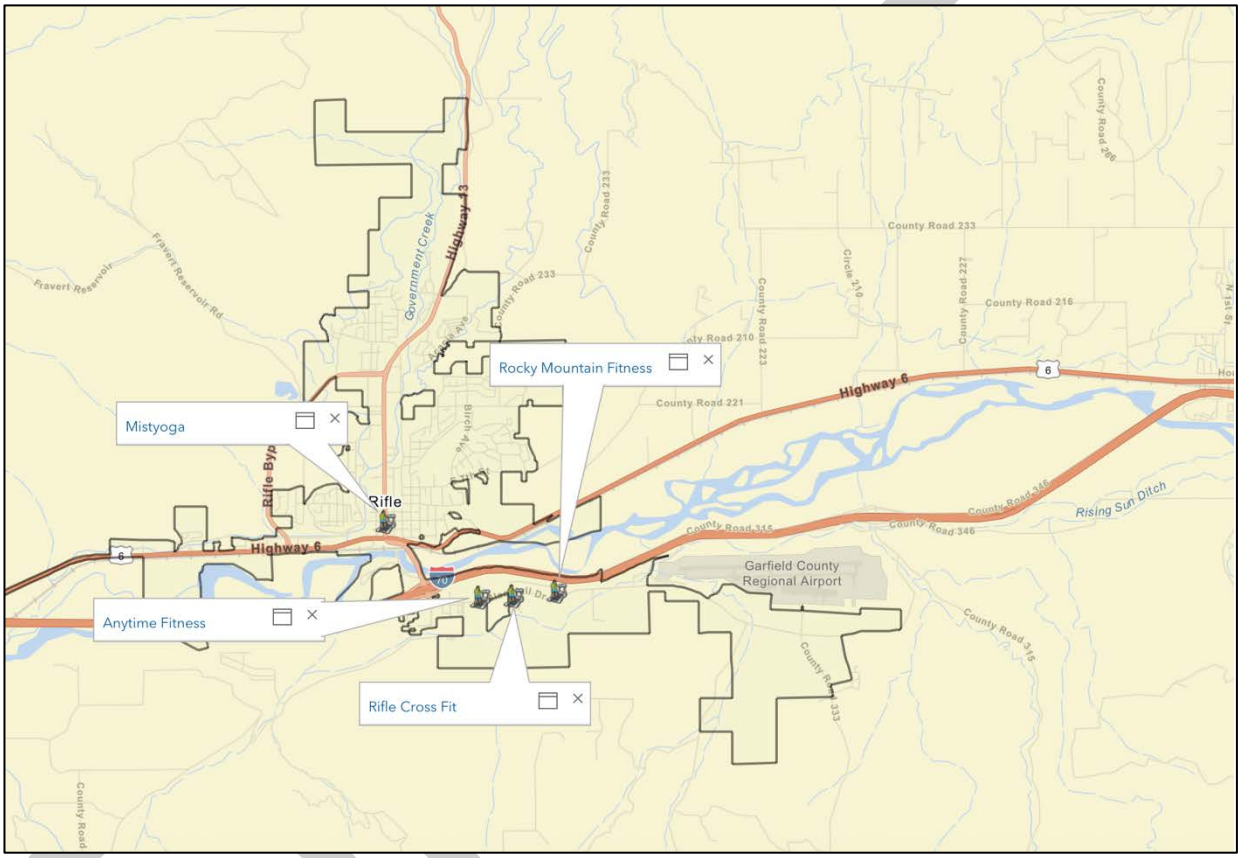
An important component of this feasibility study is understanding the other organizations and facilities in and around Rifle that provide recreation, fitness, meeting, or wellness opportunities. This helps identify potential overlaps, gaps, and partnership opportunities.

Ballard*King & Associates looked at providers not only within the Immediate and Primary Service Area, but key providers slightly outside this area, particularly with respect to public recreation providers. Alternate providers identified include: Anytime Fitness, Full Throttle Dance, Garfield County Fairgrounds, Mistyoga, Rifle Branch Library (indoor office space), Rifle Climbing Center, Rifle Cowork (indoor office space), Rifle Cross Fit, Rocky Mountain Fitness, Super Kidz Play Park, John and Jody Lyons , Old Middle School, Be Fitness Revolution, Defiance West Strength and Conditioning, Medley on Main, New Castle Community Center (indoor office space), Meeker Recreation Center, Glenwood Springs Recreation Center, DeBeque Activity Center, Grand Valley Recreation Center and the RE-16 District Building.



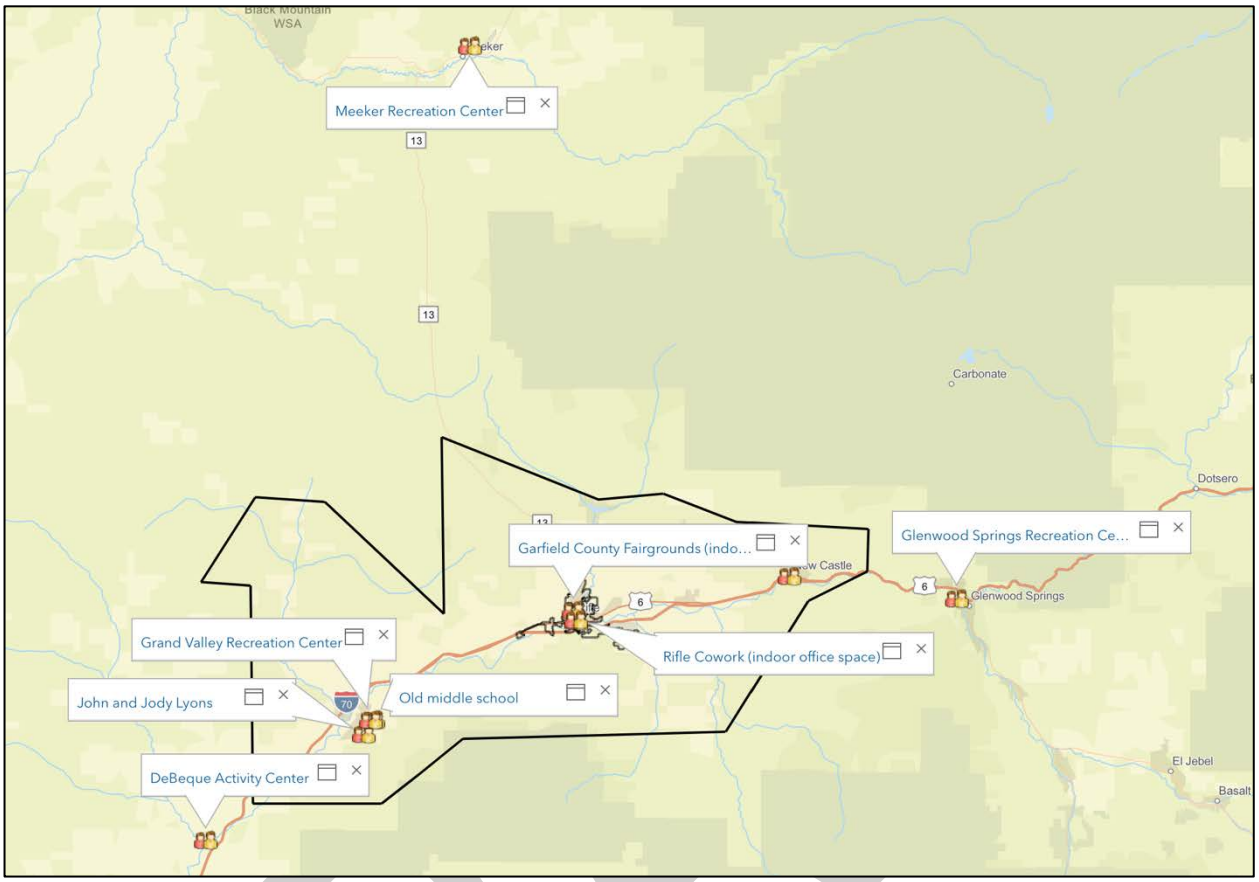
(All Alternate Providers shown with Icons.)

In evaluating alternate providers in the Service Area(s), the assessment shows that the Immediate Service Area, the City of Rifle, is served primarily by private fitness providers, such as Anytime Fitness, Rocky Mountain Fitness, Mistyoga, and Rifle CrossFit. These facilities focus on fitness-only offerings—primarily weight training, cardio, yoga, and group exercise. They operate on membership models, do not provide aquatics or large multipurpose spaces, and generally do not serve youth or seniors beyond specialized fitness classes.



(Detail of Immediate Service Area with Fitness Providers.)

Several public facilities supplement this landscape, including the Garfield County Fairgrounds, Rifle Branch Library, and nearby recreation centers in Glenwood Springs, Battlement Mesa, Meeker, and New Castle. These provide access to community rooms, gymnasiums, and in some cases aquatics, but are located outside Rifle or serve different primary purposes. Local meeting room spaces, such as Rifle Cowork and the Library, provide small-scale gathering capacity but not large recreation amenities.



(Public and Meeting Room Spaces.)

The overall picture is that Rifle has a variety of niche or single-purpose providers, such as boutique fitness studios, coworking/meeting spaces, or regional recreation centers outside the City of Rifle, but lacks a comprehensive, publicly accessible recreation facility that integrates fitness, aquatics, gymnasium space, youth and adult programs, and community gathering areas under one roof. This gap highlights the opportunity for a new recreation center in Rifle to serve as the central hub for recreation and wellness, complementing, rather than duplicating, the services of existing providers.

Because there are several private fitness providers close to Rifle, it will be important to explain how the fitness space in the proposed new facility is meant to complement - not replace - what already exists. A study presented at the 2020 NRPA Conference by Joseph T. Walker, PhD, and Zachary Beldon, MA, University of North Texas, showed that new community recreation centers can actually grow the overall fitness market. In their research, residents joined the municipal center at high rates while private club memberships stayed steady, and the added exposure to fitness programs created new opportunities for private providers to expand their services and attract more participants.

ALTERNATE PROVIDERS (LIST)

Facility Name	City	Amenities	Ownership	Pool	Fitness Center	Gym	Climbing Wall	Ice Rink	Group Fitness	Childcare	Dance	Yoga	Racquet ball or Tennis	Meeting Rooms	Youth Programs	Adult Programs
Anytime Fitness	Rifle	24/7 access, cardio, free weights, Olympic weights, showers, group fitness, personal training	Private		X				X							
Full Throttle Dance	Rifle	Dance instruction (ballet, jazz, hip-hop, contemporary), youth dance programs, recitals	Private								X				X	
Garfield County Fairgrounds (indoor office space)	Rifle	Event center, indoor/outdoor arenas, meeting rooms, concession, rentals	Public							FALSE				X		
Mistyoga	Rifle	Yoga Studio	Private		X					FALSE		X				
Rifle Branch Library (indoor office space)	Rifle	Study rooms, meeting spaces, public computers, Wi-Fi, printing/copying, programs & events	Public								FALSE			X		
Rifle Climbing Center	Rifle	Indoor climbing gym, bouldering, top-rope, climbing classes, youth programs	Private				X					FALSE			X	
Rifle Cowork (indoor office space)	Rifle	Coworking desks, private offices, meeting rooms, Wi-Fi, printers, lounge/coffee	Private										FALSE		X	
Rifle Cross Fit	Rifle	CrossFit workouts, group training, functional fitness equipment	Private		X				X							
Rocky Mountain Fitness	Rifle	24/7 access, weight room, turf room, group classes (spin, step), personal training, showers, lockers	Private		X				X							
Super Kidz Play Park	Rifle	Indoor playground, toddler area, inflatables, birthday party rooms, concessions	Private													
John and Jody Lyons	Parachute	Private studio space; yoga/fitness classes and rentals (community listing space to rent out for yoga)	Private		X							X		X		
Old Middle School	Parachute	Multi-purpose gym and rooms, community rentals (managed via Battlement Mesa Parks & Rec)	Public											X		
Be Fitness Revolution	New Castle	Personal training, group fitness, functional training, cardio & weights	Private		X				X							
Defiance West Strength and Conditioning	New Castle	Strength & conditioning gym, small-group classes, coaching, Olympic lifting	Private						X							
Medley on Main	New Castle	Yoga classes, wellness workshops, holistic health programming	Private									X				
New Castle Community Center (indoor office space)	New Castle	Community rooms, youth/adult programs, sports leagues, arts & crafts, rentals	Public											X	X	X
Meeker Recreation Center	Meeker	Indoor pool, gymnasium, fitness room, racquetball, event rooms, lounge, youth/adult sports programs	Public	X	X	X							X	X	X	X
Glenwood Springs Recreation Center	Glenwood Springs	Aquatic center, climbing wall, gymnasium, fitness center, ice rink, group fitness, childcare, rentals	Public		X	X	X	X	X	X				X		
DeBeque Activity Center	De Beque	74,00 sq. ft, gymnasium, industrial kitchen, meeting room	Public			X								X		
Grand Valley Recreation Center	Battlement Mesa	Indoor track, weight room, basketball, tennis, swimming pool, racquetball, hot tub, group fitness, childcare, rentals	Public	X	X	X			X	X			X	X		
RE-16 District Building	Battlement Mesa	indoor gym for basketball and pickleball	Public			X										

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APPENDIX A: NATIONAL RECREATION AND PARK AND ASSOCIATION

NATIONAL SUMMARY OF SPORTS PARTICIPATION

The following chart summarizes participation for indoor activities utilizing information from the 2024 National Sporting Goods Association survey.

Table E – Sports Participation Summary

	Nat'l Rank[3]	Nat'l Participation (in millions)
Aerobic Exercise	N/A	N/A
Baseball	27	10.7
Basketball	13	23.9
Bicycle Riding	5	40.6
Boxing	45	6.0
Cheerleading	50	3.7
Exercise Walking	1	105.1
Exercise w/ Equip	3	50.7
Football (tackle)	35	6.6
Golf	16	21.6
Gymnastics	40	6.5
Lacrosse	56	2.6
Martial Arts/MMA	41	6.3
Pickleball	19	15.4
Pilates	30	8.0
Running/Jogging	6	40.4
Soccer	18	15.8
Softball	31	7.9
Table Tennis/Ping Pong	21	14.2
Tennis	20	15.0
Volleyball	26	10.8
Weightlifting	8	37.6
Workout @ Club	9	30.7
Wrestling	51	3.7
Yoga	12	28.6

Nat'l Rank: Popularity of sport based on national survey.
Nat'l Participation: Population that participate in this sport on national survey.

[3] This rank is based upon the 58 activities reported on by NSGA in their 2024 survey instrument.

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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.

Chart F – Participation by Age Group:

	Largest	Second Largest	Third Largest
Aerobic Exercise	35-44	25-34	45-54
Baseball	7-11	12-17	35-44
Basketball	12-17	25-34	35-44
Bicycle Riding	7-11	35-44	25-34
Boxing	25-34	35-44	18-24
Cheerleading	12-17	7-11	35-44
Exercise Walking	55-64	25-34	35-44
Exercise w/ Equip	25-34	35-44	45-54
Football (tackle)	12-17	25-34	35-44
Golf	35-44	25-34	55-64
Gymnastics	7-11	12-17	25-34
Lacrosse	12-17	25-34	7-11
Martial Arts/MMA	7-11	12-17	35-44
Pickleball	55-64	45-54	35-44
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	12-17
Soccer	7-11	12-17	25-34
Softball	7-11	12-17	35-44
Table Tennis/Ping Pong	25-34	35-44	12-17
Tennis	35-44	25-343	12-17
Volleyball	12-17	25-34	35-44
Weightlifting	25-34	35-44	45-54
Workout @ Club	25-34	335-44	45-54
Wrestling	12-17	35-44	25-34
Yoga	25-34	35-44	45-54

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.

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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 (2015-2024).

Table G – National Activity Trend (in millions)

	2015 Participation	2024 Participation	Percent Increase
Aerobic Exercise	45.1	N/A	N/A
Baseball	11.8	10.6	-10.2%
Basketball	24.8	23.9	-3.6%
Bicycle Riding	36.0	40.6	12.8%
Boxing	3.6	6.0	66.7%
Cheerleading	3.7	3.9	5.4%
Exercise Walking	106.3	105.1	-1.1%
Exercise w/ Equip	56.3	50.7	-9.9%
Football (tackle)	7.8	6.6	-15.4
Golf	18.6	21.6	16.1%
Gymnastics	5.8	6.5	12.1%
Lacrosse	2.9	2.6	-10.3%
Martial Arts/MMA	6.6	6.3	-4.5%
Pickleball	N/A[1]	15.4	805.9%[4]
Pilates	5.6	8.0	42.9%
Running/Jogging	44.5	40.4	-9.2%
Soccer	14.1	15.8	12.1%
Softball	9.8	7.9	-19.4%
Table Tennis/Ping Pong	10.5	14.2	35.2%
Tennis	12.8	15.0	17.2%
Volleyball	10.7	10.8	1.7%
Weightlifting	34.8	37.6	8.0%
Workout @ Club	36.6	30.7	-16.1%
Wrestling	3.0	3.7	23.3%
Yoga	30.7	28.6	-6.8%

2015 Participation: The number of participants per year in the activity (in millions) in the United States.
2024 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 2015 to 2024.

[1] *Participation for this activity was not tracked in 2015, so this increase is computed from 2019.*

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APPENDIX B: NATIONAL ENDOWMENT FOR THE ARTS (NEA)

The NEA provides insight into how Americans are spending their time with art and art-like activities. The Survey of Public Participation in the Arts (SPPA) is the nation's largest, most representative survey of adult patterns of arts participation in the United States. The NEA completes its survey on only an occasional basis with the last three years being 2012, 2017 and 2022.

Percentage of U.S. Adult Attending a Performing Arts Activity at Least Once in the Past 12-Months

				Rate of Change	
Music	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Outdoor Performing Arts Festival	20.8%	24.2%	18.7%	-2.1%	-5.5%
Jazz	8.1%	8.6%	6.3%	-1.8%	-2.3%
Classical Music	8.8%	8.6%	4.6%	-4.2%	-4.0%
Latin Music	5.1%	5.9%	3.9%	-1.2%	-2.0%
Opera	2.1%	2.2%	0.7%	-1.4%	-1.5%

				Rate of Change	
Plays	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Musical Plays	15.2%	16.5%	10.3%	-4.9%	-6.2%
Non-Musical Plays	8.3%	9.4%	4.5%	-3.8%	-4.9%

				Rate of Change	
Dance	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Other Dance	5.6%	6.3%	3.3%	-2.3%	-3.0%
Ballet	2.7%	3.1%	2.0%	-0.7%	-1.1%

- Following a minimal increase in almost all arts attendance that occurred from 2012-2017, participation rates decreased from 2017-2022.

- Changes in the U.S. demographic composition appear to have contributed to attendance in performing arts attendance. Still, various subgroups of Americans

have decreased attendance rates for individual art forms. Covid-19 played its role in the decrease in participation as well.

- The most popular site to attend in-person arts events was an open-air facility (parks, pavilions, amphitheaters) at 17.1%. The next venue is restaurants, bars, nightclubs and coffee shops (10.3%) with the remainder fairly equal including schools, churches and community centers and libraries.

- Those who attended learned about the event most frequently through social media (17.0%) then through friends (14.7%) with traditional media next (11.3%).

PERCENTAGE OF U.S. ADULTS ATTENDING VISUAL ARTS ACTIVITIES / EVENTS

				Rate of Change	
	2012	2017	2022	2012-2022	2017-2022
Parks/Historical Buildings	22.4%	28.3%	26.0%	+3.6%	-2.3%
Art Museums/Galleries	21.0%	23.7%	17.7%	-3.3%	-6.0%
Craft/Visual Arts Festivals	23.9%	23.8%	17.1%	-6.8%	-6.7%

- Art Museums/Galleries and Parks/Historical Buildings attendance has increased from 2012 to 2017 but decreased in 2022.

- Craft/Visual Arts Festivals have seen a decline between 2012-2022.

READING BOOKS AND LITERATURE

Reading Activity

				Rate of Change	
	2012	2017	2022	2012-2022	2017-2022
Read any Book, non-required	54.6%	52.7%	48.5%	-6.1%	-4.2%
Literature	47.0%	44.2%	39.6%	-7.4%	-4.6%
Novels and Short Stories	45.2%	41.8%	37.6%	-7.6%	-4.2%
Plays	2.9%	3.7%	2.4%	-0.5%	-1.3%
Poetry	6.7%	11.7%	9.2%	+2.5%	-2.5%

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Percent of U.S. Adults Who Read and/or Listened to Books in 2022

	Percentage
Read Books and/or Listened to Audiobooks	51.9%
Read Books	48.5%
Listened to Audiobooks	18.5%

Percentage of U.S. Adults Who Read Literary Works and/or Listened to Them via Streaming, Broadcasts, or Recordings in 2022

	Read	Listened via Media	Read and/or Listened via Media
Novels or short stories	37.6%	17.6%	43.2%
Poetry	9.2%	4.8%	11.5%
Plays	2.4%	N/A	N/A

- Read any Book (non-required), Literature, and Novels and Short Stories have seen a decline between 2012 and 2022. In 2022, fewer than 50 percent of adults read any book (in print or electronically) in the previous 12 months. This rate is four and six points lower than in 2017 and 2012.

- Plays and Poetry saw an increase between 2012 to 2017, but decreased 2017 to 2022.

CONSUMING ART THROUGH ELECTRONIC MEDIA

Percent of U.S. Adults Who Consumed Art via Electronic or Digital Media

	2017	2022	Rate of Change
Watched or listened to other kinds of music	65.2%	63.0%	-2.2%
Watched or listened to documentaries of any kind	n/a	37.0%	n/a
Watched or listened to programs, podcasts, or other video or audio content about music, dance, or theater	n/a	18.4%	n/a
Watched or listened to jazz music	20.0%	16.3%	-3.7%
Watched or listened to Latin, Spanish, or salsa music	18.5%	16.8%	-2.7%
Watched or listened to classical music or opera	20.6%	14.3%	-6.3%
Watched or listened to programs, podcasts, or other video or audio content about books or writers	19.1%	13.6%	-5.5%
Viewed art via device	16.0%	11.1%	-5.9%

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Watched or listened to theater productions	16.2%	11.0%	-5.2%
Watched or listened to dance performances	14.1%	9.9%	-4.2%
Watched or listened to programs, podcasts, or other video or audio content about the visual arts	14.0%	9.0%	-5.0%
Viewed or interacted with an art exhibit or performance via device in a museum, theater, or concert hall	16.0%	7.1%	-8.9%

- Sixty-three percent of adults used media in 2022 to listen to music other than jazz music, Latin, Spanish, or salsa music, or classical music or opera.

- In 2022, 14 percent of adults consumed programs or podcasts about books or writers in 2022.

MAKING AND SHARING ART

Percent of U.S. Adults Who Performed or Created Art, by Selected Activities

	2017	2022	Rate of Change
Do social dancing, including dancing at weddings, clubs, or other social settings	24.0%	21.8%	-2.2%
Sing alone, in a social gathering, or in a group or choir	25.4%	20.2%	-4.2%
Take photographs as an artistic activity	13.8%	13.3%	-0.5%
Do weaving, crocheting, quilting, needlepoint, knitting, or sewing	11.7%	11.7%	—
Play a musical instrument	10.9%	11.4%	+0.5%
Create other visual art	13.4%	10.7%	-2.4%
Create leatherwork, metalwork, or woodwork	6.6%	9.0%	+2.4%
Do creative writing, such as fiction, non-fiction, poetry, or plays	6.6%	6.9%	-0.3%
Create any performance or work of visual art using a computer or mobile device	3%	4.5%	+1.5%
Create pottery, ceramics, or jewelry	4.1%	4.4%	-0.3%
Create films or videos as an artistic activity	5.2%	4.0%	-1.2%
Play a musical instrument with one or more partners, a band, orchestra, or other music group	3.9%	3.0%	-0.9%
Perform or practice dance	3.5%	2.0%	-1.5%
Design, code, or create any games, software, or tools	n/a	2.0%	—
Do acting	2.3%	1.6%	-0.7%

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The proportion of adults singing declined from 2017 to 2022, by five percentage points.

Social dancing took the place of singing as the most popular activity across all forms of personal arts performance and creation.

PARTICIPATING IN ARTS LEARNING

Percent of U.S. Adults Who Learned an Art Form 2022

	Who Took Classes or Lessons	Who Learned by Other Means	Who Learned Either through Classes/Lessons or Other Means
Any Arts Subject	11.8%	25.5%	29.1%
Music	3.8%	12.1%	14.2%
Dance	2.1%	6.7%	8.0%
Photography or filmmaking	1.8%	6.6%	7.4%
Other visual arts	2.6%	6.4%	7.1%
Art history or art or music appreciation	2.1%	5.8%	6.9%
Creative coding, computer animation, or digital art	2.3%	4.1%	4.8%
Creative writing	1.9%	3.6%	4.7%
Acting or theater	0.8%	1.7%	2.1%

- Just under 4 percent of adults learned vocal or instrumental music through classes or lessons, while 12 percent learned through other means (e.g., through friends, as part of a family tradition, or teaching oneself).
- Six percent of adults took classes or lessons in photography, while 2 percent learned through other means.
- Whether through classes/lessons or other means, nearly 5 percent of adults learned about computer animation, creative coding, or digital art making.

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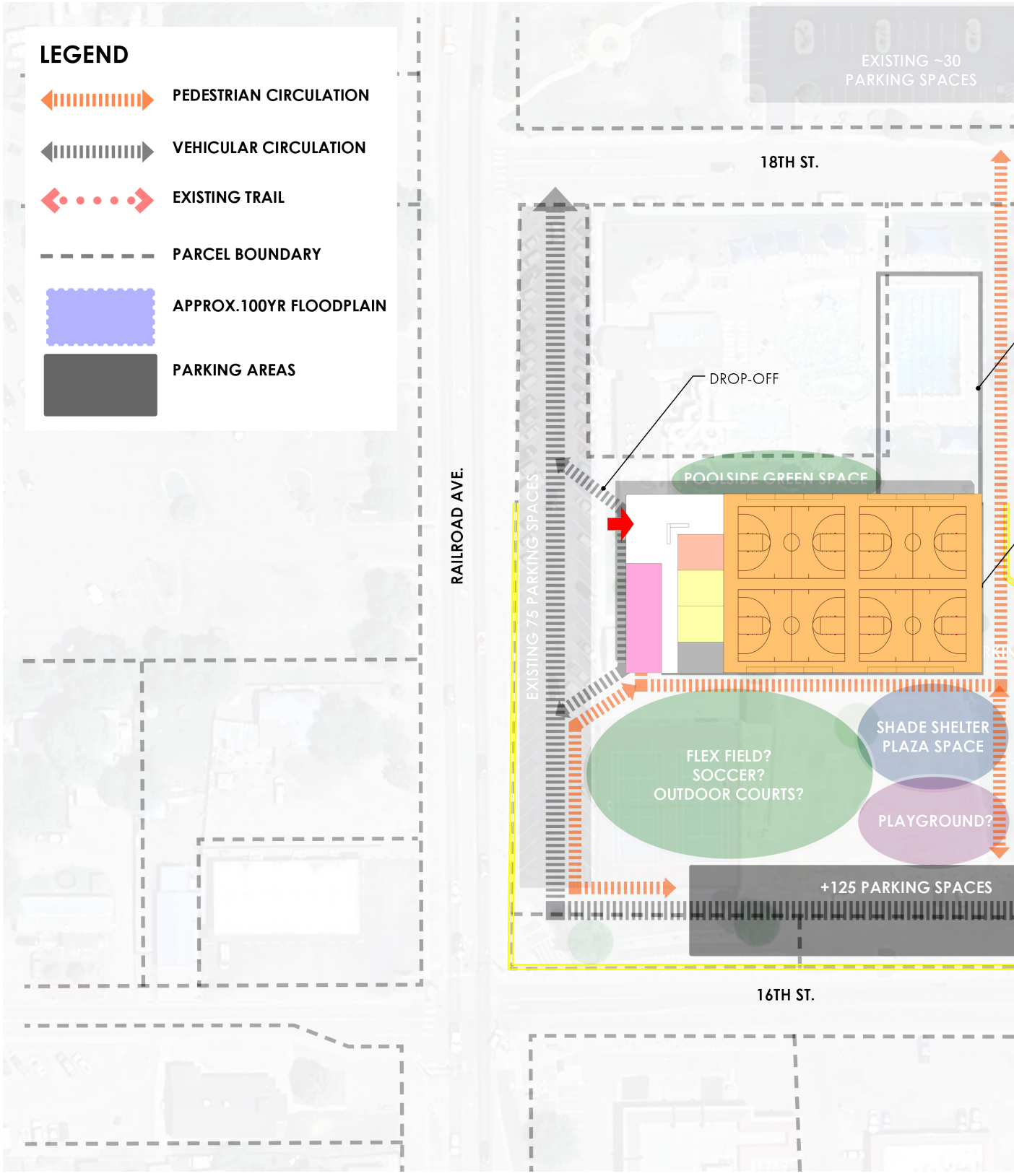
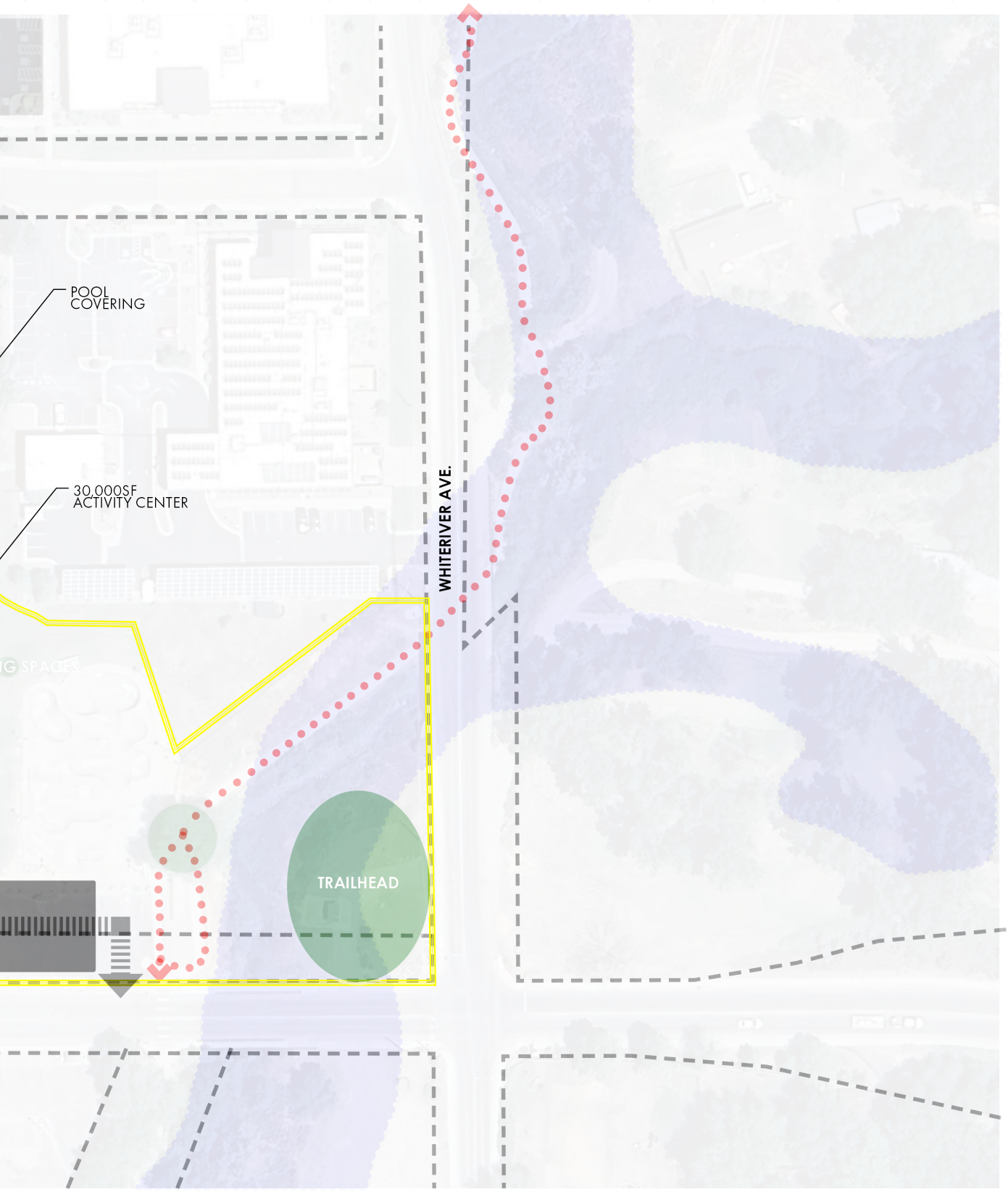


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - METRO PARK



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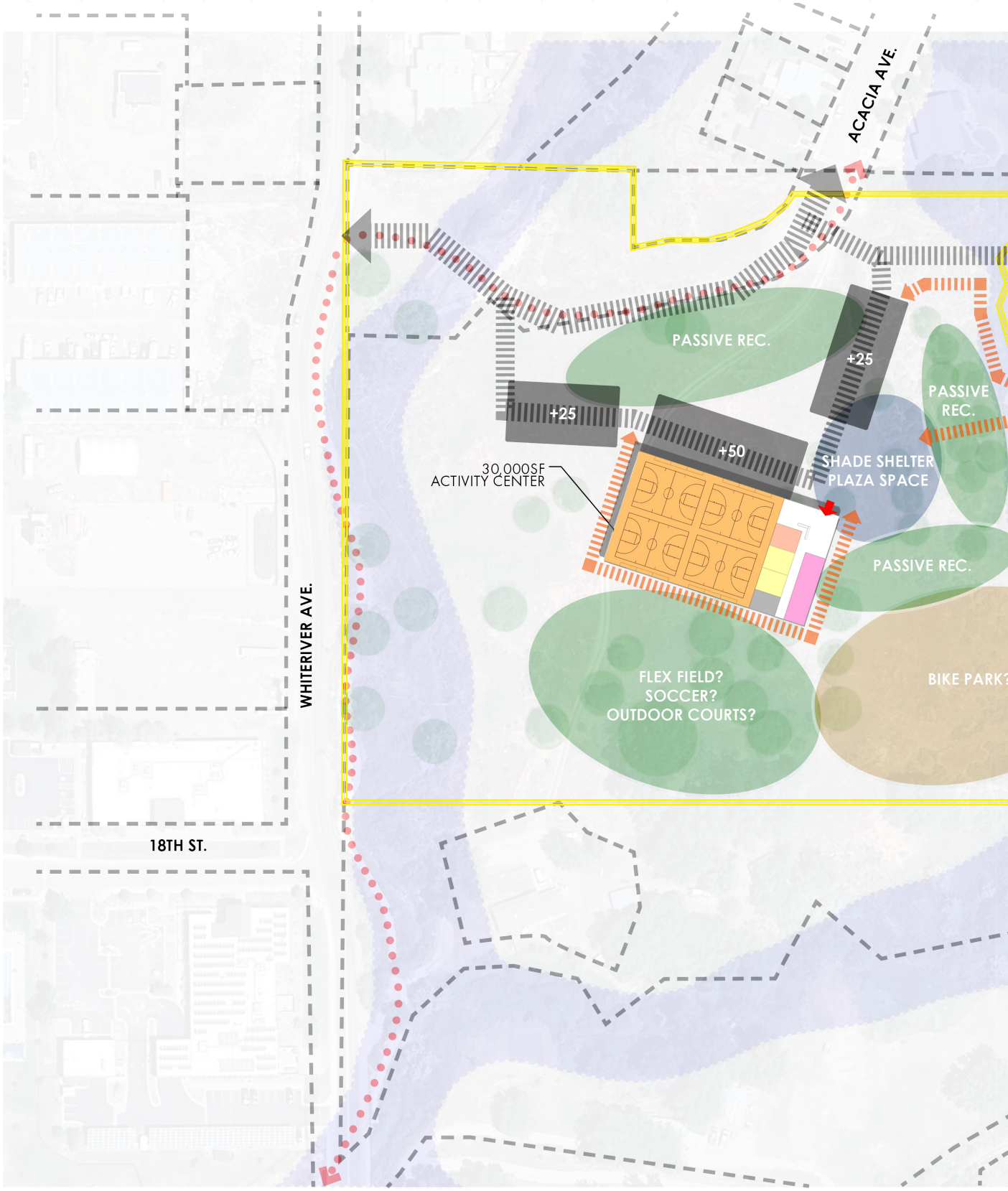
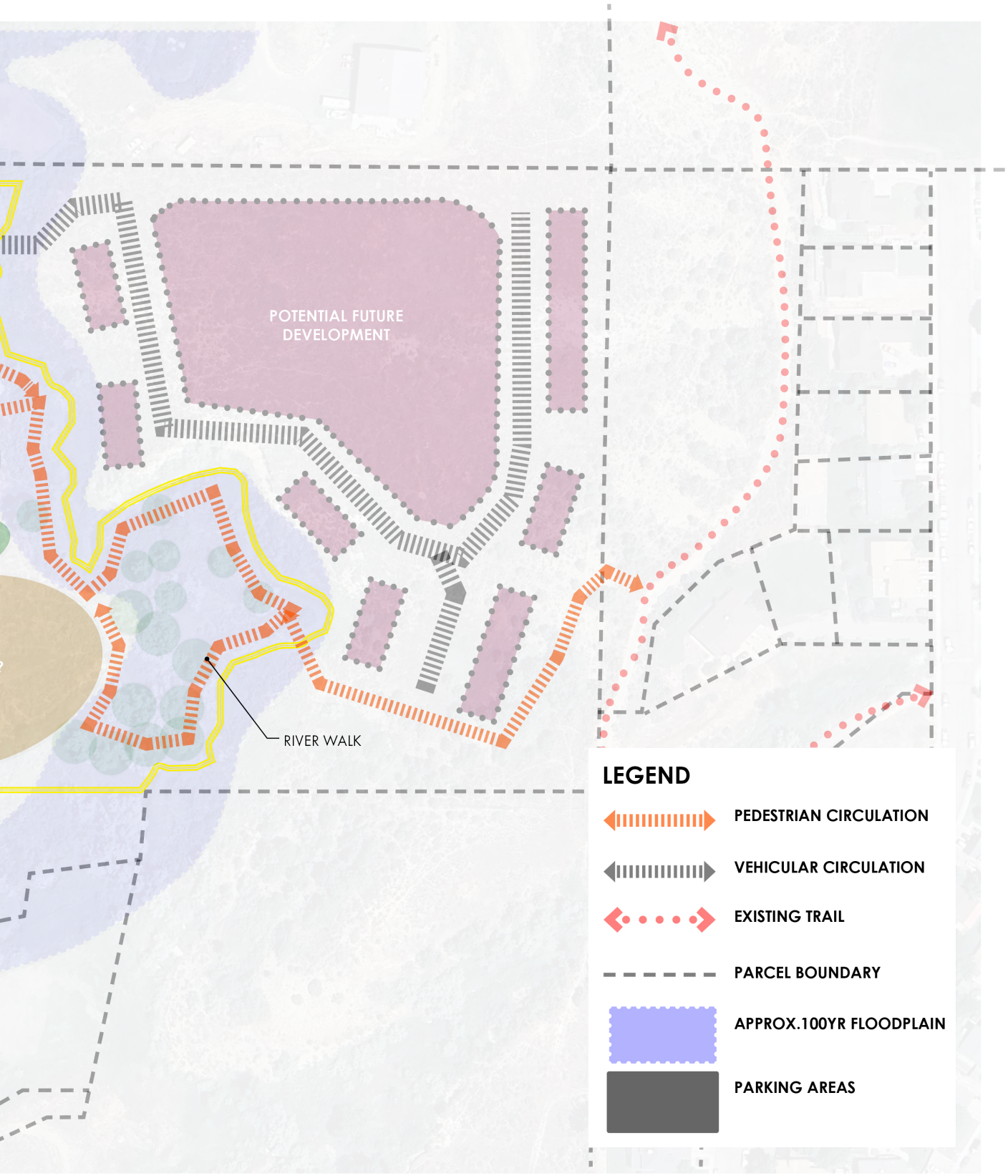


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - TWO CREEKS



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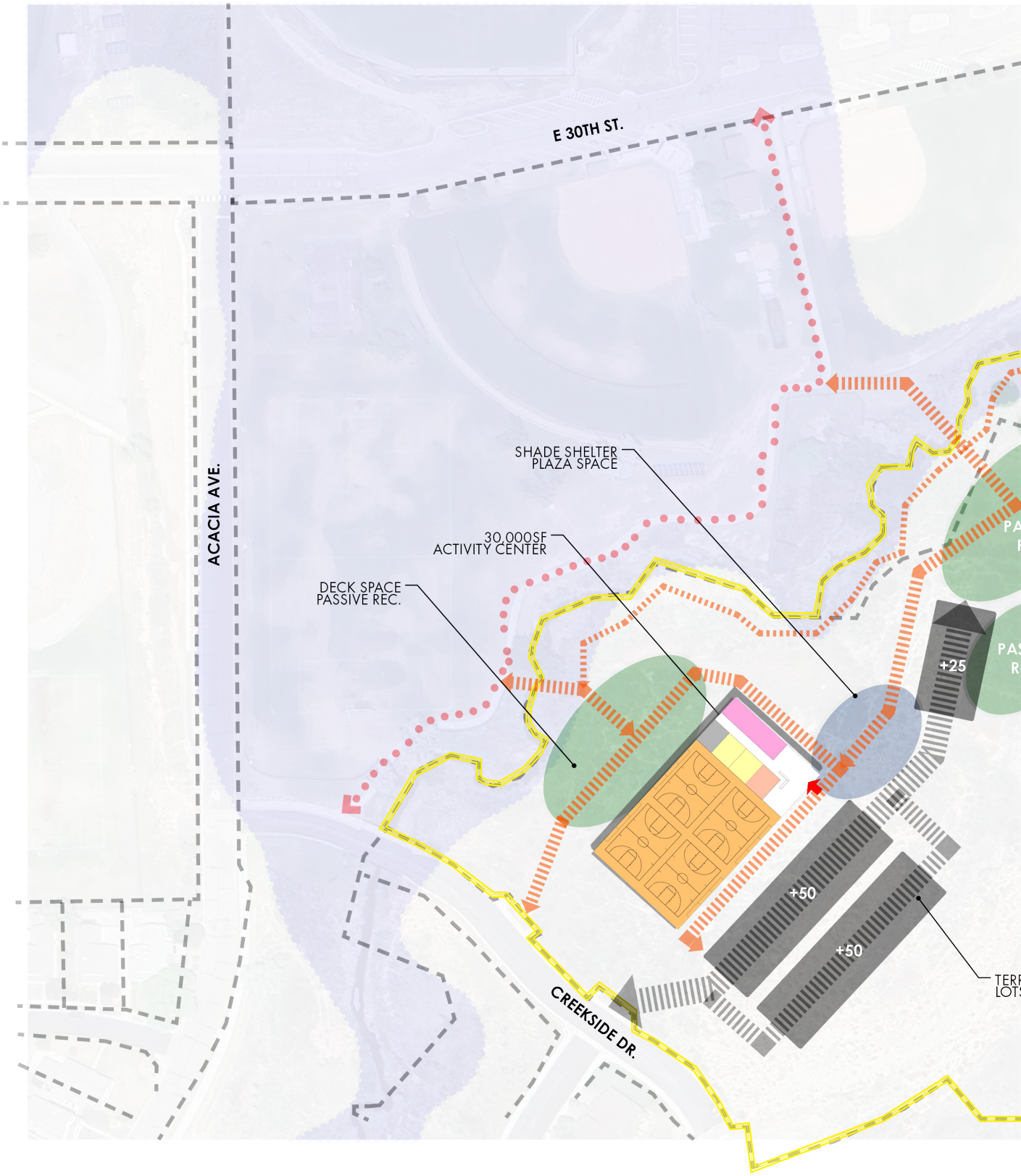
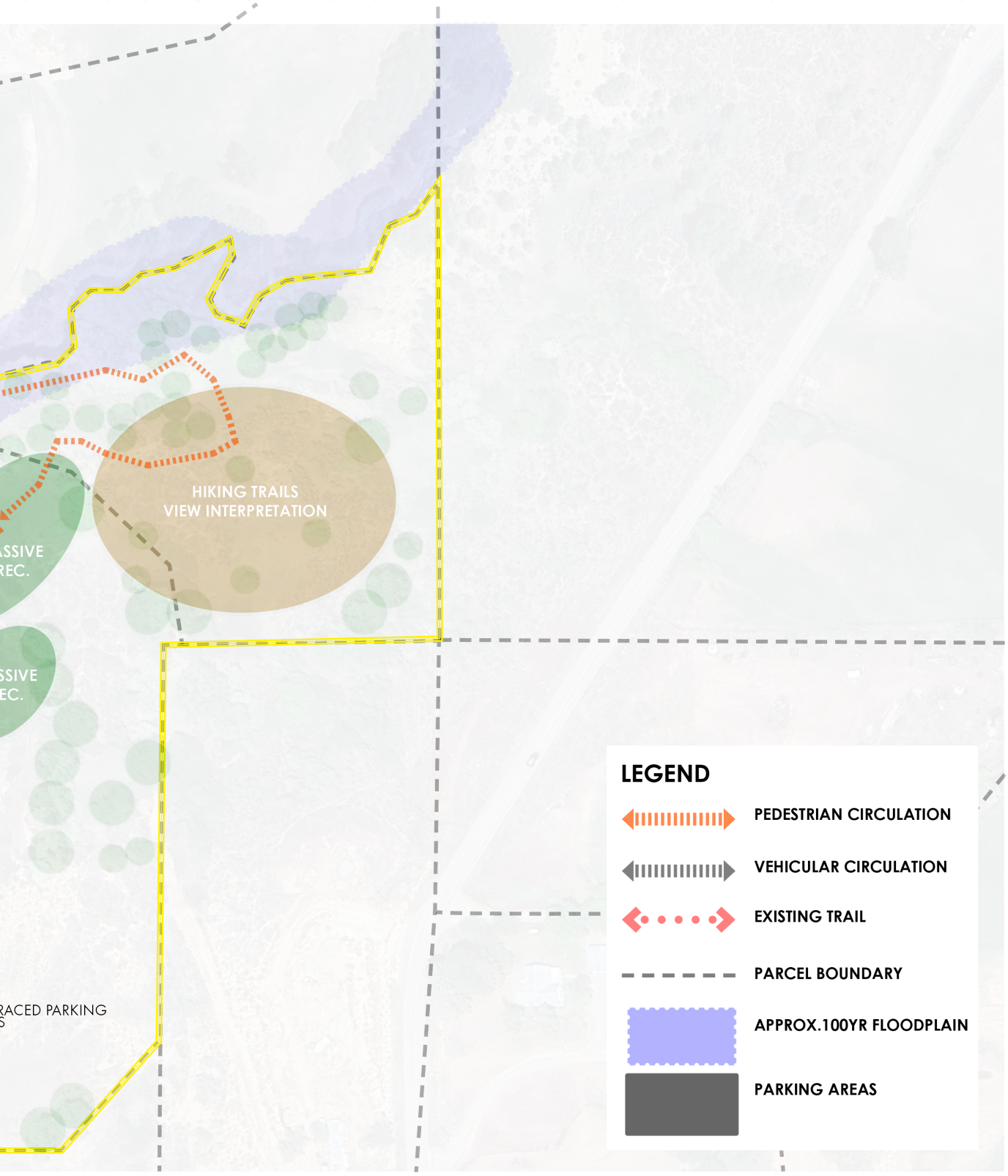


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - DEERFIELD PARK



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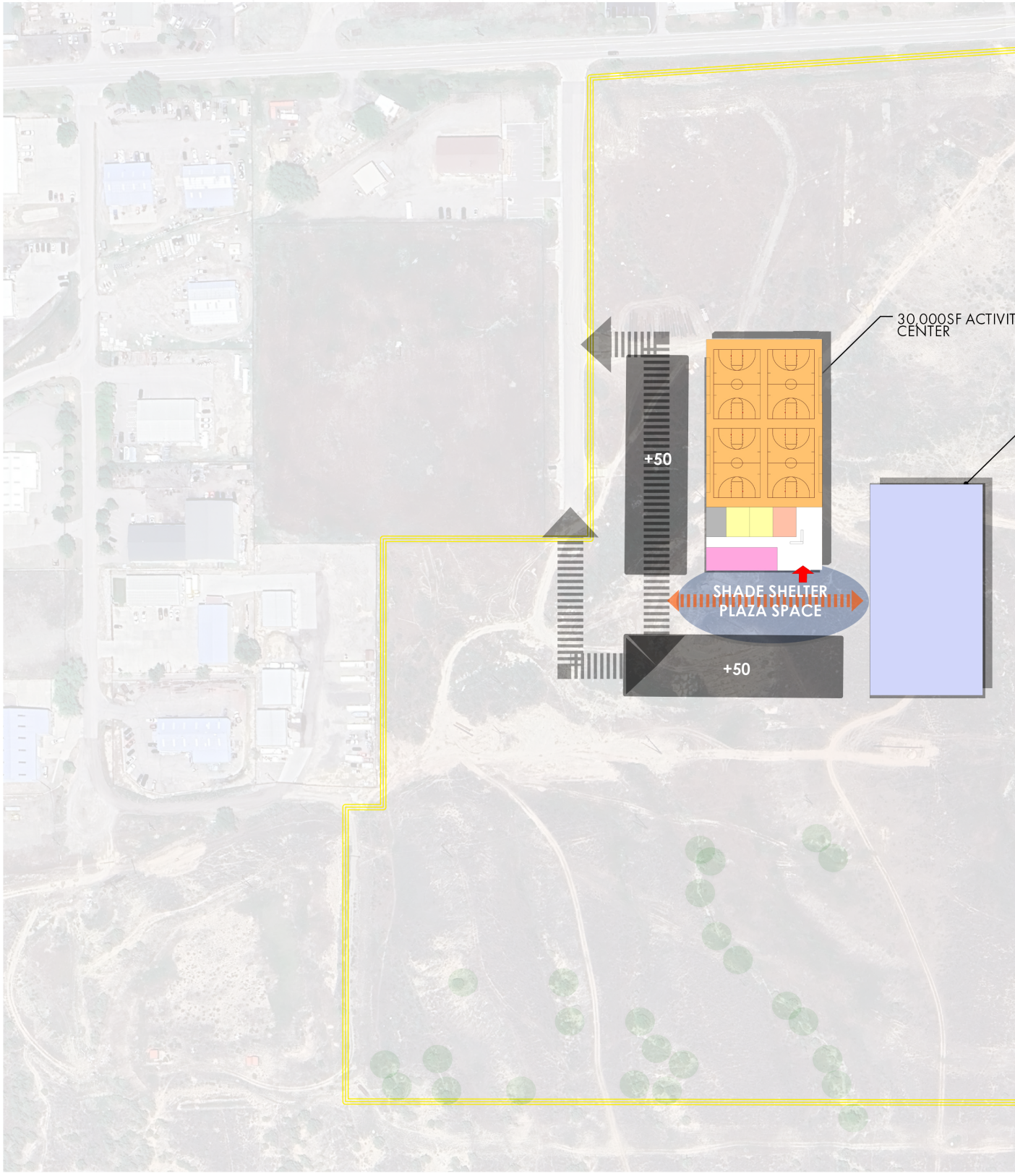
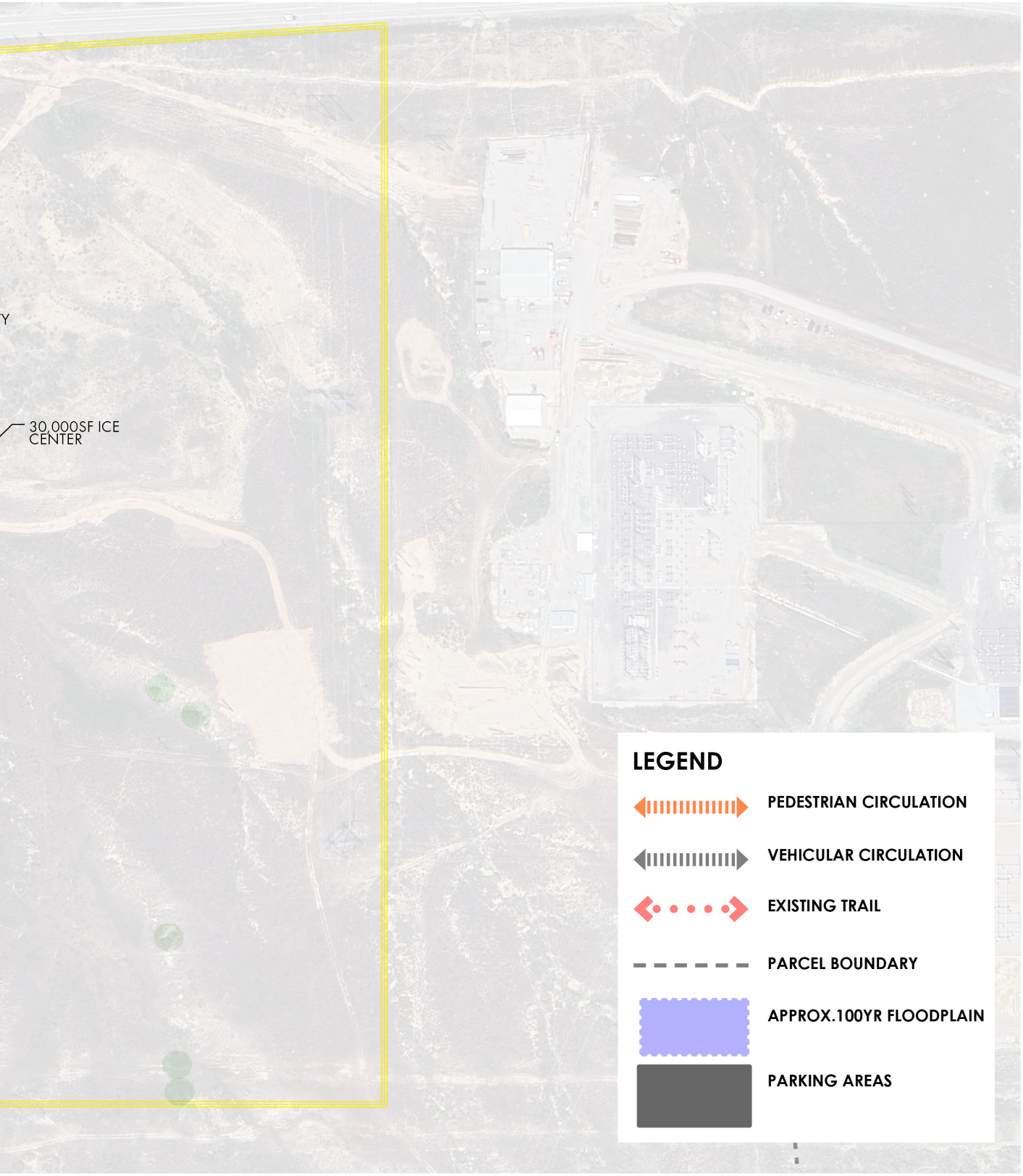


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - AIRPORT



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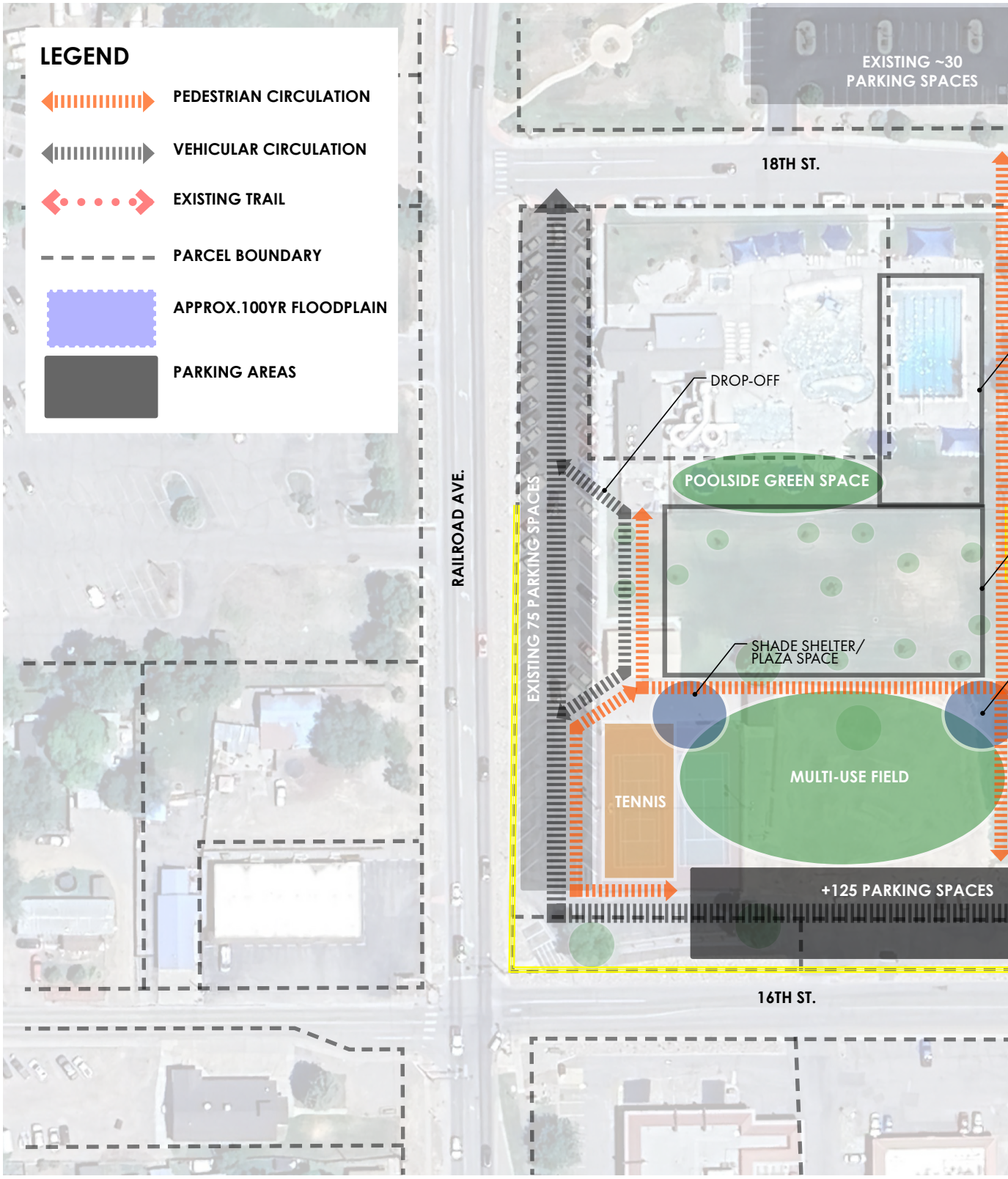
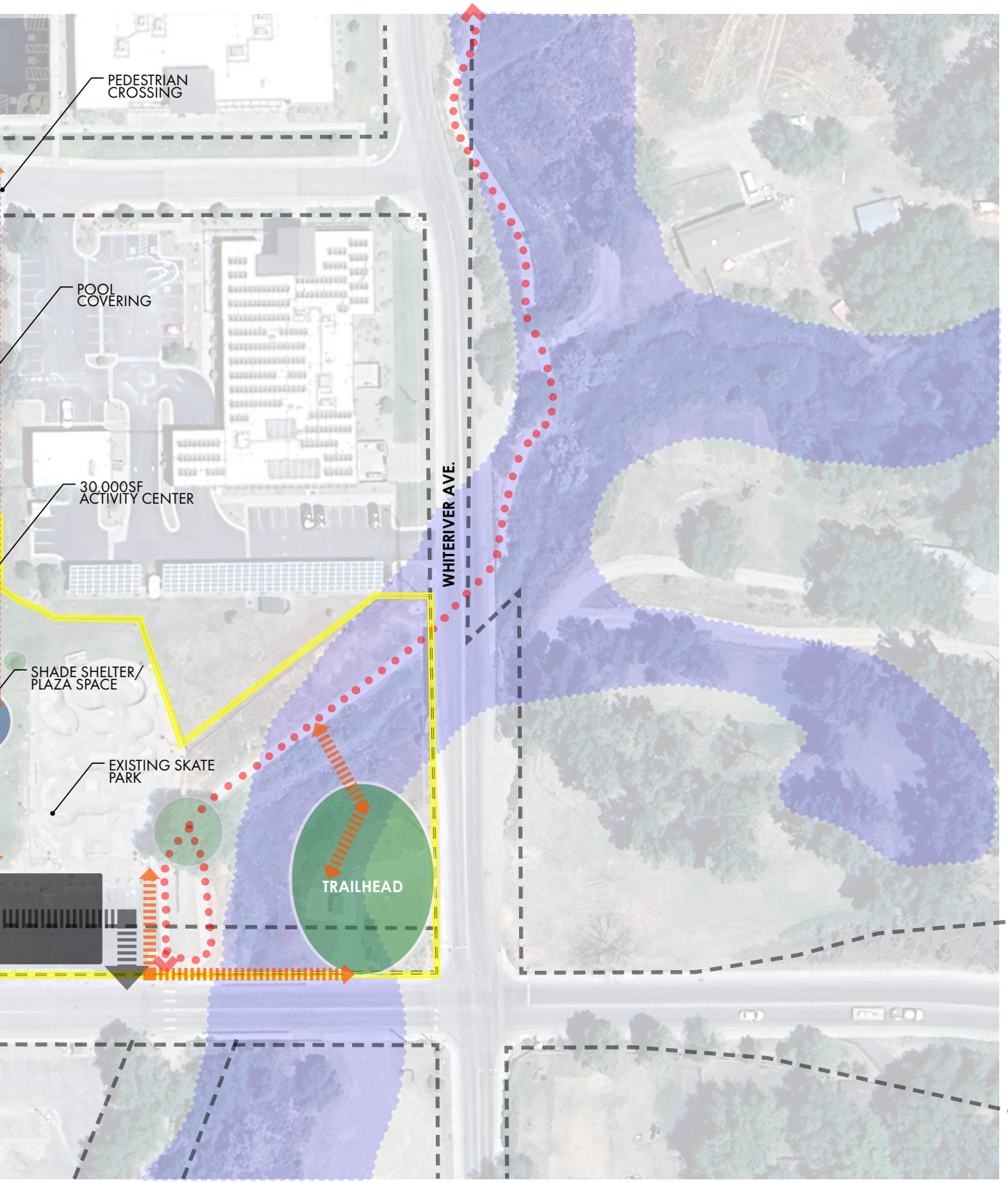


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - METRO PARK



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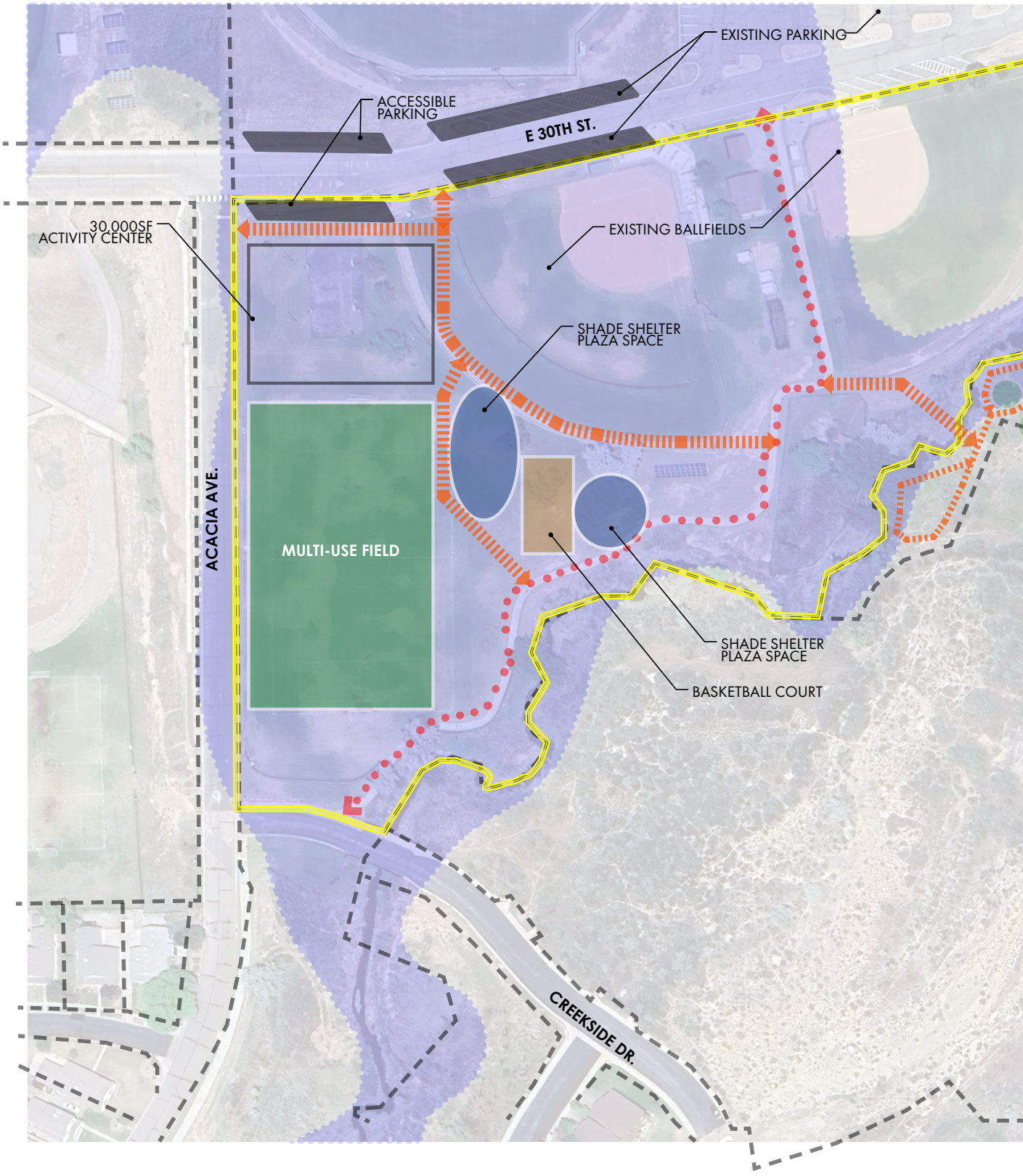
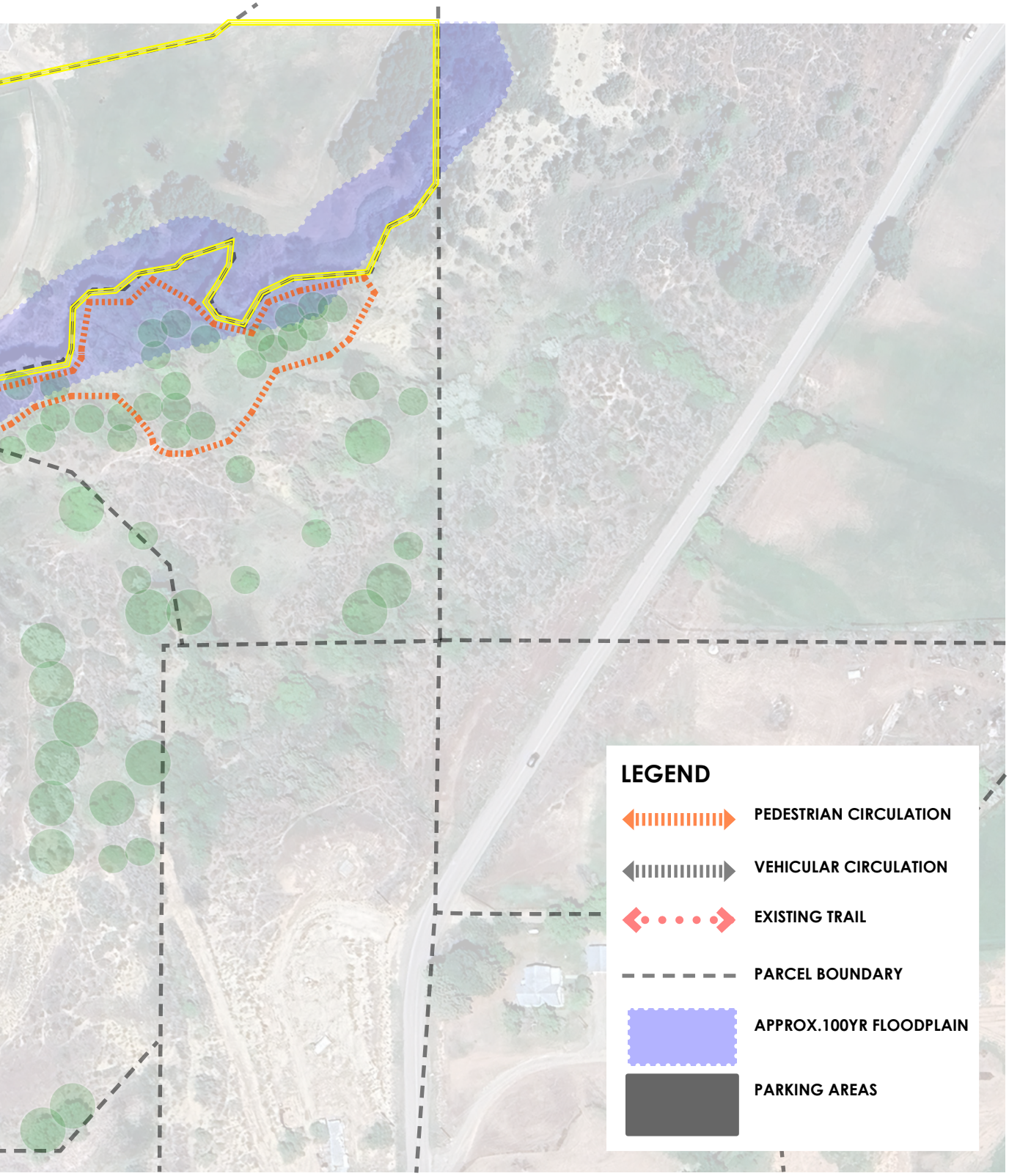


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - DEERFIELD PARK



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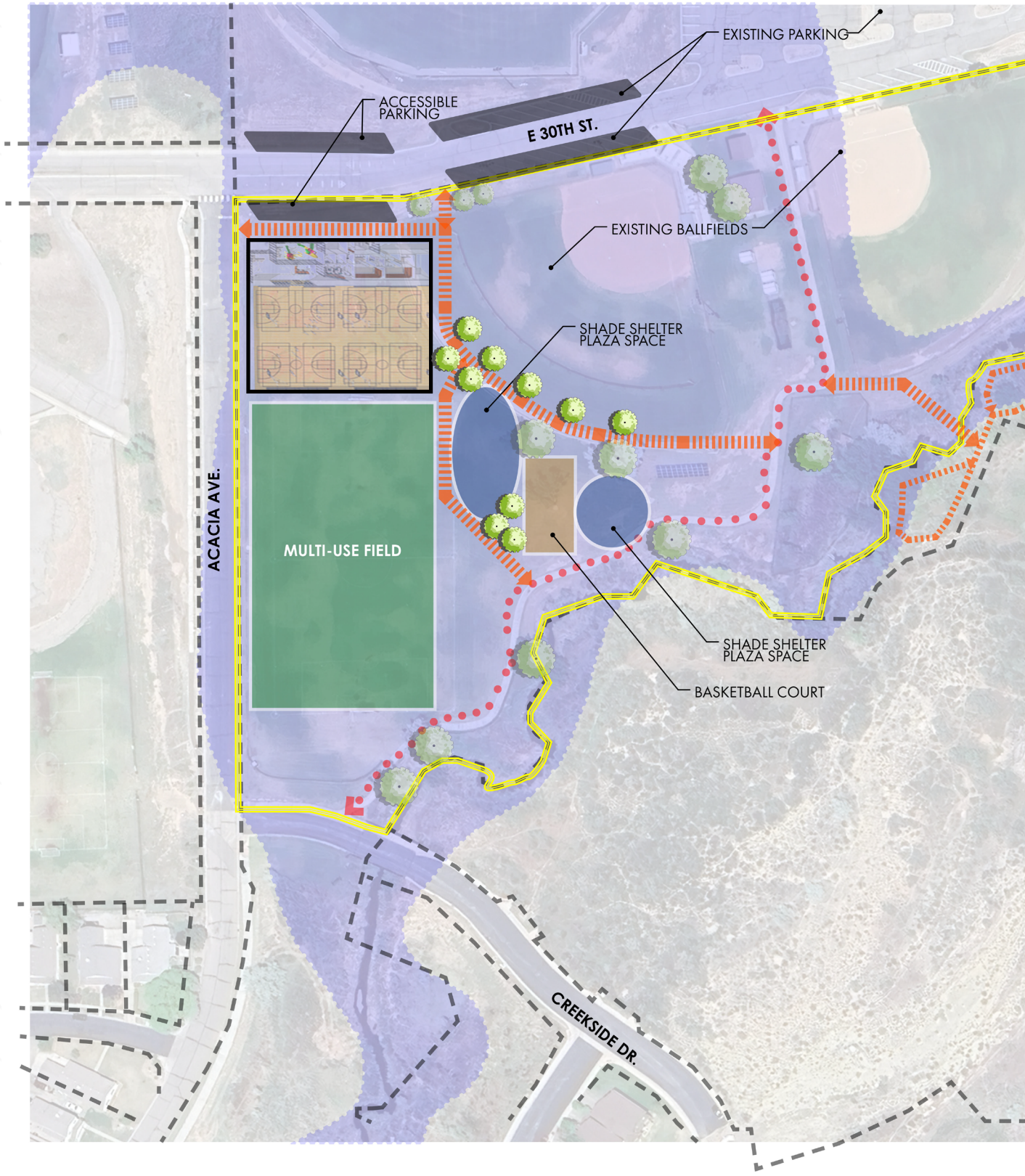

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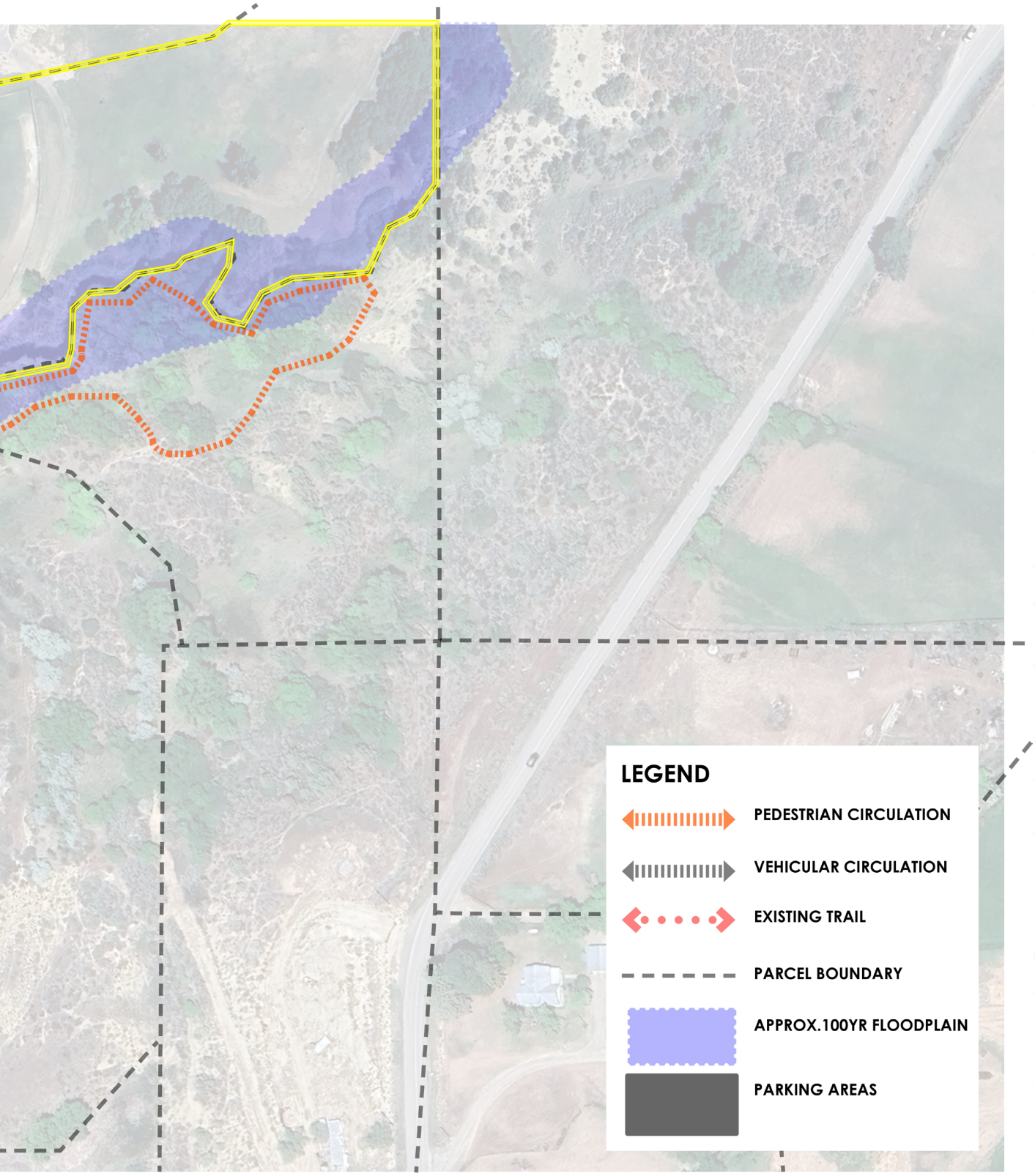
CONCEPTUAL LAYOUT - DEERFIELD PARK



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DESIGN CONCEPTS
Community + Landscape Architects

DECEMBER, 2025

BALLARD*KING
& ASSOCIATES LTD
Recreation Planning and Operation Consultants



RIFLE ACTIVITY CENTER

OPERATIONS PLAN

March 17, 2026
Rifle, Colorado

www.BallardKing.com

Prepared By:
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APPENDIX A: General Recreation Trends *11*

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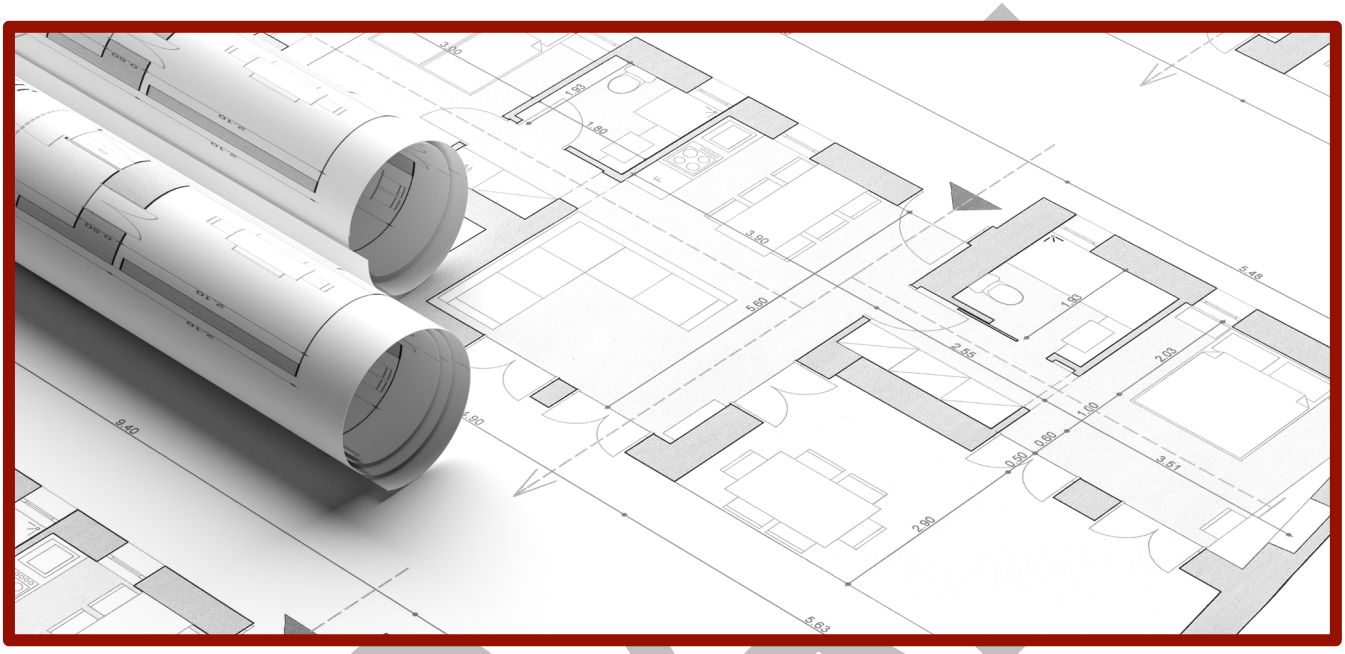
PROGRAM DEVELOPMENT FOR RIFLE INDOOR ACTIVITY SPACES



As part of this feasibility study, the project team was responsible for developing a recommended program for the proposed Rifle Activity Center (RAC). This effort was a collaborative process involving the full project team and was informed by several key factors: input from the community, an understanding of current City operations and organizational structure, and guidance from the architect on how to best meet the identified needs.

In architectural terms, a *building program* is a planning document that outlines all the spaces required to support the City of Rifle's goals for facility use. This includes not only primary activity spaces but also essential support areas such as storage rooms, mechanical spaces, and hallways. The building program serves as a roadmap for future design phases and helps establish early cost estimates based on square footage and building size.

The program outlined in this report reflects input gathered through stakeholder discussions, user group interviews, and community survey results. It also incorporates the design team's experience with similar facilities. As with many early-stage planning efforts, this program is intended to be a flexible, working document that can evolve as project details - such as budget or operational priorities - are refined.

OPERATIONAL PRO-FORMA



As part of the feasibility study process, Ballard*King & Associates (B*K) developed an independent third-party operations plan for the proposed facility. When developing these operational plans, they are based on the market, the project team's understanding of local recreational opportunities and operations, client resources, team members familiarity with operating similar facilities, and industry best practices. B*K takes a conservative approach to the development of operational plans. If significant changes were made to the facility program and/or design, The City of Rifle should strongly consider updating the operational figures.

The following assumptions have been made in the development of these plans.

General Assumptions:

- The City of Rifle will be the owner and operator of the Rifle Activity Center (RAC)
- The operational plan does not reflect 100% capacity regarding programming, admissions, or rentals. With dedicated staffing, planning and leadership, revenue generation should increase but will have limitations based upon the market. From an expense perspective, increases in expense line items would be directly offset by program revenue.
- It is assumed that maintenance and custodial services in the facility would be in-house, with employee positions identified in the operations plan to be added to the City of Rifle's organizational structure. The success of these facilities is tied to them being able to operate in a business-like fashion. The autonomy of in-house maintenance and custodial staff provides necessary control for operations. Modest additional contracted cleaning support was included in the plan.

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- The plan has contract services built into the plan for specialty items such as Heating Ventilation Air Conditioning (HVAC) maintenance or specialized repairs.

- A capital improvement allocation has been recommended. B*K is strongly recommending that during the first full calendar year of operation, dollars are allocated to this fund. By doing this, the City would have access to substantial balances in years 3-5 to replace equipment and make small improvements to the facility.

- The expense and revenue statements assume the first full year of operation. They do not account for a mid-year start up or partial year operation which could be a reality.

- The plan is based upon an opening in 2027. Any facility opening after that date would need to have projections adjusted for inflation. The inflation factors that have been used recently vary from 3-5%.

- Full-Time Employees (FTE) represent new staffing. For each full-time position, the a benefit multiplier of 35% was utilized, with part-time employee positions having a benefit multiplier of 8.5%, reflecting FICA expenses.

Expense Computation Multiplying Factors:

- Utilities (gas, electricity). A factor of $5.00 per square foot was used to determine utilities at the Rifle Activity Center, due to the high cost of heating/cooling, particularly with respect to an indoor pool.

- Insurance (property & liability). A factor of $.75 per square foot. The City of Rifle would need to inquire with their insurance provider as to the accuracy of these figures. These can vary greatly depending on the organization, size of the facility, components, and geographic location.

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Summary:

Facility Description:

The Rifle Activity Center (RAC): Estimated at a building size of approximately 57,491 sq. feet, the indoor facility would include a competition gymnasium with two basketball courts and space for indoor turf, bleacher seating, two multi-use meeting/fitness studios, an open fitness workout area, locker rooms, an indoor playground, an indoor pool, an indoor walking/jogging track, restrooms, a lobby and administrative office area, storage and XXX parking spaces.

Anticipated Hours of Operation:

	RAC
Monday-Friday	5:30AM-8:00PM
Saturday	9:00AM-8:00PM
Sunday	10:00AM-7:00PM

Rate & Fee Structure:

In recommending admission and membership fees, the project team recognized that the current amenities planned for the Rifle Activity Center (RAC) facility include: a gymnasium with two basketball courts and space for indoor turf (which can also be used for other sports such as volleyball, pickleball, wrestling, etc.), bleacher seating, two meeting/fitness studios, an open fitness workout area, locker rooms, an indoor playground, an indoor pool, and an indoor walking/jogging track. As such, any membership or daily admission fee for the facility would need to be structured for drop-in usage to accommodate access to any and all of the amenities, as tracking where customers go within the facility or what amentias they use would require additional systems or staffing not included in this plan.

Further, with the City of Rifle being the owner and operator of the facility and providing resources and funding, the fee philosophy should offer benefits to City of Rifle residents. As such, a resident and non-resident fee structure was developed, with non-residents paying approximately 28% more than residents.

Lastly, children ages three and under would be offered free admission, which includes complimentary access for their parent or another adult providing supervision.

Admission Fees:

RAC		
Daily Admission Fee		
	Resident	Non-Resident
3 & Under	Free	Free
Youth (4-17)/Senior (60+)	$10.00	$13.00
Adult	$12.00	$15.00

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Monthly Memberships		
Youth (4-17)/Senior (60+)	$30.00	$39.00
Adult	$40.00	$51.00
Annual Memberships		
Youth (4-17)/Senior (60+)	$310.00	$397.00
Adult	$425.00	$544.00

** Note: non-resident rates rounded to the closest dollar.*

Rental Rates:	Resident Rates:
Gymnasium Court Rental (1 court)	$45/hr.
Meeting Room	$30hr.
Indoor Playground	$70/hr.
Indoor Pool	$250/hr.

Programs & Rentals:

Rifle Activity Center (RAC):

- Programs:
  a. Programs will be held at the RAC. The Rifle Recreation Department offers a robust selection of programs that currently need space at other organization's facilities (i.e. school district gyms). The proposed facility may offer opportunities to bring those programs into the facility and also expand program offerings.
  b. The addition of an indoor pool provides opportunities for aquatic programs to be offered year-round. The plan approach anticipates that most (if not all) aquatic programs will be offered during the summer time period at the existing Rifle outdoor pool, to meet customer expectations.
  c. The programs reflected in the plan are reflective of "Year 1" operations and feedback from stakeholders that was received by the project team.
- Rentals:
  a. Due to the amount of recreation programs offered by the Rifle Recreation Department and the potential need for department programs to have adequate space, rentals to outside organizations or users was modestly projected. The Rifle Recreation Department is the primary provider of recreation opportunities in the area.
  b. The indoor gymnasium courts, multi-use classroom/fitness studios, pool and indoor playground will be rented out regularly. The fill rate for the aforementioned estimated rentals was estimated between 50-75%, depending upon both the amenity and season.

Staffing:

The full-time employee positions below represent both new and existing staff positions that would be needed to operate the building within industry standards. Since the City currently operates a robust Recreation Department, there was the opportunity for some existing recreation positions to fill necessary roles within the new facility. This reduces the cost for new staffing in this plan, and the costs for existing City of Rifle recreation positions are not included in this study.

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There were also new positions, both full-time and part-time, that were identified as being needed to effectively and safely operate the center. For each new full-time position, a benefit multiplier of 35% was utilized and for part-time positions, a benefit multiplier of 8.5% was utilized. The position pay rate estimations utilized below are based on a review of the City of Rifle's pay plan, without knowing the specifics of each comparable positions reviewed. Ultimately it would be the purview of the City's Human Resources Department, in collaboration with the Rifle Parks and Recreation Director, to review positions and responsibilities and to appropriately place each position within the City's compensation plan.

Full-Time Positions:

RAC			
Position	Salary	Positions Needed	Total
Rifle Recreation Center Manager	n/a	0 (existing staff)	n/a
Guest Services Coordinator	n/a	0 (existing staff)	n/a
Recreation Programs Coordinator	n/a	0 (existing staff)	n/a
Aquatics Coordinator	n/a	0 (existing staff)	n/a
Guest Services Lead	n/a	0 (existing staff)	n/a
Pool Manager(s)	$60,000	2	$120,000
Maintenance Worker	$65,000	1	$65,000
		Salaries Subtotal	$185,000
		Benefits (35%)	$ 64,750
		Full-Time Staff Total	$249,750

Part-Time Positions (all new):

RAC				
Position	Hourly Wage	Hours	Weeks	Total
Recreation Supervisor- School Year	$18.50	79.50	39	$57,359
Recreation Supervisor - Summer	$18.50	99.50	9	$16,567
Recreation Supervisor - Holidays	$18.50	92.50	4	$6,845
PT Lead Guest Services - School Year	$17.50	99.50	39	$67,909
PT Lead Guest Services - Summer	$17.50	99.50	9	$15,671
PT Lead Guest Services - Holidays	$17.50	99.50	4	$6,965
Guest Services Specialist - School Year	$16.00	124.00	39	$77,376
Guest Services Specialist- Summer	$16.00	180.00	9	$25,920
Guest Services Specialist - Holidays	$16.00	180.00	4	$11,520
Pool Manager- School year	$17.50	59.50	39	$40,609
Pool Manager- Summer	$17.50	59.50	9	$9,371
Pool Manager- Holiday	$17.50	57.25	4	$4,008
Lifeguards School Year	$16.50	239.00	39	$153,797
Lifeguards - Summer	$16.50	189.50	9	$28,141
Lifeguards - Holiday	$16.50	239.00	4	$15,774
			Wages Subtotal	$537,831
			Benefits (8.5%)	$45,716
			Part-Time Staff Total	$633,841

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Annual Financial Operating Pro Forma – Expenses

Expense Model: The following expense model is based on the best information available at the time of the study. Significant changes in the facility program or local market, or a delay in opening/implementation beyond 2027 would necessitate the information be revisited and updated.

Personnel (New Positions)	**RAC**
Full-time	$185,000
Part-time (Operations & Programs)	$588,126
Benefits	$110,466
Sub-Total	*$883,591*
Supplies	**RAC**
Supplies: Operations - Office, Fitness Mat'ls, etc.	$12,000
Supplies: Chemicals	$60,000
Supplies: Janitorial	$10,000
Supplies Program	$9,000
Supplies: Safety	$5,000
Maintenance& Repair Supplies	$10,000
Uniforms	$12,000
Printing/postage	$2,500
Vending / Grab & Go	$5,000
Miscellaneous Operating Supplies	$6,000
Fuel/Mileage	$1,500
Sub-Total	*$133,000*
Services	**RAC**
Utilities (gas, electric)	287,455
Water/Sewer	75,000
Trash	6,000
Insurance (property & liability)	43,118
Communications (phone)	3,000
Contract services (Elevator, HVAC, Music License, Misc.)	12,000
Custodial Services	60,000
Fitness Equipment Lease (include purchase in FFE?)	-
Equipment Maintenance (inc Hardwood Floors $8k each)	40,000
Alarm/Security Systems	7,500
Minor Equipment (inc Rentals)	7,500
Advertising	8,000
Travel & Training	6,000
Background Checks	1,000
Employee Relations	2,500
Membership Dues/Subscriptions	2,000
Bank charges & Credit Card Fees	33,796
Admin & IT Support (licenses & charges; software)	31,000
Recreation Software	16,898
Cost Allocation	105,000
Capital Replacement/Improvement Funding	100,000
Miscellaneous	10,000
Sub-Total	*$ 857,767*
Total Operating Expense Estimate with CIP Annual Replacement Fund ($100k)	**$ 1,874,359**

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Revenues:

Revenue Model: The following revenue model has been based on the best information available at the time of the study. Significant changes in the facility program or local market, or a delay in opening/implementation beyond 2026 would necessitate the information be revisited and updated.

Fees	**RAC**
Membership	$805,121
Daily Admissions	$155,955
Sub-Total	*$ 961,077*
Rentals & Programs	**RAC**
Program (Leagues, Classes, etc.)	$123,242
Rentals: Gym &MPR/Studio	$29,520
Rentals: Pool	$8,400
Rentals: Indoor Playground	$4,200
Sponsorship	-
Other - Vending, Concessions, etc.	$8,500
Sub-Total	$173,862
Total Annual Revenue Estimate	**$ 1,126,539**

Additional Revenue Opportunities (not included):

- Advertising/Sponsorship
- Naming Rights
- Partnerships

Five Year Planning:

The following is a 5-Year Summary of the operating projection for the Rifle Activity Center. The 5-year projection includes the capital improvement fund (CIF) and has annual escalators for years 2-5 factored into the projections.

RAC:

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	1,874,359	1,804,746	1,858,888	1,914,655	1,972,095
Revenue	1,126,539	1,205,396	1,265,666	1,303,636	1,342,745
	($747,820)	($599,350)	($593,222)	($611,019)	($629,350)
Cost Recovery % inc. CIP	60.1%	66.8%	68.1%	68.1%	68.1%
Capital (cumulative)	$100,000	$200,000	$300,000	$400,000	$500,000

The capital improvement line is shown on a cumulative basis to demonstrate the planned growth of reserves over time. Although identified separately for transparency, these contributions are fully embedded within the total operating expenses and represent a critical component of long-term financial sustainability.

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APPENDIX A: General Recreation Trends

This appendix provides a strategic overview of regional and national recreation facility and program trends.

General

Key Takeaways:

- **Agencies must be strategic, data-driven, and focused on measurable outcomes.**
- **Clear visioning and prioritization are critical to long-term success.**
- **Equity, inclusion, and financial sustainability are now core expectations.**

Public parks and recreation agencies have evolved over the past 10 to 20 years to adapt their approach to providing parks and recreation services. This has been based on the following:

- Increasing Demands – Significantly increasing facility, program, and service demands from the public.
- Inclusiveness – The requirement that agencies provide access to facilities, programs, and services to an ever more diverse population. This includes meeting the needs of different ethnic groups, economic status, age, and ability.
- Cost Effectiveness - An expectation that parks and recreation agencies operate more cost-effectively in their development and operations of services and facilities.
- Measurable Outcomes – An increasing need to quantify the results and benefits of the programs and facilities that are provided. Establishing well-defined levels of service (LOS) is critical.

As a result of these factors, the following general parks and recreation best practices have typically been adopted by many agencies:

- Parks and recreation agencies have a clear vision statement regarding their roles and responsibilities in providing services to their constituents.
- The vision statement is backed up by several pointed goals. These goals are updated on an annual basis.
- Utilizing the vision and goals, a professional and updated master plan is in place to guide future development and operations of parks and recreation facilities and programs.
- Ongoing long-range planning efforts are in place to position the agency for success in the future.

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- There are comprehensive diversity, equity, and inclusion policies in place to guide agency operations and management.

- Leading agencies recognize they cannot effectively be all things to all people and instead prioritize high-impact services in the delivery of parks and recreation services and facilities. As a result, specific areas of focus are determined, and certain functions are left to other organizations and entities.

- Strategic analysis is conducted to determine which services should be provided in-house and which should be contracted to other providers.

- Data-driven decision-making practices are in place that allows for trends and directional analysis. This also results in the development of specific performance measures. For this to be effective there must be full computerization of all management records. This includes program registration, point of sale, rentals, facility scheduling, timecard management, maintenance, etc.

- There are clearly documented and comprehensive policies and procedures in place that cover all aspects of an agency's management and operation. These are updated on a regular basis.

- Virtually every aspect of an agency's operation is evaluated, tracked, and measured on a regular basis.

Recreation Facilities

Key Takeaways:

- **Facility development is becoming more expensive and requires careful prioritization.**
- **Larger, multi-use facilities are replacing smaller, single-purpose amenities.**
- **Partnerships and feasibility studies are essential to successful projects.**

Developing and managing a variety of recreation facilities is the main focus of public agencies in larger communities. The types of facilities that are now provided by parks and recreation departments have become more diverse, and expensive to acquire, develop and maintain. As a result, establishing a clear, actionable master plan is essential to determining facility development roles, timelines, and priorities.

National Recreation and Park Association (NRPA) – NRPA's 2025 Agency Performance Review document has specific information on recreation facilities that are provided by park and recreation agencies nationally.

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Outdoor Park & Recreation Facilities	Percentage of Agencies	Median Number of Residents per Facility (100,000-250,000 pop)
Playgrounds	94.0%	5,000
Basketball Courts - Standalone	85.0%	9,742
Diamond fields	80.0%	6,821
Rectangular fields	77.0%	7,993
Tennis Courts - Standalone	74.0%	8,587
Dog Park	70.0%	76,509
Community Garden Plots	54.0%	57,676
Swimming Pools	49.0%	59,897
Skate Parks	47.0%	109,934
Pickleball Courts - Standalone	45.0%	19,822
Volleyball Courts - Standalone	51.0%	39,166
Fitness Zones	39.0%	38,668
Multiuse Courts	38.0%	45,772
Splash Pads	38.0%	61,518
Multiuse Racquet Courts	38.0%	32,239
Walking/Running Tracks	36.0%	38,029
Disc Golf Courses	35.0%	113,800
Driving Range Stations	31.0%	40,096
18-Hole Golf Courses	31.0%	114,877
Synthetic Fields	17.0%	54,126
Ice Rinks	17.0%	98,156
9-Hole Golf Courses	16.0%	121,492
Overlay Fields	15.0%	18,595
Waterparks	12.0%	147,662

Indoor Park & Recreation Facilities	Percentage of Agencies	Median Number of Residents per Facility (100,000-250,000 pop)
Recreation Centers (including gyms)	63.0%	57,200
Community Centers	60.0%	58,027
Permanent & Semipermanent Restrooms	52.0%	6,782
Performance Amphitheaters	43.0%	115,000
Senior Centers	41.0%	123,671
Nature Centers	35.0%	143,480
Aquatic Centers	30.0%	109,454

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Facilities w/ Restrooms Available free to use to Public not Included Above	27.0%	23,225
Stadiums	19.0%	150,005
Indoor Ice Rinks	12.0%	106,395
Teen Centers	11.0%	131,166
Arenas	9.0%	120,878

Responsibilities of Parks and Recreation Agencies Nationally:

Responsibilities	Percentage of Agencies
Provide Recreation Programs and Services	93%
Operate and Maintain Indoor Facilities	93%
Conduct Community Wide Special Events	82%
Operate, Maintain, Contract Outdoor Swim Facilities	67%
Operate, Maintain, Contract Racquet Sports Center	80%
Administer/Manage Outdoor Sports Complex	56%
Manage Outdoor Amphitheaters	35%
Operate, Maintain Contract Indoor Swim Facilities	32%
Maintain, Manage, Lease Indoor Performing Arts Ctr.	19%
Manage Indoor Sports Complexes	21%

Recreation/Community Centers

Recreation/Community centers are usually developed on three levels.

- Clubhouse/Community Building – smaller buildings that are designed to serve as a community room(s) for individual neighborhoods. The size is usually less than 5,000 sq. ft. and requires less than 3 acres. These amenities are usually located next to a neighborhood pool or park.

- Community Center – are larger community buildings with multiple, more passive use, spaces that serve an area of a community. These vary in size and amenities and can range from 5,000 to over 20,000 sq. ft. and require 3-5 acres. This level of center can also be combined with a comprehensive community recreation center or community aquatic center. These centers are usually part of a community park.

- Comprehensive Community Recreation Center – this is a large center that contains both active (pool, gym, fitness, etc.) and passive use elements (community rooms) and is designed to serve a substantial geographic area (30,000 or more). The facility is usually over 40,000 sq. ft. to as much as 80,000 sq. ft. and requires 8 acres or more. These are often developed through partnerships with other

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organizations or other groups (YMCA, etc.). These centers are normally part of a community or regional park.

Senior Center – A center that has a focus on senior services from recreation to education and social services. These centers can be as small as 10,000 sq. ft. to over 50,000 sq. ft. depending on the amenities that are included. More traditional centers have a strong passive use orientation with a large multi-purpose room and a commercial kitchen that supports a daily lunch program and larger events and programs. There are also usually smaller classrooms, card rooms, game rooms, small libraries and other amenities. More cutting-edge centers have cafes, multi-purpose rooms and active use spaces including fitness areas, gyms and even swimming pools. There is also a movement away from developing standalone senior centers and integrating these into community recreation centers to provide greater opportunities for the more active senior.

Specialized Facilities – This includes unique facilities such as aquatic centers, nature/interpretative center, amphitheater, tennis centers, and other amenities. The following is a breakdown of basic specialized facilities.

- Aquatic Centers – Aquatic centers or swimming pools are usually developed on four levels.
    - Neighborhood – smaller pools that are designed to serve specific neighborhoods. The bather load is usually less than 500. These amenities are often built next to a neighborhood park.
    - Community – larger pools that serve a community. These vary in size and amenities (competitive to recreational) and can range from a bather load of 500 to over 1,000. They are developed as part of a community park.
    - Regional – these are large water parks or competitive pools that are designed to serve a significant geographic area. They usually contain an expansive recreational pool but can also have a strong competitive focus. Bather loads are 1,000 or more. These are often developed through a partnership with other organizations. They would be in a regional park or as a standalone facility.
    - Splash pad – many communities are either replacing existing neighborhood pools with splash pads or adding them to the inventory of aquatic facilities.

  The vast majority of aquatic centers are in the community category and there are an increasing number of splash pads being built.

- Performing Arts Center – A performing arts center is a regional indoor facility with a large theater. Seating can vary from 300 to over 1,000. The center can be 30,000 to 70,000 sq. ft. and requires 8 acres or more. This type of center is normally developed by several organizations or large communities. They can be located as part of a larger civic campus, in conjunction with a comprehensive recreation center, or as an amenity in a regional park.

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- Because of their sheer size and cost, these types of facilities are not built in significant numbers in most communities (or even nationally). Many communities do have smaller PAC's or utilize community center rooms (usually with flat floors) for these types of activities. Some communities that do have a PAC are at times managed and operated by other entities than parks and recreation.

- Fieldhouse – Steadily gaining in popularity is an indoor sports facility that features hard court gym space and/or turf-based fields for sports such as soccer, lacrosse, football and even softball and baseball. These buildings support both youth and adult sports leagues, tournaments and camps. They tend to be most popular in colder climates but are also being built in very hot regions of the country. These facilities are either built as standalone amenities or may be included in recreation centers in a regional park.

- Tennis/Pickleball Center – An 8-24 lighted court complex on 2-4 acres that has a stadium court, central restroom, concession, and pro-shop area. Many larger communities have a tennis center, and many are also now adding pickleball courts. However, pickleball is not growing at the same rate as other areas of the country.

- Amphitheater – An amphitheater can be either a community sized amenity (under 1,000 seats, some permanent and some lawn with a small stage and storage area) or a large regional facility (1,000 to 3,000 seats, some permanent and some lawn with a large, covered stage, restrooms and concessions). An amphitheater requires 2 to 4 acres of land with a community facility being in a community park and a regional facility in a regional park.

- Nature Center/Interpretive Center – A small indoor and outdoor space (usually under 10,000 sq. ft.) for viewing and observing nature as well as for classroom space and exhibits. A nature center is usually located in conjunction with a preserve or open space area.

This feasibility study and operational pro forma have been prepared using the best information available and a solid understanding of the project at this stage. The expense and revenue projections are intended to serve as reasonable estimates; however, actual results may vary due to a range of factors that cannot always be precisely measured or consistently anticipated.

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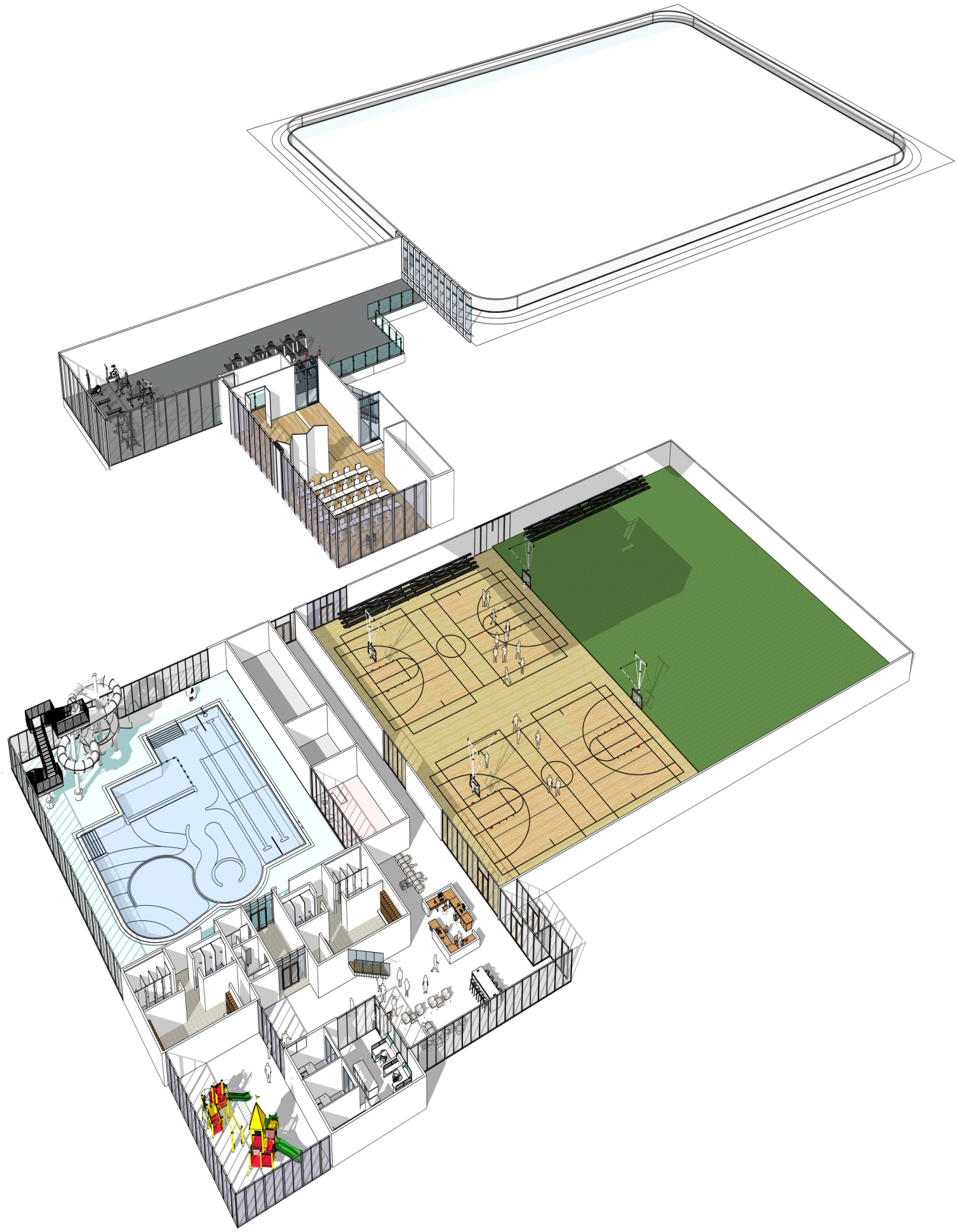
Dedicated to serving and advancing the parks, recreation and leisure services industry since 1992.

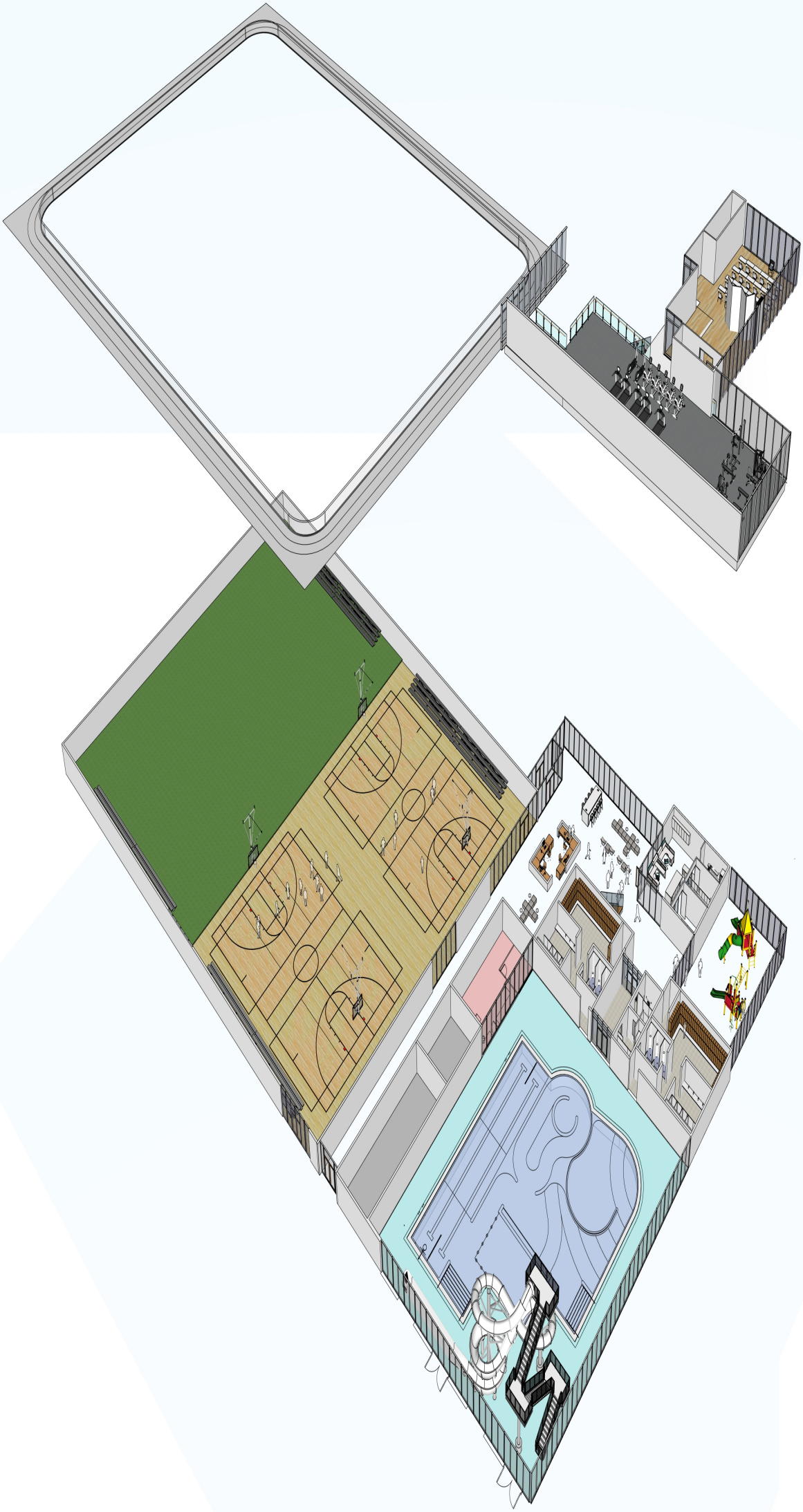
Insert Cost

Estimate Info

Insert Cost

Estimate Info





Agenda Item #6.c.

Agenda Item Name:
Discuss the South Rifle Master Plan Draft

Presenter:
Austin Rickstrew, Parks & Recreation Director

Item Description:
Discuss the South Rifle Master Plan Draft

Recommended Action:
Discussion Only

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:

The South Rifle plan proposes a multi-use recreation area featuring 4.2 miles of trails, an 18-hole disc golf course, a bike skills park, a playground and nature play areas, a dog park, and supporting amenities such as parking, restrooms, and picnic areas. The estimated total project cost is $2.5M–$3.0M, with major expenses driven by the playground, nature play area, and trail construction.

Notification Requirements:
N/A

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. 20260408_Rifle Open Space Master Plan_OPC Table
2. 20260408_Rifle Open Space Master Plan_Program Map

DHM DESIGN
LANDSCAPE ARCHITECTURE
ECOLOGICAL PLANNING
URBAN DESIGN
LAND PLANNING

Rifle Open Space Master Plan
Programming Cost Estimate
April 8, 2026

Amenity	Quantity	Cost	Notes
Hiking Trails	Machine Built: 1.2 Miles Hand Built: 3.0 Miles Total: 4.2 Miles	Dante Harmony: • Machine Built: (6,332LF)($5) = **$31,600** • Hand Built: (15,640LF)($10 - $15) = **$156,400 - $234,600** • **Total: $188,000 - $266,200** Gumption Trailworks: • Alignment finalization: **$10,000 - $15,000** • Trail Construction: • (21,972LF)($7 - $25) = **$153,800 - $549,300** • **Total: $163,800 - $564,300**	Dante Harmony: • Machine Built: $5/LF • Hand Built: $10-15/LF Gumption Trailworks: • Alignment finalization: $10,000-$15,000 • Trail Construction: $7-$25/LF
Disc Golf	20.6 Acres (18-holes)	(Infrastructure price) Tee-pad sizes: 6.5'x13.5' Concrete: (9 Holes)(88SF)($7/SF) = **$5,544** Artificial turf: (9 Holes)(88SF)($8/SF) = **$6,336** Baskets: (19)($700) = **$13,300** Ground Sleeves: (18)($30) = **$540** Signs: $1179 (+$40 metal posts)(18) = **$1900** **Total: $27,620**	Concrete Price: Birch Park Master Plan Cost Estimate Baskets and Ground Sleeve pricing from Cody Darling with Roaring Fork Disc Golf Club Tee Pad: Tee Pads Signage: Signage Price
Mountain Bike Skills Park	2.63 Acres	**Total: $25,000 - $50,000** (Combined infrastructure & install)	Pricing from: Gumption Trailworks Local reference: The Yard - Cañon City (3 acres): $40,000 (2021)

Pavilions, Picnic Tables, Grills		(Combined infrastructure & install) (1) X-Large Shade Shelter 30'x50': $70,000 (4) Picnic Table: $3,000/each (2) Bench: $2,000/each (1) Trash Receptacle: $1,500/each (8) Bike Rack: $750/each (1) Drinking Fountain: $8,000 **Total: $101,500**	Local reference: Birch Park Site Amenities / Furnishings: $182,000 (2023) Birch Park Master Plan Cost Estimate
Adventure Play	5,493 SF Play Area	Airplane Cable 250LF: $400 Rope 200LF: $300 Cable Fasteners/Hardware for 10 elements: $500 Cement for 17-20 posts: $400 15-20 Rounded trees from onsite **Total: $3,000** Labor and Equipment: $1000 Course Inspection $500-$1000 **Total: $1,000 - $2,000**	Local reference: Ridgway Low Ropes Course: $5,000 (2016) • Low ropes course in Top of Pines, uses existing trees. • 200-250 LF of rope and cable with 9-10 elements 12-24" off ground • Kid-friendly (8+) designed for 10 people at a time Top of the Pines
Playground	0.23 Acres (10,057 SF)	(Combined infrastructure & install) Poured-in-place rubber surfacing: (10,000SF)($24)=$240,000 PIP Thickened Edge: (700LF)($30)=$21,000 PIP Concrete sub slab: (10,000SF)($7)=$70,000 PIP Underdrain System: $15,000 Primary (5-12yo) play equipment: $500,000 Toddler (2-5yo) play equipment: $300,000 Seat boulders: (20)($500)=$10,000 Log seating: $5,000 Striping/painted games: $150,000 **Total: $1,176,000**	Local reference: Birch Park 500SF Inclusive Playground: $588,000 (2023) Birch Park Master Plan Cost Estimate

Nature Play	0.15 Acres (6,456 SF)	(Combined infrastructure & install) **Total: $500,000**	Local reference: Creekside Quest Children's Garden (1 acre): 2015 $100,000 Natural play area, with play features including kid-sized homestead log cabin and Native American teepees. Sculptured concrete boulders and sandbars for water play. Creek Valley Ecological Park
Outdoor Fitness Stations	800 SF (6-10 Stations)	Equipment / Freight / Installation: $27,000 PIP Surfacing: $18,000 **Total: $45,000**	Quote provided from Kompan Fitness Stations
Dog Park	1.59 Acres	(Combined infrastructure & install) Water fountains Shaded seating areas Open fields **Total: $130,000**	Local reference: Deerfield Dog Park (1.7 Acres): $136,203 (2023)
Bouldering Structure	650 SF	(Combined infrastructure & install) Climbing equipment: $50,000 Poured-in-place rubber surfacing: (650SF)($24)=$15,600 PIP Thickened Edge: (150LF)($30)=$4,500 PIP Concrete sub slab: (650SF)($7)=$4,550 PIP Underdrain System:$3,000 **Total: $77,650**	Local reference: Birch Park "Lookout" Boulder Climbing: $77,650 (2023) Birch Park Master Plan Cost Estimate
Interpretive Signage	1 Sign Pannel	(Combined infrastructure & install) **Total: $2,000**	Local reference: Birch Park $2,000/interpretive sign (2023) Birch Park Master Plan Cost Estimate

Archery Range	0.72 Acres (8 lanes)	(Combined infrastructure & install) **Total: $140,000**	Local reference: Apex Archery Range Arvada, CO. $140,319 (2025) 13,100SF 60-yard outdoor range
Parking Area	0.65 Acres (52 spaces)	(Combined infrastructure & install) **Total: $25,000**	Local reference: Harvey Gap Parking Lot – 100 vehicles (2026) $50,000 Request for Bid
Accessible Vault Toilet	1 precast concrete vault toilet	(Combined infrastructure & install) **Total: $32,000**	Local reference: Grand Hogback Trail Pit Toilet (2022) $32,192

PROPOSED AMENITIES

	Amenity	Unit
1	Parking Area	0.65 Acres 28,530 Sq Ft
2	Playground	0.23 Acres 10,057 Sq Ft
3	Mountain Bike Skills Park	2.63 Acres 114,435 Sq Ft
4	Accessible Pit Toilet	100 Sq Ft
5	Pavilions, Picnic Tables, Grills	0.04 Acres 1541 Sq Ft
6	Adventure Play	0.13 Acres 5,493 Sq Ft
7	Disc Golf	20.6 Acres 897,237 Sq Ft

	Amenity	Unit
8	Nature Play	0.15 Acres 6,456 Sq Ft
9	Outdoor Fitness Stations	0.02 Acres 800 Sq Ft
10	Dog Park	1.59 Acres 69,467 Sq Ft
11	Bouldering Structure	650 Sq Ft
12	Interpretive Signage	6 - 16 Sq Ft
13	Archery Range	0.72 Acres 31,453 Sq Ft
14	Preservation Area	6.52 Acres 283,851 Sq Ft

LEGEND

- City Parcel Boundary
- Garfield County Parcels
- 100' Contours
- 10' Contours

Proposed Trails

- Intersection
- Machine Built Existing Improved Trail (>4') = 3,400 LF / 0.65 Mi
- Machine Built Proposed Trail (>4') = 2,932 LF / 0.55 Mi
- Hand Built (<4') = 15,640 LF / 2.96 Mi
- Downhill Flow Trail (Future Connection to Regional Trail Network)

Proposed Disc Golf

- Tee
- Basket
- Alternate Basket
- Flight

Last Chance Ditch
Ramsey Gulch
Overhead Utility Line 100' Easement
County Road 332
Existing Trail
Grand River Plaza Prop Owners
BLM
BLM
5600
5700
5800
5900
6000

SCALE: 1" = 150'
0' 75' 150' 300'
N

RIFLE OPEN SPACE MASTER PLAN
RECREATION AMENITIES | CONCEPT PLAN
04.08.2026

The City of Rifle, Colorado
DHM DESIGN