

Trends in Recreational Facilities

SUNY/PPAA Winter Conference

Wednesday

January 27, 2010

Outline

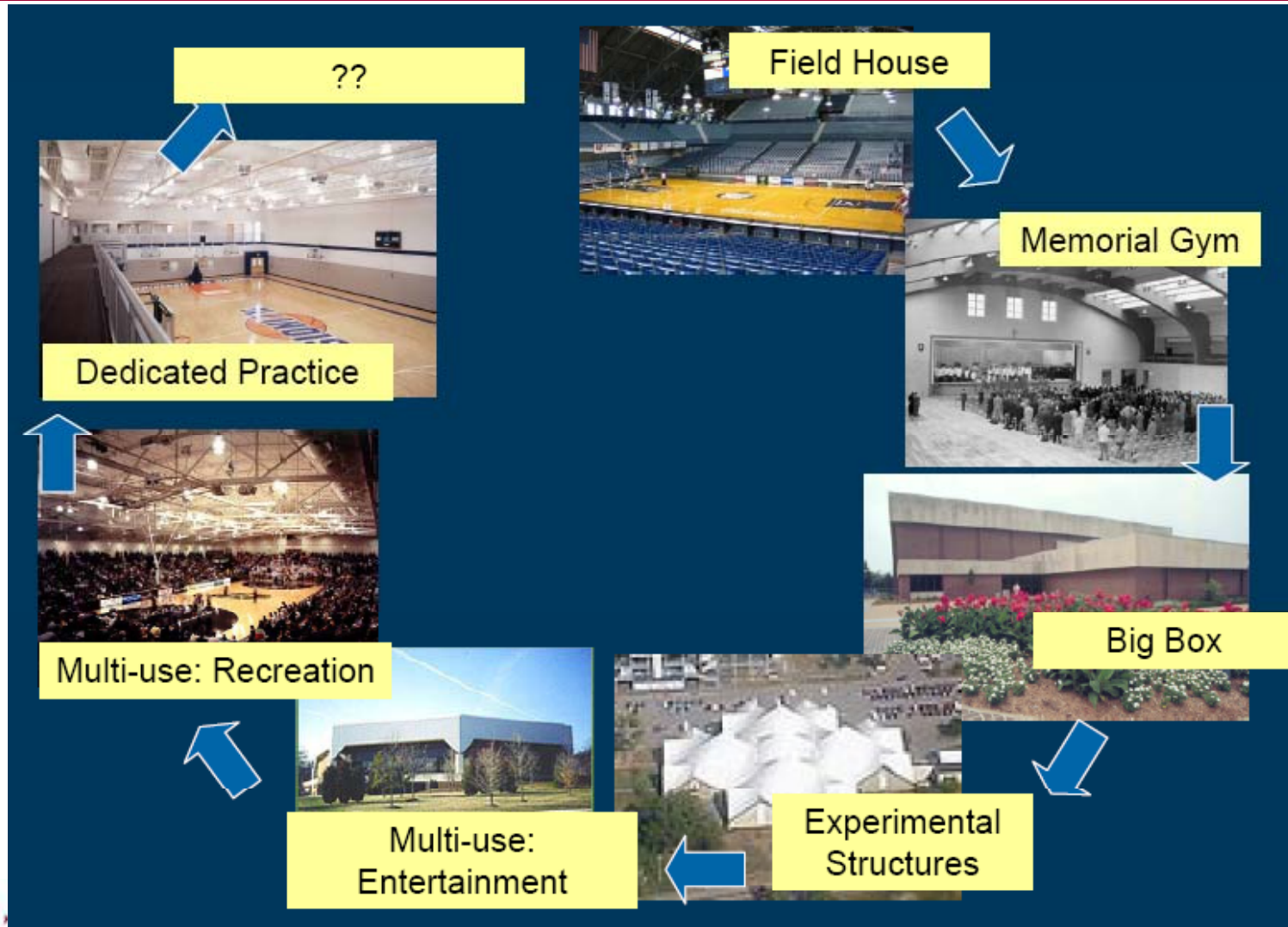
1. Introductions
2. Overview of the History of Campus Recreation
3. Overview of Institutional Value of Campus Rec
4. 4 Trends
5. Questions & Answers

Introductions

➤ Ann Drummie

- ❑ Senior Project Manager, Brailsford & Dunlavey
- ❑ Architecture and engineering background
- ❑ Worked with over 25 institutions and communities with the planning and implementation of athletic and recreation facility projects
- ❑ Presenter at Athletic Business, NIRSA, NCAA, ACUI

History



History

ERAS IN RECREATION CULTURE

	% of Grads	M/F (%)
Post WWI Era (the 1920's & 30's)	5%	60/40
Post WWII Era (the 1950's)	14%	68/32
The Physical Education Era (the 1970's)	36%	59/41
The Contemporary Era (1985 to Present)	43%	48/52
	55%	42/58



History



BRAILSFORD & DUNLAVEY

History



History



History

PHYSICAL EDUCATION ERA

CONTEMPORARY ERA

P.E. & Athletics Focus



Recreation / Social Focus

Utilitarian Function



Dynamic Social Space

Limited Audience



Maximized Appeal

Shared Use Facilities



Special Purpose Buildings

Directed Programs



Market Driven Services

Free Employee Use



Fee Based Memberships

Male Dominated



Gender Balanced

Active Adults are Young



All Ages Groups Are Active



University of Maryland



University of Maryland



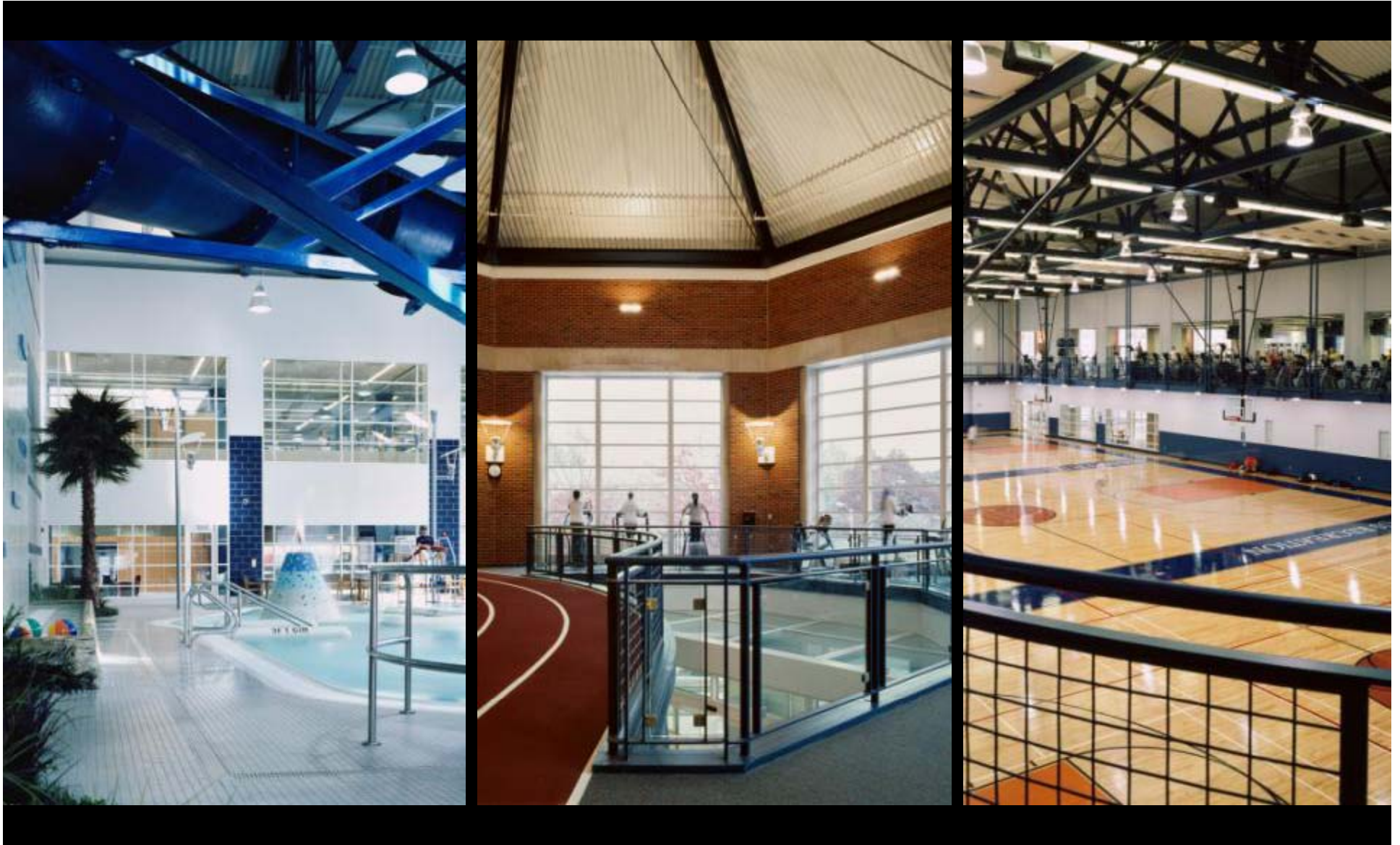
University of Illinois CRCE



University of Illinois CRCE



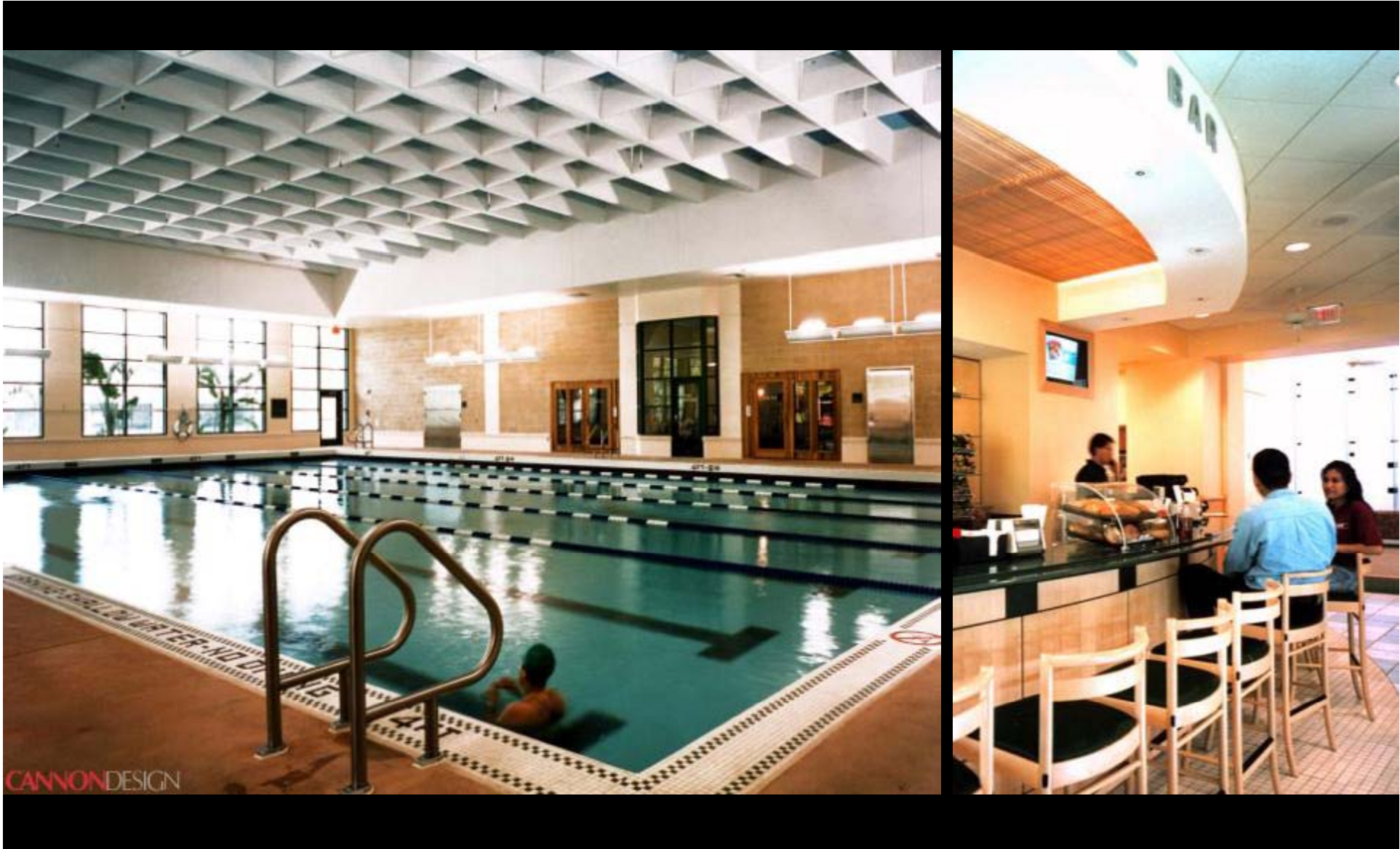
University of Illinois CRCE



University of Miami



University of Miami



CANNON DESIGN

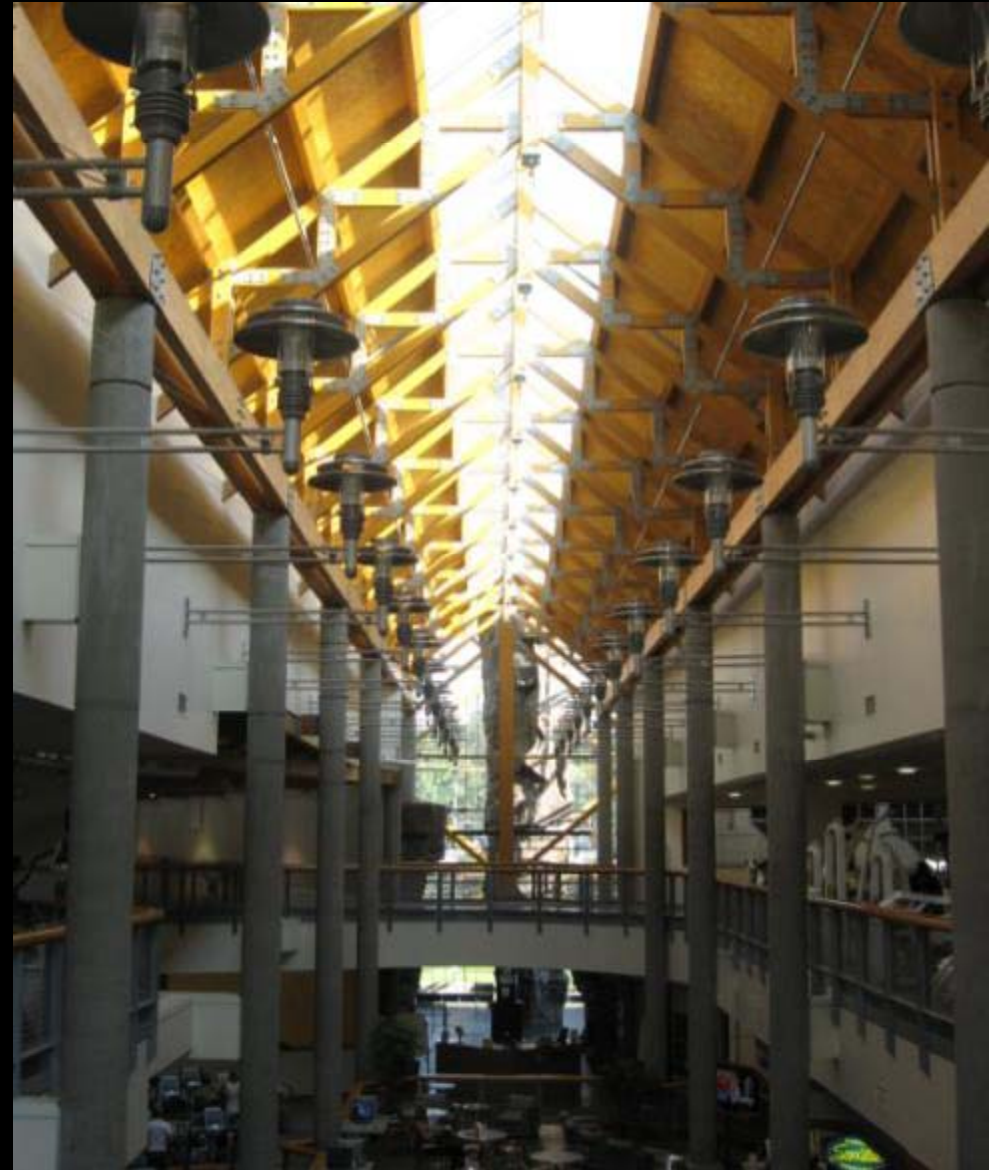
Marshall University



Marshall University



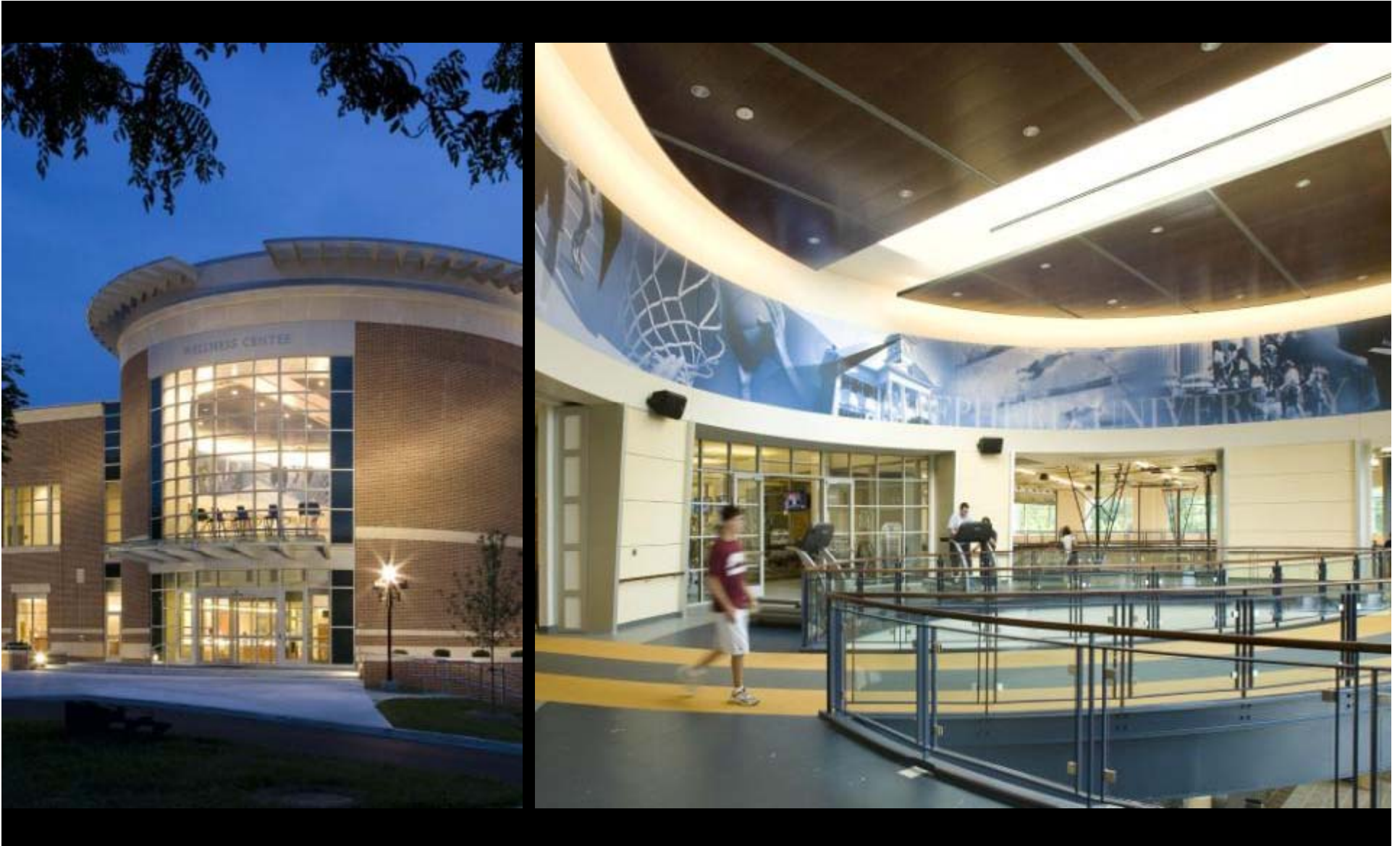
University of Idaho



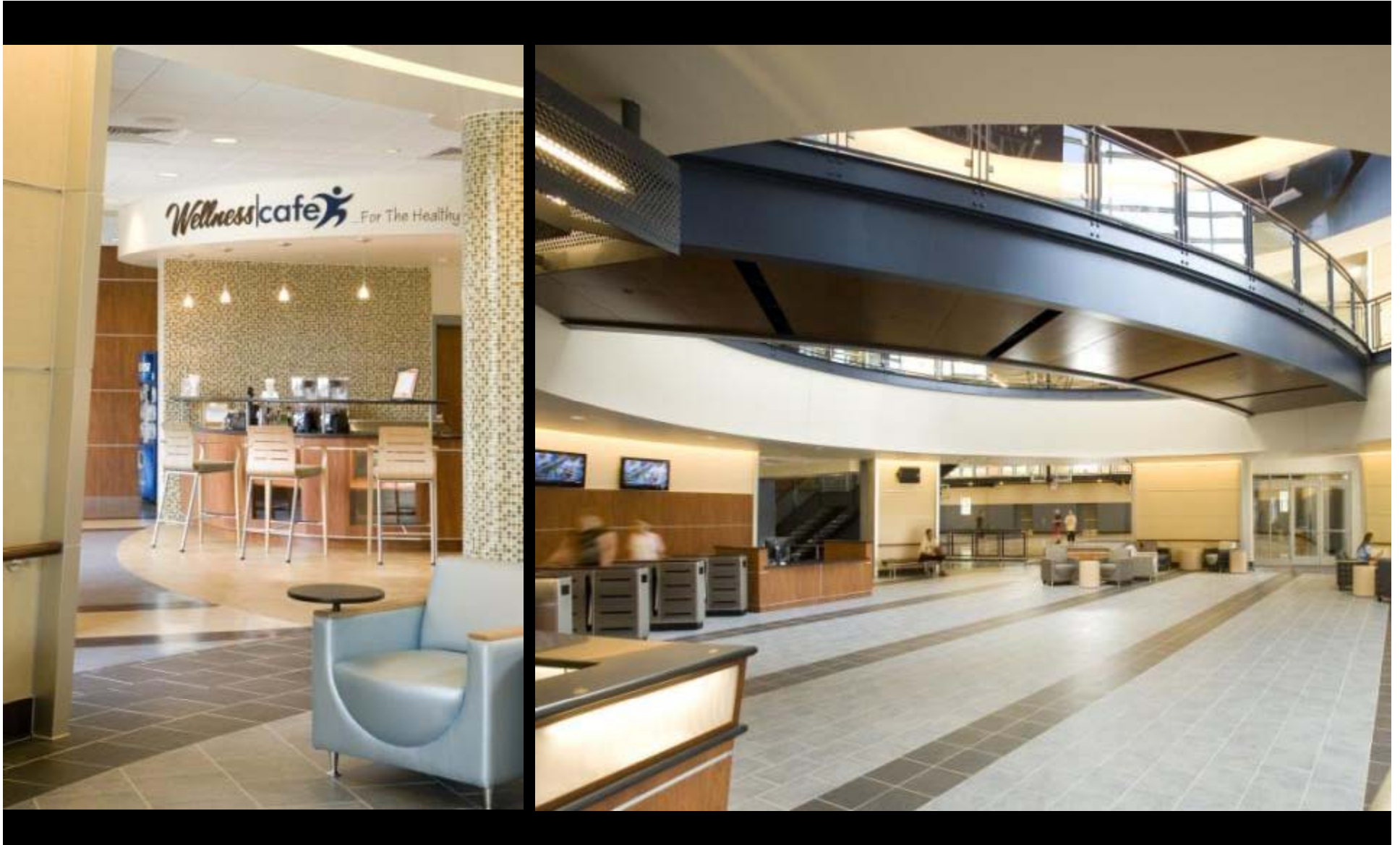
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Shepherd University



Shepherd University



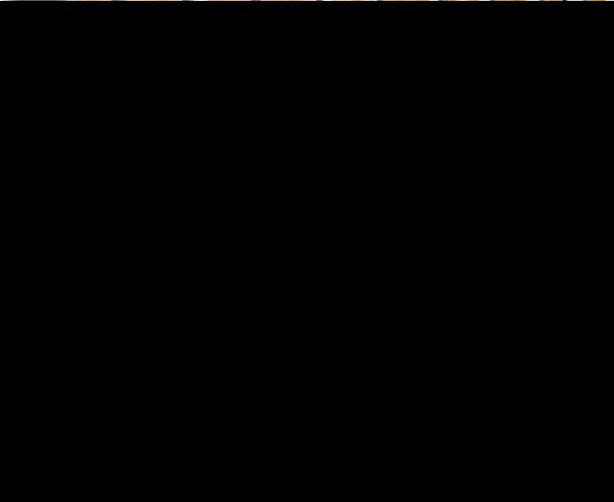
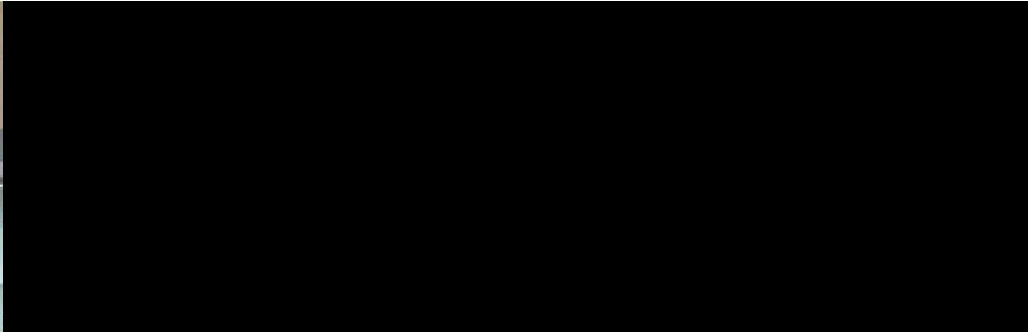
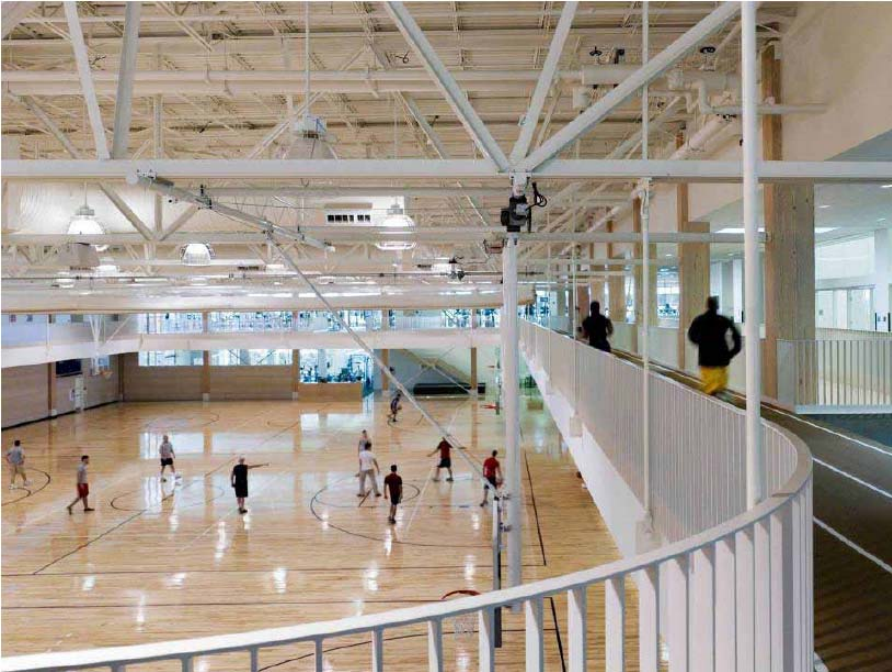
Shepherd University



University of Maine



University of Maine



University of Maine



Institutional Value

When do Colleges & Universities invest in facilities?

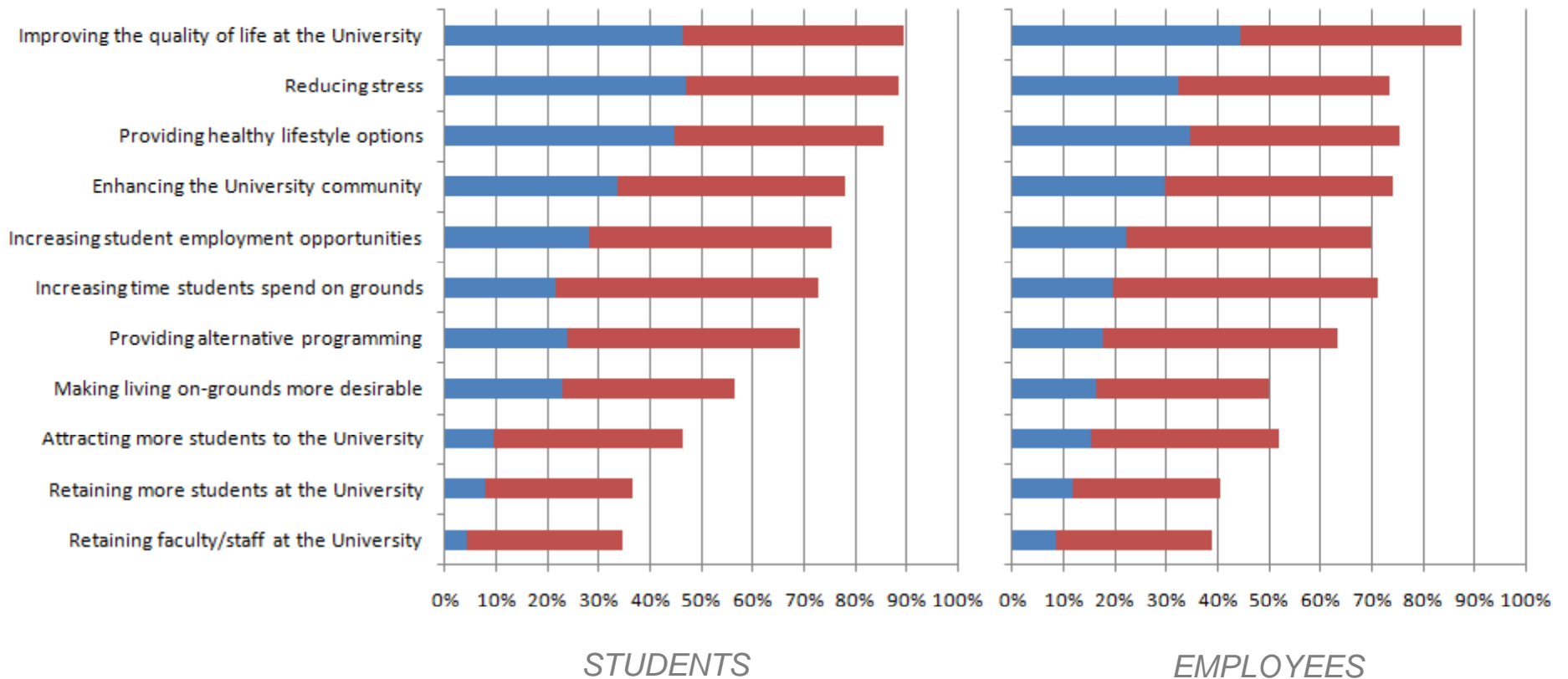
- When Student Supply Is **Up**, Schools Build to **Accommodate Growth**
- When Student Supply Is **Down**, Schools Build to become **More Competitive**
- When Student Supply is **Stable**, Schools Build to **Support their Mission**

Institutional Value

- Stress mitigation
- Wellness education
- Student leadership development
- Student professional development
- Relationship management / alumni giving
- Student recruitment
- Alcohol-free social opportunities
- Community relations

Institutional Value

% of respondents who indicated that IM-Rec sports facilities and programs have a **significant** or **moderate** impact on the following objectives:



Trends

1. Increased programming needs for employee wellness, club sports, and new millennium intramurals
2. Broader awareness and involvement by users in facility stewardship and maintenance
3. Creative financing structures and sophistication of business plans
4. Greater emphasis on the right blend of location, size, and amenities which will get users to turn off their iPods and interact as a community

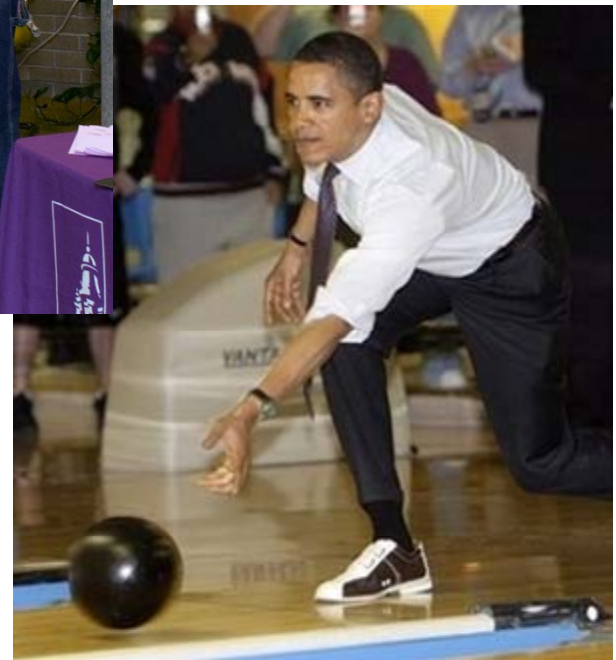


Trends

1. Increased programming needs for employee wellness, club sports, and new millennium intramurals



Trends



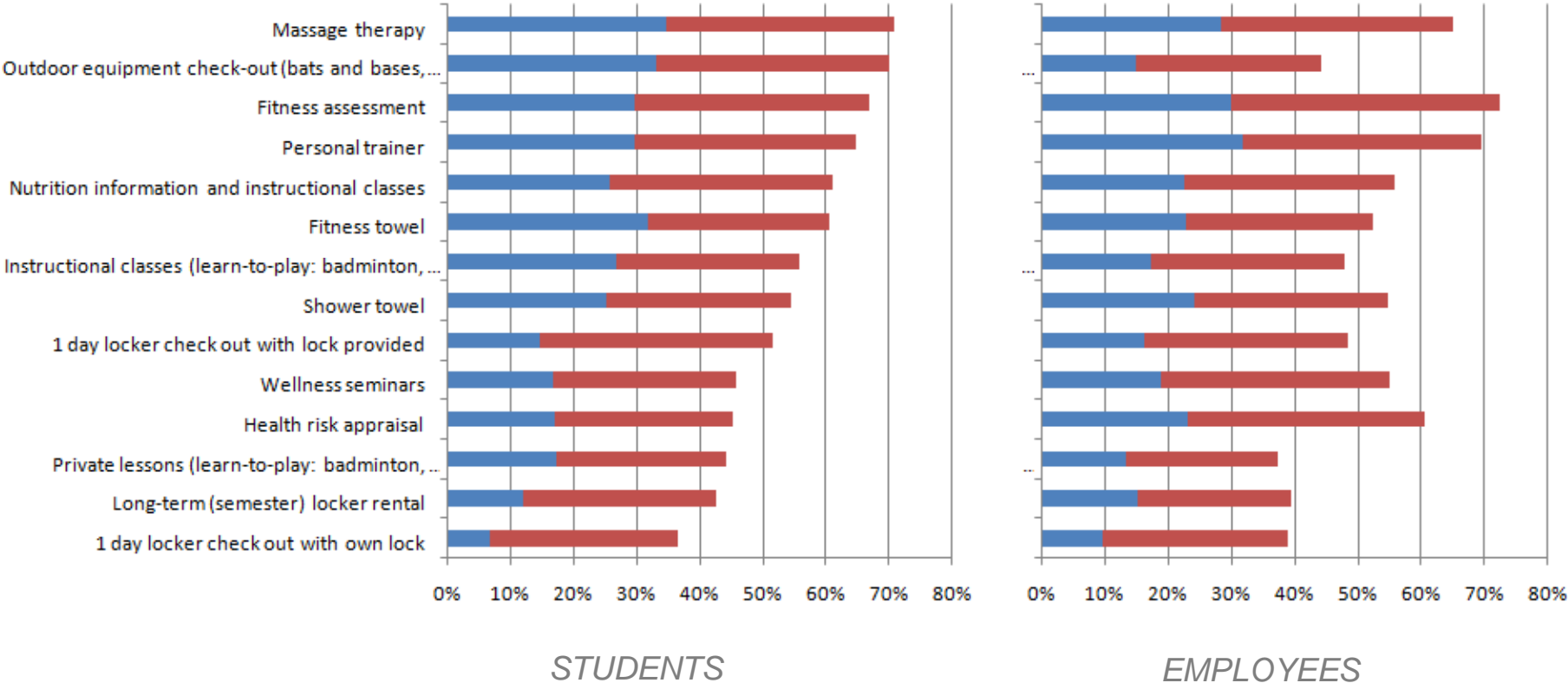
Trends

% of respondents who indicated that they would be **very likely** or **somewhat likely** to participate in the following intramural sports:

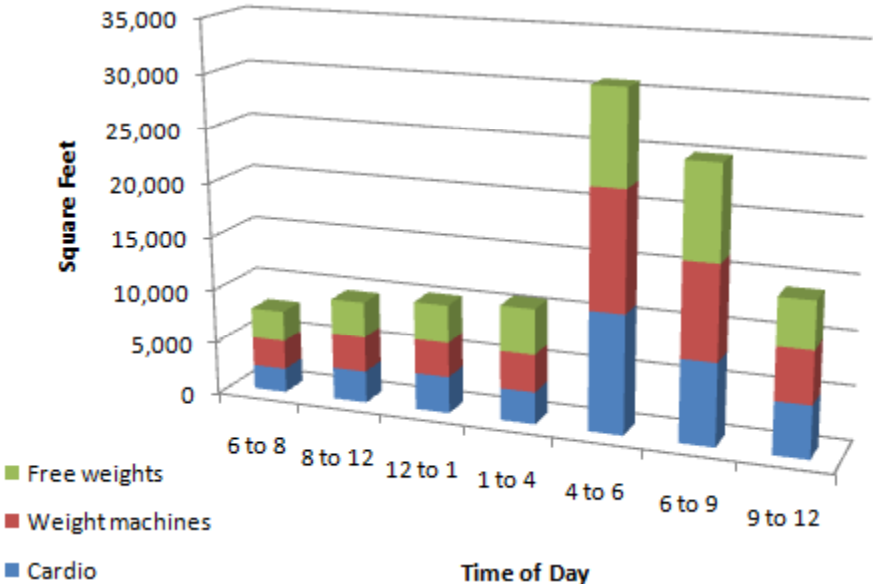


Trends

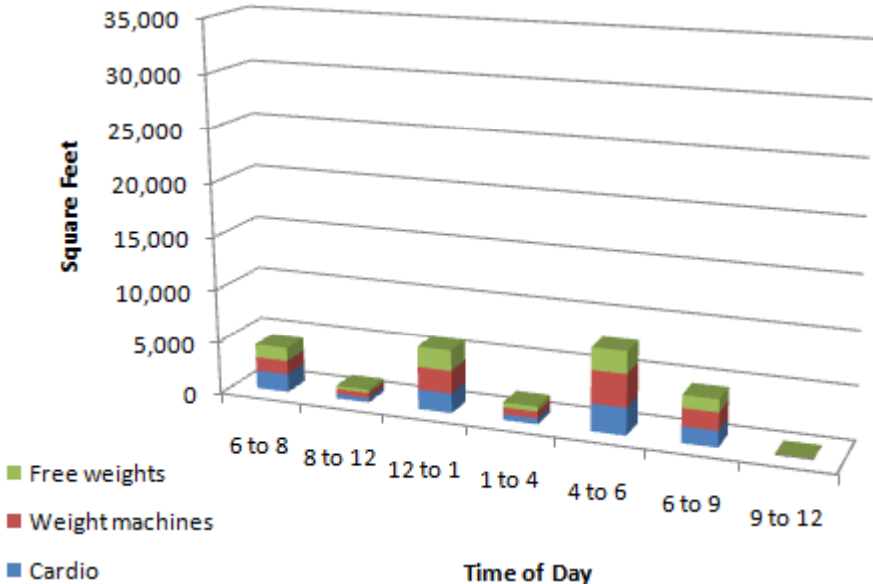
% of respondents who indicated that they would be **very interested** or **somewhat interested** in the following services:



Trends



STUDENTS



EMPLOYEES

Trends

1. Increased programming needs for employee wellness, club sports, and new millennium intramurals
 - More instructors and trainers, and tracking software
 - Blending with student centers to accommodate club sports: ballroom dancing, martial arts, table tennis, bowling, cards, Wii
 - Flexible spaces for social games: dodgeball, kickball, indoor ultimate



Trends

2. Broader awareness and involvement by users in facility stewardship and maintenance

Trends

2. Broader awareness and involvement by users in facility stewardship and maintenance
 - Student demand and acceptance of additional fee to allow for high level sustainable design
 - Training more student workers to do interim maintenance and cleaning of fitness equipment
 - Visibly cleaning facilities during normal business hours
 - Displaying building energy usage



Trends

3. Creative financing structures and sophistication of business plans

Trends

3. Creative financing structures and sophistication of business plans
 - Developer-built, out-sourced management
 - Consortium purchasing and investing
 - Creating and incorporating medical and law campus facilities within recreation department



Trends

EXAMPLE

Case A

NOI = \$2.5M

Fees = 80%

Interest rate = 5.5%

Debt Term = 20 years

DCR = 1.25

Debt Capacity = \$24.0M

Case B

NOI = \$2.5M

Fees = 80%

Interest rate = 5.5%

Debt Term = 30 years

DCR = 1.10

Debt Capacity = \$36.3M

Student Fee \$50 vs. \$70

Square Footage 65,000 SF



Trends

4. Greater emphasis on the right blend of location, size, and amenities which will get users to turn off their iPods and interact as a community

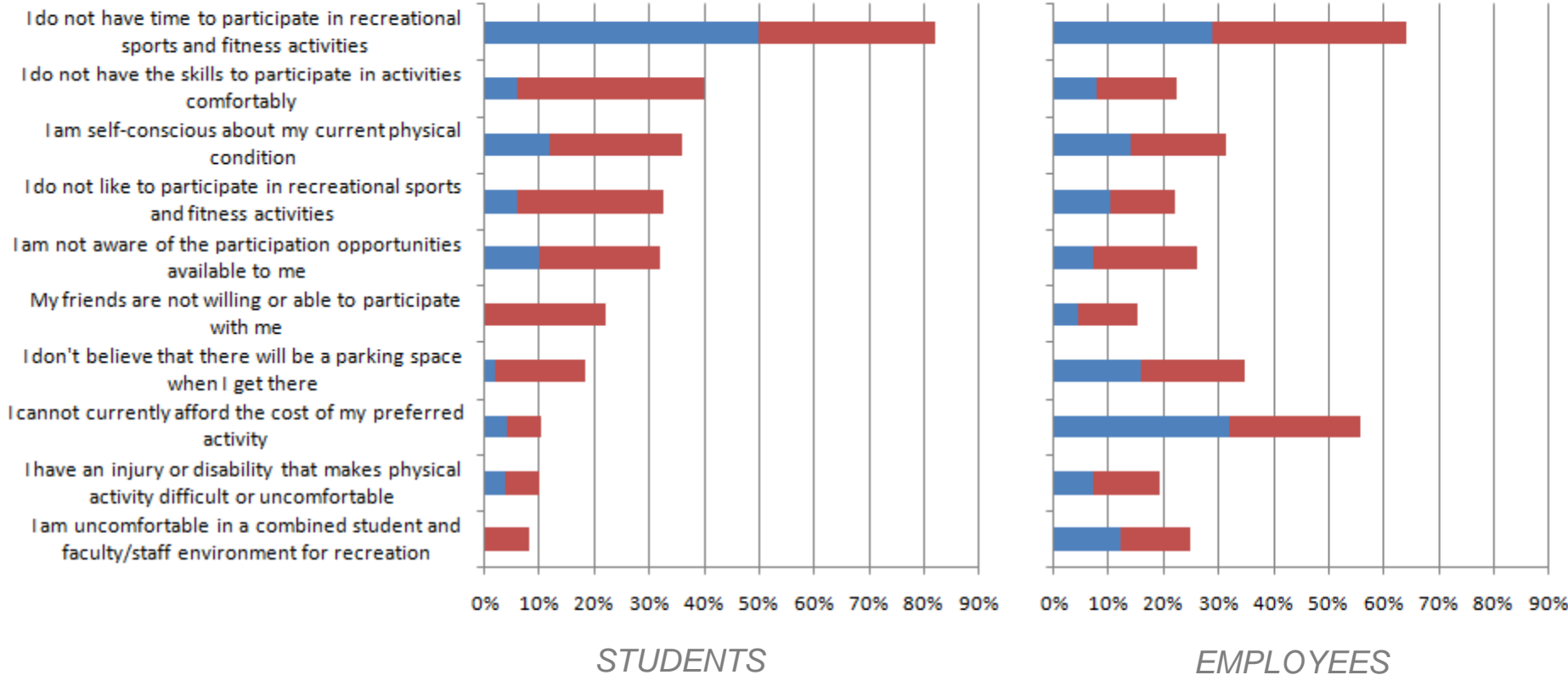


Trends

4. Greater emphasis on the right blend of location, size, and amenities which will get users to turn off their iPods and interact as a community
 - Critical to determine appropriate scale
 - Analyze location for success of speculative and/or destination uses
 - Ever-increased use of interactive media to generate awareness and participation

Trends

% of *INACTIVE* respondents who indicated that the following reasons were **very important** or **important** for not pursuing indoor programs or activities:



Questions & Answers



Trends

1. Increased programming needs for employee wellness, club sports, and new millennium intramurals
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3. Creative financing structures and sophistication of business plans
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Thank you

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