



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

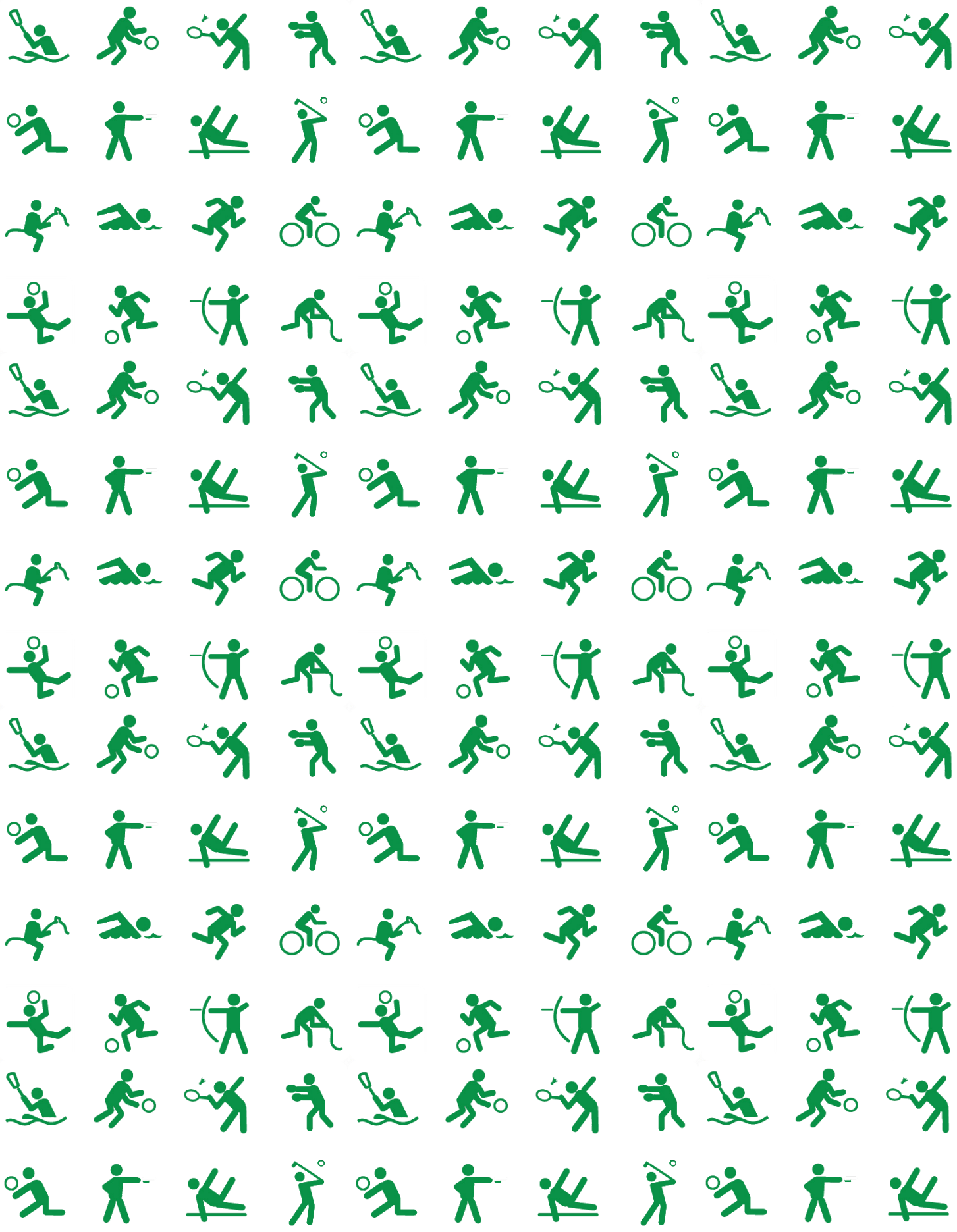
JUNE 2019

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MORGAN STRONG





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 *recreation is what brings the community together.* 

MORGAN COUNTY STAKEHOLDER INTERVIEW





INTRODUCTION

Morgan Strong is a nonprofit organization dedicated to bringing expanded recreation to all residents of Morgan County.

This grassroots group of passionate citizens sponsored a needs assessment in an effort to determine how to prioritize and plan for expanded recreation programming and facilities for a growing county.

The project team consisted of Morgan Strong Board Members, community partners, Civic Canopy, and George K. Baum & Company. The mission of Civic Canopy is to work with, “Individuals, nonprofits, businesses, and government agencies to work more effectively together to solve increasingly complex social problems.” Their expert staff worked with Morgan Strong to develop the Public Meeting format and assist with facilitation. George K. Baum & Company staff assisted with a citizen survey to learn public opinion related to proposed recreation projects and funding.

The entire project was self-funded by Morgan Strong. The main donors of Morgan Strong include The Colorado Health Foundation, The Dahms-Talton Foundation, Fort Morgan Cultures United for Progress, and visionary Morgan County residents.

The needs assessment results will be used in a feasibility study and financing plan to help make expanded recreation happen.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

METHODOLOGY

The scope of this project considers public engagement and strategies to include private and public recreation users, non-users, municipal leaders, business leaders, recreation professionals, youth coaches, and administrators.

Those strategies include:

SIX PUBLIC MEETINGS

Brush!	Fort Morgan	Hillrose
Log Lane Village	Weldon	Wiggins

TWELVE STAKEHOLDER INTERVIEWS

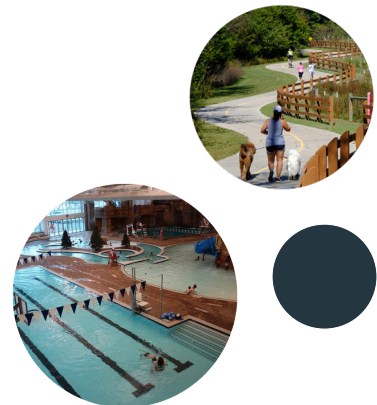
Representing education, business, nonprofit, and youth coaching fields.

TWO RECREATION FOCUS GROUPS

Representatives from Brush! and Fort Morgan recreation departments.

CITIZEN SURVEY

Survey mailed to all registered voters in Morgan County to learn views on recreation amenities and potential funding models.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

PUBLIC MEETINGS

Public Meetings provide an ideal way for residents to speak openly about their experiences with recreation in Morgan County. Participants engaged in a series of open-ended questions in a relaxed atmosphere.

PUBLIC MEETING OBJECTIVES:

- Gain thorough insight into:
 - Challenges and weaknesses in current recreation programming.
 - Challenges and weaknesses in current recreation facilities.
 - Strengths and opportunities in recreation programming.
 - Strengths and opportunities in recreation facilities.
- Engage participants through an energetic and engaging format by using small groups and open-ended questions.
- Provide quality translation to attendees through qualified translators.

PUBLICITY

Morgan Strong publicized the public meetings through several channels including:

- Email
- Personal Invitations from Board Members
- Social Media
- Flyers (e.g. Flyers sent home in Friday Folders at Weldon Valley School District.)

COLLABORATION

Morgan Strong is grateful to work with exceptional community organizations dedicated to recreation equity. The following provided assistance with logistics, translation, or publicity for public meetings

- East Morgan County Library
- Fort Morgan Cultures United for Progress
- La Michoacana Ice Cream
- OneMorgan County
- Town of Hillrose
- Town of Log Lane Village
- Weldon Valley School District
- Wiggins School District



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

PUBLIC MEETING QUESTIONS

The following questions guided discussions during public meetings around Morgan County. The questions were developed based on the SWOT analysis. A SWOT analysis is a widely-used strategic planning technique to identify strengths, weaknesses, opportunities, and threats.

CURRENT REC PROGRAMMING & FACILITIES:

- What recreation programming and facilities do you use in Morgan County?
- What strengths do you see in the current recreation facilities and programming in Morgan County?
- What don't you like or doesn't work well with the current recreation programming in Morgan County?
- What improvements would you make to current recreation facilities?

FUTURE REC PROGRAMMING & FACILITIES:

- What additional programs or activities do you feel should be offered in Morgan County that are not currently available?
- What improvements are needed at existing facilities?
- What additional recreation facilities would you like to see provided in Morgan County?
- How can a county-wide recreation program benefit all members of the County?
- Who isn't currently able to use community recreation services?
- Who can we partner with for a county-wide recreation program?

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- What can get in the way of improving recreation programming in Morgan County?
- What can get in the way of improving recreation facilities in Morgan County?

FUNDING:

- How do you believe recreation projects should be financially supported? User fees, special district property taxes, or municipalities?



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

BRUSH! PUBLIC MEETING

TU 
FORMAS EL FUTURO DE LA RECREACIÓN

¿TIENE IDEAS SOBRE LA PROGRAMACIÓN Y LAS INSTALACIONES QUE DEBEN ESTAR EN EL CONDADO DE MORGAN? COMPARTE TUS IDEAS EL JUEVES POR LA NOCHE.

EVENTO FAMILIAR

**JUEVES 4 ABRIL DE 2019
 EAST MORGAN COUNTY LIBRARY
 500 CLAYTON ST, BRUSH
 6:30 PM - 7:30 PM**



BRUSH!

WHAT'S NEXT FOR RECREATION LEAGUES, PROGRAMMING, & FACILITIES IN MORGAN COUNTY?
 COME HANG OUT WITH US ON THURSDAY NIGHT & DREAM BIG.

EAST MORGAN COUNTY LIBRARY
 THURSDAY, APRIL 4TH, 2019
 6:30 PM




INVITATIONS



THE BRUSH! PUBLIC MEETING WAS A GREAT SUCCESS. CIVIC CANOPY HELPED FACILITATE AND RESIDENTS SHED LIGHT ON RECREATION PRIORITIES, INCLUDING IMPROVEMENTS TO THE BRUSH! OUTDOOR POOL.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

BRUSH! HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- Participants use lap swimming, swimming lessons, adult rec leagues, driving range, youth leagues (soccer, flag football, t-ball). They noted that they use both Fort Morgan and Brush! facilities.
- Town of Brush! and Brush School District work well together on programming.
- Some participants liked the predictability of programming in Brush! and others want new, innovative programming.
- Noted the Fort Morgan Armory is too small.

FUTURE REC PROGRAMMING & FACILITIES:

- Participants discussed improvements to Brush! pool, like new changing areas.
- Discussed building a social space where teens can hang out.
- Desire more cooperation between towns and combine so there are more numbers for leagues.
- Desire for indoor swimming pool (waterslide, lazy river, net for volleyball).
- Discussed indoor amenities like trampoline jumping spaces, ball or foam pit, rock climbing, indoor paintball, laser tag, indoor track, music area.
- New organized sports like dodgeball, water polo, gymnastics.
- Increase adult classes like Zumba and yoga, and provide babysitting options.
- Include adaptive programming for special needs kids.
- Develop trails and more baseball fields in Brush!

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Concern that private leagues will use facilities more than their fair share.
- Concern that rivalries between towns will prevent this from happening.
- Worried that organizers will not communicate the benefits enough to get support.
- Worried that politicians will not prioritize recreation.

FUNDING:

- Help families afford programming by establishing a scholarship fund.
- Fund new recreation through city and state government funding, taxes, and user fees.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

FORT MORGAN HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- City of Fort Morgan Recreation has quality programming for young people.
- Participants use nature trail, outdoor swimming pool, swimming lessons, golf course, Romp & Stomp, frisbee golf, soccer, tennis courts.
- Participants feel armory is at its limit and in poor condition.
- Participants feel pool hours are not good for working families.
- Noted a lack of programming for adults.
- Noted a lack of vision for the city recreation department, need to publicize better, need to improve communication for non-English speaking residents.
- Dislike how cities do not currently work together and coordinate seasons (e.g. Fall versus Spring Youth Soccer).

FUTURE REC PROGRAMMING & FACILITIES:

- Participants discussed the need for indoor pool, two full sized courts, indoor soccer field, walking track, aerobic room, multi purpose room, childcare, weights, pool, and handicap services.
- Would like to see coordination with other cities for programming.
- More adult programming, expanded hours.
- Offer non-athletic programming like cooking and art.

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Participants discussed the need more volunteer coaches.
- Lack of open-mindedness in the community. Some people, especially seniors, are set in their ways.
- Concerned about "Self interested politicians."

FUNDING:

- Participants discussed various types of financial support and the majority of responses included the sentiment, "Everyone helps pay."
- This included conversations about sales tax, property tax, cities, and grants.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

HILLROSE PUBLIC MEETING

YOU 
SHAPE THE FUTURE OF REC

DO YOU HAVE IDEAS ABOUT PROGRAMMING AND FACILITIES THAT NEED TO BE IN MORGAN COUNTY? SHARE YOUR IDEAS ON SATURDAY.

SATURDAY, APRIL 6, 2019
HILLROSE TOWN HALL
315B EMERSON STREET
1:00 PM

FAMILY FRIENDLY EVENT




YOUR VOICE MATTERS.

WE WANT TO HEAR YOUR IDEAS FOR RECREATION FOR EVERYONE IN MORGAN COUNTY.



INVITATIONS



ORGANIZERS WERE GRATEFUL TO USE THE HILLROSE TOWN HALL. IT GOT THE GROUP THINKING ABOUT WHAT RECREATION PROGRAMMING COULD HAPPEN IN THIS WONDERFUL MULTI-USE SPACE.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

HILLROSE HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- Participants use Star Pool, Brush! outdoor pool for swim team and movie nights, Brush Wrestling Club, High Plains Gymnastics, Brush Rec Baseball.
- Enjoy community events like movies in the pool and commented that recreation league baseball is well organized.
- Brush! has poor advertisement and a confusing website.

FUTURE REC PROGRAMMING & FACILITIES:

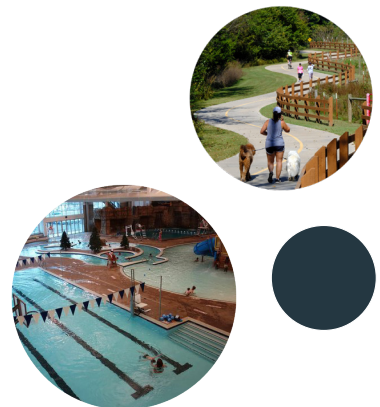
- Desire more adult classes and lessons after work hours and satellite fitness classes in Hillrose/Weldon (Yoga, Zumba, etc.).
- Improvements to Brush! pool, like private bathroom stalls and more inviting pool environment. Add fun pool features and programming like water aerobics class for young adults.
- Participants would like to see trails in Brush!
- Large recreation center with indoor pool and multi-purpose event rooms.
- More gym space to allow for more rec sports because schools aren't always available to public (e.g. during spring break).
- Find a way to create an organization that is inclusive of everyone in the county, not just town residents.

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Participants noted misunderstandings and “rumor mill” could be a challenge.
- Determining a funding model that everyone agrees on.
- Brush versus Fort Morgan (Old Rivalries).
- Outside Interests (Star and Body Firm).
- City Staff buy in to the special district model.
- Coaches and volunteers are difficult to find.

FUNDING:

- Sales Tax is a good model because more people pay.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

LOG LANE VILLAGE PUBLIC MEETING



HEY, LOG LANE VILLAGE.

HAVE IDEAS ON RECREATION PROGRAMMING & FACILITIES?

WE WANT TO HEAR THEM.

LOG LANE TOWN HALL
WEDNESDAY, APRIL 17TH, 2019
5:30 PM - 6:30 PM
FOOD + ACTIVITIES FOR KIDS



YOU 你 是 我 们 的 未 来 我 们 是 你 的 未 来

SHAPE THE FUTURE OF REC

DO YOU HAVE IDEAS ABOUT PROGRAMMING AND FACILITIES THAT NEED TO BE IN MORGAN COUNTY? SHARE YOUR IDEAS ON WEDNESDAY.

WEDNESDAY, APRIL 17, 2019
LOG LANE VILLAGE TOWN HALL
5:30 PM

LOG LANE VILLAGE

FOOD + ACTIVITIES FOR KIDS

FAMILY FRIENDLY EVENT

SPONSORED BY



INVITATIONS



MORGAN STRONG WAS HONORED TO HAVE THE MAYOR OF LOG LANE VILLAGE AND SEVERAL TRUSTEES ATTEND THE PUBLIC MEETING.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

LOG LANE VILLAGE HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- Participants use Star Athletic Club (private gym), golf course in Fort Morgan, youth recreation leagues in Fort Morgan, Adult Softball in Wiggins and Brush, teens use free weights and treadmill at Fort Morgan Armory.
- The registration cost for youth leagues is affordable (\$35).
- Big challenges communicating deadlines for registration.
- Hard to find enough volunteer coaches for youth sports.
- Want updates to public restrooms in parks.

FUTURE REC PROGRAMMING & FACILITIES:

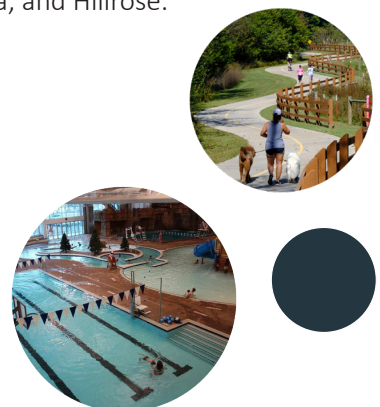
- Daddy Daughter Days and other family-focused events.
- Ability to rent gear for team sports.
- Easier registration, better platform for communicating new information and registration deadlines.
- New programming like tutoring, fitness classes, painting and cultural classes, fitness focused on girls and women.
- New sports like water polo and lacrosse.
- Things to keep kids from getting bored while parents are at work.
- Programs with hours for working people.
- Larger recreation center with basketball, racquetball, weights, elevated walking track, indoor pool, dance studio or multi-purpose fitness rooms.
- Have youth rec teams in all municipalities like Log Lane Village, Weldona, and Hillrose.
- Help kids and seniors find transportation to Rec Center.

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Concern that smaller communities won't be included.

FUNDING:

- Concern that businesses do not want more property taxes.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

WELDONA PUBLIC MEETING

YOU 这 是 你 的 选 择 这 是 你 的 选 择 这 是 你 的 选 择
SHAPE THE FUTURE OF REC



DO YOU HAVE IDEAS ABOUT PROGRAMMING AND FACILITIES THAT NEED TO BE IN MORGAN COUNTY? SHARE YOUR IDEAS ON WEDNESDAY.

WEDNESDAY, APRIL 3, 2019
WELDON VALLEY CAFETERIA
6:00 PM - 7:00 PM

FAMILY FRIENDLY EVENT



YOUR VOICE MATTERS.

WE WANT TO HEAR YOUR IDEAS FOR RECREATION FOR EVERYONE IN MORGAN COUNTY.

MORGAN STRONG

INVITATIONS



WELDON VALLEY SCHOOL DISTRICT HELPED WITH LOGISTICS FOR THE PUBLIC MEETING. RESIDENTS DISCUSSED THE NEED TO INCLUDE SMALLER, RURAL AREAS OF THE COUNTY IN RECREATION PROGRAM PLANNING.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

WELDONA HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- Participants use Fort Morgan swimming pool.
- Commented that programming is good for youth up to age eight.
- Experience challenges with Fort Morgan Recreation communication and cancellations.

FUTURE REC PROGRAMMING & FACILITIES:

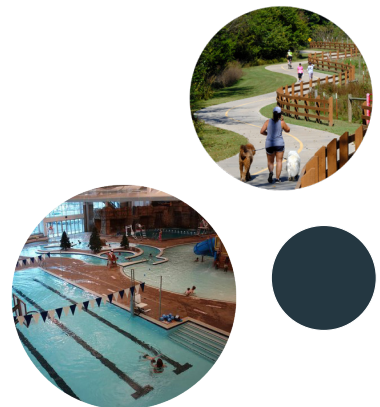
- New Facility with indoor walking track, more multi use courts, party rooms, child care, and extended hours.
- Improve bathrooms at outdoor pool in Fort Morgan.
- Consider ice skating, laser tag, mini golf, area for teens, rock climbing wall, paint ball, hot yoga, dance, teen programming, bike and electric scooter rentals.
- New Outdoor area with ropes course and splash pad.
- Help seniors get more access to services.
- Connect kids and seniors to transportation "Rec Bus".
- New programming like Summer Camp, Kids Night Out, Daddy Daughter Events.
- Include rural communities like Weldon and Hillrose.
- Create a recreation calendar for any program in the county (Elks, Optimists, etc.).

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Location of new facilities.
- User fees might be too high for families to afford.

FUNDING:

- Sales tax more favorable than property tax.
- Apply for grants.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

WIGGINS PUBLIC MEETING

YOU 
SHAPE THE FUTURE OF REC

DO YOU HAVE IDEAS ABOUT PROGRAMMING AND FACILITIES THAT NEED TO BE IN MORGAN COUNTY? SHARE YOUR IDEAS ON FRIDAY.

**FRIDAY, MAY 10, 2019
 NEW ADMIN BUILDING
 (NEXT TO NEW HIGH SCHOOL)
 BOARD ROOM
 404 CHAPMAN
 5:30 - 6:30 PM**

FAMILY FRIENDLY EVENT



WIGGINS

WHAT'S NEXT FOR RECREATION LEAGUES, PROGRAMMING, & FACILITIES IN MORGAN COUNTY?

COME HANG OUT WITH US ON FRIDAY NIGHT & DREAM BIG.

NEW ADMINISTRATIVE BUILDING
 BOARD ROOM
 404 CHAPMAN, WIGGINS
 FRIDAY, MAY 10TH, 2019
 5:30 - 6:30 PM




INVITATIONS



MORGAN STRONG WANTED THE PUBLIC MEETINGS TO BE RELAXED AND FAMILY FRIENDLY. A MINIMUM OF TWO YOUTH ENGAGEMENT ACTIVITIES WERE AT EACH MEETING INCLUDING THE SWAG WHEEL, SHOWN ABOVE, WHERE KIDS COULD SPIN THE WHEEL AND DO EXERCISES FOR A PRIZE. OTHER ACTIVITIES INCLUDED ART PROJECTS AND GIANT BOWLING.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

WIGGINS HIGHLIGHTS

CURRENT REC PROGRAMMING & FACILITIES:

- Participants use Fort Morgan outdoor swimming pool for open swim and swimming lessons, and Wiggins youth recreation baseball.

FUTURE REC PROGRAMMING & FACILITIES:

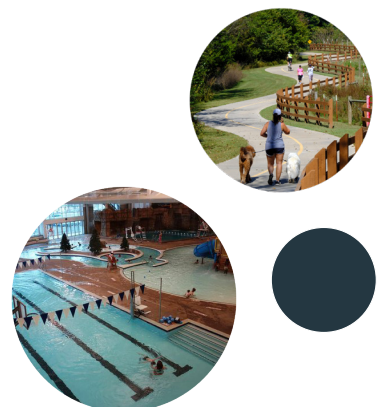
- Would like to see new programming like arts, crafts, agriculture, music, dance.
- Outdoor pool in Wiggins that is very kid friendly.
- Community Barn.
- Community Garden.
- Flexible scheduling- drop in type programs.
- More activities in Wiggins.

POTENTIAL CHALLENGES THAT MIGHT GET IN THE WAY

- Lack of communication between towns.
- Lack of funding.
- Drive time to participate.

FUNDING:

- User fees should be considered to help cover the costs.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

THEMES FROM PUBLIC MEETINGS

DESIRE FOR **INDOOR POOL WITH LEISURE FEATURES & LAP SWIMMING.**

IMPROVE CURRENT FACILITIES LIKE BASEBALL FIELDS AND OUTDOOR SWIMMING POOLS.

MORE COORDINATION BETWEEN TOWNS TO **IMPROVE NUMBERS FOR LEAGUES AND REGISTRATION PROCESS.**

INCLUDE SMALLER TOWNS LIKE HILLROSE, WELDONA, LOG LANE VILLAGE, AND SNYDER IN PLANNING.

INCLUDE TRANSPORTATION A PRIORITY **TO HELP CONNECT YOUTH AND SENIORS TO RECREATION.**

DESIRE FOR EXPANDED PROGRAMMING LIKE ART, COOKING, DANCE, & MUSIC.

BRAID FUNDING FOR SUSTAINABILITY AND INCREASED OPPORTUNITIES BY COMBINING **SMALL TAXES, MUNICIPAL FUNDING, AGGRESSIVE GRANT WRITING, AND AFFORDABLE USER FEES.**

ATTENDANCE NUMBERS AT PUBLIC MEETINGS

BRUSH!	15
FORT MORGAN	25
HILLROSE	12
LOG LANE VILLAGE	14
WELDONA	15
WIGGINS	11



PUBLIC MEETING ATTENDEES WERE RESIDENTS FROM ALL MUNICIPALITIES, INCLUDING HOYT, SNYDER, AND UNINCORPORATED MORGAN COUNTY.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

PARTNERS IDENTIFIED IN PUBLIC MEETINGS

- Nonprofit organizations that serve families like Kids at Their Best and Morgan County Family Center.
- Community Service Clubs like Optimists, Lions Club and the Elk's Lodge.
- High School Service clubs like National Honor Society help with mentoring and coaching.
- Continue to work with the school districts on indoor space. Discuss potential for school district and County Express to assist with transportation.
- State and National foundations dedicated to improving health to help with funding and strategic direction.
- Churches.

VALUES TO CONSIDER WHILE PLANNING FOR IMPROVED RECREATION IDENTIFIED IN PUBLIC MEETINGS

- Affordability
 - Low potential tax.
 - Affordable user fees.
 - Consider pricing package for large families.
- Professionalism
 - Retain quality recreation professionals.
 - High quality communication with community.
 - Improved registration system.
- Inclusive
 - Staff is culturally informed and receives training.
 - Provides services in languages spoken in community.
 - Accessible services for all physical abilities.

GROUPS UNDERSERVED BY RECREATION SERVICES IDENTIFIED DURING PUBLIC MEETINGS

- Non-English Speakers.
- Residents with limited transportation.
- Home schoolers and empty nesters (not receiving flyers home in Friday Folders).
- Families who do not want to or don't have ability to do traveling leagues.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

RECREATION PROFESSIONALS FOCUS GROUP

Focus groups were held on February 25th, 2019 and April 26th, 2019 in an effort to learn about specific issues facing the six full-time recreation staff in the county.

Morgan Strong knew that our local experts in recreation programming would have important feedback on current challenges facing daily operations.

MAIN TALKING POINTS FROM MORGAN COUNTY RECREATION PROFESSIONALS

- Staff understand that they serve other families from outside city limits. This makes funding streams and communication challenging.
- There was a consensus that the recreation departments are understaffed to help move the county forward. This is exceptionally challenging because recreation departments are not a priority in funding for a city when compared to streets, police, etc.
- Current staff would like to be included in transition planning if county voters approve a recreation district model. This plan will include the time line and process for hiring, salaries, benefits, and retirement plans.

**ONLY 6.5 FULL TIME
RECREATION STAFF
SERVE MORGAN
COUNTY.**

**28,000
CITIZENS**



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

STAKEHOLDER INTERVIEWS

The overarching goal of completing stakeholder interviews was to learn opinions from Morgan County leaders regarding the value of recreation, current state of recreation, and what is needed to support recreation needs for all residents. Board members assisted in conducting over 12 interviews of Morgan County leaders in the economic development, medical, business, education, and youth coaching fields. The leaders live and work in Brush!, Fort Morgan, and Wiggins.

BENEFITS OF RECREATION IN MORGAN COUNTY:

"Recreation is what brings the community together."

"We are a community that likes to be active."

"Better recreation will make the community a preferred place to live"

"Programs are invaluable for our kids."

"Critical to recruiting new hires and retaining employees."

POTENTIAL BENEFITS OF COUNTY-WIDE, COORDINATED RECREATION IN MORGAN COUNTY:

- More programs, facilities, and larger number of participants for leagues.
- Collaboration.
- Help keep families in the county for recreation, instead of traveling to Sterling, Greeley, and the Front Range.
- Help market our county, improve perception

STRENGTHS OF RECREATION IN MORGAN COUNTY

- A majority of stakeholders reported that youth programming is a strength.
- Outdoor space available in some cities.
- Registration is affordable.
- Private leagues help where public programs leave gaps.



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

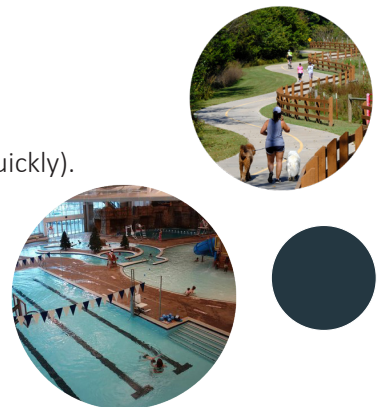
STAKEHOLDER INTERVIEWS, CONTINUED

WEAKNESSES OF RECREATION IN MORGAN COUNTY

- Challenge to get info out to the public- need better online presence.
- Registration is challenging for parents who don't speak English or have limited access to technology.
- Need to work more collaboratively with schools.
- Deadlines need to correspond with school schedules.
- City recreation is understaffed.
- Limited programming for adults ("Unless you want to join a gym, there is very little for adults to get involved in.")
- Over-reliance on school districts to provide all indoor gym space.
- Low quality public indoor facilities (i.e. Armory).
- Lack of Coordination between towns.
- No fall/winter/spring swimming options.
- Challenging to schedule adult activities, mostly because schools have the indoor space and must prioritize students.
- Need organized adult soccer and soccer facility.

NEEDED RECREATION PROGRAMMING & FACILITIES IN MORGAN COUNTY

- Additional programming for older adults, specific programs for girls (softball is only offered in one city), middle school level programming, adult soccer programming, and after-school programming.
- Walking and biking trails to connect towns.
- Consider transportation to facilities.
- Improvements to Brush! outdoor pool.
- Turf on fields (easier to maintain, more days of play because dries quickly).
- Fields dedicated for soccer and football with permanent seating.
- Indoor space that not owned by school district.
- Recreation Center with multi-use courts, indoor swimming pool, childcare.





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

STAKEHOLDER INTERVIEWS, CONTINUED

KEY VALUES TO CONSIDER

- Sustainable funding.
- Equity of opportunity.
- Include continuous cycle of quality improvement:
 1. Implementation
 2. Reflection
 3. Review
 4. Revision
 5. Implementation
 6. Start back at implementation

POTENTIAL PARTNERS IN EXPANDING RECREATION IN MORGAN COUNTY

- Hospitals.
- All municipal governments.
- Private recreation leagues like Marlins Swim Team and Rattlers Wrestling.
- Local businesses (REA, Cargill, Western Sugar, Leprino, Transwest, Oil and Gas Companies).

IDEAS FOR FINANCING EXPANDED RECREATION IN MORGAN COUNTY

- Minimal Taxes, Sales tax most popular.
- Combine user fees, municipalities, and tax.
- Staff dedicated to grant writing.

GROUPS UNDERSERVED BY RECREATION SERVICES IDENTIFIED IN INTERVIEWS

Adults	Veterans	Elderly
At Risk Youth	Middle School	Low Income Families



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

CITIZEN SURVEY

George K. Baum & Company conducted public opinion research conducted on behalf of Morgan Strong. The questionnaire served as an invitation for public reaction to a recreation improvements and funding proposal.

- The mail survey included a total of 20 questions, including one open-ended question. Included with the mail survey questions was a letter providing background information.
- The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented.
 - The chief distinction is that this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the registered voter population) as opposed to the returns representing a scientific sub-sample of the registered voter population. The results are subjective and limited in interpretation based on the volume of returns, not the science of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.
- Survey mailed to 8,556 households within Morgan County with expected 8-17% response rate.
- 1,196 replied (14% response rate) as of April 30, 2019.
- Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent.

MAILED TO ALL
REGISTERED
VOTERS
IN MORGAN
COUNTY.

8,556
SURVEYS
MAILED

14% RESPONSE
RATE AS OF
APRIL 30, 2019.

1,196
SURVEYS
RETURNED



MORGAN COUNTY RECREATION NEEDS ASSESSMENT

CITIZEN SURVEY, CONTINUED



PUBLIC OPINION SURVEY

Morgan Strong is a citizen-led committee that was formed to evaluate the indoor recreation needs of residents throughout Morgan County and to develop possible solutions to those needs. The committee is currently gathering public input on a proposal to fund a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins. Please take a few minutes to read the questions below, review with other family members and complete the survey.

A self-addressed envelope is enclosed for your convenience. Please drop the survey in the mail by April XX, 2019. Surveys can also be dropped off at the following locations:

- Fort Morgan City Hall, 110 Main Street, Fort Morgan, CO 80701
- Brush City Hall, 600 Edison St., Brush, CO 80773
- Wiggins Town Hall, 304 Central Ave., Wiggins, CO 80654

Q1. Do you think things in Morgan County are generally going in the right direction or do you feel things have gotten off on the wrong track? (Please check one.)

- Right Direction
- Wrong Track
- Don't Know

Q2. Before receiving the enclosed information, how much had you read, seen or heard about Morgan Strong and the funding proposal to construct, operate and maintain a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins? (Please check one.)

- A Lot
- Some
- Hardly Anything
- Nothing At All

Q3. How likely are you to vote in the November 5, 2019 election? (Please check one.)

- Very Likely
- Not Very Likely
- Not at All Likely
- Don't Know

Q4. Describe your initial reaction, your first impression, to the proposal to fund the construction, operation and maintenance of a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins?

Q5. Which programs and events, if any, at the proposed new recreation center in the City of Fort Morgan would you—or other members of your immediate family—likely participate in, if offered? (Please check all that apply.)

- Aerobics
- After-School Programs
- Arts & Crafts
- Banquets
- Basketball
- Birthday Parties
- Boot Camps
- Cardio Classes
- Child Care
- Circuit Training
- Community Events
- Family Fun Nights
- Free Weights
- Group Exercise Programs
- Health & Wellness Programs
- Indoor Jogging/Walking
- Kids Night Out (Preteen/Teen)
- Lap Swim
- Lifeguard Training
- Open Gym Time
- Open Swim
- Pickleball
- School Break Camps
- Senior Fitness Programs
- Summer Activity Camps
- Swim Lessons
- Volleyball
- Water Aerobics
- Youth Fitness
- Water Walking/Lazy River
- Toddler Aquatics Area
- Waterslide

MORGAN STRONG SURVEY CONTINUED ON NEXT PAGE

Q6. Which programs and events, if any, at the proposed new field house in City of Brush would you—or other members of your immediate family—likely participate in, if offered? (Please check all that apply.)

- Aerobics
- After-School Programs
- Birthday Parties
- Boot Camps
- Cardio Classes
- Circuit Training
- Coffee Chats
- Community Events
- Craft Clubs/Other Groups
- Family Fun Nights
- Fitness Classes
- Free Weights
- Game Nights (Seniors)
- Group Exercise Programs
- Health & Wellness Programs
- Indoor Jogging/Walking
- Kidboosing
- Kids Night Out (Preteen/Teen)
- Open Gym Time
- Pickleball
- School Break Camps
- Senior Fitness Programs
- Volleyball
- Youth Dance
- Youth Fitness

Q7. Which programs and events, if any, at the proposed new field house in the Town of Wiggins would you—or other members of your immediate family—likely participate in, if offered? (Please check all that apply.)

- Aerobics
- After-School Programs
- Birthday Parties
- Boot Camps
- Cardio Classes
- Circuit Training
- Coffee Chats
- Community Events
- Craft Clubs/Other Groups
- Family Fun Nights
- Fitness Classes
- Free Weights
- Game Nights (Seniors)
- Group Exercise Programs
- Health & Wellness Programs
- Indoor Jogging/Walking
- Kidboosing
- Kids Night Out (Preteen/Teen)
- Open Gym Time
- Pickleball
- School Break Camps
- Senior Fitness Programs
- Volleyball
- Youth Dance
- Youth Fitness

Q8. On a scale of 1 to 5, with 1 being "Low Priority" and 5 being "High Priority," what priority should be placed on funding each of the following amenities at the proposed new recreation facilities? (Please circle one number next to each item.)

	Low Priority	1	2	3	4	5	High Priority
New Recreation Center in Fort Morgan							
a) Indoor Walk/Jog Track	1	2	3	4	5		
b) Leisure Pool	1	2	3	4	5		
c) Lap Pool	1	2	3	4	5		
d) Multi-Purpose Courts	1	2	3	4	5		
e) Indoor Soccer/Turf Field	1	2	3	4	5		
f) Multi-Use Activity Rooms	1	2	3	4	5		
g) Lounge Area	1	2	3	4	5		
New Indoor Field House in Brush							
a) Indoor Walk/Jog Track	1	2	3	4	5		
b) Multi-Purpose Courts	1	2	3	4	5		
c) Multi-Use Activity Rooms	1	2	3	4	5		
d) Area for Free Weights and Cardio	1	2	3	4	5		
New Indoor Field House in Wiggins							
a) Indoor Walk/Jog Track	1	2	3	4	5		
b) Multi-Purpose Courts	1	2	3	4	5		
c) Multi-Use Activity Rooms	1	2	3	4	5		
d) Area for Free Weights and Cardio	1	2	3	4	5		

MORGAN STRONG SURVEY CONTINUED ON NEXT PAGE

Q9. Following are some of the arguments people have made in favor of a mill levy proposal to fund the construction, operation and maintenance of a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins. On a scale from 1 to 5, with 1 being "Not at All Convincing" and 5 being "Very Convincing," how would you rate each of the following arguments as a reason to vote IN FAVOR of the mill levy proposal? (Please circle one number next to each item.)

- a) Most counties our size have a recreation center and/or other indoor recreation facilities, including indoor swimming pools. Our residents deserve the same. Not at All Convincing ← 1 2 3 4 5 → Very Convincing
- b) The proposal seeks to address the indoor recreation needs of not just Fort Morgan residents but also residents in Brush, Wiggins and our unincorporated areas. This is a fair and reasonable proposal. 1 2 3 4 5
- c) Having access to indoor recreation space countywide, including indoor pools, will significantly improve our quality of life as well as our health and wellness. 1 2 3 4 5
- d) Recreation centers and other indoor recreation spaces play an important role in keeping seniors, teens, families and other individuals connected to our community. 1 2 3 4 5
- e) Residential properties only make up about 20% of the County's total assessed valuation. Utilities as well as oil and gas will pay most of the tax associated with the new recreation facilities. 1 2 3 4 5

Q10. Following are some of the arguments people have made against a mill levy proposal to fund the construction, operation and maintenance of a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins. On a scale from 1 to 5, with 1 being "Not at All Convincing," 3 being "Very Convincing," how would you rate each of the following arguments as a reason to vote AGAINST of the mill levy proposal? (Please circle one number next to each item.)

- a) Morgan County residents already have access to the Armory in Fort Morgan, which has a small basketball court, elevated walk/jog track and weight-cardio room. That seems like more than enough to address the indoor recreation needs of Morgan County residents. Not at All Convincing ← 1 2 3 4 5 → Very Convincing
- b) Our taxes are already too high. We don't need non-essential projects like swimming pools and other recreation facilities that will raise taxes even higher. 1 2 3 4 5
- c) If we need more indoor recreation opportunities, then private fitness clubs should address those needs. 1 2 3 4 5
- d) The scope of this proposal is too big and should be scaled back. Three new buildings seems like a lot to fund all at one time. 1 2 3 4 5
- e) The proposed recreation projects will require forming a new recreation district, passing a new tax to build, operate and maintain the facilities, and other hurdles. It's all too much. 1 2 3 4 5

Q11. To fund the construction, operation and maintenance of a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins would require a property tax increase of 5 mills. The estimated tax impact of this funding proposal is \$3.00 per month per \$100,000 of a home's actual value, or about \$36 per year. How concerned are you about the impact of the proposed tax on your own family's budget? (Please check all that apply.)

- Extremely Concerned
- Very Concerned
- Somewhat Concerned
- Not Very Concerned
- Don't Know/Undecided

Q12. If a local election were held today, would you vote "yes" in favor of, or "no" to oppose, a mill levy proposal of 5 mills to fund the construction, operation and maintenance of a new recreation center in Fort Morgan, including an indoor walk/jog track, leisure pool, lap pool, multi-purpose courts, indoor soccer/turf field, multi-use activity rooms and lounge area, and a new indoor field house in Brush and Wiggins, with each field house including an indoor walk/jog track, multi-purpose courts, area for free weights and cardio, and multi-use activity rooms? (Please check all that apply.)

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Don't Know

MORGAN STRONG SURVEY CONTINUED ON NEXT PAGE

Q13. What is your main concern, if any, regarding the proposal to fund construction, operation and maintenance of a new recreation center in Fort Morgan, a new field house in Brush and a new field house in Wiggins?

Q14. Another way to fund the proposed recreation facilities would be with a sales tax rather than a property tax increase.

Would you vote "yes" in favor of, or "no" to oppose, a sales tax increase of .62% (about sixth-tenths of one percent) to fund the construction, operation and maintenance of a new recreation center in Fort Morgan, a new indoor field house in Brush and a new indoor field house in Wiggins? (NOTE: The tax impact would be about 6 cents on a \$10 purchase.) (Please check all that apply.)

- Definitely Yes
- Probably Yes
- Probably No
- Don't Know

Q15. How often do you or other family members use the existing Recreation Center (Armory) in Fort Morgan?

- Daily
- Weekly
- Monthly
- Occasionally
- Never

Q16. What gender best describes you? (Please check one.)

- Male
- Female
- More than one person in our household completed the survey

Q17. What is your age? (Please check one.)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 Years or Older

Q18. Do you currently have a school-age child in your home? (Please check one.)

- Yes
- No

Q19. Where do you live? (Please check one.)

- Brush
- Fort Morgan
- Wiggins
- Unincorporated Morgan County
- Other

MORGAN STRONG THANK YOU FOR PARTICIPATING! PLEASE RETURN YOUR SURVEY BY APRIL 17, 2019.

DRAFT SURVEYS WERE SUPPLIED TO BOARD MEMBERS & CITY LEADERS FOR OPPORTUNITIES TO ADVISE ON EDITS PRIOR PUBLIC DISTRIBUTION.

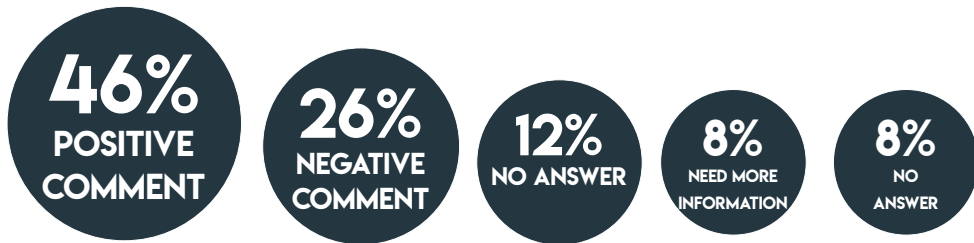
SURVEYS INCLUDE 20 QUESTIONS, INCLUDING ONE OPEN- ENDED QUESTION.



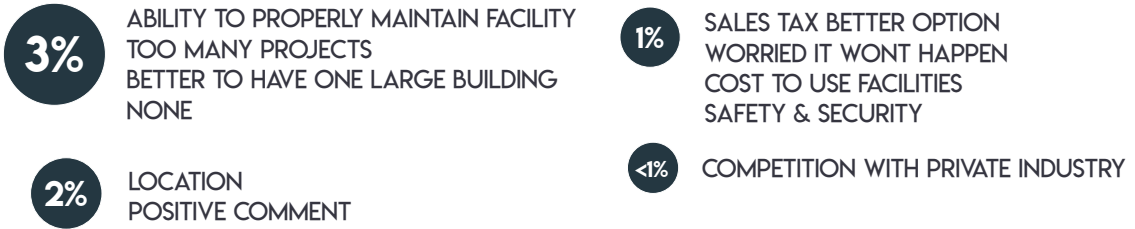
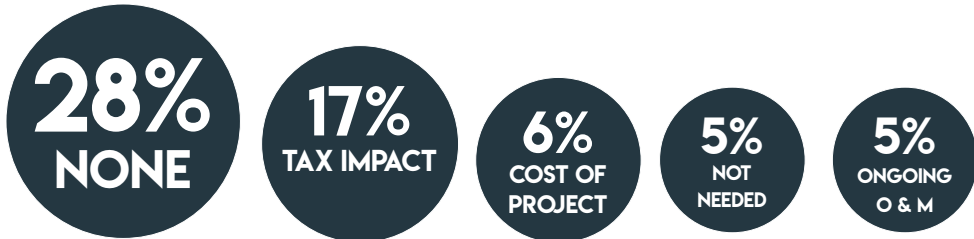
MORGAN COUNTY RECREATION NEEDS ASSESSMENT

CITIZEN SURVEY SUMMARY

INITIAL REACTION



MAIN CONCERNS



SURVEY RESPONDENTS TOP THREE PRIORITIES IN PROPOSED FORT MORGAN RECREATION CENTER

- Indoor Walk/Jog Track
- Leisure Pool
- Multi-Purpose Courts



SURVEY RESPONDENTS TOP THREE PRIORITIES IN PROPOSED BRUSH INDOOR FIELD HOUSE

- Indoor Walk/Jog Track
- Multi-Purpose Courts
- Multi-Use Rooms





MORGAN COUNTY RECREATION NEEDS ASSESSMENT

CITIZEN SURVEY SUMMARY, CONTINUED

SURVEY RESPONDENTS TOP THREE PRIORITIES IN PROPOSED WIGGINS INDOOR FIELD HOUSE

- Indoor Walk/Jog Track
- Multi-Purpose Courts
- Multi-Use Rooms



THE MOST PERSUASIVE ARGUMENTS AGAINST THE PROPOSAL ARE THE SCOPE OF THE PROPOSAL (THREE PROJECTS)

- Initial project scope is too big.
- the number of ballot measures that would need to be approved by voters.



Tax sensitivity is not extremely high, with **59% OF RESPONDENTS INDICATING THEY ARE “NOT VERY CONCERNED”** or “somewhat concerned,” compared to 37% who are “extremely concerned” or “very concerned.”

Survey respondents were less supportive of the sales tax option, with 48% support



Most arguments in favor of the proposed improvements were more persuasive than arguments against, especially messages focused on **IMPROVING QUALITY OF LIFE, HEALTH AND WELLNESS,** and **KEEPING THE COMMUNITY CONNECTED.**

COMPLETE CITIZEN SURVEY RESULTS CAN BE OBTAINED
BY EMAILING INFO@MORGANSTRONG.ORG





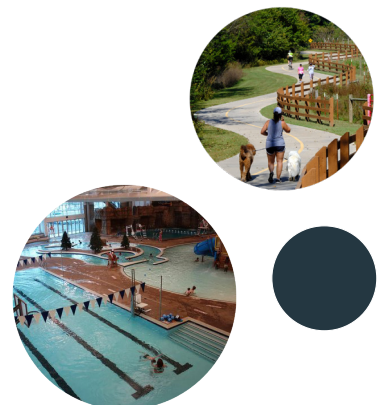
MORGAN COUNTY RECREATION NEEDS ASSESSMENT

NEXT STEPS

SHARE RESULTS **WITH ALL STAKEHOLDERS VIA EMAIL, WEBSITE, AND SOCIAL MEDIA.**

CONTINUE WORKING WITH MUNICIPALITIES TO ADDRESS CITIZEN PRIORITIES FOR EXPANDED RECREATION PROGRAMMING & FACILITIES.

ENCOURAGE **STAKEHOLDERS TO USE NEEDS ASSESSMENT DATA TO DRIVE DECISION MAKING.**



MORE INFORMATION

MORGANSTRONG.ORG
INFO@MORGANSTRONG.ORG

EVERYONEPLAYS

CONNECTING MORGAN COUNTY RESIDENTS OF ALL AGES
TO FUN, AFFORDABLE & EXPANSIVE RECREATION.

