

PARK RIVER PARKS + RECREATION

park river, north dakota

MISSION

TO PROVIDE FUN
& SAFE RECREATIONAL PROGRAMS FOR ALL
INDIVIDUALS.

Community Center & Sports Complex – Park River, North Dakota

(Business Plan with Event-Driven Financial Impact)

1) Executive Summary

Park River Parks + Recreation and its' motivated youth sports organizations, have the opportunity to build a **Community Center & Sports Complex** that delivers measurable returns in three ways:

- **Financial/Economic:** With ~46,200 annual visits across tournaments, leagues, fitness, skating, and rentals, the facility is projected to generate **nearly \$1 million in annual local spending** through dining, fuel, retail, and services. Beyond its own revenues, the complex will act as a community economic engine.
- **Health & Healthcare:** Direct access to year-round activity reduces inactivity-driven healthcare costs (nationally estimated at ~\$1,300 per person annually). This is a priority given Walsh County's higher-than-average inactivity and obesity rates.
- **Social & Community Vitality:** The facility will serve as a hub for families, seniors, and youth, enhancing Park River's attractiveness as a place to live, work, and invest.

2) Community Need & Market Snapshot

- **Population:** Park River ~1,480 residents; larger Walsh County catchment >10,000.
- **Health Indicators:** County data show higher inactivity and obesity than U.S. top-performing peers.
- **Current Gaps:** Limited access to indoor, multi-use recreation space during North Dakota's long winters.
- **Regional Draw:** Proximity to nearby towns (Grafton, Grand Forks) ensures tournaments and leagues attract outside participants, adding to local spending.

3) Facility Program (Right-Sized for Park River)

- **Flexible and full courts** (basketball/volleyball/pickleball) with capabilities of multiple sports at a time & fixed and portable spectator seating.
- **Indoor walking/jogging track** (safe, senior-friendly, indoor training).
- **Fitness center & studios** for group classes, PT/OT partnerships, Silver Sneakers, weight training, cardio and individual members.
- **Community multi-purpose rooms** for rentals, meetings, banquets, and health fairs.
- **Support amenities:** child-watch, lockers, concessions, catering kitchen, storage.
- **Adjacent Outdoor synergy:** RV visitors, batting, baseball, softball, golf, and fitness training.

4) Programming & Demand Drivers

- **Youth Sports:** Basketball, volleyball, hockey, figure skating, soccer, softball, baseball, golf, open gyms.
 - **Adult Sports:** Pickleball, leagues, golf, open gyms.
 - **Fitness/Wellness:** Classes, memberships, walking track, Silver Sneakers, cardio, free weights.
 - **Community Events:** Winter Carnival, craft shows, birthday parties, weddings.
 - **Open Community Access, Skating & Practices:** Multiple weekly offerings, capturing all age groups.
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5) Updated Financial Impact

Attendance & Spending

Using the **event matrix**, the complex generates:

- **Annual Visits:** ~46,200.
- **Driving Estimated Local Spending Impact:** ~\$997,770.

Key Drivers:

- Youth hockey (state + local + practices): ~11,600 visits / ~\$465k.
- Figure skating (practices + open): ~3,000 visits / ~\$106k.
- Volleyball & basketball tournaments/leagues: ~3,600 visits / ~\$110k.
- Fitness & walking track use: ~19,000 visits / ~\$142k.
- Special events (carnival, weddings, craft shows, parties): ~3,900 visits / ~\$120k.

Direct Facility Revenues

- **Memberships & Passes:** \$270k (500 x \$45/mn x 12)
- **Leagues/Programs/Classes:** \$140k (Leagues fees, group fitness, clinics, camps)
- **Court/Room Rentals & Tournaments:** \$120k
- **Concessions/Merch:** \$20k
- **Sponsorships & Naming Rights:** \$60k
- **Total Revenues:** over \$490k annually

Operating Costs

- **Staff:** \$50k
- **Utilities & Custodial:** \$110k
- **Maintenance & Reserve:** \$40k
- **Insurance/Admin/Marketing:** \$30k
- **Total Operational Expenses:** \$230k annually

Net Operating Margin: \$250k+- annually (pre-debt).

Building is intended to provide something for everyone. With this in mind, the user list and event list can be very diverse, inclusive, and extensive. The expanded list for annual visits and financial impact drivers is outlined below with estimates provided in the matrix:

Users - Event-by-Event Spending Pro Forma Matrix

Event / Program	Total Visits	Est. Local Spend (\$)
Youth hockey tournaments (8)	5,760	230,400
Weekly hockey practices	3,000	120,000
Youth State hockey tournament	2,880	115,200
Figure Skating Practices	2,560	102,400
Youth volleyball tournament	1,584	63,360
Fitness classes	10,000	50,000
High school hockey games	960	38,400
Winter carnival	1,500	37,500
Youth basketball tournament	864	34,560
Fitness center uses	6,000	30,000
Volleyball league	300	12,000
Basketball league	300	12,000
Hockey league	300	12,000
Walking track (15 ppl)	3,750	18,750
Walking track (30 ppl)	1,500	7,500
Indoor garage/craft show	500	12,500
Wedding/large event rentals	900	22,500
Birthday parties	180	4,500
Meeting room rentals	120	3,000
Dance events	720	18,000
Open skating	480	2,400
Open figure skating	480	2,400
Off-ice skating practice	400	1,600
Pickleball league	560	22,400
Youth open gyms (BB/VB)	600	24,000
Total	46,198	997,770

6) Economic Ripple Effects

- **Construction:** Millions in one-time impact for local contractors and suppliers.

- **Local Businesses:** Fuel stations, restaurants, cafes, and retail outlets gain ~\$1M per year in new spending.
- **Hospitality:** With limited hotel option in town, demand will spill into nearby Grafton & Grand Forks, creating opportunities for new lodging/short-term rentals.
- **Tax Base:** Bolstered healthcare system, increased property values, and sales activity.
- **Entrepreneurship:** More vendors, catering, and service businesses will see opportunities tied to event traffic and demand.

Compounding Economic Growth & Development Impact

- The addition of the Community Center Project will not only generate direct economic benefits through tournaments and increased local spending, but it will also have a compounding effect that drives sustained business growth and broader economic development.

When new money flows into a community through visiting teams, families, and event attendees, it does more than just support residential living and restaurants for a weekend. It creates a ripple effect, where local businesses see increased revenue, leading to hiring, wages, job creation, and new business opportunities.

Supporting Economic Facts:

- **The Multiplier Effect:** Studies show that every dollar spent locally circulates 3-5 times within the local economy, as businesses reinvest earnings into salaries, inventory, and services.
- **Tourism Growth Leads to Infrastructure Expansion:** Increased hotel occupancy and restaurant traffic can drive new commercial development, including additional lodging, retail businesses, and service providers.
- **New Business Attraction:** Cities with strong sports and recreation infrastructure become more attractive to investors and entrepreneurs, leading to sports related businesses, bolstered healthcare focus, and hospitality growth.
- **Community Enhancement Through Increased Tax Revenue:** More visitors mean increased sales tax and hospitality tax revenue, which can be reinvested in the facility and surrounding improvements, parks, schools, and additional community projects.

7) Healthcare & Wellness Impact

- **Daily activity access** improves cardiovascular health, reduces obesity, and mitigates chronic disease risk.
- **Estimated savings:** At least **\$1,300 per active adult annually** (National statistic) in reduced healthcare costs.
- **Partnerships:** Local hospital, clinic, and public health teams can run diabetes prevention, fall-prevention, and rehab programs inside the facility.

8) Social Impact

- **Families & Youth:** Structured after-school recreation, open gyms, and tournament opportunities.
- **Seniors:** Safe walking track and wellness classes.
- **Community Life:** A central hub for festivals, celebrations, meetings, and civic engagement.
- **Emergency Preparedness:** Space doubles as a safe shelter and command center if needed.

9) Funding Roadmap

- **USDA Community Facilities loans/grants.**
- **ND Parks & Recreation LWCF and Park System Grants.**
- **Naming rights and corporate sponsorships.**
- **Local fundraising & philanthropy campaign.**
- **Banking, healthcare and school partnerships.**

10) Success Metrics

- **Financial:** Revenue stability, operating margin.
 - **Economic:** Visitor spending, merchant surveys, tax receipts.
 - **Health:** Participation in fitness programs, reduced inactivity metrics.
 - **Social:** Memberships, youth enrollments, senior usage, event attendance.
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Conclusion

The Park River Community Center & Sports Complex will be a **self-sustaining facility** that not only covers its operations but also injects **~\$1 million annually into the local economy**. Beyond the numbers, it strengthens health, community pride, and long-term sustainability for the town.

Join our momentum and show your support for:

Park River Parks + Recreation

North Stars Youth Hockey Association

Park River Figure Skaters

Park River Public Schools

Etc.

DRAFT