



Lakeridge Community Recreation & Resiliency Center Magalia, California

Market Feasibility Assessment

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Prepared for:
Paradise Recreation & Parks District





INTRODUCTION AND BACKGROUND

At the request of Melton Design Group (MDG) and the Paradise Recreation and Parks District (PRPD), Peloton Research + Economics (Peloton Research) has conducted a market feasibility assessment for the Lakeridge Park Community Recreation and Resiliency Center currently proposed as part of the Lakeridge Park Master Plan in the community of Magalia in Butte County. The main research objectives of the assessment were as follows:

- Survey and review the current indoor recreational facilities and community spaces currently available to residents of Magalia and the residents within the PRPD service area of Butte County.
- Review and summarize current programs and activities offered at existing PRPD facilities.
- Review previous community outreach in Paradise and Magalia related to park planning and community needs.
- Analyze the demographic shifts and trends in Magalia and the PRPD service area and determine the level of activities and recreational preferences of residents in the region.
- Examine and summarize the efforts of other communities in California and other U.S. States to provide indoor community recreational facilities.
- Review current plans for the Lakeridge community center and provide recommendations for space programming and activities.
- Estimate financial performance and funding requirements for the construction and operation of a new community recreation center at Lakeridge Park.
- Provide recommendations for gap funding based on surveys of other community centers constructed or planned in California, along with programming opportunities to help enhance revenue opportunities.

STUDY METHODOLOGY

The market assessment for the proposed Lakeridge Park Community Recreation Center in Magalia included the gathering and review of data and materials from a variety of public and private sources located at the local, State, and Federal levels. A combination of field research, site visits, facility and department surveys, and Parks and Recreation industry resources were utilized to obtain primary and secondary market data. A considerable number of park master plans, feasibility studies, needs assessments, annual budgets, and media reports, were reviewed as part of the research process. The following are some of the main sources of information and data obtained and examined during the market assessment:



- Base population and household estimates were obtained from California Department of Finance (DOF, 2023) and U.S. Census 2020. More detailed demographic and socio-economic data was obtained from the U.S. Census American Community Survey (ACS 5-Year 2017-2021) and ESRI (2023).
- Population and household forecasts utilized from Butte County Association of Governments and ESRI and calibrated with data provided by DOF and Butte County Building Department.
- Geo-demographic and lifestyle data for residents in selected Butte County communities was obtained from ESRI and MRI-Simmons data from drive time analyses was also obtained from ESRI.
- Information regarding existing, under construction, and planned community center facilities was gathered from individual Parks and Recreations departments located in communities of varying size throughout the U.S. Information was obtained from Recreation Department websites, park master plans, facility studies, and correspondence with community officials to verify the status of community facilities.
- Parks and recreation industry and consumer data provided by the National Recreation and Parks Association (NPRA). Information reviewed included level of service standards and other performance indicators for park and indoor facilities across the U.S.
- Data on indoor recreation and sports participation rates by various demographic groups was gathered from ESRI, the Physical Activity Council, Sports and Industry Fitness Association (SIFA), and National Sporting Goods Association (NSGA)
- Vehicle traffic data provided by the California Department of Transportation (DOT) and Butte County Association of Governments (BCAG).
- Public outreach by PRPD for the master planning of Lakeridge Park was reviewed along with citizen surveys conducted by Blue Flamingo for the planning of the Paradise Community Center (former Senior Center).
- Information on current operations and programming at PRPD facilities was provided by PRPD staff and annual budgets.
- Information regarding PRPD operations, activities, and agency performance indicators was provided by PRPD and the NRPA.



- The Upper Ridge Master Plan, March 2022, prepared by Butte County and PlaceWorks. Includes information provided during four community workshops and surveys conducted during 2021.

EXECUTIVE SUMMARY

The community of Magalia is the second largest unincorporated community in Butte County, with a population of 7,494 in 2023. Magalia was one of many communities devastated by the Camp Fire wildfire disaster during November 2018, and the community experienced the second largest loss of housing stock and population in Butte County during the event. Magalia's population in 2023 is 34% lower than the 11,310 recorded during the 2010 Census. During the five years following the Camp Fire, the residents of Magalia have been actively working to recover and rebuild a more resilient and sustainable community moving forward.

Magalia is the second largest community within the service area of the Paradise Recreation and Park District (PRPD). The PRPD headquarters is located 4 miles south of Magalia in the Town of Paradise. Paradise suffered the largest losses during the Camp Fire disaster, losing over 90% of the community's housing stock on November 8, 2018, in a matter of hours. In October 2018, a month prior to the Camp Fire, PRPD's total service area population was nearly 40,000, with Paradise residents comprising 26,581 of that total. By 2019, Paradise's population had declined to 4,474. Many of PRPD's parks and facilities were damaged or destroyed during the Camp Fire. The Paradise Ridge Senior Center, a popular 9,157 square foot community center under separate ownership, was completely destroyed by the wildfire as well. As of August 2023, the PRPD operates just one community center in its district, the Terry Ashe Recreation Center in Paradise, which also acts as PRPD's headquarters.

Though nearly 14,000 square feet in size, the Terry Ashe Center has only 3,880 square feet usable community space for community meetings and events, with the remaining 10,000 square feet of space utilized as PRPD's operations hub. This limited community center space is currently the largest space under PRPD's ownership and serves a current district population of 18,107. Paradise experienced a growth of 91.9% from 2020 to 2023, and the PRPD service area overall experienced growth of 22.6% during the same three-year period. The district service area is expected to grow at a minimum 5% annual rate over the next five years, expanding the current population to 25,478 by 2030. Based on these figures, the PRPD will need to add new community centers and indoor recreation spaces to meet current and future resident demand.

In 2020, the PRPD began a formal planning process to provide a community center in Magalia, in a location that could potentially serve as a central Town Center for the community. Melton Design Group (MDG), located in the nearby City of Chico, were engaged to create a Master Plan for the 27.9-



acre Lakeridge Park to be located on Lakeridge Circle in Magalia. A key component of the Master Plan includes a multi-use community center building of approximately 10,000 square feet. The Dahlin Group Architecture firm, located in the City of Pleasanton, were engaged in 2021 to create conceptual designs and cost estimates for a new community center in Lakeridge Park. The firm's designs provided for two adjacent buildings, totaling 10,090 square feet, referred to as The Hub at Lakeridge Park. The uses provided include multi-purpose spaces for meetings and events for over 200 people spaces, smaller classroom/activity room spaces, a commercial kitchen, and battery storage area, among other uses. The PRPD worked with MDG to submit an application for a Statewide Park Program (SPP) grant funded by Prop 68 in 2021, and the project was awarded \$5,225,277 later that year.

Since 2020, construction costs in Northern California have continued to rise at historically high rates, while communities located along the Ridge in Butte County deal with additional challenges of attracting developers with readily available construction labor pools, putting further upward pressure on local construction costs. The largest portion of the SPP grant funding for Lakeridge Park will be absorbed by parkland improvements during 2023 to 2025, leaving less than 15% of grant funds for community center construction. The formal estimated cost for the Lakeridge Community Center (The Hub) was reported as \$11,072,581 by Cummings Construction Management in January 2023. This estimate did not include the costs for furnishings and special equipment. Given this figure, and the potential additional increases in direct construction costs since January 2023, the funding gap to build the Lakeridge Community Center is in excess of \$10 million, not including the costs to implement and operate the facility moving forward.

At the request of PRPD and MDG, Peloton Research + Economics (Peloton Research) has undertaken a market assessment of the Lakeridge Community Center to provide new data and feedback on District and County-wide demographics, regional recreational participation rates, surveyed inventory of community facilities, case studies from community center planning and construction in other markets and funding constraints and opportunities. Information gathered during this process has been used to provide recommendations on potential programming and financial performance of the Lakeridge Community Center operations over the first five (5) years. Recommendations on potential community partnerships have been highlighted as well.

The following are some of the key findings from the market assessment study:

SUMMARY OF FINDINGS

The following provides a summary of key findings from the Lakeridge Park Community Recreation and Resiliency Center Market Assessment.

Lakeridge Park – Location & Attributes

- The approximately 27.9-acre site located at 14040 Lakeridge Circle offers an attractive location for the development of a master planned community park providing both outdoor and indoor recreational opportunities.
- The site offers ample space to accommodate a variety of amenities and uses including, a new multi-purpose community center, canyon/reservoir overlook, amphitheater, bike trails and skills course, nature trails, multi-use court, multiple play areas, group picnic area, entryway, pathways, and attractive landscape, including other features.
- The neighborhood of the site is comprised of a mix of uses including, a grocery, fueling station and convenience store, multiple restaurants, churches, schools, pharmacy, public safety facilities – including fire station and sheriff substation, medical offices, a disc golf course, small community center, and residential homes, among other uses.
- Based on 2022 data provided by BCAG, average daily traffic ranges 10,000 to 12,000 vehicles per day along Skyway, north and south of Lakeridge Circle.
- The neighborhoods surrounding Lakeridge Park suffered catastrophic losses during the Camp Fire Disaster in 2018. A large portion of the 2,585 structures lost in Magalia during the wildfire were located within 2 miles of the Lakeridge Circle site.
- A new development of 63 affordable multi-family units has been approved on the 18-acre parcel immediately north of the Lakeridge Park site. The Lakeridge Circle Apartments will be built by the locally based Community Housing Improvement Program (CHIP). The project targets households with incomes between 30% and 50% of Area Median Income (AMI) for Butte County and is due to be completed in 2026.

Lakeridge Park – Community Center

Peloton Research reviewed more than thirty (30) community centers of varying formats located in communities across the U.S. with a primary focus on facilities located in Northern California.

- A survey of facilities in Butte County revealed the highest concentration of public and private recreational, event, and meeting spaces in the City of Chico, the most populated city, cultural hub, and largest regional retail destination in Butte County. Chico has over 140,000 square feet of indoor meeting and recreational spaces with approximately

20,000 square feet under the management of the Chico Area Recreation Department (CARD) to serve a population of 107,394 in 2023.

- The PRPD currently has one (1) public community center, the Terry Ashe Recreation Center, located at 6626 Skyway in the Town of Paradise. The facility is approximately 12,000 square feet in size and includes the main offices and operations of the PRPD. The recreation center has approximately 3,900 square feet of rentable event and meeting space to serve the Town's population of 9,142 in 2023.
- The popular Paradise Senior Center, located at 877 Nunneley Road, was lost during the Camp Fire and has not been replaced. Planning efforts are underway for a new multi-generational facility to replace the Senior Center in the same location.
- The Magalia Community Center, a small, privately owned community center is located a half mile west of the Lakeridge Community Center site, and immediately adjacent to Magalia's disc golf course. This 1,600 square foot facility can be rented for private and public events and currently offers some limited weekly classes through PRPD. Both the Magalia Community Center and disc golf course are not under the control of the PRPD.
- The Lakeridge Park Community Center site was identified as a viable location for a new Magalia Town Center during the preparation of the Upper Ridge Community Plan in 2021. The site benefits from a mix of uses in the surrounding neighborhood, favorable daily traffic flows, future residential growth (and regrowth), attractive park improvements, and proximity to schools.
- The development of the Lakeridge Park and Community Center has the added benefit of fulfilling a major component of the PRPD's Hazard Mitigation Plan completed in 2019. Action Plan #5 was designated as a high priority, fulfilling multiple objectives. An excerpt from the plan identifies key issues to be resolved:

The community has few areas for flexible space to serve as emergency staging or evacuation areas, or to provide community services. The facility could also serve as a community cooling station. Magalia has no public parks and no public-owned community buildings to support public meetings or for social connection and well-being.

- The conceptual designs of the Lakeridge Community Center provided by The Dahlin Group architects include an attractive, modern facility with space for multiple uses, including a commercial kitchen space and café, two features that received multiple requests from participants during public outreach.
- The primary building, referred to as The Hub, included 9,000 square feet of space. This space may be adjoined to the adjacent 970 square foot flexible Garage space to achieve greater economies of scale depending on level of funding.

- Any changes to the floor plan of the Hub and Garage components of the community center should be focused on maximizing a divisible space capable of supporting between 250 to 300 occupants, with ample lobby space and staging space for resiliency planning.

Community Center Impacts on Resident Desires

- A survey of available indoor community and recreational facilities in the PRPD service area revealed a shortage of publicly owned space for community gathering and larger events in the Magalia community.
- There are currently no dedicated fitness center operations or library services identified in Magalia. Both of these components would be welcome additions to a new community resiliency center that would help activate the space throughout the day.
- Past community outreach efforts along the Ridge revealed strong interest in new community facilities offering a variety of classes, programs, event, and meeting spaces (Blue Flamingo - Paradise Community Center Surveys, 2021).
- During the preparation of the Upper Ridge Master Plan, Magalia residents showed strong support for a new Town Center and central gathering location, with the Lakeridge Circle site identified as one of two preferred options.

Lakeridge Community Center Feasibility

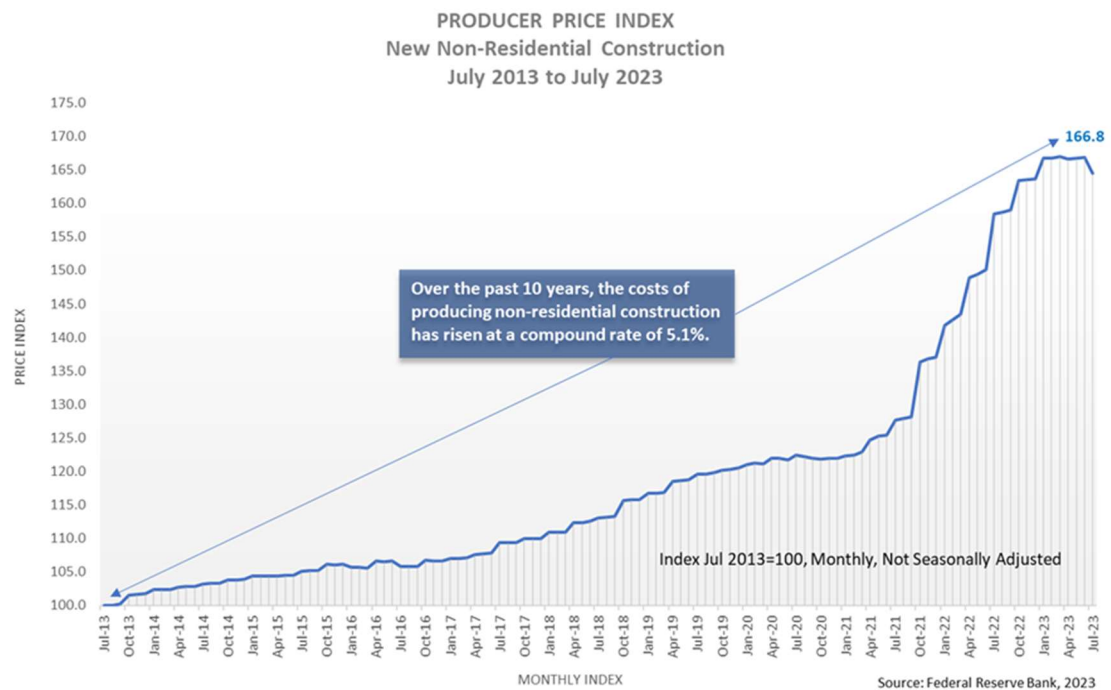
- An examination of PRPD service area demographics and recreation participation rates suggests a viable opportunity for a new recreation center in Magalia.
- An expansion of rentable community spaces, including a commercial kitchen, would expand market opportunities for PRPD and provide the district with more resources to attract and accommodate local and larger regional events.
- According to a 2023 Performance Review Report by the NRPA, Parks and Recreation agencies with less than 20,000 people in a jurisdiction provide a recreation center for every 9,745 residents, a community center for every 8,829 residents, a senior center for every 14,000 residents, and teen center for every 14,593 residents.
- Level of Service targets in successful Northern California Parks and Rec programs range from 1 to 2 square feet of indoor recreation space per resident (some seek 2.5 psf per resident). Based on these figures the PRPD would need to provide 18,107 to 36,214 square feet of community center space to serve the current population.
- A number of potential partners exist in the community that may have an interest in utilizing spaces within the community center, either on a part-time or full-time basis. Butte College, California State University, Chico, Cal Fire, Butte County Libraries, and Paradise Stronger, are

just some of the potential partners to consider moving forward. Culinary training, Technology classes, and fitness programs are just some of the areas of partnership interest.

- Activity levels at PRPD's Terry Ashe Recreation Center were reviewed, along with activity levels and programs at other facilities in comparable communities. Peloton Research has provided a pro forma for the Lakeridge Community Center based on operations over the first ten years in service (see Appendix). An analysis of revenues and expenses shows rental space and programming in the facility returning 83.3% on costs on average.
- According to the National Recreation and Parks Association (NRPA), indoor recreation centers across the U.S. typically have lower cost recovery rates of less than 50%.

Lakeridge Community Center - Funding Barriers & Challenges

- Rising construction costs in Northern California have outpaced grant fund award for a number of proposed community center projects. Group4 Architects reported a 17% to 22% costs increase from 2020 to 2022 for a community center project in planning in the City of Belmont, California. The community was forced to re-allocate financial resources to complete the project.
- A review of the producer cost index by Peloton Research found a compound rate of 5.1% for non-residential construction costs on an annual basis over the past decade. Projects that are delayed or put off for future funding opportunities may see inflation far outpacing their feasibility in the future.





- According to a 2022 survey by the California Park and Recreation Society, the most common challenges faced by parks and recreation departments in California are funding and staffing.
- The California Park and Recreation Society also reported the following percentages of different funding or financing tools used by parks and recreation departments in California:
 - Property taxes: 65%
 - State grants: 15%
 - Federal grants: 10%
 - Private donations: 5%
 - Bonds: 5%
 - Other: 5%
- It is important to note that the specific funding mix for any particular community will depend on a number of factors, such as the size of the community, the needs of the community, and the availability of funding sources. Larger communities with more resources may be able to rely more on property taxes to fund new community center facilities due to a larger tax base. Smaller, rural communities with fewer resources, like Magalia, may need to rely more on state and federal grants.
- Fast growing suburban communities, like the City of Elk Grove in Sacramento County and Rocklin in Placer County, can leverage their growth to generate Parks and Recreation revenues through parcel and sales taxes along with development fees. The financial strength of these communities also offers them favorable terms to use bond and lease revenue financing over varying terms to fund indoor recreation facilities.
- Communities in Butte County disaster areas, including Paradise and Magalia, are limited on the revenue they can generate from development fees. If a home was destroyed by wildfire and later rebuilt, only fees generated on new square footage in excess of original square footage can be charged a fee. This places constraints on new fees tied to regrowth.
- The California Revenue and Taxation Code, section 170, lets homeowners in disasters areas rebuild their homes and maintain their previous property tax basis as long as they build the home in similar manner to the original. This code is beneficial to local residents, though it limits the available new tax revenue that would be generated by new home construction to help fund parks and park improvements.
- Despite receiving initial park funding of \$5.2 million through Prop 68 and the Statewide Parks Program (SPP) in 2021, the majority of funds received are allocated to park improvements with approximately 10% remaining, or \$500,000 of funds available to construct a \$10.1 million community recreation and resiliency center.



- Local development impact fees generated in Magalia are expected to provide less than 1% of the project's total cost.
- Based on an assessment of future construction costs and currently available funding, the Lakeridge Community Recreation and Resiliency Center will need a minimum of \$10 million in additional funding to move forward and complete construction of a facility in the 10,000 to 12,000 square foot range. This would not include furnishings or some specialty fixtures. Those items will need to be funded from PRPD internal resources, donations, partnerships, and other appropriate grant resources.

Rising Construction Costs – Additional Considerations

A key finding throughout the research process for the Lakeridge Community Center was the reports of rising construction costs across the U.S. and the impacts of those costs on previously approved projects. A number of community centers that were approved prior to the Global Pandemic were placed on-hold pending clearer information on the longer-term impacts on public gathering spaces. When the public agencies began to reinstate their community center projects in 2020 and 2021, the contractors engaged to complete construction were forced to go back and request large increases to construction budgets to offset rapidly rising costs of materials and labor in the industry.

The rise in costs is substantial when looking back to some of the projects built in higher costs areas like the San Francisco Bay Area. In 2005, a 25,000 redevelopment of the Pickleweed Park Community Center was funded for \$8.5 million and completed in 2006. That same center would cost in excess of \$25 million to build in 2023.

In the City of Elk Grove, the 43,000 square foot Wackford Community and Aquatic Complex was built in 2004 for a cost of \$17 million. Similar facilities are currently planned in other Northern California markets in the \$46 million to \$60 million range.

A more recent example is in the City of Belmont. In 2019, Belmont approved plans for the design of a new 25,000 square foot community center to replace an outdated and poorly functioning 28,000 square foot center. The construction budget was estimated as \$40.4 million for the 25,000 square foot facility including demolition of the old buildings. The budget included options for a 10,000 square foot gymnasium and pool that would require the total construction budget to be \$57.8 million. During the time period of the 4th Quarter of 2019 and the second Quarter of 2022, the architecture firm in charge of the project informed the City of Belmont that construction costs had risen from 17% to 22%.

With the non-residential construction cost index experiencing long-term compounded growth of 5.1% per year, a \$10 million project placed on hold in 2023 would cost a minimum of \$12,820,000 by 2028. That extra \$2,820,000 in required funding to build the same amount of square footage may be harder to access at that time.



Paradise Recreation and Parks District (PRPD) Overview

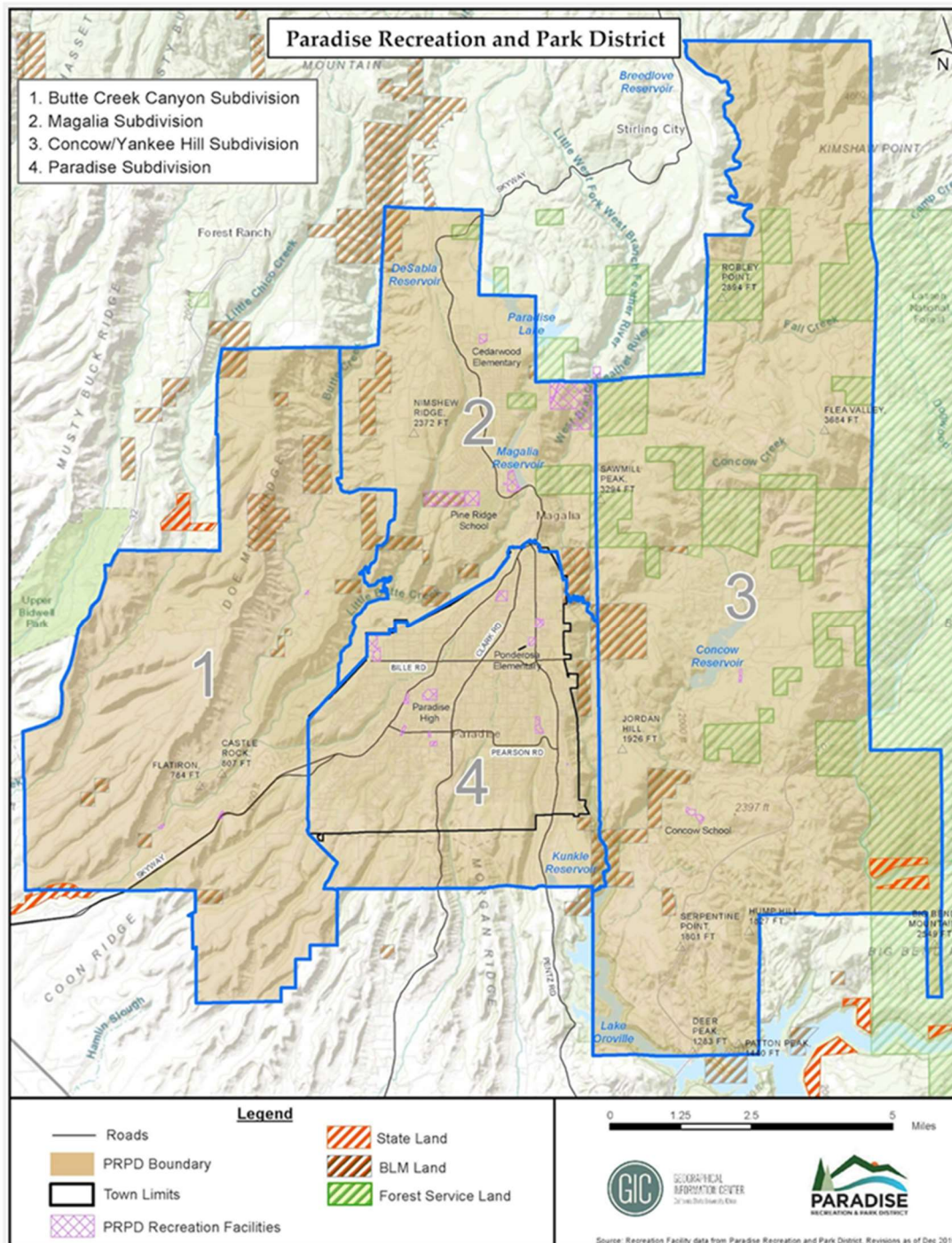
The PRPD operates in the northern central portion of Butte County, California with a jurisdiction service area that encompasses nearly 170 square miles.

The PRPD was established as an independent special district in 1948 to provide recreational facilities and programs to residents of the Paradise Ridge Community and surrounding area (the Town of Paradise itself was incorporated in 1979). The District is located in north-central Butte County, with all but small portions of it lying between the parallel stretches of State Highway 32 and State Highway 70 (as shown above on the following map). The District's western boundary is contiguous with parts of the City of Chico's eastern boundary. The District consists of approximately 106,096 acres (165 square miles) and serves a current population of approximately 18,500. It encompasses the Town of Paradise, Butte Creek Canyon, and the unincorporated communities of Magalia/Paradise Pines and Concow/Yankee Hill. It also includes portions of four school districts: Chico Unified School District, Paradise Unified School District, Golden Feather Union Elementary School District, and Oroville Union High School District.

Up until November 8, 2018, the PRPD service area included a population in excess of 45,000 people spread across nearly 170 square miles. Two years following the Camp Fire disaster, the population within the service area had shrunk to 14,765. The Town of Paradise lost 95% during the disaster, and rebuilding would not really ramp-up until 2020 and 2021. By 2023, the population in the PRPD service area had increased to 18,107. The largest portion of this growth occurred in the Town of Paradise.

The following map shows the expansive PRPD Service Area (outlined in blue).

Paradise Recreation & Parks District (PRPD) Service Area



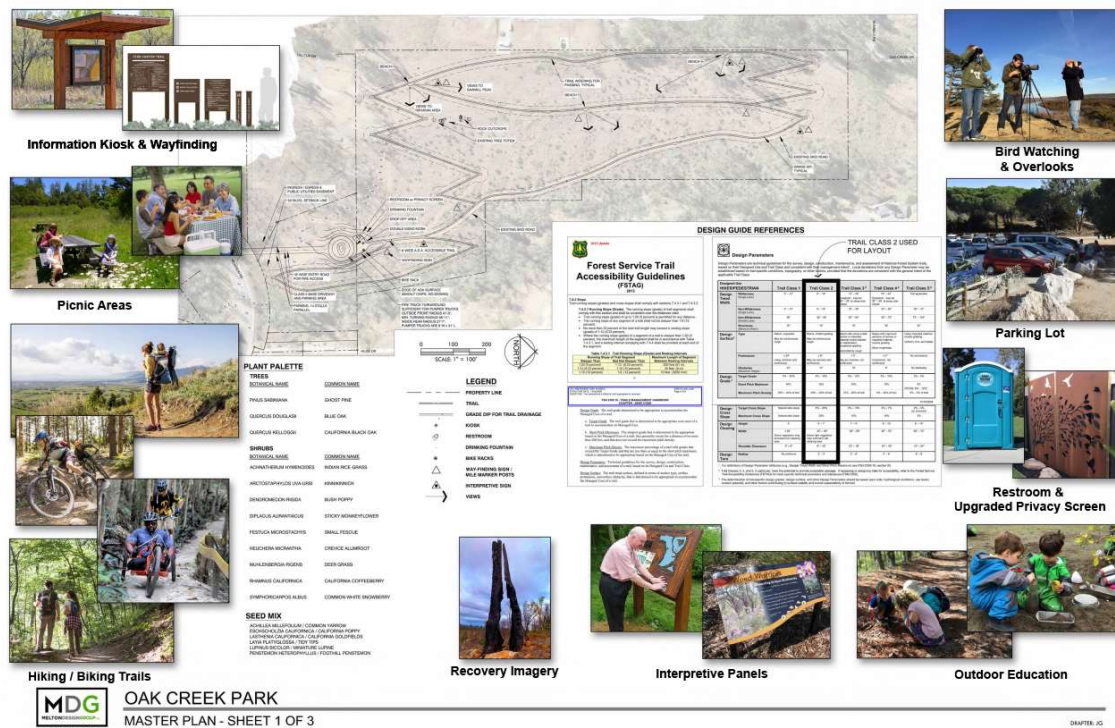
The following provides an overview of the PRPD's facilities available in the service area.

DISTRICT FACILITIES

Facility	Address	Amenities
	Terry Ashe Recreation Center 6626 Skyway Paradise, CA 95969	Located In the heart of Paradise along the Skyway, the Center is the home of PRPD and most of the District's programs. Many community social clubs' meetings and events. In winter, the Ice Rink takes root for the Holiday Season. At other times of the year it hosts special events such as the Chocolate Festival, Johnny Appleseed Days and our own Gold Nugget Craft Faire. Many people enjoy this lovely park and stroll, play, or rest under the shade trees. Facilities: Pre-school, play-ground, gazebo, arbor, BBQ, basketball court plus indoor facilities and kitchen that can be rented for your own special events.
	Aquatic Park 5600 Recreation Drive Paradise, CA 95969	Located in Lower Paradise, the Aquatic Park makes a lovely setting for the public swimming pool, nature trail, duck pond, individual picnic sites, a group site and outdoor arbor. In the summer months, the Park provides the location for the Aquatic Park Camp, recreational swimming and swimming lessons. Facilities: Swimming pool, a Group area that can accommodate 150 people with BBQ's and picnic tables. There are also single picnic sites, a playground area, kids fishing pond and beautiful shade trees. The pool, arbor, group and individual sites are available for your summer events.
	Bille Park 501 Bille Road Paradise, CA 95969 Bille Park Expansion 6261 W. Wagstaff Paradise, CA 95969	The original park features a group area, playground, and lots of picnic with shade. Each site come with a BBQ, table, benches and a nearby water source. The park has ample parking, children's playground and a large grassy area. The counselor's area is used for social gatherings or just a resting place after a trek along the nature trails. Bille Park Expansion boasts a gazebo, pavilion and even a kitchen that can also be rented for events of up to 120 people. The features of this park blend cohesively to give any outdoor event an air of elegance among the natural setting of the Ridge. Walkways connect the parks and peek over into the canyon's natural beauty.
	Coutolenc Park 364 acres on Coutolenc Road	The park sits on 340 acres on Coutolenc Road above Magalia. Hiking is encouraged. There is an archery range with 42 targets, NFAA certified.
	Moore Road Park	Located in Upper Paradise, the Moore Road Park is unique in that it has two ball parks, a playground area, a riding arena, a dog park and a ropes course. This facility is used year round by many different users. The ball park can also be rented for your private use.
	Crain Memorial Park (near Concow Lake)	The hidden gem of Butte County is located in Concow and reopened in October 2017 with a picnic area, restrooms, native plant trail, drinking water, play structure and nice meadow area.

Since 2020, PRPD took over the recreation amenities and operations of the 240-acre Paradise Lake, located north of Paradise near Magalia. The lake and surrounding shoreline provide trails, a gazebo, picnic areas, fishing, paddling, hiking, and mountain biking activities.

PRPD additionally has the Oak Creek Park off Pearson Road under development. This 20-acre park will include a series of looping, natural surface trails for biking, walking, and hiking, picnic areas, drinking water fountain, educational kiosks, and parking area. Hiking, biking and walking trails were the most requested outdoor park amenities during nearly three years of outreach by the District. The park is planned for opening in 2024.



Lakeridge Park and Community Recreation Center

The Paradise Recreation and Parks District (PRPD) is in the process of evaluating the scale and programming for a new community recreation center to be located along Lakeridge Drive in the community of Magalia. The idea of a park at this location has circulated in the community since at least 2006. Starting 2010, PRPD was able to lease 26 acres and acquire another 1.26 acres of land from the Paradise Irrigation District to help make the future park a reality. From 2010 to 2019, PRPD made three separate attempts to secure grant funding to help create a new park at the Lakeridge site, though each time the grant requests were denied. In 2020, a new conceptual plan for the park was created by Melton Design Group, and a new grant application was submitted to receive funding from California's Proposition 68 program. This proposition authorized \$4 billion in general obligation bonds for state and local parks, environmental protection and restoration projects, water infrastructure projects, and flood protection projects. Competition for Prop 68 funds has been highly competitive. In December 2021, PRPD was awarded a grant of \$5.2 million to improve Lakeridge Park, with a

portion of that funding available to construct a multi-purpose resiliency hub and expanded community center on-site.



An initial conceptual plan for the Lakeridge Community Center was created by the Dahlin Group as part of the Lakeridge Park Master Plan submittal to the State for Prop 68 funding. At the end of 2021, plans included showed at total of 10,090 total square feet of building area, with a larger building of over 9,000 square feet adjacent a smaller building of approximately 920 square feet.



The larger building, referred to as *the Hub*, includes a large 1,870 square foot multi-purpose room, a commercial kitchen with an attached small café, two gallery areas, a lobby, multiple bathrooms, storage and administrative spaces, and another multi-purpose room of 745 square feet. The Hub building also includes a 1,200 square foot basement area to store batteries and supplies. The adjacent smaller building, referred to as *the Garage*, includes a larger open room capable of supporting a maker space or workshop classes. The 970 square foot Garage building also includes bathroom facilities, showers, and storage spaces.



The Hub and Garage buildings are set up to provide flexible programming that can support the activities and events that will occur at the future Lakeridge Park. The size of the combined building areas is large enough to support private and public events. The large multi-purpose room in the Hub can be opened up to a large outdoor terrace that can nearly double the capacity of event attendees. The smaller multi-purpose room can support a range of programming from dance and fitness classes, educational programs, lectures, organizational gatherings, and children's programs, among other uses. The separation of these two multi-purpose spaces allows for multiple activities and events to occur at the same time period if needed.



The combined area of the Hub and Garage buildings would be similar in size to the community center building proposed to replace the former Paradise Senior Center located at 877 Nunneley Road. Though both of these buildings, as planned, would create additional meeting and shelter spaces for Magalia and Paradise, the Magalia community is more in need of social and activity spaces at this time. The proposed Paradise Community Center would front the Paradise Performing Arts building, sharing a parking area, and creating some potential synergies between the two uses. The Lakeridge Community Center will be surrounded by parkland and play fields that provide different levels of activity and programming options. The challenge for these two newly planned community facilities will be to diversify programming enough to avoid underutilizing spaces, while working to support older facilities in the area, including the Terry Ashe Recreation Center. The Lakeridge Community Center will have the ability to provide a key anchor for a new Town Center, while also functioning as the resiliency center for the Upper Ridge communities.

DEMOGRAPHIC CHARACTERISTICS

Population and Household Change

The 2018 Camp Fire Disaster permanently altered the landscape of the communities within the PRPD service area. Over 18,000 structures and more than a million trees were lost during the 17 days of the wildfire. The Town of Paradise had the largest structural loss with 14,353 destroyed, followed by the community of Magalia with 2,585 structures lost. Another 695 structures were lost in the unincorporated communities of Concow and Yankee Hill. Residential homes comprised the overwhelming majority of structures lost. Over 35,000 residents were displaced during the Camp Fire, with Paradise losing 90% of the Town's population in just a matter of days.

The loss of population in the communities located on the Ridge in Butte County led to rapid growth in surrounding communities primarily to the west and south. Regionally, the City of Chico was the largest recipient of these migrants, with the city seeing a decade's worth of growth immediately following the disaster. Though many residents dispersed to communities across other parts of California and the United States, a large portion remained in Butte County, despite an on-going housing crises and housing shortage. The communities suffering major population losses would see their resident count drop well below their levels of 2010.

The following table shows the changes in population of select Butte County communities over the past three Decennial Census surveys spanning 2000 to 2020.

BUTTE COUNTY POPULATION
CENSUS 2000, 2010, and 2020
 For Selected Incorporated & Unincorporated Communities

GEOGRAPHIC AREA	CENSUS YEAR			PERCENT CHANGE		
	2000	2010	2020	2000-10	2010-20	2000-20
Butte County	203,171	220,000	211,632	8.3%	-3.8%	4.2%
Biggs, City	1,793	1,707	1,964	-4.8%	15.1%	9.5%
Chico, City	59,954	86,187	101,475	43.8%	17.7%	69.3%
Concow CDP *	1,095	710	402	-35.2%	-43.4%	-63.3%
Durham CDP	5,220	5,518	5,834	5.7%	5.7%	11.8%
Gridley, City	5,382	6,584	7,421	22.3%	12.7%	37.9%
Magalia CDP	10,569	11,310	7,795	7.0%	-31.1%	-26.2%
Oroville, City	13,004	15,546	20,042	19.5%	28.9%	54.1%
Oroville East CDP	8,680	8,280	8,038	-4.6%	-2.9%	-7.4%
Palermo CDP	5,720	5,382	5,555	-5.9%	3.2%	-2.9%
Paradise, Town	26,408	26,218	4,764	-0.7%	-81.8%	-82.0%
South Oroville CDP	7,695	5,742	3,235	-25.4%	-43.7%	-58.0%
Thermalito CDP	6,045	6,646	7,198	9.9%	8.3%	19.1%
Yankee Hill CDP	*	333	260	na	-21.9%	na

* Yankee Hill combined with Concow population in 2000.

Source: U.S. Census Department; Peloton Research, 2023

The population of Magalia grew at a faster rate than Paradise from 2000 to 2010, increasing 7% over the decade and growing from 10,569 to 11,310 residents. During that decade, the Town of Paradise had a small decline of 0.7% in population, dropping slightly from 26,408 to 26,218 residents.

From 2010 to 2020, Paradise experienced a total population loss of 82%. Of the other communities within the PRPD service area, the small community of Concow had the second largest percentage loss in population, losing 43.4% of its residents over the decade. **Magalia experienced the third largest percentage population loss and second largest total population loss, with a 31% decline from 2010 to 2020.** The following table shows the population count for Butte County, the communities within the PRPD Service Area, and the adjacent unincorporated community of Stirling City to the north from 2010 to 2023:

**BUTTE COUNTY & PRPD COMMUNITIES
POPULATION
2010, 2020, & 2023**

Demographics	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
2010 Total Population	220,000	40,199	11,310	26,218	1,086	710	333	295
2020 Total Population	211,632	14,765	7,795	4,764	780	402	260	284
2023 Total Population	205,592	18,107	7,494	9,142	807	403	261	266
Change 2010 to 2020	-3.8%	-63.3%	-31.1%	-81.8%	-28.2%	-43.4%	-21.9%	-3.7%
Change 2020 to 2023	-2.9%	22.6%	-3.9%	91.9%	3.5%	0.2%	0.4%	-6.3%

Source: U.S. Census; ESRI; Peloton Research, 2023

Rapid regrowth in Paradise from 2020 to 2023 has helped the community increase population by 91.9%. Magalia is reported as losing an additional population of 3.9% over the same time period, though professionals working within the community question reports of population losses. Nonetheless, **the PRPD Service Area experienced a 22.6% increase in population from 2020 to 2023,** adding over 3,300 people back into the District in just three (3) years.

The residents within the PRPD service area have a median age that is substantially higher than that of Butte County overall. The median age range of PRPD communities is 50.9 to 56.8, with the PRPD residents having an overall median age of 55.1, versus just 38 years for Butte County.

**BUTTE COUNTY & PRPD COMMUNITIES
AGE CHARACTERISTICS
2023**

Demographics	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Median Age	38.0	55.1	54.7	55.2	50.9	55.8	56.8	53.3
Total Population Age 18+ (%)	81.0%	85.1%	84.1%	85.8%	84.8%	87.6%	88.1%	81.6%
Total Population Under Age 18 (%)	19.0%	14.9%	15.9%	14.2%	15.2%	12.4%	11.9%	18.4%
Total Population Age 65+ (%)	19.5%	31.9%	31.0%	33.8%	27.3%	22.3%	28.0%	32.3%

Source: ESRI; Peloton Research, 2023

In 2023, the total population aged 65 and over in the PRPD service area (31.9%) is more than double the total population under 18 years of age (14.9%). **The Town of Paradise has the largest percentage of residents aged 65 and over at 33.8% of its total population, followed by Magalia with 31%.**

Magalia's higher percentage of residents under 18 years of age may provide opportunities for more youth related programming, especially teen programming to fill a current void in the community. The continued large presence of Seniors aged 65 and over in Magalia provides a good opportunity for a multi-generational facility in the community, providing inclusive programs for residents 55 and over.

The following table provides a more segmented breakdown of population by age group for Butte County and the service area communities, showing data from the year 2022.

BUTTE COUNTY & PRPD SERVICE AREA COMMUNITIES
AGE DISTRIBUTION OF POPULATION
2022

Age Group	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Age 0-4	5.32%	3.75%	3.82%	3.72%	4.13%	3.82%	2.69%	4.98%
Age 5-9	5.28%	4.11%	4.39%	3.84%	4.61%	3.58%	2.69%	5.69%
Age 10-14	5.22%	4.46%	4.81%	4.02%	4.98%	4.06%	3.08%	6.05%
Age 15-19	6.70%	4.55%	4.74%	4.39%	4.98%	4.06%	4.23%	3.91%
Age 20-24	9.86%	3.89%	3.80%	4.21%	3.88%	3.10%	3.46%	4.98%
Age 25-29	7.72%	4.49%	4.26%	4.97%	4.61%	3.58%	5.00%	6.76%
Age 30-34	6.85%	4.45%	4.18%	4.84%	5.22%	4.77%	3.46%	4.27%
Age 35-39	5.79%	4.63%	4.82%	4.53%	5.58%	4.30%	3.08%	5.34%
Age 40-44	5.19%	4.19%	4.12%	4.26%	5.70%	4.06%	3.46%	4.98%
Age 45-49	5.00%	5.17%	5.17%	5.02%	6.19%	5.97%	5.77%	3.56%
Age 50-54	5.32%	6.55%	6.71%	6.12%	6.19%	8.35%	9.23%	4.63%
Age 55-59	6.09%	8.49%	8.49%	7.93%	6.67%	14.32%	12.69%	6.76%
Age 60-64	6.55%	9.99%	10.23%	8.93%	9.83%	15.04%	12.31%	9.96%
Age 65-69	6.14%	9.43%	9.25%	9.18%	10.07%	8.59%	10.77%	9.96%
Age 70-74	5.05%	8.41%	8.91%	7.72%	8.37%	5.49%	8.85%	8.19%
Age 75-79	3.40%	5.76%	5.85%	5.98%	4.25%	3.34%	4.62%	5.69%
Age 80-84	2.14%	3.64%	3.36%	4.33%	2.43%	2.39%	2.31%	2.49%
Age 85+	2.38%	4.05%	3.09%	5.98%	1.94%	1.67%	2.31%	1.78%

Source: ESRI; Peloton Research, 2023

The breakdown of population into 5-year age groups reveals a diverse mix of ages between Butte County and the PRPD service area communities. The darker the green highlight, the more of that age group is present. The darker red highlights represent a lower level of age segment. It's important to note the higher level of the elderly population aged 75 and over in Paradise. Over 16% of the Town's population falls into that older age category. Nearly 6% of Magalia's residents are aged 75 to 79, and 21.2% are over aged 70.

One of the more concerning demographic indicators identified in the PRPD Service Area is the high percentage of households with one or more persons with a disability. A review of Census 5-Year ACS data for Butte County communities showed **46.8% of Magalia households have at least one resident at home living with a disability**. The following table shows the breakdown for the PRPD communities.

BUTTE COUNTY & PRPD COMMUNITIES
PERCENT OF HOUSEHOLDS WITH A RESIDENT WITH A DISABILITY
ACS 5-YEAR 2017-2021

Demographic	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Households with 1+ Persons with a Disability	31.7%	38.8%	46.8%	32.0%	31.4%	46.6%	44.2%	36.2%

Source: CENSUS ACS 5-Yr Survey, 2017-2021; Peloton Research, 2023

These findings on percentage of disabled residents helps to explain some of the more limited activity levels on average found for members of the Magalia community when compared to other communities and the U.S. Index overall. **These figures speak to a need to address accessibility in local recreation options and more potential programs designed to accommodate those with disabilities of varying types.**

Participation Rates and Spending on Recreation – PRPD Area Residents

The levels of spending by Butte County residents in the areas of Entertainment and Recreation were examined for comparison. The total amount of spending and spending per resident was gathered from 2022 data provided by MRI-Simmons and ESRI. The following table shows the results for spending on recreation fees and admissions to events, health club memberships, and recreation classes and lessons.

Entertainment & Recreation	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Entertainment/Recreation	\$291,269,103	\$20,788,238	\$8,532,895	\$8,332,041	\$1,693,029	\$468,160	\$381,655	\$371,382
Entertainment/Recreation Per Resident	\$1,417	\$1,148	\$1,139	\$911	\$2,098	\$1,162	\$1,462	\$1,396
Entertainment/Recreation Fees & Admissions	\$63,059,876	\$4,400,356	\$1,781,010	\$1,751,246	\$425,225	\$97,088	\$79,148	\$82,515
Entertainment/Rec Fees & Admissions Per Resident	\$307	\$243	\$238	\$192	\$527	\$241	\$303	\$310
Member Fees for Social/Rec/Health Clubs	\$21,480,727	\$1,485,187	\$595,897	\$598,109	\$144,018	\$32,517	\$26,508	\$27,348
Member Fees - Social/Rec/Health Club Per Resident	\$104	\$82	\$80	\$65	\$178	\$81	\$102	\$103
Fees for Participant Sports (Excluding Trips)	\$10,028,381	\$781,399	\$333,120	\$293,380	\$67,550	\$18,473	\$15,059	\$12,938
Participant Sport Fees Per Resident	\$49	\$43	\$44	\$32	\$84	\$46	\$58	\$49
Fees for Recreational Lessons	\$11,100,683	\$749,494	\$296,874	\$301,383	\$80,872	\$15,828	\$12,904	\$16,582
Fees for Recreational Lessons Per Resident	\$54	\$41	\$40	\$33	\$100	\$39	\$49	\$62

Source: MRI-Simmons; ESRI; Peloton Research, 2023

Magalia residents were shown to spend more per person on entertainment and recreation than Paradise residents, though less than Butte County residents overall. **Magalia residents spend approximately \$80 each on average for social and health club memberships.**

The Entertainment and Recreation spending potential on health club memberships, lessons, and recreational fees by residents in Butte County overall, falls below that of the National Spending Index (100).

Entertainment & Recreation Spending	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Entertainment/Recreation	94	86	76	91	139	65	91	82
Entertainment/Recreation Fees & Admissions	89	80	69	83	153	59	83	80
Membership Fees for Social/Rec/Health Clubs	90	80	69	85	154	59	82	79
Fees for Participant Sports Excluding Trips	91	91	83	90	156	72	101	80
Fees for Recreational Lessons	82	71	61	75	153	51	71	84

Source: ESRI; Peloton Research, 2023

Magalia and Concow residents have a lower spending potential index driven by the limited opportunities available in these communities. Magalia's spending potential index is just 69 for social and health club memberships, while Concow is even lower at 59 (versus U.S. Spending Potential of 100).

Paradise residents have more recreational options available, and there are more options available to spend on recreation activities than those in Magalia and Concow. Paradise had an Entertainment and Recreation Spending Potential Index of 91 overall in 2021, which is higher than the 86 achieved by PRPD communities overall. The residents of Butte Creek Canyon have substantially higher spending levels for entertainment and recreation than any other community in Butte County, with a spending potential index of 154 for social and health club memberships compared to the National Index of 100.

The following table shows the Participation Rates of residents in various activities and sports compared with the National Index (100). Swimming, Pilates, and Walking were activities that have average to above average participation rates in most of the PRPD communities. **Magalia, Concow, and Yankee Hill had lower participation rates overall compared to Butte County and the National Index.** The more limited opportunities and locations to participate in these activities contribute to the lower activity levels in these communities.

Sports/Activity	Butte County	PRPD Service Area	Magalia CDP	Town of Paradise	Butte Creek Canyon, CDP	Concow CDP	Yankee Hill CDP	Stirling City CDP
Participated in Aerobics	90	71	56	85	131	53	57	74
Participated in Baseball	89	70	59	78	110	57	59	91
Participated in Football	97	78	80	75	85	81	84	86
Participated in Jogging or Running	100	88	86	87	117	87	89	72
Participated in Pilates	103	109	122	91	117	124	124	99
Participated in Ping Pong	92	88	81	92	118	80	87	76
Participated in Soccer	85	52	47	55	82	43	44	68
Participated in Softball	92	63	57	67	100	58	45	94
Participated in Swimming	102	105	106	100	122	106	107	108
Participated in Tennis	104	92	95	86	120	96	103	71
Participated in Volleyball	97	80	73	89	72	74	66	68
Participated in Walking for Exercise	98	97	91	101	128	88	89	116
Participated in Weight Lifting	96	96	99	88	118	99	99	102
Participated in Yoga	104	77	68	84	123	67	66	86

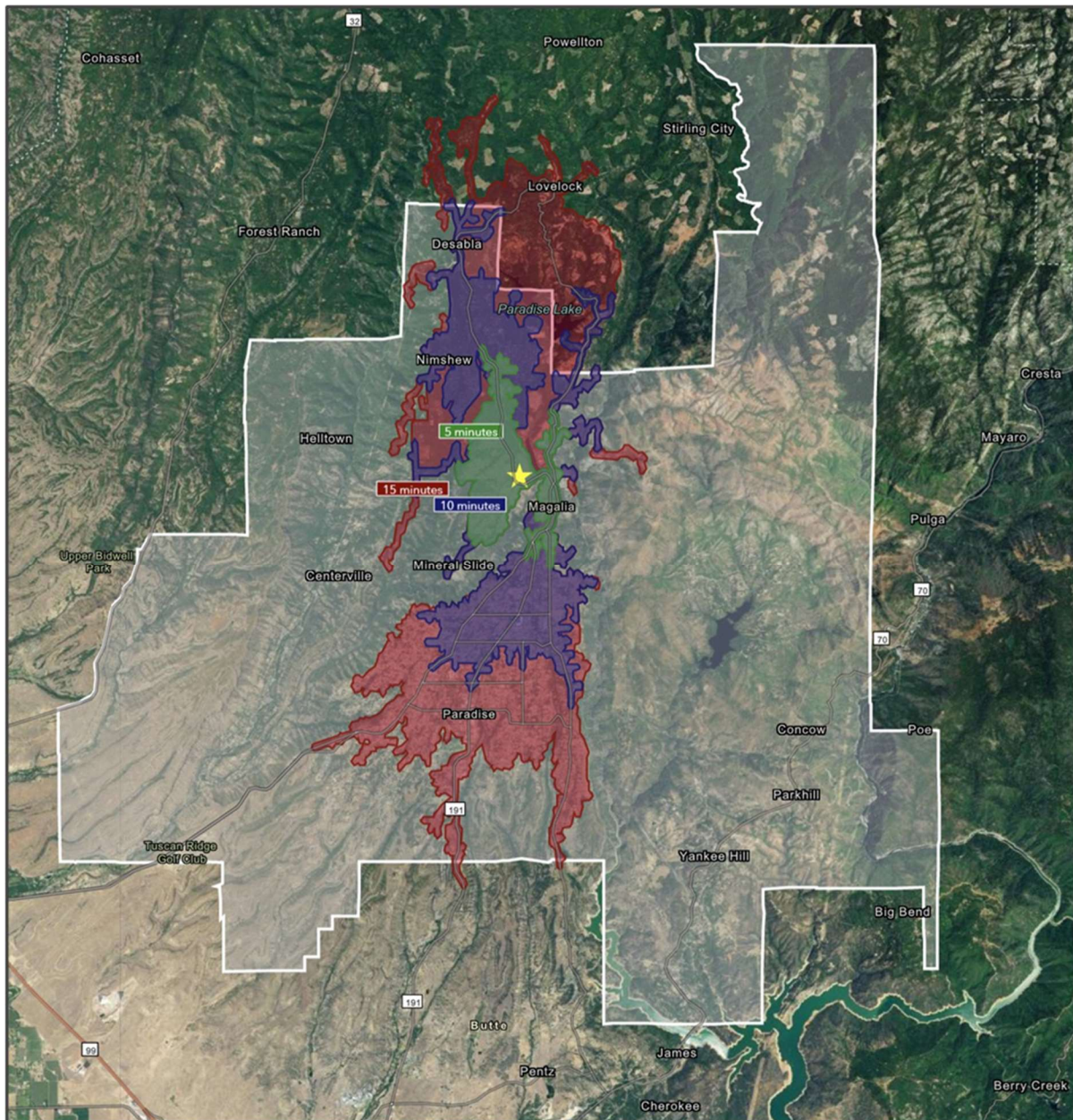
Source: MRI-Simmons; ESRI; Peloton Research, 2023

The Participation Rate Index reveals some strong participation in some activities in the PRPD communities with the potential to be expanded upon at the Lakeridge Community Center. Pilates and weightlifting can be incorporated in a fitness center component. Activities like aerobics and yoga could be added or expanded to existing programs based on more community interest, and maybe more refined generational focus. For example, Senior Aerobics or Senior Yoga and Yoga for Kids. Solid participation rates in walking for exercise and jogging are shown for residents in PRPD communities, and a new trail network at Lakeridge Park will help expand opportunities to participate in Magalia.

Participation Rates and Spending on Recreation – PRPD and Expanded Market Area

The population within a 15-minute drive of the Lakeridge Park site was 15,243 in 2022 and expected to rise above 17,100 by 2027. The following map shows the 5-, 10-, and 15-minute drive times from the site overlaid with the PRPD Service Area (highlighted in white).

After substantial declines in population from 2010 to 2020, the populations in the 10-minute and 15-minute drive times have seen strong regrowth of 29% and 31.8%, respectively, from 2020 to 2022. The area within the 5-minute drive time of Lakeridge Circle has been slower to recover, though strong population growth is anticipated by 2027, due in part to new affordable multi-family housing construction to occur in 2025-26 adjacent the Lakeridge Community Center site.



LAKERIDGE COMMUNITY CENTER SITE
DRIVE TIME DEMOGRAPHICS
5-, 10-, and 15-Minute Drive Time
2010 to 2027

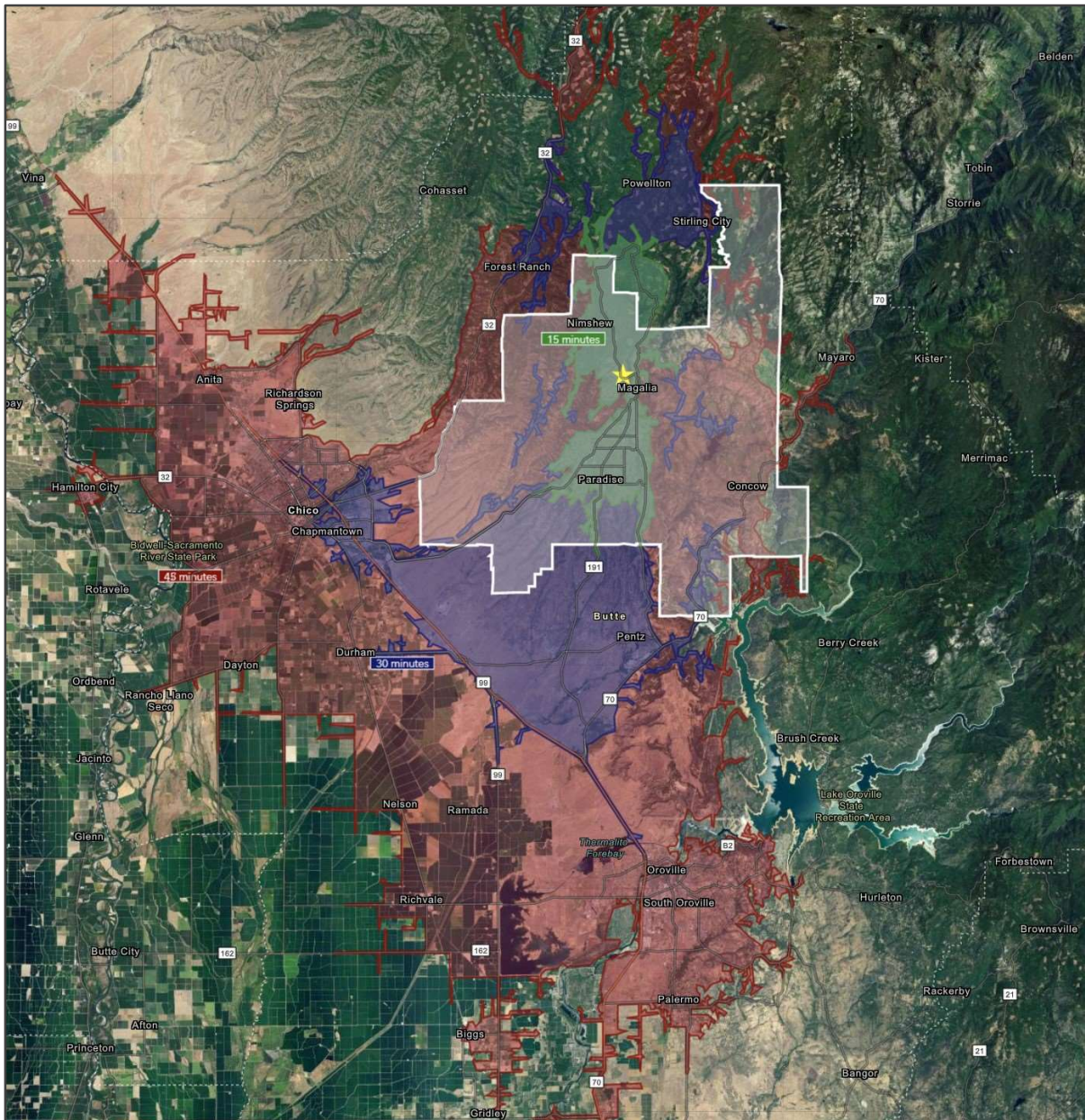
Demographics	Lakeridge Community Center Site - Drive Time		
	5 Mins	10 Mins	15 Mins
2010 Total Population	6,325	17,705	31,664
2020 Total Population	2,603	7,979	11,565
2022 Total Population	2,620	10,291	15,243
2027 Total Population	2,849	11,888	17,134
Change 2010 to 2020	-58.8%	-54.9%	-63.5%
Change 2020 to 2022	0.7%	29.0%	31.8%
Change 2022 to 2027	8.7%	15.5%	12.4%

Source: U.S. Census; ESRI; Peloton Research, 2023

The Entertainment and Recreational spending by residents in the 5- to 15-minute drive times is similar to that discussed for the PRPD communities. Spending figures tend to grow as the drive time expands due to increased entertainment and recreational options further away from the subject site.

Income and Entertainment/Recreation Spending	Lakeridge Community Center Site - Drive Time			PRPD Service Area	Butte County
	5 Mins	10 Mins	15 Mins		
Median Household Income	\$67,736	\$59,980	\$60,745	\$61,992	\$64,194
Entertainment/Recreation	\$2,819,902	\$9,512,592	\$14,791,958	\$20,788,238	\$291,269,103
Entertainment/Recreation Per Population	\$1,119	\$1,147	\$1,208	\$1,148	\$1,417
Entertainment/Recreation Fees & Admissions	\$585,231	\$1,986,638	\$3,098,977	\$4,400,356	\$63,059,876
Entertainment/Rec Fees & Admissions Per Resident	\$232	\$240	\$253	\$243	\$307
Member Fees for Social/Rec/Health Clubs	\$195,983	\$666,363	\$1,044,603	\$1,485,187	\$21,480,727
Member Fees - Social/Rec/Health Club Per Resident	\$78	\$80	\$85	\$82	\$104
Fees for Participant Sports (Excluding Trips)	\$111,132	\$368,951	\$555,356	\$781,399	\$10,028,381
Participant Sport Fees Per Resident	\$44	\$45	\$45	\$43	\$49
Fees for Recreational Lessons	\$95,658	\$330,499	\$524,752	\$749,494	\$11,100,683
Fees for Recreational Lessons Per Resident	\$38	\$40	\$43	\$41	\$54

The population within a 45-minute drive of the Lakeridge Park site was 189,831 in 2022 and expected to rise above 193,000 by 2027. The following map shows the 15-, 30-, and 45-minute drive times from the site overlayed with the PRPD Service Area (highlighted in white).



The analysis of drive times from the Lakeridge Community Center site shows a faster projected population growth rate from 2022 to 2027 within the 15-minute drive with an increase of 12.4% versus a growth of just 1.9% in the 45-minute drive. The Paradise and Magalia communities are collectively one of the largest infill sites in the State of California, and regrowth within these communities is expected to outpace growth in other regions of Northern California. Issues that could impact this growth rate include sustained high-interest rates, rising construction costs, delayed wildfire settlements, and inability to obtain homeowner's insurance.

LAKERIDGE COMMUNITY CENTER SITE
DRIVE TIME DEMOGRAPHICS
15-, 30-, and 45-Minute Drive Time
2010 to 2027

Demographics	Lakeridge Community Center Site - Drive Time		
	15 Mins	30 Mins	45 Mins
2010 Total Population	31,664	60,623	194,205
2020 Total Population	11,565	38,956	183,695
2022 Total Population	15,243	43,189	189,831
2027 Total Population	17,134	45,433	193,375
Change 2010 to 2020	-63.5%	-35.7%	-5.4%
Change 2020 to 2022	31.8%	10.9%	3.3%
Change 2022 to 2027	12.4%	5.2%	1.9%

Source: U.S. Census; ESRI; Peloton Research, 2023

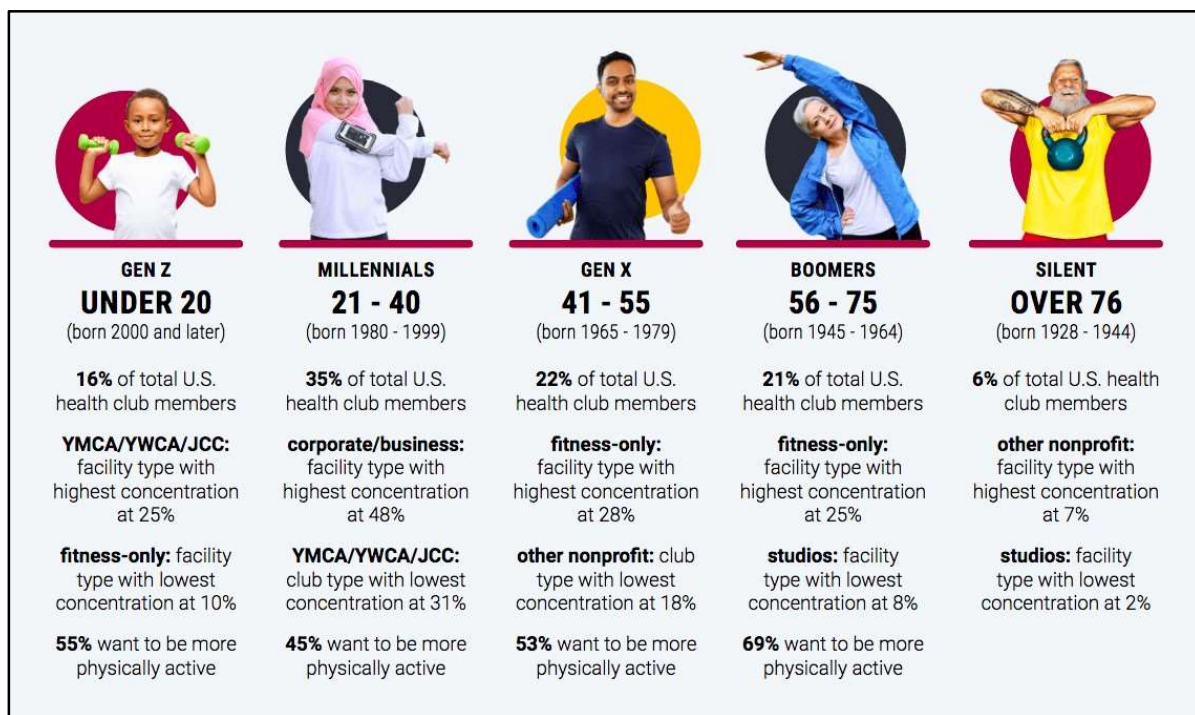
The following table shows the change in participation rates in various sports and activities as the drive time extends away from Lakeridge Circle, and the site of the planned Lakeridge Community Center.

Sports/Activity	Lakeridge Community Center Site - Drive Time				
	5 Mins	10 Mins	15 Mins	30 Mins	45 Mins
Participated in Aerobics	54	58	66	91	93
Participated in Baseball	57	62	67	82	89
Participated in Football	80	80	79	90	98
Participated in Jogging or Running	88	87	86	102	103
Participated in Pilates	124	120	111	118	104
Participated in Ping Pong	82	84	85	94	93
Participated in Soccer	45	48	51	76	87
Participated in Softball	55	57	62	84	94
Participated in Swimming	106	106	104	107	103
Participated in Tennis	97	96	92	103	108
Participated in Volleyball	74	76	78	94	100
Participated in Walking for Exercise	89	92	95	103	99
Participated in Weight Lifting	98	97	95	100	97
Participated in Yoga	66	70	74	105	109

The younger population and expanded number of recreation options in the City of Chico are big contributors to the higher participation levels in these activities as the drive time expands to 30- and 45-minutes. More than a dozen public and private fitness centers in Chico see high levels of participation from both locals and non-residents. It should be noted that the overall participation rates in half of these activities still falls below the National average of 100. Nonetheless, more options and opportunities to participate in various sports and recreational activities appears to correlate with higher levels of activity in Butte County.

Recreation Activities by Generation

Data provided by the International Health, Racquet & Sportsclub Association (IHRSA) in 2022, reveals the different behaviors and fitness preferences of individuals by generation. According to their survey research, Millennials comprise 35% of health club memberships, followed by Gen X at 22%, and Boomers at 21%. Boomers revealed they want to be more physically active, 69%, versus only 45% of Millennials reporting a desire to be more active.



Source: IHRSA, 2022

Lakeridge Community Center – Potential Activities & Programs

The higher concentration of residents aged 55 and over in the PRPD communities offers an opportunity to the district to seek more input from members of older generations to see what expanded programming at the Lakeridge Community Center and existing Terry Ashe Recreation Center would appeal to them. During the research process for the Lakeridge Community Center market assessment, numerous programs at other facilities operating in other California communities were reviewed. A potential list of classes and activities was compiled based on the similar demographics and socio-economic characteristics between these other communities and those within the PRPD service area. There are some existing programs already offered at PRPD that meet the criteria of some the classes shown, though in some cases there are slight modifications of these activities to gear more toward a younger or older demographic.

LAKERIDGE COMMUNITY CENTER

POTENTIAL CLASSES & ACTIVITY OFFERINGS FOR PROGRAMMING

Acrylic Painting	Guitar Lessons	Self-Defense
Acting	Gymnastics for Dance	Senior Aerobics
Aerobics	Health & Wellness Presentations	Senior Arts & Crafts
Art for Kids	Hosted Nutrition Classes	Senior Stretching & Mobility
Artistic Drawing	Hula Dance	Seniors - Zumba Gold
Arts for Preschoolers	Inclusive Arts	Sewing for Adults
Ballet Dance	Indoor Soccer	Sewing for Youth
Bingo	Intro to Digital Animation	Sketching for Kids
Cheer	Karate	Sports for Preschoolers
Chess Club	Keyboard Lesson	Tai Chi
Cooking Classes	Kids Night Out	Ukulele
Crochet	Modern Dance	Volleyball Clinics
Custom Kickz	Pastry Decorating	Wearable Art Creation
Dodgeball	Personal Motivation Sessions	Yoga
Fitness for the Fun of It	Pilates	Young Chefs
Gardening/Planting	Polynesian Dance	Zumba for All

Source: California Rec Programs Survey, Peloton Research, 2023

Some of the classes shown may require special equipment, some of which may be donated to PRPD by outside supporters or may be rented or purchased by the district at below market-rate. An example of this would be keyboard music classes and digital animation, requiring musical instruments or computers and specialized software. For fitness classes, a partnership with a local operator, such as



Paradise Stronger, could bring local fitness instructors and more programs to the new community center. Paradise Stronger currently offers limited programs in Magalia at the small non-PRPD facility at 13917 South Park Drive. According to Paradise Stronger's website, the following classes are currently offered:

Dance Strong - Tuesday/Thursday 8:30-9:30 am

Dance Strong: Latin inspired dance themed with optional light weights choreographed to more current music for total fitness fun. Energy, passion, and enthusiasm are the hallmarks of the dance routines, each participant is always given the opportunity to enjoy the level of engagement correct for them.

Senior Fitness - Monday/Wednesday 9:30-10:30 am

Senior Fitness: Senior fitness exercise program is for older adults and anyone needing slow gentle movement. While standing or sitting, we will use light weights, rubber bands and fitness balls for a full body workout. This class is to help strengthen both body and mind by enjoying time with fellow members in our community.

More classes and activities are offered by Paradise Stronger throughout the week at 6848 Skyway, Suite P in Paradise.

Survey work conducted by Blue Flamingo during the conceptual planning of the Paradise Community Center revealed some of the desires of Paradise, Magalia, and other Ridge community residents for community center amenities. The following the top five amenity priorities identified:

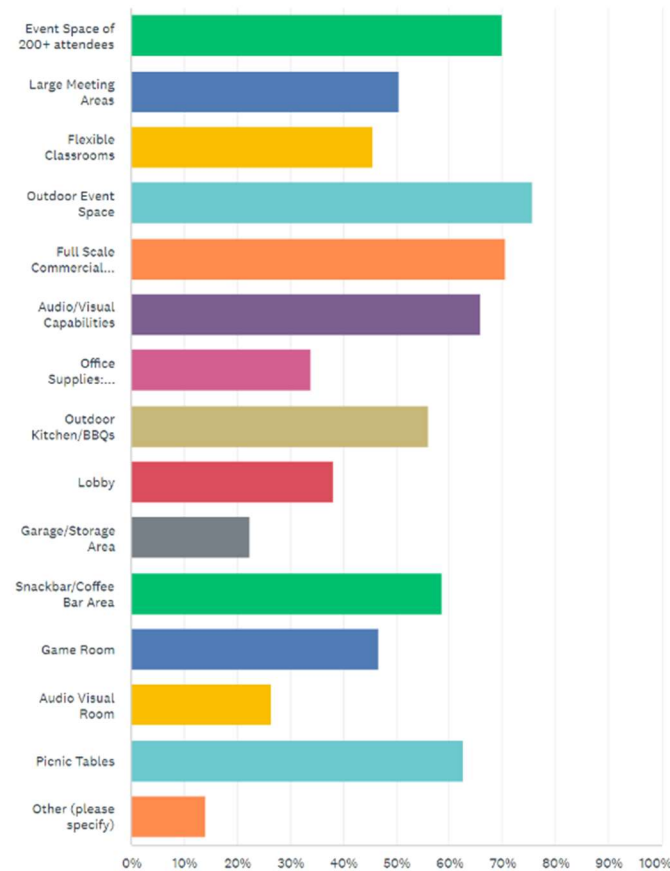
Community Center Amenity Priorities

- Outdoor event space
- Room for 200+
- Full Commercial Kitchen
- AV Capabilities
- Picnic Tables

The following results from a survey of 549 Paradise area residents provides an expanded look at the amenities sought by the community's residents.

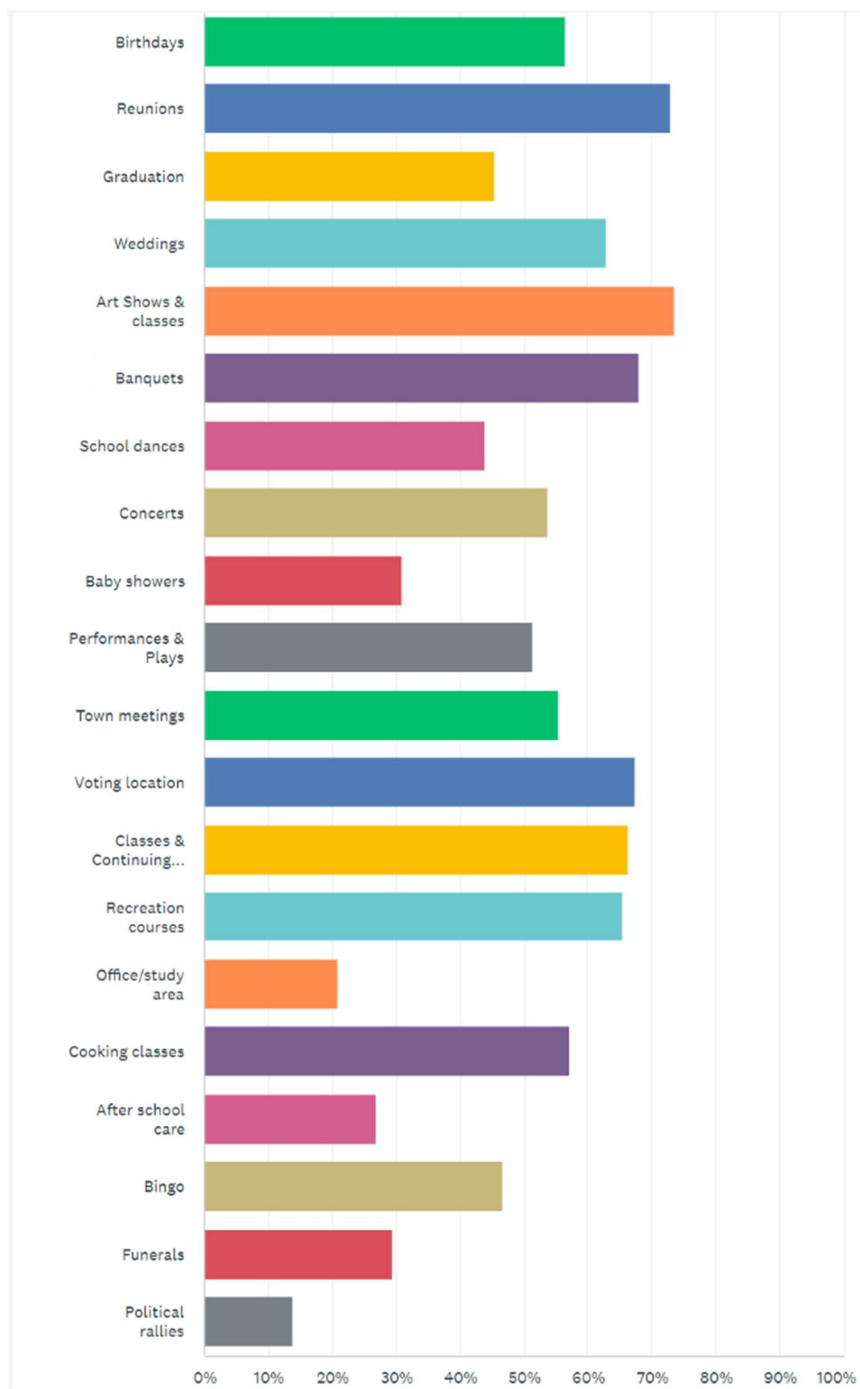
What amenities do you think are important to the rebuilding of PCC? (Please check all that apply)

Answered: 549 Skipped: 2



The top amenities requested by the community during this outreach process are being provided for in the programming of the Lakeridge Community Center. A larger multi-purpose space that can be divided and hold up to 300 people will help the facility function better as a Resiliency Center and staging hub. The commercial kitchen and café component of the project will serve multiple purposes and will include culinary classes, workforce training programs, and daily food preparation. The kitchen will also be an important component of a Resiliency Center to help serve larger populations in one location.

Additional findings from the Blue Flamingo surveys on the Ridge included how local residents would plan to use the community center spaces. A space for family gatherings for weddings, reunions, and birthdays was a top response, along with Art Shows and Classes. The following graph provides a summary of their responses.



The proposed plan for Lakeridge Park and the Lakeridge Community Center are very much in-line with the community's desires. The presence of the amphitheater at the park will add a desirable community amenity for a variety of concerts, performances, and events as well.

RECOMMENDED PUBLIC FUNDING SOURCES

California Department of Parks & Recreation

Statewide Park Development and Community Revitalization Program (SPP) PROP 68

The SPP was originally established in 2008 through Prop 84 and has since granted \$1.16 billion over four rounds of funding for 299 park projects in the State. The program was extended by Prop 68 in 2018, with the purpose funding the creation of new parks and expansion or improvement of existing parks, to increase park access in under-served communities throughout California. The program has been highly competitive with 1,827 project applications received seeking \$7.69 billion in park funding. A future Round 5 is currently suspended until future notice of fund availability.

Eligible uses of SPP funds include the acquisition of land, pre-construction planning (design, permits, etc.) and park facility construction costs. Other eligibility parameters are highlighted as follows:

- Projects in economically disadvantaged communities with a lack of parks are prioritized.
- Parks designed with community residents' ideas through community-based planning and partnerships with health organizations are encouraged.
- No Match. The grant may pay for 100% of total project cost. If the project requires additional funds beyond the grant request, those additional funds must be "committed" at the time of application. Otherwise, the applicant should scale the project down to a phase that can be completed and open to the public with the grant by itself or grant plus committed funds.

Program Status – Round 5 Future Awards Currently Suspended

More information on SPP can be found at: <https://www.parks.ca.gov/spp>

Note: PRPD was awarded \$5,225,277 in funding through the SPP during the 2021/2022 award period. These funds were awarded for the construction of Lakeridge Park to include a new multi-purpose community center, canyon/reservoir overlook, amphitheater, bike trails and skills course, nature trails, pathways, multi-use court, five play areas, group picnic area, entryway, and lighting and landscaping throughout the park. The majority of this funding will be allocated to the construction of the park grounds leaving a substantial gap in funding for the community center building. Continued rising construction costs in Northern California since the announcement of the award has only increased the size of the funding gap.



California Strategic Growth Council

California Community & Place Based Solutions – Disaster Recovery & Preparedness Program

Community Resilience Centers - Round 1 Project Development Grant (FY 22-23)

The Strategic Growth Council's Community Resilience Centers Program (CRC) funds planning, development, construction, and upgrades of local facilities to serve as Community Resilience Centers, providing shelter and resources during climate and other emergencies. The program will also fund ongoing year-round community services and programs that build overall community resilience.

Total Funding: \$9,600,000

<https://economicdevelopment.business.ca.gov/funding-resources/disaster-recovery-preparedness/>

Note: This program grant is an appropriate match to fund the building the Lakeridge Community Recreation Center to assist the PRPD and Magalia community in providing a multi-use community facility to support community gathering, recreational opportunities, and emergency staging and shelter space; key goals in the implementation of the District's implementation plan.

Community Facilities Direct Loan & Grant Program in California - USDA

This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial or business undertakings. The following information is available at:

Eligible borrowers under this program include:

- Public bodies
- Community-based non-profit corporations
- Federally recognized Tribes

Rural areas including cities, villages, townships and towns including Federally Recognized Tribal Lands with no more than 20,000 residents according to the latest U.S. Census Data are eligible for this program. Magalia's population of less than 10,000 in 2023 qualifies the community for this program.

The funds can be used to purchase, construct, and/or improve essential community facilities, purchase equipment, and pay related project expenses.

Examples of essential community facilities include:



- Health care facilities such as hospitals, medical clinics, dental clinics, nursing homes or assisted living facilities
- Public facilities such as town halls, courthouses, airport hangars or street improvements
- Community support services such as childcare centers, **community centers**, fairgrounds or transitional housing
- Public safety services such as fire departments, police stations, prisons, police vehicles, fire trucks, public works vehicles or equipment
- Educational services such as museums, **libraries** or private schools
- Utility services such as telemedicine or distance learning equipment
- Local food systems such as community gardens, food pantries, **community kitchens**, food banks, food hubs or greenhouses

Funding is provided through a competitive process.

Direct Loan:

- Loan repayment terms may not be longer than the useful life of the facility, state statutes, the applicants authority, or a maximum of 40 years, whichever is less
- Interest rates are set by Rural Development, contact us for details and current rates
- Once the loan is approved, the interest rate is fixed for the entire term of the loan, and is determined by the median household income of the service area and population of the community
- There are no pre-payment penalties
- Contact us for details and current interest rates applicable for your project

Grant Approval:

1. Applicant must be eligible for grant assistance, which is provided on a graduated scale with smaller communities with the lowest median household income being eligible for projects with a higher proportion of grant funds. Grant assistance is limited to the following percentages of eligible project costs: Maximum of 75 percent when the proposed project is:
 - Located in a rural community having a population of 5,000 or fewer; and
 - The median household income of the proposed service area is below the higher of the poverty line or 60 percent of the State nonmetropolitan median household income.
2. Maximum of 55 percent when the proposed project is:



- Located in a rural community having a population of 12,000 or fewer; and
 - The median household income of the proposed service area is below the higher of the poverty line or 70 percent of the State nonmetropolitan median household income.
3. Maximum of 35 percent when the proposed project is:
- Located in a rural community having a population of 20,000 or fewer; and
 - The median household income of the proposed service area is below the higher of the poverty line or 80 percent of the State nonmetropolitan median household income.
4. Maximum of 15 percent when the proposed project is:
- Located in a rural community having a population of 20,000 or fewer; and
 - The median household income of the proposed service area is below the higher of the poverty line or 90 percent of the State nonmetropolitan median household income. The proposed project must meet both percentage criteria. Grants are further limited.
 - Grant funds must be available

Department of Agriculture – Rural Development

Rural Utilities Service (Distance Learning and Telemedicine Grants)

The Distance Learning and Telemedicine program (DLT) helps rural residents better utilize the enormous potential of modern telecommunications and the internet for education and healthcare, two critical components of economic and community development. The DLT program helps rural communities acquire the technology and training necessary to connect education and medical professionals with students, teachers, and patients in rural areas.

Grants may be used for audio and video equipment, broadband facilities that support distance learning or telemedicine (not actual broadband), computer hardware or network components/software, and acquisition of instructional programming.

The program is intended to serve rural areas with no more than 20,000 residents and requests are subject to all regulations governing the program (**7 CFR 1734**), including a 15 percent match that cannot come from another federal source. Submissions should include details on how the award will be utilized, what equipment of service will be acquired, and any information on population(s) served.



Community Development Block Grant (CDBG) - HUD

The Community Development Block Grant (CDBG) Program began in 1976 and is administered nationally by the U.S. Department of Housing and Urban Development (HUD).

CDBG's principal objectives are to:

- Support low and middle income (LMI) communities, considering that a minimum of 70% of CDBG funds granted to a city/ state must be used directly to benefit LMI communities.
- Eliminate and prevent blight and slums.
- Meet urgent needs, such as responding to natural disasters.

CDBG – Economic and Development Initiatives

Examples of requests Committee expects to receive include: water or sewer infrastructure projects that are not otherwise eligible to be funded under EPA STAG or Rural Water and Waste accounts; local road infrastructure that is not otherwise eligible under the Highway Infrastructure Projects account; streetscape improvements; public or non-profit housing rehabilitation, housing development financing, residential conversions, and neighborhood revitalization projects that would increase housing supply and/or improve housing affordability in the local community; projects with a clear economic development benefit such as workforce training centers and manufacturing incubators; and projects that meet a compelling local need consistent with statutory purposes (food banks in economically disadvantaged neighborhoods, youth and senior centers, and multipurpose community centers).

Funding cannot be used for programmatic and operational expenses or museums, commemoratives, memorials, swimming pools, water parks, golf courses, healthcare facilities, venues strictly for entertainment purposes (e.g., theatres and performing arts venues), courthouses, and townhalls. Additionally, funding cannot be used for reimbursement of expenses for soft costs (planning, administrative) incurred prior to the completion of a grant agreement between HUD and the grantee. A grant agreement and a completed environmental review are necessary for reimbursement of hard costs (construction activities).

Community Resilience Centers Round 1 – Project Development Grant (FY 22-23)

Grantor: [Strategic Growth Council](#)

Purpose:

The Community Resilience Centers Program (CRC) funds planning, development, construction, and upgrades of local facilities to serve as **Community Resilience Centers**, providing shelter and resources during climate and other emergencies. The program will also fund ongoing year-round community services and programs that build overall community resilience.

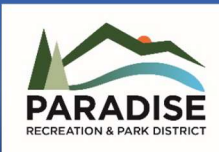
Description:

CRC Project Development Grants are intended to bridge support for communities developing shovel-ready projects. Project Development Grants will fund pre-development and basic infrastructure activities that advance community-serving facilities' capability to serve as a future Community Resilience Center and prepare grantees for future CRC rounds of funding and other related funding opportunities. Project Development Grants will prioritize applicants from **Disadvantaged Unincorporated Communities**, Tribal Communities, and **Rural Communities**. CRC Planning Grants and Implementation Grants support planning and implementation activities to prepare for future implementation funding opportunities (see separate Grants Portal entries).

Eligible Project Development activities include:

- General pre-development phase activities Pre-development, construction, and development of long-term operations and maintenance plans
- Basic infrastructure pre-development, construction, and planning for infrastructure to develop, protect, and access evacuation routes to and from CRC sites.
- Local project planning activities that prepare community-prioritized project sites for development and future activation as CRCs
- Support costs to build and sustain local capacity of Project leads and Partners Designing or enhancing community engagement that results in innovative and meaningful programs and practices built upon the input and expertise of local public agency staff, community-based organizations, workforce development boards, and overburdened individuals and groups.

Each CRC Grant application must include a Collaborative Stakeholder Structure (CSS) that includes organizations and residents involved in developing and implementing the grant. One Lead Applicant will submit an application on behalf of their CSS, alongside Co-Applicants. The CSS should also include residents and community-nominated members such as CBOs that are not Co-Applicants.



To demonstrate interest in applying for a CRC Planning Grant, Project Development Grant, or Implementation Grant, all prospective applicants are strongly encouraged to submit an Intent to Apply Survey as early as possible. This form closes at 11:59:59 p.m. PST on Tuesday, September 5, 2023.

Eligibility Requirements

Eligible Applicants:

- Business
- Nonprofit
- Public Agency
- Tribal Government

Eligible Applicants include but are not limited to **community-based organizations, local governments, nonprofit organizations**, philanthropic organizations and foundations, faith-based organizations, coalitions, community development finance institutions, community development corporations, **joint powers authorities**, councils of governments, and California Native American Tribes (see *Section 6.2 Eligible Applicant Types* of the CRC R1 Guidelines).

Eligible Geographies:

Project Development Grant Applicants are required to define a Project Area that must encompass the CRC Facility, Campus Amenities connected to the CRC Facility, and community resilience services and programs based out of the CRC Facility (see *Section 6.5 Project Area* of the Guidelines for more information on project area requirements).

California State Library

Building Forward Library Facilities Improvement Program: Round Two

OVERVIEW The Building Forward Library Facilities Improvement Program helps create local libraries capable of meeting the 21st century needs of California's communities, with a priority for facilities that serve high poverty areas of the state.

AVAILABLE FUNDING In this round \$175 million in competitive grant funding is available to cities, counties, or special library districts. Funding requests are expected to exceed funds available through this grant opportunity. Round Two funds must be expended by June 30, 2027.

MAXIMUM AWARDS The maximum grant amount per library facility is \$10 million. If facilities that benefitted from funding in Round One are approved for funding in Round Two, the cumulative maximum amount awarded will not exceed \$10 million.

FUNDING PRIORITIES In accordance with the State of California Budget Act of 2022 AB 179 (Chapter 249, Statutes of 2022), project requests submitted for local libraries located in high poverty areas of the state will be prioritized for funding. High poverty areas are designated based on the California Poverty Measure. The California Poverty Measure is a measure created by the Public Policy Institute of California and the Stanford Center on Poverty and Inequality to comprehensively assess poverty levels by considering income and benefits from social safety net programs (e.g., CalFresh and unemployment benefits), medical expenses, childcare costs, and geographic differences in housing costs. The California Poverty Measure for each library facility can be found online at: <https://www.library.ca.gov/grants/buildingforward>.

Facilities that have not benefitted from any previous Building Forward funds will be given priority consideration.

Note: Though this program recently closed for new applicants, Butte County, and especially the Magalia community are good candidates for future funding through a similar program or a new round of funding through this program. Magalia's lack of library facilities and limited after school programs makes the community a good fit. A library component within a new Resiliency Center at Lakeridge Park would be a very desirable and complimentary amenity to fill a void of services in the community.

APPENDIX

Lakeridge Community Recreation & Resiliency Center
10-Year Operating Pro Forma
As of August 2023

LAKERIDGE COMMUNITY CENTER
FINANCIAL PRO FORMA: 10-YEAR MODEL
Including Population Growth Projections

Operating Revenues	1	2	3	4	5	6	7	8	9	10
Resident Memberships (Annual & Monthly)	\$26,400	\$27,720	\$29,106	\$30,561	\$32,089	\$33,694	\$35,379	\$37,147	\$39,005	\$40,955
Non-Resident Memberships (Annual & Monthly)	\$6,600	\$6,930	\$7,277	\$7,640	\$8,022	\$8,423	\$8,845	\$9,287	\$9,751	\$10,239
Resident Daily Fee Participants (Classes)	\$28,000	\$29,400	\$30,870	\$32,414	\$34,034	\$35,736	\$37,523	\$39,399	\$41,369	\$43,437
Non-Resident Daily Fee Participants (Classes)	\$7,000	\$7,350	\$7,718	\$8,103	\$8,509	\$8,934	\$9,381	\$9,850	\$10,342	\$10,859
Indoor Rec Programming (Leagues, Camps, Events)	\$10,050	\$10,553	\$11,080	\$11,634	\$12,216	\$12,827	\$13,468	\$14,141	\$14,848	\$15,591
Rental Income (Classrooms, Private Events, Exhibitions, etc.)	\$14,400	\$15,120	\$15,876	\$16,670	\$17,503	\$18,378	\$19,297	\$20,262	\$21,275	\$22,339
Commercial Kitchen (Rental & Usage Fees)	\$36,000	\$37,800	\$39,690	\$41,675	\$43,758	\$45,946	\$48,243	\$50,656	\$53,188	\$55,848
Sponsorship & Advertising	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155	\$12,763	\$13,401	\$14,071	\$14,775	\$15,513
Concessions (Lease Revenue)	\$12,000	\$12,600	\$13,230	\$13,892	\$14,586	\$15,315	\$16,081	\$16,885	\$17,729	\$18,616
Other	\$3,000	\$3,150	\$3,308	\$3,473	\$3,647	\$3,829	\$4,020	\$4,221	\$4,432	\$4,654
Total Revenues	\$153,450	\$161,123	\$169,179	\$177,638	\$186,519	\$195,845	\$205,638	\$215,920	\$226,716	\$238,051
Operating Expenses										
Salaries, Wages, & Benefits ¹	\$65,839	\$69,131	\$72,587	\$76,217	\$80,027	\$84,029	\$88,230	\$92,642	\$97,274	\$102,138
Class & Program Expenses @ 60%	\$46,830	\$49,172	\$51,630	\$54,212	\$56,922	\$59,768	\$62,757	\$65,895	\$69,189	\$72,649
Utilities ²	\$41,811	\$43,902	\$46,097	\$48,401	\$50,822	\$53,363	\$56,031	\$58,832	\$61,774	\$64,863
Advertising, Promotion, & Marketing ³	\$2,831	\$2,972	\$3,121	\$3,277	\$3,441	\$3,613	\$3,794	\$3,983	\$4,182	\$4,392
Professional & Outside Services ⁴	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155	\$12,763	\$13,401	\$14,071	\$14,775	\$15,513
Repair & Maintenance ⁵	\$12,660	\$13,293	\$13,957	\$14,655	\$15,388	\$16,157	\$16,965	\$17,814	\$18,704	\$19,639
Supplies & Misc Equipment Rentals ⁶	\$4,150	\$4,357	\$4,575	\$4,804	\$5,044	\$5,296	\$5,561	\$5,839	\$6,131	\$6,437
Total Expenses	\$184,120	\$193,326	\$202,992	\$213,142	\$223,799	\$234,989	\$246,738	\$259,075	\$272,029	\$285,631
Operating Income	(\$30,670)	(\$32,204)	(\$33,814)	(\$35,504)	(\$37,280)	(\$39,144)	(\$41,101)	(\$43,156)	(\$45,314)	(\$47,579)
Annual Capital Reserve Funding*	(\$32,500)	(\$33,475)	(\$34,479)	(\$35,514)	(\$36,579)	(\$37,676)	(\$38,807)	(\$39,971)	(\$41,170)	(\$42,405)
Net Income After Capital Reserves	(\$63,170)	(\$65,679)	(\$68,293)	(\$71,018)	(\$73,859)	(\$76,820)	(\$79,907)	(\$83,127)	(\$86,484)	(\$89,984)
Revenue as % of Expenses (without Cap Reserve)	83.3%	83.3%	83.3%	83.3%	83.3%	83.3%	83.3%	83.3%	83.3%	83.3%
Revenue as % of Expenses (with Cap Reserve)	70.8%	71.0%	71.2%	71.4%	71.6%	71.8%	72.0%	72.2%	72.4%	72.6%

Notes:

The operating revenues shown in the Lakeridge Community Center Pro Forma have an annual escalation rate of 5%, based on a slower average rate of re-population than the 20% compound rate experienced by the Town of Paradise since 2020. Revenues are expected to be primarily generated by local Magalia residents and those within the larger PRPD service area. Operating expenses are assumed to increase at a rate of 3% annually based on historical consumer price indexes. Year 1 operating expenses were calculated based on past year operations at the Terry Ashe Recreation Center (TARC) in Paradise.

¹ TARC Salaries & Wages from 2022-23 with adjustments of Park Assistance & Maintenance staff hours to 33%

² TARC utility fees at 75% in Year 1

³ TARC Advertising, Promotion, and Marketing Fees at 50% in Year 1

⁴ TARC Professional & Outside Services at 33% in Year 1

⁵ TARC Repairs & Maintenance at 150% due to presence of Commercial Kitchen at Lakeridge Community Center

⁶ TARC Supplies & Equipment at 150% due to presence of Commercial Kitchen and projected space rentals at Lakeridge Community Center

*A capital reserve account has been included at a rate of 0.5% of community center construction costs (current estimates are \$6.5 million). Annual inflation of 3% is included for each of the following years. The reserve fund can be accessed in the future to help with costs of improvements and maintenance of the facility.

LAKERIDGE COMMUNITY CENTER
PRO FORMA REVENUE ASSUMPTIONS
As of August 2023

Revenue Source	Average Fee/Rate	No. of Participants	Payment Frequency	Annual Revenue	Notes
Membership Programs (<i>Monthly & Annual</i>)					Membership programs can offer unlimited or limited access to weekly programs.
Monthly Membership Fee	\$40				<i>Monthly</i> rate per Magalia household (up to 4 family members).
Monthly Memberships - Residents		30			Assumes 1% of Magalia Households as Monthly Members.
Monthly Fee Income			12	\$14,400	
Annual Membership Fee	\$400				<i>Annual</i> rate per Magalia household (up to 4 family members).
Annual Memberships - Residents		30			Assumes 1% of Magalia Households as Annual Members.
Annual Fee Income			1	\$12,000	
Non-Residents Monthly & Annual @ 25%		25%		\$6,600	Assumes Non-Magalia Households at 25% of Monthly & Annual Memberships.
Daily fee per class	\$7				Daily rate for drop-in classes (does not include any Senior discounts)
Daily fee participants per class		5			This is drop-in participants only. Monthly/annual members can drop-in per their plan.
Classes held per day			4		Assume a minimum of 4 programmed classes per day
Total classes per year (assume 200 days)			800		Conservatively estimate 200 days per year of a minimum 4 class schedule
Total annual class income residents				\$28,000	
Non-Residents Daily Fees at 25%		25%		\$7,000	Assumes Non-Magalia Households at 25% of Daily Drop-ins.
Camps, Classes, Kids Programs	\$150				
Magalia Participants per year		50			Assumes participation from approx 5% of HHs with children 18 and under.
Total local resident fees			1	\$7,500	
Camps, Classes, Kids Programs	\$150				
Other PRPD Resident Participants per year		17			Assumes participation from approx 2% of HHs with children 18 and under.
Total other area resident fees				\$2,550	
Facility & Space Rentals					
Average daily rental rate	\$300				Blended rate shown for multiple space types and users. Rates will vary.
Weddings		varies	12	\$3,600	Minimum rental period to be determined (i.e. 2-hour minimum).
Private Parties (birthdays, reunions, etc.)		varies	24	\$7,200	Wedding, family events, and parties may have half and full day rates.
Corporate or Organization Events		varies	12	\$3,600	
Total Rental Space Income				\$14,400	
Commercial Kitchen					
Average Hourly Rental Rate	\$30				Based on survey of other kitchens and incubators in Northern California
Hours Per Day on Average		4			Approx. 2 hours per day to support Café prep and operations.
Rental Days Per Year			300		Assuming minimum 300 day kitchen availability.
Total Kitchen Rental Fee Income				\$36,000	
Sponsorship Income		4		\$10,000	Assuming sponsorship from minimum of 4 local and regional organizations.
Café/Concessions Space Lease	\$1,000				Monthly flat fee café rental for qualified and experienced concessionaire.
Total Annual Café Rental Income			12	\$12,000	

Source: Peloton Research + Economics, 2023