



## Ramsey Organizational Plan

Group #1 Demographics

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qualtrics.





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# EXECUTIVE SUMMARY

- A. How do recreation needs differ between resident demographics?
- B. What facilities would be needed to meet the needs stated?
- A. How do residents define the term “community center?”
- B. What aspect(s) of the residents’ recreation needs raise such little profit that private industry is not likely to offer this service (swimming pool, conference rooms etc.?)



Deliverables: 9 Significant Findings



# PROCEDURE

Mixed Methods Survey

Ramsey City Hall and Coborn's Grocery Store

175 Requested Participants

86 Survey Responses

90% Confidence Level



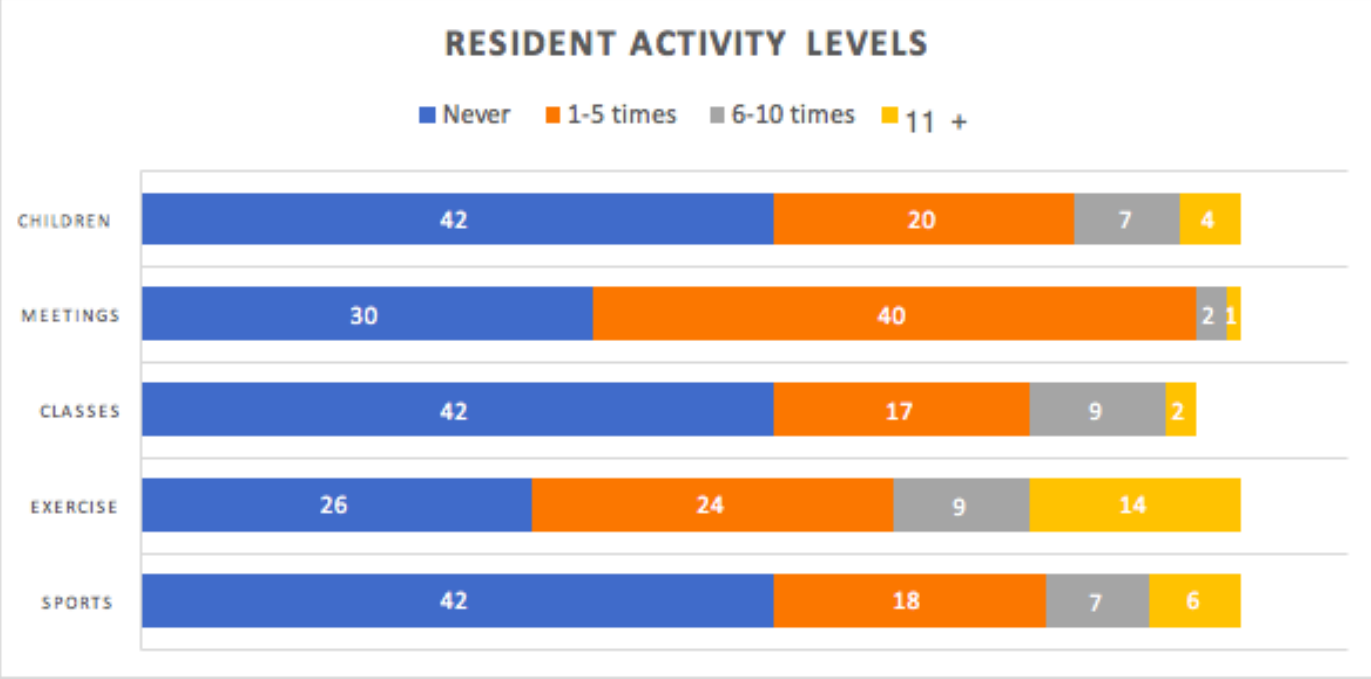


# RAMSEY DEMOGRAPHICS

Gender	Count	18 and Younger	19-29	30-45	46-60	61-75	76 and older
Male	29	1	9	4	12	4	3
Female	42	3	5	11	17	12	1
Other	1	0	0	0	0	1	0
Totals:	72	4	10	14	26	15	4
Percentage		0.05%	13.80%	19.40%	36%	20.80%	0.05%
Ramsey Percentages		~31%	~12%	~30%	~16%	~10%	~2%

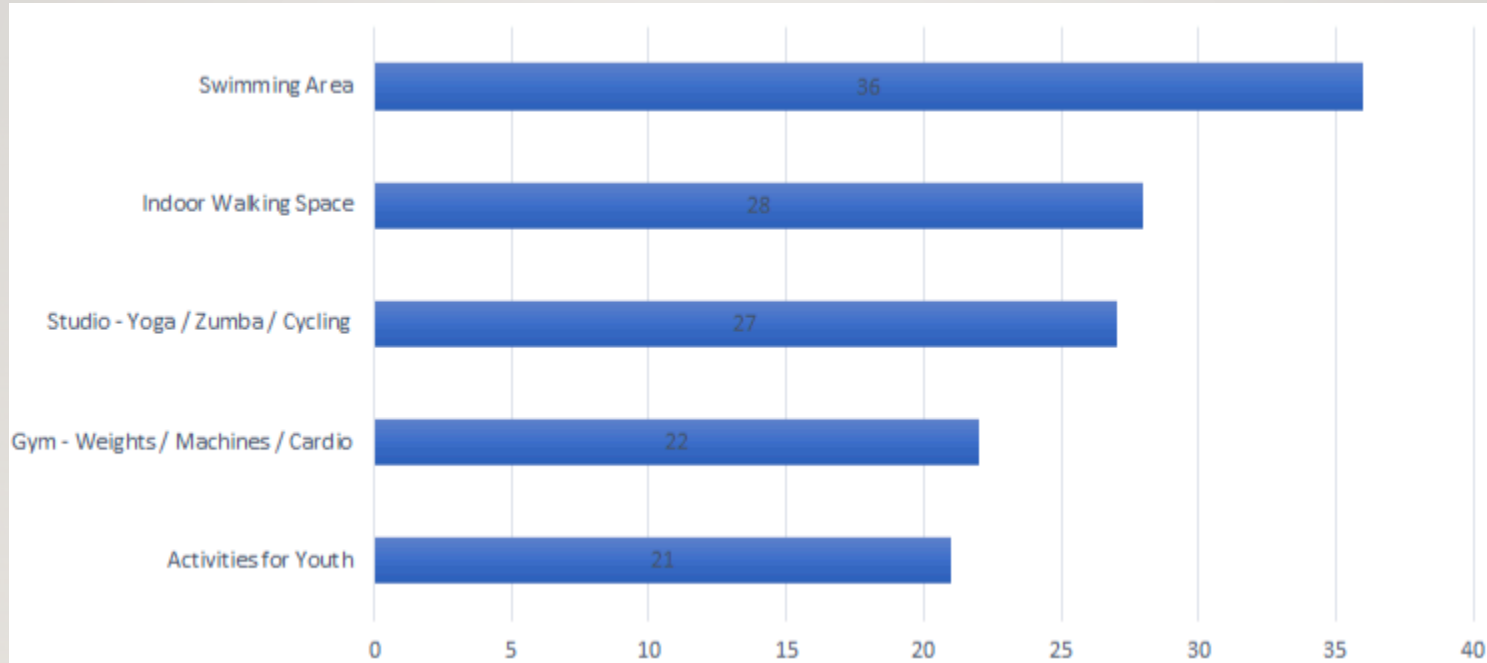


# RESIDENT PHYSICAL ACTIVITY LEVELS





# TOP 5 RECREATIONAL AMENITIES







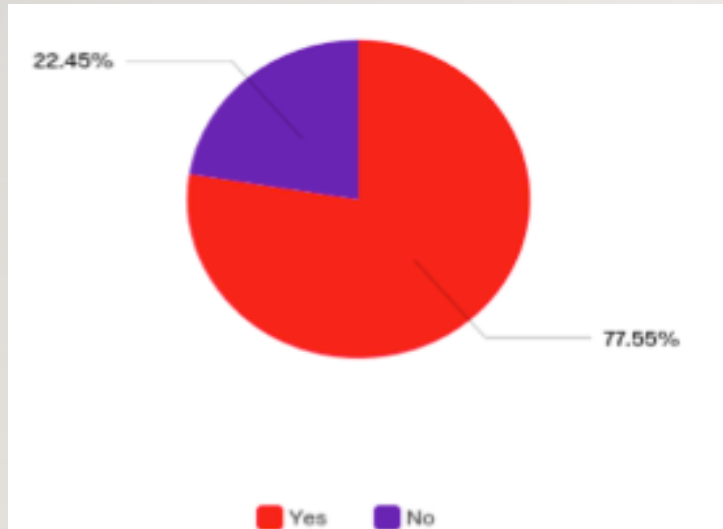


# AQUATIC FACILITIES

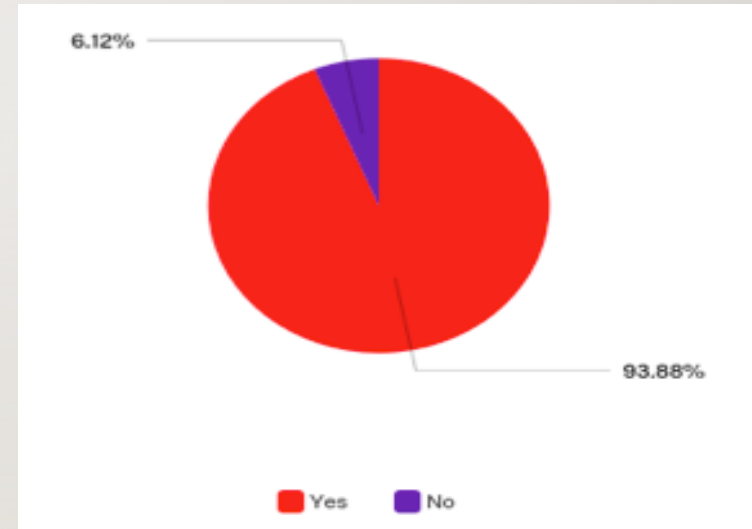


## Willingness to pay an entry fee (\$5-\$7)

In the summer



In the winter



# PROPERTY TAXES FOR A COMMUNITY CENTER



## Willingness to Pay Property Taxes

YES

75% of  
Residents

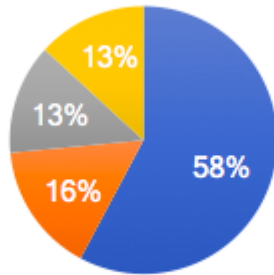
NO

25% of  
Residents

# PROPOSED PLANS

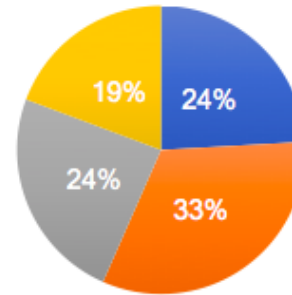


**Priority Ranking 1**



- Build a Community Center
- All Weather Indoor Facilities
- Develop a Splash Pad
- Update Existing Facilities

**Priority Ranking 2**



- Build a Community Center
- All Weather Indoor Facilities
- Develop a Splash Pad
- Update Existing Facilities

**Low Splash Pad Response**



# KEY TAKEAWAYS

## Residents of Ramsey...

- want a community center
- are willing to pay higher property taxes to get a community center
  - Concern: Amount of increase concerned residents
- prefer indoor multi-use facilities
- prefer a functional and clean center rather than a well designed exterior
- require close access and adequate parking
- Amenities preferred based on demographic needs include a fee based lap pool, basketball court, racquetball courts, yoga studio, and traditional exercise equipment

# QUESTIONS?

Survey Data