

Regular Workshop – October 15, 2012
Agenda Item 9

Agenda Item: Community Center Update

Presenter: Town Manager

Summary: At the May 24, 2012 Regular Workshop Meeting the Town Commission directed staff to begin an effort for collection of data relating to the community needs as related to a Community Center.

Public Works staff has researched potential users if a new Community Center is built. Research results will be presented at the October 15, 2012 Regular Workshop Meeting.

Attachments: 10-8-12 Memo, Facilities & Recreation Manager to Manager;
Attachment 1: Potential Users Research Summary
Attachment 2: Existing Facilities Activity Matrix
PowerPoint Presentation

Recommended Action: None, informational only.

M E M O R A N D U M

Date: October 8, 2012

TO: Dave Bullock, Town Manager
FROM: Mark Richardson, Public Works Facilities & Recreation Manager
THROUGH: Juan Florensa, Public Works Director
SUBJECT: New Community Center Potential Users Research

Background

Bayfront Park is a one room facility open year-round. The main utilization of this center is for fitness classes that are led by private instructors. These classes are signed-up for on a daily basis. The facility is also rented out approximately sixty times a year for various activities such as wedding receptions, anniversary parties, birthdays, association meetings, weekly group meetings and other events. Many rentals require a much larger room than the Recreation Center can currently accommodate. The main challenge is with only one small room only one class can be in session at a time. Fitness class participants prefer taking classes during the morning hours. Since 2006, the most requested amenity is a fitness center with the appropriate workout equipment.

As directed by the Town Manager, Public Works staff in June/July 2012 researched potential users of facilities contained in a future Community Center located at Bayfront Park.

The table below represents the groups that were interviewed:

Group	Representative	Facility/Group Type
LBK Education Center	Susan Goldfarb	Adult Education/Classes
LBK Center for the Arts	Jane Buckman	Art Education/Galleries
Longboat Key Garden Club	Madelyn Spoll	Civic Group
Public Interest Committee	Ann Roth	Civic Group
Your Fitness Instructor	Staff	Fitness
Temple Beth Israel	Staff	Religious
Longboat Key Island Chapel	Staff	Religious
St. Mary of the Sea	Staff	Religious
Christ Church	Staff	Religious
All Angels by the Sea	Staff	Religious

Questions asked included type of class offerings, months of operation, attendance numbers, square footage, percentage of utilization of rooms, rent/lease and probability of utilizing a new community center. See Attachment No. 1 for more detailed information on individual facilities.

The Education Center is a privately run, three-room facility that operates from about mid-October to mid-April. It is located at Centre Shops, 5370 Gulf of Mexico Drive. The main utilization of this center is for educational classes and workshops coordinated by Susan Goldfarb, Executive Director and conducted by private instructors. Their classes are enrolled in advance and are normally for a month at a time. The room configuration is a challenge in the current location. They indicated they would be interested in utilizing a new community center for their activities if the facility met their needs.

The Arts Center, a division of the Ringling School of Arts & Design, is a six classroom, two gallery facility that is open year-round with scheduled activities from November-April. The main use of this center is for lectures, master classes, art classes and art exhibits/receptions. These high-end classes are signed-up in advance and are normally for a month at a time. Management is looking at marketing this facility as an executive retreat center. They have indicated that with their facilities only at 50-60% capacity, they have no need to look for other facilities at this time or in the near future.

The Garden Club stated they would utilize a new community center. They could hold their monthly meetings, board meetings and fundraisers there. Their fundraisers need room for approximately 250 people with a catering kitchen.

LBK Public Interest Committee currently utilizes the Recreation Center. A larger room is needed for some of their events.

Religious organizations on Longboat do not rent their facilities very often. Weekend rentals are difficult due to services and other functions. The Temple, LBK Island Chapel and All Angels rent but do not advertise, their facilities. They hold about three to four rentals a year. St. Mary's and Christ Church do not rent their facilities. LBK Island Chapel holds their annual Easter Sunrise Service at Bayfront Park.

Your Fitness Instructor facility is located in the Publix shopping center and is utilized through their personal trainers only. There are no memberships and/or daily fees.

Our research indicates, that the current Bayfront Park Recreation Center, Education Center and Arts Center offer different classes for different clientele. Attachment No. 2 provides a matrix of activities currently offered at the different facilities. A new community center properly designed and equipped could be an opportunity to merge in one central location the needs of several local entities in Town. Research data shows that the addition of a fitness center is one of the most requested amenities not on the Island. However, the current 2012 concept building design does not meet these activities requirements.

Attachment No. 1

New Community Center

Potential Users Research Summary

Bayfront Park Recreation Center

Bayfront Park has a 1,300 square foot one-room facility that is open year round. The main utilization of this center is for fitness classes that are led by private instructors. These classes are signed-up for on a daily basis. The facility is also rented out approximately 60 times a year for various activities such as wedding receptions, anniversary parties, birthdays, association meetings, weekly group meetings and other events. Many rental inquires need a much larger room.

The main challenge is with only one small room only one class can be in session at a time. Fitness class participants prefer taking classes during the morning hours. Since 2006, the most requested amenity is for a fitness center with the appropriate workout equipment.

LBK Education Center

The Education Center is a privately run, three-room facility that operates from about mid-October until mid-April. The main utilization of this center is for educational classes and workshops coordinated by Susan Goldfarb and conducted by private instructors. These classes are enrolled in advance and are normally for a month at a time. The room configuration is a challenge in the current location. They indicated they would be interested in utilizing a new community center for their activities if the facility met their needs.

Longboat Key Center for the Arts

The Arts Center, a division of the Ringling College of Art and Design, is a six classroom, two gallery facility that is open year-round with scheduled activities from November through April. The main use of this center is for lectures, master classes, art classes and art exhibits/receptions. The high-end classes are signed-up in advance and are normally for a month at a time. Management is looking at marketing this facility as an executive retreat center. They have indicated that with their facilities only at 5-60% capacity, they have no need to look for other facilities at this time or in the near future.

LBK Garden Club

The Garden Club would absolutely utilize the new community center. They would hold their monthly meetings, board meetings and fundraisers there. Their fundraisers need room for approximately 250 people with a catering kitchen.

LBK Public Interest Committee (PIC)

PIC currently utilizes the center. A larger room is needed for some of their events.

Longboat Key Religious Organizations

The religious organizations on Longboat do not rent their facilities very often. Weekend rentals are difficult due to services and other functions. The Temple, LBK Island Chapel and All Angels rent but do not advertise as such facilities. They hold about three to four rentals a year. Saint Mary's and Christ Church do not rent their facilities. LBK Island Chapel holds their annual Easter Sunrise Service at Bayfront Park.

Your Fitness Instructor (YFI)

This fitness facility is located in the Publix shopping center and is utilized through personal training only. There are no memberships and/or daily fees.

Summary

Our research indicates, that the current Bayfront Park Recreation Center, Education Center and Arts Center offer different classes for different clientele. A new community center properly designed and equipped could be an opportunity to merge in one central location the needs of several local entities in Town. Research data shows that the addition of a fitness center is one of the most requested amenities not on the Island. However, the current 2012 concept building design does not meet these activities requirements.

Attachment No. 2

Classes Offered	Bayfront Park	LBK Center for the Arts	LBK Education Center
Yoga	x		x
Pilates	x		
Step	x		
HIIT	x		
Muscles	x		
Young	x		
Nia	x		
Bridge	x		x
Power Hr	x		
Tai Chi	x		
Water Color		x	x
Creative Imagination		x	
Painting		x	
Mixed Media/Collage		x	
Landscapes in Oils		x	
Portraiture in Oils		x	
Figure Drawing		x	
Color Pencil Drawing		x	
Pastels Building		x	
Jewelry Making		x	
Design Jewelry		x	
Stained Glass		x	
Wire Sculpture		x	
Digital Photography		x	
Computers			x
Mahjongg			x
Mediation			x
Fishing			x
Hebrew Literature			x
Film			x
Jazz			x
Birding			x
Misc. Workshops/Seminars		x	x
Party Rentals	x		
Meeting Rentals	x		
On-going Rentals	x		
Exhibitions/Receptions		x(1000 attendees)	
Operation Months	Year Round	Nov-April	Oct-April(mid)
Attendance	8000	2000	5000
Square Footage/Rooms	1200(1room)	6 classrooms/2 galleries	Rm1-900,Rm2-400,Rm3-400
% Utilization of Rooms	100%(Jan-Mar)	50-60%	100%(Jan-Mar), 35%(Oct-Dec, Apr)
Current Rent/Lease	Owned	Owned	Rent
Utilization Probability	100%	0	Depends on cost

TOWN OF LONGBOAT KEY



COMMUNITY CENTER UPDATE

Town Commission Workshop

October 15, 2012



CONTACTS/INTERVIEWS

Group	Representative	Facility/Group Type
LBK Education Center	Susan Goldfarb	Adult Education/Classes
LBK Center for the Arts	Jane Buckman	Art Education/Galleries
Longboat Key Garden Club	Madelyn Spoll	Civic Group
Public Interest Committee	Ann Roth	Civic Group
Your Fitness Instructor	Staff	Fitness



CONTACTS/INTERVIEWS, CONT'D.

Group	Representative	Facility/Group Type
Temple Beth Israel	Staff	Religious
Longboat Key Island Chapel	Staff	Religious
St. Mary Star of the Sea	Staff	Religious
Christ Church	Staff	Religious
All Angels by the Sea	Staff	Religious

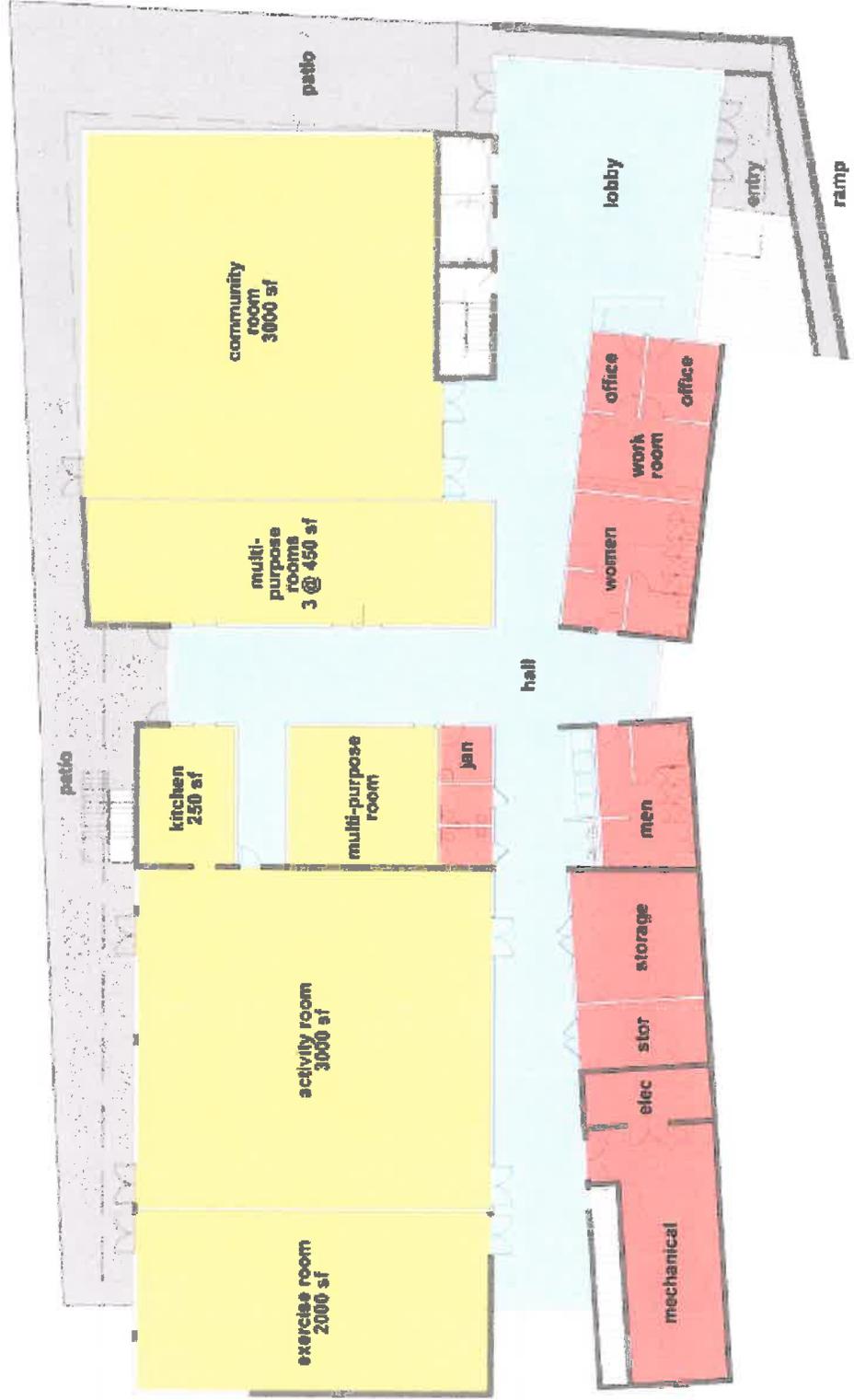


CLASSES OFFERED

Location	Classes Offered
Bayfront Park	Yoga, Pilates, Step, HIIT, Muscles and More, Young at Heart, Nia, Bridge, Power Hour Plus, Tai Chi
LBK Center for the Arts	Water Color, Creative Imagination, Painting, Mixed Media/Collage, Landscapes in Oils, Portraiture in Oils, Figure Drawing, Color Pencil Drawing, Pastels Building, Jewelry Making, Design Jewelry, Stained Glass, Wire Sculpture, Digital Photography
LBK Education Center	Mahjongg, Meditation, Fishing, Hebrew Literature, Film, Jazz, Birding, Misc. Workshops/Seminars



PROPOSED SCHEMATIC FLOOR PLAN





End of Agenda Item