

Northam Park Renovation

May 1, 2023



2023 Project Budget Revisions

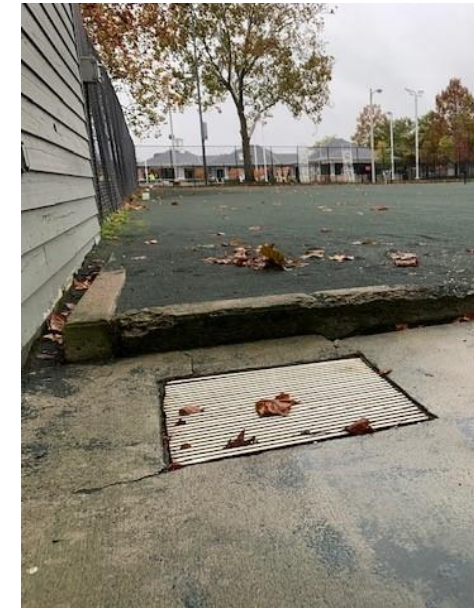
- 2022 Project bids exceeded budget by about 30%
- Council approved revised budget for Northam Park Renovations to be consistent with 2020 Vision Plan budget
- Staff determining revised scope within budget
 - Service building components and size
 - Number of tennis courts
 - Site Improvements

Northam Park Renovation Budget			
	<i>2023 CIP Proposed</i>	<i>2023 CIP Revised</i>	<i>Difference</i>
Phase 03 - West Athletic Fields	\$1,878,800	\$1,900,000	\$21,200
Phase 04 - Service Building & Tennis Courts	\$5,389,700	\$4,200,000	(\$1,189,700)
Phase 05 - East Athletic Fields	\$2,391,800	\$2,014,000	(\$377,800)
Total	\$9,660,300	\$8,114,000	(\$1,546,300)



Current Facility

- Building has exceeded its useful life and is in need of replacement
- Irrigation System, Perimeter Fence and Court Surfacing also need replaced
- Based on these factors, assumption is that the project will be a complete replacement of the current facility



Process

- Determine appropriate scope for rebuilding tennis complex
- Collaborate with Northam Park Tennis Advisory Committee
- Work with design consultant OHM Advisors to revise renovation scope
 - Establish priorities for Service Building and Tennis Courts
 - Review construction costs based on 2022 bid numbers
- Recreation consultant Ballard*King tennis market assessment
- Tennis facilities
 - Greater Columbus Tennis Association facilities - Public & Private
 - National Benchmarking Level of Service
- Membership history
- Court utilization from 2022 reservation system
- Operating budget



Timeline

- **April 12 at 6:30 PM – Parks & Recreation Advisory Board (PRAB) – overview of process**
- **April 13 at 11:30 AM – Northam Park Tennis Advisory Committee (NPTAC) – overview of process**
- **May 1 at 7PM – City Council presentation**
- **May 8 at 11:30 AM – NPTAC meeting to discuss information**
- **May 10 at 6:30 PM – PRAB meeting to discuss information**
- **May 15 at 7PM – City Council presentation**



Northam Tennis History



Northam Tennis Courts

- 1918 clay courts built in Miller Park
- 1957 Northam Park – 3 court complex
 - Courts expanded over time offering 3, 6, 10 and 12 courts
- Tennis became both a recreational and social aspect of UA
- Clay courts attract older population, allowing members to keep active
- Youth instructional program introduces many children to the sport



Northam Membership - 2012-2022

- Membership includes both Tennis and Combination (Tennis & Pool) passes
- Beginner level youth players are not required to have a membership to participate in lessons

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020*	2021	2022
Resident	356	359	328	297	314	306	304	356	221	349	378
Non-Resident	253	247	249	242	210	201	179	181	153	179	175
Total	609	606	577	539	524	507	483	537	374	528	553

*Notes: 2020 - COVID operations did not operate full season



Regional Tennis Courts



Greater Columbus Tennis Association (GCTA)

GCTA Clay Court Facilities

New Albany Country Club	Private	12
Northam Park	Public Own & Operate	12
Swim and Racquet Club	Private	10
Scioto Country Club	Private	9
Worthington Hills Country Club	Private	8
Brookside Country Club	Private	7
The Country Club of Muirfield Village	Private	7
Champion's Tennis Club	Public Own/Private Ops	6
Columbus Country Club	Private	6
Corazon Tennis	Private	6
Jefferson Country Club	Private	6
Lakes Country Club	Private	6
Wedgewood Country Club	Private	6
Granville Tennis Club	Private (Non-Profit)	5
Medallion Country Club	Private	5
Kinsale Golf & Fitness	Private	2

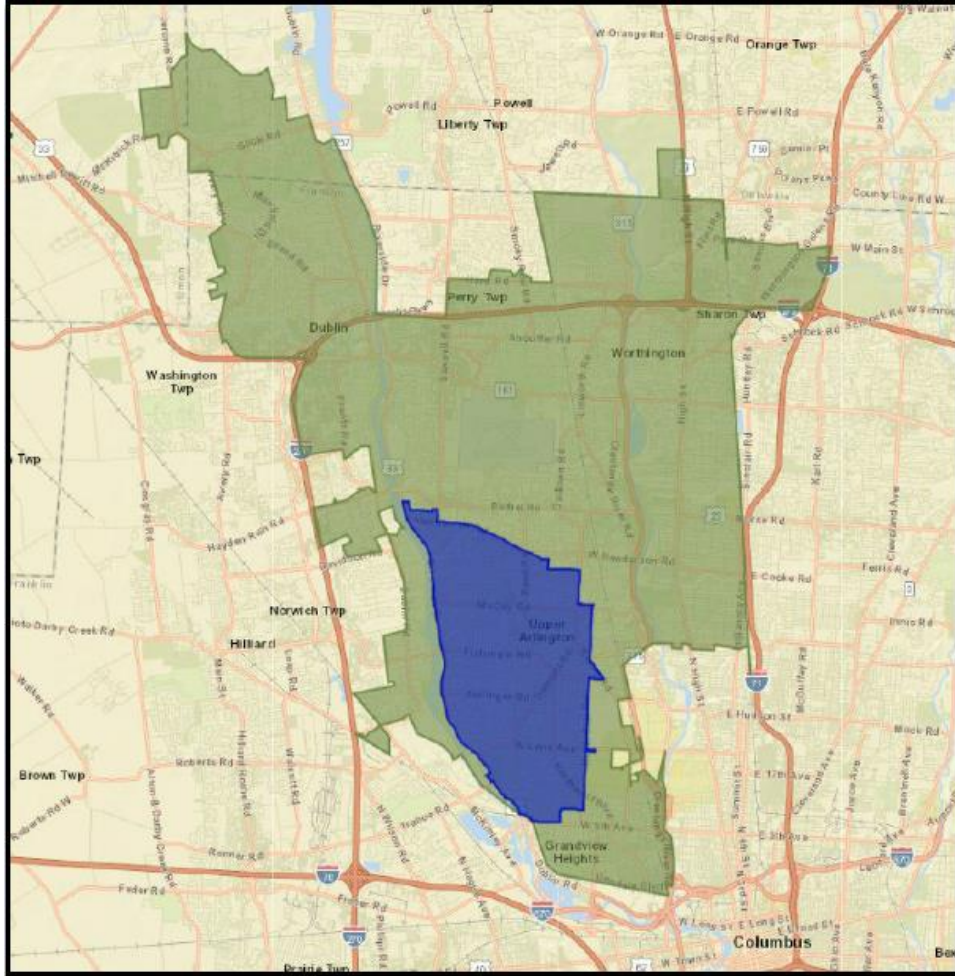
- GCTA is the USTA Community Tennis Association for Central Ohio
- GCTA conducts Men's & Women's Summer Leagues
 - Northam Park – 2022 teams
 - 17 Women's teams
 - 12 Men's teams
- Leagues are played at Central Ohio public and private facilities
 - 16 Clay Court complexes
 - 2 public facilities
 - 14 private facilities
 - 113 Clay courts
 - 30 Hard Court complexes
 - 243 Hard Courts



Tennis Market Assessment

Conducted by Ballard*King

Overview



Service Area

- Primary – Upper Arlington
- Secondary – 8 most common zip codes for non-resident members
- Tennis Participation
 - Nationally, steady increase in past 10 years, very strong growth since 2020
 - Greatest appeal to younger players
 - Same level of increase in play has not been evident at Northam Park
- Northam Park Tennis Courts
 - Unique market position as one of only two public clay court tennis centers in greater Columbus area
 - The largest of the two at 12 courts

Clay Tennis

- Nationally, 13-15% of tennis courts are clay with most located as private facilities in southern portion of country
- Offers a softer surface
 - Cooler than asphalt
 - Slower game places emphasis on being a tactician of the game
 - Shock-absorbing surface – strong appeal to older players
- With majority of courts being hard surface, most players, especially younger, tend to play on hard surface
 - Less willing to play on clay due to difficulty maintaining consistent level of play between clay and hard surfaces
 - Larger supply of hard surface courts and they are free
- Smaller market for clay court play, especially in Midwest

Upper Arlington Tennis Courts

- 12 clay courts at Northam – fee based membership
- 9 hard surface courts in city park – free of charge
- Both 2018 Parks & Recreation Comprehensive Plan and 2022 NRPA Agency Performance Review indicate a level of service of 1 court per 5,000 residents
 - UA's 21 combined courts provides 1 court per 1,768
 - Does not include School District courts
 - Portable pickleball nets uses some available court time
 - Estimated 2022 UA population of 37,125, equates to 8 total tennis courts to serve the community

Northam Park Tennis Court Usage Analysis

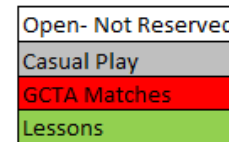
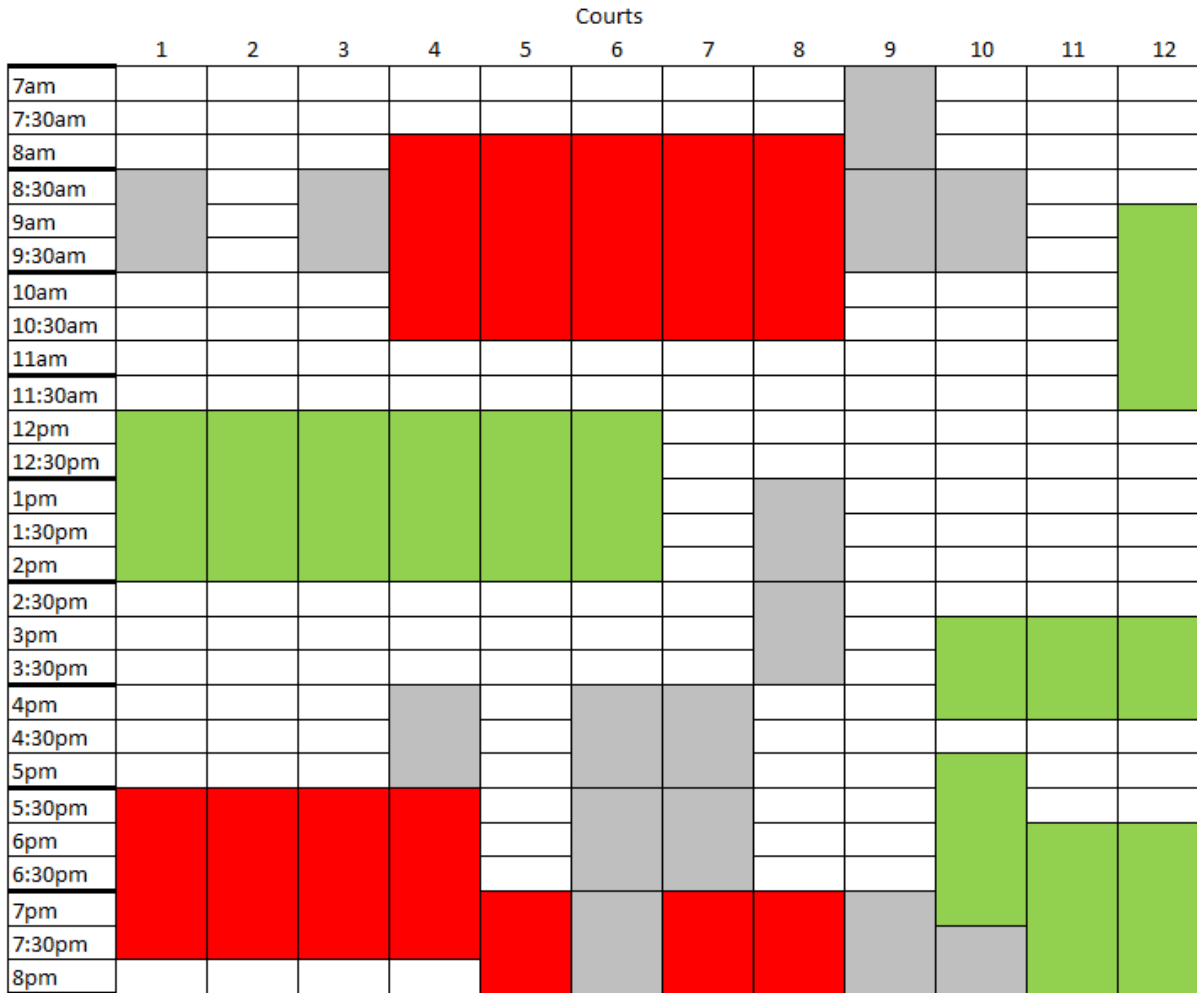


Quantitative Assessment – Available Time Blocks

- Court hour utilization
 - Court hour is defined as how many hours each court is in operation each day.
- In 2022, there were 9,042 available court hours during June and July
 - 49% of available time was reserved
 - Uses include leisure play, leagues or lessons
 - Note – added walk-ins but did not remove no shows
 - Reducing to 9 courts would result in 65% usage
 - Reducing to 8 courts would result in 73% usage



Court Reservations - Typical Day

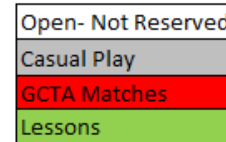
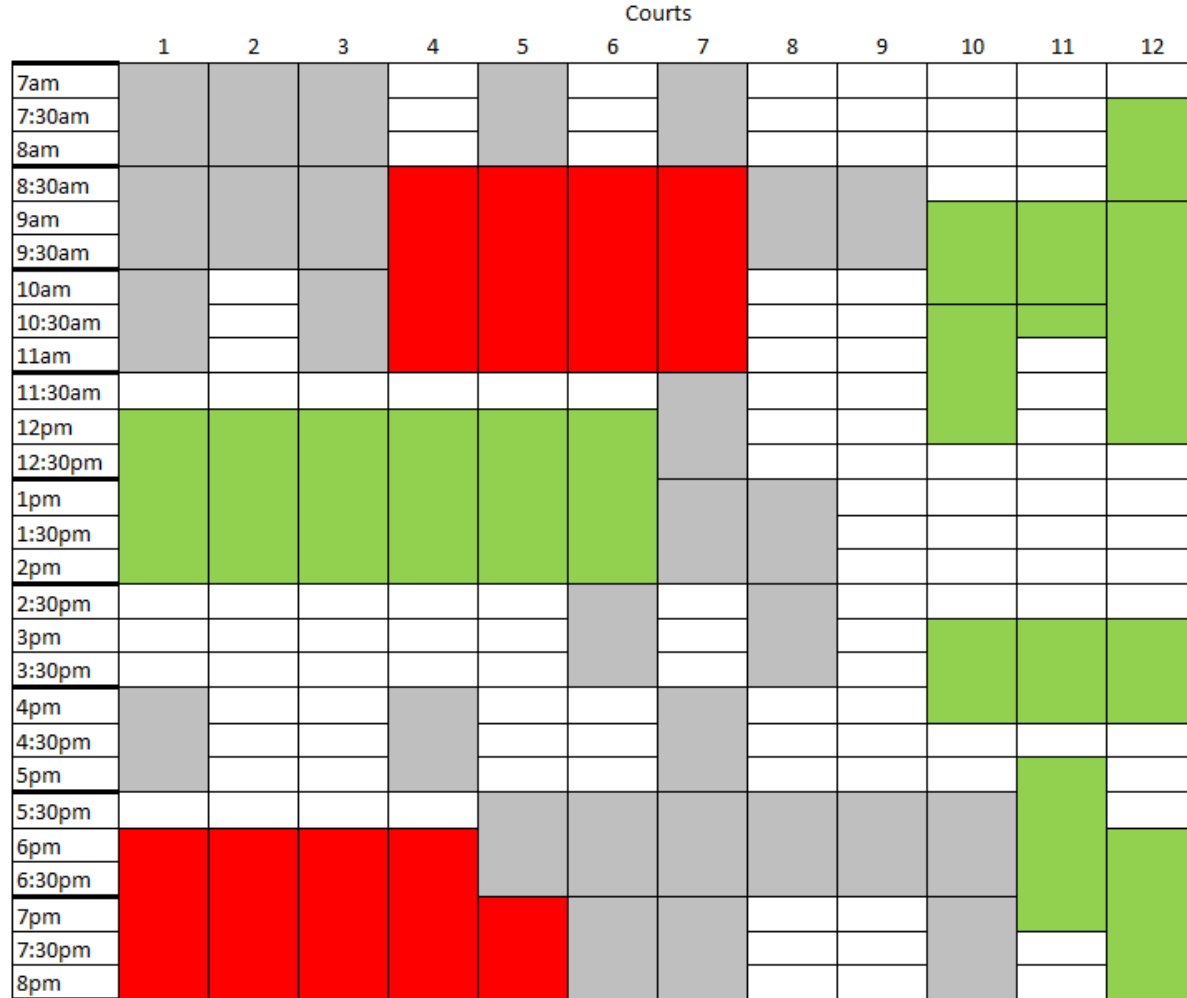


Shown:
Thursday, July 21, 2022
50% Reserved

June/July Average = 49%
Reserved



Court Reservations - Peak-Usage Day



Shown:
 Wednesday, June 8, 2022
 63% Reserved

June/July Average = 49%
 Reserved



Assumptions for Analysis

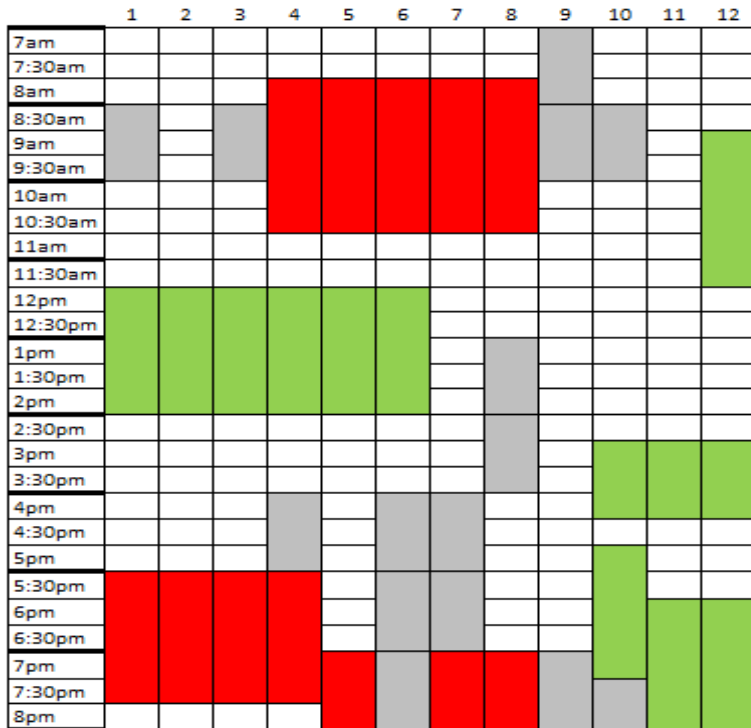
- Adjustments in play
 - League matches only adjusted within 30 minutes of original time
 - Lessons and casual play moved within 90 minutes
- Kept blocks of courts for league and group lessons
- Lessons reserved for more than 90 minutes were broken down into smaller and equal blocks
- Does not include court watering/maintenance time



Court Usage adjusted to 8 & 9 Courts

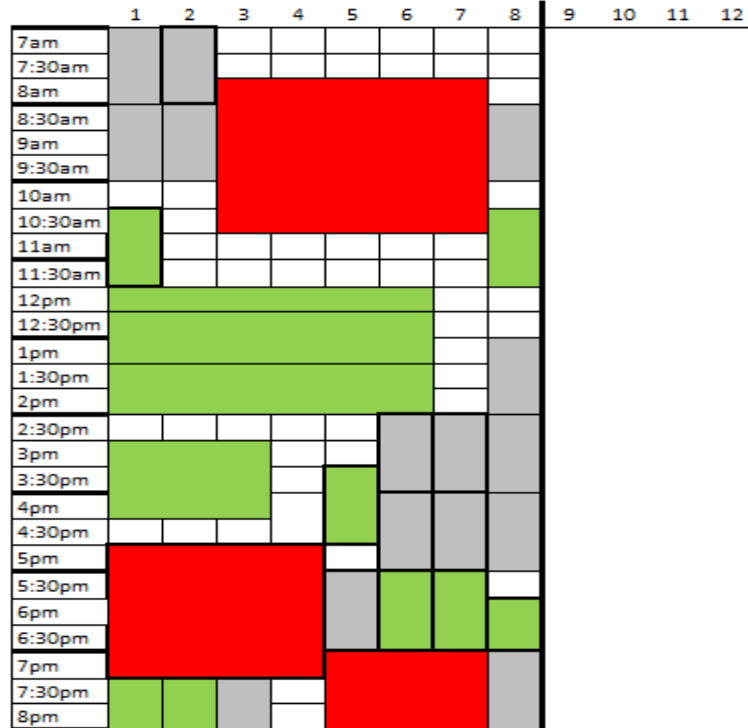
Shown: Thursday, July 21, 2022. 50% of 12 court time reserved

12 courts



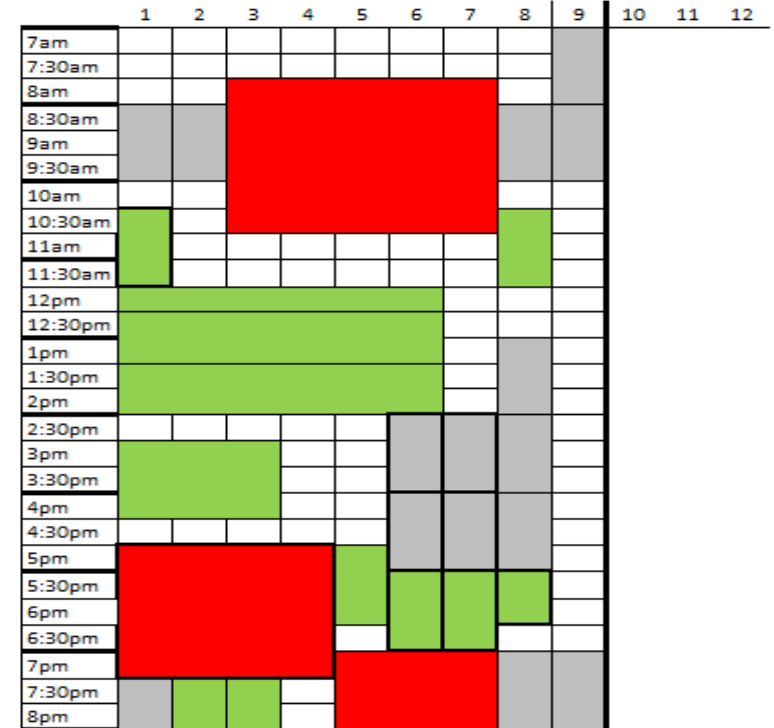
Total Reservations
30

8 courts



8 Court Reschedule How many would not fit within one time block
12 0

9 courts



9 Court Reschedule How many would not fit within one time block
9 0



Court Usage adjusted to 8 & 9 Courts

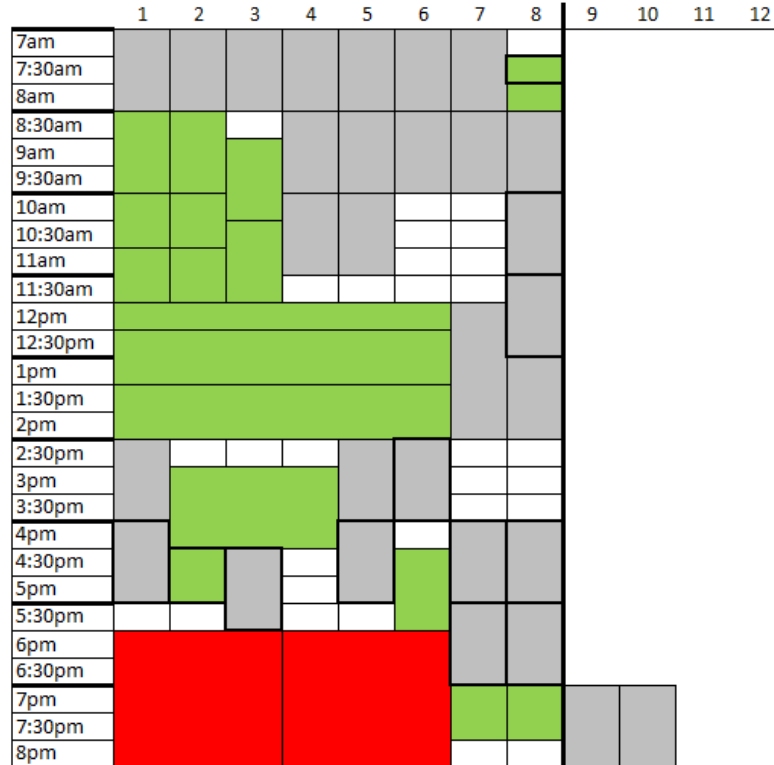
Shown: Monday, July 18, 2022. 59% of 12 court time reserved

12 courts



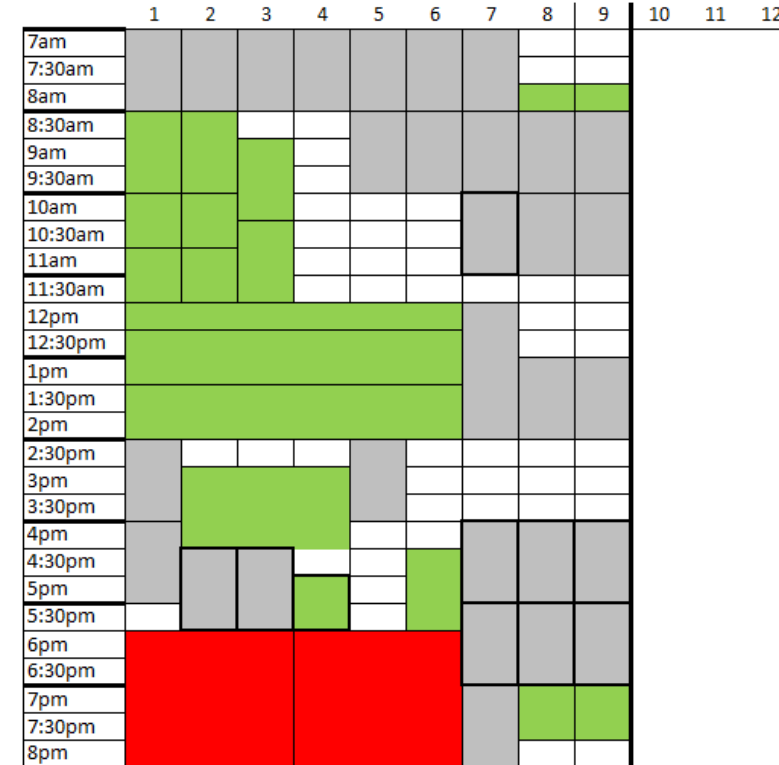
Total Reservations
50

8 courts



8 Court Rescheduled How many would not fit within one time block
12 2

9 courts



9 Court Rescheduled How many would not fit within one time block
10 0



Summary of Court Analysis

- 8 courts will accommodate most of current level of play
 - 2% of play not accommodated
 - 7 times in which 9 courts were used for league play in the same time block
 - Maintenance time would need to be added
- 9 courts accommodates all play at current level
 - Gives more time for play options at desired times of day and for court maintenance
- Court scheduling management options could be explored
 - Leisure Play - continue with 1.5 hour reservation system
 - League Play – determine if time limits are necessary
 - Lessons – open up unneeded court time for play
 - Consider extending hours with an 8:00 PM time block
 - Develop priorities for court usage



Court Assessment

- The City's court utilization derived from 2022 court reservations in June & July being the high use months
 - 49% of available court time was reserved for all types of play
 - Casual play
 - League matches
 - Lessons and clinics

Market Realities

- Northam membership has not trended at rates of national play
- At least 32% of members are non-residents
- Clay courts have smaller market appeal
 - Appeals to older players which matches demographics of market area
 - Demand for pickleball competes to serve same demographics and is growing at a faster rate
- Construction may close courts for a season
 - Anticipate 25% membership reduction in first year
 - Return following 2-3 years due to limited clay in the region
- Plan to market the City's investment in clay tennis courts to attract UA and regional players

Recommendation

- Based on several factors in this assessment
- Reduce courts at Northam Park from 12 to 8
 - Allows tennis to be more than adequately accommodated at the center while being responsive to the market realities for clay tennis courts
 - Retain unique position of providing clay tennis and investment in facility
- Could opt for 9 courts to minimize impact on current users, allow for growth in membership and programs.
 - Based on current utilization rates and the uniqueness of the clay court market, this is not necessary
- City's limited park acreage and reduction in tennis courts could allow for use of the area for other higher in demand recreation activities

Modified Renovation Scope



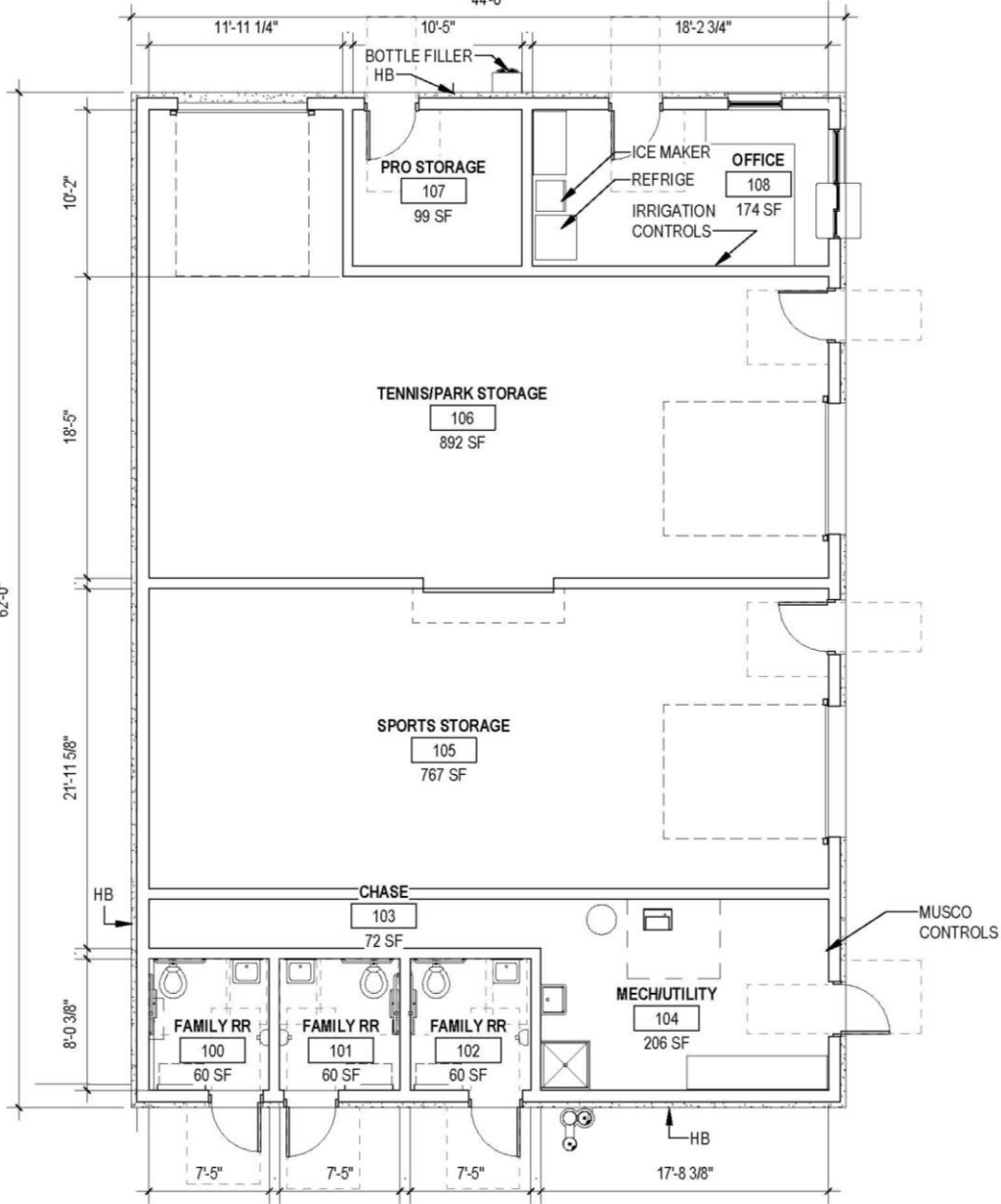
Considerations

- Building components
- Number of courts
- Site improvements
- Construction cost estimates
- Construction schedule

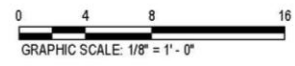


Park Service Building Changes

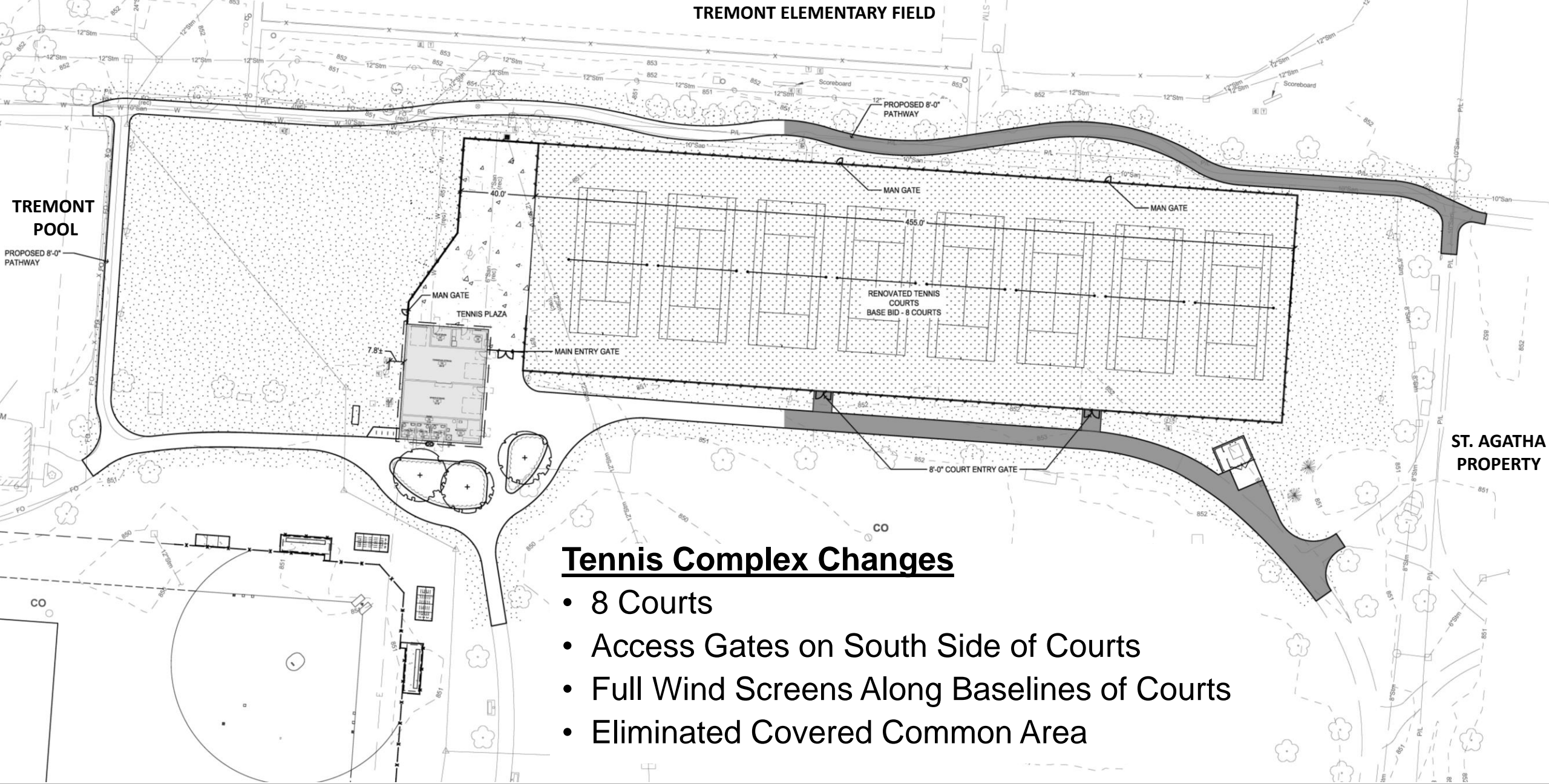
- Building Area Reduced by 12% (380 GSF)
- One Building Instead of Two
- Removed Program Space:
 - Covered Common Area
 - Locker Rooms (added 3rd restroom)
 - Kitchenette
 - Sports Support Room



SQUARE FOOTAGE: 2,728 GSF



TREMONT ELEMENTARY FIELD



Tennis Complex Changes

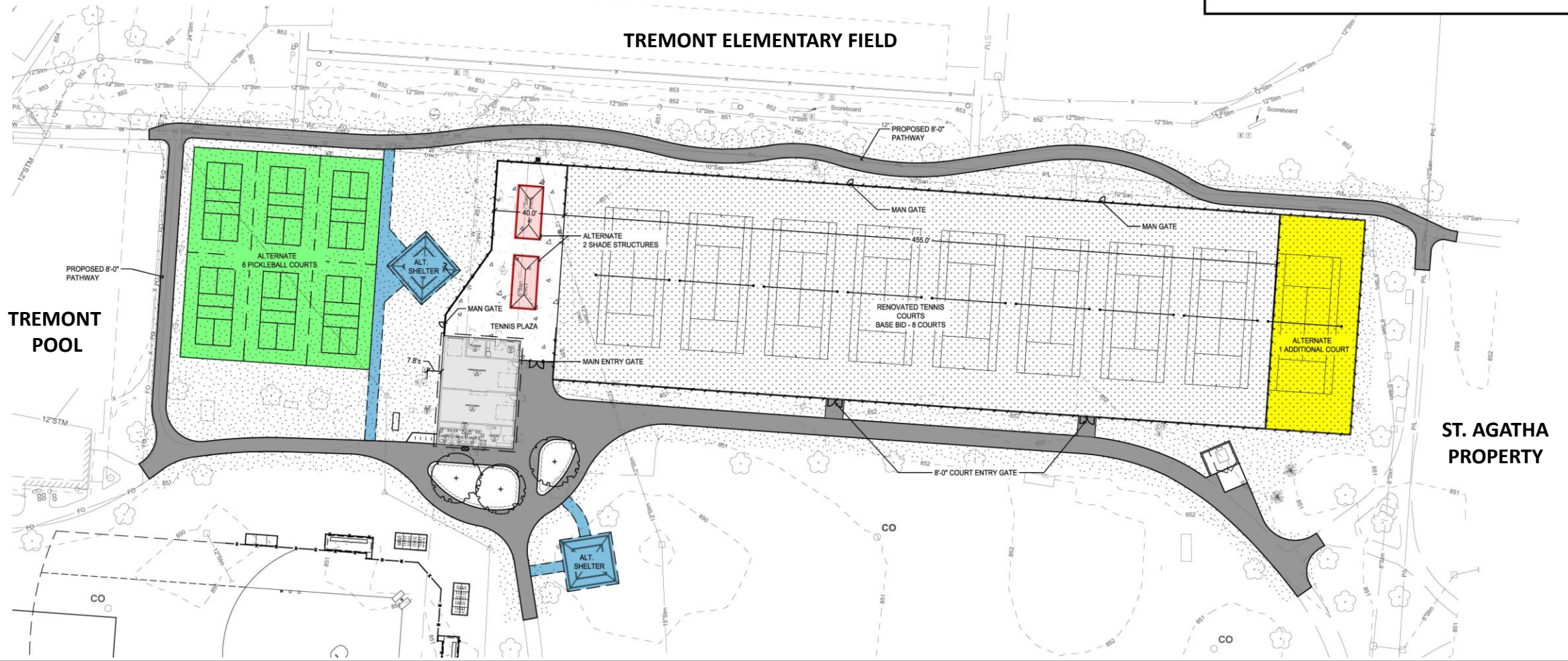
- 8 Courts
- Access Gates on South Side of Courts
- Full Wind Screens Along Baselines of Courts
- Eliminated Covered Common Area



Potential Alternate Items

- Items to be Priced Separately
- Potential Inclusion Based on Bids Received

LEGEND	
Yellow Alt.	1 Additional Tennis Court
Red Alt.	2 Shade Structures
Green Alt.	6 Pickleball Courts
Blue Alt.	Park Shelter and Pavement



Cost Estimates and Schedule

- Base Bid Cost Estimate (8 court system)
 - \$3,500,000 Construction
 - \$ 150,000 Design (2023 CIP Budget)
 - \$ 350,000 Contingency
 - \$ 105,000 Inspection
- **\$4,105,000 Total Project Cost Estimate** (\$4.2M Budgeted)
- Detail Design Fall 2023
- Bid Project Winter 2023/24
- Construction Spring 2024 to Winter 2025



Tennis Operational Impact



Operating Budget

Year	2018	2019	2020	2021	2022	2023 Budget
Revenue	\$104,542	\$137,641	\$130,020	\$124,337	\$129,543	\$132,000
Expense	\$113,861	\$156,600	\$146,424	\$126,106	\$124,345	\$160,100
Net Operations	\$ (9,319)	\$(18,959)	\$(16,404)	\$ (1,769)	\$ 5,198	\$(28,200)



Financial Impact

- Budget components that impact operating budget
 - # of courts to maintain
 - Membership retainage



Financial Impact of Less Courts

- Direct Court Expenses
 - Court material
 - Annual court preparation
 - Water
- Estimated expenses \$2,100 per court
- 8 court system = \$8,400 cost reduction
- 9 court system = \$6,300 cost reduction

Budget	2023 Budget	8 courts	9 courts
Revenue	\$132,000	\$132,000	\$132,000
Expense	\$160,100	\$151,700	\$153,800
Net Operations	\$(28,200)	\$(19,700)	\$(21,800)
Cost Recovery	82%	87%	86%



Membership Retention

- Scale of renovation and resulting impact on 2024 season
 - Retention of Members & Staff based on modified/eliminated season
- Reinvestment in clay courts would attract membership



Financial Impact of Potential Membership Reduction

- 2023 Revenue Budget \$132,000
- Average revenue per member \$276
- Cost of membership reduction
 - 10% (53 less members) = \$14,628
 - 15% (80 less members) = \$22,080



Financial Impact

	2023 Budget	8 courts	9 courts
Revenue	\$132,000	\$132,000	\$132,000
Expense	\$160,100	\$151,700	\$153,800
Net Operations	\$(28,200)	\$(19,700)	\$(21,800)
Cost Recovery	82%	87%	86%

Operating Budget

- Less courts to maintain
- Assumes membership remains constant

Revenue adjustments

- 10% (53 less members) = \$14,628



Summary



Assessment Summary

- Market Analysis
 - 8 court system will serve market
- Court assessment
 - 8 court will support all but 2% current play
 - 9 courts adds more court and maintenance time
- Renovation
 - 8 courts supported as base amount
 - Cost for alternate court in bid process
- Membership adjustment to be expected
- Cost recovery expected to be between 75-85%
- Annual Operating Supplement \$20,000 - \$50,000
 - Does not include facility renovation investment



Recommendation

- Clay tennis courts serve our older adults providing an activity with health and social benefits
- 8 court system will serve demand
- 9 courts may exceed renovation budget
- Operating expenses will be reduced with less courts
- Annual operating subsidy will continue and is appropriate to provide this niche service
- Staff recommends to continue to provide clay courts with a reinvestment in Northam Park Tennis Complex as an 8 court system



Discussion

