



Marketplace Intelligence

***Executive Summary: Research for the City of Reynoldsburg - Residents' Reaction and Willingness to Support a New Healthy Living Community Center***

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**PB&A Marketplace Intelligence**

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## Executive Summary

**Purpose:** This study provides unbiased data to the City of Reynoldsburg and the YMCA of Central Ohio regarding the scope of opportunities and challenges for new recreational programming and healthy living facilities in Reynoldsburg. Specifically, this research estimates membership demand (in member units) and program participation for a proposed new community center.

A key component of this research is to determine the residents' reaction to this center being managed and programmed by the YMCA as a branch of the YMCA of Central Ohio.

**Methodology:** This research was completed in four phases:

**Phase One:** A review of secondary demographic and psychographic information.

**Phase Two:** Two focus groups, moderated by Phil Balducci.

**Phase Three:** Completion of 400 telephone interviews with a random sample of area residents who live within the estimated primary market area of the proposed new community center.

The overall error range for this phase is  $\pm 5.0\%$  at the 95% confidence level.

**Phase Four:** Completion of 753 online interviews with Y members at Gahanna and Garver branches of the YMCA of Central Ohio.

### Key Findings and Conclusions:

- When asked to rate Reynoldsburg as a place to live, just over one half (54%) of residents claim it is a good or excellent place to live. A primary factor in holding this good/excellent rating down is that a significant number of residents (15%) complain that *"there is not much to do in Reynoldsburg"*.
- If the City of Reynoldsburg desires to open and operate a successful Community Center, what it decides to charge people to become a member and/or access the facility on a daily basis will have a significant impact on its likelihood of success and sustainability.
- If the monthly cost of membership to the Reynoldsburg Community Center is \$75 for a family or \$45 for an individual, it is predicted that 309 full pay member units will be attracted within the first year. Residents are price sensitive, and many of those who are interested in belonging to the new Community Center believe these rates are too high.
- At monthly membership fees of \$65/\$39, significantly more households are likely to join in the short run (1,697)
- And if fees are lowered to \$49/\$29 per month, 2,883 member units should be achieved within the first 12 months.

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- If members of the new Reynoldsburg Community Center are offered unlimited access to all of the branches of the YMCA of Central Ohio, the number of local households predicted to join increases at each tested price level.
- At affordable monthly fees, these are impressive numbers of potential members, particularly since at present, a lower than average, percentage of residents belong to some type of health club or recreational center (9%).

**Price Elasticity of Demand: Incremental Full Pay Member Units**

	<b>Just Community Center (#)</b>	<b>Unlimited YMCA Branch Access (#)</b>
<b>At \$75/\$45</b>	309	343
<b>At \$65/\$39</b>	1,697	1,884
<b>At \$49/\$29</b>	2,883	3,200

- In addition, deciding to have the Community Center managed as a branch of the YMCA of Central Ohio assures a substantially higher number of full pay members from those who already belong to the Y. It can be conservatively estimated that at least an additional 880 member units will transfer their usage from the Gahanna YMCA (407) and the Garver Branch (473) soon after the new Reynoldsburg Community Center opens. When these 880 member units are added to the above results, the community participation difference, and clear preference between having a YMCA versus city operated recreational center are significant and should not be ignored.

**Price Elasticity of Demand: Incremental Full Pay Member Units Plus Transfer Units from other YMCAs**

	<b>Just Community Center (#)</b>	<b>Unlimited YMCA Branch Access (#)</b>
<b>At \$75/\$45</b>	309	343
<b>At \$65/\$39 with YMCA Transfer Units</b>	1,697	2,764
<b>At \$49/\$29 with YMCA Transfer Units</b>	2,883	4,080

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- Off thirteen specific key features that could be incorporated into a new community center, those that will attract the greatest interest and usage are:
  - Aquatics.
  - An indoor walking/running track.
  - Multiple exercise studios.
  - A state-of-the-art fitness/cardio center.
  - A teen center.
  - A social area with healthy snacks.
- Of twenty three tested classes and programs, those of greatest interest are:
  - Water-based exercise.
  - Lap swimming.
  - Pilates, Zumba, yoga.
  - Programs that help children succeed in school.
  - Physical rehabilitation.
- Area residents clearly prefer that aquatics programming be delivered in an indoor versus outdoor facility. Fifty one percent (51%) of those polled claim to be very interested in having access to an indoor multipurpose pool versus 32% expressing an interest in an outdoor pool with waterpark features.
- If the new community center is built across the street from City Hall, near the Senior Center and where the old pool is presently located, it will be considered convenient by 88% of those who live and work in Reynoldsburg as well as 75% of those who live but do not work in Reynoldsburg. Clearly this site positively impacts residents' reaction to, and likelihood of using this new center.
- If a vote were held today, 39% of the residents of Reynoldsburg, whose income taxes will increase, claim to be either very likely or somewhat likely to vote in favor of a 1% tax increase. Of these, 22% are "very" likely to vote in favor of a tax increase, and 17% are somewhat likely. These statistics are prior to any effort on the part of the City in educating residents on the positive economic and quality of life impact of having a new YMCA/community center within the City limits.