

TOWN OF ESTES PARK

STANLEY FAIRGROUNDS CAPITAL IMPROVEMENTS

A COMMUNITY SURVEY

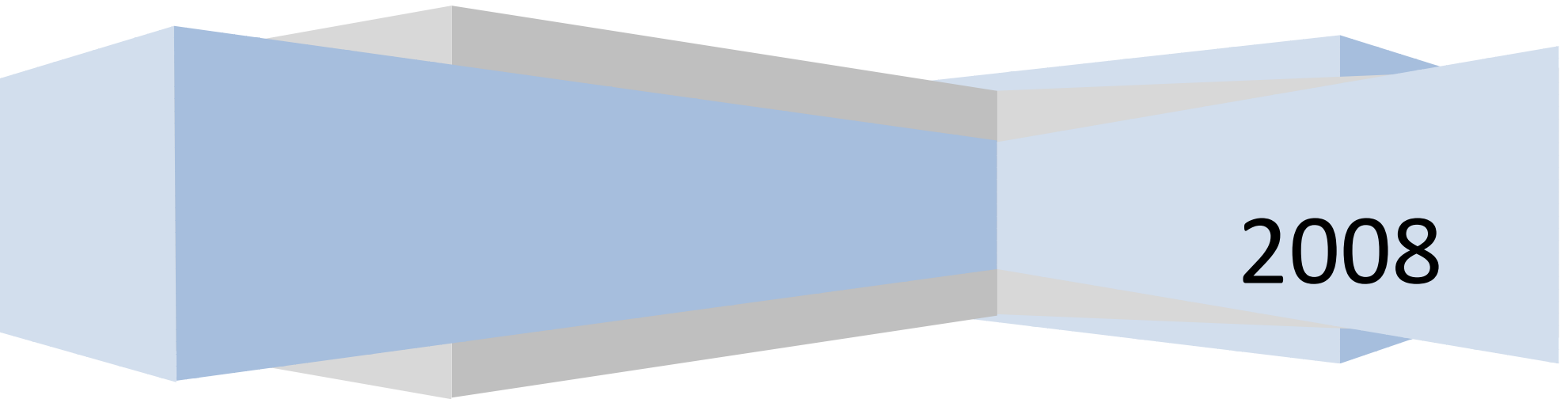


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Executive Summary

Requested by the Town Board, the administrative staff conducted a community wide survey (including Larimer County residents) examining the position of Estes valley residents regarding the recently proposed improvements to the Stanley Fairground facilities. Five questions were posed to residents. 1) Would they support building a multi-use structure? 2) If built what type of uses should be allowed? 3) How should the Town pay for the project? 4) Should user fees be assessed? And 5) Would voters support a property tax increase?

Through the Town utility billing system approximately ten thousand surveys were distributed. A return rate of 16% (1,569 respondents) was realized. Nearly 50% (783) of the responses were from Town residents, 36% (567) from county residents, and 14% (219) were from anonymous residents. For purposes of data review the respondents were divided into (3) sub-categories (Town residents, county residents and anonymous). Within the body of this report subcategory responses are outlined. An examination of the survey responses revealed:

- 72% support building a multi-use structure
- 79% recommend prioritized uses of the multi-use structure for 1) Walking track 2) Indoor shows and 3) Ice skating
- 47% recommend building the entire facility now and paying a portion with cash and financing the remaining amount, 39% recommend pay as you go, and 9% recommend build the entire facility now and finance the whole project.
- 48% percent recommend a tiered user fee of some sort for town and county residents, 33% recommend a flat user fee, and 11% recommend no user fee.
- 61% would not be willing to pay for a property tax increase, 31% would pay for a property tax increase, and 8% did not answer the question. In town respondent's position reflected 20% would support a property tax increase while 36% would not.

Closer examination of the response data suggests Estes Valley residents support constructing a multi-use facility at Stanley Fairgrounds. They support charging some type of use fee. They support constructing the entire facility now. They support indoor

uses for walking, indoor shows, and ice skating. They do not support any type of tax increase to pay for the project. Written comments by respondents are provided within the report under each individual question.

Methodology

The survey instrument constructed by Town staff presented five questions regarding the Stanley Fairgrounds capital improvement project. The surveys were mailed to all Town of Estes Park utility customers (the target population best representing all Estes Valley residents) to conduct this mail-in survey. The survey instrument provided multiple choice questions, direct response questions, and allowed each respondent to provide written comment. Respondents were asked to provide their name and address to reduce the potential of receiving multiple responses by one person. Since open ended questions make up the survey instrument statistical measurement of answers is less reliable. Applying a census survey approach (surveying the total population) versus a sample survey (surveying a portion of the total population) provided general information in regards to the population's attitude concerning the project. The respondents were asked to return completed surveys with their bill.

Completed surveys were sorted by finance staff into one of three categories:

- 1) Town residents
- 2) County residents
- 3) Anonymous

There were 1,569 completed surveys returned, a 16% response rate. All data was manually counted and recorded into electronic format for the purpose of reporting the findings. (2007 University of Kansas) Considering that self-addressed stamped envelopes were not provided and follow-up of those who did not complete the survey was not conducted, a response base above ten percent is considered valid for the purposes of examining community opinion, of the Stanley Fairgrounds project. It should be noted this is a census survey and not a sample population survey limiting the ability to accurately analyze represented opinion of the surveyed population. However, consensus opinion is clearly represented in the data meeting the needs and intent of this report, to identify resident opinion regarding the Stanley Fairground project.

DEMOGRAPHIC SURVEY DATA

A descriptive statistical analysis of the respondent mean (average) provides adequate information for data interpretation. First, demographic representation of the survey population is represented in a pie chart, breaking out the response percentages by Town residents, County residents, and anonymous respondents. The population (n=10,000) surveyed is approximately 10,000 Estes Valley utility (water and electric) customers, a population base diverse enough to represent popular opinion of the subject matter in question. Those results are shown below in figure one.

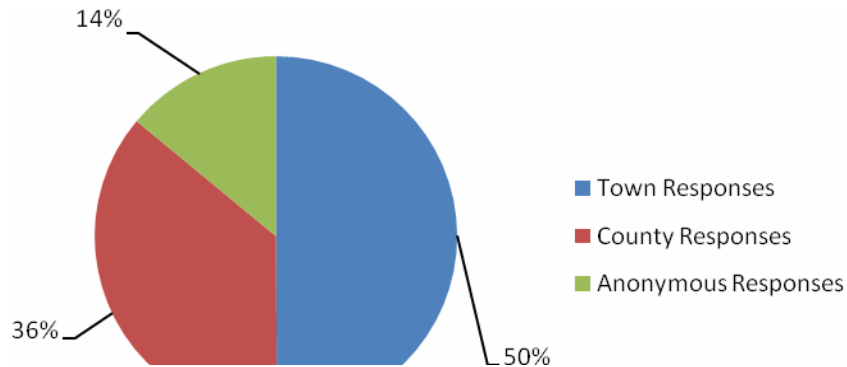
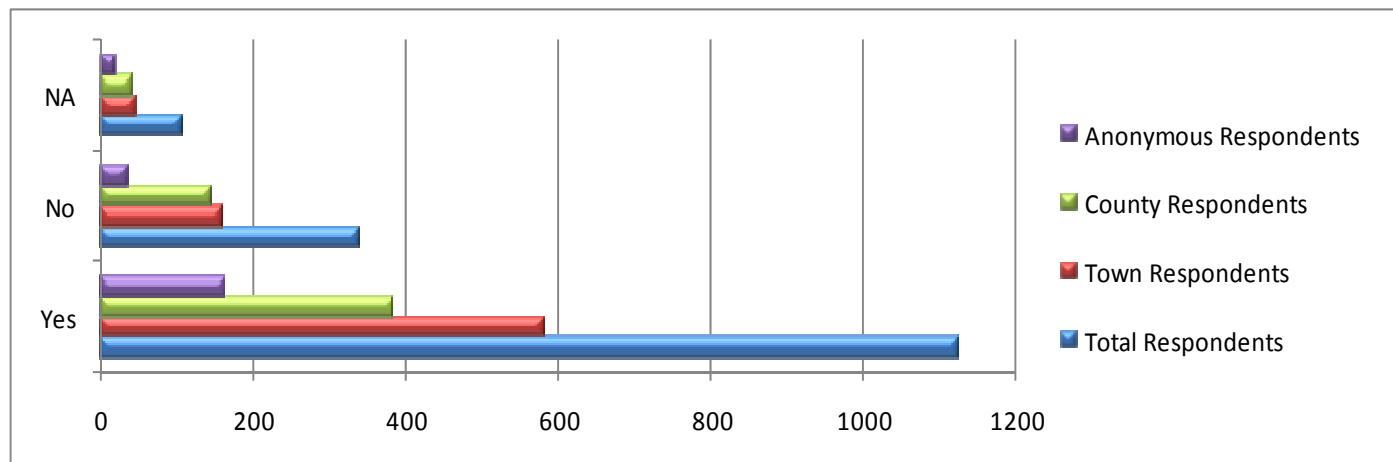


Figure 1 Percentage of responses by category

N = 10,000

RESPONSE TO QUESTION ONE (SHOULD MULTI-USE BARNs BE BUILT)

Respondents support building a multi-use structure by a rate of 72%. The aggregate population is defined under Total respondents. The responses are presented in bar chart format for descriptive purposes by three responses 1. Yes. 2. No and 3. NA (not answered).



RESPONSE TO QUESTION TWO

Figure 2

Responses to question one comparative to each respondent subgroup demonstrate consistently Estes Valley residents support building a multi-use facility.

(WHAT TYPE OF USES SHOULD BE CONSTRUCTED FOR THE MULTI-USE STRUCTURE)

Respondents use preference is presented in rank order by aggregate totals those ranked preferences are:

1. Walking Track (51%)
2. Indoor Shows (51%)
3. Ice skating Rink (44%)
4. Tennis Courts (25%)
5. Playgrounds (21%)
6. Other Uses (9%)
7. NA (21%)

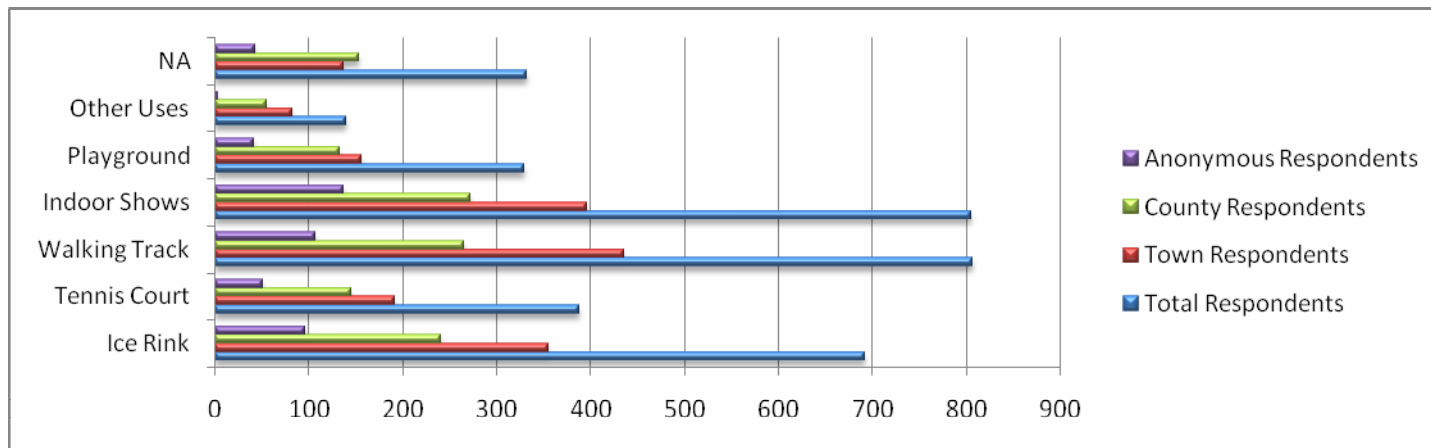


Figure 3
 Respondent's top three preferences are walking track, indoor shows, and ice skating by 20% or greater in response.

RESPONSE TO QUESTION THREE (HOW SHOULD THE PROJECT BE PAID FOR)

The respondent population is close (an 8% difference) on how the project should be financed. It is important to note answers (B) and (C) support building the entire facility now and differ on how to pay for the construction. Therefore, it is important to examine the responses two ways 1) separately and 2) combining answers (B) and (C). Those responses are:

- | | |
|----|--|
| 1. | Pay as you go with cash (39%) |
| 2. | Pay a portion with cash, finance the rest and build the entire structure now (47%) |
| 3. | Finance the entire project and build the entire structure now (9%) |
| 4. | NA (8%) |
| 5. | (B) and (C) combined build the entire structure now (55%) |

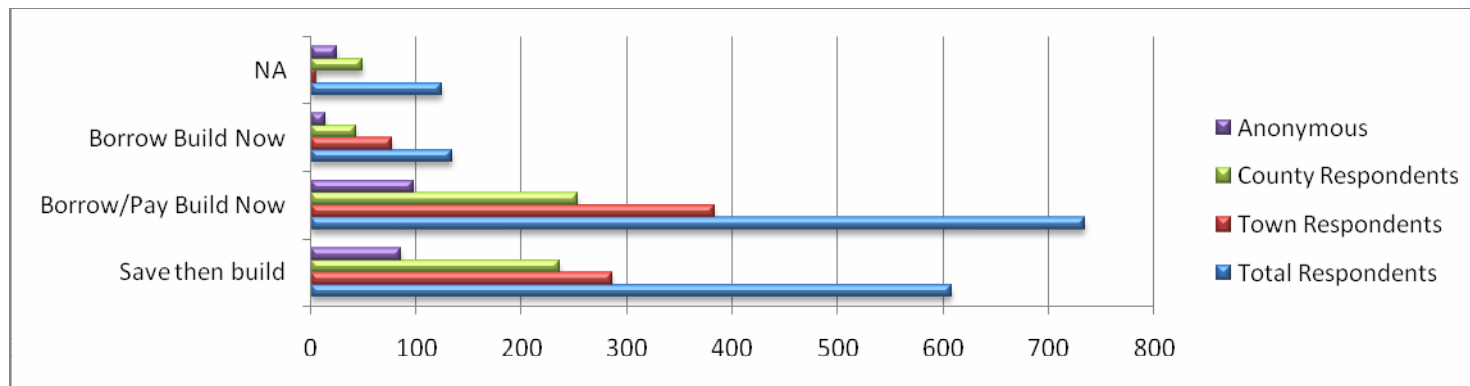


Figure 4
The responses suggest build the entire structure now and pay a portion with cash while financing the rest of the project.

RESPONSE TO QUESTION FOUR (SHOULD THERE BE USE FEE FOR A MULTI-USE FACILITY)

Clarification should be noted regarding this question. Fees are already in place for large events held at the fairgrounds, this question intended to address others uses for a multi-use facility by the general public. Therefore the degree of confidence in the aggregate response could be skewed. Again the answers to this question must be examined in two ways 1) separately and 2) combining answers (A) and (B). The combined answers present respondent attitude regarding whether a fee should be charged. The responses are:

- | | |
|----|---|
| 1. | A flat fee should be charged (33%) |
| 2. | A tiered fee should be charged based on residency (48%) |
| 3. | No fee should be charged (11%) |
| 4. | A fee of some sort should be charged combined answers (A) and (B) (82%) |

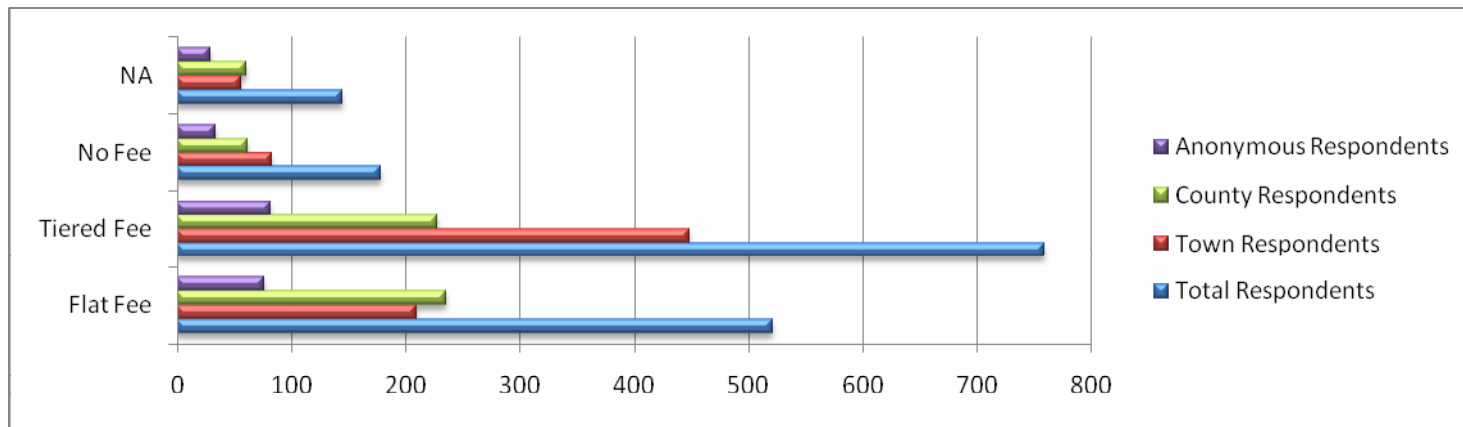


Figure 5

Respondents suggest a fee of some type should be charged for use of any multi-use facility this is represented in the aggregate response of combined answers to (A) and (B).

RESPONSE TO QUESTION FIVE (WOULD TAX PAYERS SUPPORT A MIL LEVY PROPERTY TAX INCREASE TO PAY FOR THE PROJECT)

An alternative financing method was posed to the surveyed population asking if they would support a mil levy property tax increase to pay for the project. It is important for the purposes of this response to examine the in-town respondents since the Town cannot tax county residents to pay for this project. The aggregate response shows 61% would not support a property tax increase to pay for the project.

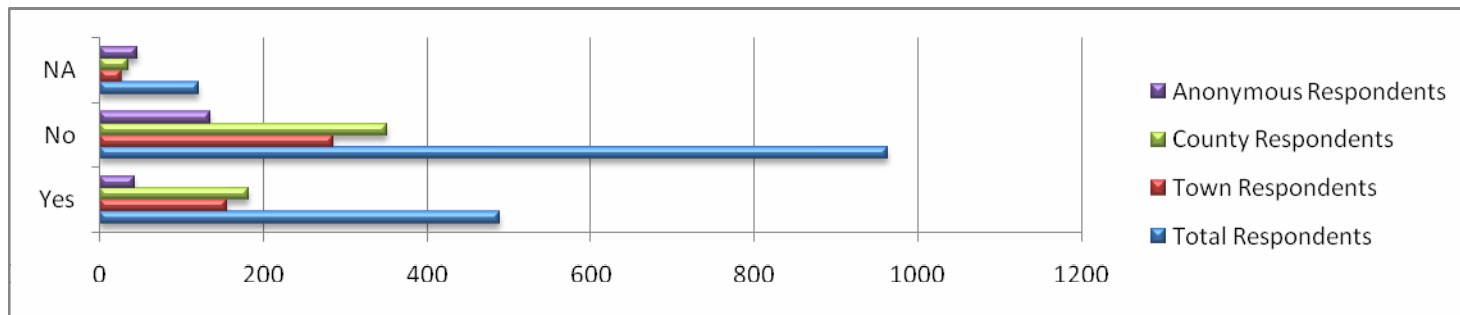


Figure 6

Town resident's response shows 36% would not support a tax increase while 20% would.

Total Respondents (1,569)

QUESTION 1	Yes	No	NA
The horse stall barns are uses primarily in the summer. Do you wish to have the new barns designed as a multi-use structure for use by the community during the winter months?			
	1124	338	107

QUESTION 2	A	B	C	D	E	F	NA
What indoor activities would you use during the winter months?	Ice skating rink	Tennis courts	Walking track	Indoor shows	Playground equip	Other uses	
	691	387	806	804	329	139	331

QUESTION #3	A	B	C	NA
Building costs for both barns is estimated at 3.5 million. Considering project costs would you like the Town Board to:	Wait until the town has saved enough money to build the barns and pay cash.	Pay for a portion of the project by financing and pay for a portion with cash and build the barns now.	Borrow 3.5 million to build both barns now.	
	608	734	134	124

QUESTION #4	A	B	C	NA
If the multi-use barns are built how should use fees be charged?	A flat fee for all users.	A tiered fee for town, county and visitors	No fee	
	521	759	178	145

QUESTION 5	Yes	No	NA
Would you be willing to (temporarily) raise your property tax mil by 2.7 mils to finance the barns over a ten year period (a cost of \$64.48 for a house with an assessed value of \$300,000)?			
	489	963	120