



## Introduction of Existing Community Data – Competitive Sports

Within the process of PROS Consulting, Inc. developing the Covenant Park Reuse Feasibility Study, an evaluation tool used is the Amenities and Program Matrix. This portion of the Study focuses on the Sports Complex Amenities and Programs. The information used was obtained from a Resident Survey completed in 2018 to present results of what Amenities and Programs are expressed by the residents of the Kentwood community. This survey has relevance today with the completion of the work on the Master Plan in 2018 provided information for 2018 and 2019. Had statics been obtained in 2020 – 2021, the effect on a resident survey during the Covid-19 pandemic would not have been complete nor accurate for gleaned information about Unmet Needs and Importance Values for Amenities and Programs.

The following Matrixes provide information from the survey for visual comparison, as well as short fact narratives to condense data from the matrixes. There are three matrixes for Amenities, and three matrixes for Programs that are composed from survey results. These matrixes are listed below with a brief description of what they portray.

- **Amenity Matrix - Unmet Needs / Age Group Appropriate**  
Shows the amenities
- **Amenity Matrix – Most Important / Age Group Appropriate**  
Also shows the ranking by citizens in the survey for amenities that are most important to them, and also the age groups that appeal most to these amenities.
- **Matrix - Amenities that Match Both the Unmet Needs and Most Important**  
Combining Unmet Needs and Most Important, these are the 15 Amenities (and Indoor Multi-Purpose Sports Fields) that provide the best opportunities for a community park.
- **Programs Matrix – Unmet Needs / Age Group Appropriate**  
Demonstrates a list of Programs and how they ranked by citizens in the survey for recreational programs they feel are unmet, as well as the age groups the program appeals to the most.
- **Program Matrix – Most Important Matrix**  
Provides the ranking by citizens in the survey for Programs that are most important to them, and also the age groups that appeal most to these Amenities.
- **Matrix - Programs that Match Both the Unmet Needs and Most Important**  
This matrix merges the info from the previous two matrixes to show programs that provide the best opportunities for a community park.
- **Opportunities for Amenities and Programs**  
Utilizing data about Amenities and Programs, approximate costs and potential revenue are shown

Age Groups are divided by years, and are also categorized by corresponding color for:

- **Youth:** Groups (2 to 15 years old)
- **Adult:** Groups (16 – 45 years old)



- **Seniors:** Groups (46-76+ years old)

## AMENITIES

### AMENITIES MATRIX: UNMET NEEDS

AMENITIES MATRIX: UNMET NEEDS - Age Group Appropriate												
Sports Complex: Kentwood Parks and Recreation												
Citizen Survey Ranking	Program	• Program is appropriate for age groups										
		YOUTH				ADULT				SENIOR		
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77 + years
	Outdoor Tennis Courts		•	•	•	•	•	•	•	•		
	Adult Softball Fields					•	•	•	•	•		
	Pickleball Courts		•	•	•	•	•	•	•	•	•	•
	Youth Baseball and Softball Fields		•	•	•	•						
	Youth Soccer Fields		•	•	•	•						
	Skateboarding Park		•	•	•	•	•	•				
	Youth Football Fields		•	•	•	•						
	Outdoor Adult Soccer Fields					•	•	•	•			

Amenities are listed by the percent of citizens that felt the recreation needs are unmet. Age segment appeal is divided into groups where the Amenity will be appropriate.

- There are no amenities appropriate to the widest age segment (100%) of groups.
- Only one Amenity is appropriate for adult and senior groups. (Adult Softball Fields)
- Two Amenities are appropriate for a portion or all of the youth / adult / senior groups: (Outdoor Tennis Courts and Pickleball Courts) *\*These Amenities do not appeal to all age groups because only some ages in the group(s) were considered to be appropriate.*
- The Senior age group has the least Amenities (5) indicated as appropriate.
- The Youth age group is second for Amenities (18) indicated as appropriate.
- The Adult age group has the most Amenities (26) indicated as appropriate.



AMENITIES MATRIX: MOST IMPORTANT

AMENITIES MATRIX: MOST IMPORTANT - Age Group Appropriate												
Sports Complex Kentwood Parks and Recreation												
Citizen Survey Ranking	Program	• Program is appropriate for age groups										
		YOUTH				ADULT				SENIOR		
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years
5	Playground equipment	•	•	•	•							
15	Outdoor Tennis Courts		•	•	•	•	•	•	•	•		
16	Youth Baseball and Softball Fields		•	•	•		•					
17	Pickleball Courts					•	•	•	•	•	•	•
19	Outdoor Basketball Courts		•	•	•	•	•	•	•	•		
21	Youth Soccer Fields		•	•	•	•						
23	Lighted Sports Fields	•	•	•	•	•	•	•	•	•	•	•
24	Adult Softball Fields						•	•	•	•		
26	Outdoor Adult Soccer Fields					•	•	•				
28	Outdoor Sports Complex		•	•	•	•	•	•	•	•		
29	Youth Football Fields		•	•	•	•						

Amenities are listed by the percent of citizens indicating which are most important. Age segment appeal is divided into groups where the Amenity will be appropriate.

- Lighted Sports fields are the only amenity that is appropriate to the widest age segment (100%)
- Youth only are appropriate for only two amenities: Playground Equipment and Youth Baseball and Softball Fields.
- .07% of the Amenities are appropriate for adult and senior groups.
- Two Amenities are appropriate for a portion or all of the youth / adult / senior groups. (Pickleball Courts and Adult Softball Fields). *\*These Amenities do not appeal to all age groups because only some ages in the group(s) were considered to be appropriate.*
- The Senior age group has the least Amenities (10) indicated as appropriate.
- The Youth age group is second for Amenities (26) indicated as appropriate.
- The Adult age group has the most Amenities (29) indicated as appropriate.

The next series of Matrixes will show results the residents chose as unmet needs and most important regarding programs for the community park



## PROGRAMS

### PROGRAM MATRIX: UNMET NEEDS

PROGRAMS MATRIX: UNMET NEEDS - Age Group Appropriate												
Sports Complex: Kentwood Parks and Recreation												
Citizen Survey Ranking	Program	• program is appropriate for age groups										
		YOUTH				ADULT				SENIOR		
		2-5	6-8	9-12	13-15	16-18	19-30	31-45	46-60	61-70	71-75	77 +
1	Adult Sports Programs					•	•	•	•	•	•	•
2	Youth Sport Programs	•	•	•	•	•						
3	Tennis Lessons and Leagues		•	•	•	•	•	•	•	•	•	•
4	Pickleball Lessons and Leagues					•	•	•	•	•	•	•

Programs considered as Unmet Needs to residents in the Survey have been evaluated and categorized in the matrix above. They are ranked in popularity by the citizens, and various ages are marked as appropriate for each Program.

- There are no amenities that are appropriate and appeal to all age groups.
- Two of the Programs are appropriate for only adult and senior groups.
- The Senior age group is second for Programs (9) indicated as appropriate.
- The Youth age group has the least Programs (7) indicated as appropriate.
- The Adult age group has the most Programs (13) indicated as appropriate.

### PROGRAM MATRIX: MOST IMPORTANT

PROGRAMS MATRIX: UNMET NEEDS - Age Group Appropriate												
Sports Complex: Kentwood Parks and Recreation												
Citizen Survey Ranking	Program	• program is appropriate for age groups										
		YOUTH				ADULT				SENIOR		
		2-5	6-8	9-12	13-15	16-18	19-30	31-45	46-60	61-70	71-75	77 +
1	Adult Sports Programs					•	•	•	•	•	•	•
2	Youth Sport Programs	•	•	•	•	•						
3	Tennis Lessons and Leagues		•	•	•	•	•	•	•	•	•	•
4	Pickleball Lessons and Leagues					•	•	•	•	•	•	•

- No Programs are shown as appropriate to the widest age segment (100%) of all groups.
- Youth Only Programs are appropriate for six amenities: Programs with your Pet(s), Before and After School Programs, Youth Fitness and Wellness, Golf Lessons and Leagues, Youth Summer Camps, and Tennis Lessons and Leagues.



- 2 of the Programs are appropriate for adult and senior groups only.
- One Programs spans all age groups, except for 2 – 5 year olds.
- The Senior age group is second in the number (9) of age-appropriate Programs.
- The Youth age group has the least number (7) Programs indicated as appropriate.
- The Adult age group has the most Programs (17) indicated as appropriate.

### Amenities and Programs Matrix: Costs and Revenue Potential

Programs and Amenities have a cost associated to develop them, and this cost is dependent on the size, features, and complexity of the amenity. An important part of keeping an amenity in top shape, safe, and aesthetically pleasing to users is the maintenance. Maintenance cost is directly related the amenity as described. The Potential Revenue is the money generated by the use of the amenity by members of the Sports Complex or casual user fees. The same concept pertains to programs offered regarding the Cost to Develop a program, and what Potential Revenue could be produced. There are no real cost involved in maintaining a program – only operating costs and those are not shown in this report.

The chart below depicts the Cost to Develop / Cost to Maintain / and Potential Revenue the amenities and programs may produce.

Amenities Costs and Potential Revenue						
Sports Complex: Kentwood Parks and Recreation						
Amenities and Programs	Cost to Develop	Cost to Maintain	Potential Revenue	Amenities and Programs	Cost to Develop	Potential Revenue
Skateboarding Park	LOW	LOW	NONE	Adult Sports Programs	MEDIUM	HIGH
Playground Equipment	HIGH	LOW	NONE	Youth Sport Programs	MEDIUM	MEDIUM
Outdoor Tennis Courts	MEDIUM	LOW	MEDIUM	Tennis Lessons and Leagues	MEDIUM	HIGH
Youth Baseball and Softball Fields	MEDIUM	MEDIUM	MEDIUM	Pickleball Lessons and Leagues	LOW	LOW
Pickleball Courts	MEDIUM	LOW	LOW	Youth Summer Camp Programs	MEDIUM	MEDIUM
Outdoor Basketball Courts	LOW	LOW	NONE	Programs for People with Disabilities	HIGH	LOW
Youth Soccer Fields	MEDIUM	MEDIUM	MEDIUM			
Lighted Sports Fields	MEDIUM	LOW	NONE			
Adult Softball Fields	MEDIUM	MEDIUM	MEDIUM			
Outdoor Adult Soccer Fields	MEDIUM	MEDIUM	MEDIUM			
Outdoor Sports Complex	HIGH	HIGH	HIGH			
Youth Football Fields	MEDIUM	MEDIUM	MEDIUM			