

City of Centerton



**Envision your
Center**



WER
ARCHITECTS



SAPP
DESIGN
ARCHITECTS

PROCESS



- 1. Gather community input**
- 2. Develop list of activities**
- 3. Test fit against budget**
- 4. Ask for community feedback**
- 5. Refine & Design**
- 6. Start construction!**

...and ALWAYS share our progress!

MARKET ANALYSIS

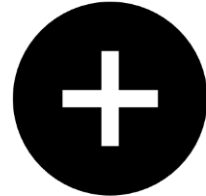


PROGRAM

STATISTICS/MARKET



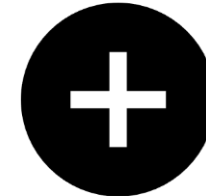
- Demographics
- Key Indicators
- Race/Ethnicity
- Tapestry
- NSGA Participation
- SFIA Participation



COMMUNITY INPUT



- Public Forum
- Stakeholder Meetings
- Focus Groups
- Surveys



OTHER PROVIDERS



- Municipal
- Private
- Collegiate
- Non-Profit



PROGRAM RECOMMENDATION

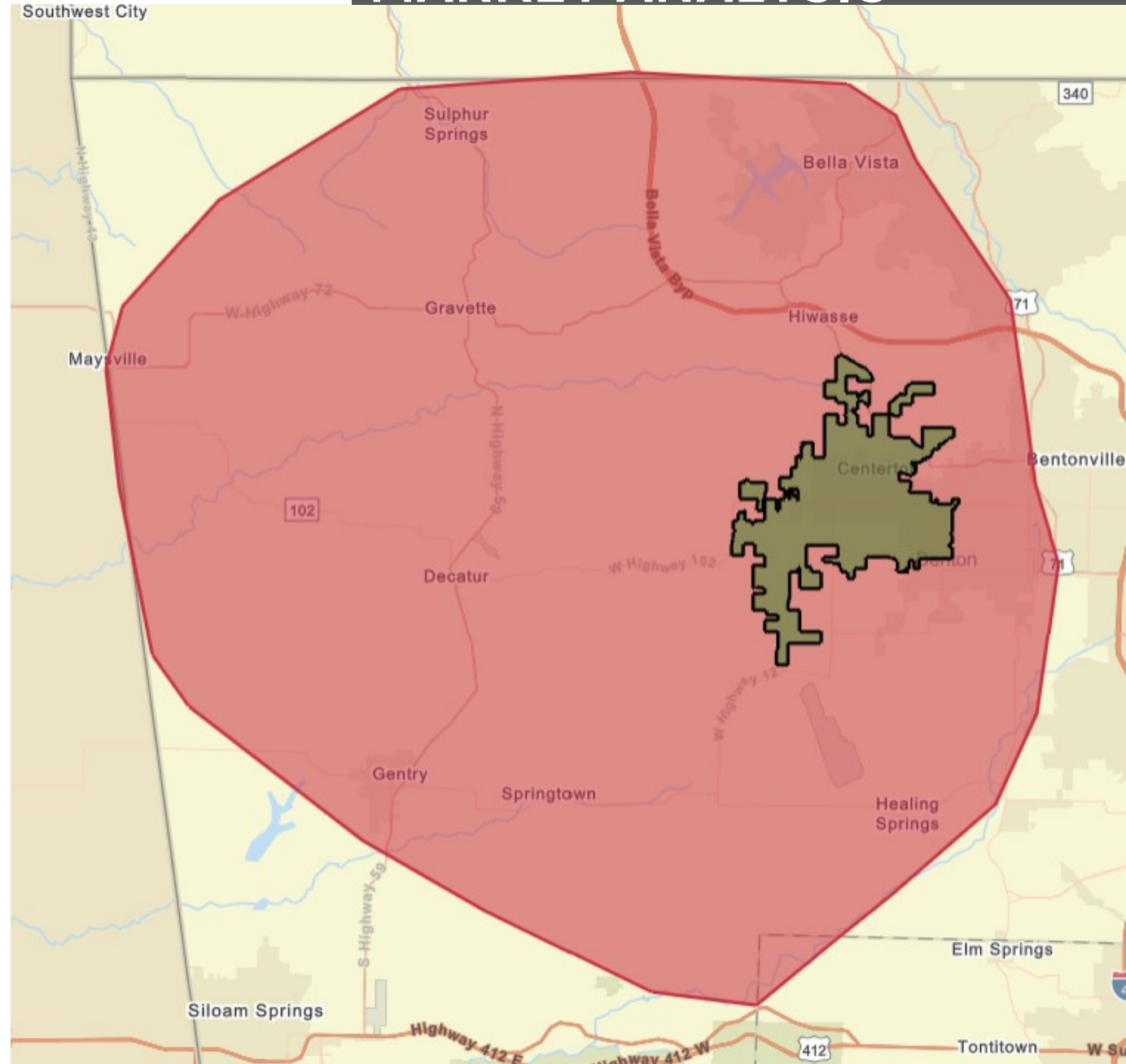
- Facility Program
- Support Spaces
- Revenue Generators
- Finishes



Green Boundary
= Centerton

Red Boundary
= 15-30 Minute Drive Time

MARKET ANALYSIS



MARKET ANALYSIS

TARGET MARKET SUMMARY

Centerton City, AR 3

Geography: Place

Key Facts

19,951

Population

31.8

Median Age

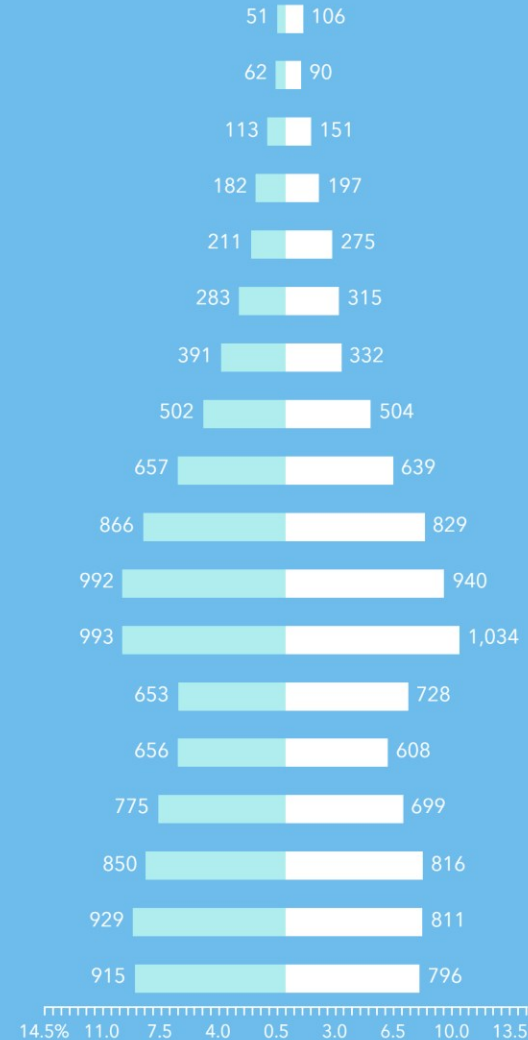
3.0

Average Household Size

\$102,837

Median Household Income

Age Pyramid



The largest group:
2024 Females Age 30-34

The smallest group:
2024 Males Age 85+

Annual Lifestyle Spending



\$3,357

Travel



\$81

Theatre/Operas/Concerts



\$81

Movies/Museums/ Parks



\$84

Sports Events



\$10

Online Games



\$164

Audio

Tapestry segments



7A

Up and Coming Families
3,416 households

51.2%
of Households



4C

Middleburg
1,466 households

22.0%
of Households



8C

Bright Young Professionals
1,461 households

21.9%
of Households

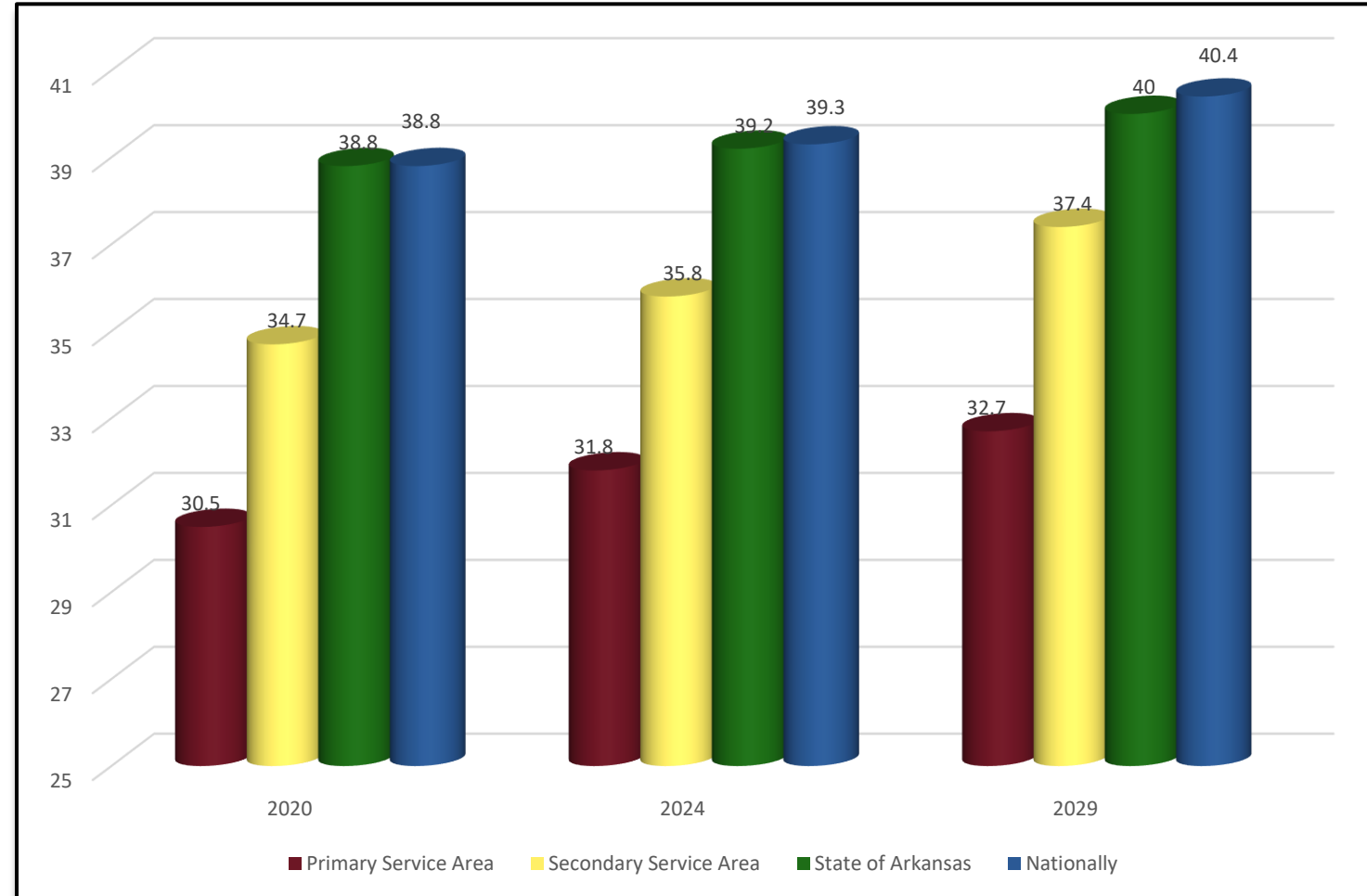


Median Age

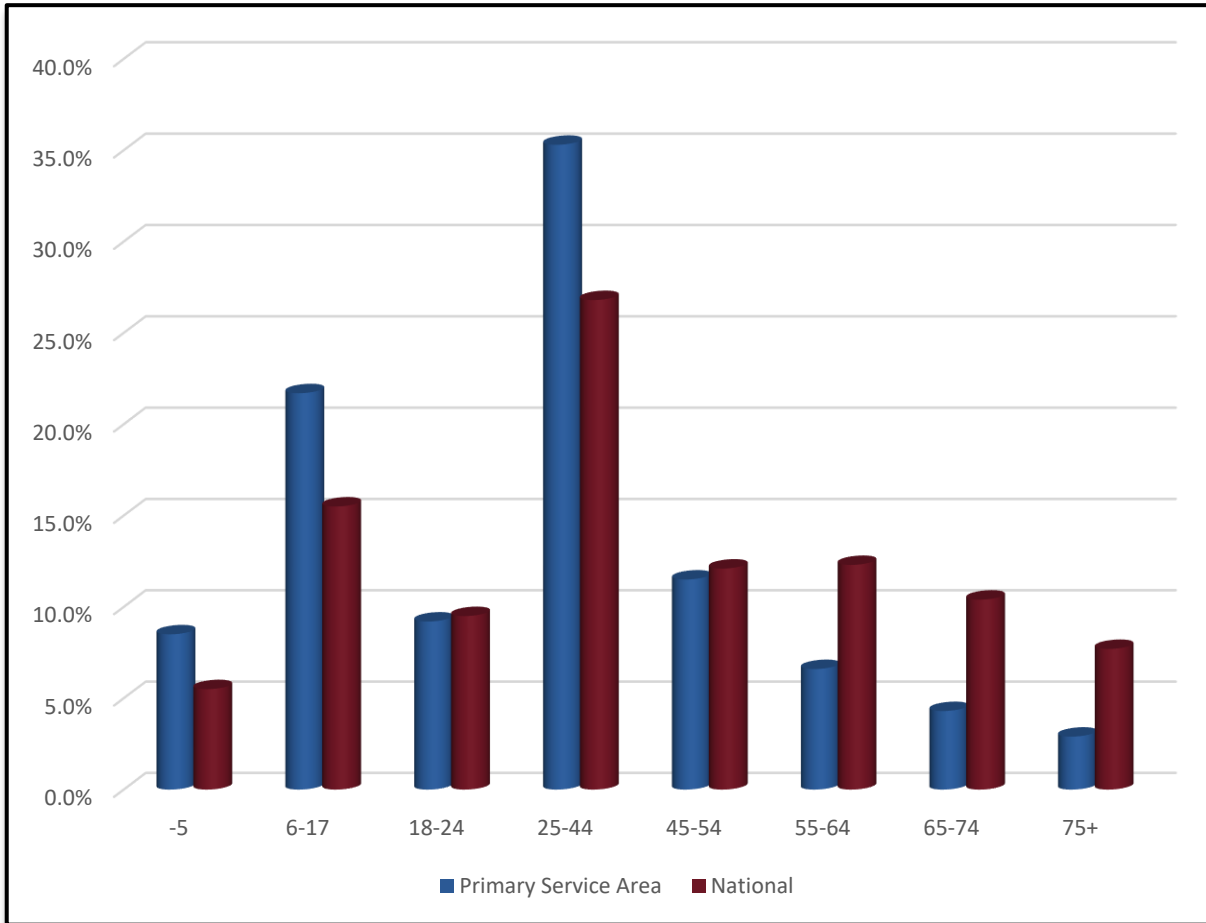
- *Typically indicates presence of families with younger children*

Households w/ Children

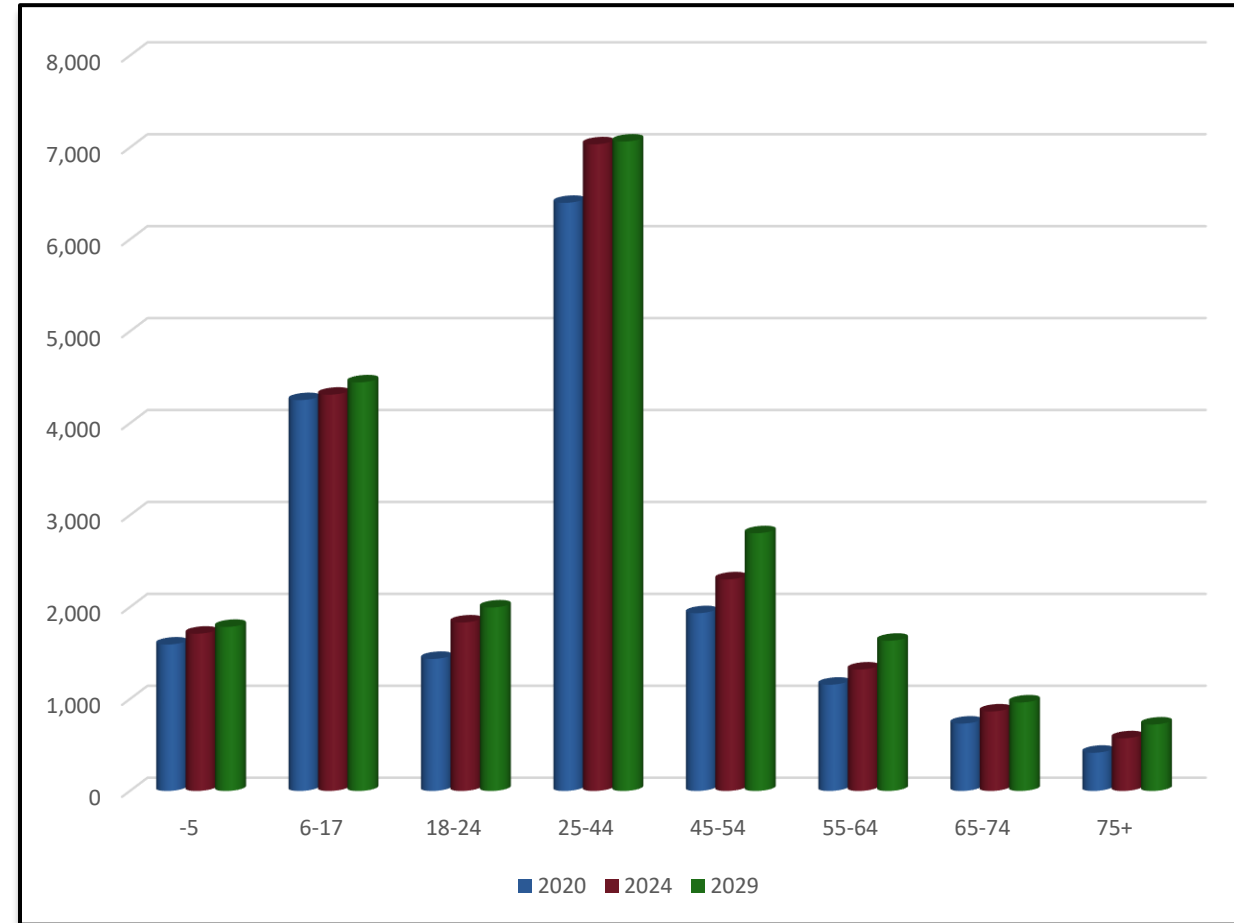
- Centerton – 47.6%
- Secondary – 39.6%
- Arkansas – 31.0%



Age Distribution



Population Growth



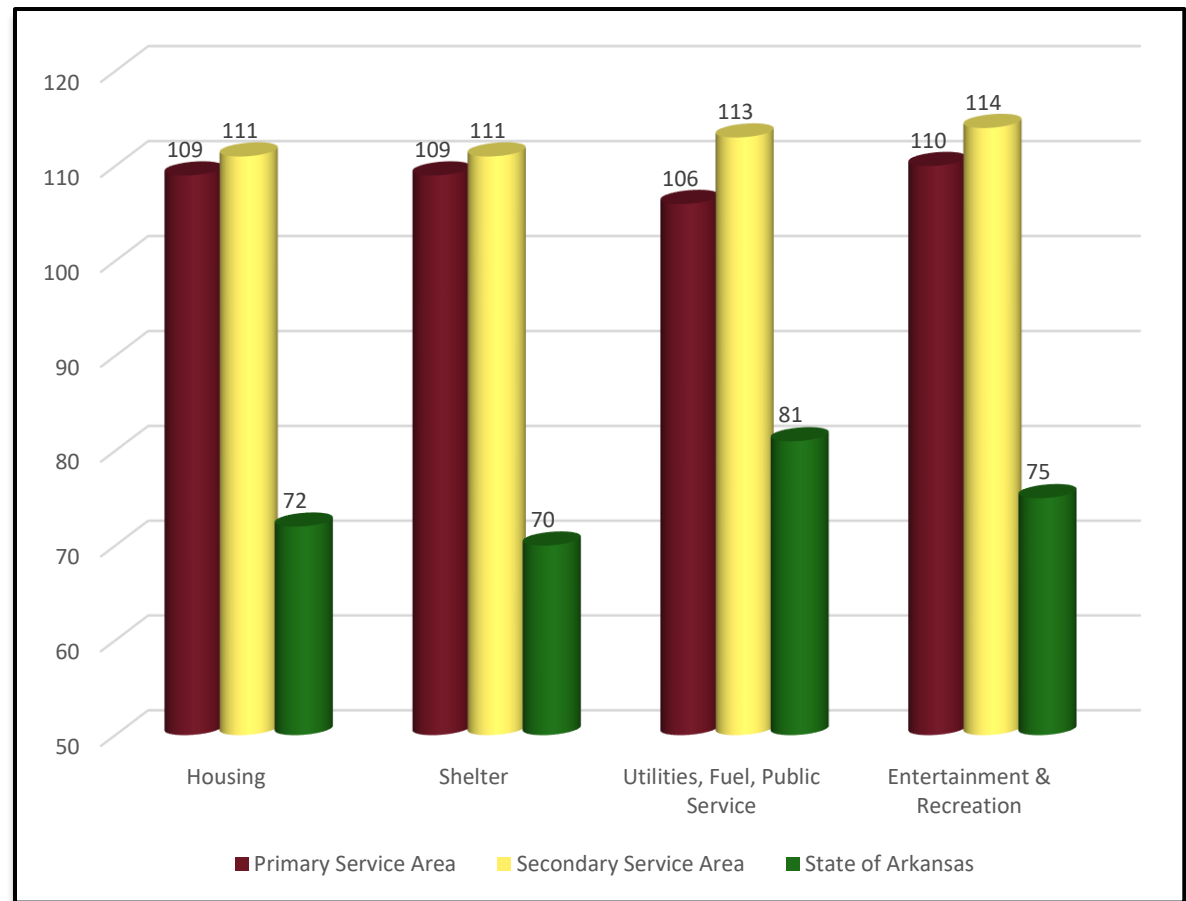
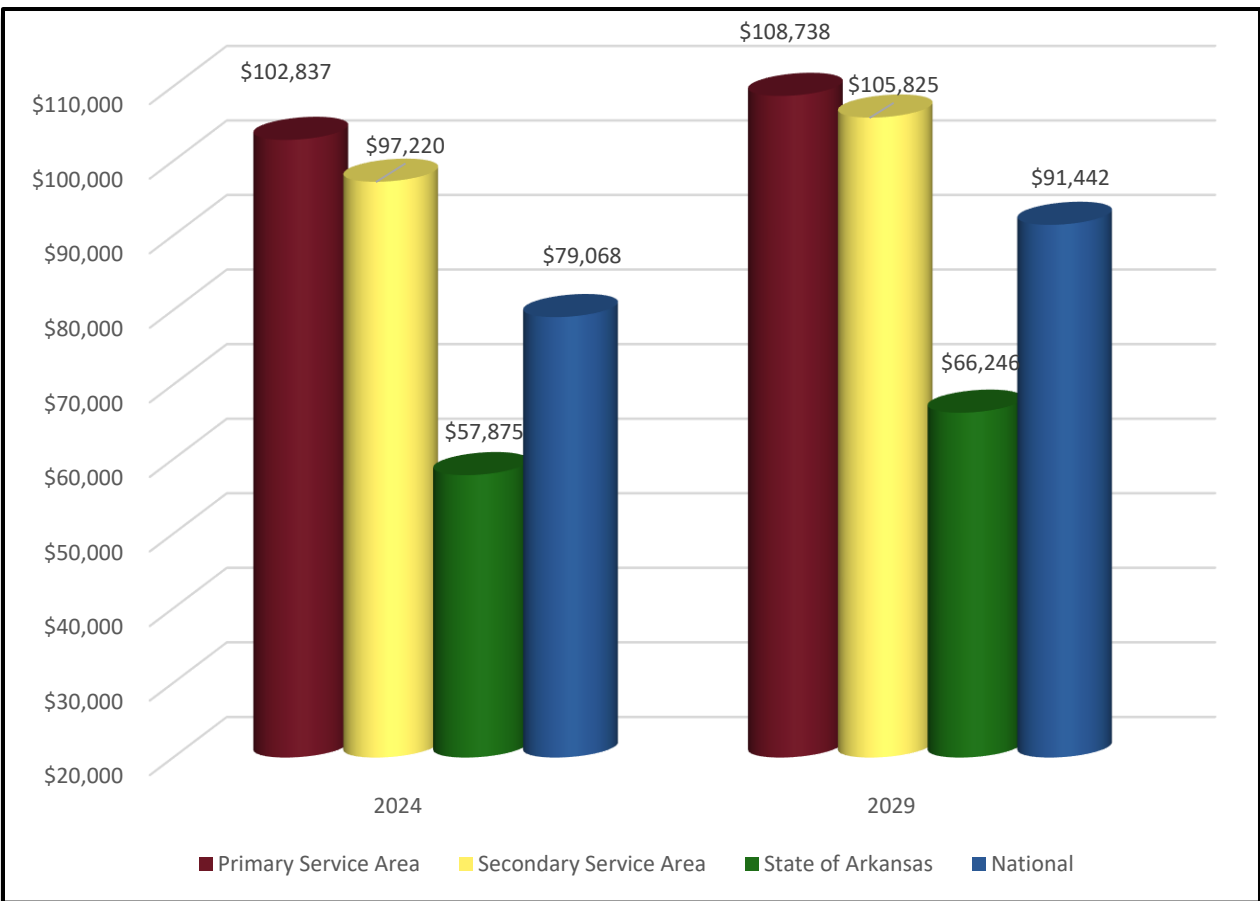
MARKET ANALYSIS

Household Income

- 86.1% over \$50,000
- 6.6% under \$25,000

Household Expenditures

- 5.5% Housing Vacancy



Market Potential Index:

MARKET ANALYSIS

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic	1,176	8.4%	110
Baseball	386	2.8%	96
Basketball	1,028	7.4%	134
Bicycle Riding	1,520	10.9%	99
Exercise Walking	4,520	32.5%	99
Golf	1,234	8.9%	110
Pickleball	387	2.8%	111
Pilates	414	3.0%	109
Running/Jogging	1,885	13.5%	131
Soccer	583	4.2%	133
Softball	224	1.6%	92
Swimming	2,322	16.7%	106
Tennis	552	4.0%	105
Volleyball	408	2.9%	117
Weight Lifting	2,513	18.0%	121
Yoga	1,747	12.5%	125



TRENDS

Sports

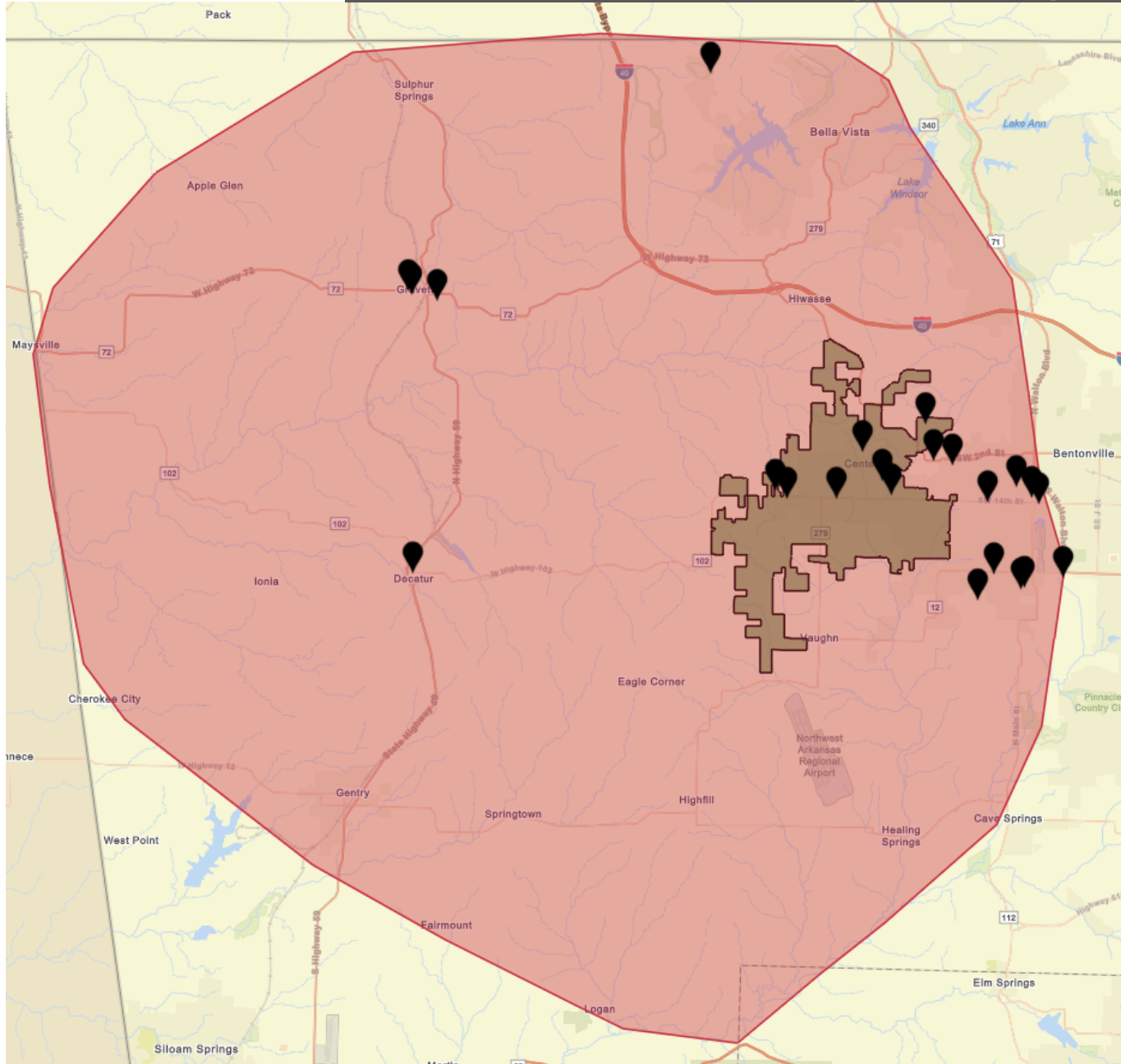
Increase/Decrease in Participation	10-year Rate of Change
Pickleball	+276.5%
Table Tennis/Ping Pong	+27.6%
Weightlifting	+24.0%
Yoga	+22.4%
Boxing	+21.1%
Exercise Walking	+18.3%
Volleyball	+15.8%
Billiards/Pool	+14.4%
Pilates	+12.7%
Swimming	+10.3%
Soccer	+10.2%
Exercise w/ Equipment	+9.6%
Running/Jogging	+7.1%
Golf	+4.2%
Wrestling	0.0%
Baseball	-4.3%
Softball	-6.0%
Basketball	-9.0%
Cheerleading	-11.4%
Workout @ Club	-13.2%
Martial Arts/MMA	-17.2%

Cultural Arts

Increase/Decrease in Participation	5-Year Rate of Change
Leatherwork, metalwork, or woodwork	+2.4%
Performance or work of visual art using a computer or mobile device	+1.5%
Play a musical instrument	+0.5%
Weaving, crocheting, quilting, needlepoint, knitting, or sewing	0.0%
Design, code, or create any games or software	0.0%
Creative writing, such as fiction, non-fiction, poetry, or plays	-0.3%
Pottery, ceramics, or jewelry	-0.3%
Photographs as an artistic activity	-0.5%
Acting	-0.7%
Musical instrument with one or more partners, a band, orchestra, or other music group	-0.9%
Films or videos as an artistic activity	-1.2%
Perform or practice dance	-1.5%
Social dancing, including dancing at weddings, clubs, or other social settings	-2.2%
Create other visual art	-2.4%
Sing alone, in a social gathering, or in a group or choir	-4.2%

ALTERNATIVE FACILITIES

Branchwood Recreation Center	Bella Vista
Bentonville Community Center	Bentonville
Bentonville Wrestling Club	Bentonville
Burn Boot Camp	Bentonville
Climb Bentonville	Bentonville
Club Pilates	Bentonville
D4 Dance	Bentonville
Honey Badger Wrestling Club	Bentonville
Planet Fitness	Bentonville
SJK Baseball Inc	Bentonville
Barbell Disciples Strength and Conditioning Gym	Centerton
Culture Fitness	Centerton
LAB One Two	Centerton
McNeill Fitness LLC	Centerton
Radiance Ballet	Centerton
Sienna Estates Clubhouse	Centerton
Sporting Arkansas	Centerton
TIP Top Sports and Fitness Training	Centerton
Simmons Fitness Center	Decatur
Black Tiger Martial Arts	Gravette
Gravette Civic Center	Gravette
The Gravette Gym	Gravette



Summary


















- Population on the smaller side for indoor recreation center
 - High growth rate
- Median age is lower
- Median household income is higher
- HH expenditures consistent/below income
- Tapestries indicate active market seeking recreation activities
- Recreation spending index higher than national average in many activities



SITE LOCATION



Key

-  Walking Path
-  Proposed Site
-  Parks
-  Fire Stations
-  Grimsley Junior High
-  Bentonville West High School
-  Gamble Elementary
-  1 Keller Rd Dog Park / Cornerwoods Park
-  2 Laurel Manor Equestrian
-  3 Seba Rd Bike Park
-  4 William Lee Coffelt Memorial Park
-  5 Spicewood Trail Park
-  6 Harvest Park
-  7 Thompson Park
-  8 Centerton City Park
-  9 McKissic Springs Station Park
-  10 Centerton Soccer Complex





GOALS & PRIORITIES



GOALS

- Spaces will serve the needs of all citizens and generations
- Multiple activities and programs
- Flexible, efficient use of space, functional
- Embody the identity of Centerton
- Full of dynamic energy
- Generate positive feedback
- Feel like home

PRIORITIES

What are your priorities
for this place?

COMMUNITY FOCUS

Our city is defined less by boundaries on a map than by the sense of shared values our residents hold dear.

We take pride in maintaining a wholesome lifestyle, rich in cultural

history, along with a deep commitment to the preservation of our environment and a progressive approach to local business.

Step 1: Visit each station.

Step 2: Select what you will use the most.

Step 3: Place dots on the boards.

Step 4: Follow our progress online and attend the next feedback forum.



NEXT STEPS

- We will review your input and develop the program.

**Thank you for your
input, Centerton!**

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