

Chapter 4 Demand and Need

User Base

The need for off-road recreational opportunities for both competitive and recreational use continues to grow. At the same time, available lands for ORV use continue to diminish.

As previously established in the Service Area analysis in Chapter 2, Current Conditions, the regional market area for the Straddleline ORV Park consists of Washington State, the northernmost portions of Oregon State and Vancouver B.C. with a 2005 estimated population of 8.5 million. The primary market/service area is comprised of 19 counties in Western Washington with a total estimated population of 4.9 million. (OFM April 1, 2005) This represents a growth in the primary market area of 300,000 persons since 2001 (from 4.6 million). Of this population there are 70,242 registered ORV owners and 123,302 registered motorcycle owners. These figures represent about a nine percent growth in the ORV user market in the last four years.

Before the park's closing in 2002, there were approximately 20 clubs and associations in Washington State that regularly engaged in activities at the park. This includes 4,000 registered ORV club members that were identified as regular users of the Thurston County ORV Sports Park. That number grows to approximately 12,500 when extended family members are included.

Table #4
USER GROUP MEMBERSHIP – 2001*

USER GROUP	REGISTERED MEMBERS	EXTENDED FAMILY MEMBERS	TOTAL
ATV Safety Institute			
Catywampus Caveman MC	33	130	163
East Grays Harbor S&R	30	20	50
Evergreen Karting Association	80	280	360
Land Rover Seattle	20	60	80
Northwest region SCCA	1,400	4,480	5,880
NW Automotive Press Association			
NW Subaru Enthusiasts	50	150	200
Pacific NW 4-Wheel Drive Assoc.	1,300	3,900	5,200
Pacific Racing Organization	180	600	780
Seattle Motorcycle Club	30	70	100
Tacoma Motorcycle Club ¹	74	266	340
Tacoma Motorcycle Club ¹	85	340	425
Washington ATV Association	600	2,200	2,800
Yamaha Motor Corp. USA			
GRAND TOTALS	3,882	12,496	16,378

*based on 2001 park records prior to closure

¹ denotes two separate chapters

Historical records indicate the park hosts about 25,000 visitors per year. [Please refer to Appendix C Historic Attendance Data] In 2001 annual attendance peaked at 28,687. Historical figures also indicate that the park has experienced an approximate 9 percent growth rate in past years. Based on that same growth assumption the Straddleline ORV Park could host about 50,000 users by 2008.

Recent closures of ORV friendly locations throughout the state continue to increase the demand for ORV facilities. Maintaining existing ORV facilities within the state will provide the access ORV users need and at the same time diminish trespassing and environmental degradation to public lands. While the facilities provided by the Straddleline ORV Park will not absorb all of the regional demand for use, continued operation will be supported by steady market growth.

User Demand

In consideration of functional use at the park, historical records support the fact that independent or individual ORV activities (motocross practice, trail riding, track practice, and cross country riding) outweigh organized or club events. A consecutive five-year record (between 1997 and 2001) shows park revenues for individual activities (day use) at \$218,098 and revenues for organized events at \$193,956. Ensuring the park's operability for the provision of day use activities would provide an increase in usage and an ongoing revenue source for the park.

The amount of usable space and parking are two factors that influence the operational capacity of the park. Straddleline ORV Park will accommodate about 870 parked vehicles with an average occupancy of 3.4, in turn, providing a site capacity of approximately 3,000 persons.

Statement of Needs

The following needs are presented in order of importance and are reflected in the Capital Improvement Plan. Park needs include site and facility improvements, operation and maintenance, equipment, overall park renovation and long-term items.

Due to the park's three year closure and exposure to weather and vandalism there are several immediate needs that should be met as the park re-opens for activity. The most eminent of those needs are identified below in the facility condition analysis.

Site and Facility Improvements - The following offers an analysis of immediate and long term needs related to park facilities. Immediate needs include items that should be satisfied before the park reopens* or soon after the park reopens**. Long term needs include items that can be satisfied at a later date according to park priority and funding. Associated costs for immediate needs are identified in the Capital Improvement Program.

A. Office Building

Immediate

- electrical breaker upgrade*

- complete foundation in storage area**
- replace window **
- security measures/security system**

Long Term

- replace siding
- repair/replace buckling ceiling
- repair/replace gutters

B. Shop Building

Immediate

- Replace meter box and electrical panel**

C. Caretaker House

Immediate

- Replace front wooden foundation beam*
- Replace front door*
- Safety check on hot water heater*
- Repair or remove carport**
- Replace carpet and vinyl flooring**

Long Term

- Repaint

D. Restrooms – two separate buildings

Immediate

- Replace copper plumbing*
- Replace skylights*

Long Term

- Upgrade facilities

E. Grandstands

Long Term

- Paint

F. Concession Stand

Immediate

- License kitchen*
- Replace existing sink with three compartment sink*
- Replace copper plumbing in restrooms*
- Replace skylights (4)**
- Replace signage and siding in front dormer**

G. Meeting Hall

Immediate

- Replace heater **
- Patch holes in ceiling insulation**

Long Term

- Install restroom facilities
- H. Overall Park Facilities

Immediate

- Check pump house*
- Test water*
- Check all hot water heaters before use*
- Complete storm water retention pond project**
- Obtain trucks for cleanup and trash removal**
- Replace fuel tanks (for park equipment)**

Operations and Maintenance – Increases in operational personnel, customer service and safety personnel will be required once the park regains the operational capacity experienced before its closure. Funds for operational personnel have been included in the Budget Forecast and in the M&O Budget for 2006 and 2007. Funds for law enforcement services have also been included and incur an additional cost of approximately \$16,000 per year.

- Equipment
Equipment purchases will be necessary to support operations and maintenance activities. The following items are needed for daily park operations but may be purchased or rented as the budget allows. Associated cost estimates have been included:

✓	2 Pickup trucks	\$30,000 (good, used condition)
✓	1 Lawn tractor	5,000
✓	1 Pressure washer	900
✓	2 Push lawn mowers	400
✓	2 Gas weed eaters	<u>700</u>
		\$ 37,000

- Campgrounds
Grays Harbor County intends to upgrade the existing dry camping area to facilitate year-round use. Recreational vehicle campsites will be upgraded to include water and electrical services. Tent campsites will include group water service. Restroom and shower facilities will also be added. The upgrade will accommodate about 130 RV sites and 30 to 40 tent sites. The project will be completed in stages. Estimated total project cost - \$200,000.
- Signage
Signs throughout the interior of the park as well as at the entrance are needed. These include regulatory, directional and informational signage. Estimated total cost - \$9,000.
- Entry roads and gate system
In order to accommodate the separation of tracks and the recommended redesigned park layout to support multiple activities, the main gate must be

reconstructed. The County recommends construction of an additional lane from the beginning of the park entry to the main gate. The main gate itself would function as a turnstile system with four entry lanes, overhead lighting and control booths. Estimated total project cost - \$40,000.

- Track separation and layout

The existing track system needs to be separated and changes need to be made in the park layout to accommodate separate use areas. These changes will allow for multiple activities to occur at the same time thereby increasing park usage and revenues. Initial areas identified include: motocross track; ATV, 4x4, go-kart, training and safety areas; and a drag course. Estimated total project cost - \$200,000.

Future Needs – Park users have identified the following items as future needs to facilitate park growth and to provide the opportunity for multiple activities to occur simultaneously:

- ✓ Add a natural terrain MX track in the upper part of the park. This provides for day use when the arena is holding sponsored events.
- ✓ Create a rock crawling area and a mud bog to host 4-wheel drive events.
- ✓ Work with DNR to make the ORV Park a manned trailhead for the Capital Forrest. Establish a dedicated parking lot and an annual parking pass sticker.
- ✓ Develop kiosks and signage for the park including emergency contacts, evacuation routes, business and user group advertising. Update all signage to reflect new name and logo. Replace signs along highway.

Capital Improvement Program

A Capital Improvement Program (CIP), as it relates to the Straddleline ORV Park Business Plan, is a list of fundable major improvements needed over the next six years. These improvements are arranged in order of need to ensure that the priority projects are addressed first, in accord with available funding. This CIP will be reviewed annually for needed adjustments.

The projects identified in the Capital Improvement Program are designed to ensure the operability and safety of the park, meet ORV user needs, and improve/upgrade the facilities as the budget allows.

Table #5
Straddleline ORV Park
Capital Improvement Projects 2006 – 2011

PROJECT	FUNDING SOURCE	ESTIMATED COST BY YEAR & DATE					
		2006	2007	2008	2009	2010	2011
Immediate Site and Facility Improvements	M&O	54,000					
Security System	M&O	10,000					
Signage	M&O	9,000					
Complete Drainage System Improvements	Capital Grant (conversion)	50,000					
Replace Equipment	Capital Grant		37,000				
Campground Upgrade	Capital Grant		50,000	50,000		50,000	
Entry Roads & Gate System	Capital Grant			40,000			
Track Separation Phase I	Capital Grant				100,000		
Meeting Hall Restrooms	M&O					10,000	
Additional Equipment Upgrades	M&O					25,000	
Track Upgrade/Resurface	Capital Grant						100,00
Total - \$585,000		123,000	93,000	90,000	100,000	85,000	100,000