

# CITY OF MAPLE GROVE



## LOCAL OPTION SALES TAX REQUEST

### Community Center Expansion and Renovation

The Maple Grove community center opened to the public in 1997. Annually, the community center welcomes over 650,000 regional visitors to its many attractions and services. It's location in the heart of the Northwest Minneapolis Regional Commercial Trade Area makes it a regional host for meetings, expos, tournaments, for not only the northwest metro but for the state of MN.

To meet the growing needs of the region the City of Maple Grove is seeking a half cent local option sales tax for 20 years to assist in funding the expansion and renovation of the Maple Grove Community Center.





# Community growth & Who we serve

Not only is Maple Grove a growing community, it is a changing community.

**28%**  
population growth

Maple Grove and the northwest metro region population has grown from 180,000 to 230,000 since the opening of the community center in 1997.

**13%**  
increase in diversity

Diversity in the Maple Grove community has increased by 13%. Currently 60% of students in the e Osseo Area School district are students of color.

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students of color

As population grows in the Maple Grove area so does the demand for services at the 25-year-old community center.

## A regional asset



650,000 regional visitors annually



60% of walk in swimmers are from other cities



The arena hosts 230 games 40 clinics 16 tournaments annually



45% of private rentals are from individuals & businesses from other cities



### Expanded Event Space

The center is the site for 12 expos (craft, home improvement, health and wellness, etc.) annually that attract many vendors and visitors from outside the city. Expansion of the event space would allow for an increase in this growing industry.



### Improved Aquatics

During the summer, the center hosts daily field trips of which 80% are non-resident, as well as walk-in swimmers of which 60% are non-residents. Expansion of this facility provides for growth to serve a larger number of residents and visitors from the region.



### Expanded Senior Programs

The Community Center hosts many senior programs and drop-in activities; 34% of senior patrons come from outside the community. Demographic growth in this area is significant and expansion of facilities would build on our strong senior patronage.



### New Spaces to Serve the Arts

Currently, Maple Grove does not have a formal facility to serve the visual and performing arts. The expansion project includes spaces for providing these services and programs to the broader northwest metro community.



### Expanded Ice Arenas

The current two sheets of ice annually hosts 230 games, 40 clinics, and 16 tournaments serving athletes in the metro and out-state Minnesota. The addition of a third sheet of ice would greatly increase the number of events.



### Renovated Banquet Facility

The current banquet facility hosts 10 small business conferences and 30 weddings annually serving patrons throughout the metro and state. Expansion of these facilities will fill a gap in the northwest metro region for event venues of this type and bring numerous visitors to the community and local businesses.



### Enhanced Social Services

The Maple Grove Community Center is currently home to a Veteran's service office. The expansion envisions space for additional social services for the community to include food and housing support.



#### Sources

Metropolitan Council, U.S. Census 2000, U.S. Census American Community Survey Osseo Area School District-ISD 279

University of Minnesota - Retail Market Power - Arbor Lakes Trade Area - 2018 RecTrac-Maple Grove Parks and Recreation internal program registration software Max Galaxy - Maple Grove Parks and Recreation internal rental reservation software Minnesota Citizens for the Arts