

CITY OF MAPLE GROVE LOCAL OPTION SALES TAX

MAPLE GROVE COMMUNITY CENTER EXPANSION AND RENOVATION

The current Maple Grove Community Center opened to the public in 1997. In almost 25 years, Maple Grove and the northwest metro region have experienced significant population growth to over 230,000 residents.¹

The services and programs offered at the Maple Grove Community Center are accessible to all patrons and valued by our diverse community. Not only is Maple Grove a growing community, it is a changing community. The diversity in our schools is growing and thus the service needs of the community are evolving.²



The Maple Grove Community Center is situated in the Arbor Lakes retail, entertainment and business district, which is the center of the Northwest Minneapolis Regional Commercial Trade Area and home to over 450,000 residents.³ The current facility hosts over 650,000 visitors annually and includes banquet and meeting rooms, conference/expo space, aquatics, senior services, indoor playground, teen center, gymnasium and a two-sheet ice arena — all serving the broader region.

The Community Center project will result in benefits to both regional residents and businesses in the City of Maple Grove with the targeted expansion and renovation as outlined below. Currently the Maple Grove Community Center is utilized by regional residents and those traveling for sports events, conferences, meetings, expos, activities, and recreation.

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.⁴ 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 outside the city as well as walk-in swimmers of which 60% are outside the city.⁴ Expansion of this facility provides for growth to serve a larger number of residents and visitors from the northwest region.

Expanded senior programs: The Community Center hosts many senior programs and drop-in activities. Thirty-four percent of senior patrons come from outside the community.⁴ Demographic growth in this area is significant and expansion of facilities would build on our strong senior patronage.

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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. In 2015, Creative Minnesota presented the Arts & Economic Prosperity IV Study⁵ of the nonprofit arts and culture industry's impact on the economy. The findings from that study show that arts and culture organizations leverage additional event-related spending by their audiences that adds revenue into the local economy. The study provided compelling evidence that the nonprofit arts and culture are a significant industry in Maple Grove and the northwest suburbs — one that generates \$4 million in total economic activity. In addition, quality of life is enhanced; jobs are supported; and a cornerstone of tourism is created.

Renovated banquet facility: The current banquet facility hosts 10 small business conferences and 30 weddings annually serving patrons throughout the metro and state.⁴ 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.

Expanded ice arenas: The current two sheets of ice annually host 230 games, 40 clinics, and 16 tournament events serving athletes throughout the metro and out-state Minnesota.⁶ The addition of a third sheet of ice would greatly increase the number of events.



Sources

¹ Metropolitan Council, U.S. Census 2000, U.S. Census American Community Survey 2018, and projected 2020 figures: *The diversity in Maple Grove has grown by 13%.*

² Osseo Area School District—ISD 279: *Over 56% of the students in the Osseo Area School District are students of color.*

³ University of Minnesota - Retail Market Power - Arbor Lakes Trade Area - 2018

⁴ RecTrac—Maple Grove Parks and Recreation internal program registration software

⁵ Minnesota Citizens for the Arts

⁶ Max Galaxy—Maple Grove Parks and Recreation ice rental reservation software