

MERIT Center and Amateur Sports Complex Study

Account Executives: LaRae Kor
Erika Rust

Managing Director: Dani Schmidt

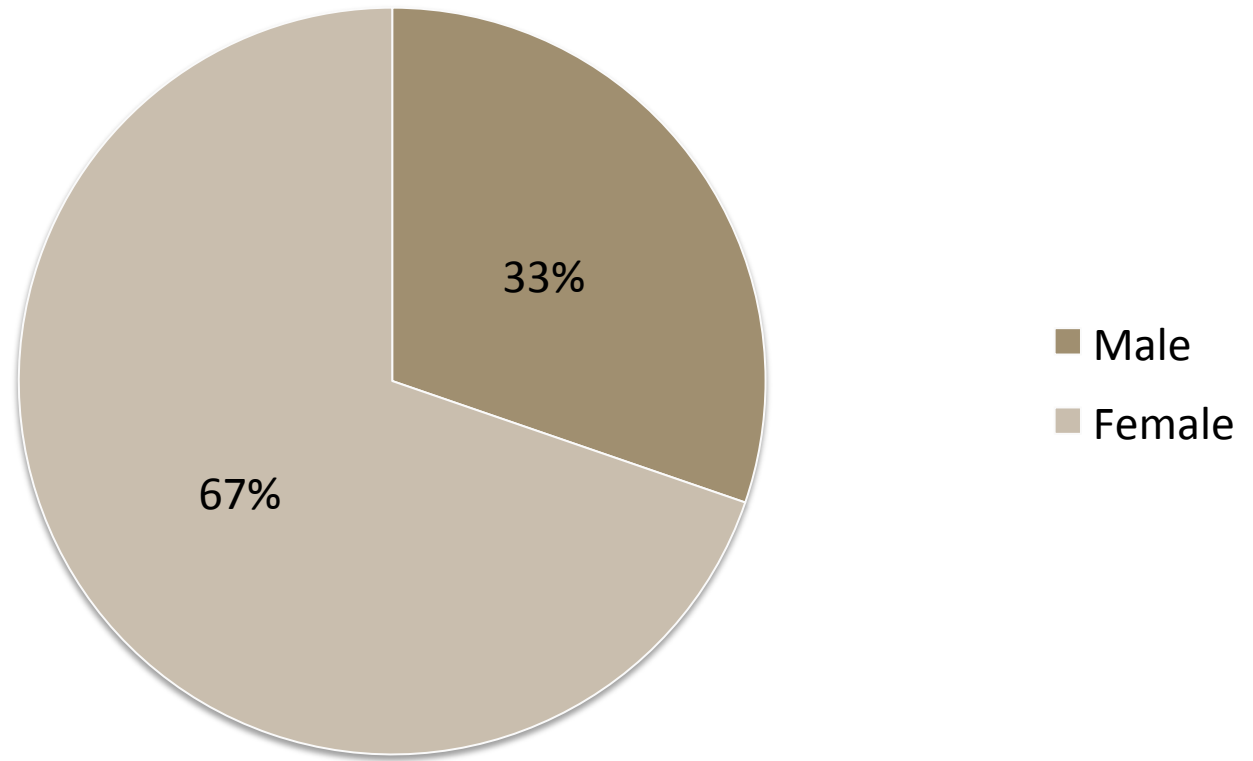
Executive Director: Mike Rich, Ph.D.

Results

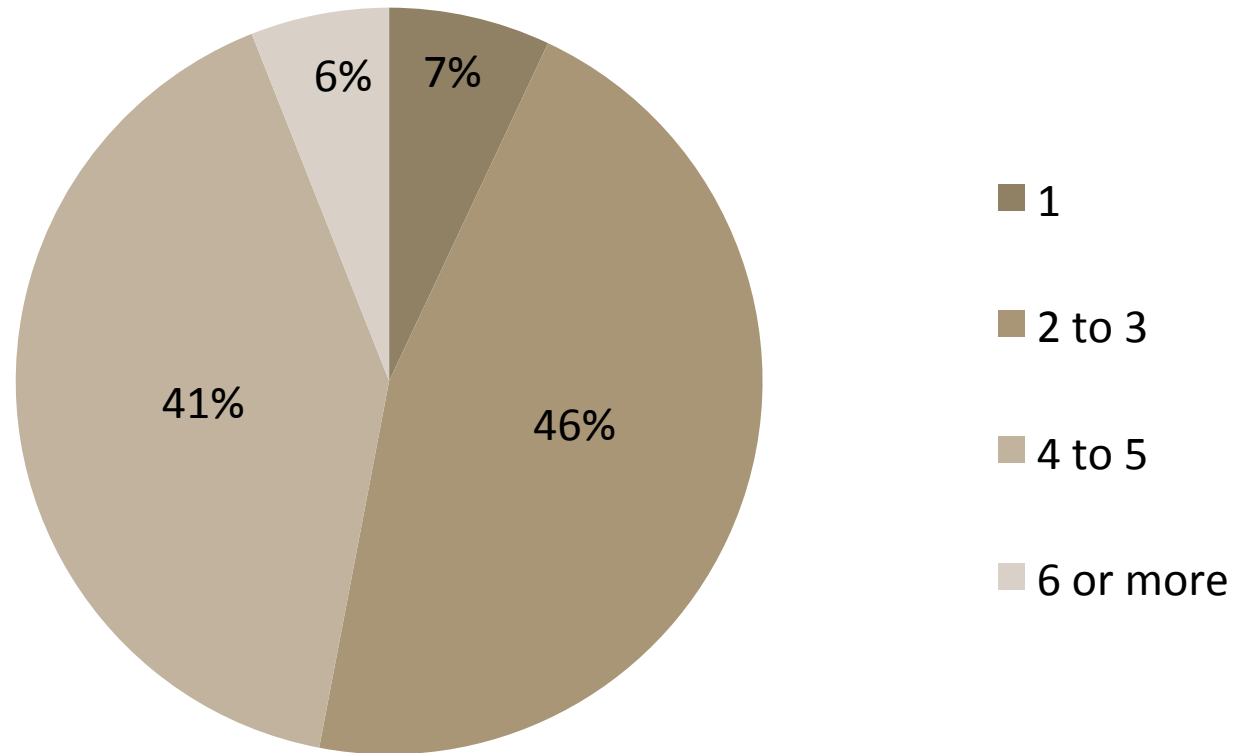
- Surveys Attempted
 - 290
- Surveys Completed
 - 251

Demographics

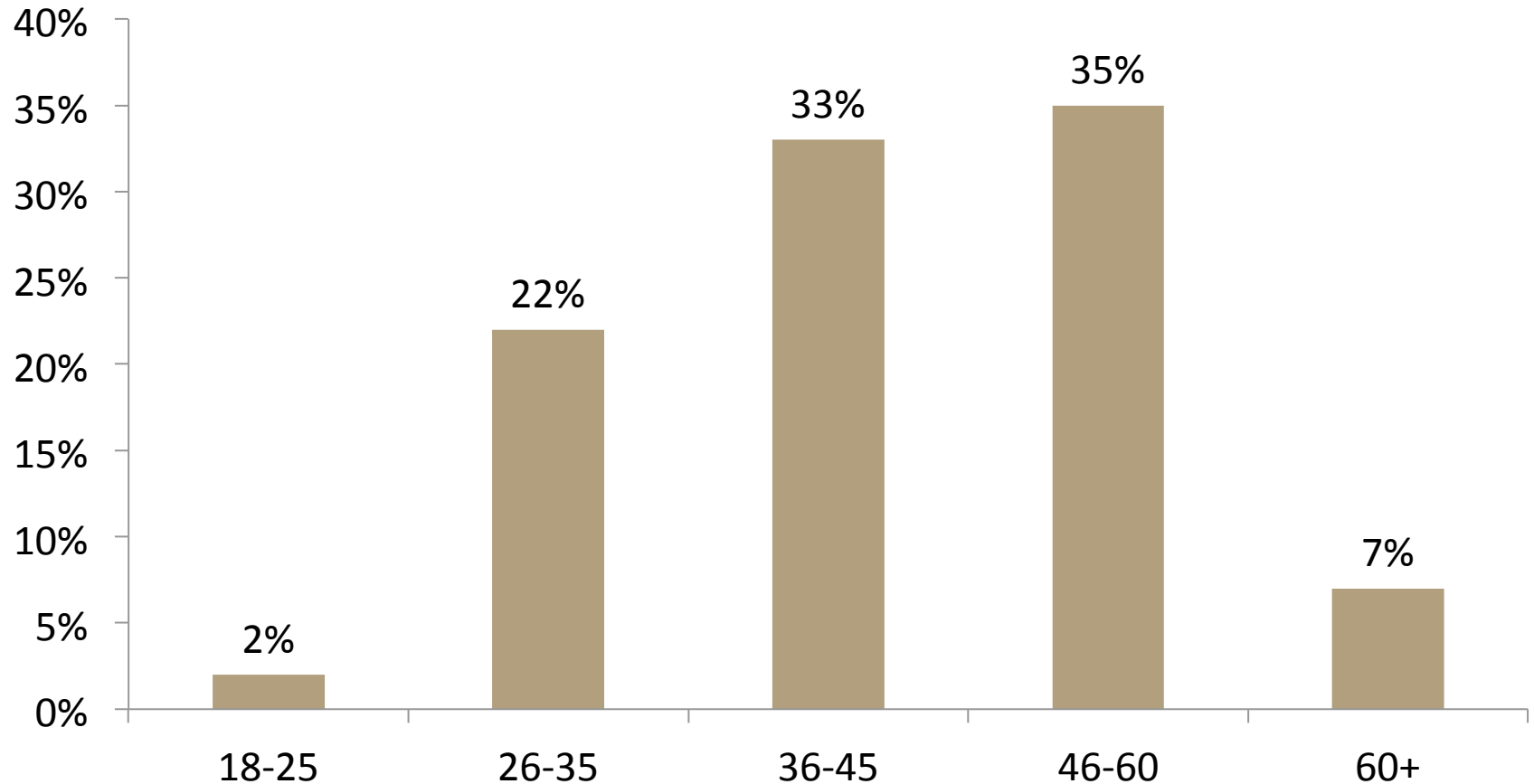
I am:



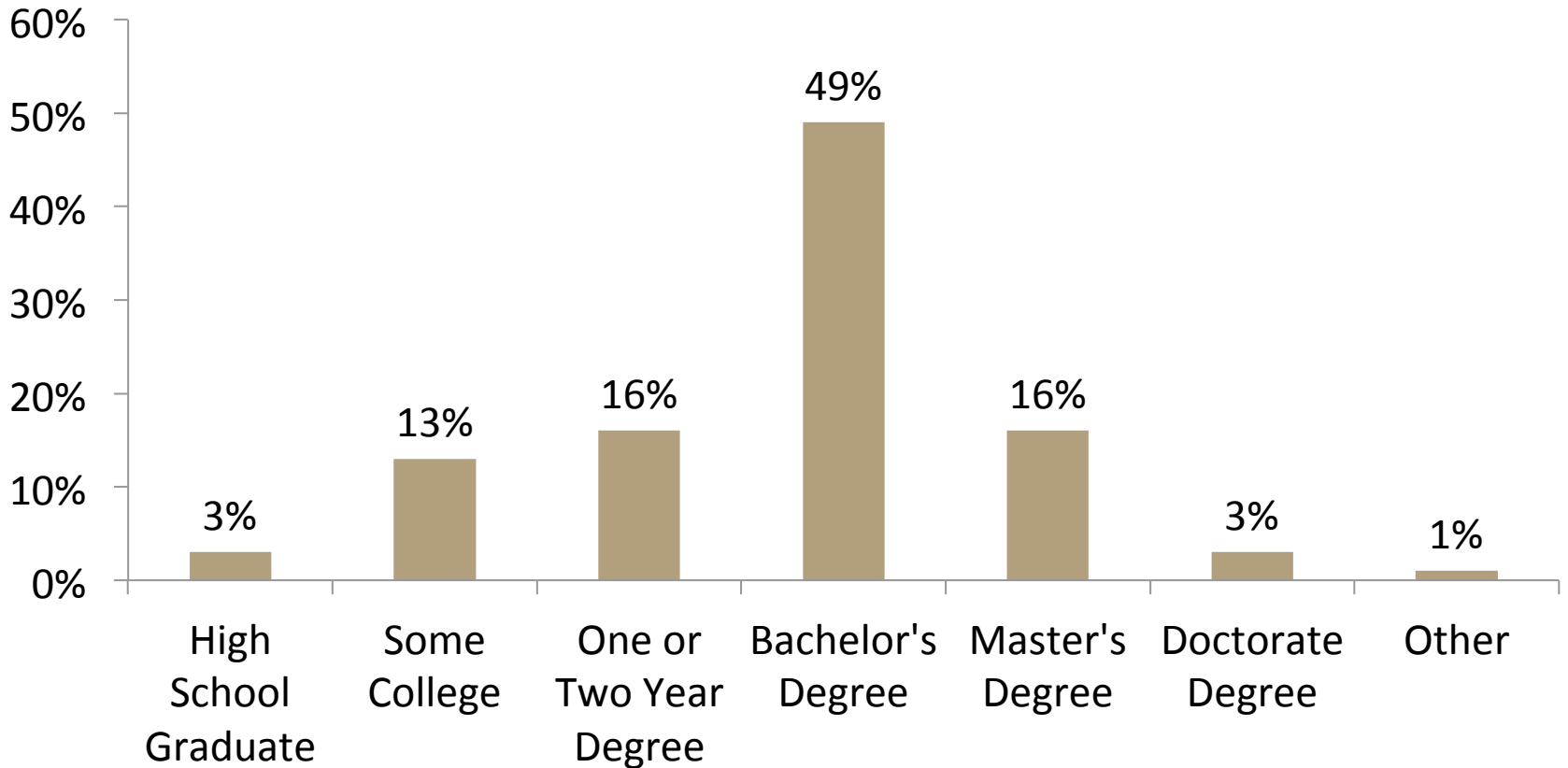
I have ____ people in my immediate family
(including me) currently living at home.



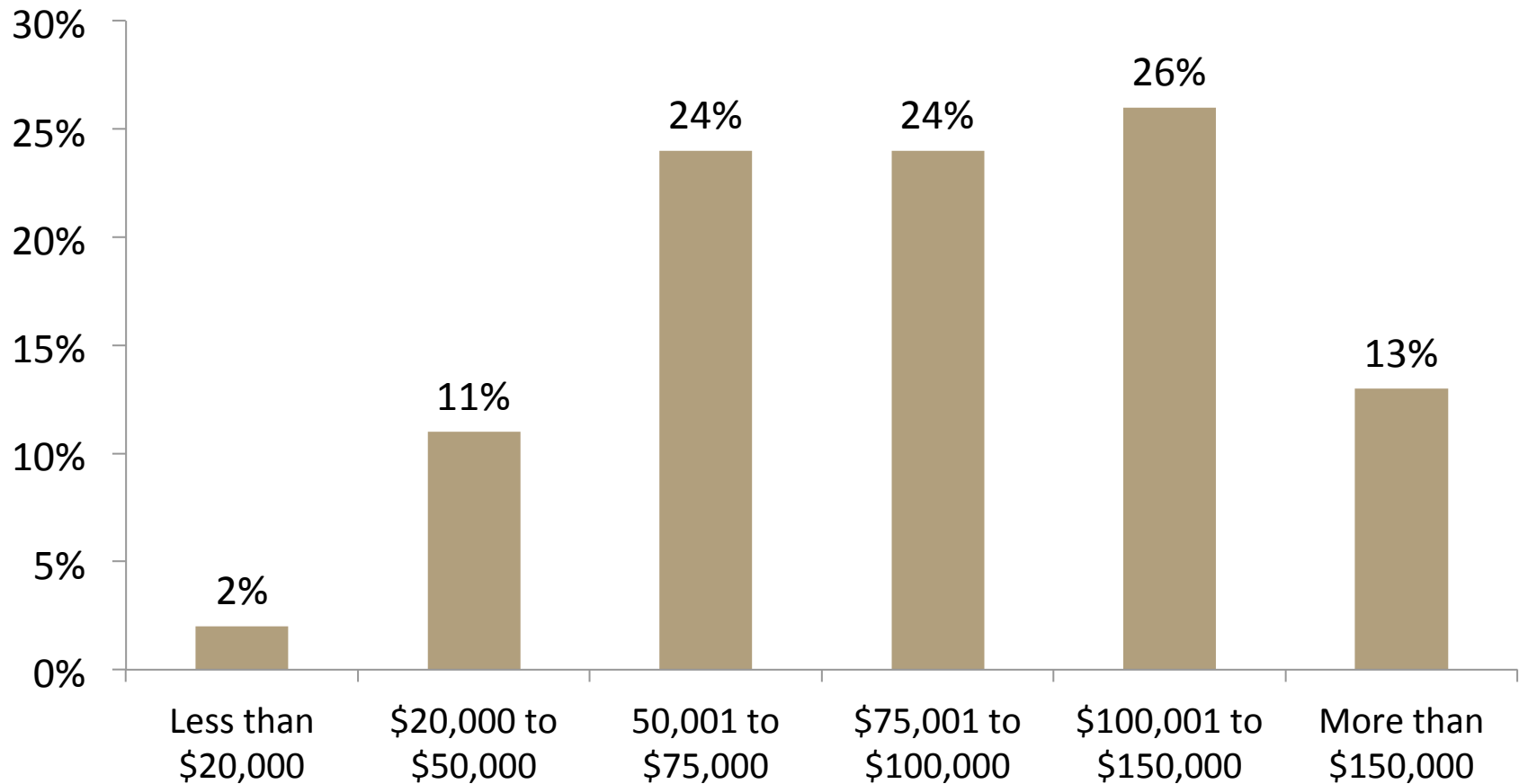
I am _____ years old.



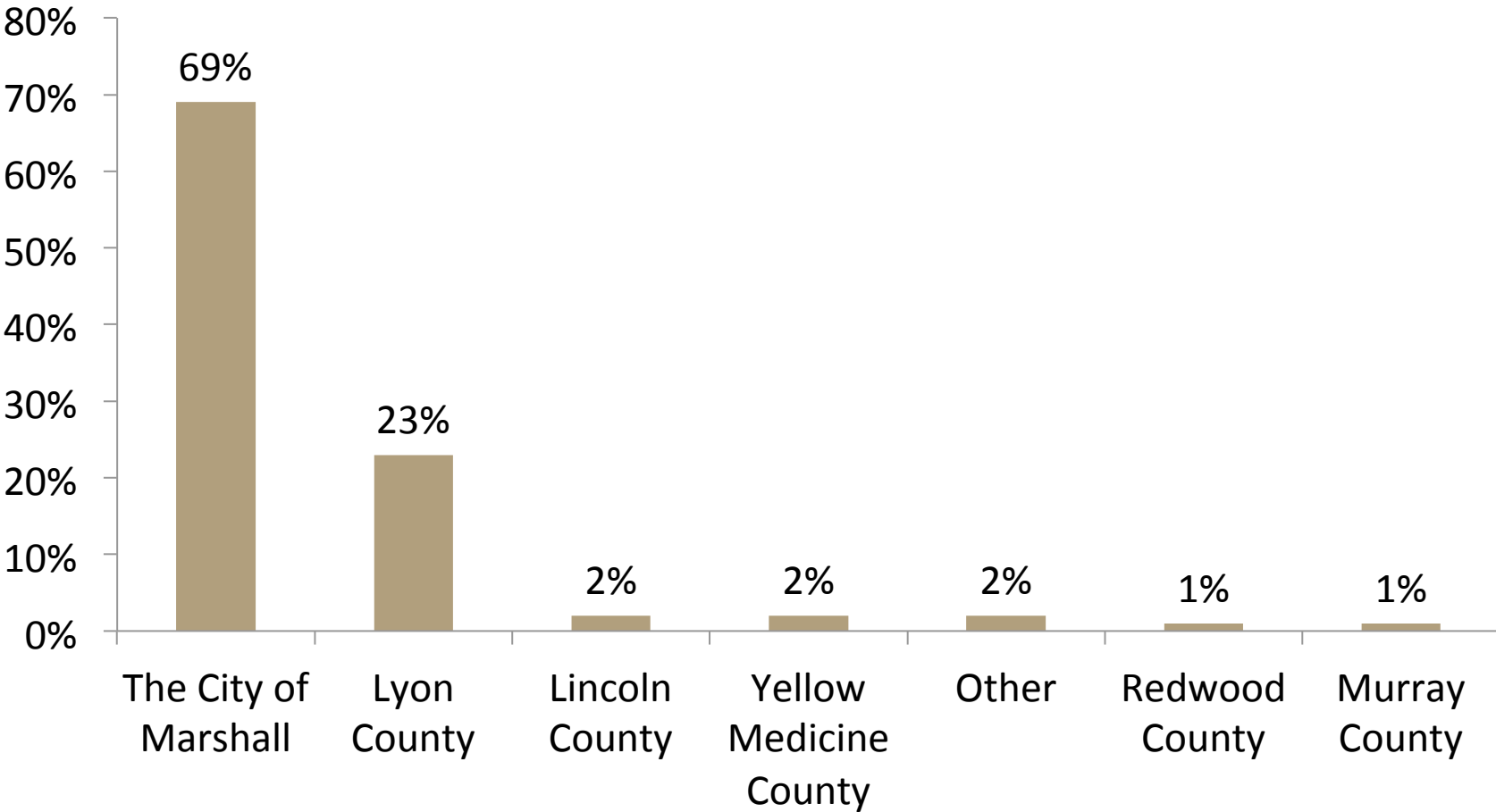
My highest level of education is:



Our annual household income is _____.

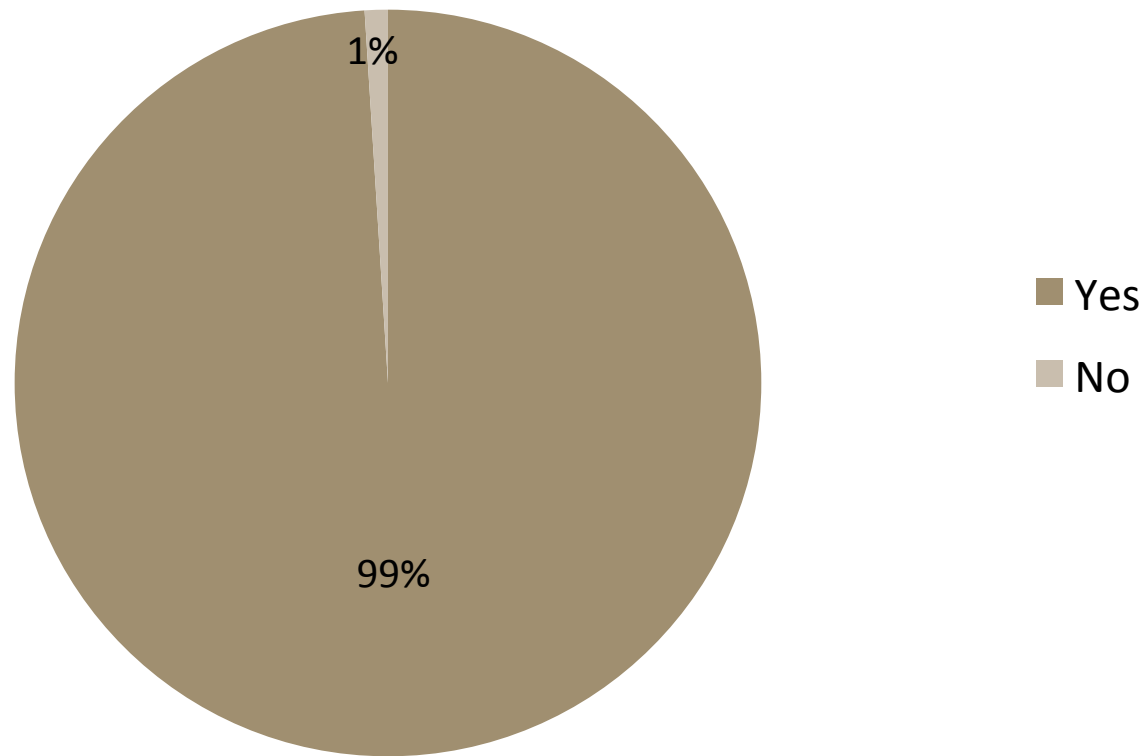


I currently live within _____

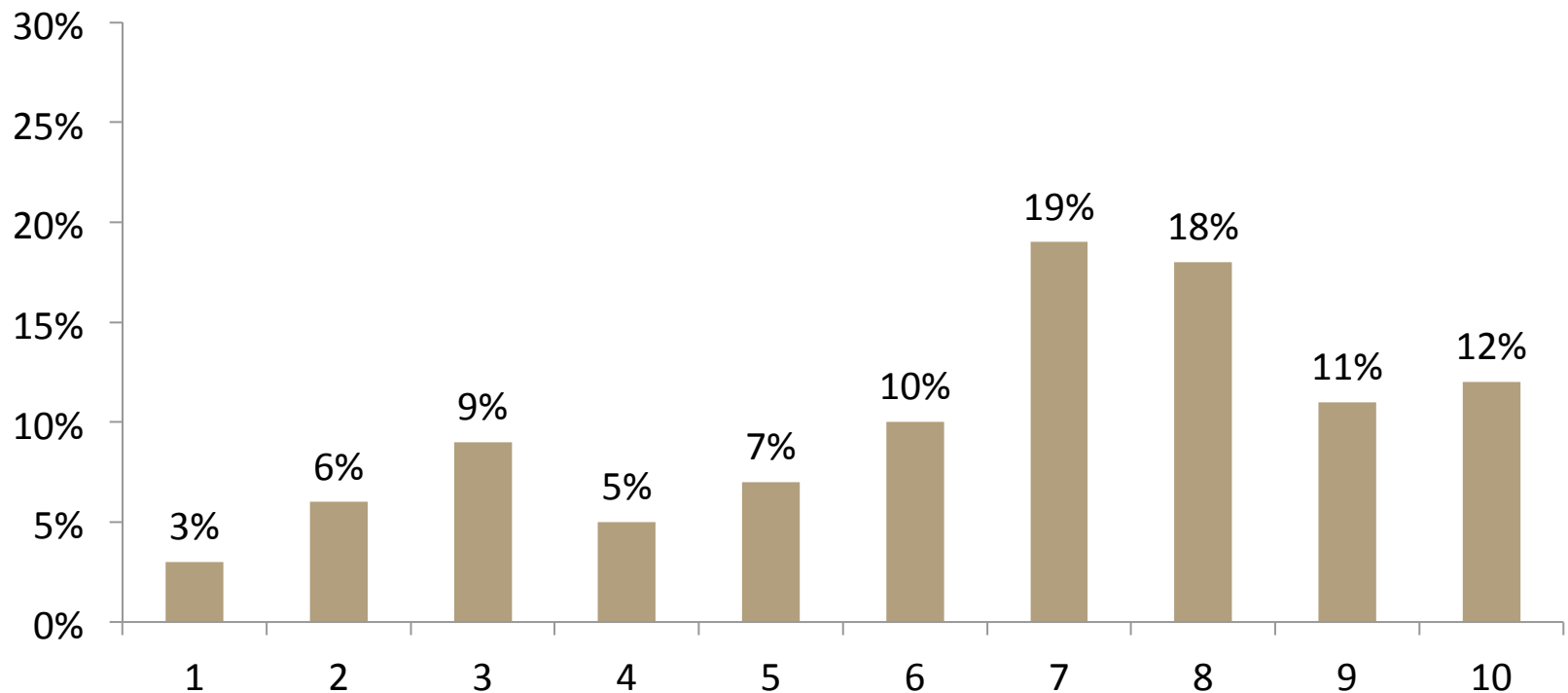


Respondent Background

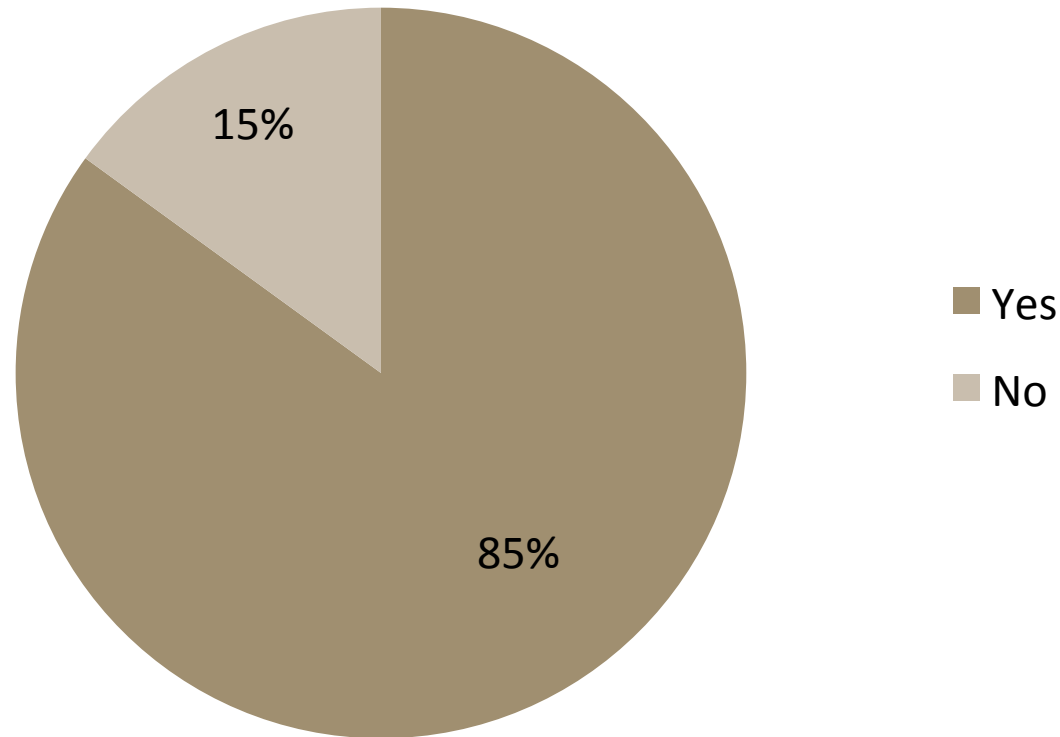
Are you aware that the City of Marshall has proposed the constructions of an Amateur Sports Complex?



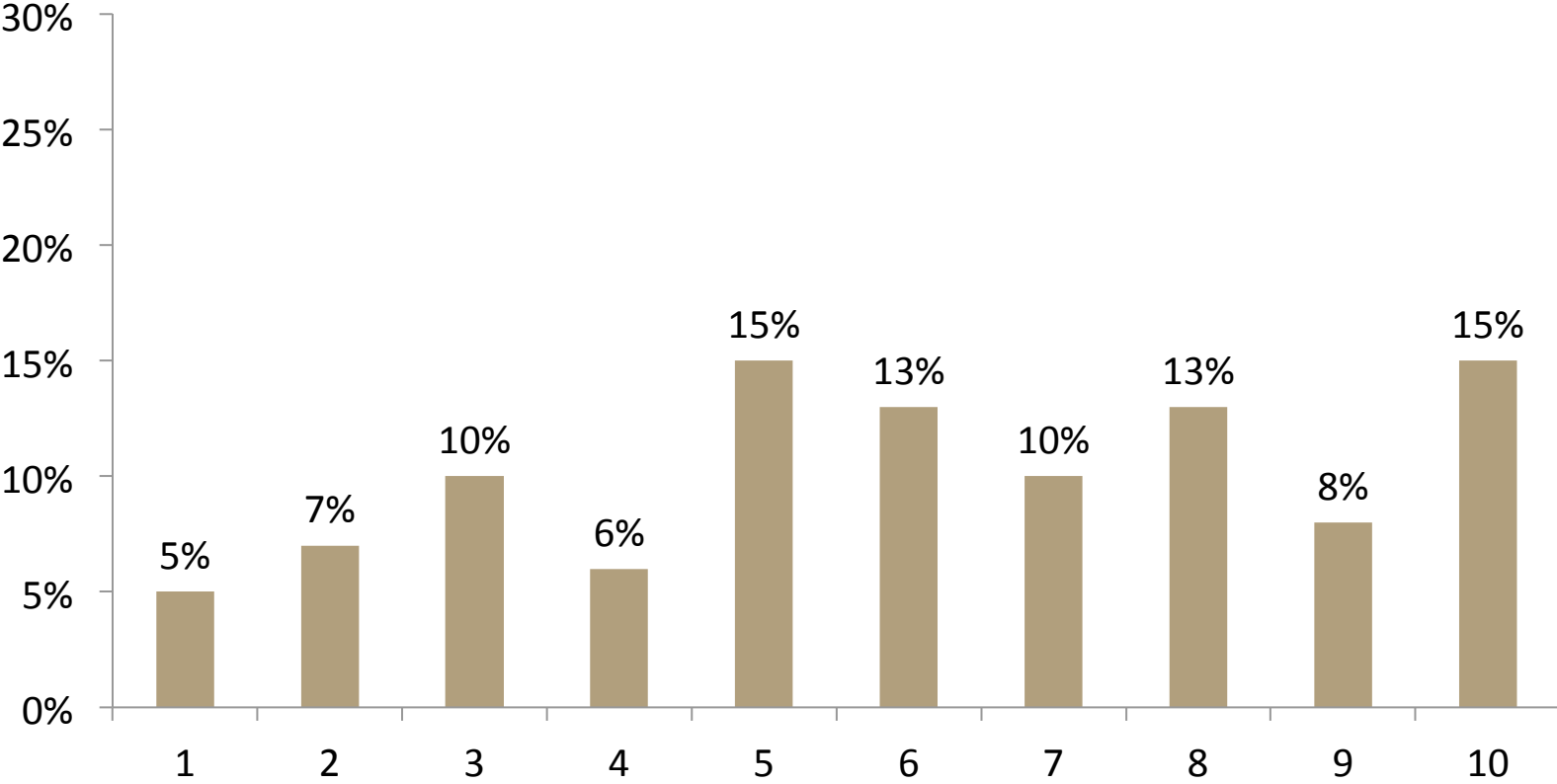
How familiar are you with the proposed Sports Complex proposal? (1 being not informed and 10 being very well informed)



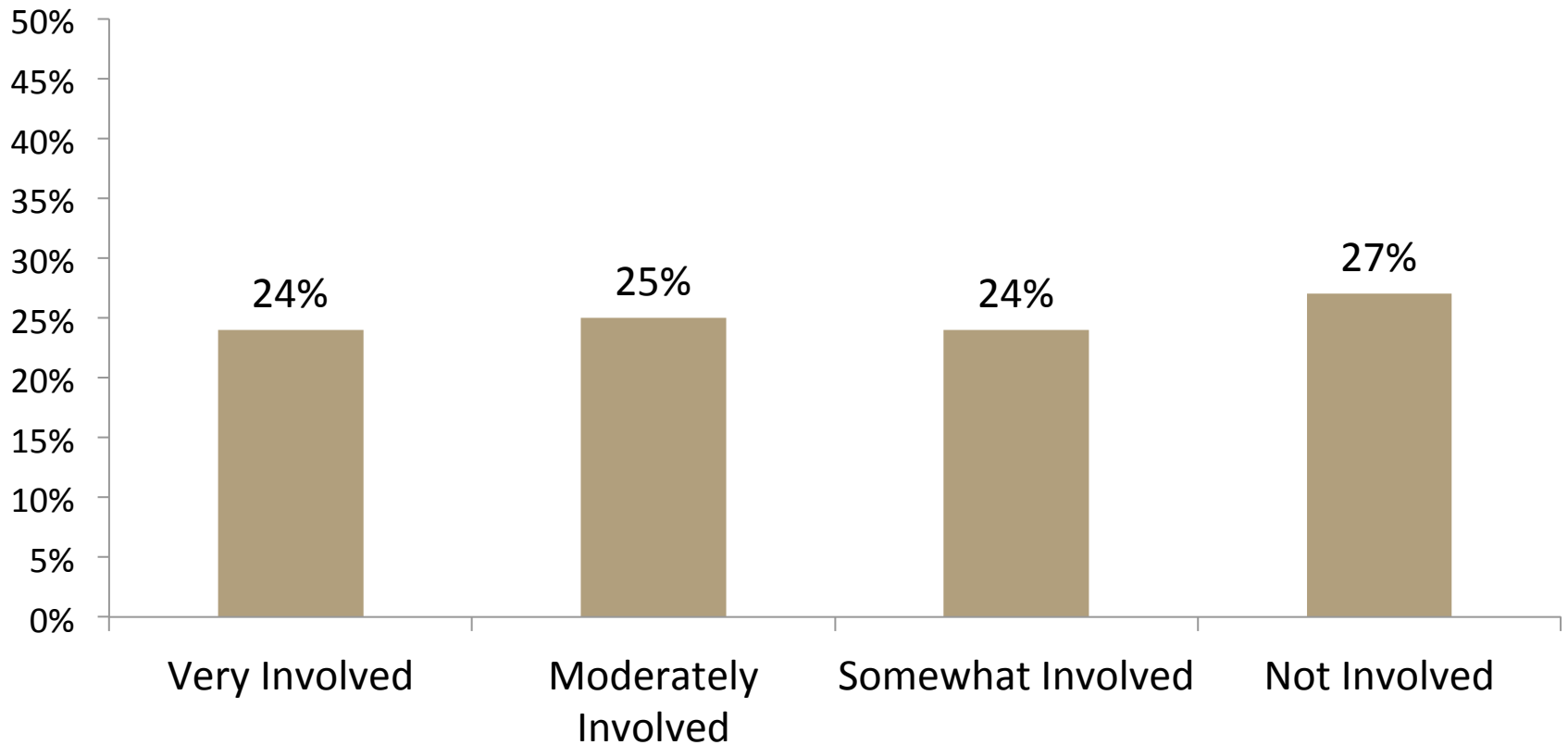
Are you aware that the City of Marshall has proposed a need for an expanded MERIT Center?



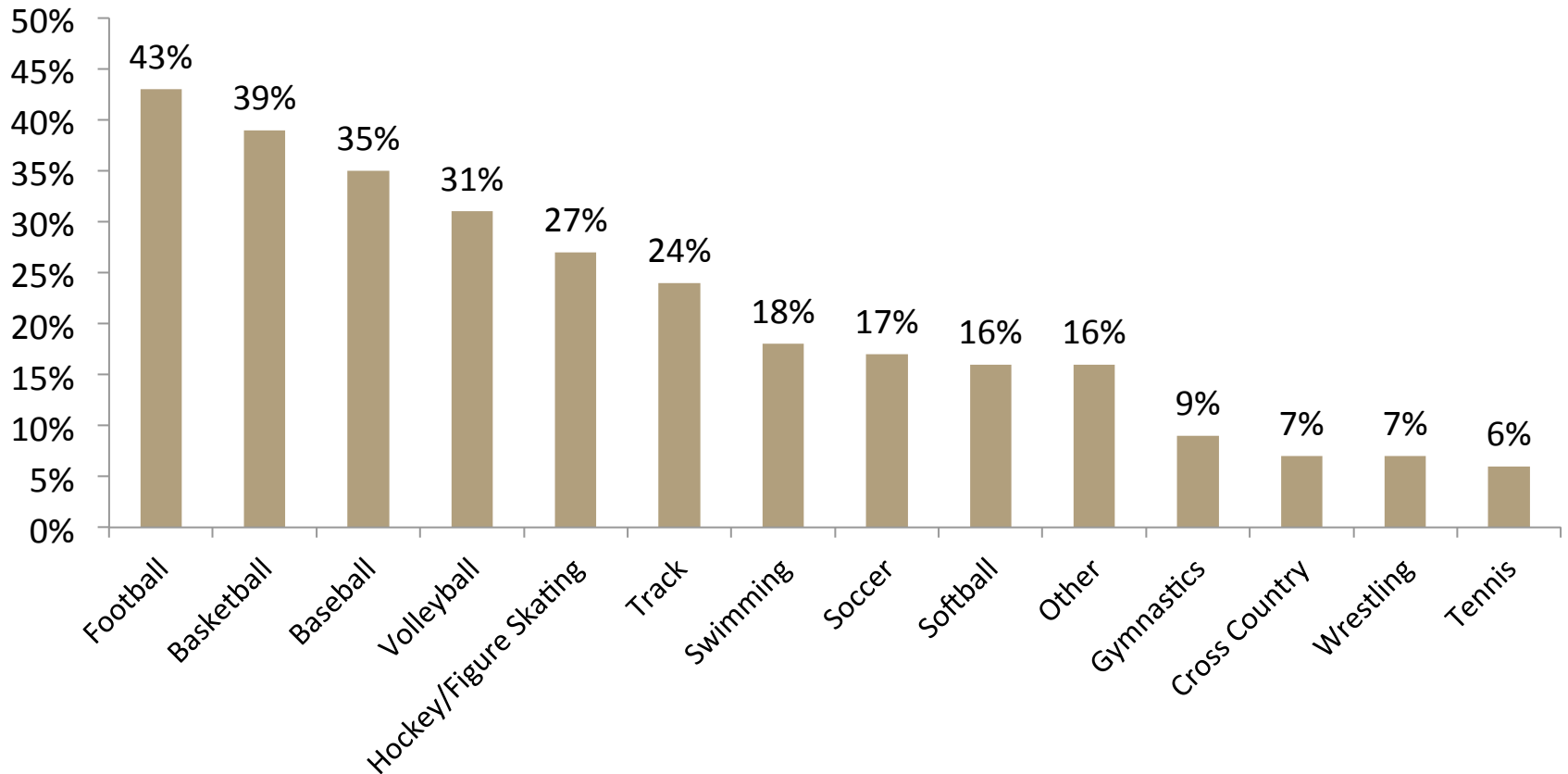
How familiar are you with the MERIT Center expansion proposal? (1 being not informed and 10 being very informed)



How involved are you and/or your family members with Marshall athletics?

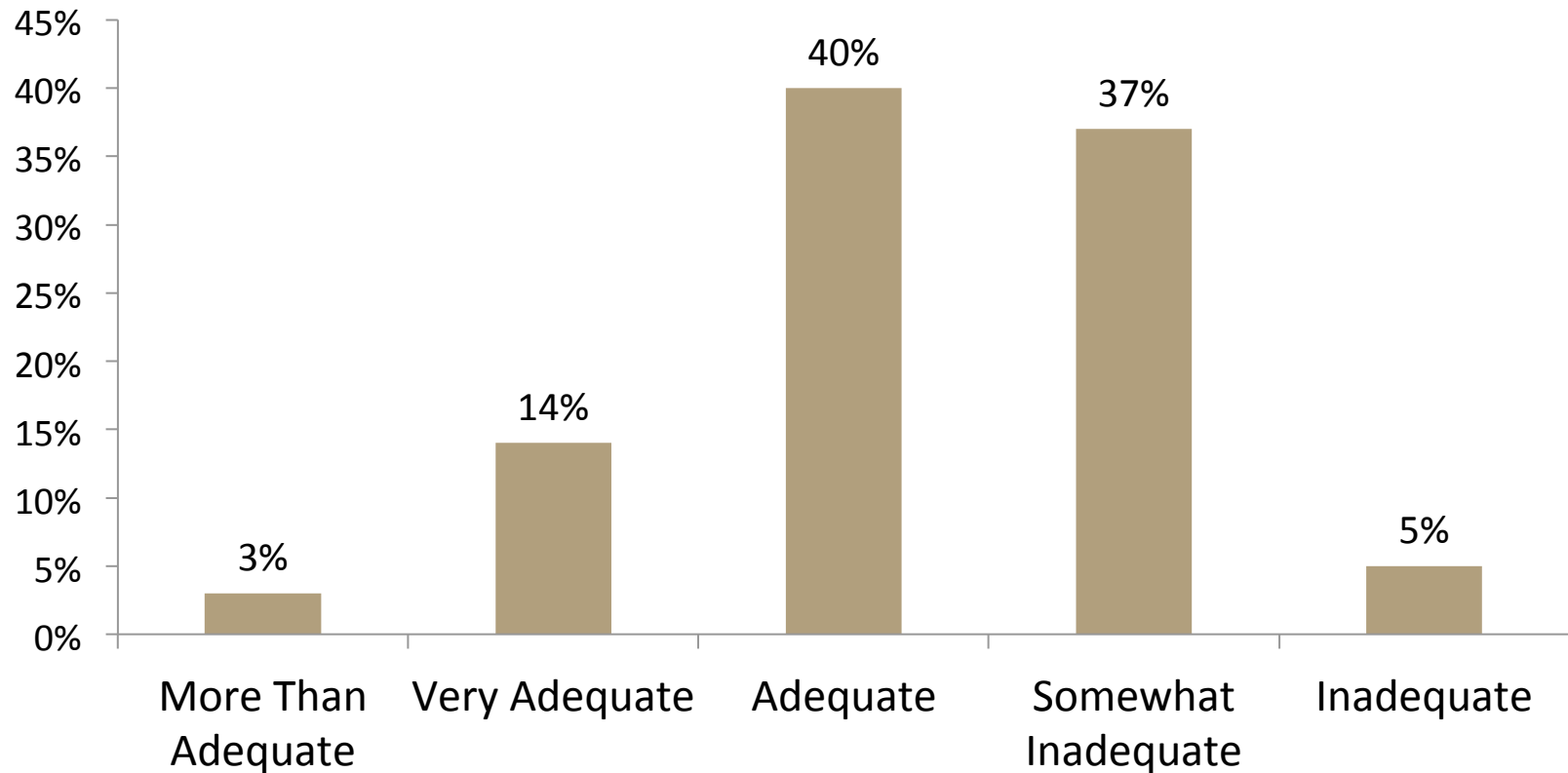


Which sports are you and/or your family members involved?

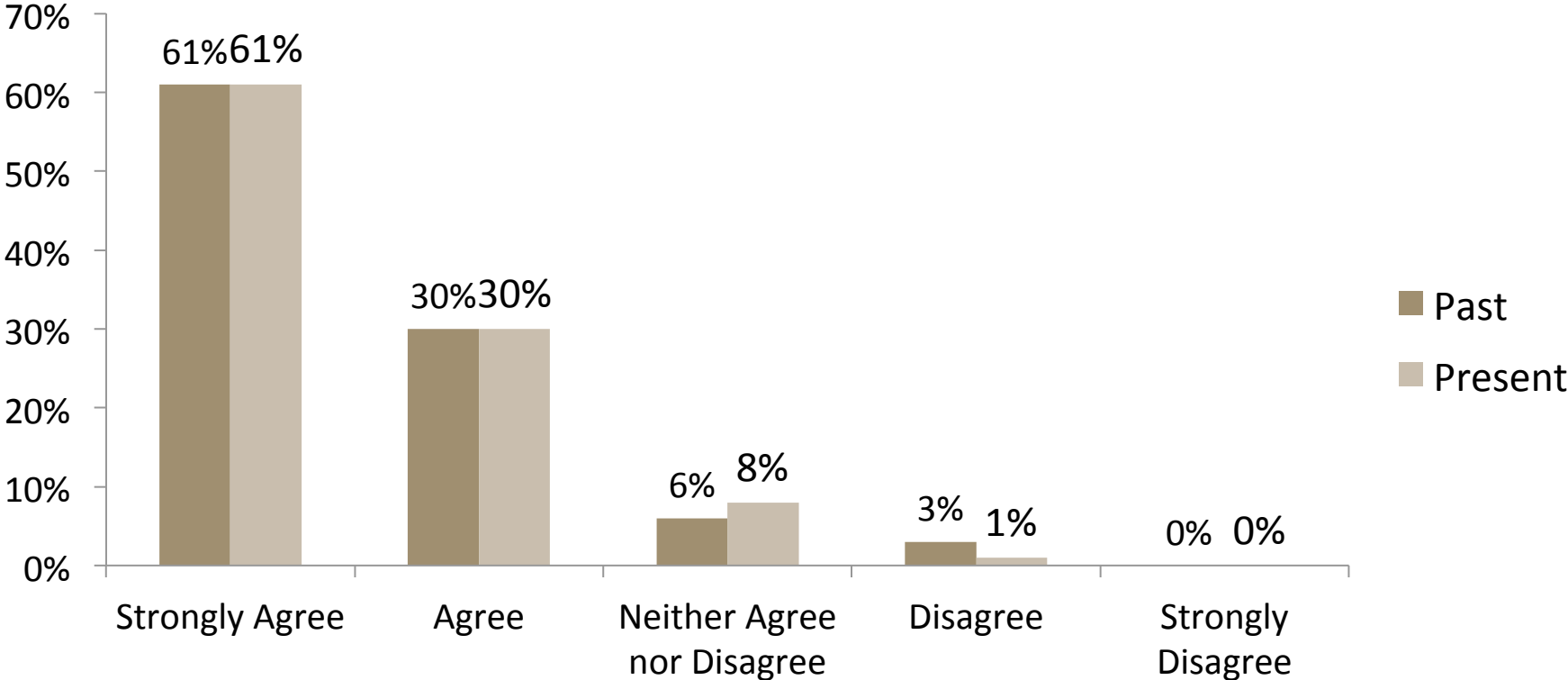


Attitudes and Perceptions

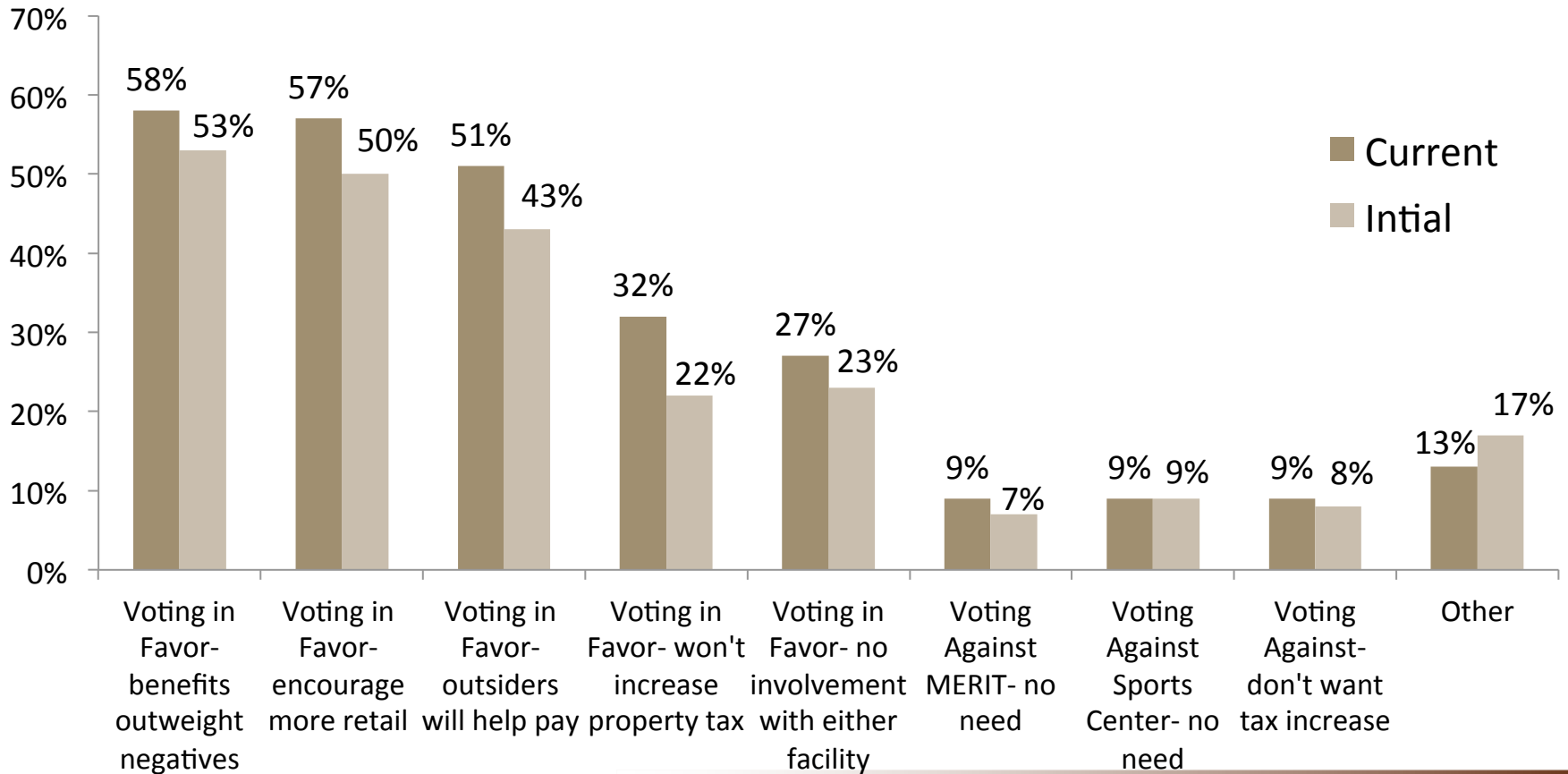
In your opinion, how adequate are the current sports facilities in the Marshall area?



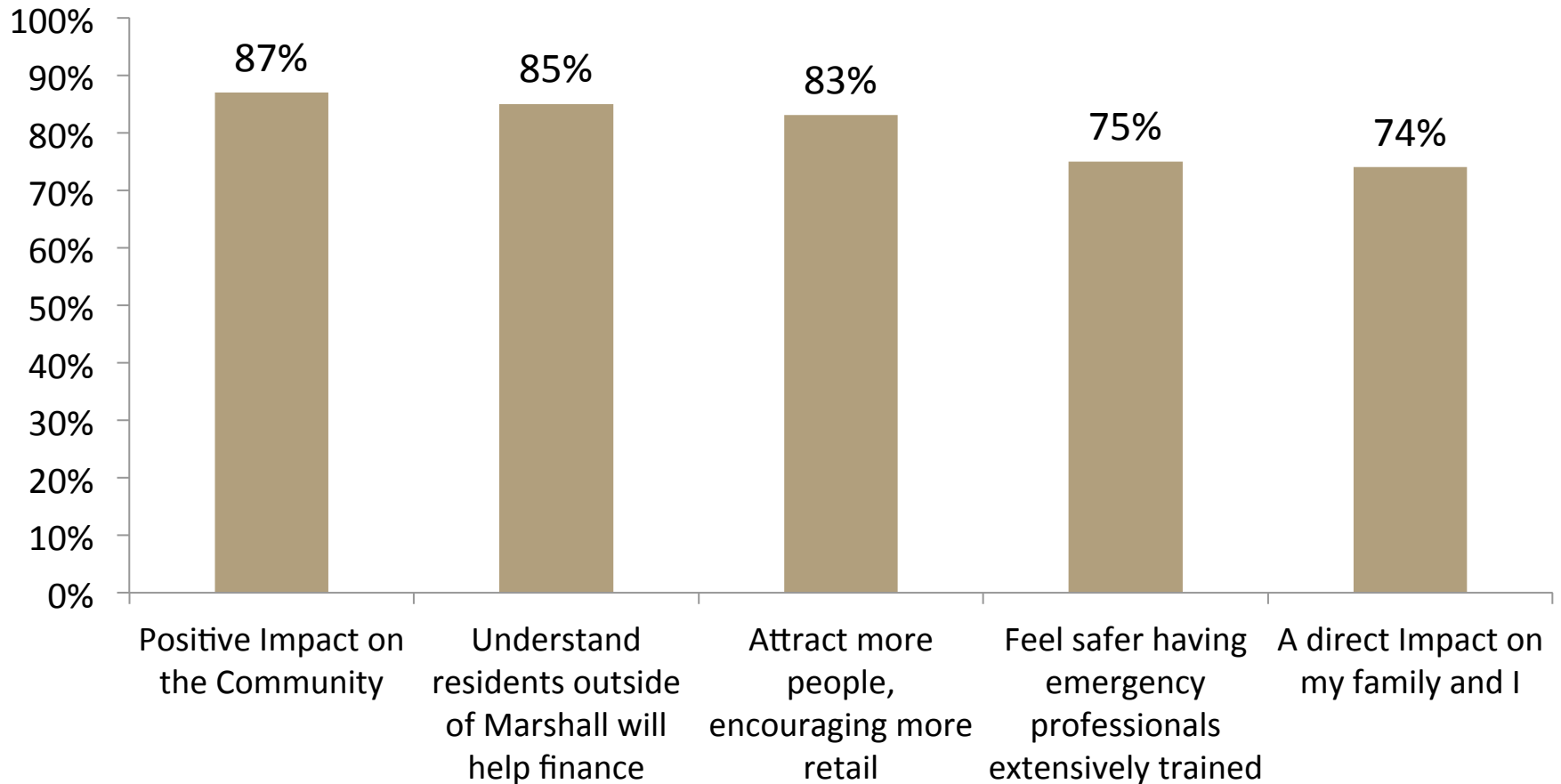
I felt/feel that the city of Marshall needed/needs more shopping, entertainment, and/ restaurants.



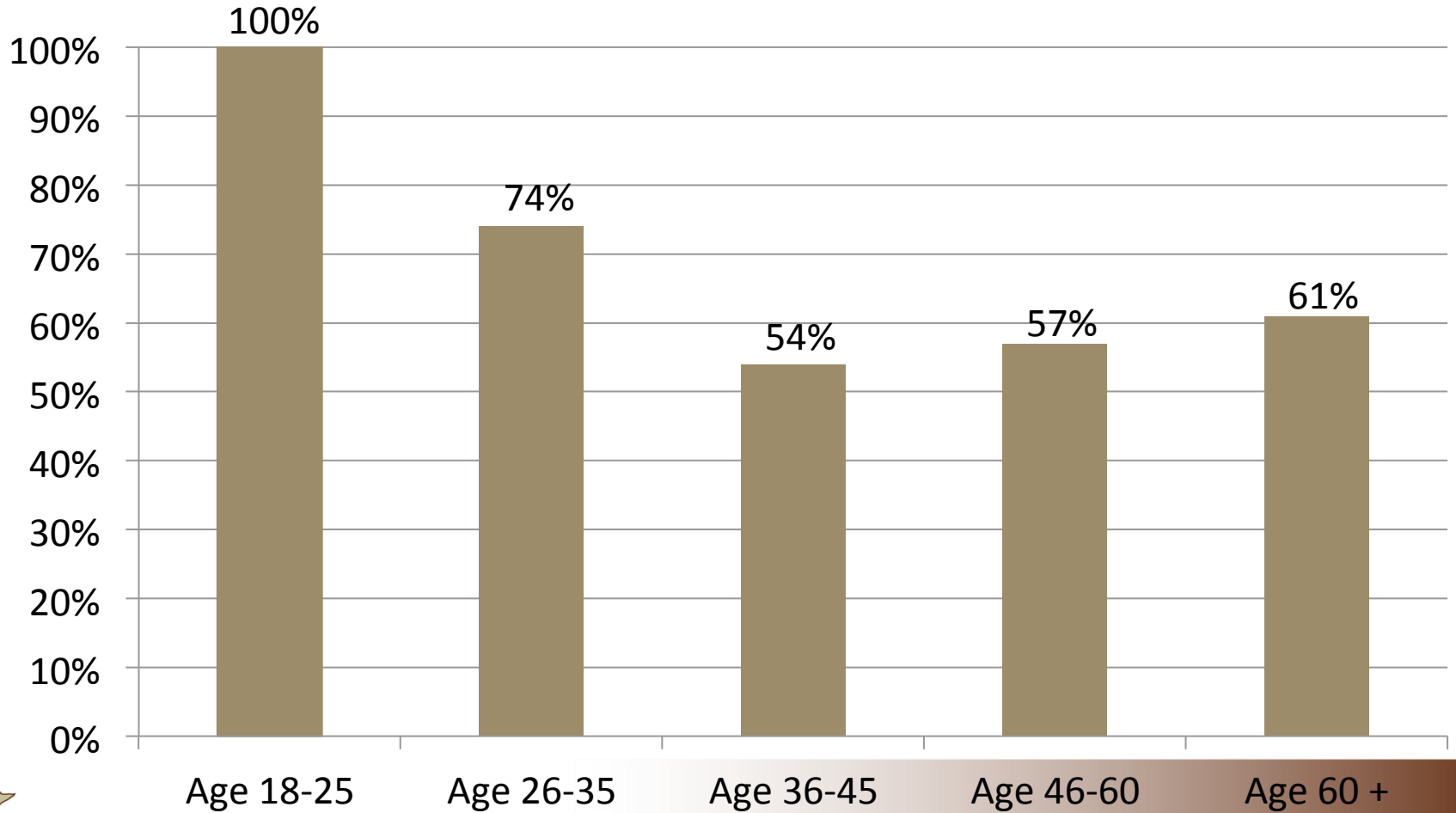
My feelings concerning the proposed MERIT Center and Amateur Sports Complex are: (check all that apply)



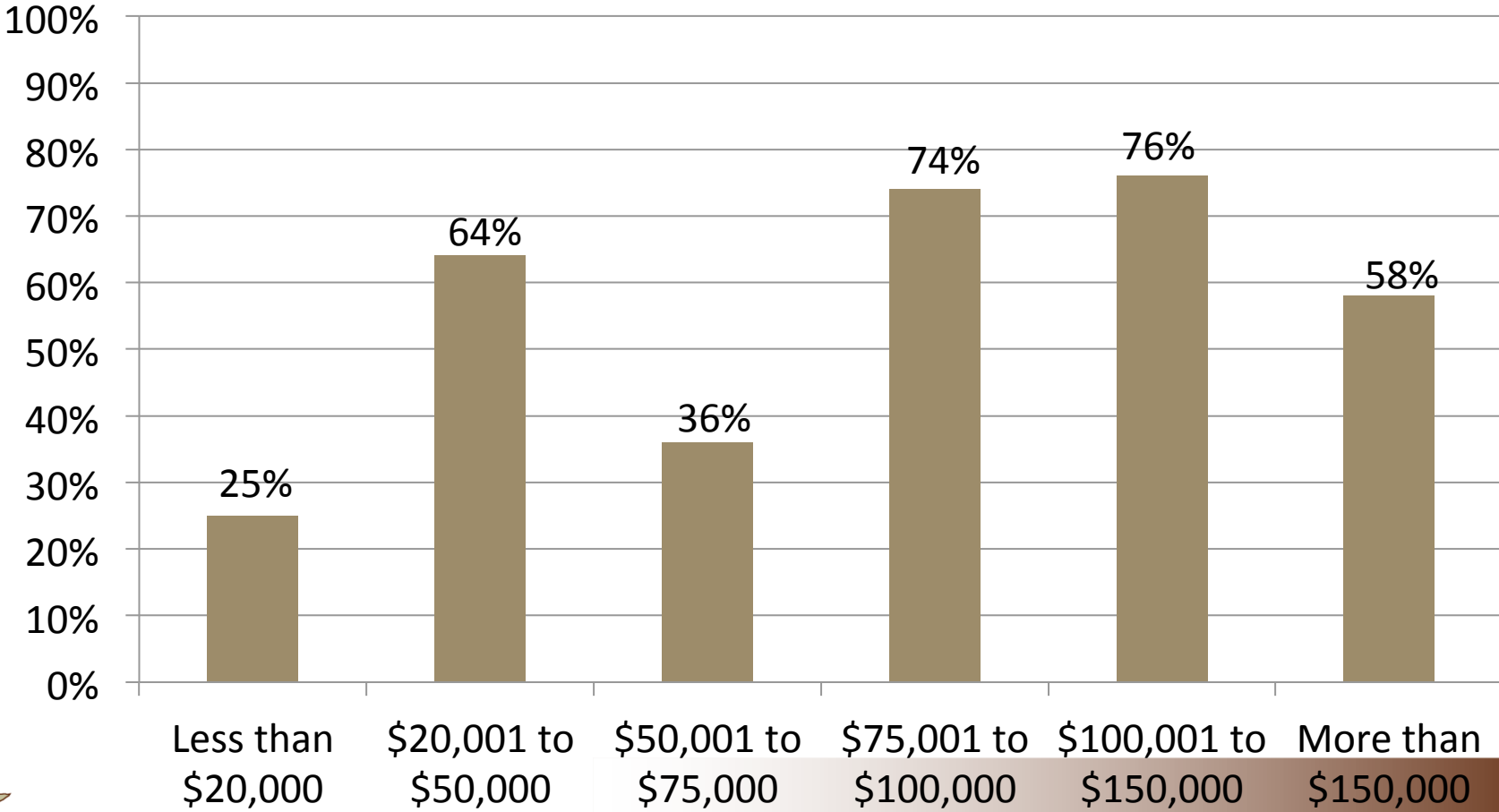
Statements Regarding Benefits of the MERIT Center and Amateur Sports Complex- Summary of Means



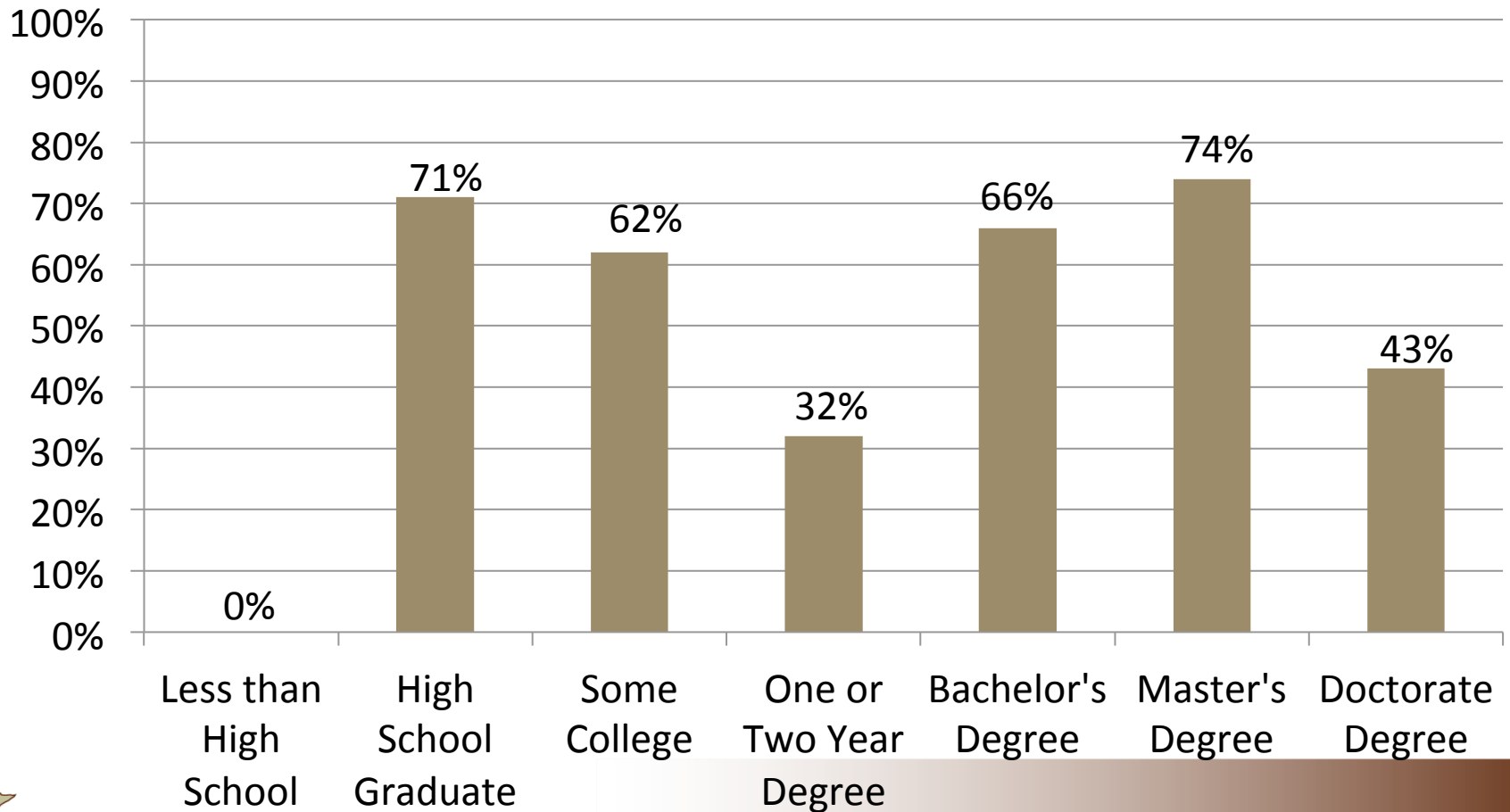
Respondent Age Related to Yes Vote



Respondent Income Level Related to Yes Vote



Respondent Education Level related to Yes Vote



Additional Comments:

- This is an opportunity to expand the direction of Marshall. We need a regional facility large enough to host other large events indoors, concerts, farm, outdoors, boating rec. shows, etc. with that is restaurant and hotel needs, clearly encourages development of a depleting workforce.
- When close to 50 percent of people paying do not live here this should be a gift to those of us that do. All we need to do is vote yes. No Brainer
- You have resources already, SMSU has facilities. If you wanted to build this why didn't this get included in the building of the High School! This place needs a better swimming pool. All area pools are bigger, better, nicer and cost less to enter! We have what we need.
- I have never seen a sales tax increase removed after it was added - State of MN added a temp tax increase several years ago to fund some odd thing or another-guess what? Still paying it-everyone just seems to hope we forget it was intended to be temporary!!
- To be successful, I would focus on what the facility will be able to do. Besides ice, we talk about other uses, but not in enough detail. How many people can the facility sit for a hockey event, for a concert? Are other sports able to be played in the complex?

Conclusions

- Promotional activities to date have been effective
- Greater understanding exists for Sports Facility compared to MERIT Center
- Greater emphasis could be directed to resident's personal benefits of MERIT Center
- Greater emphasis on additional amenities that would result from passage

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Conclusion