



**PUBLIC INFORMATION SESSION:
FEASIBILITY STUDY & MASTER PLAN UPDATE
FOR DESERET PEAK COMPLEX**

April 21, 2022



EXPERTS IN RECREATION FACILITY RESEARCH & PLANNING



**DATA-DRIVEN
MARKET
ANALYSIS
& DEMAND
PLANNING**



**COMMUNITY
ENGAGEMENT
& CUSTOMIZED
MARKET
RESEARCH**



**QUANTIFIED
VISITOR
IMPACTS
& FINANCIAL
FEASIBILITY**

Headquartered in Park City, Utah

We have completed more than
100 market, financial, and
economic feasibility studies for
recreation, sports, and event
venues in 35+ states >>>





Location/Contact

7927 South High Point Parkway
Suite 300
Sandy, UT 84094
801.269.0055
info@thinkaec.com
thinkaec.com

Staff

Architects	19
Landscape Architects	4
Interior Designers	4
Support/Production	14
Admin	4
Total	45

Services

Architecture
Land Planning
Landscape Architecture
Interior Design
Construction Administration

Expertise

Recreation/Sports
Multi-Family/Mixed-Use
Resort/Hospitality
Government/Municipal

Commercial/Retail
Office/Workplace

Established
1980

EXPERTS IN PARKS, RECREATION & SPORTS FACILITY DESIGN

Bingham Creek Park

Similarities

- EVENT ARENA
- MULTI-PURPOSE SPORTS FIELDS
- BMX/BIKE TRACK
- PAVILIONS
- GOLF COURSE
- AQUATIC FEATURES
- SPORT COURTS
- GRASS GATHERING AREAS
- PARKING
- RESTROOMS
- REFERENCE
Sheriff Gam
Parks & Recreation Director
Riverton City
801.208.3120



Wardle Fields Regional Park

Similarities

- MULTI-PURPOSE SPORTS FIELDS
- SPORT COURTS
- PAVILIONS
- PARKING
- RESTROOMS

- REFERENCE
Andrea Sorensen, PLA
Park Development
Project Manager
Salt Lake County Parks



Tooele County has engaged Victus and Think to conduct a Feasibility Study & Master Plan Update for the Deseret Peak Complex. Our study goals include:

VICTUS

- **MARKET FEASIBILITY** - Determine future recreational needs, event needs, and user market demand for Deseret Peak Complex, and recommend future upgrades and improvements.
- **FINANCIAL FEASIBILITY** - Recommend and analyze sustainable long-term facility operating models and construction/maintenance funding models for Deseret Peak Complex.

THINK

- **CONCEPTUAL PLANNING** - Translate the market research findings into initial concept designs, site plans, construction cost estimates, and project phasing opportunities.

PHASES:

1. MARKET FEASIBILITY STUDY

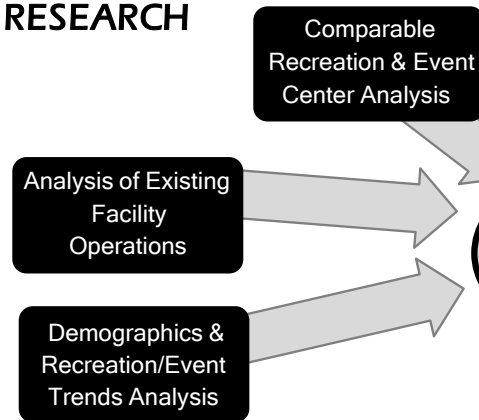


2. FINANCIAL FEASIBILITY ANALYSIS & MASTER PLANNING

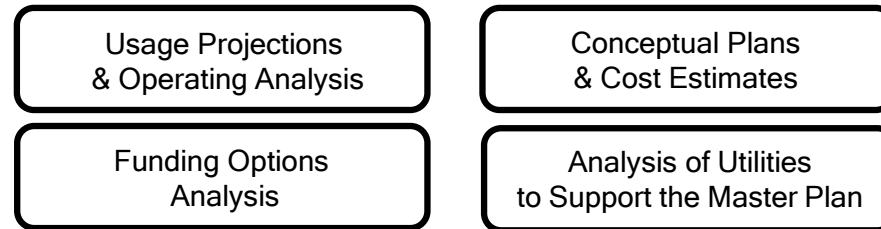
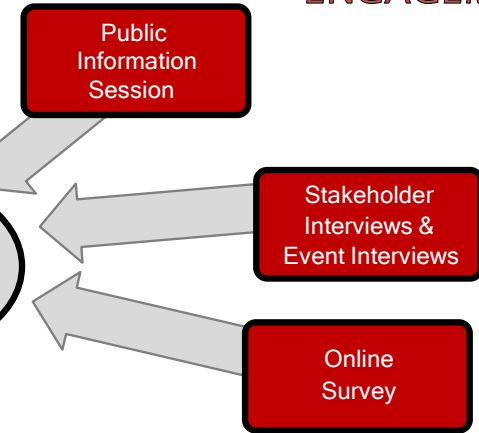


3. FINAL MASTER PLAN & PUBLIC PRESENTATION

SECONDARY MARKET RESEARCH



PRIMARY RESEARCH & ENGAGEMENT



Project Tasks	Week ending:	April		May				June				July				Aug		
		22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12
Kickoff Meetings, Site Tour & Public Information Session																		
Interviews - Stakeholders & Event Organizers																		
Online Survey		DRAFT		DISTRIBUTE			ANALYZE											
Demographics & Trends Analysis																		
Analysis of Existing Facility Operations																		
Comparable Recreation Center Analysis																		
Development of Market Feasibility Results/Recommendations																		
Present Summary of Interim Findings																		
Development of Conceptual Designs & Site Plans																		
Usage Projections, Operating & Financial Analysis																		
Review Initial Facility/Site Plans with Steering Committee																		
Finalize Conceptual Designs & Site Plans																		
Construction Cost Estimates																		
Utilities Analysis																		
Funding Options Analysis & Phasing Priorities																		
Submittal/Review of Full Draft Feasibility & Master Plan Report																		
Final Public Presentation (TBD)																		TBD



EMAIL YOUR INPUT TO:

DeseretPeakComplex@VictusAdvisors.com