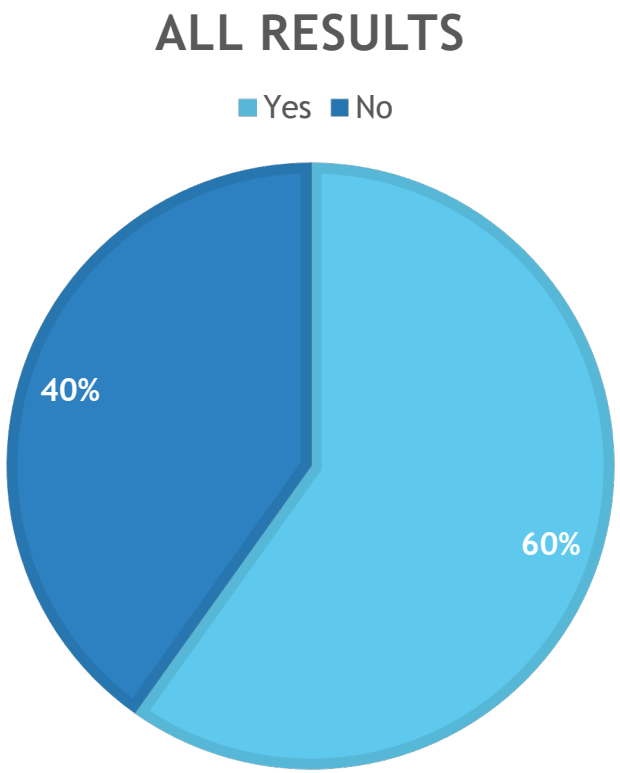
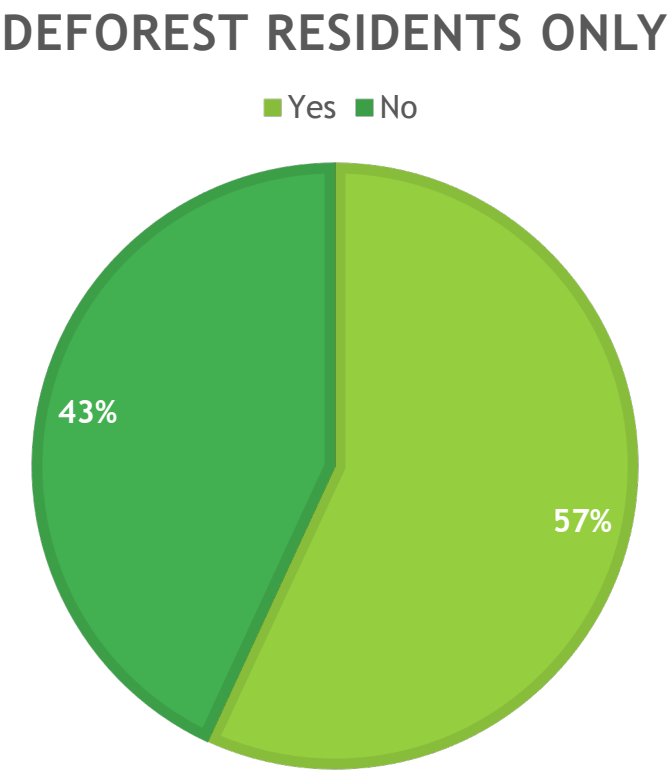
DeForest Outdoor Aquatic Facility Community Survey Results

Survey History & Overview

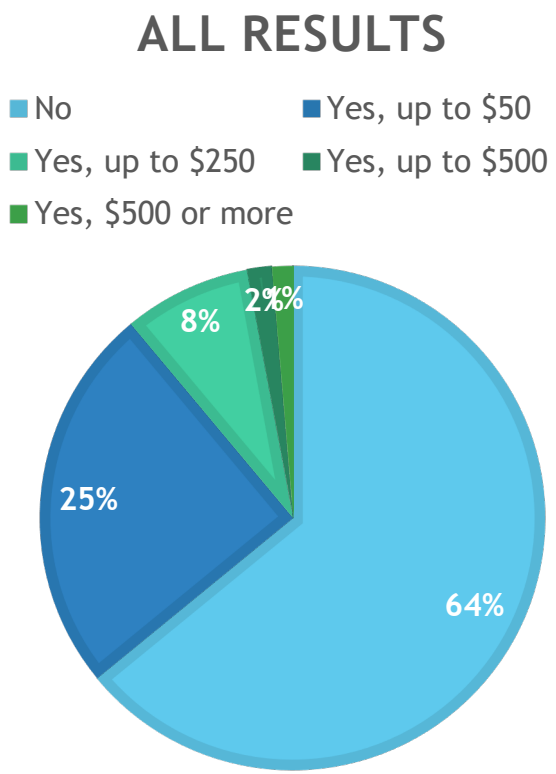
- Pool feasibility study completed
- Desire for additional community input
- Community survey published to public – July 2022
- Postcard mailing to all Village of DeForest residents – August 2022
- Survey closed September 30th, 2022
- 2283 total surveys collected (1824 Village of DeForest Residents)

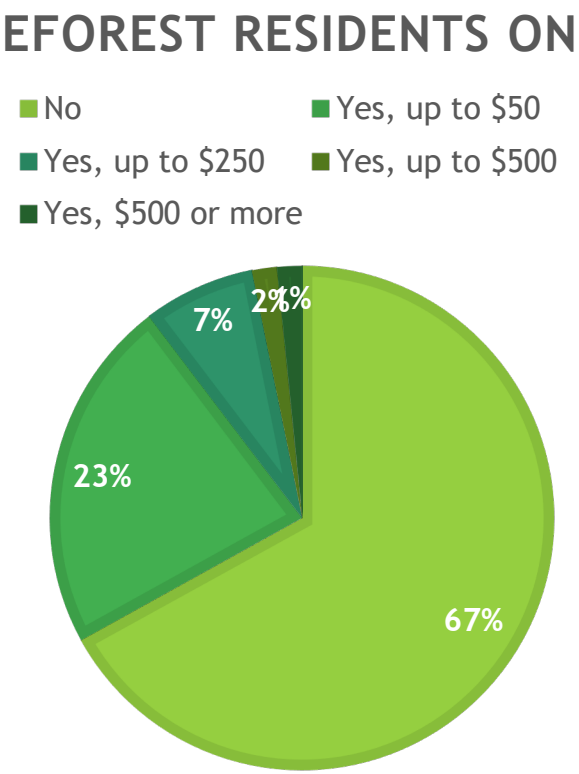
2. Do you support construction of an outdoor aquatic facility in DeForest?





3. Would you be willing to donate to the aquatic facility project?

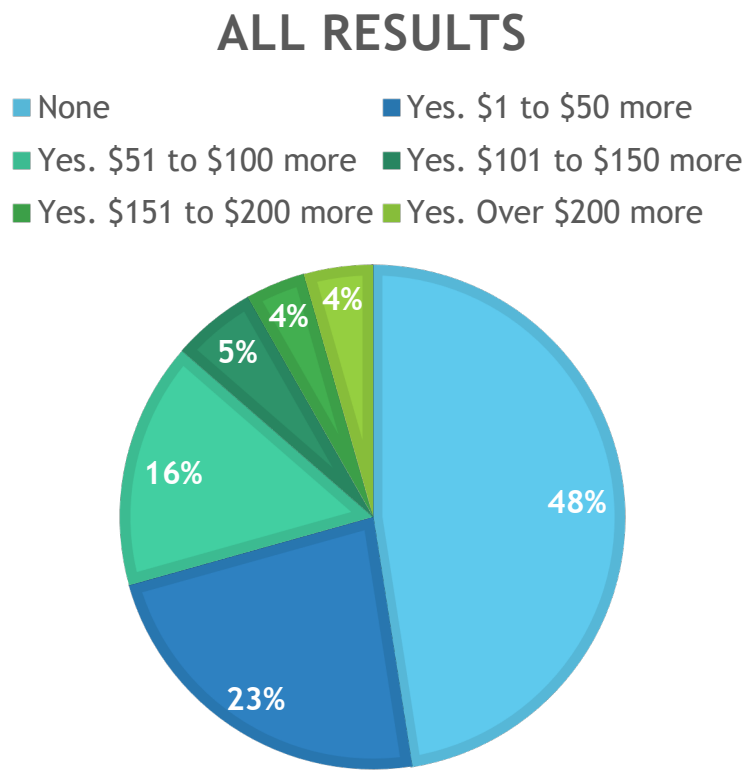


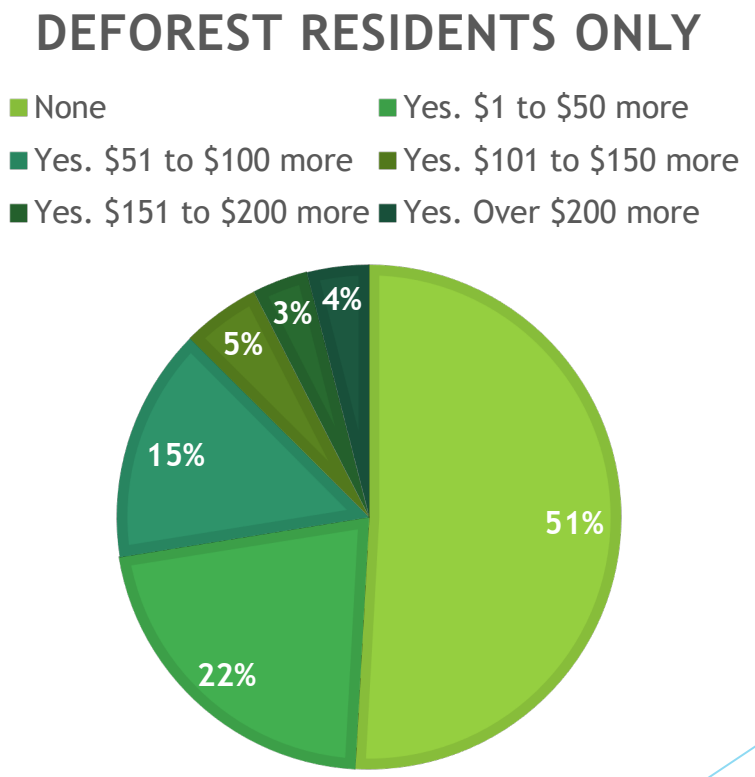


Percentage Breakdown Question 3

- All Results
  - No: 1462
  - Yes, up to $50: 568
  - Yes, up to $250: 186
  - Yes, up to $500: 36
  - Yes, $500 or more: 30
- DeForest Residents Only
  - No: 1215
  - Yes, up to $50: 412
  - Yes, up to $250: 130
  - Yes, up to $500: 29
  - Yes, $500 or more: 28

4. How much more in taxes a year (per $250,000 of home value) would you accept to pay for an outdoor aquatic facility? (i.e. the median single family home value in the Village of DeForest was $277,551 in 2021)

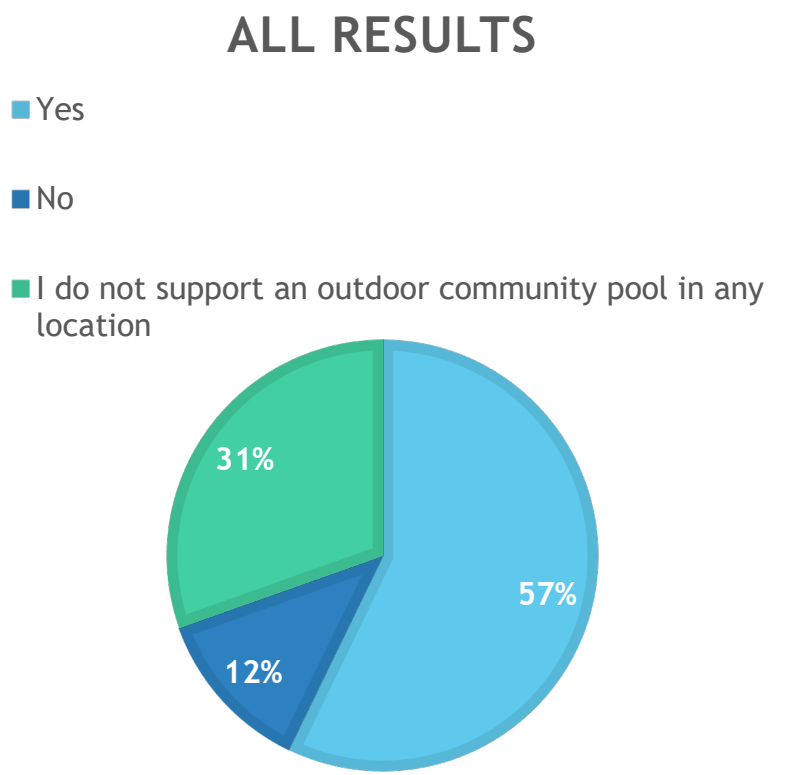


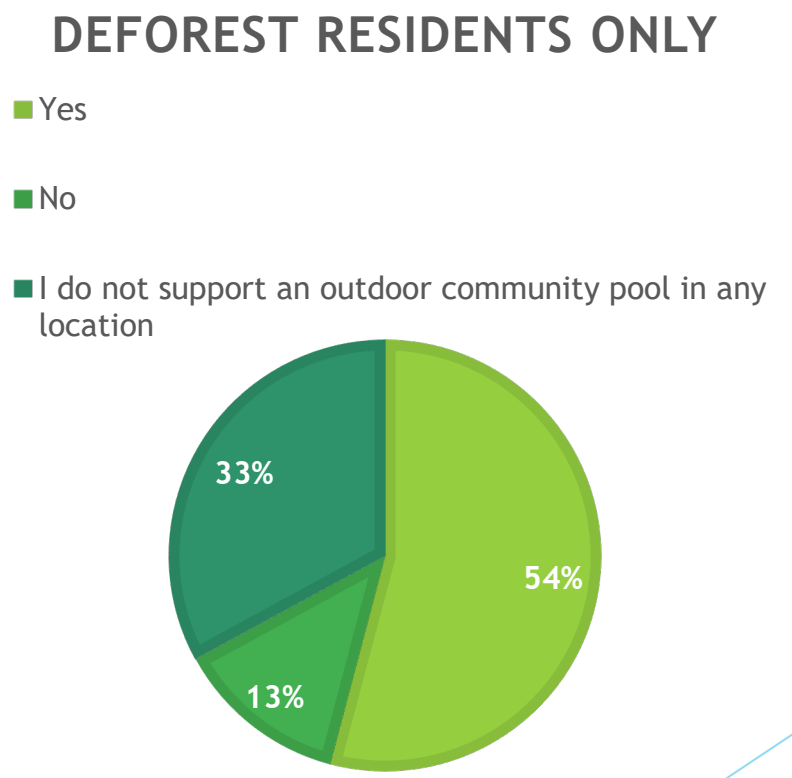


Percentage Breakdown Question 4

- All Results
  - None: 1085
  - Yes. $1 to $50 more: 527
  - Yes. $51 to $100 more: 360
  - Yes. $101 to $150 more: 123
  - Yes. $151 to $200 more: 87
  - Yes. Over $200 more: 100
- DeForest Residents Only
  - None: 928
  - Yes. $1 to $50 more: 394
  - Yes. $51 to $100 more: 274
  - Yes. $101 to $150 more: 91
  - Yes. $151 to $200 more: 65
  - Yes. Over $200 more: 72

5. Do you support an outdoor aquatic facility in the currently proposed Fireman's Park location?





Percentage Breakdown Question 5

- All Results
  - Yes: 1305
  - No: 283
  - I do not support an outdoor community pool in any location: 695
- DeForest Residents Only
  - Yes: 987
  - No: 236
  - I do not support an outdoor community pool in any location: 601

Overview:

- 57% perfect of Village Resident that participated in this survey support an Outdoor Aquatic Facility
- 33% would donate to the project.
- 49% would support some sort of tax increase.
- 13% do not support the Fireman's Park location

Staff Observation: The community is split on this project. More then 50% are in favor of a pool but are not in favor of a significant tax increase. Reviewing these results, I would say that a fundraising campaign would need to happen if the community wanted this as a reality.

Next Steps

Campaign Finance Feasibility Study

- Level 1: 30 Donor Engagement
- Level 2: 40 Donor Engagement
- Level 3: 50 Donor Engagement
- Cost Range: $15,000-$25,000
- Give more time to understand how much funds could be raised and then what would need to be taxed.

Referendum

- Continue to referendum
- Decide what election the referendum would be on.
- Decide on language of referendum question.

Table The Outdoor Aquatic Facility Discussion

- Decide to revisit at a later date.
- Mostly likely would result in a new feasibility study
- No timeline
- Ends process