Central Park Comprehensive Feasibility Study

Central Park Conceptual Layout, www.firestoneco.gov/632/Central-Park

TOWN OF FIRESTONE, COLORADO

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Facilitated by:

POINTS CONSULTING

Contents

1. Introduction & Executive Summary

Since acquiring Central Park's 252 acres in 2005, the town of Firestone has worked diligently on development of the area. As early as 2021, the Town has undertaken extensive efforts to prepare for the development of Central Park, including public outreach, the creation of a Conceptual Master Plan, and analyses with expert consultants. On September 10th, 2025, the Town of Firestone entered a Master Services Agreement with Card and Associates and the United Soccer League to explore enhancing the Central Park site with a stadium-anchored sports and entertainment district, with the intent to bring professional men's and women's soccer to Firestone.[1]

The Town's vision for Central Park is to be a vibrant community gathering place that will serve generations to come. The Town has been thoughtfully planning the development of Central Park, which is already home to the Carbon Valley Regional Library, Town Hall, Municipal Court, and Police Department. It is slated to feature a variety of mixed-use spaces, recreational opportunities, education, sports, entertainment, dining, and retail. The Town of Firestone has been working to produce a final concept for Central Park, which will include designs, specifications, and costs.

The "if you build it, they will come" philosophy is not sufficient grounds for such a substantial investment and has failed in other communities both inside and outside of Colorado. It is critical for Firestone to demonstrate to their potential funders, stakeholders, and residents that development of the site will provide a valuable community asset and positive socioeconomic benefits. To accomplish these goals, the Town of Firestone contracted Points Consulting (PC) to supply a feasibility study of Central Park.

This deliverable marks the final step of the Central Park Feasibility Study and includes all aspects of the scope of work. This final report includes:

- Economic Feasibility and Impact Assessment: Potential economic benefits in terms of jobs, earnings, sales, and tax revenue during both project construction (short-term) and operations (long-term)
- Implementation Plan: Covers the governing framework and delivers a set of short, mid, and long-term goals for the Town of Firestone to consider and implement.
- Demand Assessment: Analyzing the factors of demand for amenities in a region, such as population growth, age factors, incomes, and more.

[1] https://firestoneco.gov/CivicAlerts.aspx?AID=1145.

- Supply Assessment: Creation of an initial market area to evaluate the current supply of similar athletic facilities.

Facility Overview

The Central Park facility is intended to be the "heart" of the Town of Firestone, a mixed-used masterpiece combining recreational and open space, municipal services, retail and entertainment. Its central purpose will be to meet the needs of Firestone's existing residents, but its unique combination of features will also increase tourism while delivering a substantial economic impact.

Figure 1.1: Central Park Site Rendering

The exact combination of features and amenities is not finalized, but our working assumptions are based on the Site Plan and visuals shown in Appendix A. To briefly summarize, these include:

- Indoor Athletic Center, approximately 200,000 square feet
- United Soccer League (USL) Facility with approximately 5,000 seats
- 8 outdoor multi-use synthetic fields
- Splash pad
- Open space and trails
- K-8 charter school
- Retail and food service spaces, approximately 243,000 square feet
- Outdoor tennis facility and tennis stadium
- Indoor water park, approximately 140,000 square feet
- Hotel with approximately 100-140 rooms
- Senior housing complex with approximately 170 units with a combination of independent living, assisted living, and continuing care
- Multi-family housing, approximately 150 units
- Townhomes, approximately 25 units

Executive Summary

Economic Feasibility and Economic Impact Analysis

Central Park presents a compelling return on investment for the Firestone community. The development is projected to generate substantial employment, income, and economic output across Weld County and the surrounding area.[2] At full operation, Central Park is expected to support up to ***1,402 new jobs and nearly $53 million in annual earnings, while contributing over $136 million in new economic output***. This includes 993 jobs that are new to the Market Area, and 797 jobs that are new to Colorado.[3] In terms of new economic output, Central Park will surpass the output of colleges and universities in Weld County (e.g. University of Northern Colorado) and come close to the output of the freight trucking industry. The largest industries for growth (by percentage growth) are sports teams (+50%), assisted living care (21%), and recreation centers (19%). Overall, Central Park will bring a 7% growth in employment to Weld County.

The construction phase also delivers major short-term benefits. Based on an estimated ***$422 million in capital investment*** over six years, the project could generate up to ***1,600 short-term jobs in the area and $368 million in total economic activity.*** Actual results could be higher or lower, depending on how much labor is sourced from the immediate area. These figures underscore the scale of the investment and its potential to stimulate the regional construction and professional services industry. It should be noted that these impacts will likely be spread over the entirety of the construction process.

Figure 1.2: Central Park Education Center Rendering

Once fully stabilized, the Town of Firestone is expected to collect ***roughly $2.8 million annually from sales, property, and lodging taxes***, in addition to a ***one-time use tax exceeding $5.3 million*** during construction, spread out over the construction period as new permits are issued. Weld County could receive ***nearly $1.7 million in property taxes annually***, while the State of Colorado could gain an additional $3.9 million from sales

[2] Adams, Arapahoe, Boulder, Broomfield, Denver, Larimer, and Weld Counties

[3] Please see Chapter 2: Economic Feasibility & Economic Impact Analysis for more details on the methodology used to arrive at these conclusions.

and income taxes each year. Depending on the Town's level of initial investment, the return on investment (ROI) model suggests that ***Firestone could recover its contribution in as few as two years, or up to nine years for larger investments***.

Implementation Plan

Translating this vision into reality requires disciplined governance and a phased development strategy, both of which are already in motion. The Town of Firestone will continue serving as the lead public entity, but the long-term success of Central Park depends on the coordinated efforts of its partners and newly created institutions. The Firestone Downtown Development Authority (DDA) now functions as the core implementation vehicle and has been authorized to capture and reinvest incremental tax revenues through a Tax Increment Financing (TIF) District. These mechanisms ensure that the economic value created by Central Park is reinvested directly into its infrastructure and ongoing investments. The Town's public-private partnerships with Card & Associates and the United Soccer League (USL), bringing national expertise in athletic facility development, operations, and event management, which will be critical for execution of this plan.

The implementation roadmap runs through short, mid, and long-term stages. In the short term, the Town and DDA will finalize tax structures, partner agreements, and detailed site designs while engaging the community simultaneously. The mid-term phase will focus on infrastructure construction, major facility building, and attraction of key tenants. Finally, the long-term phase emphasizes programming, financial reporting, and community integration.

Assessment of Demand

Firestone sits at the center of one of the fastest-growing regions in Colorado. ***The Town's population has surged by more than 82% since 2010***, increasing from just over 10K residents to approximately 19K today. State projections indicated ***Firestone could exceed 50K residents by 2050***, outpacing much of the Front Range. This kind of sustained growth provides a reliable foundation of local demand for recreation, entertainment, and community infrastructure.

Demographically, Firestone's population is young and active. The median age of 35 years is several years younger than state and national averages, ***with the largest share of residents between ages 20 and 34***. This age structure, coupled with a high rate of family formation, indicates a strong market for youth sports, family recreation, and local entertainment venues. The community's median household income of $115K is among the highest in Weld County and substantially above national levels. These figures reflect a prosperous, family-oriented community with disposable income to support a wide range of recreational and retail activities.

Housing growth further reinforces this demand. Since 2010, Firestone has nearly doubled its housing stock, adding thousands of new homes to accommodate the influx of new residents. ***The Town of Firestone also projects at least 4,000 new permits by 2035***, showing that growth is expected to maintain at a high level. Vacancy rates remain low, signaling a tight and competitive housing market with a steady population flow. Collectively, these demographic and economic conditions point to a thriving local market capable of supporting a large mixed-use development. The scale and diversity of Central Park's planned amenities align directly with Firestone's youthful and economically stable population base.

In recent years, the labor market around Firestone has shown meaningful growth in employment and wage trends. Within Weld County, the employment growth rate has boosted by 12 percentage points since the 2020 COVID-19 pandemic. Wage growth has continued a steady upwards linear trend despite the recession, growing by 83 percentage points since 2014. This combination of growth supports the notion that Firestone and nearby areas are not just growing in population but also increasing economic capacity.

Assessment of Supply

Within the surrounding region, few comparable facilities match the ambition of Central Park. While residents currently rely on facilities such as the Carbon Valley Recreation Center or sports complexes in Arvada, Lakewood, and Aurora, these locations are often a capacity and serve significantly larger markets. The lack of mid-sized, multi-use recreational facilities north of the Denver metro area has left a gap that Firestone is uniquely positioned to fill.

Figure 1.3: Hockey at the Sports Stable

The current mix of proposed amenities, which includes an Indoor Athletic Center, stadium, hotels, retail, and open field spaces, creates a complete ecosystem of activities that few communities offer for Denver suburban residents. The combination of consistent recreational amenities paired with high-profile sports opportunities and hospitality offerings allows Central Park to operate as both a local gathering place and a regional draw.

Firestone's location between Denver and Fort Collins, with direct access to I-25 and State Highway 119, strengthens its competitive position. The Town can capture visitors traveling along one of Colorado's busiest commuter corridors, while simultaneously serving as a central hub for neighboring communities such as Frederick, Dacono, and

Longmont. The supply analysis confirms that the area lacks comparable development capable of hosting the multitude of events Central Park can be used for, such as sports tournaments, conferences, and year-round recreational programming.

Figure 1.4 Central Park Site

Source: PC on-site visit, 2025

2. Economic Feasibility & Economic Impact Analysis

This chapter details the methodology and results of the Economic Feasibility Study portion of the project. These results are an amalgamation of the demand and supply chapter, combined with new research on visitor spending habits, visitation totals, and operational capacity.

Our three objectives with this economic impact analysis are to:

1. Explain the short-term economic impact of Central Park's development to the community during the construction phase.
2. Elucidate the overall long-term economic impact of Central Park to Firestone and surrounding communities.
3. Explain the return on investment in terms of increased tax revenues to Firestone and other surrounding taxation districts.

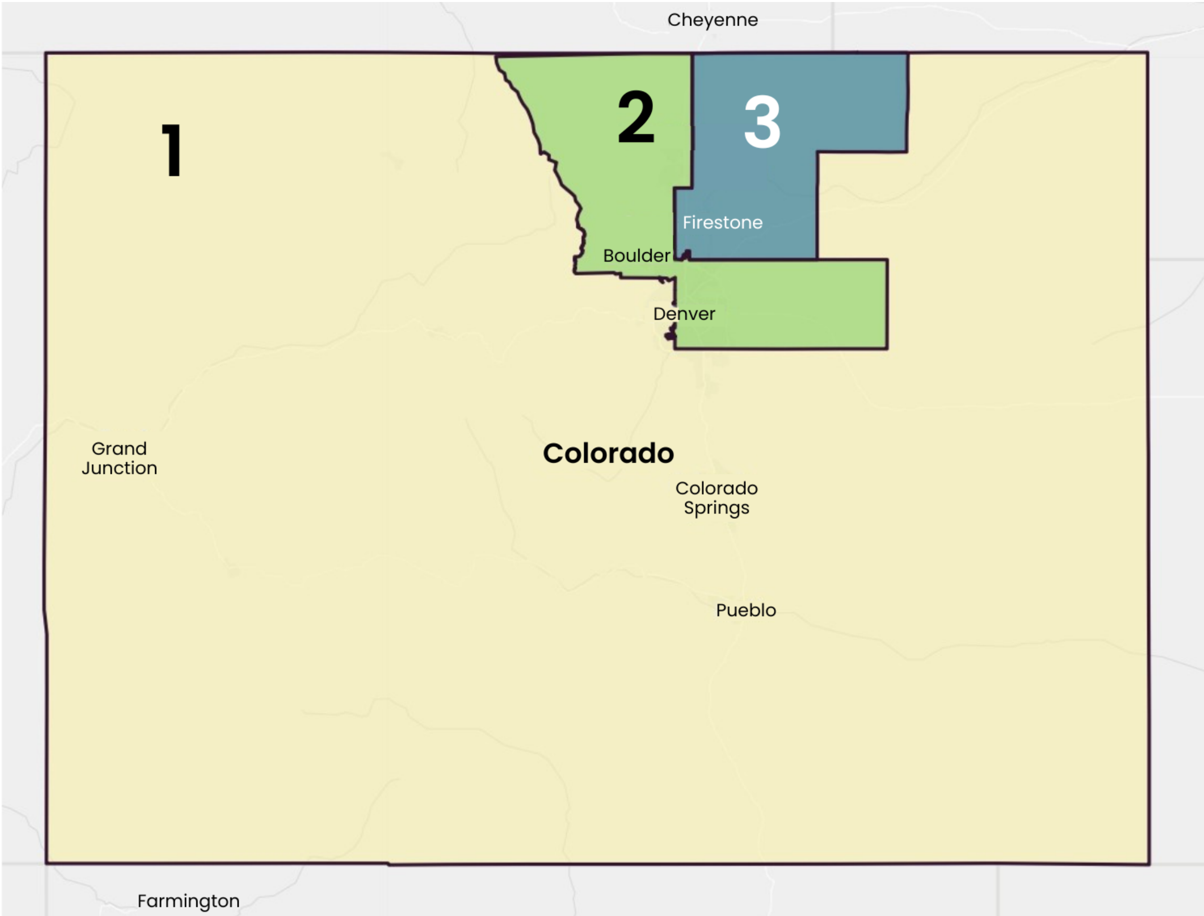
Model Specifications

Figure 2.1 shows the detailed geographical areas being analyzed by the Economic Impact Assessment (EIA). The largest area, with the broadest reach, is the state of Colorado. The findings for the state reflect the impacts generated by new visitation from out-of-state visitors. The next largest geography is the Firestone Market Area, which captures all growth driven by visitors traveling from outside the Market Area counties.[4] Finally, the smallest geography is Weld County, where findings represent the total new impact from all visitors traveling from outside the County.

These findings are not additive with those for Colorado or the Market Area. Instead, the findings for Colorado and the Market Area isolate narrower definitions of "new" spending within the overall impacts reported for Weld County. PC presents a numerical explanation in the following findings.

[4] For the Economic Impact Assessment, the Market Area was defined as Adams, Arapahoe, Boulder, Broomfield, Denver, Larimer, and Weld Counties. Three counties included in the initial Market Area (Douglas, Jefferson, and Morgan) were removed. Analysis on these counties can be found in Chapter 5. Portions of these counties were not considered part of the core Market Area, and their inclusion would likely have overstated the benefits measured in the Assessment. Visitors from these areas are now incorporated into the broader Colorado assessment.

Figure 2.1: Scenarios by Area



1 **Colorado**
- Full Central Park Scenario

2 **Local Market Area**
(Adams, Larimer, Arapahoe, Denver, Broomfield, & Boulder Counties)
- Full Central Park Scenario

3 **Weld County**
- Full Central Park Scenario
- Card Facility (alone)
- USL Facility (alone)

Figure 2.2 displays the primary facilities currently planned for Central Park. These facilities are subject to change and should not be considered a finalized plan. The PC team divided impact findings into three categories: an Athletic Center economic impact assessment, a USL Stadium impact assessment, and an assessment of the entire Central Park across the geographies previously described.

There are two main reasons for this approach. First, we believe that the Athletic Center and Stadium will serve as anchors for Central Park, supported by retail and other surrounding amenities. Second, we have more robust data on the operating models of these two facilities than for other components of the development. For the Athletic Center, the PC team received a detailed expense-based pro forma from the selected vendor, Card & Associates, showing how their facilities operate and how they may impact the region. For the Stadium, we were supplied with visitation statistics and high-level revenue estimates for various United Soccer League (USL) stadiums across the United States. In both cases, our prior studies and research into local tourism spending provide strong evidence regarding how many visitors will come and what they are likely to spend their money on.

For the remaining Central Park features, our team estimated the scale of operations by referencing comparable facilities (both local and non-local) and industry research. Their economic impacts were calculated using the appropriate six-digit North American Industrial Classification (NAICS) codes. These combined estimates for the full "Central Park" assessment are expected to be more variable and carry a larger margin of error than our more detailed estimates.

Figure 2.2: Model Specifications by Facility

Theoretical Framework

An economic impact analysis is an important tool in any real estate development involving a public-private partnership. Such analyses shift the conversation from benefits realized by the developer to those appreciated by the broader community. An EIA quantifies the value of an event or project to a regional economy by modeling its ripple effects on job creation, employee earnings, economic output, and tax revenue. It can also be used to compare the costs and benefits of various public and private development options, which must also be considered in light of operational capabilities, risk tolerance, and net public benefit. In this analysis, Points Consulting (PC) measures the impact of the proposed new Central Park operations in Weld County, the Market Area, and the state of Colorado.[5]

Figure 2.3: Economic Impact Analysis Definitions

Jobs - full-time equivalent jobs created or supported because of the Facility

Earnings – the earnings of jobs created or supported because of the Facility

Economic Output (or sales) – the dollar value of increased regional economic transactions because of the Facility

Tax Revenue – tax revenues that can be attributed to the economic activity of the Facility

To understand this full cycle, our EIA measures four key components:

- **Initial impacts:** the first-round injection of spending into the economy from visitors and operations that would not have occurred otherwise.
- **Direct impacts**: the immediate purchases made by industries in the initial supply chain (e.g., purchases of raw material or initial stock).
- **Indirect effects:** the subsequent ripple effects across the supply chain resulting from direct spending (the second round of impacts across the supply chain).
- **Induced spending:** the household spending by employees of the new establishments.

[5] Though most of the proposed Central Park facility impacts will be felt in Weld County, economic impact models function best when conducted at the county or multi-county level. Given the nature of industry trade, it is necessary to analyze larger economic areas. these more accurately represent resident spending patterns and the supply chains of regional businesses.

It is important to note that in this study, PC is measuring the annual impact of Central Park facilities once they are fully operational and integrated into the regional economy. As with any new development, there is a ramp-up period during which usage (and therefore economic impacts) has not yet reached its optimal levels.

In addition to increasing output and earnings in the region, Central Park will also diversify the economy by generating employment in new industries. Some of this employment may not be directly related to the various sites within Central Park. These data are presented in the "Detailed Jobs" Section

Economic Outcomes

Central Park can generate a noteworthy economic impact as a tourism asset by attracting visitors from outside Weld County and the broader region. The scale of this impact will depend on the ability of site management to attract, organize, and host regional and national sports tournaments, as well as curate a wide range of other activities that entice non-residents to explore the site. This capacity is largely influenced by facility quality, staff expertise, and connections with existing leagues and tournament organizations. While local visitors would certainly attend tournaments and events, their spending would be much lower and generate less new economic activity than that of attendees traveling from outside the region.

In this analysis, **initial impacts** refer to spending by either Central Park facilities themselves or by people visiting the region to use the facilities. **Direct impacts** refer to the initial wave of spending by facilities and businesses at Central Park through inter-industry transactions in the supply chain. **Indirect effects** refer to secondary supply chain spending as money continues to circulate through the economy. Finally, **induced spending** captures household spending by employees who receive wages from Central Park facilities. Induced jobs are extra jobs created elsewhere in the economy by this spending.

Table 2.1 summarizes the economic impact of the entire site at full operational capacity on Weld County. The facilities included are:

- Indoor Athletic Center
- Soccer Stadium
- Retail District
- Two Hotels
- Multi-purpose Fields
- Indoor/outdoor Racquet Facility
- Apartments
- K-8 School
- Senior Living Facility

Overall, Central Park would deliver substantial economic benefits to the region. Weld County itself could see an increase of up to 1,402 jobs and $53 million in earnings. These jobs would be supported by more than $136.6 million in additional economic output. Approximately 175 jobs would come from the 200,000-square-foot Indoor Athletic Facility, which would generate large employment and revenue opportunities, with relatively low overhead costs.

The stadium will host roughly 40 home matches annually and will be programmed to accommodate additional activity throughout the year, including high school sports, concerts, community events, and non-field uses like corporate and private events. These added events help sustain energy and economic activity beyond the core season. During winter months, USL will seek to introduce programming such as a winter festival, though the stadium may otherwise see limited use during that time.

Table 2.1: Weld County Impacts

Impact	Employment	Labor Income	Output
Indoor Athletic Center			
Initial	134	$4.0M	$11.8M
Direct	18	$1.0M	$2.5M
Indirect	6	$320,000	$810,000
Induced	16	$980,000	$2.6M
Total	**175**	**$6.3M**	**$17.7M**
Stadium			
Initial	34	$1.4M	$3.3M
Direct	5	$230,000	$570,000
Indirect	1	$70,000	$180,000
Induced	5	$270,000	$690,000
Total	**45**	**$2.0M**	**$4.7M**
Central Park			
Initial	1,081	$35.2M	$90.6M
Direct	150	$8M	$20.5M
Indirect	49	$2.6M	$6.8M
Induced	122	$7.2M	$18.7M
Total	**1,402**	**$53M**	**$136.6M**

Source: Points Consulting using Lightcast, 2025

As with any economic impact analysis, results are most accurately generated at broader geographic levels. Larger areas provide a more appropriate approximation of individual and business commuting and spending patterns than smaller, individual regions. That said, we expect that the counties and cities closest to Central Park will draw the largest number of visitors, with Firestone being the most affected town. In addition to the local impact, the Market Area could also see an increase of 993 jobs. These jobs are not additive to the 1,402 from Weld County; rather, they help identify incremental differences between regions.

Nearly all non-regional visitors to the facility will originate from outside Weld County. This means the County will receive the maximum benefits from these visitors. However, some visitors may come from Boulder, which is located outside of Weld County but within the Market Area. These visitors generate an impact for Weld County but not for the Market Area. The same principle applies to visitors that are residents to Colorado, but also reside outside of the Market Area. Their spending would still occur within the state, so the state experiences no new economic impact. Colorado only benefits from new out-of-state spending, which mostly occurs through overnight trips.

As a result, 1,402 jobs are new to Weld County, and 993 of these jobs are also new to the Market Area (Table 2.2). This means 409 jobs are new to Weld County but not to the Market Area. An even smaller number of jobs are new to the State of Colorado, as many are created in Weld County by residents from other Colorado counties.

Table 2.2: Market Area Impacts for Entire Park

Impact	Employment	Labor Income	Output
Initial	622	$27.6M	$69.4M
Direct	110	$8.6M	$21.9M
Indirect	53	$4.1M	$10.7M
Induced	208	$15.6M	$40.5M
Total	**993**	**$55.9M**	**$142.5M**

Source: Points Consulting using Lightcast, 2025

As mentioned previously, the state of Colorado could benefit from an additional 797 jobs (Table 2.3). Total economic output from Central Park will also increase, reaching up to $109.9 million.

Table 2.3: Colorado Impacts for Entire Park

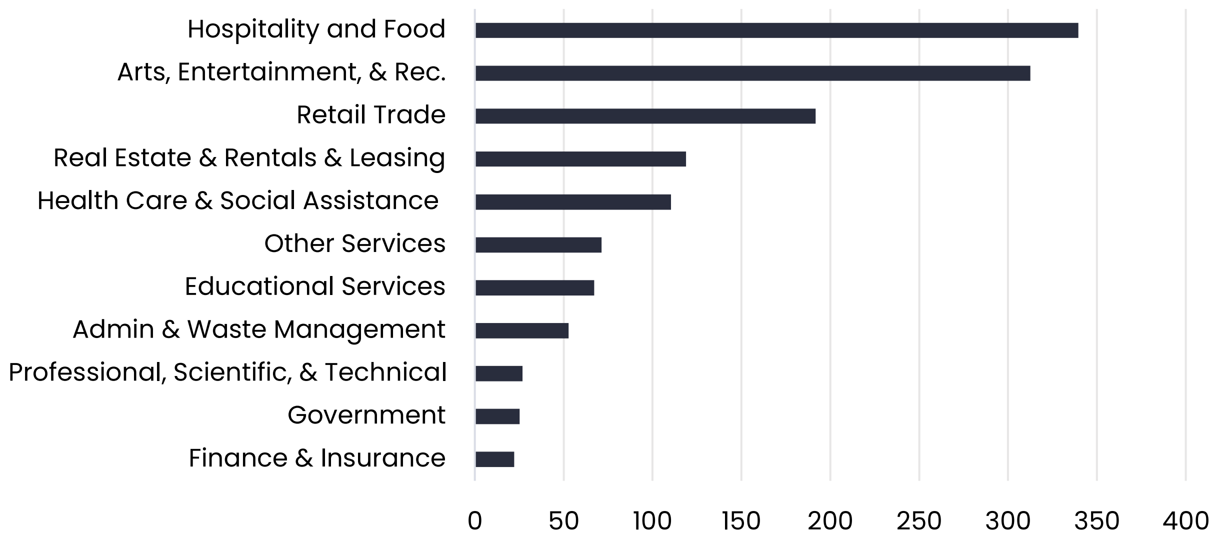
Impact	Employment	Labor Income	Output
Initial	455	$19.9M	$48.2M
Direct	79	$5.6M	$14.4M
Indirect	38	$2.8M	$7.1M
Induced	225	$15.6M	$40.2M
Total	**797**	**$43.9M**	**$109.9M**

Source: Points Consulting using Lightcast, 2025

Detailed Jobs

If developed to the concept plan, numerous industry sectors in Weld County would be positively impacted (Figure 4.4). The largest number of jobs would be added in sectors which are to be expected, including restaurants and hospitality (+339), recreation (+313), and retail trade (+192). However, these effects will be realized all over the economy, even in unexpected industries such as museums, promoting/advertising, and zoos.

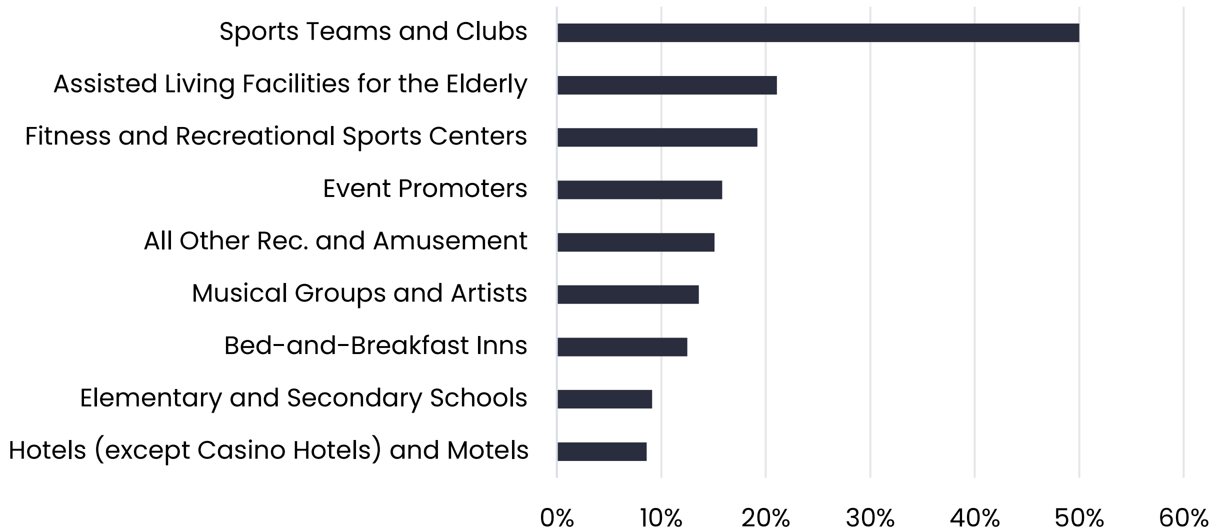
Figure 2.4: New Employment in Weld County by Industry



Source: Points Consulting using Lightcast, 2025

While it is helpful to evaluate growth in broader industries, we can also break down growth by smaller individual industries to truly undertand where the largest impacts are happening. Figure 2.5 shows which industries are expected to grow the most by percentage. The Sports Teams and Clubs industry could see a 50% increase in employment, rising from 48 current jobs to 72. This is followed by Assisted Living Facilities and Fitness and Recreational Sports Centers, all of which are key aspects in the development of Central Park.

Figure 2.5: Percentage Growth by Six Digit NAICS



Source: Points Consulting using Lightcast, 2025

Construction Impact

Although full operational capacity of Central Park won't be reached for years, the process necessary to develop the site will still bring employment opportunities and economic output through construction, landscaping, engineering, and more. These job opportunities will create similar ripple effects in the surrounding communities, although the impacts will be short term until construction of the site is completed.

A detailed summary of construction costs has not been completed for Central Park, therefore the findings in this section are derived from construction cost estimates found using RSMeans. The RSMeans database is updated quarterly, tracking both the City Cost Index (CCI) and key building material costs. The Historical Cost Index (HCI) applies the CCI and updates it to a historical benchmark, allowing for location-based cost indexing over time. This tool helps forecast construction costs, compare across regions, and updates estimates nationwide.

For this project, our team used GIS measuring tools to approximate the size of Central Park amenities and made assumptions on the building materials used. The assumptions can be found in Appendix B. Unfortunately, RSMeans does not provide data for Firestone due to its smaller size and lack of available data. To estimate potential construction costs in Firestone, we examined data across several nearby Colorado cities.

Table 2.4 shows the economic impacts of the entire construction process in Weld County, the Market Area, and the State of Colorado. Noticeably, impacts in Weld County are smaller in this model than the broader region, which is inverted from the previous economic impact model. The reason for this can be deduced by the nature of the activity being modeled, and the method by which new economic activity is entering the system.

The operational model for Central Park was driven by both operations and newly expected visitation and measured new spending from visitors, residents, and event participants. In that framework, the impact originates from outside the region and flows into Weld County as new demand for goods and services. In this model, much of the demand was external to the county but internal to the state.

The construction model, however, is fundamentally different. Rather than measuring new consumer demand entering the region, it measures the supply-side activity required to build the site. This phase is not driven by external visitor spending but by capital investment, which filters through existing production supply chains.

Construction in Weld County relies on a wider regional supply chain which draws workers from across Colorado and sometimes beyond. This model is focused on new investment and short-term jobs that don't currently exist. For example, a Denver architect that is hired to design the stadium is new work that would never have occurred without the project. However, a new visitor to the site from Denver would have spent money in Colorado anyways when considering the previous model. Given the nature of the construction industry, these jobs will hypothetically be both created and finished by the construction process, although some may not follow that pattern. The operational and construction models themselves also represent different types of economic shocks. A description of this can be found in the Methodology section.

To summarize, this model doesn't track new external demand to Central Park for employment. Instead, this model shows that of all the jobs created or supported by the new capital investment, where 3,447 jobs occur somewhere in Colorado, and 1,614 occur in Weld County.

Table 2.4: Economic Impacts of Construction

Weld County			
Category	**Jobs**	**Earnings**	**Sales**
Initial	1,087	$112.2M	$274.3M
Direct	179	$13.3M	$42.6M
Indirect	72	$3.8M	$10M
Induced	277	$15.8M	$40.9M
Total	**1,614**	**$145.1M**	**$367.8M**
Market Area			
Category	**Jobs**	**Earnings**	**Sales**
Initial	1,057	$129.4M	$316.5M
Direct	254	$23.7M	$73.8M
Indirect	139	$11.2M	$29.3M
Induced	797	$59.3M	$153.4M
Total	**2,246**	**$223.6M**	**$573M**
Colorado			
Category	**Jobs**	**Earnings**	**Sales**
Initial	1,357	$160.1M	$391.4M
Direct	344	$30.1M	$94.2M
Indirect	190	$14.3M	$37.7M
Induced	1,556	$107.1M	$276.4M
Total	**3,447**	**$311.6M**	**$799.7M**

Source: Points Consulting using Lightcast, 2025

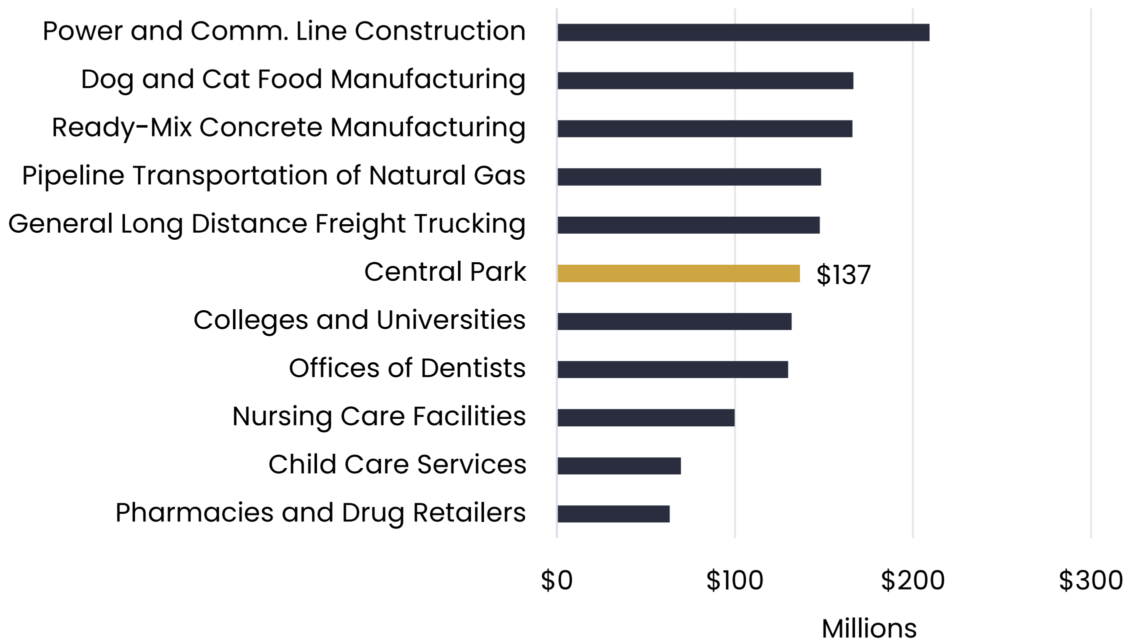
Economic Impact Comparison

The detailed economic impact information conveyed in the preceding figures and tables is helpful for understanding the size and nuances of the site's impact, though these numbers can be hard to grasp without contextual comparison to well-known industries. As previously noted, Table 2.1 displays economic output (or sales) within Weld County for an average year. In Figure 2.6, the site's total sales impact is compared to ten other significant industries within the region.

Several caveats are necessary in relation to Figure 2.6. It is important to note that sales values associated with Central Park represent the entire economic impact, including ripple effects (i.e., initial, direct, indirect, and induced effects). In order to make a comparison, PC likewise simulates the total sales impact of the comparative industries. These sales impacts should be considered a rough approximation because PC did not collect any detailed data directly from any businesses other than CA to conduct this study. Also, please note that some industries cited in Figure 2.6 are business-to-business oriented rather than business-to-consumer oriented and hence capture a greater economic impact from outside of the region.

The site is projected to vie with recognizable industries in a variety of fields. Among the industries that Central Park would surpass are Colleges and Universities in Weld County, which includes the University of Northern Colorado in Greeley. Alternatively, Pipeline Transportation of Natural Gas edges out the new production in Central Park, but not by much.

Figure 2.6: Comparison of Impacts by Industry ($ Millions)



Source: Points Consulting using Lightcast, 2025

Fiscal Impact

An Economic Impact Analysis is a tool designed to understand the broader implications that a singular "event" (or set of events) has within a specific economic region. If this is done well, it will allow not only a broad sense of the economic benefits of an event, but also of the specific elements of these impacts, such as the amount of revenue accruing to municipal or state governments through new or increased tax revenue. Tax generation estimates can include lodging, property, sales, and local income taxes.

It is worth noting that this analysis does not include excise taxes. Many excise taxes are based on a per unit basis rather than the total dollar volume of sales. This analysis does include sales tax, property tax, use tax, and income tax. Deductions and exemptions were calculated according to Colorado and Firestone tax codes. Sales taxes for Firestone were calculated assuming that approximately 68% of the total sales in Weld County from the EIA were concentrated only in Firestone.

Weld County's mill levy system divides property taxes into different authorities depending on the rates they set. At the location of Central Park, which is Tax District 5472, the total mill levy is 104.385 mills, or $104.385 per $1,000 of assessed value. Of this, 6.805 mills is allocated to the Town of Firestone, and 15.956 mills goes to Weld County. Table B.9 in the appendix shows the total property taxes being allocated to each authority from the new Central Park development (at full capacity). The rates and assumptions used for other taxes found in this chapter can also be found in Table B.10.

As shown in Table 2.5, Firestone will collect approximately $2.8 million from sales, property, and lodging taxes. The use tax revenue will be a one-time occurrence accrued during the construction process, although the total amount ($5.3M) will likely be spread out over entire length of construction. Weld county will collect $1.7 million from property taxes, and Colorado will collect nearly $4 million from both sales and income taxes. Also note that these figures represent the Site operating at full capacity.

Table 2.5: Firestone, Weld County, and Colorado Fiscal Impacts

Category	Tax Revenue
Firestone	
Use Tax (single application)	$5,331,000
Sales Tax (yearly, full capacity)	$1,990,000
Property Tax (yearly, full capacity)	$732,000
Lodging Tax (yearly, full capacity)	$62,000
Yearly Total (excluding Use Tax)	**$2,784,000**
Weld County	
Property Tax	$1,695,000
Colorado	
Sales Tax (yearly, full capacity)	$2,341,000
Income Tax (yearly, full capacity)	$1,591,000
Yearly Total	**$3,932,000**

Source: Points Consulting using Lightcast, 2025

Table 2.6 shows the possible tax impact from sales during the construction period as intense development brings increased sales and jobs to the area.

Table 2.6: Fiscal Impact of Construction

	Firestone	Colorado
Construction Sales Taxes	$7,989,000	$9,436,000

Source: Points Consulting using Lightcast, 2025

While the final figures are unknown, the Town of Firestone is expected to contribute some level of investment toward site construction. Based on the estimated total building cost of $422 million (Table B.5), our team developed a return-on-investment model projecting annual tax revenues over time. This model assumes a six-year ramp-up period from initial construction to full capacity. Using that timeline, we distributed projected use, property, and sales tax revenues across a ten-year period to determine when the Town's initial investment would be recovered. We also built a sensitivity model to test ROI outcomes under different investment scenarios.

Table 2.7 shows estimated tax revenues until the Site reaches full maturity. During the process, it is expected that sales tax and property tax will rise simultaneously as more properties are activated. Meanwhile, construction and use taxes will rise rapidly in the early stages of site development but will begin to taper off and eventually reach $0 by year seven of development. The final row of the table shows the results in 2025 dollars accounted for future inflation, which is subject to differences in next ten years. Please note that year one signifies the breaking of ground on the Site.

Table 2.7: Tax Revenues by Year

	Stabilized Total	Year 1	Year 2	Year 5	Year 10
County Taxes					
Property Tax	$1.7M	$85,000	$1.3M	$1.7M	$1.7M
Town Taxes					
Sales Tax	$2M	$99,000	$597,000	$1.9M	$2M
Construction Sales	$0	$399,000	$1.9M	$240,000	$0
Use Tax	$0	$267,000	$1.3M	$160,000	$0
Property Tax	$732,000	$36,000	$217,000	$709,000	$723,000
Lodging Tax	$62,000	$0	$0	$31,000	$62,000
Total	**$2.8M**	**$801,000**	**$4.1M**	**$3.1M**	**$2.8M**
Inflation Adjusted	**$2M**	**$801,000**	**$4M**	**$2.7M**	**$2.1M**

Source: Points Consulting using data from Lightcast, Town of Firestone, and Weld County, 2025

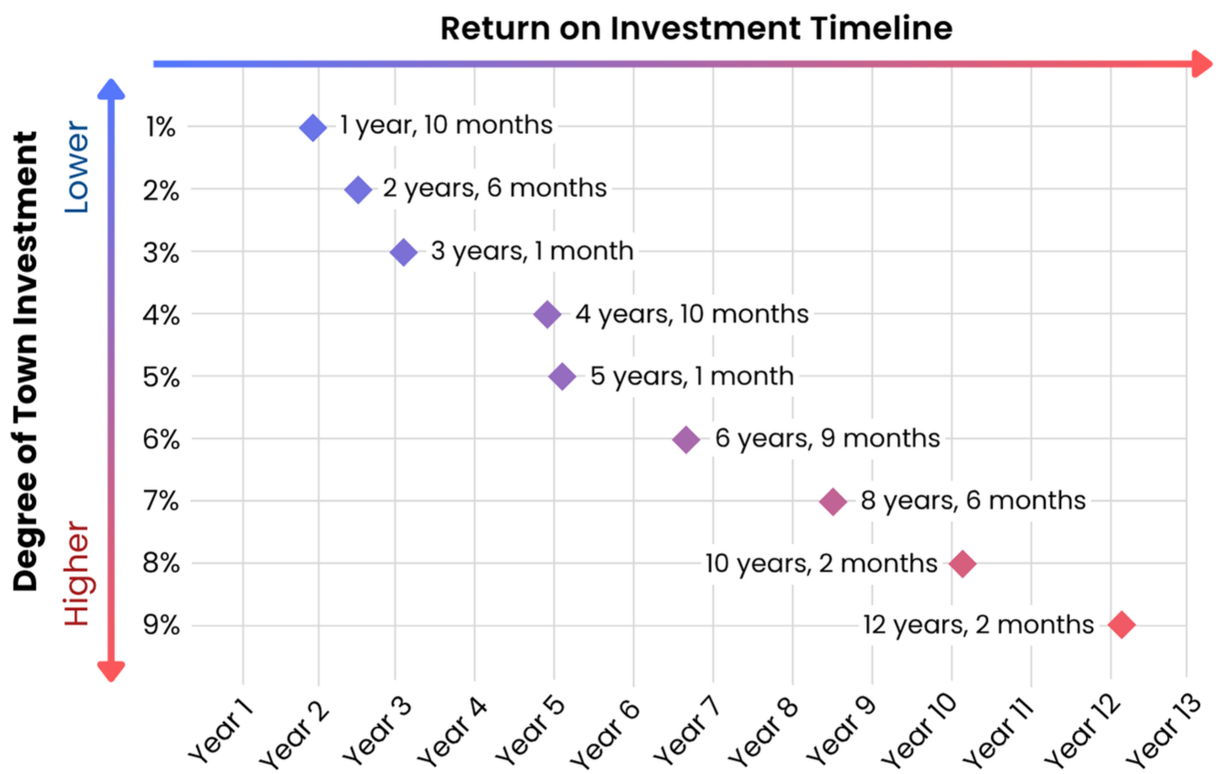
The ratios in Table 2.8 show the relationship between investment amount and the total of money recouped. So, if the Town of Firestone invests 7% of the construction amount (27.8 million), then they will break even on their investment by year nine (i.e. a 1.0 ratio). Alternatively, if the Town invests 1% of the final construction costs ($4 million), the breakeven point will come closer to year two.

Table 2.8: Return on Investment Analysis

Town Investment %	Investment	Year 1	Year 5	Year 8	Year 10
1%	$4.0M	0.20	4.97	6.74	7.80
2%	$7.9M	0.10	2.49	3.37	3.90
3%	$11.9M	0.07	1.66	2.25	2.60
4%	$15.9M	0.05	1.24	1.69	1.95
5%	$19.9M	0.04	0.99	1.35	1.56
6%	$23.8M	0.03	0.83	1.12	1.30
7%	$27.8M	0.03	0.71	0.96	1.11
8%	$31.8M	0.03	0.62	0.84	0.98
9%	$35.8M	0.02	0.55	0.75	0.87
10%	$39.7M	0.02	0.50	0.67	0.78

Source: Points Consulting using data from Lightcast, Town of Firestone, and Weld County, 2025

Figure 2.7 Return on Investment Timeline by Degree of Town Investment



Source: Points Consulting using data from Lightcast, Town of Firestone, and Weld County, 2025

Methodology

As with any professional economic impact analysis, PC's approach focuses on measuring the net (or "but for") impact of Central Park on the given geographies. Rather than simply modeling the effects of spending by all customers, the study considers what economists call "counterfactual possibilities." The counterfactual possibility in this case is that if the Facility were never developed, many residents would still spend the same amount of money on sports activities and retail within the region using existing options. Though this may not be exclusively true, it is exceedingly difficult to provide evidence that in-region spending would increase on net as a result of a new Facility. Consequently, economists typically discount the impact of in-region spending when conducting an EIA. For this reason, PC adopts a conservative approach in its EIA, including only spending by adult visitors from outside of the region of analysis (e.g., Weld County, the Market Area, or Colorado).[6]

To determine the economic impact of the proposed Central Park, PC analyzed multiple other facilities of a similar nature. PC verified that projected revenue and spending are within reasonable expectations through several benchmarking exercises. For example, PC compared revenue per square foot for gyms nationwide to other similar-style gymnasiums. To protect the confidentiality of other facilities, we do not include precise annual operational costs in this report. However, these values are incorporated into the preceding EIA. Additionally, PC reviewed numerous other analyses related to the economic impact of youth sports events, retail, senior living, and more to validate the findings of this report.

Forecasting the number of visitors and their anticipated spending required PC to build an economic model using a variety of data sources. PC utilized an estimated proportion of unique visitors to other facilities, which was combined with industry benchmarking data on the number of users and visitors to other facility types. These data enabled PC to predict the total number of visitors from outside the specified geographic areas. The report provides statistics on daily visitor spending, broken down by industry category. PC then adjusted these figures to account for the unique spending patterns of youth travelers and other regional dynamics.

PC also accessed data from similar stadiums participating in the United Soccer League, which offered insights into visitor numbers for comparable markets. For facilities where no data were available, PC conducted additional research to identify the most reasonable visitor estimates for the area.

Both the construction and operations analyses use input-output modeling, but they represent different types of economic shocks. In the construction phase, project expenditures are treated as a one-time increase in final demand for construction

[6] The methodology of discounting usage by local residents is standard practice in EIA studies. One of the more influential papers on this topic is: Watson, Philip & Wilson, Joshua & Thilmany, Dawn D. & Winter, Susan, "Determining Economic Contributions and Impacts: What is the difference and why do we care?," *Journal of Regional Analysis and Policy* 37 (2007): 1-7, https://ideas.repec.org/a/ags/jrapmc/132414.html.

services, which propagates through supplier industries and labor income. In the operations phase, visitor and business spending are treated as ongoing final-demand inflows that support annual activity in service industries. Although the model structure is identical, the nature and direction of the demand inputs differ, resulting in distinct economic impact results.

3. Implementation Plan

Chapter two focused primarily on the possible economic outcomes that would result from new spending in the Firestone area. Proceeding chapters in this study identify the economic, demographic, and market conditions that shape the feasibility of the site. This Implementation Plan serves as the bridge between analysis and action, charting the necessary steps for moving the project forward and creating a structure that ensures long-term sustainability.

The project team has worked closely with the Town of Firestone and Card & Associates to research similar facilities during site visits to aid the planning process by learning from previous successes and failures in the Market Area. PC has also conducted interviews with local organizations to not only learn about the demand and feasibility for the park, but also to investigate potential partnerships that the Town of Firestone can investigate during the implementation phase. Partnerships with local teams and business owners will ensure that Central Park develops in a way that is both economically feasible and socially beneficial.

The overall aim is to enable a decision-ready framework that allows town leadership to move forward confidently, whether through a phased development strategy, a public-private partnership, or a combination of the two.

Governance and Project Framework

The Town of Firestone is positioned to act as the lead public entity overseeing the implementation of Central Park, but the long-term success of the project will depend on shared governance and the coordination of multiple partners. As mentioned previously, the Town has contracted with both Card & Associates (CA) as well as the United Soccer League (USL) in a Master Services Agreement to explore the potential partnership opportunities in bringing the athletic center and stadium to a sports-anchored district supplemented with retail. Card & Associates is renowned for their work across the United States implementing and managing a wide variety of athletic centers, while the USL has been a rapidly expanding soccer league aimed at both medium and large markets. These partners could prove vital in the overseeing of Central Park's development process while the Town of Firestone focuses on the other aspects of the Site.

The Town has also enacted a Downtown Development Authority (DDA), which is a special quasi-governmental organization that is enabled by a state statute and allows for municipalities to collect a portion of the incremental taxes generated within the district to reinvest those funds into economic development activities within the same area. DDA's allow communities to kickstart their downtown revitalization initiatives. These Downtown Development Authorities are subject to Colorado Revised Statutes

Section C.R.S. 31-25-801. Firestone's Downtown Development Authority is comprised of five members and a DDA Special Council member. The DDA was elected in June/July of 2025 and has since moved forward with the Central Firestone District Development Plan.

The development plan revolves around the execution of Central Park to bring a new sense of "Civic Heart" to the community. Furthermore, the plan is meant to be transparent and open for interpretation, as the DDA hopes to create an inclusive process where the community is heard during the development of the Site. Currently, the DDA plans to implement a Tax Increment Financing (TIF) District to aid in the financial recouperation of the Town's investments. This TIF district allows the Central Firestone District to collect a portion of incremental property and sales taxes generated within its designated boundaries, which is directly reinvested with the Central Firestone District area to finance projects, drive economic growth, and support revitalization efforts.

The DDA functions as the core implementation vehicle for Central Park's public components. Established to catalyze investment in the Central Firestone District, the DDA captures and reinvests incremental property tax revenues to fund public infrastructure and community improvements. For Central Park, the DDA will be responsible for:

- Managing TIF revenues
- Coordinating with Firestone finance department(s) to allocate funds toward eligible public improvements
- Reviewing and approving development or reimbursement agreements with private entities where DDA funds are used
- Maintaining annual reporting and compliance consistent with the development plan

The Town of Firestone will continue to oversee project delivery and regulatory oversight, which includes zoning, permitting, site reviews, planning, and more.

Central Park's private investment components include the USL and CA and will be governed through public-private partnership (P3) agreements managed by the Town and DDA. These agreements will define responsibilities for financing, construction, operations, and long-term maintenance. Existing partnerships with CA and the USL establish a framework for collaboration on facility design, programming, and event management. Other potential partnerships include local sports organizations in the Firestone Market Area. During the project's duration, PC conducted interviews with local soccer clubs about the Central Park project. These interviews are detailed in Appendix C.

Short, Mid-, and Long-Term Goals

The PC team endeavored to lay out the steps in as sequential a manner as possible, given our current knowledge. That said, the actions laid out in this section are bulleted, rather than numbered, because the actual implementation schedule will depend both on priorities of the DDA Board, and other yet to be determined market conditions. The intention is to prepare a general roadmap of activities, with the expectation that it will require modification as the development proceeds.

Short-term goals take the majority of this plan due to the bulk of administrative work that needs to be done early in the project's lifespan.

Figure 3.1: Term Planning Lengths

Short-Term Goals

- In accordance with taxpayer bill or rights (TABOR) process, enact resolution 25-90 allowing the Firestone DDA to collect, retain and expend revenues
- Develop preliminary DDA and TIF formulas based on assessed value, expected value, and expected growth.
- Draft term sheets for anchor private partners and prime contractors (yet to be selected)
- Develop intergovernmental agreements (IGAs) with all adjacent taxation district and urban renewal area (URA) partners
- Release RFQ/RFPs for site development prime contractor. Consider requirements for use of local small business enterprises (SBEs)
- Determine TIF strategy and timing, likely starting with "pay as you go" (PAYG) and transitioning to TIF bonds for more expensive components
- Submit any required Planned Unit Development (PUDs) to the Firestone Planning & Zoning Commission
- Flesh out 30% design master plan to release for community and stakeholder feedback.
- Coordinate development schedule with detailed project pro-forma showing expenditure and revenue cash flows by month and year
- Pursue relevant state grant and tax credits from a variety of angles including the following suggested resources:

    - Office of Economic Development & International Trade for mixed-use developments;
    - Department of Local Affairs (DOLA) and Colorado Housing Finance Authority (CHFA) for affordable housing grants/loans;
    - Colorado Department of Transportation (CDOT) for Main Streets and multimodal transportation;
    - Colorado Water Conservation Board (CWCB) for water planning
    - Colorado Parks and Wildlife (CPW) for outdoor recreation
- Complete any remaining technical studies required to activate the site (e.g.: water/wastewater capacity, draining, traffic impact, etc.)
- Present to local business community about opportunities downstream from Central Park development.
    - Emphasize positive economic spillover effects. Also emphasize leasing and expansion opportunities.
    - Develop short list of interested business partners.
- Obtain letters of intent (LOIs) for most impactful/critical tenants and partners
- Build Central Park backbone including arterials/complete-streets segment, utilities trunk, district stormwater, initial plaza, other commercial assets based on phasing schedule

Mid-Term Goals

- Pursue specific "wish list" tenants with town economic development resources (potentially using site selector consultant)
- Formalize community programming, security protocols, event-day management protocols, etc.
- Continue phased build-out of commercial and residential assets

Long-Term Goals

- Complete phased build-out (completion of final residential components)
- Develop MOUs and leases for remaining town owned properties.
- Establish and maintain annual "district dashboard" to communicate to community members on the economic health, balances, payoff schedules and overall financial health of the DDA

4. Demand Assessment

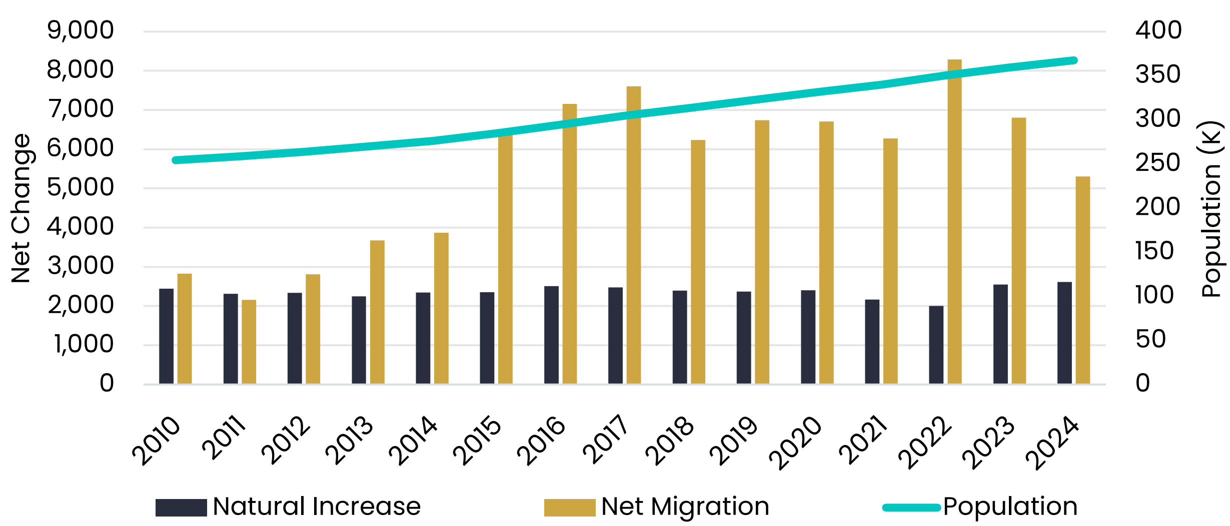
This chapter will cover the socioeconomics factors in Firestone and nearby areas that will drive demand for Central Park's new facilities. Both the supply and demand chapters served as guides for the Economic Impact Assessment and Implementation Plan by reinforcing that Central Park has the community profile needed for a new development to thrive.

Regional Demographic Data

Population Change and Migration

A region's population is a major contributing factor to its labor supply, and therefore to the economic growth that can be sustained year-over-year. Population growth is primarily influenced by three factors: births, deaths, and migration. Figure 4.1 illustrates how these sources of population change have evolved from 2010 to 2024 in Weld County. Starting in 2012 (and even in 2010), migration became the dominate force driving population growth within the County. Natural increase remained relatively stable during this time, increasing by just over 2,000 people per year. The COVID-19 pandemic had little effect in Weld County and was followed by the largest population growth on record in 2022. However, population growth slowed in the years that followed. Overall, Weld County's population has experienced rapid and steady growth, including Firestone's own significant population increase.

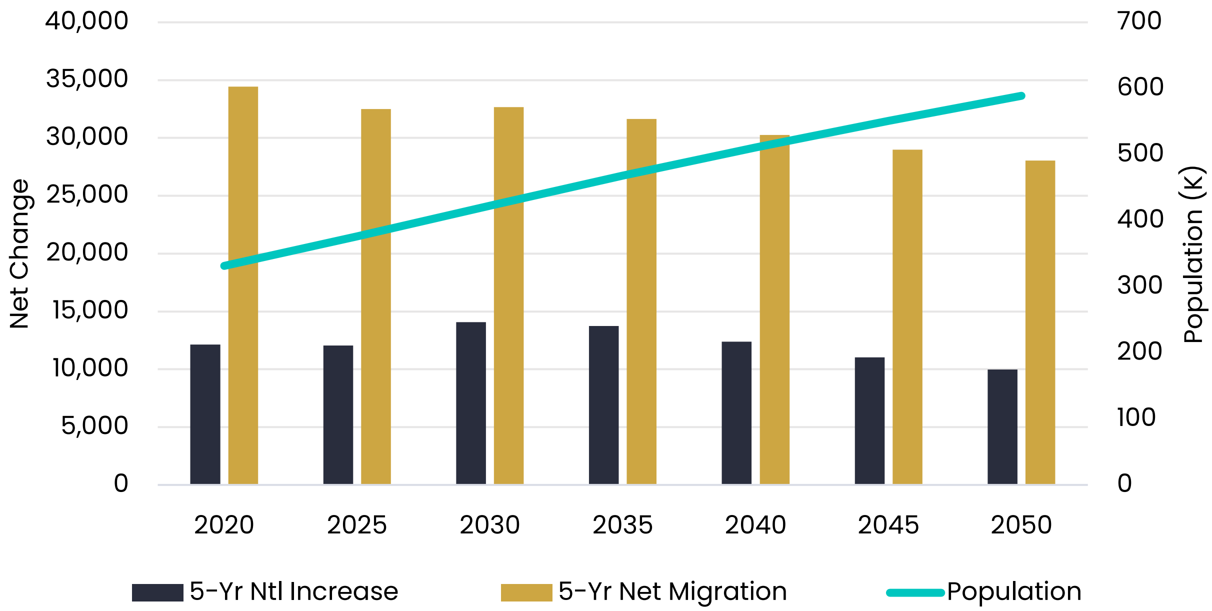
Figure 4.1: Weld County Sources of Population Change, 2010–2024



Source: State of Colorado DOLA State Demography Office

The State of Colorado's Department of Local Affairs (DOLA) State Demography Office provides population forecasts that include migration and natural increase expectations. These projections have been summarized into five-year periods spanning from 2020 to 2050 (Figure 4.2). In Weld County, DOLA expects population growth to persist for the foreseeable future, gradually slowing over time as the County becomes more densely populated. Despite the decrease in growth rates, the County is still projected to continue growing at a stable rate through 2050 and beyond. This sustained growth will support the long-term economic vitality of Weld County's communities as they lay a strong foundation for future development.

Figure 4.2: Sources of Population Change Forecast, 2020–2050



Source: State of Colorado DOLA State Demography Office

The Town of Firestone has grown rapidly over the last 13 years, increasing by over 8,000 residents, or 82.4% (Table 4.1).

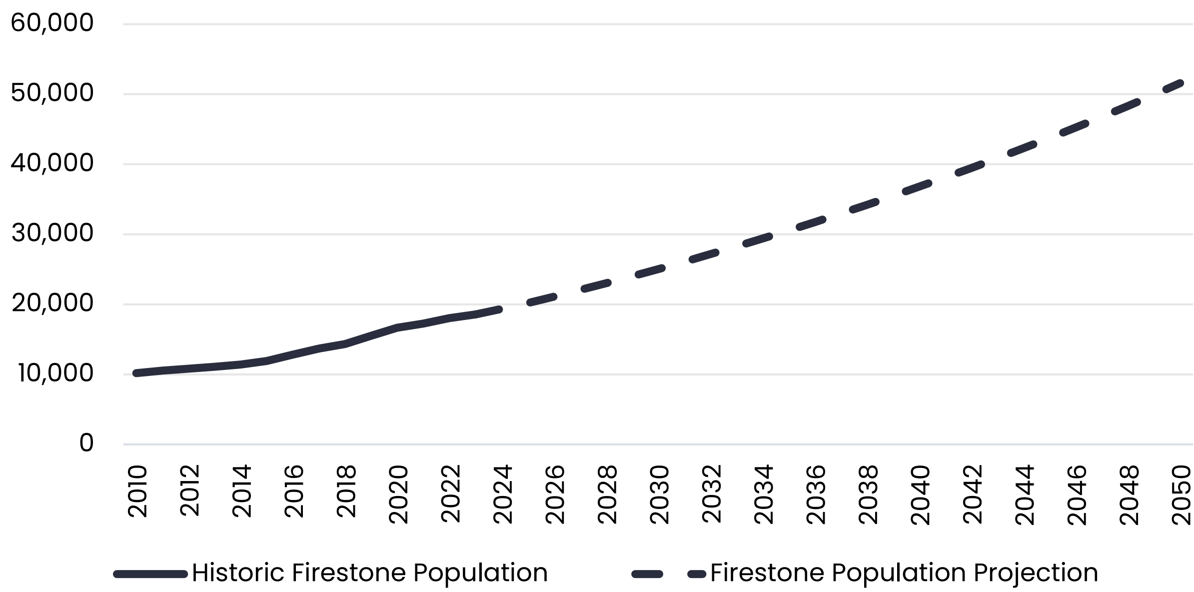
Table 4.1: Town of Firestone Population Change, 2010–2023

	2010	2015	2020	2023
Firestone Population	10,174	11,899	16,674	18,561
YoY Change (from previous year)	-	4.2%	7.5%	2.9%
Cumulative Growth	-	17.0%	63.9%	82.4%

Source: State of Colorado DOLA State Demography Office

The trends established in Weld County's population projections helped inform a forecast for the Town of Firestone. Assuming Firestone continues to grow at a consistent pace alongside the County, its population will mirror recent local and countywide trends. Using demographic data from the State Demography Office (SDO), PC projects that Firestone's population could exceed 50K by 2050 (Figure 4.3). Such growth provides a strong economic base that will benefit the Central Park project.

Figure 4.3: Town of Firestone Population Projection, 2024–2050



Source: Points Consulting using the State of Colorado DOLA State Demography Office

Demographics

Demographics play a central role in shaping regional demand for goods and services. Factors such as age, household composition, educational attainment, and poverty levels can all directly influence how much and what types of products and services are needed. Different population cohorts will need and desire different amenities depending on their life stage and financial outlook. In the case of Central Park, a young family may prefer sports fields and water features for themselves and their children, while an older couple may value a leisurely trail network for walking or exercise. From an economic standpoint, these demographic indicators help indicate who is most likely to use the space, how often, and for what purposes. In this study, such patterns will inform anticipated usage periods, future programming, and investment strategies to ensure that the site's operations align with the region's evolving needs.

While race and ethnicity may not play as prominent of a role as other key demographic identifiers, they can still meaningfully influence park demand, particularly when considering recreational preferences. The Town of Firestone is predominately composed of residents who identify as White alone, followed by those who identify as multiracial (Table 4.2). Among all races, 23.2% of residents identify as Hispanic or Latino.

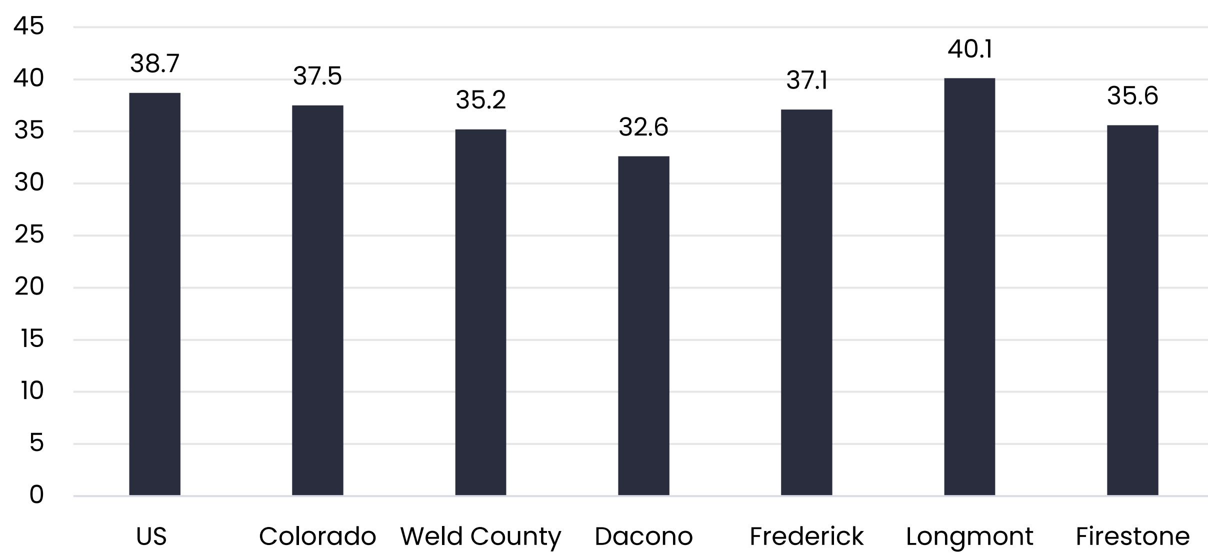
Table 4.2: Demographics of the Town of Firestone

Race/Ethnicity	Population	Share
White Alone	13,624	73.4%
Two or More Races	2,580	13.9%
Some Other Race Alone	1,448	7.8%
Asian Alone	483	2.6%
American Indian Alone	223	1.2%
Black Alone	167	0.9%
Pacific Islander Alone	37	0.2%
Hispanic Origin	4,306	23.2%
Total	**18,561**	**100%**

Source: ESRI Business Analyst, 2024

The median age in Colorado, Weld County, and Firestone is lower than the national median, with Weld County having the lowest median age at 35.2 (Figure 4.4). Firestone is similar, with a median age that is three years younger than the national median and two years younger than the state's. The neighboring town of Longmont has a significantly higher median age than any other identified geography. Longmont is one the most developed cities in the Firestone area, and as such carries significantly more senior housing.

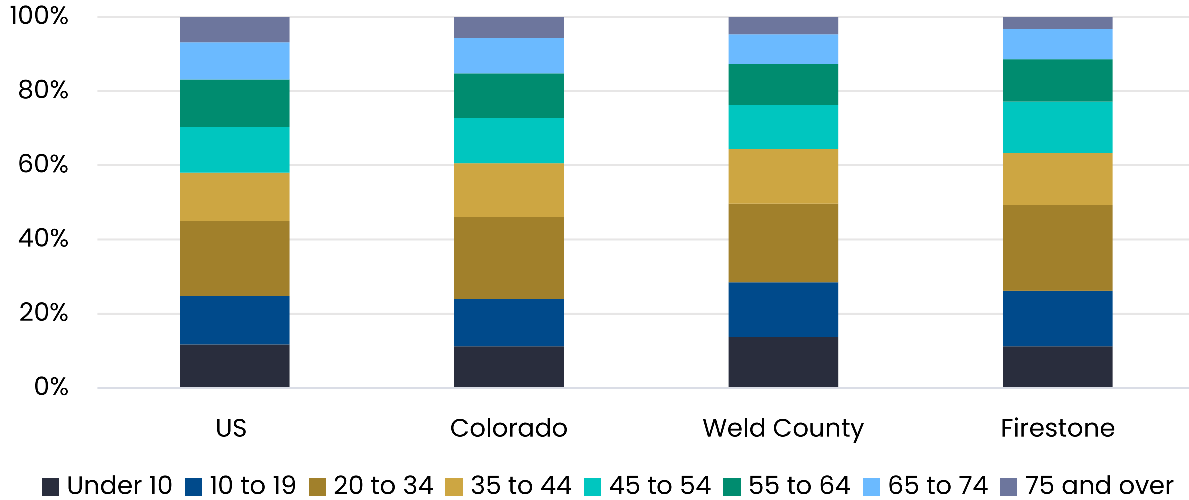
Figure 4.4: Median Age by Region, 2023



Source: US Census Bureau ACS 5-Year Estimates, S0101

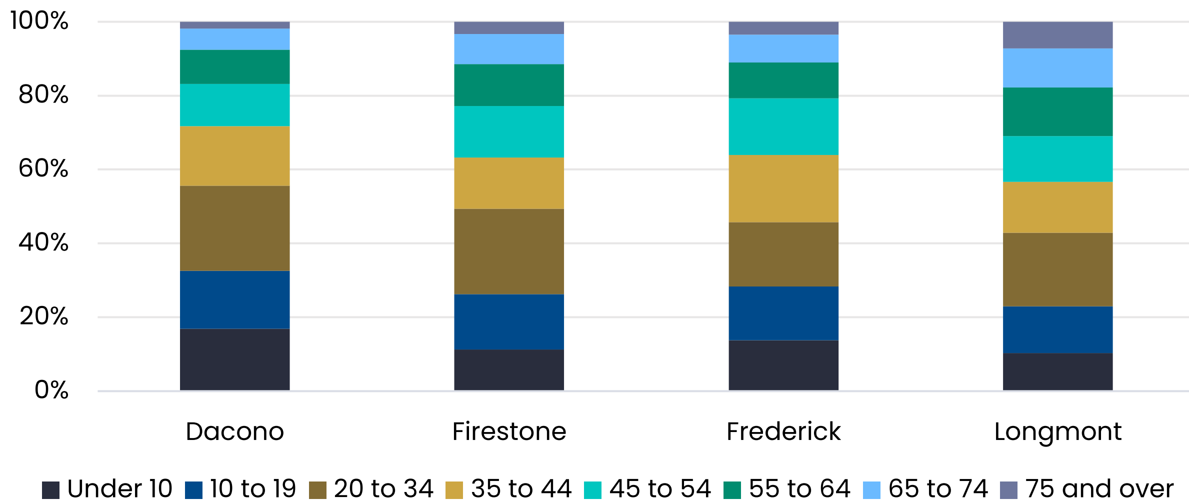
Residents aged 20 to 34 make up the largest age cohort in Firestone, accounting for 23% of the population (Figure 4.5). This is higher than that of the same group at the county, state, and national levels. While Firestone's overall age distribution closely mirrors that of nearby areas, it has a notably smaller share of residents aged 55 and over. As a result, the Town supports a proportionally larger working-age population, especially when compared to Longmont (Figure 4.6). This demographic profile aligns well with plans for a town center that emphasizes athletic events, sports facilities, and recreational activities.

Figure 4.5: Age Distribution by Region, 2023



Source: *US Census Bureau ACS 5-Year Estimates, S0101*

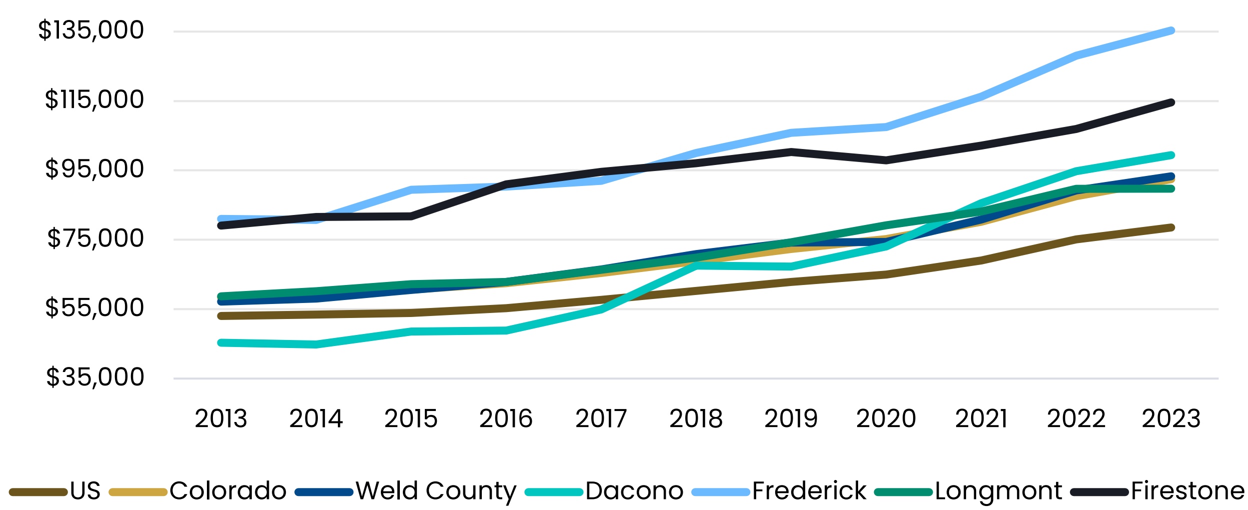
Figure 4.6: Age Distribution by City, 2023



Source: US Census Bureau ACS 5-Year Estimates, S0101

Nominal median household income measures household earnings in current-year dollars, without adjusting for inflation. This metric provides a clear view of wage growth trends in raw dollar terms. Firestone has consistently outperformed both Weld County and the State of Colorado, with median incomes more than $20,000 higher at both the beginning and end of the decade (Figure 4.7). Firestone also exceeds the national median household income by an even wider margin and has experienced faster income growth. In 2023, Firestone's median household income of $114,591 reflects strong local purchasing power and a healthy consumer base. Higher incomes also tend to support increased spending on recreational activities and events. The neighboring town of Frederick has outpaced Firestone's impressive growth, finishing with a median household income of $135K in 2023.

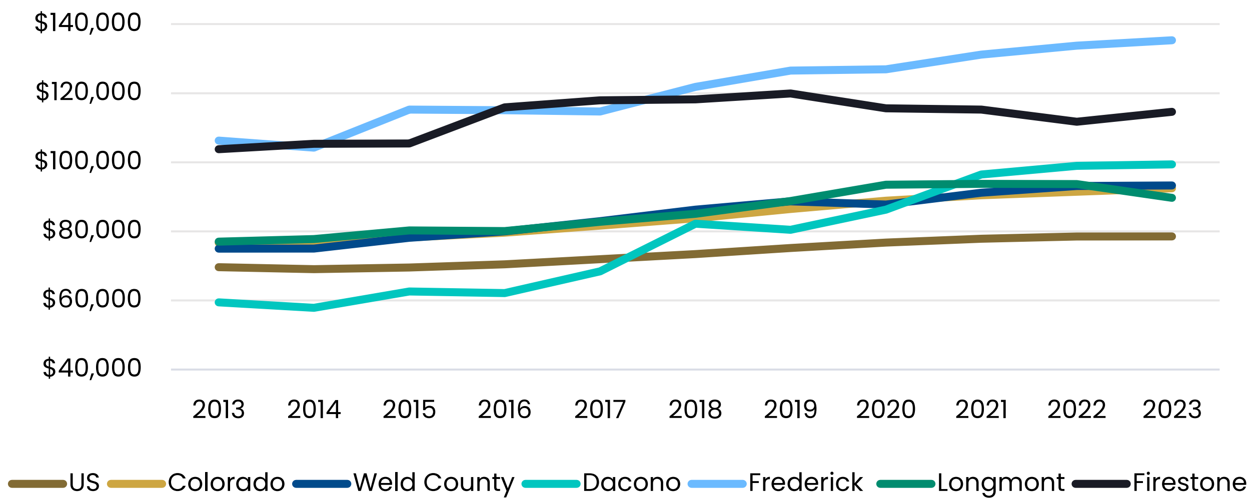
Figure 4.7: Nominal Median Household Income, 2013–2023



Source: US Census Bureau ACS 5-Year Estimates, S1901

Real income, or inflation-adjusted income, offers a more accurate measure of household income over time (Figure 4.8). While Firestone's household incomes have grown, the purchasing power of those incomes hasn't necessarily experienced the same growth. In fact, Firestone's real wages have decreased compared to 2019, indicating that inflation is rapidly catching up with Firestone's median household wages. Weld County, Colorado, and the United States have all experienced growth in real wages during the same period. In 2019, Firestone's real wage growth (+15.5%) outpaced both the state (+12.8%) and nation (+7.9%). Since 2019, this trend has reversed, with Firestone's decade-long growth (+10.4%) now lagging behind the County (+24.3%), state (+20.6%), and nation (+12.8%). Frederick has continued to experience sustained growth through the 2020's despite rapid inflation and the flattening of incomes across other geographies. Dacono has also seen the highest rate of inflation-adjusted growth since 2013.

Figure 4.8: Median Household Income, 2013-2023 (adjusted to 2023 dollars)



Source: US Census Bureau ACS 5-Year Estimates, S1901

Income per capita and net worth are also important metrics when considering the financial health of an area. Firestone and Frederick's Income per capita is lower than the state average, but higher than county and national averages, respectively (Table 4.3). Despite this, household net worths of Firestone and Frederick are hundreds of thousands of dollars higher than any other comparison region. This phenomenon may be explained by high rates of homeownership and equity growth. Desirable areas to live (such as Firestone, evidenced by the rapid population growth) often have inflated home values, which can boost overall household net worth. The overall young age of the housing stock may also play a factor in the higher prices/net worth.

Table 4.3: Financial Characteristics in the Region

Region	Income per Capita	Median Net Worth of Households
U.S.	$43,829	$225,545
Colorado	$51,923	$282,248
Weld County	$43,273	$328,332
Dacono	$39,145	$303,529
Firestone	$48,983	$509,377
Frederick	$51,321	$595,825
Longmont	$49,553	$240,101

Source: ESRI Business Analyst, 2024

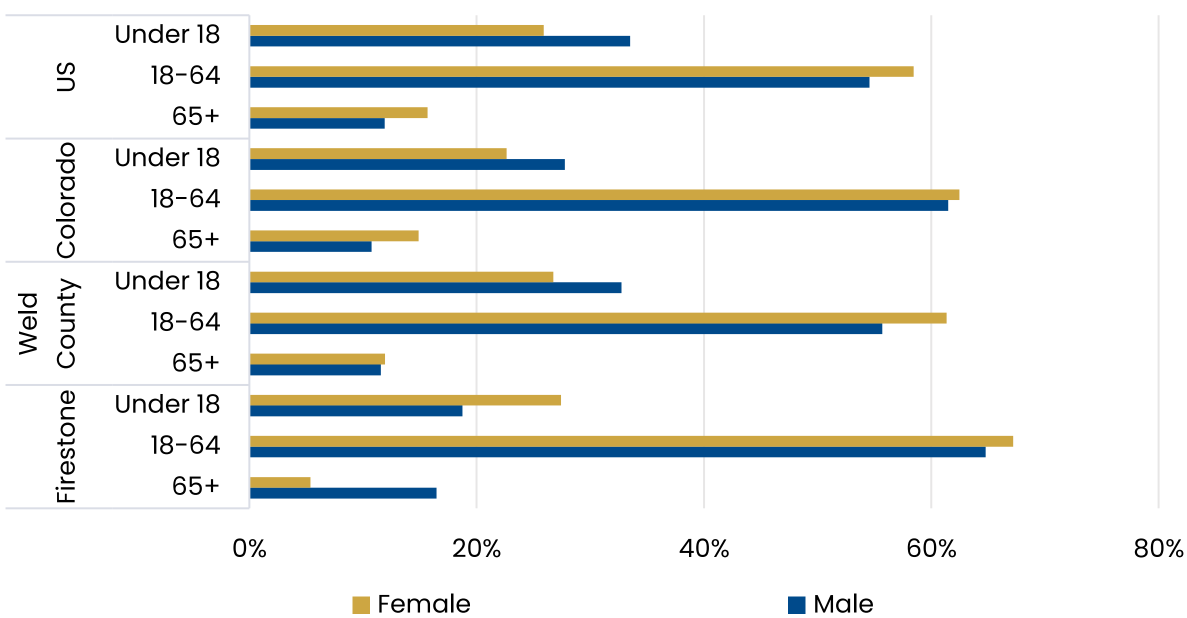
Firestone has a low rate of poverty, even when compared to the surrounding County. This suggests that Firestone likely has stronger overall economic well-being among its residents. Frederick has an even lower rate of poverty and is nearly 10 percentage points lower than the United States (Table 4.4). Figure 4.9 shows a breakdown of poverty across all identified geographies. Generally, females exhibit a higher rate of poverty than males among working-age individuals, and this trend holds true in Firestone. However, among residents over age 65, a significantly higher proportion of males live in poverty compared to females.

Table 4.4: Percentage of People Living in Poverty, 2023

	U.S.	Colorado	Weld County	Dacono	Firestone	Frederick	Longmont
% in Poverty	12.4%	9.4%	9.0%	5.3%	3.8%	2.9%	8.6%

Source: US Census Bureau ACS 5-Year Estimates, B17001

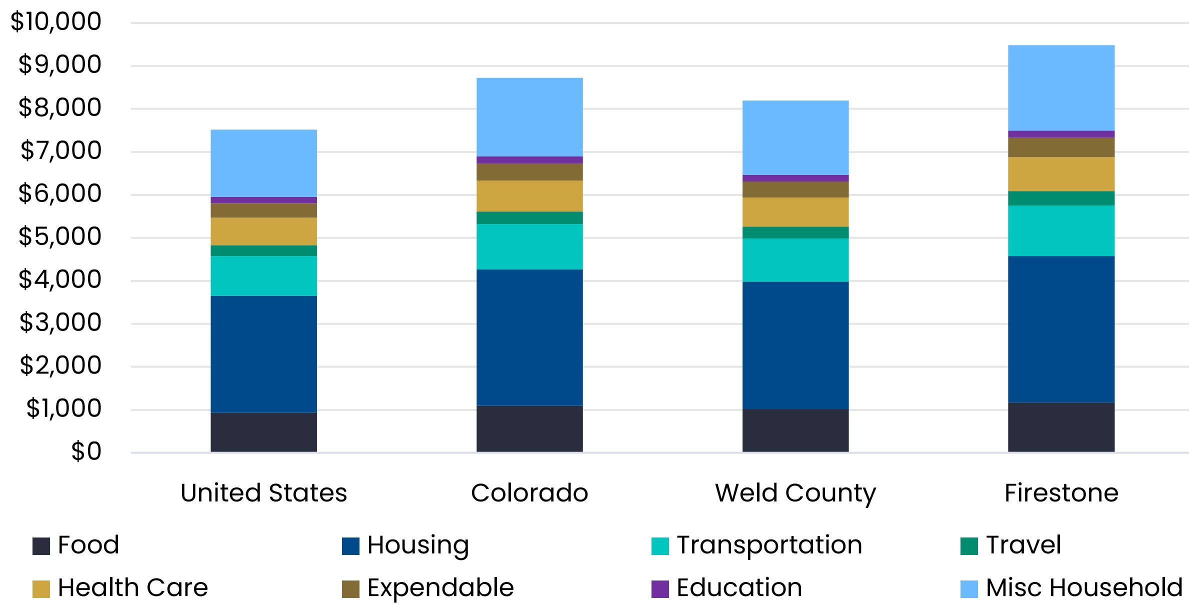
Figure 4.9: Poverty by Age and Sex, 2023



Source: US Census Bureau ACS 5-Year Estimates, B17001

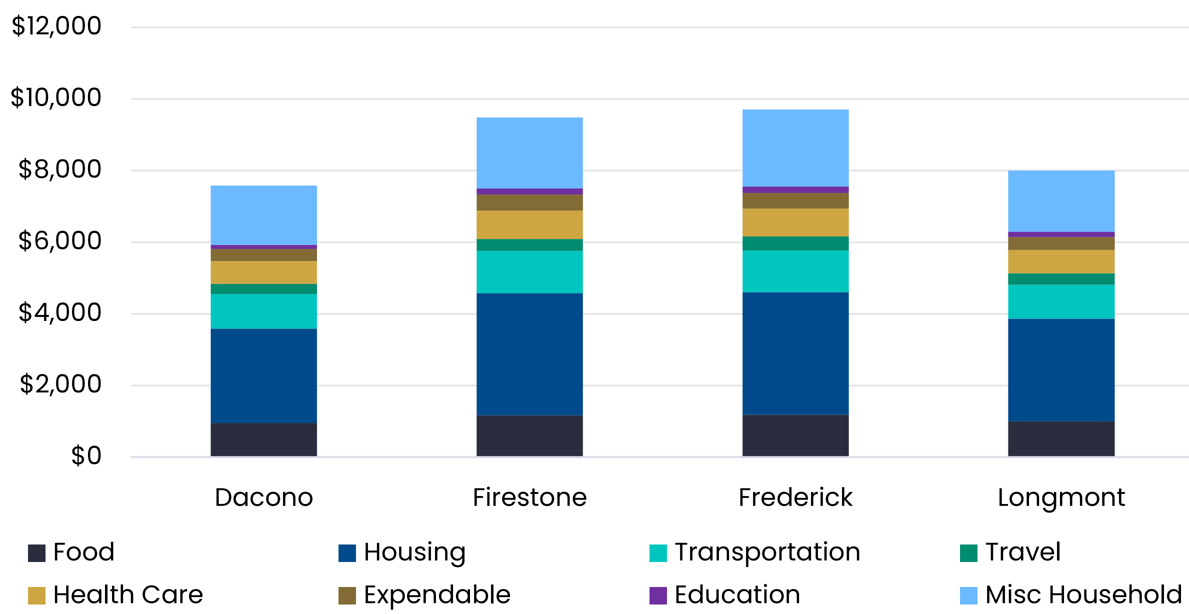
Figure 4.10 and Figure 4.11 presents the monthly household budget for Firestone and the surrounding areas, as well as Weld County, Colorado, and the United States. Monthly expenses across all categories are highest in Firestone and Frederick compared to the other regions. Housing expenses are particularly notable: Firestone and Frederick households spend approximately $200 more per month than those in Colorado, $400 more than those in Weld County, and $700 more than the national average. These figures support the idea that while wages are higher in Firestone and Frederick, the prices of necessities and amenities are also higher relative to surrounding areas. This may reduce the overall spending power of households in the area, which could be a disadvantage for new development opportunities.

Figure 4.10: Monthly Household Budget Expenditures, 2024[7]



Source: Esri Business Analyst, 2024

Figure 4.11: Monthly Household Budget Expenditures by City, 2024



Source: Esri Business Analyst, 2024

[7] Miscellaneous household expenditures include apparel and services, personal care products, funeral expenses, legal fees, banking service charges, accounting fees, credit card membership fees, shopping club membership fees, support payments, life insurance, and pensions and social security.

While overall expenditures are significantly higher in Firestone, the percentage of the monthly budget allocated to each category is similar across all regions (Table 4.5).

Table 4.5: Monthly Household Budget Shares, 2024

Category	U.S.	Colorado	Weld County	Dacono	Firestone	Frederick	Longmont
Food	12.4%	12.5%	12.4%	12.5%	12.3%	12.2%	12.4%
Housing	36.2%	36.4%	36.1%	34.9%	35.9%	35.2%	35.9%
Transport	12.3%	12.1%	12.3%	12.7%	12.4%	12.0%	11.8%
Travel	3.4%	3.4%	3.4%	3.8%	3.5%	4.1%	4.0%
Health Care	8.5%	8.3%	8.3%	8.3%	8.3%	8.0%	8.1%
Expendable	4.5%	4.5%	4.6%	4.5%	4.7%	4.5%	4.4%
Education	1.9%	1.9%	1.9%	1.6%	1.8%	1.9%	2.0%
Misc. Household	20.8%	20.9%	21.1%	21.7%	21.0%	22.1%	21.3%

Source: Esri Business Analyst, 2024

Housing

When planning the development of new facilities, housing is a critical factor to consider. Adequate housing options for workers and new residents can significantly enhance the attractiveness of a multi-use facility to both potential businesses and community members. On the commercial side, companies are more likely to invest in areas where their employees can live comfortably and affordably. For the recreational component of Central Park, a sufficient local population (both consistent users and occasional visitors) is essential to ensure the facility's long-term viability.

Housing not only supports the workforce needed to operate new site services, but it also helps build a client base for the site's amenities. Residents and workers who live nearby are more likely to engage with the site's offerings and contribute both to both labor and spending. This can lead to the further creation of businesses and services, boosting the local economy. A stable residential base can also help reduce employee turnover, as employes are more likely to stay when they have established roots in the community.

Since 2010, the number of housing units in Firestone has nearly doubled—from 3,499 to 6,456 over 13 years (Table 4.6). Housing growth has also continued across the County and state, though at a slower pace than in Firestone. Frederick has experienced similar growth to Firestone, showing that the two neighboring towns are experiencing change in lockstep with each other. In fact, the average annual growth in Frederick and Firestone are similar over the last 10 years at 4.9% and 5.3% per year respectively. However, Frederick has continued to experience a higher rate of growth relative to Firestone since 2020.

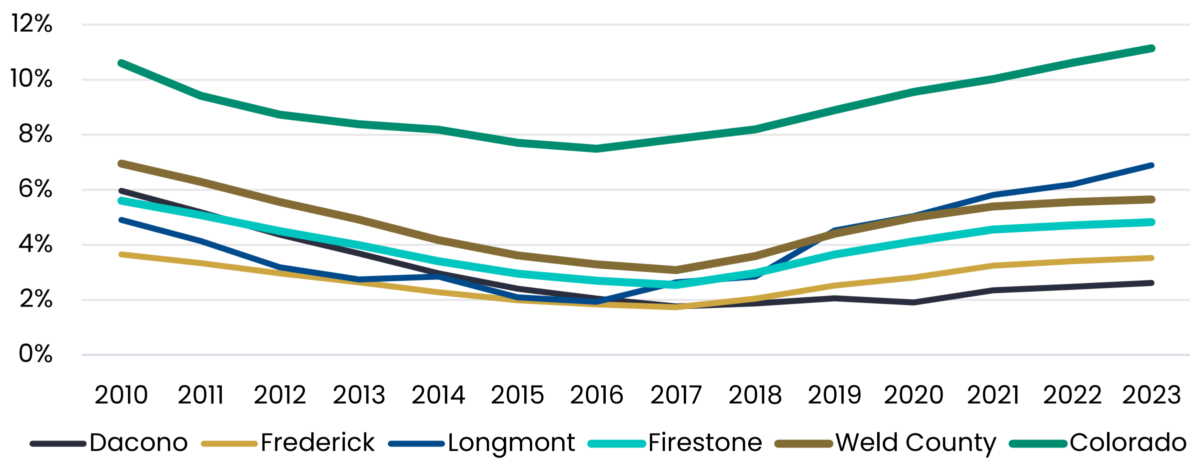
Table 4.6: Housing Unit Counts and Average Annual Growth (AAG), 2010–2023

Year	Colorado	Weld County	Dacono	Firestone	Frederick	Longmont
2010	2.2M	96,540	1,560	3,499	3,070	35,076
2011	2.2M	97,321	1,581	3,605	3,136	35,283
2012	2.2M	98,257	1,591	3,683	3,257	35,497
2013	2.3M	99,547	1,600	3,758	3,490	35,976
2014	2.3M	101,046	1,640	3,854	3,698	36,317
2015	2.3M	103,354	1,722	4,003	3,868	36,789
2016	2.3M	106,316	1,849	4,301	4,109	37,287
2017	2.4M	109,489	1,947	4,597	4,311	38,362
2018	2.4M	113,019	2,028	4,836	4,547	39,449
2019	2.5M	116,937	2,102	5,282	4,730	40,880
2020	2.5M	120,897	2,156	5,716	5,013	41,880
2021	2.5M	125,337	2,220	5,961	5,367	42,962
2022	2.6M	129,564	2,224	6,261	5,702	43,195
2023	2.6M	133,398	2,295	6,456	5,967	43,343
AAG since 2020	1.3%	2.5%	1.6%	3.1%	4.5%	0.9%
5-year AAG	1.4%	2.7%	1.8%	4.1%	4.8%	1.2%
10-year AAG	1.5%	2.8%	3.4%	5.3%	4.9%	1.8%

Source: Points Consulting using the State of Colorado DOLA State Demography Office

Vacancy rates in Firestone are lower than in both Weld County and Colorado (Figure 4.12). However, the rates in all areas follow a similar trend. In 2016 and 2017, vacancy rates reached a low point across each geography, followed by an increase that brought rates back to near 2010 levels by 2023. The combination of rapid housing growth and rising vacancy rates suggests that there is sufficient current (or incoming) supply to support the workforce needed to staff Central Park.

Figure 4.12: Vacancy Rates, 2010-2023

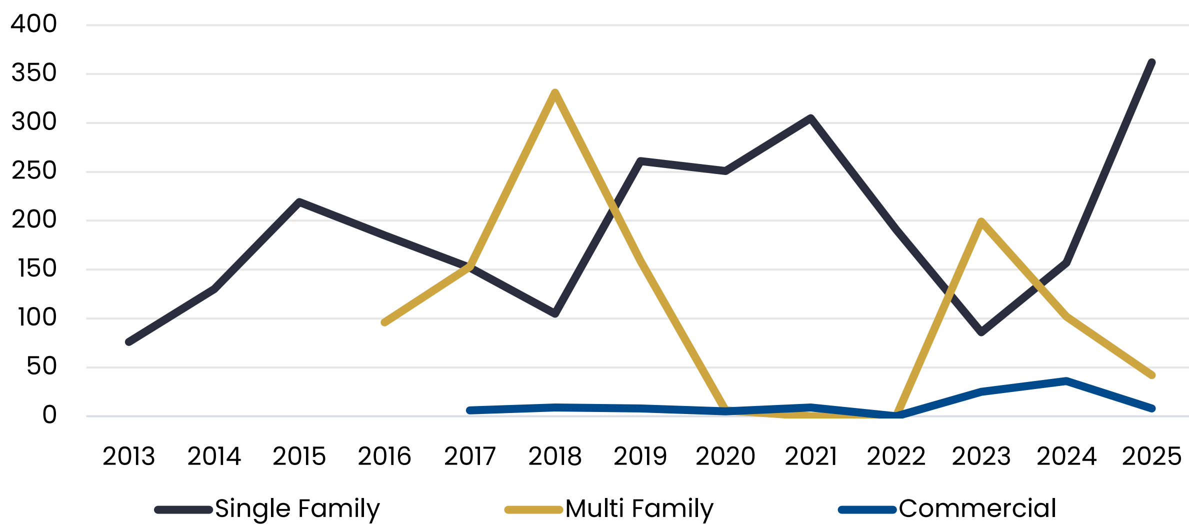


Source: Points Consulting using the State of Colorado DOLA State Demography Office

Figure 4.13 shows residential and commercial building permits in the Town of Firestone for the previous 12 years. Firestone has averaged over 290 new housing units per year in that period. Single-family housing has largely outpaced multi-family development, except for 2018 and 2023.

The Town of Firestone also provided permit projections from 2026 to 2035. These projections identified a potential of over 6,500 single-family units in the next 10 years. Multi-family unit projections were also provided for 2026 and 2027, with 481 units expected.

Figure 4.13: Building Permits in Firestone, 2013–2025

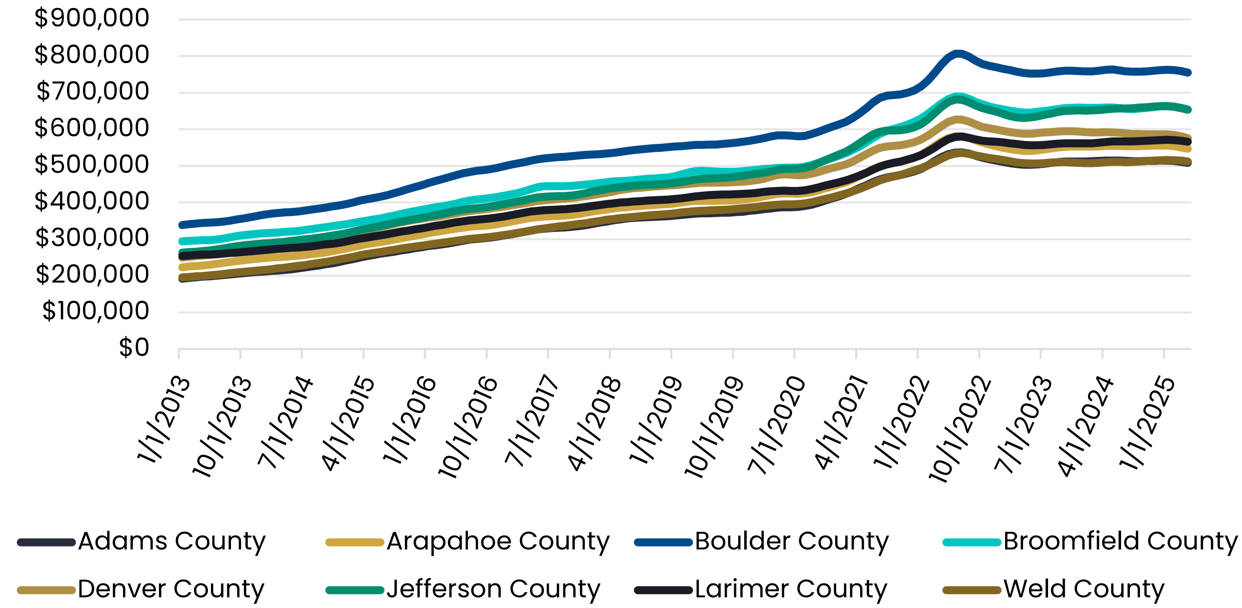


Source: Points Consulting using Town of Firestone

Figure 4.14 and Figure 4.15 report the Zillow Home Value Index (ZHVI) and how it has changed over time. This metric differs from the median and average home values reported by the U.S. Census Bureau, as it represents the value of a "typical" home. Specifically, it reflects the value of homes in the 35th to 65th percentile range within the region and therefore has a different dollar value.

Weld County has some of the lowest home values among its neighboring counties, with a typical home valued at approximately $512K. Every county shown follows a similar trend, with home values that rise drastically starting in 2020 and peaking in 2022, followed by a decrease and levelling into 2025.

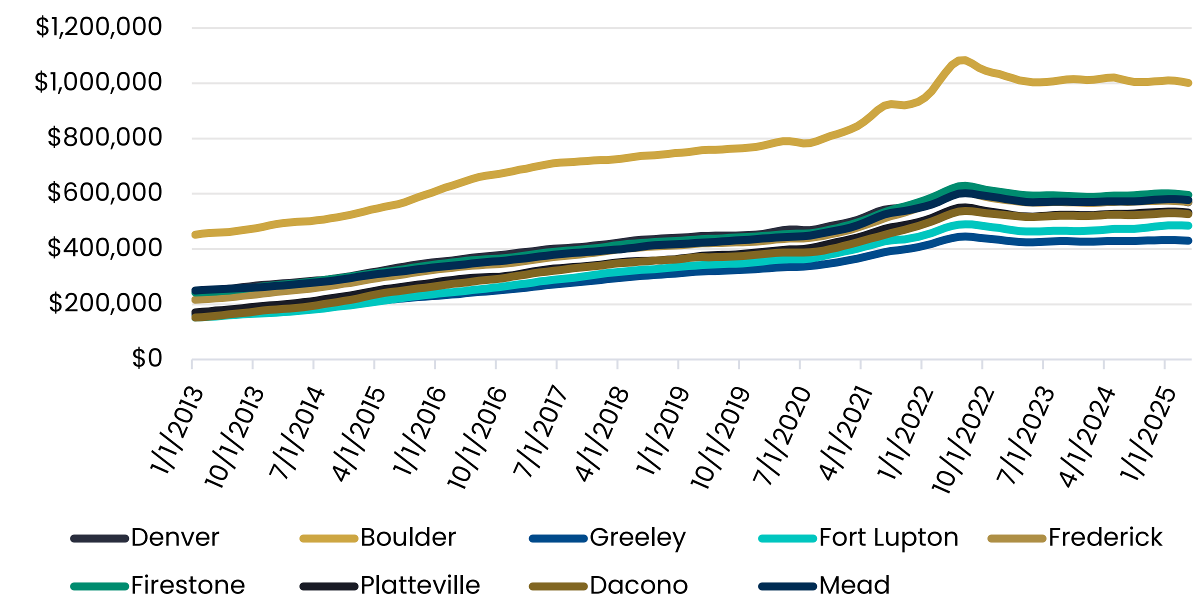
Figure 4.14: Single-Family Home Zillow Home Value Index by County, 2013–2025



Source: PC Using Zillow ZHVI, 2025

Firestone home prices follow the opposite trend, with some of the highest values in the region (second only to Boulder). This, combined with previous data, suggests that Firestone is an outlier within Weld County. The Town appears to be a hub of economic activity and growth, characterized by higher wages but also higher costs of living compared to surrounding areas.

Figure 4.15: Single-family Home Zillow Home Value Index by City, 2013–2025



Source: PC Using Zillow ZHVI, 2025

Educational Ecosystem

Educational attainment is a key demographic indicator due to its strong connection to positive economic development outcomes. Research shows that education plays a vital role in increasing labor productivity, contributing an estimated 13–30% of total productivity growth. In essence, this means that investments in education (human capital) are comparable to investments in financial capital or equipment in their ability to enhance economic growth and resiliency.[8] Additionally, full-time workers with upper secondary degrees (below a bachelor's) earn approximately 18% more than those without such qualifications.[9] This suggests that more educated households are likely to have greater discretionary spending power.

Nationally, 11% of the population does not hold a high school diploma or equivalent. In the United States, high school graduates make up the largest educational group. In Colorado however, only 7% lack a diploma, and the largest cohort consists of bachelor's degree holders. This starkly contrasts the national educational attainment figures. While Colorado surpasses national averages in educational attainment, the Town of Firestone falls somewhere in the middle (Figure 4.16).

In Firestone, the largest educational group comprises residents who attended some college but did not complete a degree, representing 28% of the population. Only 8% have not completed high school or an equivalent credential. About 22% of residents hold a bachelor's degree. Despite this, Firestone's overall post-secondary completion rate is lower than the national average. While many residents have attended college, degree completion rates lag behind. High school completion is not a major concern in Firestone, indicating that many residents fall between high school graduation and college degree attainment.

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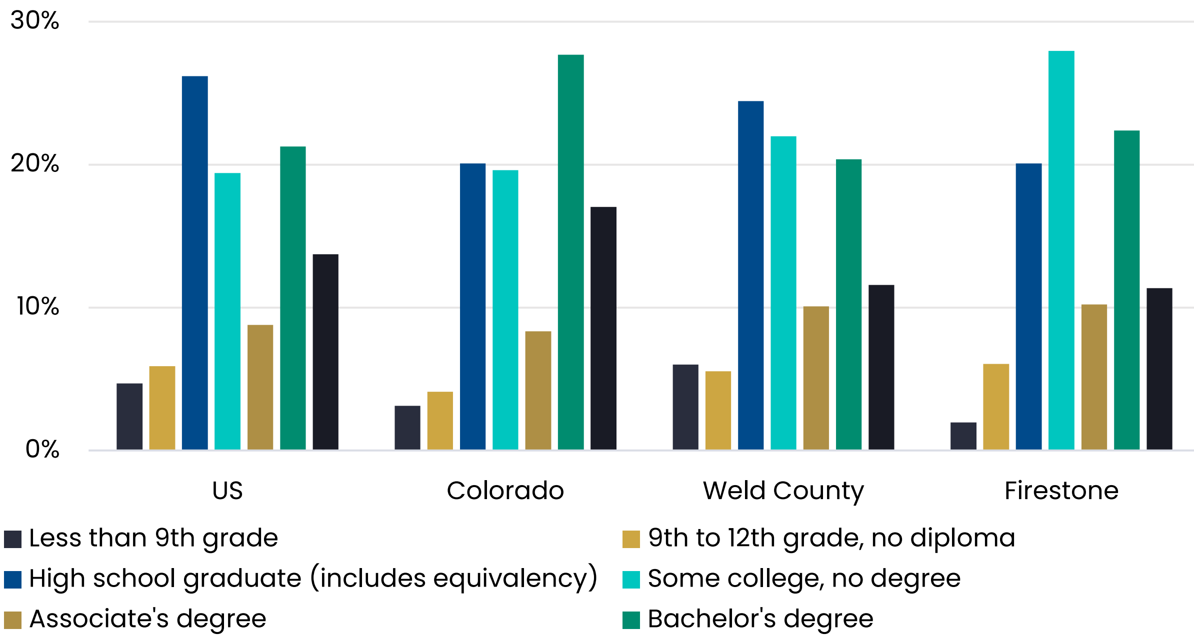
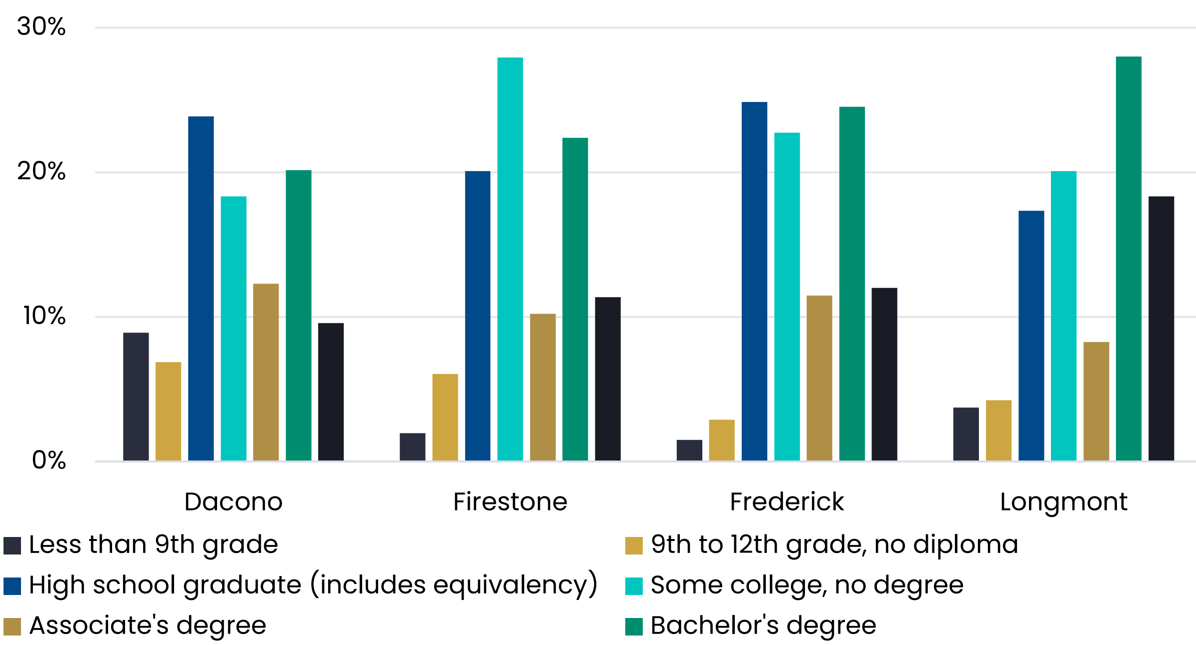
[8]Gary S. Becker, *Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education* (University of Chicago Press, 1994).
[9] OECD, *Education at a Glance 2024: OECD Indicators*, OECD Publishing, Paris, September 10, 2024, https://doi.org/10.1787/c00cad36-en.

Figure 4.16: Educational Attainment, 2023



Source: US Census Bureau ACS 5-Year Estimates, S1501

Figure 4.17: Educational Attainment by City, 2023



Source: US Census Bureau ACS 5-Year Estimates, S1501

Economic Drivers

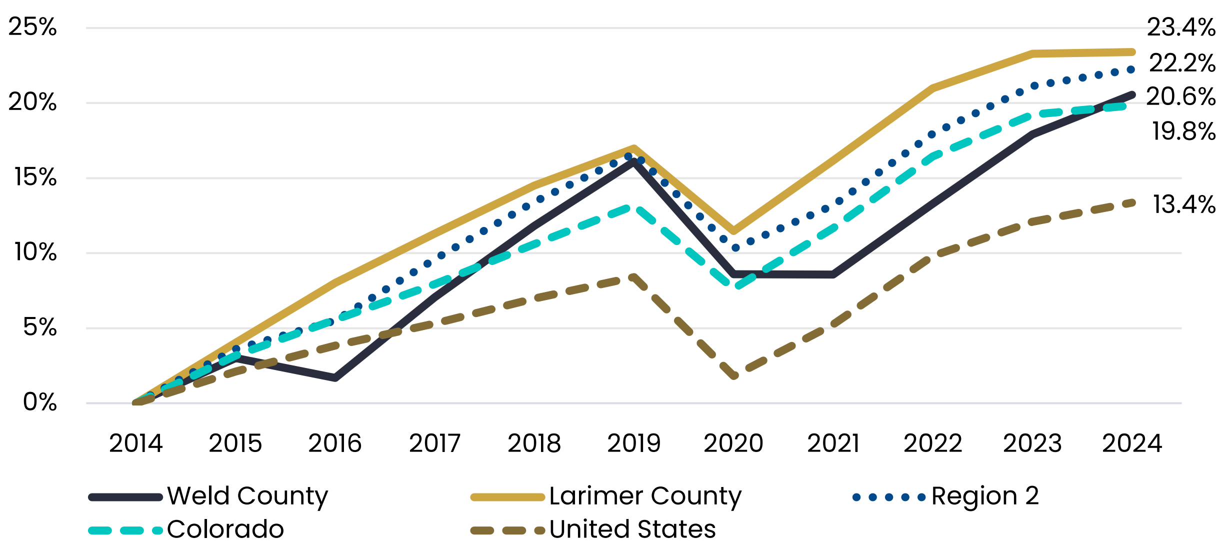
The growth of the labor force and the establishment of new businesses enable economies to develop and expand. Specific industries with higher levels of employment and wages often serve as powerful economic drivers due to the clustering effect.[10] Clusters form when businesses in the same industry benefit from being located near one another. This enhances regional competitiveness.

Labor Force, Earnings, and Establishments

Weld County, along with Larimer County, is a part of Region 2, one of Colorado's 14 regional planning and economic development areas. Figures in this section analyze employment, establishment, and wage growth rates in the Region 2 counties from 2014–2024. For comparison, PC has also included state and national growth rates.

Overall, the region has experienced an upwards trend in employment growth, except in 2020 when employment declined due to the COVID-19 pandemic (Figure 4.18). This pattern is very similar in both counties, as well as at the state and national levels. Weld County had a slower recovery after 2020 but has maintained a higher growth rate than the United States since 2017.

Figure 4.18: Cumulative Annual Employment Growth Rate, 2014–2024[11]



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

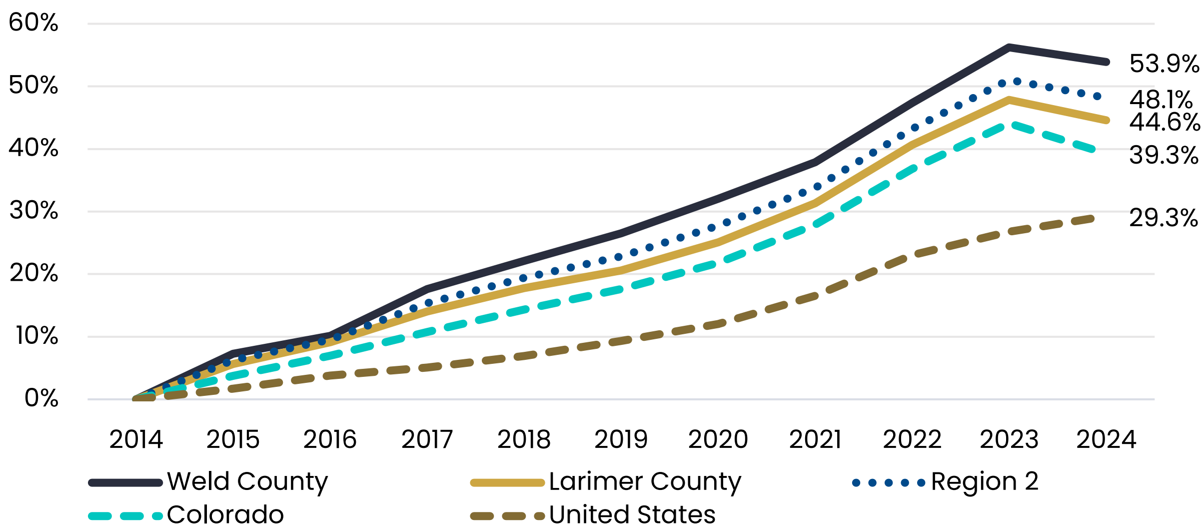
In terms of establishment growth, Weld County has outpaced the other counties in Region 2 over the past decade (Figure 4.19). Colorado and the Region 2 counties saw

[10] Joseph Cortright, "Making Sense of Clusters: Regional Competitiveness and Economic Development," The Brookings Institute, March 1, 2006, https://www.brookings.edu/articles/making-sense-of-clusters-regional-competitiveness-and-economic-development/.

[11] All "Region 2" series in the Labor Force, Earnings, and Establishments section are based on weighted averages of each county. Specifically, weighted to totals of their respective metrics, and total employment for unemployment rates.

steady growth from 2014 to 2023 but experienced a decline over the past year. However, the decline in Region 2 has been less pronounced than the statewide average.

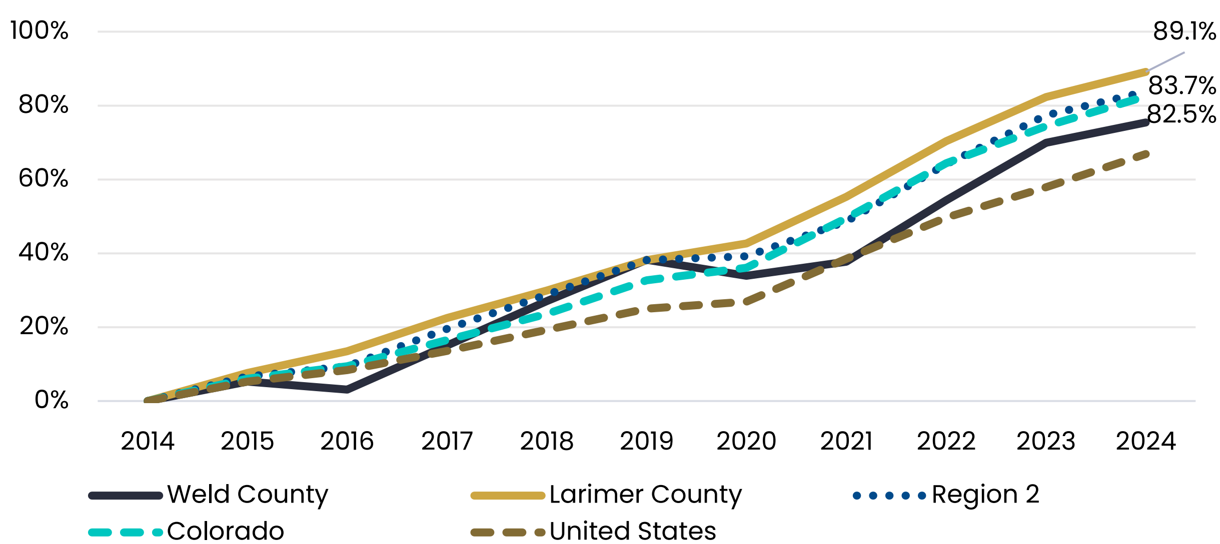
Figure 4.19: Cumulative Annual Establishments Growth Rate, 2014–2024



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Wages have also grown over the past decade (Figure 4.20). In Weld County wages declined in 2016 and 2020, mirroring decreases in employment during those years. Overall, wage growth in Weld County has outpaced the national average but has been slightly slower than Colorado's.

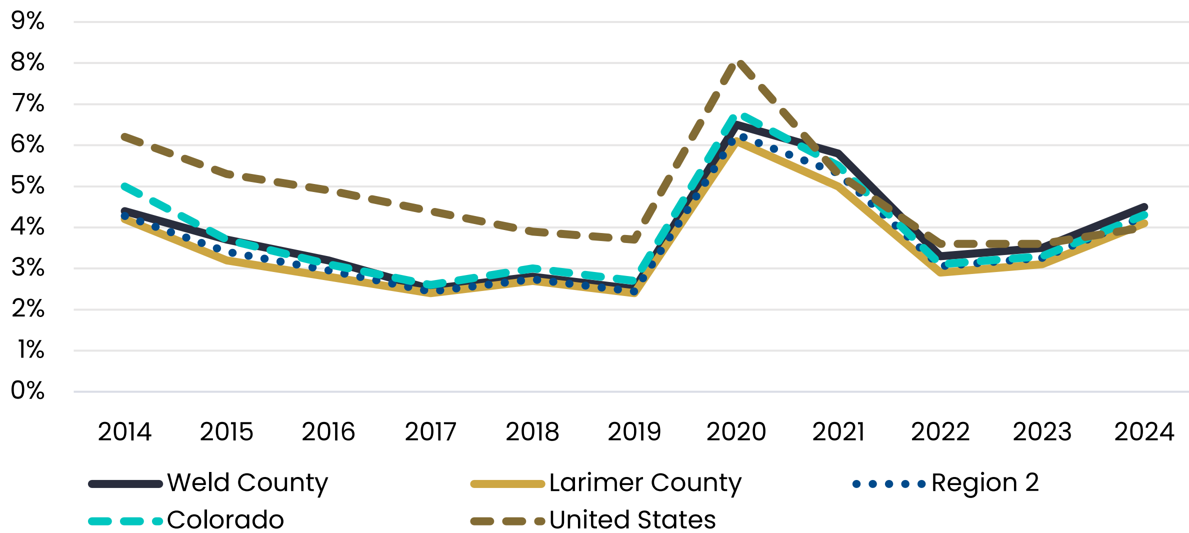
Figure 4.20: Cumulative Annual Total Wages Growth Rate, 2014–2024



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

In terms of unemployment, the Region 2 counties and Colorado have had very similar unemployment rates over the past decade with a peak of just under 7% in 2020 (Figure 4.21). This was more than one percentage point below the national peak that year. In 2024, Weld County had the highest unemployment rate among the comparison regions but was only 0.2 percentage points above the statewide average.

Figure 4.21: Annual Rate of Unemployment, 2014-2024



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Population Survey

In addition to the number of employees and the unemployment rate, other important employment statistics include the labor force participation rate and the civilian employment-to-population ratio (Table 4.7). The labor force participation rate reflects the share of working-age individuals who are either employed or actively seeking work. In all categories, Firestone outperforms the other areas, with both a higher labor force participation rate and a higher employment-to-population ratio.

Table 4.7: Employment Statistics, 2023

Region	Civilian Employment - Population %	Civilian Labor Force Participation Rate	Civilian Unemployment Rate
US	59.8%	63.0%	5.2%
Colorado	64.7%	67.7%	4.5%
Weld County	66.4%	69.7%	4.7%
Larimer County	64.0%	67.0%	4.5%
Town of Firestone	71.3%	74.5%	4.4%

Source: US Census Bureau ACS 5-Year Estimates, DP03

Employment by Industry

Examining employment data by industry helps identify employment clusters within a region. These clusters often require different types of regional amenities and are associated with varying income levels. For instance, many healthcare workers follow rotating or traveling schedules, spending only a few weeks or months in one location. They may not require long-term housing. In contrast, local government employees typically prefer to live and recreate near their workplace and require permanent housing. Overall, industry-level employment patterns play a key role in regional economic decision making.

As shown in Table 4.8, the three largest industries by employment in Firestone are Health Care & Social Assistance (11.6%), Manufacturing (11.1%), and Professional, Scientific & Technical Services (10.4%).

Location quotients (LQs) compare the relative concentration of industries in an area to the national average. For example, Finance & Insurance represents accounts for approximately 3.2% of employment in Firestone and has an LQ of 0.67. This means Firestone's share of employment in this industry is about 67% of the national average, which is roughly 5%. Mining, Quarrying, Oil & Gas has the largest LQ in Firestone at 3.67, followed by Utilities at 1.44. These high LQs indicate that these industries represent significant employment clusters in Firestone relative to the national average.

Table 4.8: Employment by Industry in Firestone, 2024

Industry	% Employment	LQ
Agriculture, Forestry & Fishing	0.7%	0.64
Mining, Quarrying/Oil & Gas	1.1%	3.67
Construction	8.8%	1.28
Manufacturing	11.1%	1.11
Wholesale Trade	2.1%	1.05
Retail Trade	10.0%	0.95
Transportation & Warehousing	5.6%	1.10
Utilities	1.3%	1.44
Information	1.8%	0.90
Finance & Insurance	3.2%	0.67
Real Estate, Rental & Leasing	1.1%	0.61
Professional, Scientific & Tech	10.4%	1.25
Management of Companies	0.1%	1.00
Admin, Support & Waste Management	4.5%	1.05
Educational Services	8.3%	0.91
Health Care & Social Assistance	11.6%	0.82
Arts, Entertainment & Recreation	1.1%	0.48
Accommodation & Food Services	7.3%	1.07
Other Services (Excluding Public)	5.2%	1.15
Public Administration	4.8%	0.96

Source: Esri Business Analyst, 2024

Table 4.9 compares Firestone's employment by industry to that of Weld County and Colorado. Notably, Weld County has a lower concentration of employment (7.5%) in the Professional, Scientific & Tech sector than Colorado (11.6%) while Firestone is much closer to the state share at 10.4%. Manufacturing employment accounts for 11.6% of employment in Weld County (more than four percentage points higher than the state share). This is similar to Firestone.

Table 4.9: Employment by Industry Comparison, 2024

Industry	Firestone	Weld County	Colorado
Agriculture, Forestry & Fishing	0.7%	2.2%	1.0%
Mining, Quarrying, Oil & Gas	1.1%	1.6%	0.5%
Construction	8.8%	10.6%	8.0%
Manufacturing	11.1%	11.6%	7.5%
Wholesale Trade	2.1%	2.2%	1.7%
Retail Trade	10.0%	10.6%	9.9%
Transportation & Warehousing	5.6%	5.4%	4.6%
Utilities	1.3%	0.9%	0.9%
Information	1.8%	1.4%	2.8%
Finance & Insurance	3.2%	3.0%	4.7%
Real Estate, Rental & Leasing	1.1%	1.6%	2.3%
Professional, Scientific & Tech	10.4%	7.5%	11.6%
Management of Companies	0.1%	0.2%	0.1%
Admin, Support & Waste Management	4.5%	4.4%	4.2%
Educational Services	8.3%	8.9%	8.7%
Health Care & Social Assistance	11.6%	11.3%	12.5%
Arts, Entertainment & Recreation	1.1%	1.8%	2.7%
Accommodation & Food Services	7.3%	6.4%	6.9%
Other Services (Excluding Public)	5.2%	4.4%	4.6%
Public Administration	4.8%	3.9%	4.7%

Source: Esri Business Analyst, 2024

Table 4.10 shows employment by occupation, detailing the types of roles workers hold within those industries, such as management or sales positions. The largest occupational group in Firestone is Management (15.2%), followed by Sales & Sales Related occupations (9.2%).

Table 4.10: Employment by Occupation Comparison, 2024

Occupation	Firestone	Weld County	Colorado
Management	15.2%	13.1%	14.7%
Business/Financial	5.8%	5.1%	7.1%
Computer/Mathematical	5.2%	3.8%	5.5%
Architecture/Engineering	4.2%	2.9%	3.5%
Life/Physical/Social Sciences	1.1%	0.9%	1.6%
Community/Social Service	1.4%	1.6%	1.9%
Legal	0.4%	0.5%	1.2%
Education/Training/Library	5.5%	5.2%	5.7%
Arts/Design/Entertainment	1.1%	1.8%	2.7%
Healthcare Practitioner	5.1%	5.6%	5.9%
Sales & Sales Related	9.2%	8.2%	8.6%
Office/Administrative Support	8.4%	9.9%	9.2%
Farming/Fishing/Forestry	0.3%	0.7%	0.4%
Construction/Extraction	6.3%	7.5%	4.9%
Installation/Maintenance/Repair	4.8%	3.7%	2.7%
Production	4.8%	5.7%	3.4%
Transportation/Material Moving	8.3%	9.3%	6.3%
Healthcare Support	2.8%	2.7%	2.6%
Protective Service	1.9%	1.5%	1.8%
Food Preparation/Serving	3.9%	5.0%	5.2%
Building Maintenance	2.1%	3.2%	2.7%
Personal Care/Service	2.1%	2.2%	2.6%

Source: Esri Business Analyst, 2024

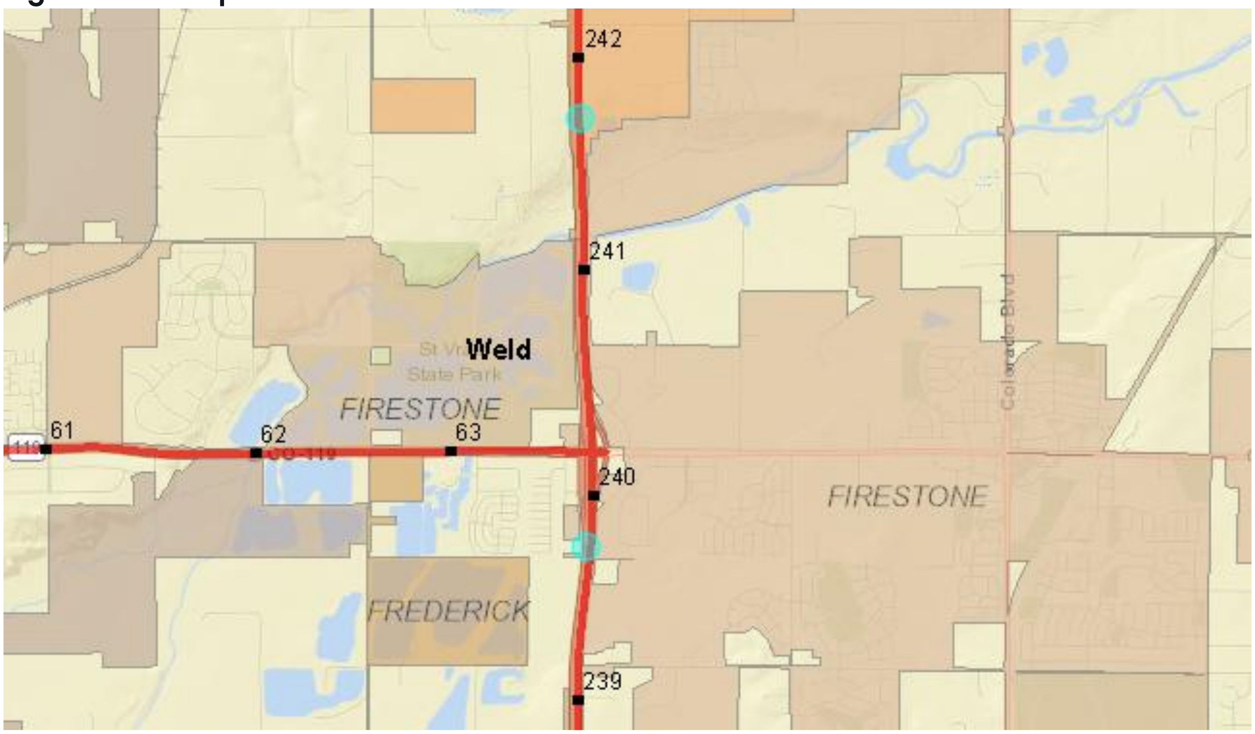
Traffic and Commuter Patterns

Understanding traffic and commuter patterns is an important component of a well-rounded feasibility study—particularly for public amenities like parks, community centers, or town centers. These data provide insight into who moves through the area, when, and how frequently. All of these factors affect accessibility, user volume, and the overall potential of the site.

In a community such as Firestone, which is situated along major commuting corridors, traffic and commuting data can reveal important trends related to the flow of human capital into and out of the Town. This is especially relevant for Central Park, which will need to attract not only Firestone residents, but also visitors or workers passing through the area.

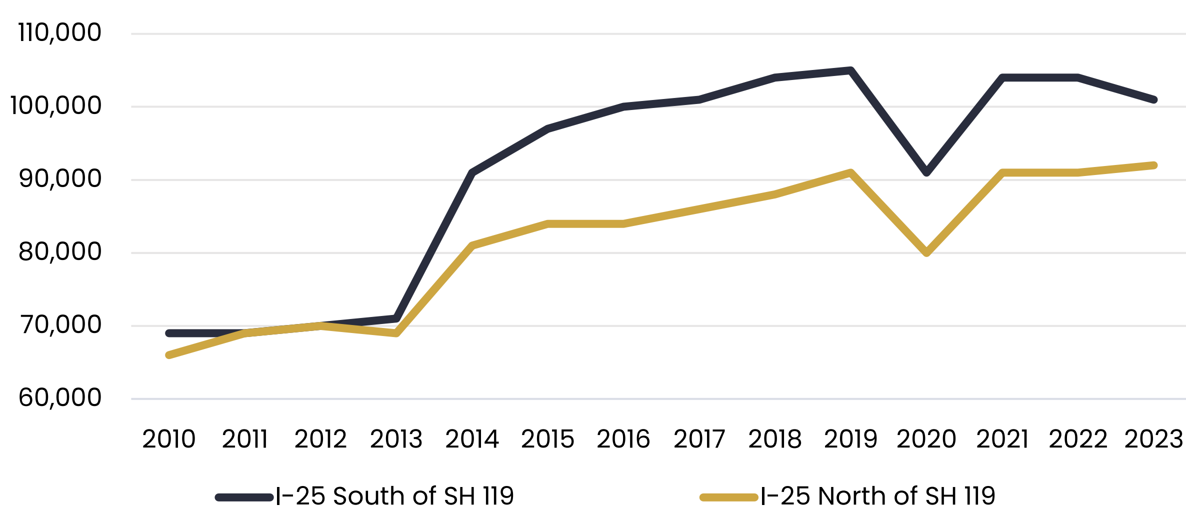
Figure 4.22 displays a map of the traffic stations near Firestone. The stations are located on Interstate 25 to the west and northwest of the Town. Traffic volume in these stations grew steadily through 2019, peaked that year, then dropped sharply in 2020 due to the COVID-19 pandemic (Figure 4.23). Volumes rebounded in the years following, returning to pre-pandemic levels. However, since 2021, traffic growth in the area has stagnated, with volume even declining at the traffic station south of State Highway 119.

Figure 4.22: Map of Traffic Stations near Firestone



Source: Colorado Department of Transportation

Figure 4.23: Colorado I-25 AADT, Firestone North and South Stations, 2010-2023

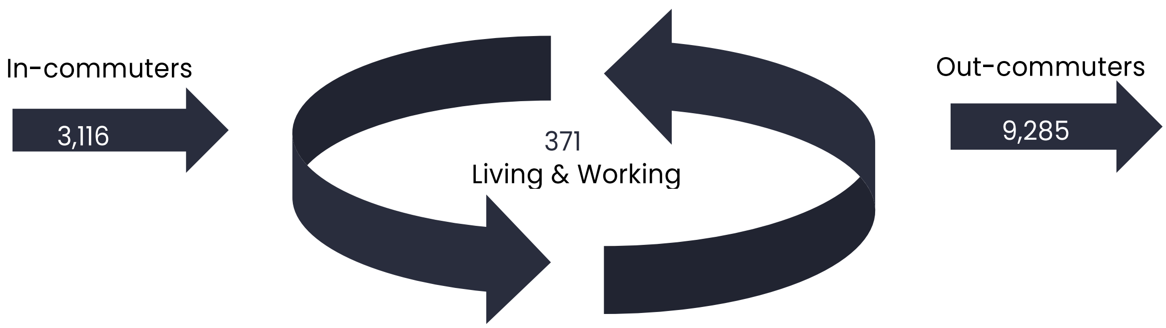


Source: Colorado Department of Transportation, 2023

The remaining figures and tables in this section review the commuting patterns of workers and residents in Firestone. Figure 4.24 illustrates the differences between workers who commute into Firestone, those who both live and work in the Town, and residents who commute elsewhere for employment. The data indicates that many Firestone residents do not find employment opportunities within the Town's boundaries but instead commute to jobs in nearby areas such as Longmont or Denver. Simultaneously, many jobs located in Firestone are being filled by workers who live outside the community. With only 371 residents living and working in Firestone, there is a significant mismatch between local employment supply and demand.

This discrepancy may originate from several factors, including a local job market heavily oriented toward specific sectors that do not align with Firestone residents' occupational skills or salary expectations. Additionally, Firestone's recent population growth and residential development may have outpaced the supply of work available for the expanding population.

Figure 4.24: Commuter Inflow and Outflow from Firestone



Source: US Census Bureau ACS, OnTheMap, 2022

Residents living in Firestone are primarily finding work in the nearby cities of Longmont and Denver, both less than an hour away (Table 4.11). Firestone ranks as the fifth highest municipality for employment among Firestone residents.

Table 4.11: Where Residents of Firestone Work, 2022

City	Count	Share
Longmont, CO	1,228	12.7%
Denver, CO	1,175	12.2%
Boulder, CO	809	8.4%
Aurora, CO	448	4.6%
Firestone, CO	371	3.8%
Westminster, CO	320	3.3%
Frederick, CO	310	3.2%
Broomfield, CO	300	3.1%
Fort Collins, CO	296	3.1%

Thornton, CO	276	2.9%
All Other Locations	4,113	42.6%

Source: US Census Bureau ACS, OnTheMap, 2022

Those that are employed in Firestone primarily commute from either Firestone itself, Longmont, or Frederick (Table 4.12). Longmont and Frederick are neighboring towns that border Firestone. Denver ranks as the fourth most common commuting location.

Table 4.12: Where Workers Live That are Employed in Firestone, 2022

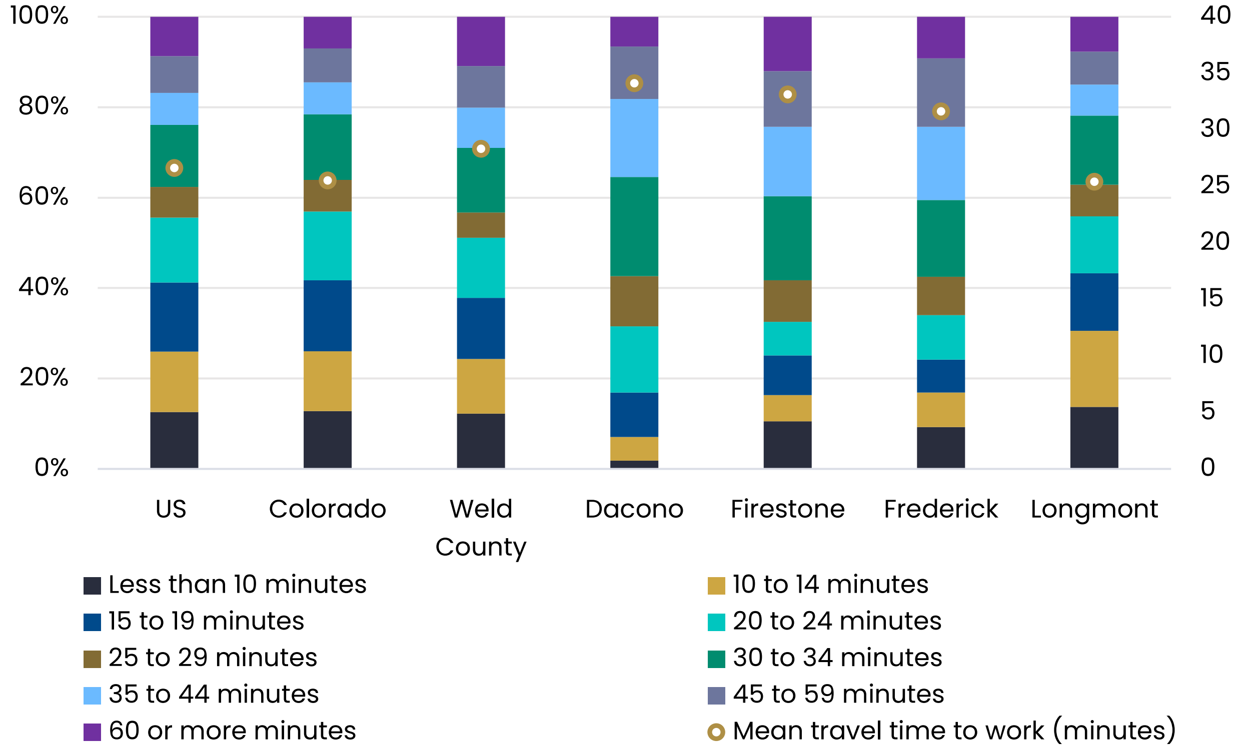
City	Count	Share
Firestone town, CO	371	10.6%
Longmont city, CO	338	9.7%
Frederick town, CO	195	5.6%
Denver city, CO	155	4.4%
Aurora city, CO	141	4.0%
Greeley city, CO	131	3.8%
Loveland city, CO	105	3.0%
Thornton city, CO	104	3.0%
Fort Collins city, CO	96	2.8%
Westminster city, CO	77	2.2%
All Other Locations	1,774	50.9%

Source: US Census Bureau ACS, OnTheMap, 2022

Travel time to work is important to consider because it reflects both the mobility patterns of residents and the Town's connections to regional job centers. Long commutes may signal that residents rely heavily on jobs outside of Firestone, which can influence the timing, demand, and type of amenities or services they use locally. It also affects the availability of volunteers, participation in community events, and demand for mixed-use facilities during the evenings and weekends.

All three towns of the "tri-cities" (Dacono, Firestone, and Frederick) have higher average commute times than the state, county, and nation. Specifically, Firestone's average commute to work is approximately 33 minutes. Most of these commuters travel Westward along State Highway 119 to Longmont, or South to Denver, both of which can have hefty time obligations depending on time of day and traffic.

Figure 4.25: Travel Time to Work, 2023



Source: US Census Bureau ACS 5-Year Estimates, S0801

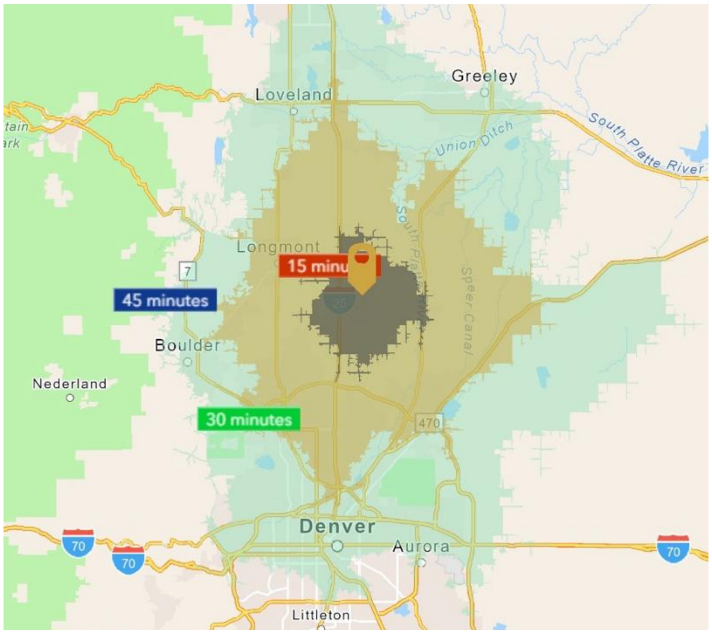
Industry Demand Analysis

PC identified two primary sources of demand for the Central Park project, each with a unique customer profile. The first group consists of frequent local users who will use the facilities for regular leagues, practices, tournaments, and more. The second group includes non-regular users who will visit the site for games and tournaments, attending only once or several times per year. These visitors may also use the site's mixed-use amenities, though likely infrequently. The out-of-region visitor audience is addressed in greater detail in Chapter 2: Economic Impact Analysis.

Each component of demand offers distinct features and benefits. Local demand is much more stable and predictable. Alternatively, non-regular users tend to spend more during their visits, delivering a greater economic impact to the region.

The figures, tables, and analysis in this section relate to local demand for the proposed facility. It is imporant to note that the local consumer segment will help ensure regular facility use during weeknights. However, on its own this segment is unlikely to generate enough revenue to cover construction, financing, staffing, and operations costs. Additionally, this revenue will likely be insufficient to support ongoing facility investment, upkeep, and enhancements.

Figure 4.26: 15-, 30-, and 45-Minute Drive-Time Radius Map



Source: Esri Business Analyst, 2025

To determine the area of local demand for Firestone's Central Park, PC conducted a drive-time analysis to identify the counties and communites within the Firestone Market Area. Figure 4.26 displays drive times using three radii: 15, 30, and 45 minutes. PC used the intersection of 3rd Street and Wooster (near Richard E. Hart Memorial Park) as the center point of the anlaysis. That point is denoted by the gold arrow on the map. Table 4.13 displays high-level demographic statistics for each of the drive-time areas.

Within a 15-minute drive-time distance from the center of Firestone, the population is 52,347. Expanding to a 45-minute radius, the population increases significantly to 2.5 million, largely due to the inclusion of Denver. This suggests that Central Park may have the potential to attract a large audience for certain events that draw crowds, such as youth sporting events and tournaments. Median household incomes range from $99,937 within the 45-minute radius to $112,732 within the 15-minute radius. Median ages range from 36.2 (45-minute radius) to 37.5 (30-minute radius), comparable to the statewide median age of 37.5. These relatively younger age groups align well with target demographics for an athletic and mixed-use park. Given the especially high median household incomes in Firestone and the greater Denver area (see Figure 4.8), Central Park is well-positioned to support both local businesses and sporting events.

Table 4.13: Drive-Time Area Demographics

	Drive Time Area		
	15 Minute	30 Minute	45 Minute
Total Population	52,347	770,929	2.5M
Households	17,997	284,976	965,797
Median Household Income	$112,732	$107,121	$99,937
Median Age	36.4	37.5	36.2
Average Household size	2.91	2.69	2.49
% Youth Aged 10–17 years	11.3%	10.5%	9.9%

Source: Esri Business Analyst, 2024 and Points Consulting Calculations

The Firestone Market Area

Understanding the market dynamics surrounding the facility is essential, as research shows that convenience and travel distance significantly influence regular attendance at sports and fitness centers. One market research report identifies an inverse relationship between commute distance to paid outdoor and indoor activity facilities and the frequency of exercise.[12] Though much of this research focuses on standard membership-based gyms, similar patterns are likely to apply to users of multi-use facilities. Some proportion of local users will likely come from within the 45-minute drive-time radius shown in Figure 4.26.

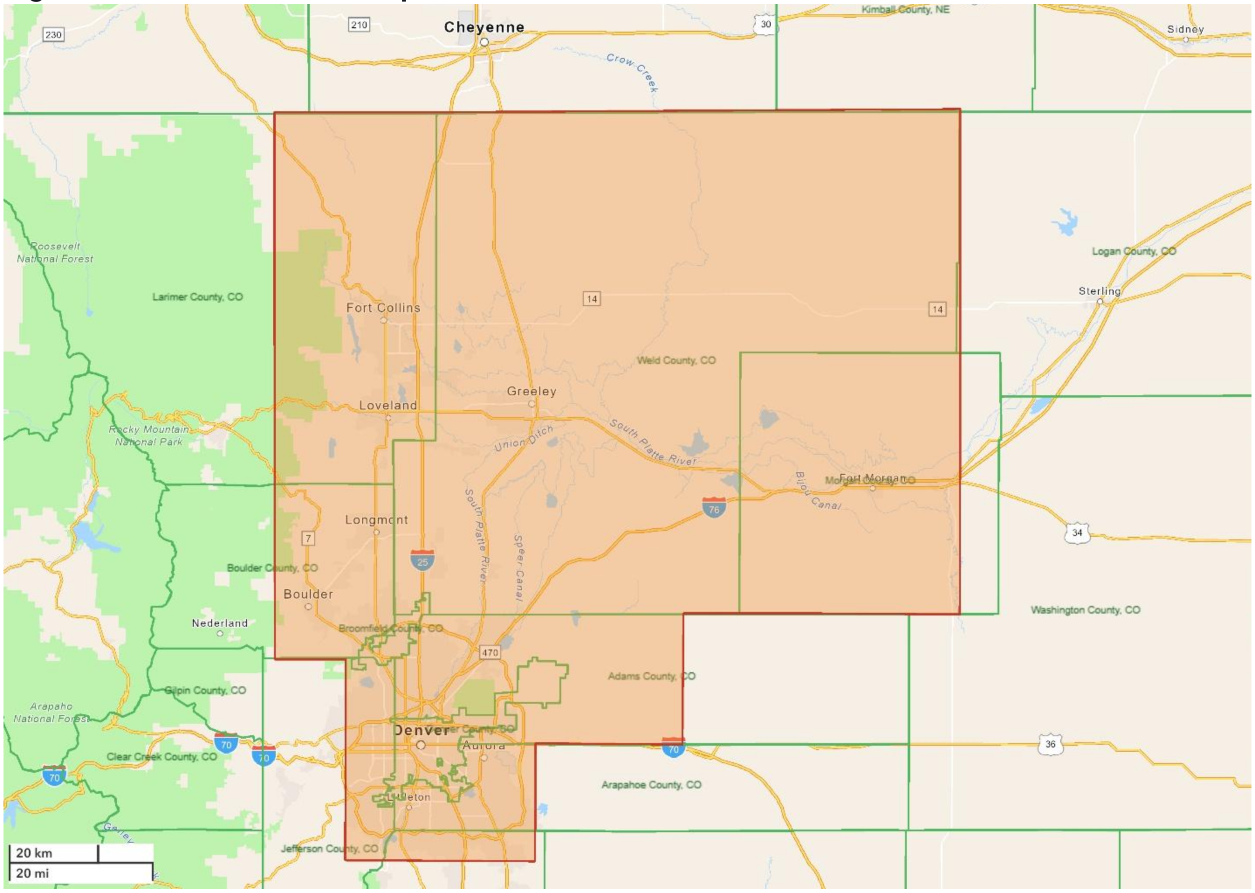
Findings from the Traffic and Commuter Patterns section show that a large majority of the population in Firestone works outside of Firestone and Weld County. For this reason, the selected market area is broad and roughly based on the reach of the 45-minute drive time radius. The overall size of the market for Central Park for everyday use will ultimately be decided by the number of commuters that drive to and from Firestone on a daily basis.

Figure 4.27 displays a map of the initial selected market areas for industry evaluation. It should be noted that the scope of the Market Area may narrow later in this feasibility study based on relevance and findings in this chapter. Based on drive-time radii, along with an understanding of Colorado's geography, city distribution, and commuting patterns, the project team delineated a market area for analysis. Much of Colorado's landscape consists of uninhabited or sparsely populated areas, and counties are generally spread out (Denver and Broomfield being notable exceptions). As a result, PC selected market areas that align with these geographic characteristics:

- Weld County
- Denver County
- Broomfield County
- Adams County (partial)
- Larimer County (partial)
- Boulder County (partial)
- Arapahoe County (partial)
- Morgan County (partial, removed for EIA)
- Jefferson County (partial, removed for EIA)
- Douglas County (partial, removed for EIA)

[12] A. Raza, A. Pulakka, L. L. M. Hanson, et al., "Distance to Sports Facilities and Low Frequency of Exercise and Obesity: A Cross-Sectional Study," *BMC Public Health* 22 (2022): 2036, https://doi.org/10.1186/s12889-022-14444-7.

Figure 4.27: Market Area Map



Source: Esri Business Analyst, 2025

PC emphasizes the importance of distinguishing the Firestone Market Area from the demographic findings discussed earlier in this chapter. While most users of the site will likely come from the Town of Firestone and Weld County, potential demand from surrounding areas should not be overlooked. The influence of nearby communities, regional travel patterns, and market dynamics beyond local boundaries must be considered to accurately assess the demand for Central Park. Understanding both local and external demand drivers will provide a more complete picture of the facility's potential use.

The Market Area's population has grown by nearly 700,000 over the past 14 years and is projected to approach 4 million by 2029 (Table 4.14). Between 2020 and 2024, the youth population (ages 0–17) declined from 385,000 to 376,000. However, modest growth in this age group is anticipated through 2029. Despite this, the share of 10–17-year-olds is expected to continue declining relative to the total population, which may pose challenges for a sport-oriented facility targeting that age group. On the other hand, median household incomes in the Market Area remain high. This is a positive indicator for mixed-use developments that offer a variety of shopping amenities.

Overall, strong population growth will help guarantee a base of clients for the foreseeable future. Due to the nature of Central Park's planned designs, the offerings should cater to a wide array of consumers, even as the population continues to age. A well-designed mixed-use site will offer something for everyone, ensuring broad community appeal and consistent visitation.

Table 4.14: Firestone Market Area Demographics, 2010–2029

Summary	2010	2020	2024	2029
Population	3.1M	3.7M	3.8M	4M
Population Ages 10-17	-	385,089	375,876	380,163
% Ages 10-17	-	10.5%	9.9%	9.6%
Households	1.2M	1.4M	1.5M	1.6M
Families	766,282	-	888,374	925,059
Average Household Size	2.49	2.50	2.49	2.47
Median Age	35.0	36.1	36.9	38.3
Median Household Income	-	-	$100,374	$115,836
Average Household Income	-	-	$138,071	$161,956

Source: Esri Business Analyst, 2024 and Points Consulting Calculations

Sports Participation in the Firestone Market Area

Table 4.15 shows the projected demand for participation in sports fees, such as club sports, admissions, and related equipment. It also presents the projected demand for food purchased and prepared away from home. These categories reflect the general mixed-use facility types that Central Park will offer.

Demand for athletic events (whether for participation or spectating) is expected to grow over the next five years. Unsurprisingly, the demand for sports equipment will rise simultaneously. Takeout food sales are also expected to increase by $1.7 billion during the same period, showing that a mixed-use site will likely benefit community residents.

Table 4.15: Projected Demand for Athletic and Food Retail in the Firestone Market Area

Category	2024 Spending	2029 Demand	Projected Growth
Fees for Participant Sports, excl. Trips	$243.78M	$300.03M	$56.26M
Admission to Sporting Events, excl. Trips	$139.15M	$171.48M	$32.33M
Sports/Recreation/Exercise Equipment (6)	$584.71M	$721.75M	$137.04M
Food Away from Home	$7.4B	$9.1B	$1.7B

Source: Esri Business Analyst, 2024

Table 4.16 shows the retail market potential for specific categories related to food and athletics. Market Potential Index (MPI) measures the likelihood that households in the area exhibit certain behaviors or spending patterns. The United States serves as the benchmark with an MPI of 100 for each category. For example, the Market Area's MPI of

116 for fitness club exercise indicates that households in the Market Area are 1.16 times as likely as the average U.S. household to pay for and use a fitness club.

In general, households in the Town of Firestone and the broader Market Area are more likely to engage in physical activities than households in the United States or Colorado. The Town of Firestone shows higher spending patterns on takeout and dine-in fast food options, whereas the Market Area falls below the average in these categories. Specifically, only 38.4% of households in the Market Area visited a fast-food restaurant in the past 30 days, compared to 45.1% in the Town of Firestone.

These trends suggest that the higher demand for exercise in the Market Area, combined with the greater demand for takeout options in Firestone, bode well for a mixed-use Central Park that will offer amenities catering to both preferences.

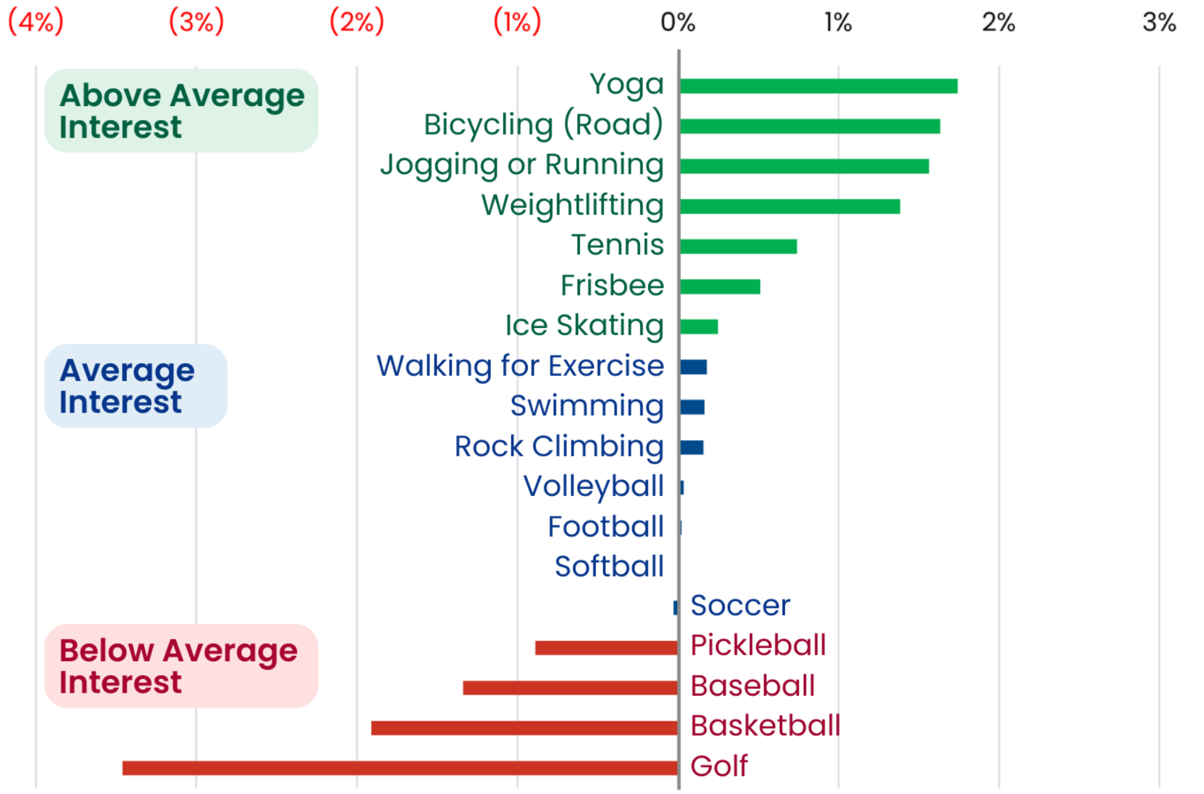
Table 4.16: Retail Market Potential

Category	Firestone		Market Area		Colorado	
	%	MPI	%	MPI	%	MPI
Dined Out/12 Mo	62.7%	112	58.3%	104	58.3%	104
Exercise at Home 2+ Times/Week	53.6%	111	51.4%	106	50.9%	105
Exercise at Club 2+ Times/Week	14.0%	120	13.5%	116	13.1%	112
Went to Fast Food/Drive-In Restaurant/6 Mo	93.7%	103	91.1%	100	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	45.1%	114	38.4%	97	38.4%	97
Ordered Eat-In Fast Food/6 Mo	35.2%	122	28.6%	99	28.8%	100
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	59.0%	112	24.3%	107	23.6%	104

Source: Esri Business Analyst, 2024

The following figures and tables show detailed data on specific sports participation and spending habits. Figure 4.28 compares local sport participation, provided by ESRI Business Analyst, to national participation, provided by the Sports and Fitness Industry Association (SFIA). The largest positive differences for Firestone are preferences for yoga, bicycling, and jogging, while the largest negatives are golf, basketball, and baseball. Please note that while Figure 4.28 is demonstrative of differences in sport preferences, overall the differences are small, typically within 1-2%.

Figure 4.28: Local Sports Participation Rates Compared to National Participation Rates

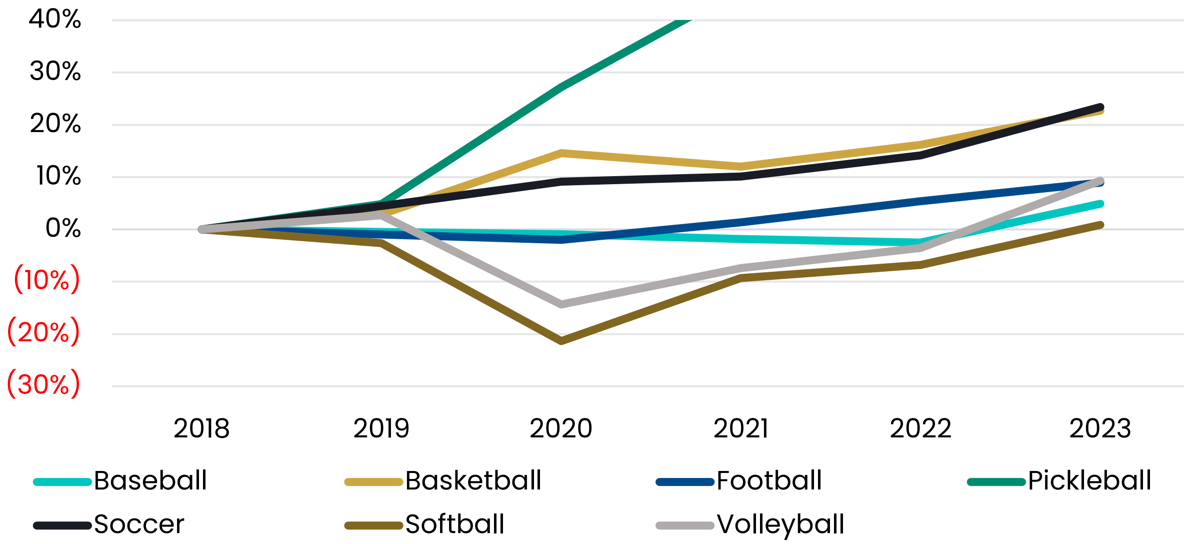


Source: Sports and Fitness Industry Association and ESRI Business Analyst

The SFIA differentiates two separate categories of sport participation: casual and core. Casual participants participate only a certain number of times per year (determined by the SFIA). For example, basketball players are considered "casual" if they participate less than 13 times per year. The other category is "core" participants, which surpass the threshold for participation per year. Figure 4.29 shows the growth for overall national participation, meaning both casual and core participants are counted. Overall, most sports have experienced growth into 2023. However, many sports such as softball, volleyball, and baseball experienced significant decrease in 2020 before returning to pre-pandemic levels. Notably, pickleball has experienced the largest growth nationally, increasing over 300% since 2018.

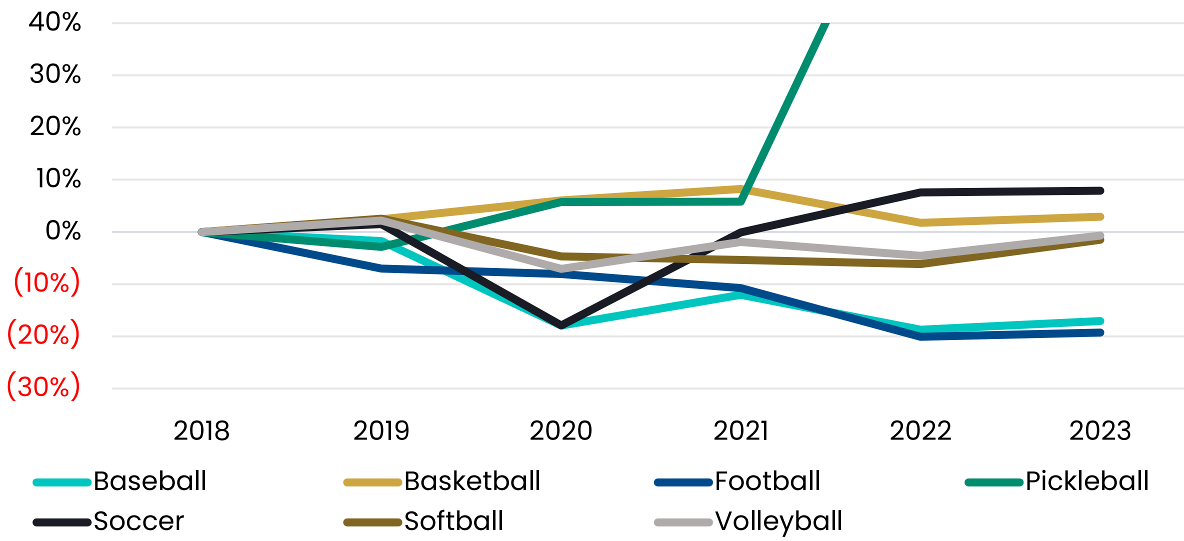
Figure 4.30 shows the national growth for core participants in each sport. Core participation in major sports such as baseball, football, and volleyball has decreased since 2023. With the overall participation increasing during that period, this means that athletes prefer to diversify and try new activities rather than only being a core participant in one or two sports. Casual audiences for each sport are contributing to most of the growth observed.

Figure 4.29: National Overall Sport Participation Growth, 2018–2023[13]



Source: Sports and Fitness Industry Association

Figure 4.30: National Core Sport Participation Growth, 2018–2023



Source: Sports and Fitness Industry Association

Participation in activities by age group is depicted in Table 4.17. While this table doesn't detail sport specific age group participation, it gives a good insight into the potential future of sport participation in the Firestone area. Due to changing population dynamics, there will be a boost in 6–12-year-old participation, from 2024 to 2029.

[13] Shown are sports that will be key in Central Park's development. Some sports were removed to make the figure easier to interpret. Not shown: Frisbee (-23%), Jogging (-2%), Tennis (+34%), Walking (+3%)

However, sports for high school aged students will likely see a decrease in participation as the market shrinks temporarily due to shifting age aspects. Young adult participation will grow as current high school students age into the new cohort by 2029.

Table 4.17: Youth Participation by Age Group, 2024

Age Group	Firestone Market Area	Weld County	Colorado	U.S.
2024				
6-12	176,814	21,309	281,909	16M
13-17	137,534	14,943	217,034	12.2M
18-26	237,903	23,526	367,170	20.4M
2029				
6-12	184,609	23,606	294,150	16.3M
13-17	133,550	15,445	210,733	11.6M
18-26	238,677	25,045	368,100	20.0M
% Change: 6-12	4.4%	10.8%	4.3%	2.1%
% Change: 13-17	(2.9%)	3.4%	(2.9%)	(5.0%)
% Change: 18-26	0.3%	6.5%	0.3%	(1.9%)

Source: PC using ESRI Business Analyst and the Sports and Fitness Industry Association

Table 4.18 shows the attendance at sporting events over the past 12 months. Spectator attendance is a key factor in the success of sports facilities, as spectators often contribute revenue through entrance fees and concessions. High school sports will be particularly important to Central Park's success, given that professional athletic events are unlikely to take place there and families will typically pay entrance fees to attend.

In the Town of Firestone, high school sport attendance exceeds the U.S. average, whereas the Market Area does not show the same trend. Attendance at general sports events is also higher on average in these areas, which may be influenced by the proximity of Denver and its professional sports offerings.

Table 4.18: Attendance at Sporting Events During the Last 12 Months

Attendance Type	Firestone		Market Area		Colorado	
	% of Population	MPI	% of Population	MPI	% of Population	MPI
Attend High School Sports Events	4.0%	111	3.4%	94	3.6%	100
Attend Sports Events	17.7%	111	17.0%	107	16.8%	106

Source: Esri Business Analyst, 2024

A natural byproduct of sports participation is spending on required equipment (Table 4.19). These items can be as simple as a basketball, or as complex as a full set of padded gear for sports such as football and baseball. In all identified geographies, spending on equipment is higher than the national average across all categories. In both Firestone and the broader Market Area, the highest spending occurs in the $250+ price range.

Table 4.19: Sports and Recreation Equipment Spending During the Last 12 Months

Spending Range	Firestone		Market Area		Colorado	
	% of Population	MPI	% of Population	MPI	% of Population	MPI
Spent $1-99 on Sports/Recreation Equipment	7.4%	110	6.8%	102	6.8%	102
Spent $100-249 on Sports/Recreation Equipment	6.3%	101	6.3%	101	6.4%	102
Spent $250+ on Sports/Recreation Equipment	13.9%	142	10.3%	107	10.5%	108

Source: Esri Business Analyst, 2024

The Town of Firestone also provided data on the adult and youth Carbon Valley Parks and Recreation Department sanctioned teams and events.

Sport	Participation Count
Adult Softball	118
Adult Volleyball	140
Youth Basketball	476
Youth Soccer	910
Youth Volleyball	460
Youth Softball	271
Youth Baseball	539
Frederick H.S. Soccer Camp	42
Gymnastics Class Sign-ups	1707

Source: Town of Firestone, Carbon Valley Parks and Recreation Department, 2024

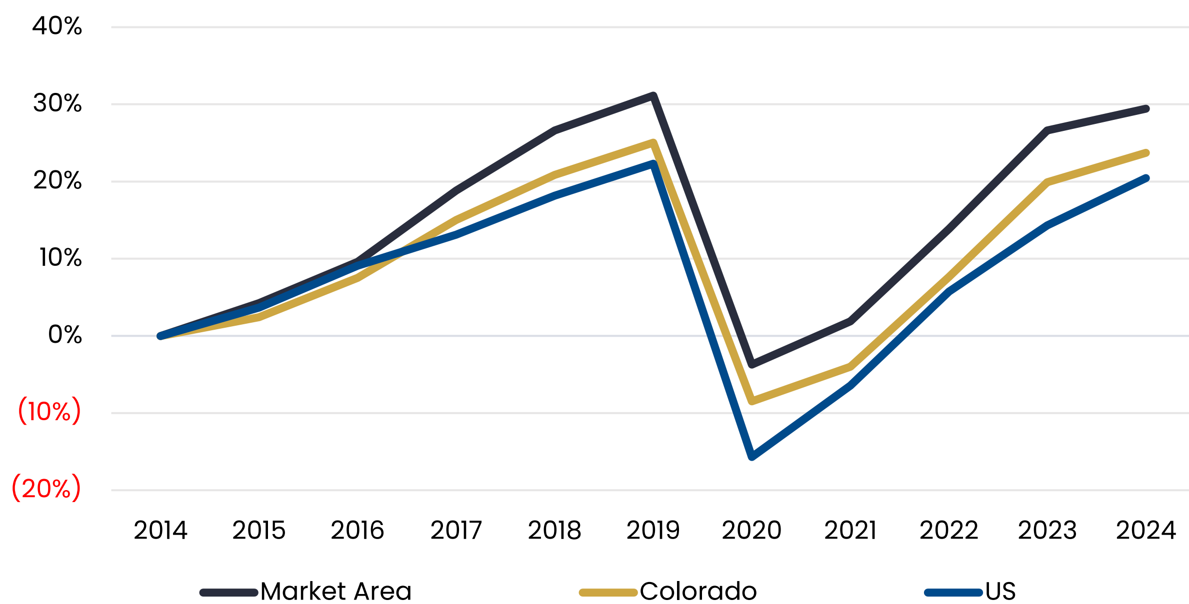
Industry Performance

It is important to review both local and national trends in the industry sectors most relevant to Central Park's future. Growth of a given industry within the Firestone Market Area is a strong sign of persistent market demand, while inconsistent or declining employment trends may suggest cyclical market demand tied to broader economic conditions. Although employment is an imperfect metric, it is highly correlated with overall industry financial performance.

This section uses data from the Bureau of Labor Statistics, which will often suppress county-level data for smaller industries. For this reason, data are available in this section for three key industries: Sports & Recreational Sports Centers, Full-Service Restaurants, and Limited-Service Restaurants. In Figure 4.32, PC has combined the two restaurant categories. These three industries will play a vital role in the success of Central Park.

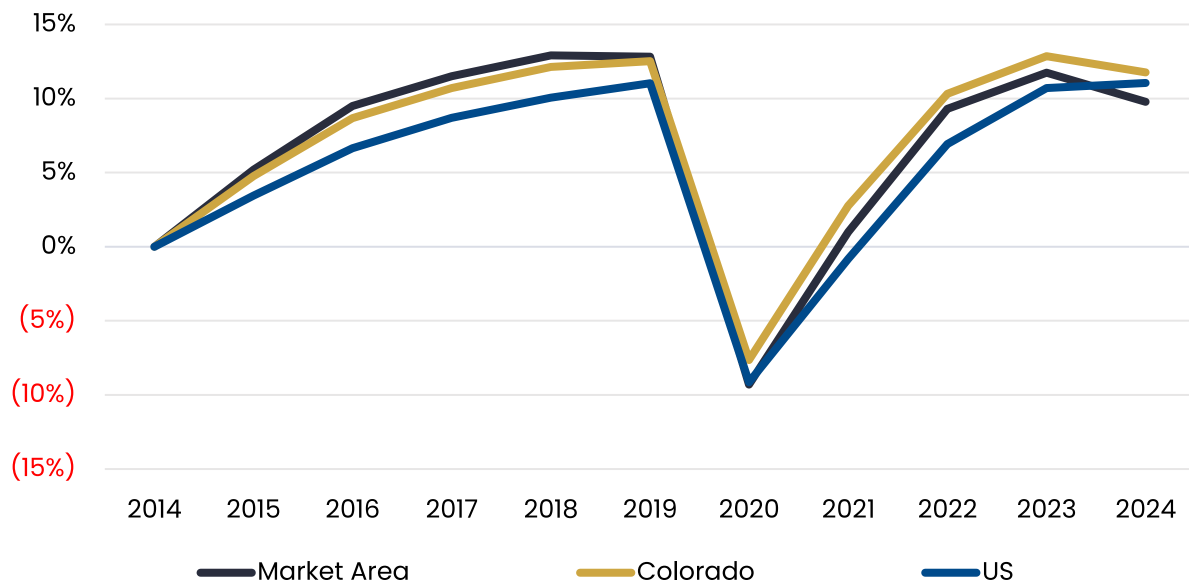
Cumulative employment change in these industries (within the Market Area, Colorado, and the United States) is shown in Figure 4.31 and Figure 4.32. The most noticeable shifts in these industries occurred during the COVID-19 Pandemic, reflecting broader industry-wide disruptions. Both the recreation and restaurant industries saw sharp rebounds in 2021. However, while employment in the recreation industry continued to grow through 2024, the restaurant sector began to decline over the past year. This trend is not unique to the Market Area; similar patterns are observed at both the state and national levels. In fact, restaurant employment growth had already begun slowing prior to the pandemic, and the recent decline appears to be a continuation of that longer-term trend.

Figure 4.31: Cumulative Employment Change for the Fitness and Recreation Sport Center Industry, 2014–2024



Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics, 2024

Figure 4.32: Cumulative Employment Growth of the Restaurant Industries, 2014–2024



Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics, 2024

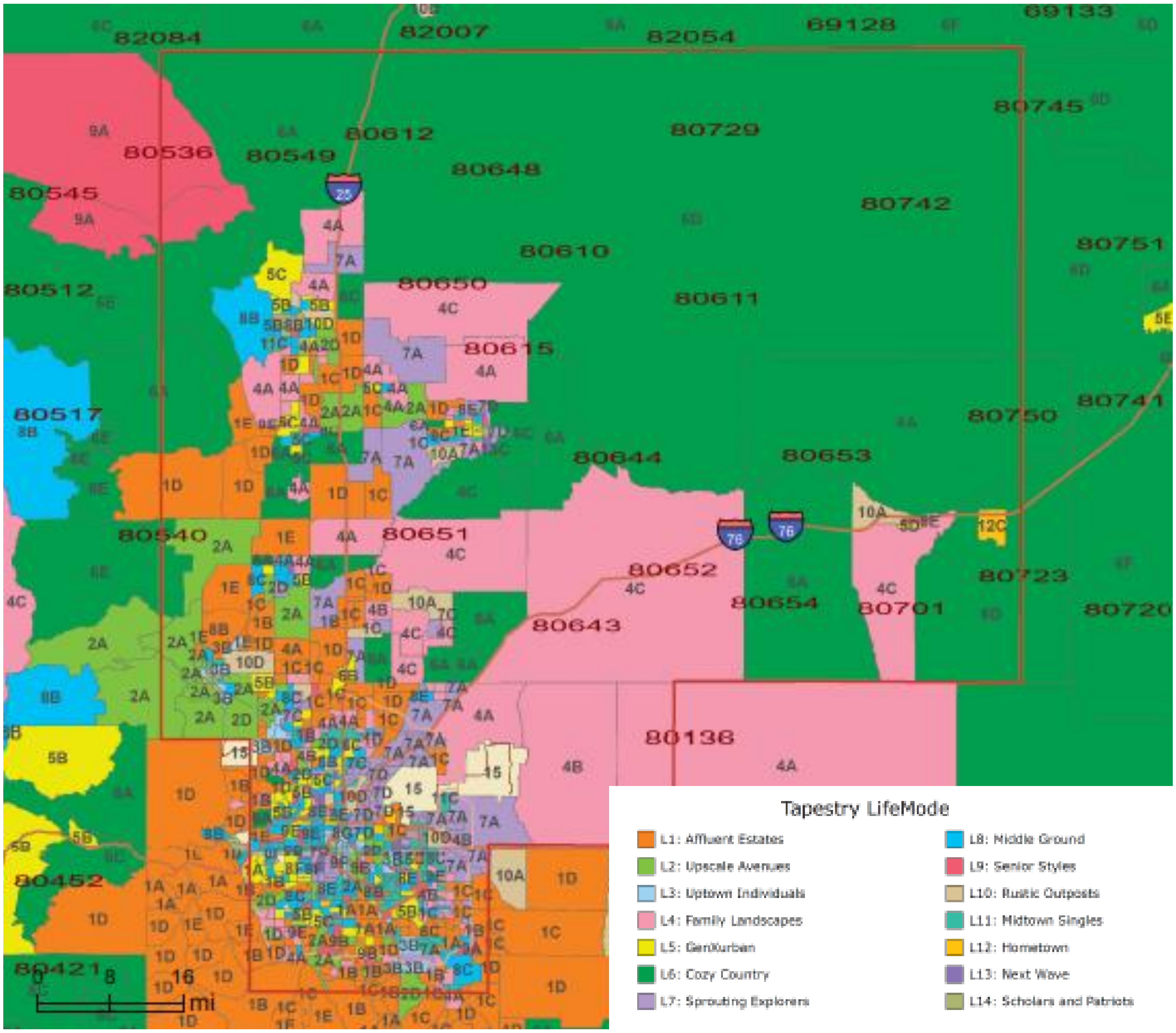
Tapestry Segmentation

One of PC's data vendors, Esri, provides a "tapestry segmentation" analysis that classifies market areas into 67 unique psychographic segments based on variations in values and behaviors. Individuals and households in the Firestone Market Area natural exhibit diverse interests, income levels, educational attainment, and professional backgrounds. The purpose of segmentation is to group the population into clusters with generally similar lifestyle choices, spending habits and leisure activities. While the tapestry titles serve as shorthand for common traits, PC supplements this with detailed demographic profiles for each highlighted segment to provide additional context.

The Firestone Market Area is characterized by affluent, suburban-style living, with a mix of young working- and middle-class residents concentrated around the City of Denver. Similar tapestry segments are grouped into broader categories called LifeModes. Figure 4.33 displays a map of the Firestone Market Area with LifeModes indicated by neighborhood.

The Firestone Market Area has a diverse mixture of LifeModes, the most common being "Metro Renters," "Boomburbs," "Young and Restless," "Workday Drive," and "Savvy Suburbanites." With one exception ("Savvy Suburbanites"), these groupings are primarily young to middle-aged adults, some with children and some without. The individual tapestry groups which will most likely visit Central Park are addressed in detail in Table 4.20: Tapestry Segmentation in the Firestone Market Area and USand Appendix B.

Figure 4.33: Tapestry Segmentation Lifemodes



Source: Esri Business Analyst, 2024

PC highlights five specific tapestry segments in the Firestone Market Area as potential regular users of Central Park facilities. Compared to other nearby communities, the Market Area features a broad range of segments, largely due to the influence of the City of Dever and its surrounding suburbs, which contribute to the area's diversity. As shown in Table 4.21 the top five segments are all relatively young. However, they differ considerably in household income, household size, and wealth index.

"Metro Renters" and "Boomburbs" are tied as the largest tapestry segment in the Firestone Market Area, each representing 6.2% of households. "Young and Restless" households make up 5.3%, followed by a tie between "Workday Drive" and "Savvy Suburbanites" at 4.9% each.

Table 4.20: Tapestry Segmentation in the Firestone Market Area and US

Rank	Tapestry Segments	Firestone Market Area		United States	
		% of Households	Cumulative % of Households	% of Households	Cumulative % of Households
1	Metro Renters (3B)	6.2%	6.2%	1.8%	1.8%
2	Boomburbs (1C)	6.2%	12.4%	2.0%	3.8%
3	Young and Restless (11B)	5.3%	17.7%	1.8%	5.5%
4	Workday Drive (4A)	4.9%	22.6%	3.1%	8.6%
5	Savvy Suburbanites (1D)	4.9%	27.5%	3.0%	11.6%

Source: Esri Business Analyst, 2024

Table 4.21 provides more detail on the characteristics of the five market segments, including selected data on income, age, household size, wealth, and socioeconomic status. These five segments account for 27.5% of households in the Market Area and 11.6% of households nationwide, underscoring the area's broad socioeconomic diversity.

For instance, the median income for "Young and Restless" households is just $40,500, while "Boomburbs" households earn nearly three times as much. "Metro Renters" average only 1.67 people per household, which aligns with their low homeownership rates. In contrast, "Boomburbs" tend to be full families, with an average household size of 3.25. These segments reflect the range of lifestyles commonly found in large cities and their suburbs.

Table 4.21: National Level Characteristics of Firestone Market Area Tapestry Segments

Rank	Tapestry Segments	Median Household Income	Median Age	Avg. HH Size	Wealth Index	Socioeconomic Status Index
1	Metro Renters (3B)	$67,000	32.5	1.67	75	57.5
2	Boomburbs (1C)	$113,400	34	3.25	153	62.6
3	Young and Restless (11B)	$40,500	29.8	2.04	38	46.2
4	Workday Drive (4A)	$90,500	37	2.97	143	59.1
5	Savvy Suburbanites (1D)	$108,700	45.1	2.85	200	64

Source: Esri Business Analyst, 2024

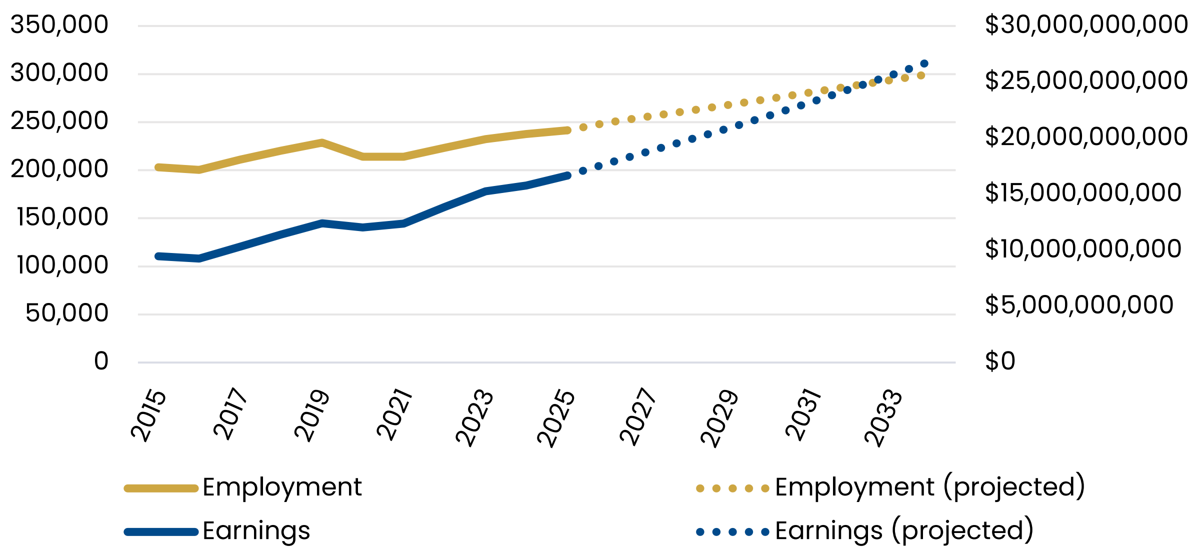
Industry Specific Demands and Projections

Figure 4.34 displays historical and projected employment and earnings for Weld County across all industries. Employment in the County peaked in 2019, just before the pandemic, followed by two years of decline. Since then, a moderate rebound has pushed employment above pre-pandemic levels. PC projects that this growth may continue, with total employment reaching just over 300K jobs by 2034.

Earnings also stalled as the pandemic began, though the decline from 2019 to 2020 was less severe than the drop in employment. Over the past four years, earnings have outpaced employment growth and are projected to continue doing so through 2034.

This trend is a positive sign for the region's economy, as it indicates that workers are not only finding jobs but earning more. However, these figures are not adjusted for inflation. This means the real purchasing power of these earnings may be lower than the nominal increases suggest.

Figure 4.34: Projected Earnings and Employment Growth, 2015-2034 in Weld County



Source: Data Tactical Group

Given the context of the Central Park project, it is important to highlight the historic and future projected growth of industries that will be related to the functions of the site. The following industries (by NAICS codes) were selected as likely candidates for business inside Central Park:

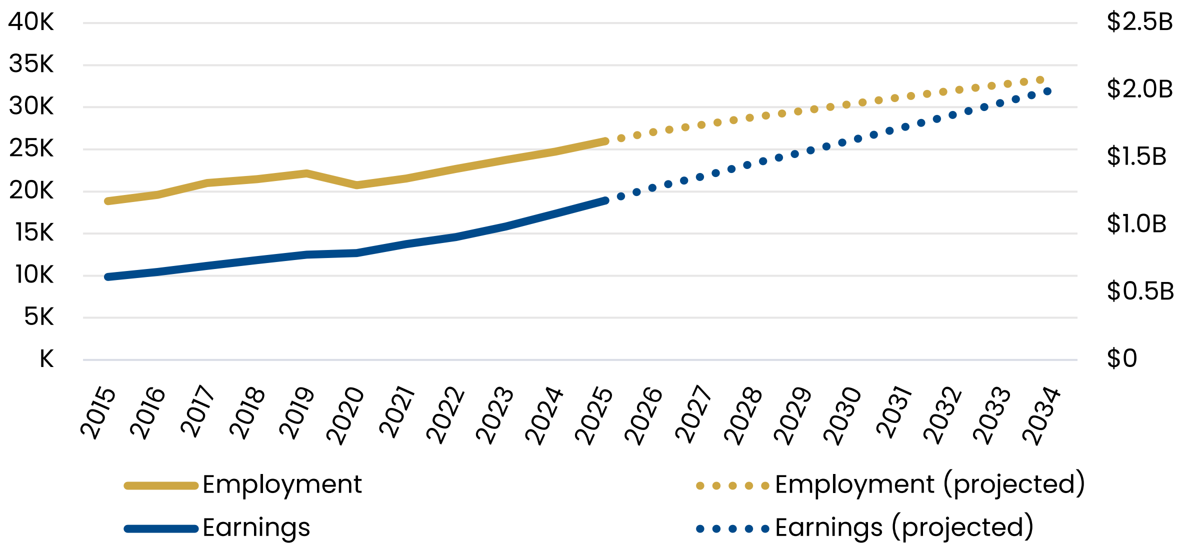
- 445131 – Convenience Stores or Food Marts
- 452319 – Other General Merchandise Retailers
- 459110 – Sports Good Retailers
- 531110 – Lessors of Residential Buildings & Dwellings
- 532284 – Recreational Goods Rentals
- 561790 – Other Services to Buildings (Maintenance)
- 611110 – Elementary & Secondary Schools
- 621111 – Offices of Physicians
- 621340 – Offices of Physical, Occupational & Speech Therapists & Audiologists
- 623311 – Continuing Care Retirement Communities
- 624120 – Services for the Elderly & Persons with Disabilities
- 711310 – Promoters of Performing Arts/Sports/Events (Event Hosting)

- 712190 – Nature Parks
- 713110 – Amusement & Theme Parks
- 713940 – Fitness & Recreational Sports (Gyms, Courts, Fields)
- 713990 – All Other Amusement & Recreational Industries (Trails, Camping, Climbing)
- 721110 – Hotels & Motels
- 722511 – Full-service Restaurants (can be food trucks & stands)
- 722513 – Limited-Service Restaurants
- 722514 – Cafeterias, Grill Buffets & Buffets
- 722515 – Snack & Nonalcoholic Beverage Bars
- 812111 – Barber Shops
- 812112 – Beauty Salons
- 812113 – Nail Salons
- 812930 – Parking Lots & Garages
- 921130 – Public Administration (Park Management Team)

The employment and earnings trends for these industries follow similar historic and future growth patterns as the aggregate of every industry. The following tables in this section highlight the specific changes within each industry. For example, the Fitness & Recreation industry has grown significantly over the past five years but still maintains a location quotient of just 0.78. This indicates that despite local industry growth, it lags volume of employment in the industry when compared nationally. Earnings for these industries in Weld County are fairly low as well, especially when considered alongside earlier findings in this report.

It should be noted that data can be limited by the specificity of certain industries. Certain categories may not have their own designation, such as orthopedic offices and cryotherapy, but may instead be aggregated into one category such as “medical services."

Figure 4.35: Central Park Industries Earnings and Employment Growth



Source: Data Tactical Group

Table 4.22: Change in Retail, Rental, and Real Estate Industries

NAICS	Industry	2019 Emp	2024 Emp	% Change	Avg. Earnings per Worker	LQ
445131	Convenience Stores	62	50	(19.4%)	$30,979	0.39
459110	Sporting Goods Stores	91	104	14.3%	$36,772	0.46
531110	Residential Leasing	151	200	32.5%	$44,796	0.66
532284	Rec. Equip. Rental	6	4	(33.3%)	$158,514	0.26
561790	Property Services	51	81	58.8%	$46,006	0.87
812930	Parking Garages	5	8	60.0%	$31,272	0.08

Source: Data Tactical Group

Table 4.23: Change in Education, Health Care, and Social Assistance Industries

NAICS	Industry	2019 Emp	2024 Emp	% Change	Avg. Earnings per Worker	LQ
611110	K–12 Schools	6,880	7,616	10.7%	$52,252	1.18
621111	Physician Offices	1,287	1,563	21.4%	$78,538	0.69
621340	PT/OT Therapy Offices	129	323	150.4%	$56,416	0.86
622110	Hospitals	2,335	2,196	(6.0%)	$92,991	0.45
623311	Continuing Care Homes	314	457	45.5%	$36,537	1.21
623312	Assisted Living	226	213	(5.8%)	$33,507	0.55
624120	Senior Support Services	746	968	29.8%	$24,301	0.51

Source: Data Tactical Group

Table 4.24: Change in Arts, Entertainment, Recreation, and Fitness Industries

NAICS	Industry	2019 Emp	2024 Emp	% Change	Avg. Earnings per Worker	LQ
711310	Event & Sports Promoters	32	145	353.1%	$32,490	1.28
712190	Nature Parks	51	60	17.6%	$70,166	1.01
713110	Theme Parks	0	0	N/A	N/A	0.00
713940	Fitness Centers	350	428	22.3%	$15,374	0.78
713990	Other Recreation	415	565	36.1%	$21,444	2.23

Source: Data Tactical Group

Table 4.25: Change in Accommodation, Food, and Beverage Services

NAICS	Industry	2019 Emp	2024 Emp	% Change	Avg. Earnings per Worker	LQ
721110	Hotels & Motels	499	439	(12.0%)	$25,844	0.37
722410	Bars	152	278	82.9%	$22,386	0.87
722511	Full-Service Dining	3,383	3,464	2.4%	$28,377	0.84
722513	Fast Food	3,968	4,156	4.7%	$22,696	1.17
722514	Cafeterias & Buffets	110	59	(46.4%)	$26,368	0.94
722515	Snack Bars	552	905	63.9%	$19,236	1.25

Source: Data Tactical Group

Table 4.26: Change in Personal Care and Finance Industries

`	Industry	2019 Emp	2024 Emp	% Change	Avg. Earnings per Worker	LQ
812111	Barbers	32	51	59.4%	$46,049	1.91
812112	Salons	216	244	13.0%	$36,038	0.87
812113	Nail Salons	98	153	56.1%	$42,810	1.32
812930	Parking Garages	5	8	60.0%	$31,272	0.08
921130	Public Finance	24	9	(62.5%)	$51,088	0.04

Source: Data Tactical Group

5. Supply Assessment

In addition to assessing demand among residents in the Firestone Market Area, it is equally important to determine whether existing facilities are adequately meeting the market's needs. The following analysis is based on Points Consulting's (PC's) primary research of local athletic facilities, conducted primarily through web-based sources and information from ESRI Business Analyst. While the list does not include every athletic facility in the market area, it focuses on those that closely align Central Park's development goals in terms of size, scale, and intended use. PC also conducted an analysis of facilities within the Carbon Valley Park and Recreation District.

Catalogue of Local Facilities

PC conducted a thorough review of the Firestone Market Area to determine which local facilities provide services that would be offered at Central Park. Initially, the list of potential spaces and businesses totaled 1,146 facilities. Following a systematic review, we narrowed the list to 381 parks, recreation centers, and gyms that are over 40,000 square feet (SF) in size. These facilities are owned by a mix of entities, including municipal governments and private operators.

Most outdoor facilities are publicly owned by various cities and municipalities. The quality of these fields varies, though they are generally accessible to the public on a regular basis. The PC team also noted facility rental information on the Carbon Valley Park and Recreation District's website, which serves as a useful baseline for estimating potential rental rates for Centra Park's various amenities.

A large share of indoor facilities are either prioritized for certain audiences (e.g., universities) or are operated by pay-for-membership organizations such as a the YMCA. As will be discussed, each peer facility has certain limitations related to availability, size and/or scope of services. Not shown in this table are non-athletic recreation centers, such as libraries, community centers, and senior centers. Table 5.1 shows the distribution of facilities by category and county location.

Table 5.1: Facilities by Category and County Location

Category	40,000–99,999 SF	100,000+ SF
Adams County	**21**	**11**
Multi-Use Recreational Facility	9	5
Park	11	3
Specialized Fitness Center	1	3
Arapahoe County	**15**	**13**
Multi-Use Recreational Facility	5	5
Park	10	3

Specialized Fitness Center		5
Boulder County	**23**	**9**
Multi-Use Recreational Facility	3	4
Park	12	2
Specialized Fitness Center	8	3
Broomfield County	**4**	**3**
Multi-Use Recreational Facility		1
Park	3	
Specialized Fitness Center	1	2
Denver County	**46**	**11**
Multi-Use Recreational Facility	8	6
Park	35	2
Specialized Fitness Center	3	3
Douglas County	**12**	**7**
Multi-Use Recreational Facility	4	2
Park	7	3
Specialized Fitness Center	1	2
Jefferson County	**13**	**8**
Multi-Use Recreational Facility	6	5
Park	6	
Specialized Fitness Center	1	3
Larimer County	**15**	**2**
Multi-Use Recreational Facility	5	1
Park	10	
Specialized Fitness Center		1
Weld County	**11**	**6**
Multi-Use Recreational Facility	3	5
Park	6	1
Specialized Fitness Center	2	
Total	**381**	**174**

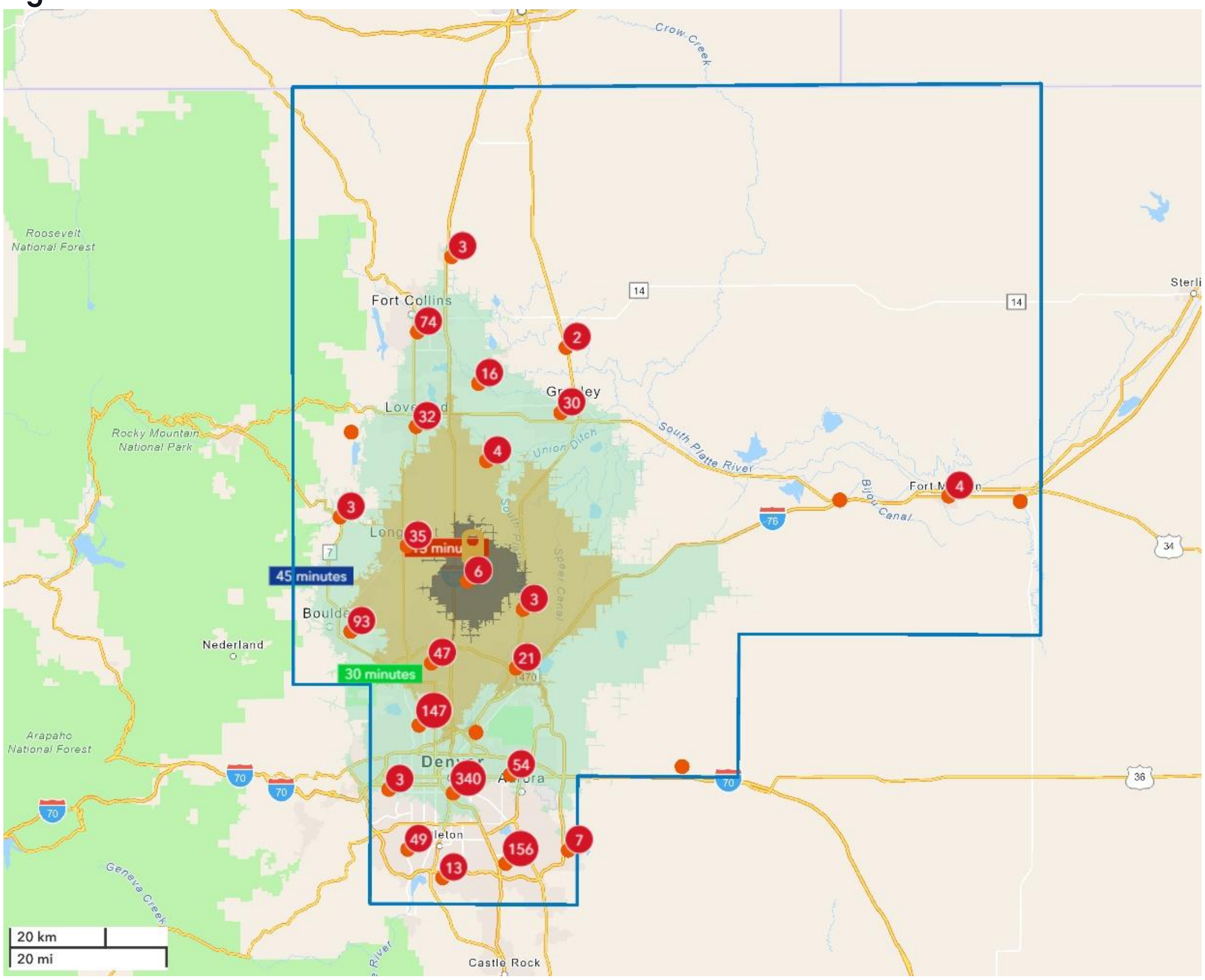
Source: Points Consulting, 2025

Figure 5.1 illustrates the Firestone Market Area along with 15-, 30-, and 45-minute drive-time radii, in relation to the 1,146 recreation facility locations referenced earlier. This map does include non-athletic facilities such as libraries. The map highlights Firestone (marked by a gold arrow in the center) and shows the distance to various surrounding parks and recreation centers. Most of these facilities are concentrated in Denver and

Broomfield, with additional clusters in Boulder and Fort Collins. In contrast, much of Weld County lacks a high concentration of such amenities.

Many of the nearby facilities to Firestone are publicly operated parks and outdoor fields focused on a limited range of sports, such as soccer or baseball. Large, multi-use indoor facilites within the 30-minute radius are limited, with the Berthoud Recreation Center and the Carbon Valley Recreation Center being notable exceptions.

Figure 5.1: Recreation Centers and Parks within the Market Area



Source: ESRI Business Analyst, 2025

The Carbon Valley Park and Recreation District lists the facilities in Table 5.2 as their designated fields and courts for various youth and adult sports leagues. Also included is every town park listed in Firestone's Parks, Open Space, and Trails Master Plan. Most of the listed facilities are parks that provide open space suitable for soccer fields. Some of the parks, such as the Firestone Sports Complex and the Frederick Softball Fields, are more intentionally focused on sports, offering dedicated baseball and softball fields.

Notably, most parks in the area charge $15 per hour for local users, with rates $5 to $10 higher for non-local users. These rates likely represent the expected rental prices for Central Park facilities unless a premium is implemented. Table B.2 in Appendix B also shows tournament rates for the parks in Firestone.

Indoor facilities among the Carbon Valley Park and Recreation District are limited. The Berthoud Recreation Center offers multiple basketball courts available for rental and hosts youth and adult basketball leagues. The Carbon Valley Recreation Center offers adult volleyball leagues, though it is unclear if basketball is available. Overall, the Firestone area would likely benefit from a broader range of indoor recreation options. Additionally, there are no facilities currently available that are large enough to host major indoor tournaments.

The Town of Firestone supplied Points Consulting with a list of venues for tournament and league play within the Town, as well as the rental rates for those facilities per day. This extensive list can be found in Appendix B. The two sites that engage in tournament play in Firestone are Neighborhood Park and the Firestone Sports Complex.

Table 5.2: Carbon Valley Park and Recreation District Sport Facilities

Location	Facility	Type	Equipment Rating (1-5)	Athletic Rental Rates
Berthoud	Berthoud Recreation Center	Indoor facility	5	$65/hr 1 court[14]
Berthoud	Berthoud Baseball Fields	4 Fields, located around town	-	$25/hr, $270 per day
Firestone	Aisiaks Park	Open Space Park	2	None
Firestone	Firestone Sports Complex	Sports Complex	3	$25/hr
Firestone	Harney Park	Recreational Park	4	$15/hr
Firestone	Hart Park	Recreational Park	3	$15/hr
Firestone	Jacob H. Firestone Memorial Park	Open Space Park	2	None
Firestone	Miners Park	Recreational Park	2	None
Firestone	Mountain Shadows Park	Recreational Park	1	$15/hr
Firestone	Neighbors Pointe	Recreational Park	1	$15/hr
Firestone	Onorato Park	Recreational Park	3	None
Firestone	Patterson Park	Recreational Park	2	None
Firestone	Peninsula Park	Recreational Park	4	None
Firestone	Prairie Ridge Park	Recreational Park	2	None
Firestone	Sagebrush Park	Recreational Park	2	$15/hr
Firestone	Settlers Park	Recreational Park	4	$15/hr

[14] $7 adult drop-in fee, $540 annual adult membership, $130/hr for two courts.

Firestone	Stoneridge Park	Recreational Park	3	$15/hr
Firestone	Two Hunters Park	Recreational Park	2	None
Frederick	Carbon Valley Recreation Center	Indoor facility	4	$5.50/day[15]
Frederick	Centennial Park	Recreational Park	3	Unknown
Frederick	Countryside Park	Recreational Park	3	Unknown
Frederick	Frederick Softball Field	Sports Complex	2	Unknown
Frederick	Savannah Park	Recreational Park	3	Unknown

Source: Towns of Berthoud, Firestone, and Frederick

Tracking how often Firestone's parks facilities are rented is essential to the feasibility study because it reveals how well current amenities meet community demand. Usage rates show whether existing parks are overbooked, underused, or operating at optimal capacity. High rental activity may point to a need for more event space or expanded facilities, while low usage could highlight issues with pricing, accessibility, or programming. Note that Table 5.3 shows the average number of days that a park had a facility rented. For example, Peninsula Park had an average use rate of six days per year. This means that all facilities in Peninsula Park averaged out to six days of use, not that every facility in Peninsula Park was used for six days. This table also doesn't highlight casual recreational usage. A detailed list of the amenities being used by park is provided in Appendix A.

The Firestone Regional Sports Complex and Neighbors Point Park receive the highest rates of use among Firestone's parks, which is driven by frequent tournaments and large events. Parks such as Harney Park and Settlers Park also have well-used multi-purpose facilities, but other amenities within them see less activity. This uneven usage suggests that while certain features meet community needs, others may be underperforming due to design, location, or lack of programming.

Table 5.3: Usage Rates of Firestone Parks

Parent Facility	Average of Used Days	Average of Used Days (%)	Total Used Hours	Total Available Hours
Firestone Regional Sports Complex	71	21.9%	995	18,256
Harney Park	11	3.2%	869	27,384
Hart Park	24	7.4%	656	27,384
Miners Park	0	0.0%	0	9,128
Mountain Shadows Park	16	4.8%	770	13,692
Neighbors Point Park	57	17.5%	823	13,692
Onorato Park	0	0.0%	0	2,934

[15] $8 non-district drop-in rates, annual adult pass $405 in district, $568 non-district.

Peninsula Park	6	1.7%	127	9,128
Sagebrush Park	0	0.1%	15	18,256
Settlers Park	21	6.6%	878	41,076
Stoneridge Park	9	2.9%	137	13,692
Rentals of Whole Parks	4	1.3%	717	65,667

Source: Town of Firestone

Most Comparable Facilities

The gap that Firestone is seeking to fulfill is for a high-quality, multi-use sports complex that is regularly accessible to the public while also capable of hosting large-scale regional tournaments. Of the 127 identified peer facilities, 43 are 100,000 square feet (SF) or larger. These include both parks and indoor complexes. While some university facilities are included in this analysis, smaller public facilities (such as high school gymnasiums and churches) have been excluded. Often, these facilities will be available to rent through various times of the year when schools and/or churches are not in session.

Table 5.4 lists each facility over 100,000 SF, along with the associated rental and membership pricing structures.

Table 5.4: Comparable Facilities

Location	Facility Name	Quality of Equipment	Price
Arvada	Apex Facilities	4	Tier 1 -$529 yearly adult pass; Tier 2 - $356 yearly adult pass
Aurora	Beck Recreation Center	N/A	
Aurora	Prestige Fitness Aurora	5	$22.5 biweekly or $549 per year
Aurora	Shalom Park	4	$10 per day or $70 per month
Aurora	Trails Recreation Center	4	$7 per day or $380 per year for adult resident
Aurora	Utah Park	3	$35/hour field rental
Boulder	One Boulder Fitness	4	$85/month, $899/year
Boulder	Crunch	3	Basic plan $16 per month, $120 per year
Brighton	Recreation Center	4	$7/day adult resident, $336/year
Broomfield	Chuze Fitness	5	Basic plan $16 per month, $120 per year
Centennial	Goodson Recreation Center	4	$6.75/day adult resident $440/year
Centennial	Homestead Park	3	$15/hour multi-purpose field (residents)
Centennial	South Suburban Parks & Recreation	4	$6/day fitness courts drop in, $65 per hour full court or half turf
Commerce City	Mile High Greyhound Park	5	None

Denver	Colorado Athletic Club Tabor Center	5	$119 per month
Denver	East District Park	4	$7.50/hour for courts for organizations
Denver	JCC Fitness & Wellness Center	4	$86/month Aquatic & fitness membership
Denver	University of Denver Ritchie Center	5	varies by event
Denver	The Denver Athletic Club	4	$215/month
Denver	University of Denver Coors Fitness Center	4	$55/month
Englewood	Belleview Park	4	$220/weekday $260/day weekend pavilion rental
Englewood	Englewood Civic Center	4	$100/hr to rent a room
Fort Collins	Fort Collins Club	3	~$85/month
Fort Collins	Miramont By Genesis	3	~$85/month
Greeley	Greeley Recreation Center	N/A	
Greeley	Island Grove Regional Park	4	
Greenwood Village	Wellbridge Athletic Club	3	$119/month
Highlands Ranch	Highland Heritage Park	4	$75/day shelter $50/day natural field $100/day synthetic turf field
Highlands Ranch	Northridge Park	N/A	$30/hour Shelter, $18-30/hour fields
Lafayette	Bob L Burger Recreation Center	4	$5.75/day or $400/year
Lakewood	Carmody Recreation Center & Pool	4	$6/day or $385/year
Littleton	Clement Park	4	$160 shelter rental, Sand volleyball: $25/hour, Multi-use area: $100 per day
Littleton	Douglas H Buck Community Recreation Center	3	$6.75/day or $440/year
Littleton	Lilley Gulch Recreation Center & Pool	3	$5.75/day or $199/year
Littleton	Ranch House Recreation Center	3	Room rental: $70/hour, $330/year gym pass
Lone Tree	Lone Tree Rec Center	4	$6.75/day, $440/year
Lone Tree	Suburban Parks	4	$6/day fitness courts drop in, $65 per hour full court or half turf
Louisville	Peak Condition	4	$199 for 5 personal trainer sessions
Loveland	Love & Athletica	3	7 day pass $35
Northglenn	Northglenn Recreation Center	4	$5.75/day, $405/year
Parker	Parker Recreation Center	4	$8/day, $506/year, turf field rental: $152/hr

Thornton	Margaret W Carpenter Recreation Center	4	$5.75/day, $340/year
Wheat Ridge	Wheat Ridge Recreation Center & Ballroom	4	$7.50/day, $450/year
Windsor	Windsor Community & Rec Center	4	$6/day, $396/year

Source: Points Consulting, 2025

It is also worth noting that Superior, Colorado currently hosts a USL amateur team, which is one competitive tier below the professional team being proposed in Firestone. Additionally, this team (like most amateur teams) does not have its own stadium, and instead plays at Colorado School of Mines.

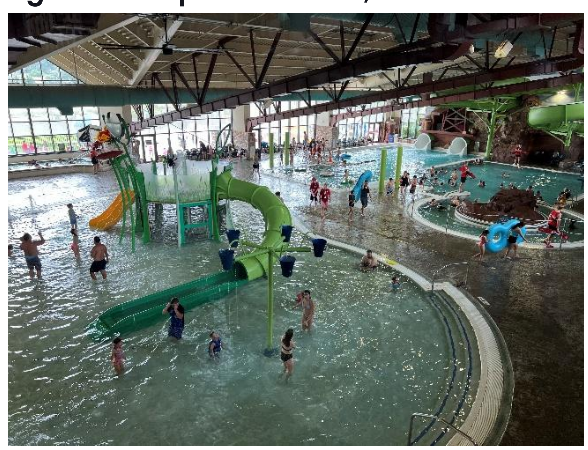
During a trip to Firestone, the Points Consulting team toured multiple facilities that match many of the amenities that will be found at Central Park. These ranged from multi-purpose gymnasiums to large multi-field outdoor facilities. The following facilities were noted by the Firestone team as similar sites to the future Central Park:'

Figure 5.2: Aurora Sports Park

Figure 5.3: Sports Stable, Superior

Figure 5.4: Gold Crown Basketball and Baseball, Lakewood

Figure 5.5: Apex Facilities, Arvada



Appendix A: Conceptual Site Plans

The following were provided to the Town of Firestone in June 2025. No development plan has been approved by the Board of Trustees, these are conceptual plans used to provide an explanation of the potential scale, locations, and amenities.

Figure A.1: Existing Library and Police Department, with new K-8

Source: Card and Associates with Davis Partnership Architects

Figure A.2: Senior Housing and Hotel (in background)

Source: Card and Associates with Davis Partnership Architects

Figure A.3: USL Stadium, Athletic Center, and Retail "Anchor" Sector

Source: Card and Associates with Davis Partnership Architects

Figure A.4: Townhomes, Apartments, and Hotel

Source: Card and Associates with Davis Partnership Architects

Figure A.5: Tennis Facilities (Indoor and Outdoor), with Hotel and Waterpark

Source: Card and Associates with Davis Partnership Architects

Figure A.6: Mixed-Use Fields

Source: Card and Associates with Davis Partnership Architects

Appendix B: Additional Data

Table B.1: Top Tapestry Segments

		Firestone Market Area		United States	
Rank	Tapestry Segments	% of Households	Cumulative % of Households	% of Households	Cumulative % of Households
1	Metro Renters (3B)	6.2%	6.2%	1.8%	1.8%
2	Boomburbs (1C)	6.2%	12.4%	2.0%	3.8%
3	Young and Restless (11B)	5.3%	17.7%	1.8%	5.5%
4	Workday Drive (4A)	4.9%	22.6%	3.1%	8.6%
5	Savvy Suburbanites (1D)	4.9%	27.5%	3.0%	11.6%
6	Bright Young Professionals (8C)	4.8%	32.3%	2.3%	13.9%
7	Up and Coming Families (7A)	4.8%	37.1%	2.9%	16.8%
8	Home Improvement (4B)	4.1%	41.1%	1.7%	18.5%
9	Emerald City (8B)	3.9%	45.1%	1.4%	19.9%
10	Parks and Rec (5C)	3.6%	48.7%	2.0%	21.9%
11	Urban Chic (2A)	3.5%	52.2%	1.3%	23.1%
12	Professional Pride (1B)	3.4%	55.6%	1.6%	24.8%
13	In Style (5B)	3.4%	59.0%	2.2%	27.0%
14	Metro Fusion (11C)	2.7%	61.8%	1.4%	28.5%
15	Old and Newcomers (8F)	2.5%	64.3%	2.3%	30.7%
16	Urban Edge Families (7C)	2.5%	66.8%	1.5%	32.2%
17	Enterprising Professionals (2D)	2.5%	69.3%	1.5%	33.7%
18	Front Porches (8E)	2.5%	71.7%	1.6%	35.3%
19	Exurbanites (1E)	2.5%	74.2%	1.9%	37.2%
20	North West Residents (13C)	2.0%	76.2%	0.8%	38.0%

Source: Esri Business Analyst, 2024

Table B.2: Town of Firestone Tournament Rental Rates

Use	Site Category	Amenities Type	Resident Rate	Non-Resident Rate	Per Day 7hr Max
Event Reservation	Neighborhood Park	Pavilion	$25	$30	$150
Event Reservation	Neighborhood Park	Restroom	$30	$35	$120
Event Reservation	Neighborhood Park	Open Turf	$20	$25	$150
Event Reservation	Neighborhood Park	Courts Basketball, Volleyball or Tennis	$30	$35	$210
Event Reservation	Neighborhood Park	Baseball Fields/ w bases & initial field prep	$55	$80	$300
Event Reservation	Neighborhood Park	Multi-Purpose Field	$25	$30	$200
CVPRD Youth Activities	Neighborhood Park	All	$0	$0	$0
CVPRD Adult Activities	Neighborhood Park	All	$10	$15	$200
Youth Tournament	Neighborhood Park				
		Open Turf			$150
		Basketball Court			$200
		Volleyball Court			$200
		Tennis Court			$200
		Multi-Purpose Field			$200
		Pump Track			$300
		Bicycle playground			$250
		Disc Golf Baskets			$100
		Restroom			$100
		Additional Portable Toilet (each)			$120
Adult Tournament	Neighborhood Park				
		Open Turf			$170
		Basketball Court			$250
		Volleyball Court			$250
		Tennis Court			$200
		Multi-Purpose Field			$250

		Pump Track			$350
		Disc Golf baskets			$120
		Restroom			$100
		Additional Portable Toilet (each)			$120
Youth Tournament	Firestone Sports Complex				
		3 Baseball Fields/ w bases & initial field prep			$500
		Temp Fence			$80
		Field Lights			$120
		Restroom			$100
		Additional field prep (each)			$100
		Additional Portable Toilet (each)			$120
Adult Tournament	Firestone Sports Complex				
		3 Baseball Fields/ w bases & initial field prep			$600
		Temp Fence			$80
		Field Lights			$120
		Restroom			$100
		Additional field prep (each)			$100
		Additional Portable Toilet (each)			$120

Source: Town of Firestone and PC Research

Economic Impact Detailed Data

When conducting this economic impact assessment, our team utilized 135 specific 6-digit industries for entering direct impacts, based on the best approximate match for the category of activities for that industry. Table B.3 provides transparency on how we arrived at the direct impact assessment and any further adjustments that we made before entering those data into the model.

Note that the "net new" column has been adjusted down from the gross estimate of revenue for each asset. We have been cautious to not overcount in cases where an anchor asset (such as the Athletic Center) has already been "loaded" with visitor spending at other locations that will also exist at Central Park. To use a scenario, if 40% of hotel visitors arrive due to a combination of the USL facility and/or the Athletic Center, it is necessary to discount the revenue 40% to ensure that spending is not double-counted.

Wherever possible, PC utilized data directly from industry partners (such as Card and Associates, and the USL). In most cases, the particular vendors and partners have yet to be determined, so we utilized industry standard expectations based on data available on similar organizations or other published studies.

The "anchor" assets have been separated from other assets at Central park to emphasize that they were modeled for both direct on-site spending, and visitor spending associated with those who come to the region (more or less) exclusively for the purpose of visiting that site. The first number in the "net new" column is the total impact (the same shown in Chapter 4: Economic Feasibility & Economic Impact) and the second is the expected direct impact of the facility without the influence of visitors.

Table B.3: Revenue Inputs for Indoor Athletic Center and Stadium

Category	NAICS & Industry	Assumptions	Expected "Net-New" Local Impact
Indoor Athletic Center	Disaggregated by proprietary spending pattern	Similar performance in other regions, scaled based on square footage of facility	$17.7M |$5.8M
United Soccer League (USL) Facility	711211: Sports Teams and Clubs (20%) and 711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities (80%)	Similar performance in other regions, expected number of games/events, and scaled based on local population	$6.3M |$4.4M

Table B.4: Assumptions Related to Ongoing Economic Impact[16]

Category	NAICS & Industry	Assumptions	Expected "Net-New" Local Impact
Retail & Food Service Space	Spread across 17 unique NAICS categories common to retail real estate patterns	Based on expected square footage spending at regional "power center"	$63.9M
Senior housing complex	623312: Continuing Care Retirement Communities (70%) and 623311 Assisted Living Facilities for the Elderly (30%)	Based on size, expected vacancy, and accounting for relocation of seniors already living in the region	$4.5M
Hotel	721110: Hotels (except Casino Hotels) and Motels	Based on expected size, rental rates and vacancy rates for hotel in region	$3.9M
Indoor Water Park	713110: Amusement and Theme Parks	Based on impact at comparable facilities in Colorado	$3.4M
K-8 Charter School	611110: Elementary and Secondary Schools	Based on comparable impact of facilities of similar size and scope	$3.1M
Tennis stadium and courts	713940: Fitness and Recreational Sports Centers	Club will largely be utilized by locals and therefore produce less "net-new" spending in the local economy.	$2.7M
Multi-family housing	531110: Lessors of Residential Buildings and Dwellings	Based on expected number of units, and observed rental rates for comparables	$2.4M

Source: Points Consulting, 2025

Construction Impacts

Due to several economic factors, our team partially discounted gross construction spending for each of the three areas of analysis. The primary reason being that prime and subcontracts for construction projects will be awarded at least partially on merit, which will include some local and some non-local businesses. Secondly, a building project of this scale will absorb far more construction laborers than are currently available in Weld or its surrounding counties, which will result to some recruitment of out-of-region businesses (resulting in some "spending leakage" out of that area).

[16] There are certain categories that were included in the introduction but are not modeled in terms of ongoing economic impact. These are assets that will collect little to no ongoing revenue, or the revenues are already tabulated as a component of other assets at the facility. In particular, these categories include: the splash pad, the outdoor fields, and infrastructure components (such as parking and roads). Townhomes were also excluded for the less intuitive reason that once they are sold on the private market they will cease to have any on-going direct impact on Central Park.

Without any further current information on the expected contract award policies, or availability of local laborers, our team made the following simplifying assumptions about the construction phase impacts:

- State of Colorado: retention of 92% of direct construction spending17
- Multi-County Area: retention of 75% of spending
- Weld County: retention of 65% of spending

Table B.5: Assumptions Related to Short-Term Construction impacts

Asset	Assumed Size (SF)	Space Use Assumptions	Building Materials Assumptions	Total Cost
Water Park and Splash Pad	207K	Recreational	Multiple	$66.5M
Apartment Complex	189K	Mixed Use	Fiber Cement / Wood Frame	$60.9M
Fieldhouse	200K	Commercial	Metal Sandwich Panel / Rigid Steel	$47.9M
Senior Housing	160K	Commercial	Face Brick & Concrete Block / Bearing Walls	$40.8M
Park Hotel	200K	Commercial	Fiber Cement / Rigid Steel	$40M
Shopping Center	243.5K	Retail	Brick Veneer / Reinforced Concrete	$32.1M
Stadium Hotel	152K	Commercial	Fiber Cement / Rigid Steel	$31.6M
Soccer Stadium	140K	Recreational	Multiple	$31.1M
Indoor Racquet Facility	113K	Recreational	Multiple	$22.6M
Townhomes	52K	Residential	Brick Veneer / Wood Frame	$12.5M
K-8 Private School	200K	Educational	Brick Veneer / Reinforced Concrete	$10.7M
Roadways	16K (LF)	Commercial	Asphalt	$8.7M
Outdoor Field Facility	648K	Recreational	Turf	$8M
Outdoor Racquet Facilities	202.4K	Recreational	Asphalt / Synthetics	$5.3M
Parking Lots	1.6M	Commercial	Asphalt	$3.1M

Source: Points Consulting, 2025

[17] This assumption is based on the 0.92 regional purchase coefficient (or estimate of local availability to meet current demand) for the construction sector, using Lightcast's 2025 economic impact model.

Table B.6: Weld County Detailed Impacts with >2 Jobs

NAICS	Industry Title	Sales	Earnings	Jobs
445110	Supermarkets and Other Grocery (except Convenience) Stores	$6,606,040	$2,702,359	57
445131	Convenience Retailers	$289,620	$118,815	3
445298	All Other Specialty Food Retailers	$317,997	$130,622	7
455211	Warehouse Clubs and Supercenters	$1,025,230	$396,681	9
457110	Gasoline Stations with Convenience Stores	$4,460,473	$956,025	21
458110	Clothing and Clothing Accessories Retailers	$1,328,718	$345,770	17
459110	Sporting Goods Retailers	$753,724	$281,676	7
459420	Gift, Novelty, and Souvenir Retailers	$402,978	$151,378	10
459999	All Other Miscellaneous Retailers	$1,848,508	$699,761	23
492110	Couriers and Express Delivery Services	$108,653	$59,128	6
492210	Local Messengers and Local Delivery	$30,154	$16,461	4
512131	Motion Picture Theaters (except Drive-Ins)	$586,756	$157,197	5
522110	Commercial Banking	$1,350,214	$364,553	5
523940	Portfolio Management and Investment Advice	$485,765	$232,037	4
524126	Direct Property and Casualty Insurance Carriers	$1,140,515	$229,174	3
524210	Insurance Agencies and Brokerages	$685,589	$278,203	4
531110	Lessors of Residential Buildings and Dwellings	$2,618,427	$907,758	14
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	$1,789,804	$619,601	8
531130	Lessors of Miniwarehouses and Self-Storage Units	$678,200	$233,811	5
531210	Offices of Real Estate Agents and Brokers	$2,284,574	$789,080	19
531311	Residential Property Managers	$7,810,450	$2,703,867	56
531390	Other Activities Related to Real Estate	$1,717,870	$593,985	11
541219	Other Accounting Services	$147,720	$88,772	3

541990	All Other Professional, Scientific, and Technical Services	$257,166	$164,449	3
551114	Corporate, Subsidiary, and Regional Managing Offices	$2,282,078	$1,376,763	10
561720	Janitorial Services	$1,136,470	$615,863	25
561730	Landscaping Services	$922,468	$499,562	8
561790	Other Services to Buildings and Dwellings	$334,659	$181,288	5
611110	Elementary and Secondary Schools	$3,102,055	$2,530,499	63
623311	Continuing Care Retirement Communities	$2,821,717	$1,571,060	37
623312	Assisted Living Facilities for the Elderly	$3,841,451	$2,140,342	60
711130	Musical Groups and Artists	$695,147	$245,923	11
711211	Sports Teams and Clubs	$2,161,067	$1,285,387	24
711212	Racetracks	$119,760	$70,957	6
711219	Other Spectator Sports	$184,359	$109,571	15
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	$3,186,682	$888,258	25
711510	Independent Artists, Writers, and Performers	$1,915,044	$1,265,919	59
712190	Nature Parks and Other Similar Institutions	$742,910	$262,710	3
713910	Golf Courses and Country Clubs	$351,429	$147,493	4
713940	Fitness and Recreational Sports Centers	$3,911,511	$1,649,047	88
713990	All Other Amusement and Recreation Industries	$4,378,837	$1,838,413	71
721110	Hotels (except Casino Hotels) and Motels	$5,545,815	$1,634,095	47
721310	Rooming and Boarding Houses, Dormitories, and Workers' Camps	$549,915	$162,007	4
722310	Food Service Contractors	$317,490	$164,868	8
722330	Mobile Food Services	$143,575	$74,504	3
722410	Drinking Places (Alcoholic Beverages)	$480,732	$249,473	9
722511	Full-Service Restaurants	$9,027,840	$3,332,560	104
722513	Limited-Service Restaurants	$13,009,895	$3,164,710	124
722515	Snack and Nonalcoholic Beverage Bars	$1,290,116	$670,939	31

812111	Barber Shops	$429,324	$231,077	6
812112	Beauty Salons	$2,640,366	$1,421,168	43
812199	Other Personal Care Services	$616,210	$331,820	9
903611	Elementary and Secondary Schools (Local Government)	$957,725	$807,202	12
903999	Local Government, Excluding Education and Hospitals	$3,722,414	$936,685	11

Source: PC using Lightcast, 2025

Table B.7: Market Area Detail Impacts with >2 Jobs

NAICS	Industry Title	Sales	Earnings	Jobs
445110	Supermarkets and Other Grocery (except Convenience) Stores	$4,229,809	$1,730,305	34
455211	Warehouse Clubs and Supercenters	$695,662	$269,165	6
457110	Gasoline Stations with Convenience Stores	$2,413,738	$517,343	11
458110	Clothing and Clothing Accessories Retailers	$2,030,058	$528,279	15
459110	Sporting Goods Retailers	$1,030,950	$385,278	8
459420	Gift, Novelty, and Souvenir Retailers	$415,572	$156,109	6
459999	All Other Miscellaneous Retailers	$876,194	$331,687	9
492110	Couriers and Express Delivery Services	$203,188	$110,573	5
522110	Commercial Banking	$1,967,579	$531,239	5
523940	Portfolio Management and Investment Advice	$1,587,776	$758,440	7
531110	Lessors of Residential Buildings and Dwellings	$2,540,441	$880,722	10
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	$1,757,570	$608,442	6
531210	Offices of Real Estate Agents and Brokers	$2,115,266	$730,601	13
531311	Residential Property Managers	$4,405,423	$1,525,095	25
531390	Other Activities Related to Real Estate	$1,586,711	$548,635	8
551114	Corporate, Subsidiary, and Regional Managing Offices	$3,216,461	$1,940,471	11
561320	Temporary Help Services	$789,170	$356,214	6
561720	Janitorial Services	$1,081,671	$586,167	18
561730	Landscaping Services	$696,899	$377,405	7

561790	Other Services to Buildings and Dwellings	$319,401	$173,022	3
611110	Elementary and Secondary Schools	$3,206,167	$2,615,429	49
623311	Continuing Care Retirement Communities	$1,629,119	$907,052	16
623312	Assisted Living Facilities for the Elderly	$3,419,570	$1,905,282	38
711130	Musical Groups and Artists	$589,466	$208,536	7
711211	Sports Teams and Clubs	$3,708,998	$2,206,086	3
711219	Other Spectator Sports	$60,621	$36,029	3
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	$2,883,858	$803,849	15
711510	Independent Artists, Writers, and Performers	$653,944	$432,283	26
713940	Fitness and Recreational Sports Centers	$3,588,044	$1,512,677	61
713990	All Other Amusement and Recreation Industries	$3,702,196	$1,554,332	46
721110	Hotels (except Casino Hotels) and Motels	$6,401,346	$1,886,181	36
722310	Food Service Contractors	$523,311	$271,747	6
722410	Drinking Places (Alcoholic Beverages)	$696,579	$361,486	10
722511	Full-Service Restaurants	$8,849,351	$3,266,672	79
722513	Limited-Service Restaurants	$8,676,334	$2,110,553	67
722515	Snack and Nonalcoholic Beverage Bars	$934,453	$485,972	16
812112	Beauty Salons	$1,696,329	$913,043	24
903611	Elementary and Secondary Schools (Local Government)	$822,840	$693,517	9
903999	Local Government, Excluding Education and Hospitals	$3,363,310	$846,322	9

Source: PC using Lightcast, 2025

Table B.8: Colorado Detailed Impacts with >2 Jobs

NAICS	Industry Title	Sales	Earnings	Jobs
445110	Supermarkets and Other Grocery (except Convenience) Stores	$1,978,871	$809,505	16
455211	Warehouse Clubs and Supercenters	$516,864	$199,984	4
457110	Gasoline Stations with Convenience Stores	$1,175,045	$251,851	6

458110	Clothing and Clothing Accessories Retailers	$926,554	$241,116	8
459110	Sporting Goods Retailers	$541,114	$202,221	5
459420	Gift, Novelty, and Souvenir Retailers	$195,454	$73,422	3
459999	All Other Miscellaneous Retailers	$436,896	$165,389	5
481111	Scheduled Passenger Air Transportation	$2,160,839	$560,375	3
492110	Couriers and Express Delivery Services	$157,004	$85,440	4
522110	Commercial Banking	$1,948,056	$525,968	3
523940	Portfolio Management and Investment Advice	$1,653,569	$789,867	9
524210	Insurance Agencies and Brokerages	$877,702	$356,160	4
531110	Lessors of Residential Buildings and Dwellings	$1,902,200	$659,456	8
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	$1,323,574	$458,199	5
531130	Lessors of Miniwarehouses and Self-Storage Units	$479,965	$165,469	3
531210	Offices of Real Estate Agents and Brokers	$1,607,302	$555,154	11
531311	Residential Property Managers	$3,424,422	$1,185,487	21
531390	Other Activities Related to Real Estate	$1,191,669	$412,042	7
541110	Offices of Lawyers	$756,406	$361,805	3
541211	Offices of Certified Public Accountants	$495,081	$297,857	3
541990	All Other Professional, Scientific, and Technical Services	$240,549	$153,823	3
551114	Corporate, Subsidiary, and Regional Managing Offices	$1,935,852	$1,167,888	6
561320	Temporary Help Services	$594,240	$268,227	5
561720	Janitorial Services	$941,494	$510,204	17
561730	Landscaping Services	$622,842	$337,299	6
561790	Other Services to Buildings and Dwellings	$310,564	$168,235	3
611110	Elementary and Secondary Schools	$3,217,860	$2,624,967	54
621111	Offices of Physicians (except Mental Health Specialists)	$1,009,328	$619,376	5
621610	Home Health Care Services	$261,942	$182,177	3
622110	General Medical and Surgical Hospitals	$1,090,341	$501,910	5
623311	Continuing Care Retirement Communities	$1,502,209	$836,392	16

623312	Assisted Living Facilities for the Elderly	$3,280,121	$1,827,586	37
624120	Services for the Elderly and Persons with Disabilities	$175,761	$129,766	3
624410	Child Care Services	$163,014	$96,674	3
711130	Musical Groups and Artists	$508,164	$179,774	7
711211	Sports Teams and Clubs	$2,545,593	$1,514,101	3
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	$1,979,586	$551,791	11
711510	Independent Artists, Writers, and Performers	$355,765	$235,175	13
713940	Fitness and Recreational Sports Centers	$4,584,971	$1,932,970	81
713990	All Other Amusement and Recreation Industries	$3,571,535	$1,499,475	44
721110	Hotels (except Casino Hotels) and Motels	$5,952,996	$1,754,073	34
722310	Food Service Contractors	$260,429	$135,237	3
722320	Caterers	$100,486	$52,260	3
722410	Drinking Places (Alcoholic Beverages)	$307,376	$159,511	5
722511	Full-Service Restaurants	$4,465,101	$1,648,259	41
722513	Limited-Service Restaurants	$4,219,262	$1,026,353	34
722515	Snack and Nonalcoholic Beverage Bars	$485,980	$252,739	10
812112	Beauty Salons	$815,551	$438,968	13
812199	Other Personal Care Services	$305,046	$164,263	5
813110	Religious Organizations	$196,026	$93,132	3
903611	Elementary and Secondary Schools (Local Government)	$642,158	$541,232	8
903999	Local Government, Excluding Education and Hospitals	$2,630,565	$661,939	7

Source: PC using Lightcast, 2025

Taxes

Table B.9: Property Taxes Collected by Authority

Authority	Mill Levy	Total from Central Park
Weld County	15.956	$1,695,444
School District	57.168	$6,074,527
Northern Colorado	1	$106,257
Firestone Town	6.805	$723,082
Frederick-Firestone Fire	15.534	$1,650,603
St. Vrain Sanitation	0.316	$33,577

Carbon Valley Rec	4.427	$470,401
Northern Firestone Urban Renewal	0	$0
High Plains Library	3.179	$337,792
Longmont Conservation	0	$0
Total Mill Levy	104.385	$11,091,687

Source: Points Consulting using data from Lightcast and Weld County, 2025

Table B.10: Tax Assumptions

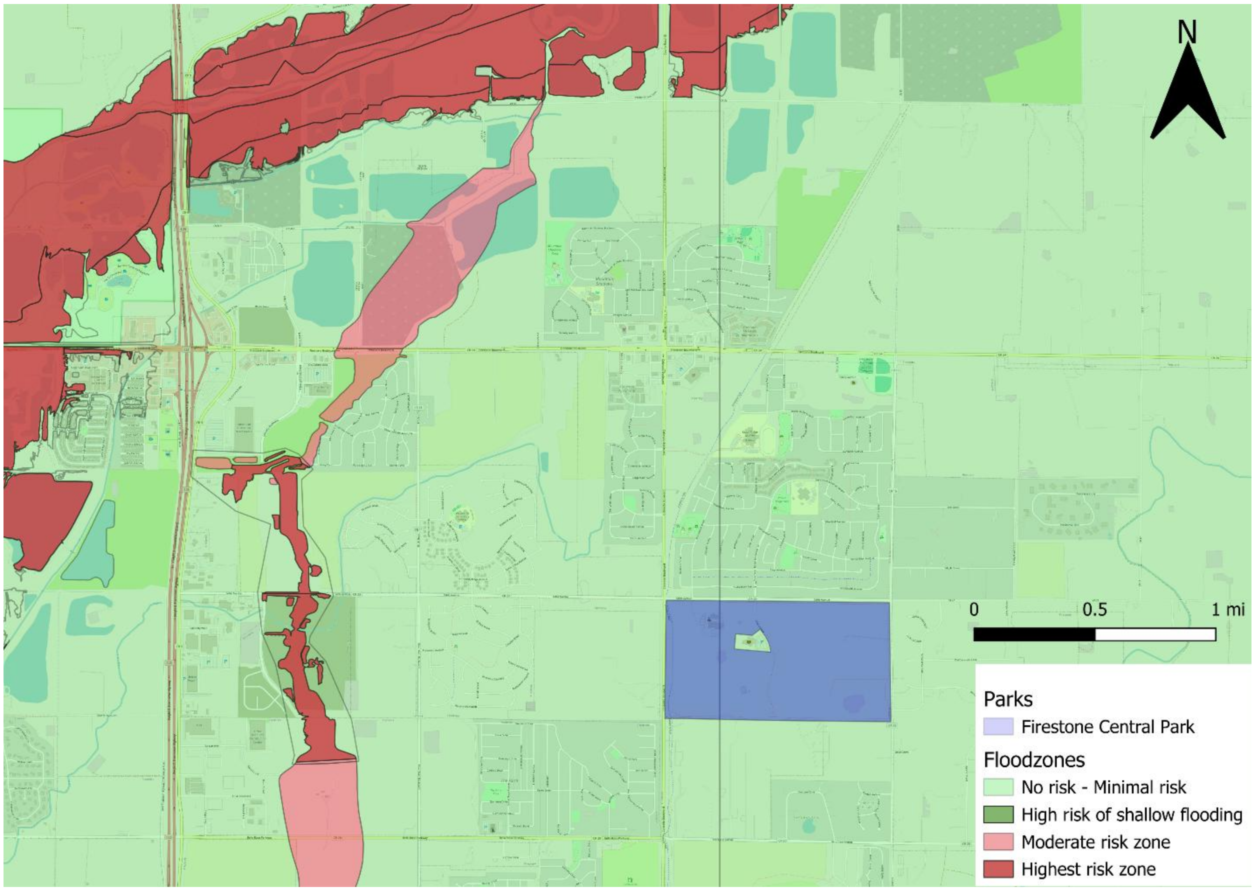
Assumptions	Description
Firestone Sales Tax	3.60%
Colorado Sales Tax	2.90%
Colorado Income Tax	4.25%
Use Tax	2.6% of half the total valuation of the building. These taxes are calculated and paid when a building permit is issued.
Lodging Tax	$2/room/night, calculated using the estimated room occupancy from EIA)
Property Tax	See Mill Levy Table

Source: Points Consulting using data from Lightcast, Weld County, and the State of Colorado, 2025

Geographic Hazards

Figures in this section display the hazard potential surrounding Firestone's Central Park. Figure B.9 shows the nearby flood zones identified by the Federal Emergency Management Agency (FEMA). The St. Vrain area is the most affected by floodways and spillover zones. However, the location of Central Park is considered to have zero to minimal flood risk under FEMA guidelines.

Figure B.9: Flood Zones Near Central Park



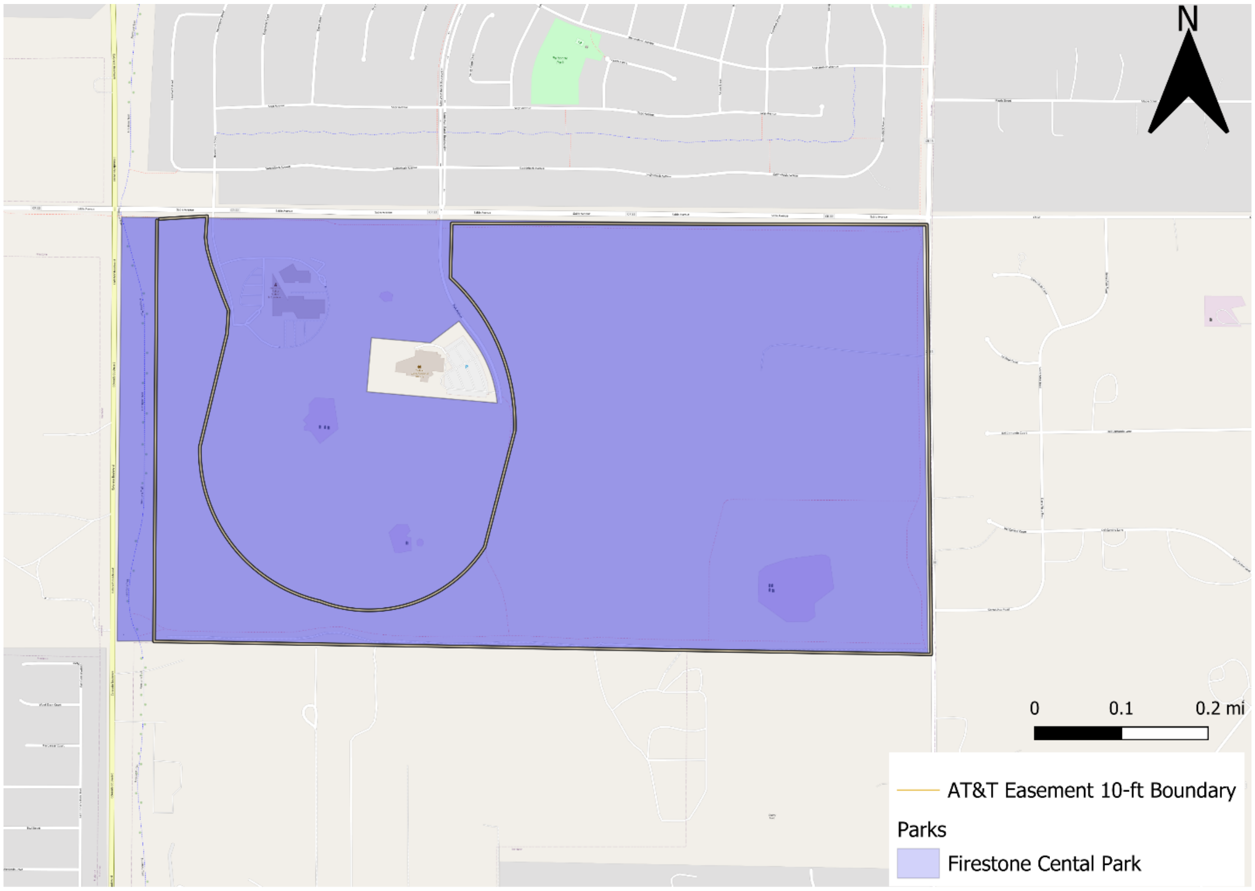
Source: FEMA

The PC project team was made aware of an easement within Central Park. This easement, held by AT&T, stipulates that:

- AT&T doesn't allow any permanent structures within the easement.
- Trees or brush may not exceed three feet in height.
- No digging is permitted within 10 feet of the buried F/O facilities.
- Parking areas are allowed, but access to the F/O facilities must be maintained.
- Once plans are finalized, AT&T will review them and issue an encroachment permit if approved.
- Approval of the encroachment depends on the proposed plans.

Figure B.10 shows the location of the American Telephone and Telegraph Company Easement, along with a 10-foot buffer surrounding it. The line primarily runs along the edges of the park, except near the public buildings on the northwest side (the library and city hall).

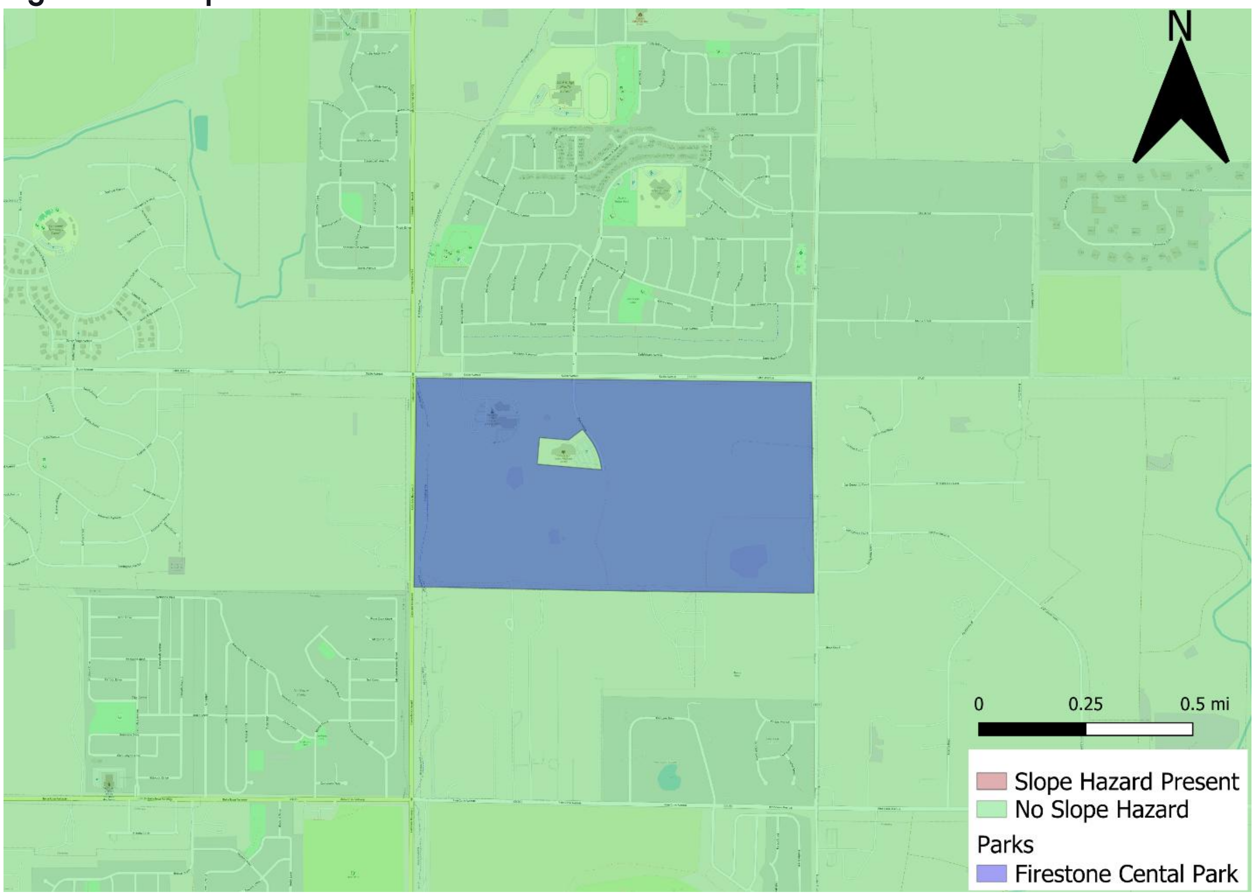
Figure B.10: AT&T Easement Boundaries in Central Park



Source: Town of Firestone

Figure B.11 shows slope hazards around Central Park. As pictured, the area in and around Central Park has no slope hazards greater than 15 degrees. This means that steep slopes will not pose an issue for park development.

Figure B.11: Slope Hazards Near Central Park



Source: USGS

PC was also provided with an aerial shot of capped well locations (circles) and fiber optic facility.

Figure B.12: Capped Well Locations and Fiber Optic Facility

Source: Card and Associates with Davis Partnership Architects

Appendix C: Contextual Planning Overview

The Town of Firestone Parks, Open Space, and Trails Master Plan 2020

The Parks, Open Space, and Trails Master Plan was developed to support the Town of Firestone, which was incorporated in 1908 and originally established for local coal miners and their families. Firestone has experienced significant population growth, from 2,248 residents in 200 to 10,249 in 2010, with an anticipated 20,576 residents by 2030. The Town currently spans 14 square miles, with a planning area of 47 square miles.

The Master Plan recognizes that the development of future parks and recreational amenities, and the enhancement of existing natural resources, are critical to meet the needs of this evolving community. The core mission of the Town of Firestone regarding parks and trails is to bring people together for outdoor recreation, fitness, and play while preserving open space for current and future generations.

A survey conducted in autumn of 2019 yielded a total of 401 survey responses which were collected via mail and email. The results identified several key findings, including:

- A majority of respondents were satisfied or neutral with Firestone parks, open spaces, and trails, although 15% were unsatisfied.
- When asked if the respondent would recommend the Town of Firestone to a friend or family member, the Town had a Net Promoter Score (NPS) of -15 for this question, which is considered a poor score.
- The Firestone Trail is the most visited asset (59% of respondents).
- There is a strong desire for the development of Central Park, which has been planned and discussed for years but few amenities have been implemented.

Central Park was found to be a critical priority for the Town of Firestone and its residents. In order to operate the park at maximum capacity, the operational budget and staffing levels for the Town of Firestone will need to increase. This includes additional staff to help maintain the other parks around Firestone.

A proposed staffing increase would bring the number of full-time equivalent (FTE) employees from the current 10 to 13.2, alongside a corresponding budget increase of $2.15 million. Once Central Park is completed, staffing levels are expected to rise further to 20.5 FTEs. However, it is unclear how these specific figures were determined.

Currently, Firestone's budget allocated approximately $162,567 per FTE, which is significantly higher than the national agency average of $90,659. This indicates that Firestone is paying more per employee than the average park agency. One likely explanation is that Firestone's parks and irrigation staff are typically full-time employees. While this approach can lead to higher quality work, better job satisfaction, and improved staff retention, it also drives personnel and operational costs.

In addition, Firestone manages 2.5 more park land acreage than national counterparts with similar population and geographic profiles. Despite managing significantly more land, Firestone's operational budget is only little over twice the national average, highlighting a notable disparity between land area and spending that merits further attention.

The Master Plan also outlines high-level goals and objectives intended to guide the Town for the next five years. The recommendations include the following:

- Plan to acquire property and develop parks, open space lands, and trails to meet the community's wants and needs.
- Define a future vision for Central Park, which includes master planning , design, and construction documentation. The Master Plan recommends creating a capital budget and committing to funding. This is seen as a critical priority.
- Enhance walkability services in priority areas with site-specific improvements.
- Upgrade infrastructure such as lighting and vegetation control, expanding linear and loop trails, and adding permanent restroom facilities.
- Improve marketing and visibility through social media presence and parks-specific newsletter content.

A Capital Improvement Plan was developed in the Master Plan, which itemizes and prioritizes potential improvements at each park or open space property. The Plan estimates that estimated capital expenditures for parks from 2020-2026 will be around $92 million. The development of Central Park specifically is slated to begin in the budget year 2025, with an estimated cost of $300,000 per acre for 200 acres of development with additional funds for design and engineering as needed.

Firestone Master Plan 2013 with 2025 Amendment

The "2013 Master Plan with 2025 Amendment" was previously known as the Firestone Comprehensive Plan. It serves as the master resource and policy document for the Town of Firestone, with a primary purpose of being a targeted document that helps Firestone's decision-makers, citizens, and businesses understand the planning aspects within the Town of Firestone. It outlines active policies and a prospective list of goals and objectives for major plan components. Beyond the Master Plan itself, Firestone utilizes several reference and technical documents, which include the Municipal Code, Development Regulations, and Design Criteria and Construction Regulations.

The Town of Firestone is located in the rapidly developing southwest Weld County. Firestone supports urban development and the establishment of urban growth boundaries around municipalities to preserve agricultural community separator areas. This is encouraged under a development framework called the "Regional Urbanization Area" (RUA).

Firestone's Urban Growth Boundary (UGB) is large, and also serves as the Firestone Master Plan Area (MPA). Firestone's urban style development is limited to properties within the MPA. An additional master planning area is established for unincorporated areas east of the eastern UGB, extending approximately one-half mile east of US 85, north to a half mile south of State Highway 66, and south to Summerset Avenue. This additional MPA area is considered important for potentially encouraging employment land uses and job development associated with rail access along US-85.

While there is no designated federal, state, or local wildlife areas, there are areas of significant importance to the environment within the boundaries of Firestone. There are three major drainage ways, which have coinciding adopted basin master plans. There are also some geological hazards such as coal mines and floodplains present in the area. There are also five corridors that provide key riparian habitats for natural vegetation and wildlife.

The Master Plan provides guiding land use policies for properties within the MPA, whether already annexed and zoned or petitioning for annexation. Recent changes include an updated UGB and MPA to accommodate annexation west of I-25, north and south of SH 119, and north to SH66.

Firestone aims for a unique character through elements such as:

- A properly designed transportation system
- Comprehensive parks and trials systems
- Public safety
- "Four-sided" architecture along major streets
- Superior recreational facilities
- A blend of housing and commercial opportunities
- An equal job-to-citizen ratio
- A "cradle-to-grave" community system
- And more

Land use categories in Firestone include a wide array of residential development options, as well as categories for employment and office space, commercial spaces, and mixed-use properties. The land use section of the Master Plan also included a section for Central Park, which details the planned uses. Central Park is currently planned to have a civic center that includes existing municipal uses such as the police department and court building. There is currently a library in the park area, and an amphitheater is expected to be included in the area. Mixed-use spaces may also be located in the civic area within the park.

A sports field complex is planned for the Park, which will include active multi-use fields for soccer, lacrosse, baseball, and more. There will also be court facilities included with indoor recreational activities. Current plans include light fixtures for extended hours that will be positioned to hide from residential view. Other park amenities included (but not limited to) are:

- Leash free dog park
- Free play areas
- Sledding area
- Internal street system
- Mixed-use dining and entertainment areas

The Sports Facilities Advisory Executive Summary 2024

In March of 2024, Sports Facilities Advisory (SFA) partnered with P3 Advisors to produce a five-year financial forecast that was delivered on November of 2024. The executive summary of this study serves as an overview of SFA's detailed financial forecasts (pro forma) for the proposed development of various indoor and outdoor sports and recreation assets in Firestone, Colorado. It includes asset and space breakdowns for both the indoor and outdoor models, as well as a combined summary.

Based on the study's finding and projections, SFA concluded that the development of the Indoor and Outdoor Models would be feasible in the sense that they can cover their own expenses and generate income. Furthermore, the combined model would generate further income and be more feasible for the community.

More specifically, the Indoor Model is estimated to cost approximately $54 million to $65.6 million, while generating a revenue of about $2.8 million in year one, growing to as much as $4.3 million in year five. It is expected to achieve a positive operational performance of approximately $74,000 in year one, growing to around $740,000 by year five. Revenue growth was based on both year-over-year growth and fee increases in years three and five.

For expenses, the SFA categorized operating expenses into four categories. These categories are:

- Facility expenses – the costs of the physical asset
- Operating expenses – costs of operation
- Management payroll – salaries associated with staff
- Payroll taxes/benefits/bonus – fringe costs of employment

The Outdoor Model is expected to generate approximately $1.7 million in revenue in year one of operations, growing eventually to $2.7 million by year five. With the expenses factored in, it is expected that the Outdoor Model will require a subsidy of $382,000 due to negative earnings before interest, tax, depreciation, and amortization (EBITDA) in year one. The required subsidization will decrease over the next six years until the facility reaches breakeven operation performance in year seven. Combined, both facilities will become profitable by year two.

SFA also conducted research on economic impact expectations of the project, which aim to project how much the local economy stands to gain from an increase in visitors, spending, and overnight stays. Overall, SFA found that the Indoor Model will generate approximately 66,000 new non-local days in the market, 22,000 day-trip visitors, and almost 15,000 new room overnight stays. This will lead to approximately $11.6 million in impact annually at maturity in five years. The Outdoor Model expects to generate approximately $28 million in impact, likely due to the increased number of visitors from larger team sports such as soccer and baseball.

Finally, SFA outlines some potential funding sources for the Town of Firestone as they begin to work on the project. These include Tax Increment Financing (TIF) Districts, taxes on Business/Business Improvement Districts, and Opportunity Zones. SFA also recommended public-private partnerships or even public-public partnerships to help aid in providing capital.

Firestone Central Park Master Plan 2021

The 2021 master plan includes 18 hole disc golf, eight soccer fields, five baseball/softball fields, four basketball courts, four tennis courts, an amphitheater, an adventure play playground, ropes course, rec center, town hall, open green spaces, and the existing library and police station, as well as plans for one bathroom per 100 expected visitors withing five minute walking distance from anywhere in the park.

Town of Firestone 2020-2025 Water Action Plan

This plan is for the Firestone service area and lands south of the St. Vrain Creek and east of I-25. This area is supplied water from the Central Weld County Water District (pulling water from Carter Lake), Firestone reservoirs (non-potable irrigation water), and the St. Vrain Water Authority (pulling water from the Firestone reservoirs). Central Park is inside this area.

Two other water districts exist in the Town. The Left Hand Water District, and the Little Thompson Water District. This plan does not address those areas.

For a single-family residence on a lot of 10,000 square feet or less, 0.60 acre-feet of raw water must be dedicated. Currently, about 2,500 acre-feet of water are delivered to Carter Lake to fulfill this water dedication requirement. Based on projected population growth, 2,000 acre-feet of new supply will be necessary to be added by 2030 and 2,600 acre-feet between 2030 and 2050.

The estimated demand of water per acre differs depending on the type of development that goes there. Residential lands are split into Residential-Low (requiring 0.57 AF/acre), Residential-Medium (1.47 AF/acre), and Residential-High (3.15 AF/acre). Commercial zoned lands on average demand 1.52 acre-feet of water per acre. About 46% of this water is used outside. Water use in mixed use zoned lands can change based on the composition of the development in the parcel. The estimate based off of previous planning reports is 1.873 acre-feet per acre where 15% is Commercial/Office space, 25% is Employment/Office space, 35% is Residential-Medium, and 25% is Residential-High. Park lands on average demand 1.8 acre-feet per acre per year.

Club Interviews

Real Soccer

Interviews with representatives from Real Soccer in Colorado indicated that the region is experiencing strong participation growth, particularly among families with children aged 12 and under. They also noted that the market for youth and competitive soccer is expanding in step with the area's rapid population increase. While many clubs are currently utilizing multiple facilities across several communities to meet demand, there remains a significant opportunity to consolidate activities at a well-planned, high-quality complex.

The organization noted that communities north of Denver metro are increasingly active in soccer and often lack the centralized infrastructure available farther south. Because league rules limit inter-regional play, many norther programs are seeking facilities within their own service areas for practices, leagues, and tournaments. A modern complex in Firestone would help meet this need and strengthen the regional network of soccer venues.

Interviewees also emphasized that families and clubs prioritize field quality, size, and amenities when selecting tournament destinations. Facilities that can host full-size 11-v-11 play and large-scale events are particularly in demand. The organization expressed strong interest in partnering with Firestone to provide programming, events, and operational support once the complex is built. They noted that they could activate programming immediately upon completion and envision the complex as a critical hub for local and regional play.

Albion FC

Another leading soccer club in Boulder County, operating a broad range of recreational and competitive programs including USL2 and USLW teams, described a similarly positive outlook for the sport across the region. The club serves approximately 2,000 players and has seen rising enrollment among younger age groups (particularly ages 7–10). It also observed growing demand for flexible, seasonal recreational options alongside traditional competitive programs.

Field access was identified as a key regional challenge. The club currently partners with municipalities and other organizations to rent field space and is developing its own complex near the Boulder and Weld County border to help meet increasing demand. Its large tournaments, which draw over 100 teams each, have faced capacity constraints due to the limited number of multi-field facilities in the area.

The organization expressed interest in collaborative opportunities with Firestone, such as providing programming, hosting events, or creating development pathways for local players. Leaders emphasized that additional high-quality fields in the region would benefit all clubs by expanding overall capacity and enabling greater participation at all levels. Rather than viewing new facilities as competition, the club saw them as a complementary investment in regional growth and community access.

Table of Figures & Tables