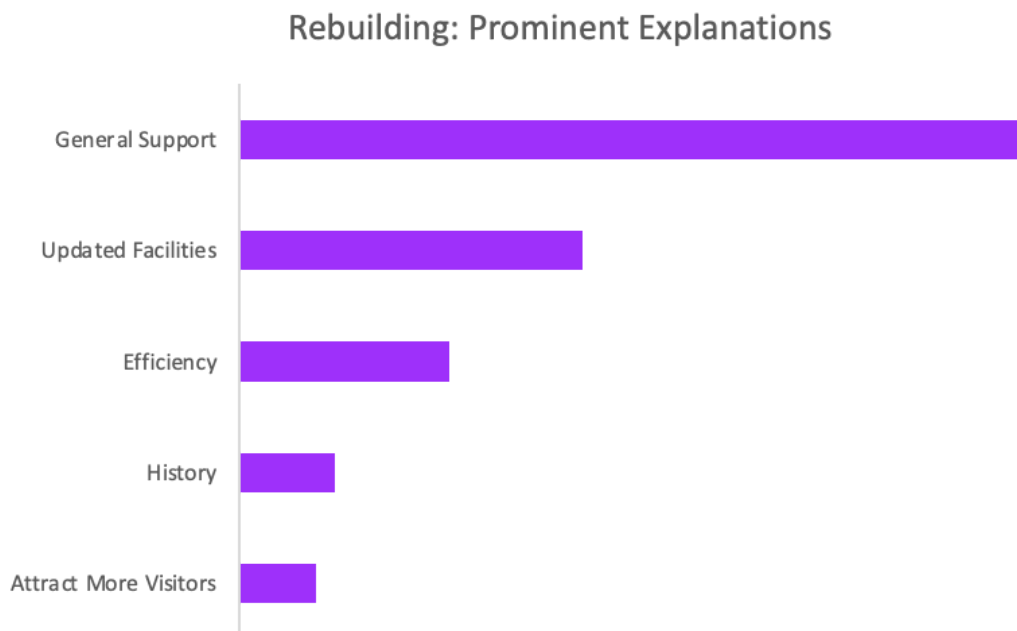


Recreational and Cultural Center Survey: An overwhelming majority prefer rebuilding the Center; Residents who chose this option focused on general support for a new building and updated facilities

The following report provides an analysis of the feedback collected in a **CommunityAsks survey** designed by Zencity and deployed by Winter Haven to **understand residents' renovation preferences**. The survey received **141 responses** between 12 - 27 May, 2022, and included one closed-ended and one open-ended question.

Respondents were first asked **"Which of the following do you prefer?"** with 84%, an overwhelming majority prefer rebuilding the Winter Haven Recreational and Cultural Center. In addition, 11% stated they want the City to remodel the existing Winter Haven Recreational and Cultural Center, and only 6% chose the option of leaving the Winter Haven Recreational and Cultural Center as it is.

The open-ended question read: **"In your own words, please explain why you believe your chosen preference would be the best choice for the City."** and received [99 responses](#). Analysis of the responses reveals the following most prominent themes by preferences:



1. Rebuilding (81 responses)

- Residents expressed **general support (41 responses)** for rebuilding the facility, stating a new building would be the best fit for the community, highlighting how it will benefit local youths and how they deserve it.
- Some emphasized the need for **updated facilities (18 responses)**, with a few specifying the importance of facilities that coincide with new technologies.
- A few respondents argued that rebuilding is more **efficient (11 responses)**, primarily arguing it will be more cost-effective but also referring to time-efficiency.
- In addition, several argued that **history (5 responses)** could be taught and preserved in other ways, as well as the fact that it will **attract more people (4 responses)** to the site.

2. Remodeling (12 responses)

- Respondents claimed that remodeling is **cost-effective (3 responses)**, the building has **good foundations** and new facilities were recently added (**3 responses**), and preserving **history** is important (**2 responses**).

3. Leaving (6 responses)

- Responses that prefer to leave the facility as it is mostly expressed dissatisfaction with the **current location of the center (5 responses)**, claimed it is unsafe, suggested finding a new location, said traffic is already heavy in the area, and suggested shutting it down.
- One other response stated that the money could be better spent elsewhere.

**The above groupings are not mutually exclusive, as respondents sometimes expressed multiple suggestions within individual responses.*