Phase II – Regional Amenity



A sustainable, authentic outdoor experience; **A catalyst for economic and social opportunity**.

This Recreation Amenity / Destination will promote healthy living and an inclusive, active civic life for current and new residents of Brooklyn Center.













Improved accessibility **to outdoor, active recreation options** has been shown to significantly **reduce disparities in health outcomes for low-income households and people-of-color.**

All-Season Programming



Imagine a Vibrant, Central Space Where:

- Paid adventure sports keep people active, entertained, and engaged year-round.*
- An amphitheater provides free outdoor concerts several nights a week.
- An onsite restaurant and beer garden offers a place to gather and meet friends and family while taking in the sights and sounds.
- The entire space has the feel of an open public park. There are no gates or controlled access points.
- Bike trails and sidewalks meander through, connecting to nearby regional trail systems and neighborhoods.









**Programs for everyone from Olympic to Amateur Athletes, to Families and Students, to Leisurely Spectators:*

- White Water Rafting
- Climbing Walls
- Kayaking / Surfing
- Swiftwater Rescue
- Racing
- Ropes Courses
- Education/Training
- Farmers Markets
- Bobsled
- Ice-cross track
- Ice Climbing
- Hockey/Skating Rinks

Phase II - Precedent

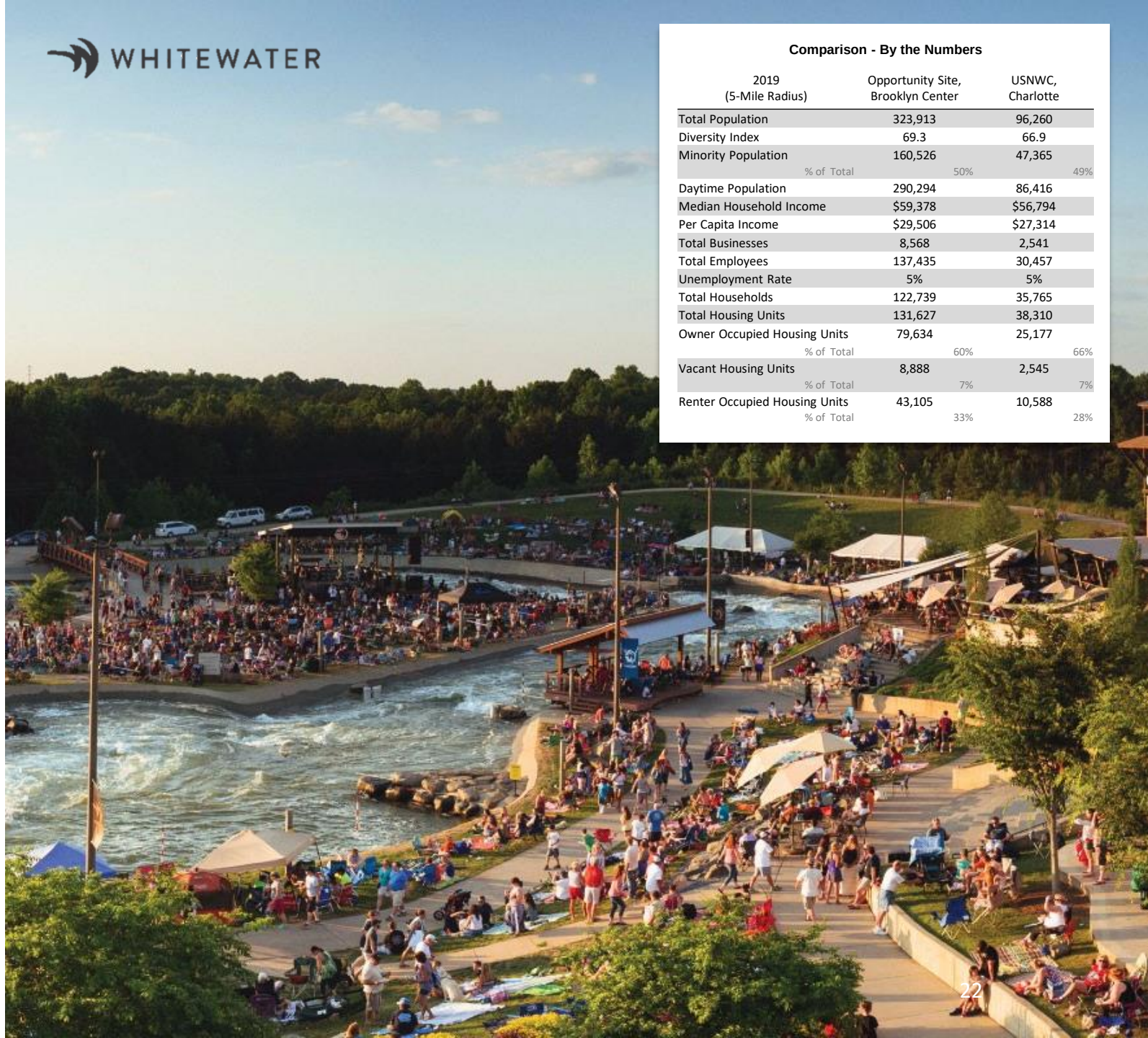
U.S. NATIONAL WHITEWATER CENTER

Whitewater began development of the U.S. National Whitewater Center in 2001 as a not-for-profit enterprise seeking to reimagine how urban markets access and engage the outdoor lifestyle.

The mission of the Whitewater Center is to build stronger communities through promoting healthy and active lifestyles, developing environmental stewardship, and encouraging family and civic interaction.

Whitewater partnered with six local municipalities and the State of North Carolina to create a world-class outdoor center within a 30-minute drive of over 4 million people. This effort culminated in the development and operation of the USNWC on 1,300 acres of protected forest along the Catawba River. **The USNWC employs almost 1,000 people and attracts over 1.1 million visitors annually.**

https://usnwc.org/
https://whitewater.org/



Comparison - By the Numbers

2019 (5-Mile Radius)	Opportunity Site, Brooklyn Center	USNWC, Charlotte
Total Population	323,913	96,260
Diversity Index	69.3	66.9
Minority Population	160,526	47,365
% of Total	50%	49%
Daytime Population	290,294	86,416
Median Household Income	$59,378	$56,794
Per Capita Income	$29,506	$27,314
Total Businesses	8,568	2,541
Total Employees	137,435	30,457
Unemployment Rate	5%	5%
Total Households	122,739	35,765
Total Housing Units	131,627	38,310
Owner Occupied Housing Units	79,634	25,177
% of Total	60%	66%
Vacant Housing Units	8,888	2,545
% of Total	7%	7%
Renter Occupied Housing Units	43,105	10,588
% of Total	33%	28%