Survey Results on Mountain Adventure Center

This report from the Friends of Squaw Valley (FoSV) summarizes our second community survey, this time on the Mountain Adventure Center (MAC). This facility has been the focus of considerable scrutiny since first being announced, and has undergone a few name changes and downsizing. However, a sizeable building is still proposed (although some amenities are now proposed to be outside), and the FoSV wanted to assess the sense of the community with regard to the latest version.

Fifty –six percent (56%) of the responses to our survey came from people living in or near Squaw Valley (the rest beyond 30 miles), which is important to note when comparing these results to those obtained about one year ago when SVSH ran a survey on this same subject.

Seventy-seven percent (77%) of those voicing an opinion said they wanted no MAC building at all or a significant further downsizing, indicating there is still a lot of resistance to the presence and/or size of the building.

61% of those voicing an opinion would definitely or probably not see themselves or their families using the MAC. This is about the same % as the Tahoe responders. But when asked about visitors using the MAC, 81% of the responders who voiced an opinion said that they thought the MAC would probably or definitely be used by visitors.

What these results apparently tell us is that people who live in or near Squaw see no value in the MAC for themselves or their family - they already feel they live in a real adventure land. But, as for visitors, the same responders suggest it would get used and would be an attraction, perhaps representing a shift of position.

As for the amenities in the MAC (both inside and outside), the top five desired (Table 1) were (i) Swimming pool - 66%, (ii) Movie theater - 60%, (iii) Fitness facility - 49%, (iv) rock/boulder climbing - 39%, and (v) a tie between aerial training/ bowling/ sauna/water slides - each with between 22% and 26%. When asked separately about the amenities least desired (Table 2), these were (i) Wave Pool - 43%, (ii) Wake Boarding - 43%, (iii) Video Arcade - 39%, (iv) Lazy River - 39%, and (v) Rafting - 34%.

When asked about the amenities that were on the MAC list, but should rather be spread out in the Village (Table 3), the top ones were (i) Movie Theater - 48%, (ii) Fitness Center - 37%, (iii) Ropes Course/Zip Line - 28%, and (iv, v,vi) Bowling, Swimming pool & Meeting Venue - 23%.

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Table 1 – Top 5 Amenities

Top 5																									
Swimming Pool	Movie Theater	Fitness Facility	Rock/boulder climbing	Aerial training	Bowling	Water Slides	Sauna/Hot Tub	Locker room & lounge	Ropes Course Zip Line	Group Meeting Venue	Trampoline	Kids Pools	Wave Pool	Sky Diving	Arts & Crafts	Action River	Rope Swings	Video/game arcade	Lazy River	Wake Boarding	Water Games	Wading Pool	Rafting	Ski Training	Waterfalls	Bocce Ball
66 %	60 %	49 %	39 %	26 %	24 %	22 %	22 %	19 %	15 %	12 %	12 %	11 %	9 %	9 %	8 %	5 %	5 %	4 %	4 %	3 %	3 %	3 %	2 %	2 %	1 %	1 %

Table 2 – Bottom 5 Amenities

Bottom 5																									
Wake Boarding	Wave Pool	Video/game arcade	Lazy River	Rafting	Sky Diving	Action River	Water Slides	Waterfalls	Bowling	Wading Pool	Water Games	Aerial training	Group Meeting Venue	Arts & Crafts	Ropes Course Zip Line	Trampoline	Sauna/Hot Tub	Rope Swings	Kids Pools	Locker room & lounge	Movie Theater	Fitness Facility	Rock/boulder climbing	Swimming Pool	Bocce Ball	Ski Training
43 %	43 %	39 %	39 %	34 %	32 %	30 %	30 %	26 %	17 %	14 %	13 %	11 %	11 %	11 %	11 %	10 %	9 %	8 %	7 %	6 %	6 %	4 %	3 %	2 %	0 %	0 %

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Table 3 – Top 5 to be spread out "in Village"

Top 5 for Village	Movie Theater	Fitness Facility	Ropes Course Zip Line	Bowling	Swimming Pool	Group Meeting Venue	Rock/boulder climbing	Sauna/Hot Tub	Video/game arcade	Arts & Crafts	Locker room & lounge	Trampoline	Rope Swings	Waterfalls	Sky Diving	Aerial training	Kids Pools	Rafting	Lazy River	None	Action River	Water Slides	Wave Pool	Wading Pool	Wake Boarding	Water Games
	48 %	37 %	28 %	23 %	23 %	23 %	21 %	20 %	19 %	17 %	15 %	11 %	10 %	10 %	8 %	7 %	7 %	7 %	6 %	6 %	5 %	5 %	5 %	3 %	3 %	3 %