THE YMCA IN YOUR COMMUNITY

EDAM CONFERENCE
GRANDVIEW LODGE
JUNE 30, 2017
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WHO WE ARE

There are YMCAs in more than 130 countries, each serving the unique needs of their community.
WHO WE ARE

The YMCA is a nonprofit organization whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body FOR ALL.
WHAT WE ARE

YOUTH DEVELOPMENT
NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN

HEALTHY LIVING
IMPROVING THE NATION’S HEALTH AND WELL-BEING

SOCIAL RESPONSIBILITY
GIVING BACK AND PROVIDING SUPPORT TO OUR NEIGHBORS
# WHAT WE ARE

## YOUTH DEVELOPMENT
- **Child Care**
  - Early Childhood
  - School Age
  - Kids Stuff
- **Education & Leadership**
  - School Success
  - Leadership Development
  - Youth Civic Engagement
- **Swim, Sports & Play**
  - Competitive Sports
  - Recreation Activities
  - Youth Sports Programs
  - Youth Swim Lessons
- **Camp**
  - Day & Overnight Camps
  - Family Camp
  - Teen Wilderness Adventure

## HEALTHY LIVING
- **Family Time**
  - Family Events and Activities
- **Health & Well-being**
  - Group Classes
  - Healthy Lifestyle
  - Personal Fitness
  - Water Activities
  - Youth Fitness
- **Sports & Recreation**
  - Adult Team Sports
  - Open Gym & Swim Times
  - Outdoor Recreation
- **Group Interests**
  - Active Older Adults
  - Conferences/Retreats/Rentals
  - Life-Long Learning
  - Social Groups

## SOCIAL RESPONSIBILITY
- **Social Services**
  - Community Health
  - Job & Vocational Training
  - Environmental Education
  - Youth Intervention
- **Global Services**
  - International Education
  - International Network
  - Newcomer/Immigrants
  - World Service
- **Volunteerism & Giving**
  - Financial Support
  - Program/Policy Volunteers
- **Advocacy**
  - Advocacy Partnerships
  - Community Organizing
  - Public Policy
HOW WE SUPPORT

The YMCA helps people thrive at ALL stages of life:

• Largest provider of child care in Minnesota
• Partners with over 2,000 community organizations
• Provides economic boost to local communities
  • Average branch employs 200 full- and part-time employees
  • Many are teens getting a first job or seniors wanting to stay vital
PARTNERSHIPS

• Andover – City of Andover
• Austin – City of Austin, Austin School District, Riverland Community College, Hormel Foundation
• Eden Prairie – Eden Prairie Schools
• Elk River – City of Elk River
• Hastings – Allina
• Itasca County – City of Grand Rapids, Grand Itasca Clinic & Hospital, ElderCircle
• Monticello – City of Monticello, Wright County
• Prior Lake – Presbyterian Homes, Lutheran Church
• St. Cloud – City of St. Cloud
• St. Paul Eastside – St. Paul Schools
• Woodbury – Presbyterian Homes, City of Woodbury, Washington County
• Worthington – City of Worthington
CASE STUDY: ELK RIVER
THE VISION

• 1996: Summer childcare programs at Boys and Girls Club

• 2005: City of Elk River explores partnership with YMCA

• 2006: Public votes to approve tax increase to fund construction of new YMCA
OUTCOMES

- Elk River YMCA opened in 2007
- 51,000 sq ft
- Owned by City, leased to YMCA
- On average, used by 1,000 individuals per day
- Programs reach out to 4,000 youth each month
- Future collaboration with City to serve seniors
PARTNERSHIPS

- Key partnerships created with local organizations:
  - City of Elk River
  - Elk River Parks and Recreation
  - Central Lutheran Church
  - Elk River School District
  - Mentoring Partnership of Minnesota
CASE STUDY: MAPLEWOOD
HOW IT STARTED

• Maplewood Community Center built in 1994.

• Features:
  • Theater
  • Aquatics center
  • Gymnasium
  • Fitness center
  • Group exercise studios
  • Events center
  • Racquetball courts
  • Kids Stuff drop-in child care
PARTNERING WITH THE YMCA

• May 2015:
  • Y begins operating aquatics center, provides operational advice to the entire facility.
  • Significant enrollment increases, aquatics revenue doubles

• Summer 2016:
  • Negotiations began for Y to take full operational responsibility for Community Center
  • Operational handover on November 1, 2016
PROCESS

- **YMCA:**
  - Full operational responsibility, burden of operational risk
  - Ashland Theater Productions subleases theater

- **City capital investment:**
  - $1 million for 2017
  - $500,000 for 2018
  - Future investments for repairs and renovations

- **Early results are promising:**
  - Renovations ongoing
  - Membership units up
  - Event revenue increased
  - Net income dramatic turnaround
  - Key stakeholders pleased with the partnership
THANK YOU

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