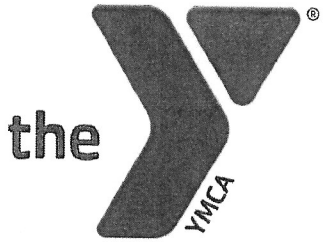
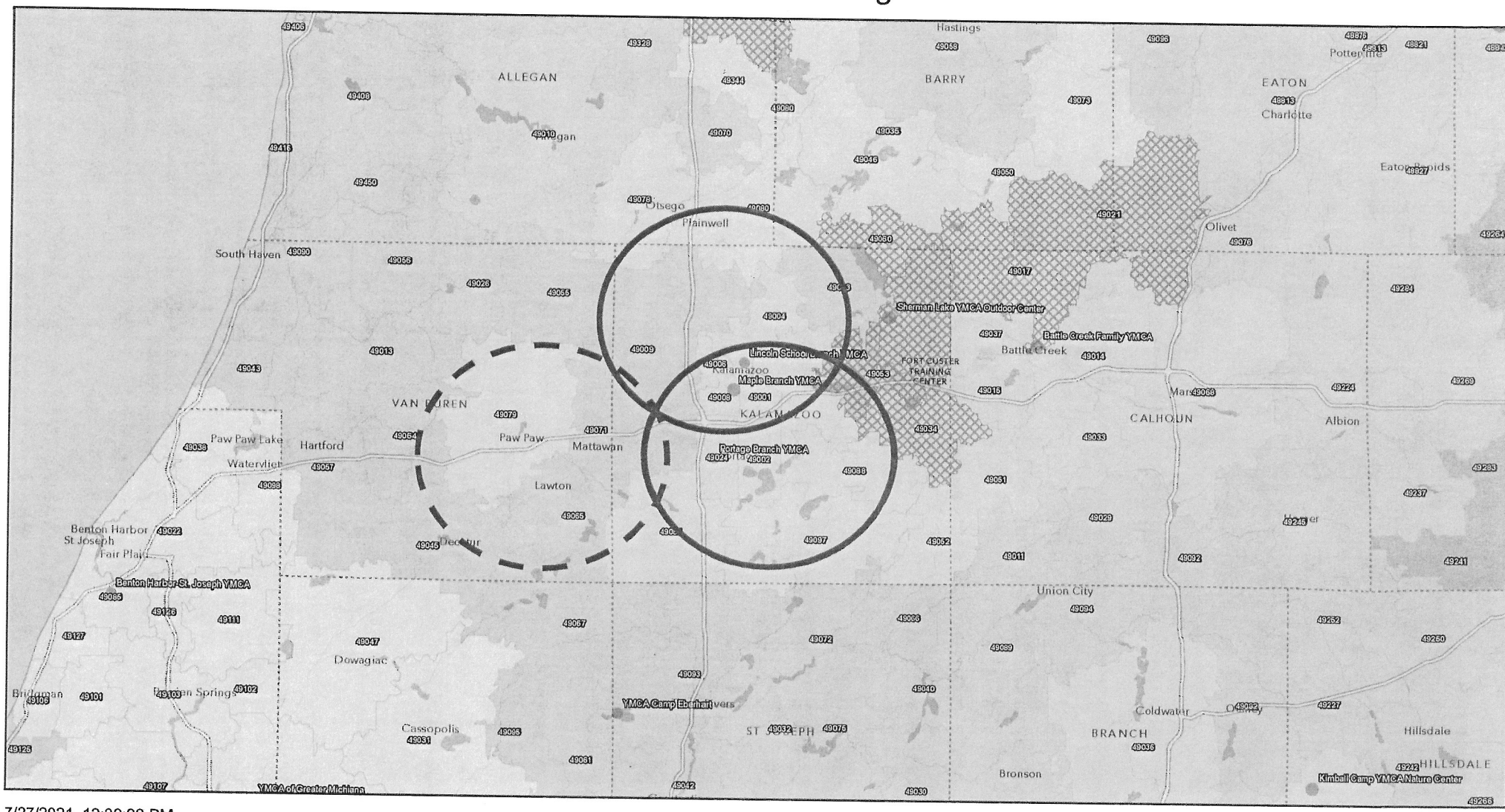


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

VAN BUREN COUNTY YMCA

Southwest Michigan



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Web AppBuilder for ArcGIS

VAN BUREN COUNTY YMCA PROCESS, TIMELINE & HISTORY

- **March 2019** - Met with Mary Beth Sons and Rene Rodriguez to discuss VB County and a possible YMCA.

- **December 2019** – YMCA of the USA completed a community needs assessment.
  - Over 900 electronic surveys
  - Three Community Discussion Groups
  - Multiple Stakeholder Interviews

VAN BUREN COUNTY YMCA TIMELINE

- **January 2020** - Group raised $50,000 for additional research work.
- **March 2020 – September 2021** – COVID Pause
- **October 2021** – Market Study completed by PB&A Marketplace Intelligence
- **January 2022** – Hired Tower Pinkster to prepare conceptual drawings.
- **July 2022** – Feasibility Study completed by Hopkins Fundraising Consulting

MARKET STUDY

- Focus Groups.
- 400 interviews with area residents who are not Y members.
- 1,152 interviews with YMCA of Greater Kalamazoo members.

MARKET STUDY

To Learn

- How many households will join a new Community Center/YMCA?
- To what extent does cost matter?
- To what extent does location matter?
- What do people want and what are they willing to pay for?
- Impact on membership at the Portage and Maple YMCAs?

MARKET STUDY

KEY FINDINGS AND CONCLUSIONS

The Research

- According to area residents:
  - Opening a new YMCA in Van Buren County is a good idea.
    - 27% excellent idea.
    - 55% good idea.
    - 82% good/excellent idea.
- Other data collected
  - Location importance
  - Expected membership units
  - Fees
  - Amenities
  - Cannibalization of existing members

MARKET STUDY

KEY FINDINGS AND CONCLUSIONS

What Do Residents Want?

- Of 15 key factors:
  - Indoor multi-purpose pool.
  - Warm water exercise/therapy pool.
  - Indoor running/walking track.
  - Ability to move from indoors to outdoors based on weather.
  - State-of-the-art fitness center.

FEASIBILITY STUDY

To Learn

- What is the community perception of the YMCA?
- What is the community reaction to the proposed project (as outlined in the Case for Support document)?
- What are the strongest elements of the proposed project plan?
- What are the weakest elements of the proposed project plan?
- Is a fundraising campaign for this project feasible at the level proposed in the Case for Support?
- Are community members willing to accept major leadership roles in a campaign effort on behalf of the YMCA?
- What type of financial support is the community willing to dedicate to this plan?
- What is the proper timing and strategy for a campaign effort?
- What potential obstacles might be encountered if a campaign was initiated for this plan?
- What other strategies/options might be explored to achieve the desired objective?

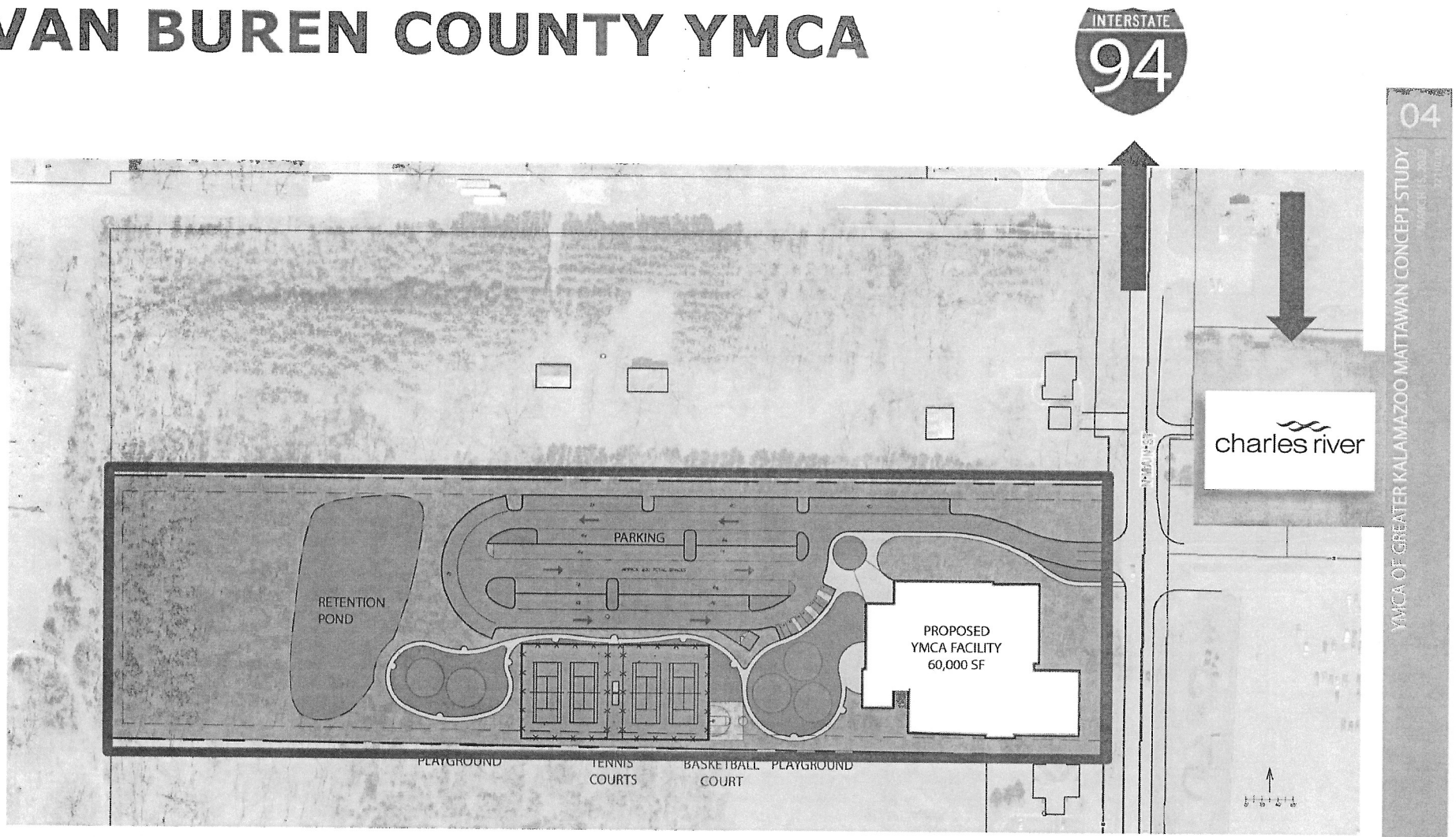
FEASIBILITY STUDY

KEY FINDINGS AND CONCLUSIONS

Findings

- The YMCA is viewed as a solid organization with a good reputation.
- There was unanimous high regard for the YMCA's plan to bring a Y branch to Van Buren County.
- Mattawan and Paw Paw are viewed as growing communities with an increasingly strong middle class.
- Bringing school support to this effort is viewed as a "make or break" necessity to encourage community support and funding.
- Study respondents believe that area seniors are likely to support the project.
- Nearly every interviewee expressed donor support for the project with several expressing significant (six-figure gifts) interest in helping to make the vision a reality.

VAN BUREN COUNTY YMCA



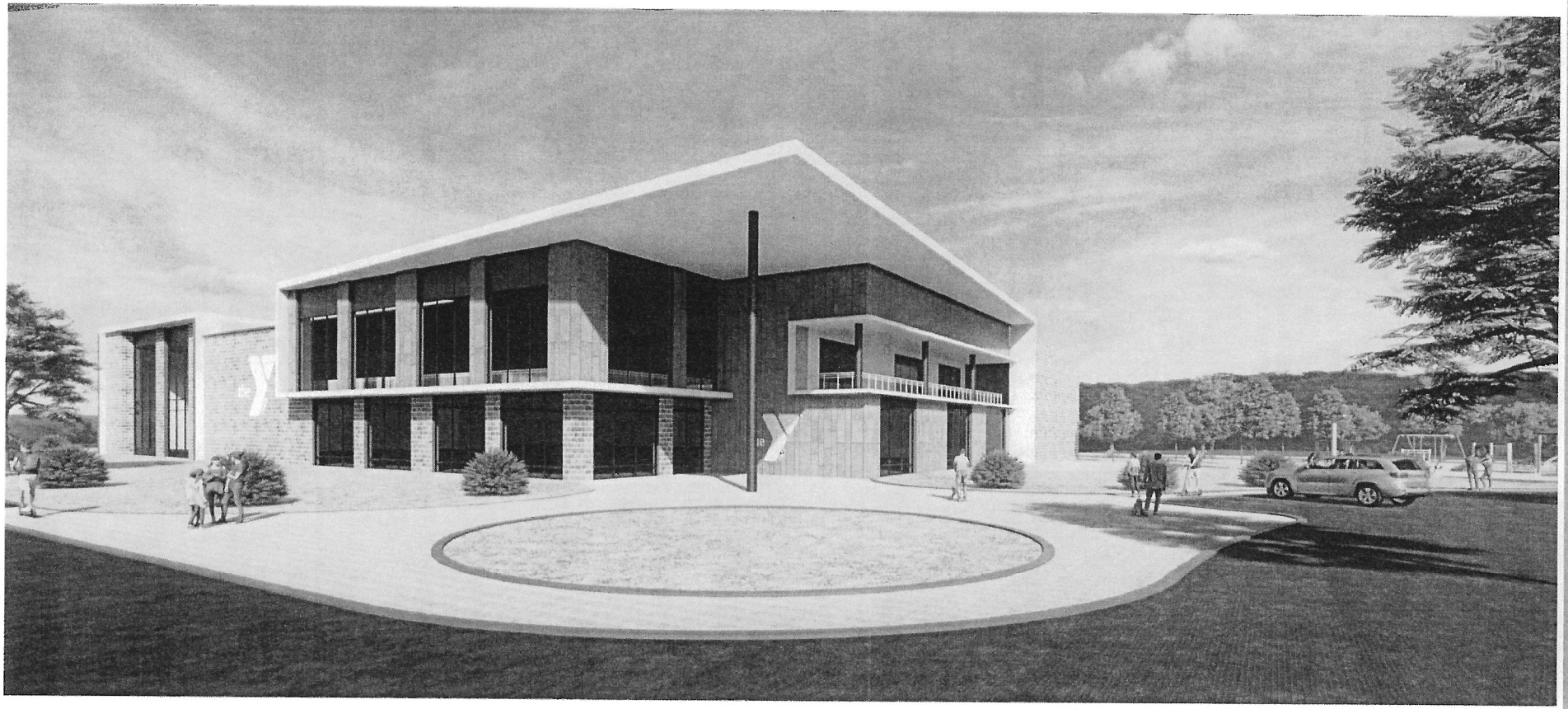
PROPERTY OWNED BY MATTAWAN SCHOOL DISTRICT

SITE PLAN

the YMCA

TowerPinkster
Architecture Engineering Interiors

VAN BUREN COUNTY YMCA



NORTH EAST CONCEPTUAL PERSPECTIVE

VAN BUREN COUNTY YMCA

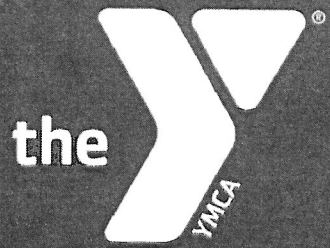
WEST CONCEPTUAL PERSPECTIVE

the Y

TowerPinkster
Architecture Engineering Interiors

VAN BUREN COUNTY YMCA

- $31 Million Project
- 60,000 square feet
  - 2 pools, 5 multi-purpose rooms, locker rooms, outdoor tennis courts, playground, gym, walking track, locker rooms
- Funding - Private – Public Financing



QUESTIONS?