



YMCA of the Northwoods

An Overview

At the YMCA, we believe that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors. With this belief in mind, the YMCA of the Northwoods is working to bring the transformational benefits of Y childcare, programs, and membership to Price County and Ashland County residents through the creation of the "Flambeau River YMCA."



CAUSE

At the Y, strengthening community is our cause.

MISSION

The YMCA's mission is to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

PLEDGE

At the Y, no one is denied services due to an inability to pay.

BELIEF

At the Y, we believe that, in a diverse world, we are stronger when we are inclusive, and our doors are open to all.

FOCUS: At the Y, we focus our work in three areas:

Youth Development

Nurturing the potential of every child and teen

Healthy Living

Improving the community's health and well-being

Social Responsibility

Giving back and providing support to our neighbors

The YMCA advances its areas of focus through five primary service drivers:

- Aquatics
- Adult Wellness
- Membership
- Pre-school & School Age Childcare
- Youth Programs & Camps

The YMCA of the Northwoods, located in Rhinelander, has been serving that community for nearly twenty years. As a recognized non-profit organization, it is chartered by the YMCA of the USA and one of thirty independent YMCA's located in the state of Wisconsin.

The US YMCA Movement...

- Is comprised of 798 independent associations located in all 50 states and Puerto Rico
- Offers programs and services through roughly 2,700+ branch & camp locations
- Has a presence and meets needs in over 10,000 communities

In the US, YMCAs serve...

- Over 9 million youth under 18 years of age
- Nearly 13 million adults
- Roughly 22 million individuals

Local YMCAs are served by...

- Over 600,000 policy and program volunteers
- Almost 20,000 full-time exempt staff
- An estimated 250,000+ full-time staff annually

Around the World...

The YMCA was founded in London in 1844 and came to the United States in 1851. The Y has grown into one of the largest organizations focused on strengthening communities in the U.S. and around the world, serving more than 64 million people in 120 countries.



Flambeau River YMCA Capital Project

YMCA of the Northwoods

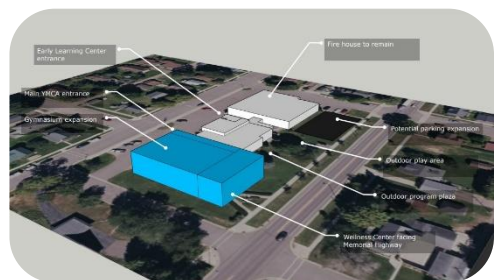
At the YMCA, we believe that when we devote our full strength to the Y's mission and cause, and work in partnership with others, we can address the most pressing issues of our community unlike any other organization.

Acting on its beliefs, the YMCA of the Northwoods has committed its time, resources and efforts to advance the Flambeau River YMCA Capital Project as outlined below:

WHAT:

Working with local leaders, collaborative partners and change focused funders, the Flambeau River YMCA is being developed to serve the residents of Price and Ashland Counties. Towards these ends, the Y has identified the following aligned and integrated project objectives:

- **Be a catalyst** for the creation of an integrated community health and engagement model
- **Build,** in form and function, a facility that serves as an education, health and social equity hub, and a "third place" for members
- **Identify and help address** critical community, health, and social issues
- **Provide affordable** and impactful pre-school and school age childcare to local families, as well as program and membership opportunities for children, adults, families, and seniors
- **Reach and benefit** the under-served and under-represented children, families, adults, and seniors in Price and Ashland Counties, working independently and in collaboration with other providers
- **Create** a defensible business model to assure the sustainability, relevance, and impact for generations to come



WHY:

To bring a Y facility and Y programs, services, and resources to the children, families, adults, and seniors in Price and Ashland Counties while serving as a catalyst for change, collaboration and collective impact.

HOW:

The YMCA is actively seeking; Collaborative partners to help provide impactful programming as well as share operational expenses; Outcome driven private and public funders willing to invest in the Y and its partners; Federal, state, local, and philanthropic support to address critical health issues and social inequities and broad community support from members, staff, and volunteers.



Flambeau River YMCA Capital Project

YMCA of the Northwoods

WHO:

The YMCA is the nation's leading nonprofit committed to strengthening community by empowering young people, improving the health and well-being of people of all ages and inspiring action in and across communities. As a 501(c)3, non-profit organization the YMCA is led by local volunteers whose commitment to and connection with their community is deep.

To explore the creation of the Flambeau River YMCA, a task force of recognized community leaders and influencers, representing the YMCA of the Northwoods in Rhinelander and the residents of the surrounding communities, has been formed. The following group of recognized leaders have volunteered their time and are directing their talents to consider and realize the potential of the Flambeau River YMCA:



- Allie Plessner/Co-Chair
Forward Insurance Agency
- Paul Rybak/Co-Chair
St. Croix Rods
- Linda May, CEO, YMCA/Northwoods
- Steve Agnoli
Retired Wisconsin Public Service
YMCA/Northwoods Board Vice-Chair
- Victor Ambrose
Park Falls Economic Development Corp.
- Tara Tervort
Mayor, Park Falls
- Kyle Cronan
Superintendent, Chequamegon School
- Rob Denis
Northstar Steel Fabricating
YMCA/Northwoods, Property Com. Chair
- Katie Weinberger
Marshfield Clinic, Park Falls Ctr.
- Scott Forristall
St. Croix Rods
- Tim Kief
Chequamegon School District
- Brentt Michalek
City Administrator, Park Falls
- Jake Weinand
Forward Bank Y/Northwoods Board Chair
- Matt Whalen
CPA, Northland CPAs
YMCA of the Northwoods Board Treasurer
- Randy Zoesch
CPA, Zoesch & Co.
- Fred Hauser
Interim CEO, YMCA of the Northwoods
- Greg Bortz
Price Electric
- Stephanie Dahlquist
Assoc. Executive, YMCA of the Northwoods

WHEN: Opportunity and urgency are driving the YMCA and local volunteers to prioritize community needs and identify potential partners. This work will determine the scope and scale of the healthy living campus, as well as the Y's capital and operational funding needs. YMCA leadership intends to present a comprehensive capital plan, a roster of collaborative partners and a project timeline in Q2 2023.





People, Programs & Place

Flambeau River YMCA

The “YMCA Experience” is made of three critical ingredients: people, programs, and place. These aligned and integrated components provide both foundational and dynamic resources that children, families, adults, and seniors can both count on and build on.

PEOPLE:

The YMCA’s people bring its programs and facility to life, creating a unique experience and transformational experience members, program participants and guests. Through its best-in-class national training program and in partnership with local providers, the YMCA offers professional development and growth opportunities to people of all ages, backgrounds, and career aspirations.

Staff

Non-Exempt Leadership



Exempt Operations & Program



Seasonal & Events



Volunteers

Board/Committee Members



Programs & Operations



Annual & Project Fundraisers



Partners

Program Delivery



Shared Services



Special Events & Services





People, Programs & Place

Flambeau River YMCA

PROGRAMS:

The YMCA's cause is to strengthen the community. Independently and in collaboration, the Y does this through programs and services that build healthy spirit, mind, and body for all. YMCAs focus their efforts to strengthen community in three areas: youth development, healthy living, and social responsibility, advancing each through five primary service drivers:

Aquatics/In Collaboration

- Open, recreational & lap swim
- Swim & safety instruction
- Water aerobics & therapy



Membership

- Full/unlimited facility access
- Introductory instruction
- Program/service discounts



Pre-School & School Age Childcare

- Infants, toddlers & preschoolers, half-day & full day, year round
- Kindergarten to sixth grade, before and after school, and holidays



Senior Activities

- Group exercise programs
- Small group & individual instruction
- Fitness, social and wellbeing programs



Youth Programs & Camps

- Academic achievement, arts, martial arts, swimming, & youth sports
- Kindergarten to sixth grade, before and after school, holidays & summer day camps





People, Programs & Place

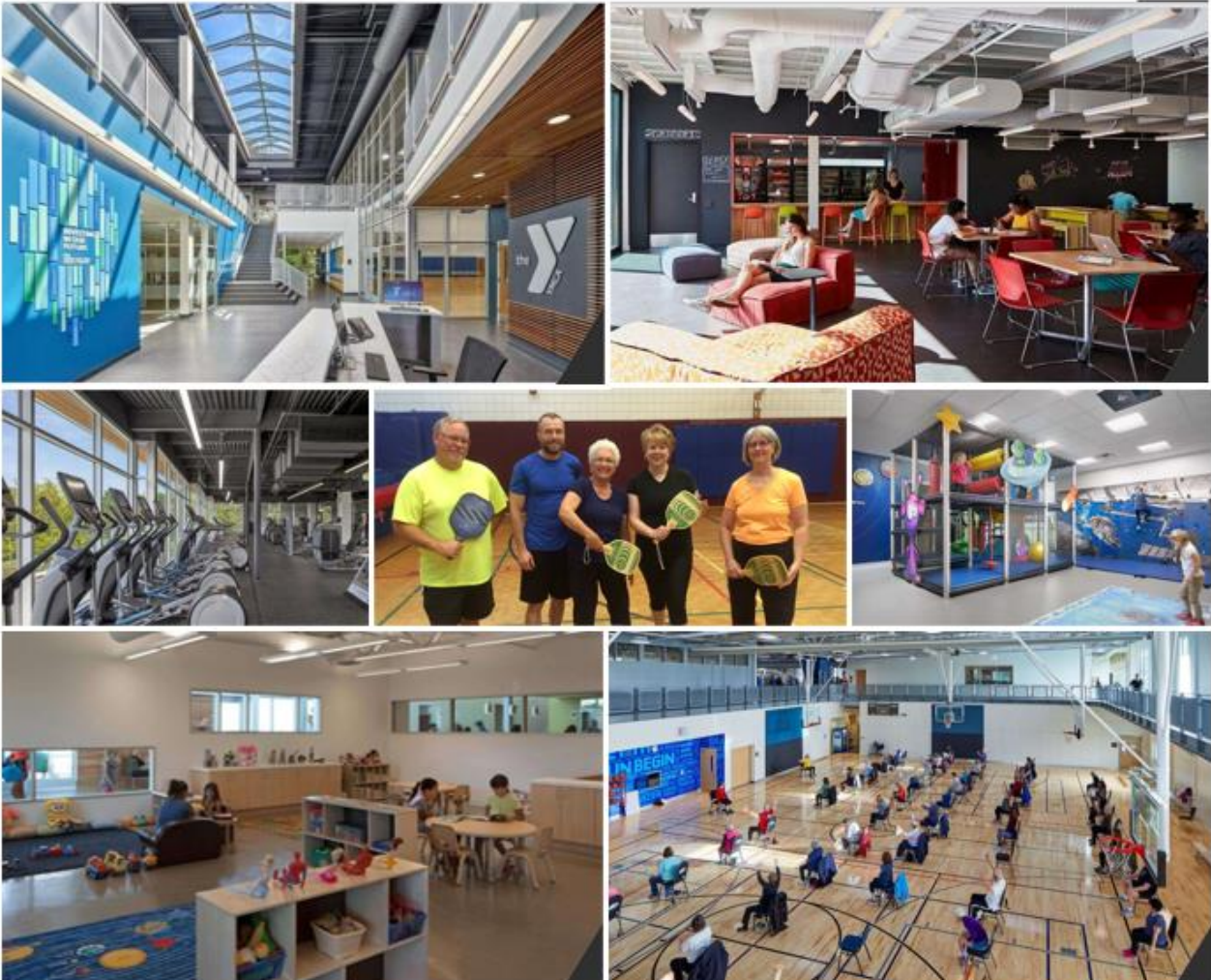
Flambeau River YMCA

PLACE:

The scale and scope of a sustainable YMCA, designed to accommodate the needs and aspirations of the members, is to be determined. A YMCA facility will offer 20,000 square feet of programable and public space.

Absent of space shared with or built for collaborative partners, the new, full facility Flambeau River YMCA could include some combination of the following:

- Before & Afterschool Childcare
- Childcare Center
- Drop-In Child Watch
- Full Gymnasium
- Indoor Track
- Universal Locker Rooms
- Lobby / Common Space
- Multi-Purpose Room
- Outdoor Play Area
- Pickleball Courts
- Senior Community Space
- Wellness Center





Request For Partners

Flambeau River YMCA

The Flambeau River YMCA Steering Committee is moving through a comprehensive investigative, development and planning process. The YMCA and local leaders have sought input and direction from community members, recognized business, education and government leaders, and potential partners. This insight, along with market research and information provided by the YMCA of the USA has helped the Y envision itself as a catalyst for positive change and collaboration. Towards these ends, the Y is seeking partners to build, and operate a healthy living campus in Flambeau River.

WHY:

As effective as the Y has been at strengthening community, collaborating with others would provide opportunities to do more for and with the residents of Price and Ashland Counties. To better address critical health and social issues and serve as a multiplier of resources, the Y is seeking partners whose programs, services, reach and impact will complement and supplement its own offerings.



WHAT:

Working with local leaders, collaborative partners and change focused funders, a new YMCA is being developed to serve the residents of Price and Ashland Counties. To advance these objectives, the Y is offering the following aligned and integrated opportunities to its collaborative partners:

- **Be part of** an integrated community health and engagement model
- **Be part of** an education, health and social equity hub
- **Create** a more sustainable business model to assure the organization's viability
- **Identify and help address** critical community, health, and social issues
- **Provide more affordable** and impactful, programs, and services to its constituents
- **Reach and benefit** the under-served and under-represented in Price and Ashland Counties

WHO:

Across Wisconsin and the US, the YMCA works with a broad cross-section of non- and for-profit organizations. To follow is a sampling of the areas from which, in service to shared agendas and objectives, the Y has found and will look for collaborative program partners:

- Arts Organizations
- Businesses & Employers
- Faith Community
- Healthcare
- Higher Education
- Housing Developments
- Libraries
- Municipal Partners
- Senior Centers
- Social Service Agencies
- State Government
- Youth Sports

WHERE:

The Flambeau River YMCA will be located in the center of Park Falls at 400-4th Avenue. The new YMCA will repurpose the former City Hall and Washington Grade School building, reimagining its function and expanding its form. The new YMCA is being designed to provide programs and services to benefit a broad cross-section of Price County and Ashland County residents. The familiar location, transformational redesign and contemporary programming will build on the legacy of this community landmark, offering benefits to residents for generations to come.



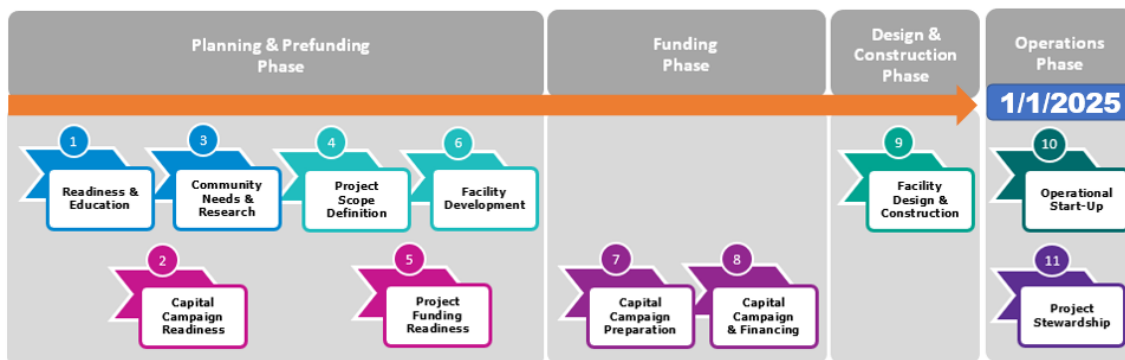
Process, Budget & Funding

Flambeau River YMCA

Process

YMCA Capital Projects are designed to optimize the sustainability, relevance, and impact of the YMCA. Capital projects are based on a comprehensive understanding of the demographics, needs and behavior of the community to be served. Like a well-designed, efficiently operated and effectively programmed building, a Y capital campaign should speak to the mission, purpose, and values of the YMCA.

The YMCA's lofty expectations and transformational aspiration are borne out in the critical path its volunteers, staff and contracted providers follow, bringing their vision to fruition. To follow is the critical path the Y will continue to follow in development of the Flambeau River YMCA.



High Scope Project Budget

Construction Costs	\$9.80 million
YMCA Costs *	\$1.58 million
Total Project Costs	\$10.3 million

*YMCA costs include furnishings, fixtures & equipment, start-up costs (1-3 years) & project contingency

Grants Secured

Wisconsin Neighborhood Investment Fund Grant, City	
<u>Of Park Falls Cost Share</u>	<u>\$5.65 million</u>

Funding Gap \$2.50 million

Capital Stack Opportunities

Fundraising	\$2.50 million
Public Grants	\$5.65 million
Tax Credits Proceeds	<u>\$2.20 million</u>
TOTAL	\$10.3 million



Sample Market Area

