



**Board of Commissioners
Work Session
March 2, 2015
PD Community Room
8:30 AM**

- I. **COMMENCEMENT**
 - A. Call to Order
 - B. Adoption of Agenda
- II. **BUSINESS**
 - A. Discussion of Possible Public/Private Partnership with YMCA
 - B. Discussion of Possible Work Sessions
- III. **ADJOURNMENT**

Town of Waxhaw & YMCA Partnership

Waxhaw Town Board Work Session
March 2, 2015



Work Session Agenda

- 8:35 Introductions
- 8:40 Executive Summary
- 8:50 Overview of YMCA
- 9:00 Discussion
 - Contracts / Letter of Intent
 - Operating Agreement Parameters
- 9:40 Next Steps



Executive Summary

- Steve Maher
Commissioner, Town of Waxhaw



Our Strategy

- The YMCA Partnership Strategy is grounded in the Town of Waxhaw's "Park, Recreation, and Cultural Resources Master Plan

Vision

- Develop multigenerational facility that meets long term recreational, health and social needs of our Waxhaw Community



Goals

- Deliver a shared mission by building and enhancing quality of life
- Leverage strengths & assets of the Town and the YMCA
- Engage and inspire healthy active living
- Engage the community in volunteer activities that create a sense of community spirit
- Provide multigenerational connections
- Develop future leaders through civic engagement and YMCA programs



Anticipated Outcomes

- Excellence in Programming
- Enhanced financial assistance and outreach
- Increased Volunteerism
- Expanded Teen Programming
- Efficiencies through collaborative programming
- Community gathering place that emphasizes healthy living, youth development, and social responsibility
- The capacity to provide solutions to community challenges.
- Employ community in meaningful work



Property Conceptual Drawing



TOWN OF WAXHAW



The Facility

- Total Master Plan allows for Phased growth up to 80,000 sq. ft.
 - Phased Growth Plan I:
 - Phase 1 *25,000-30,000 sq. ft.
 - Group Exercise Room
 - Pool
 - Health & Fitness Center
 - Family Locker Rooms
 - Multipurpose Fields (Town Investment)
 - Multi-Purpose Room
 - Multi-Use Gym
 - Child watch Area
 - Lobby
- *Phase 1 concept may change based on fundraising capacity/success
- Phase 2,3, and 4 Facilities will be determined based on local demand / interest and fundraising potential
 - Phase 2 - (as needed) 10-15K Sq. Ft.
 - Phase 3 - (as needed) 10-15K Sq. Ft.
 - Phase 4 - (as needed) 5-10K Sq. Ft.



The Facility

- A full facility YMCA employs 150 to 600 part-time and 10-40 full-time staff in a broad range of employment opportunities in the areas of:
- Health and Wellness
- Leadership
- Member Service
- Childcare
- Youth Programs
- Administrative Support



The Partnership Approach Agreement

- Agreement establishing a mutually agreed basis for establishing more specific terms and conditions in an agreement. Key Elements
 1. Both parties will specify the land acquisition terms and conditions (concurrent acquisition) of each party
 2. The intent for two coordinated facilities
 - One YMCA Facility
 - Fields developed by Town of Waxhaw for multi-purpose use
 3. The development of an Operating Agreement that spans 25-30 years between both parties that will be developed within 9 months of the land acquisition. It will include:
 - Licensing arrangement for use of fields by YMCA that includes usage and maintenance of fields by YMCA
 - Collaborative programming areas
 - Community Usage of YMCA Facilities
 - Health and Wellness Corporate Programs for Town Employees
 - Timeline and associated costs/outcomes



The Partnership Approach

Town of Waxhaw Investment

1. Invest \$1.1 – 1.3 M in FY 2015 to purchase of 13 acres for multi-purpose fields for shared use between the YMCA and the Town of Waxhaw
2. Invest \$350K in FY2016, 2017, and 2018 for development of fields and pavilion for shared use
3. Invest \$100K to update Parks, Recreation, and Cultural Resource Plan to reflect full partnership



YMCA Investment

1. Invest \$16 to 20 Million in capital over multiple phases to construct a YMCA Facility within Town of Waxhaw
2. Maintain and manage all shared fields
3. Collaborate on shared programming opportunities for the community
4. Provide Health and Wellness Corporate Programs for town employees



For the Town of Waxhaw, this partnership represents a cost effective approach to rapidly expanding parks, recreation and cultural resources.

- The Town of Waxhaw can achieve operating and financial efficiencies:
 - Cost avoidance - \$80K/year in shared field maintenance
 - Cost avoidance: \$4M in Community Park #1
 - Asset Sharing (FTE, Volunteers, Parking, etc.)
 - Grant and Corporate Partnerships: e.g. Greenway Development
- The Community can realize the following benefits
 - Promotes awareness of the community in attracting investment
 - Access opportunities to Recreational Facilities and Fields
 - Leadership Development and volunteerism
 - Leadership in assembling time, talent, treasure to address community opportunities
 - Community Access to Recreational Facility and additional fields



Overview of YMCA

- Steve Bowers
Community Vice President



Our Mission

- To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



Our Vision

- The YMCA of Greater Charlotte will connect and engage people to enhance lives and build community.



Our Branches

- Ballantyne Village
- Childress Klein
- Community Development
- Dowd
- Gateway Village
- Harris
- Harris Express
- Johnston
- Lake Norman
- Lincoln County
- Lowes
- McCrorey
- Morrison
- Sally's YMCA
- Simmons
- Siskey
- Steele Creek
- Stratford Richardson
- University City
- Wesley Chapel
- Camp Harrison
- Camp Thunderbird



Who We Are

- Volunteer Led
- 501c3 Charitable Non-Profit Organization
- Federation
- Private Membership-based Organization that is open to all



How We Serve



Our Focus

- Youth Development
- Healthy Living
- Social Responsibility



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



Local YMCA





Sally's
YMCA

Stratford
Richardson YMCA



Morrison
YMCA



Collaboration

Public & Private



Collaboration - Public



Growing Possibilities...



Mecklenburg County
Park and Recreation

*The Natural Place
To Be...*



Collaboration - Private

Corporat

e



Health



Carolinah HealthCare System

Faith



FOREST HILL
BALLANTYNE



Our Impact



Our Impact

- A Thriving YMCA ... Strengthens Families



Our Impact

- A Thriving YMCA ... Solves Community Problems



Our Impact

- A Thriving YMCA ... Celebrates Community Successes



Our Impact

- A Thriving YMCA ... Promotes Healthy Living



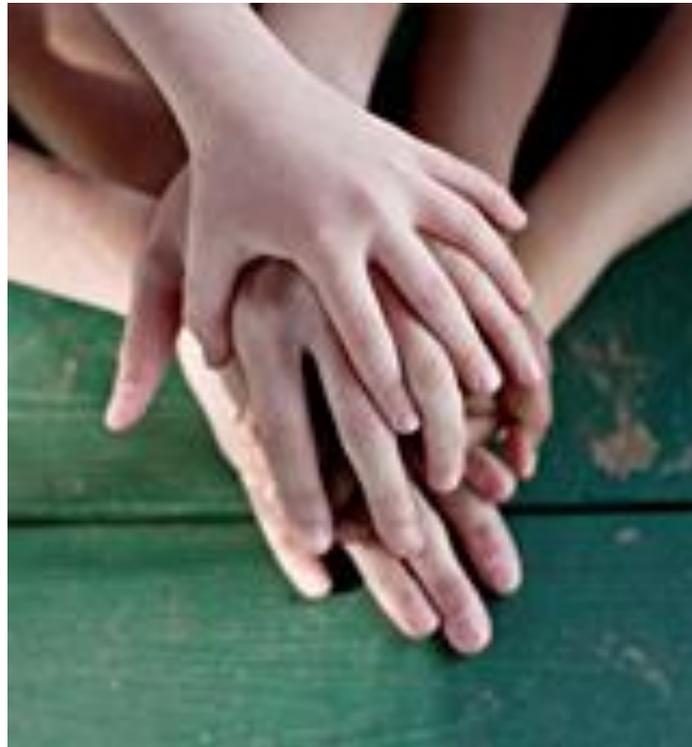
Our Impact

- A Thriving YMCA ... Cares For The Sick



Our Impact

- A Thriving YMCA ... Supports Those Less Fortunate



Our Impact

- A Thriving YMCA ... Develops Tomorrow's Leaders



Our Impact

- A Thriving YMCA ... Creates Memories that last a Lifetime



Discussion

- Contracts / Letter of Intent
- Operating Agreement Parameters



Partnership Opportunities for Impact Town of Waxhaw

As part of a collaborative effort the YMCA could provide:

- YMCA organized volunteer corp to adopt facility enhancement for campus improvement and upkeep (ex. picnic shelter construction, campus art, post event clean up), expanding to Town Parks and Rec facility upkeep
- Shared programming that leverages Town and YMCA Assets
 - Programming in Town Facilities to increase use as well as foot traffic to specific areas (ex. Downtown Park, Greenway usage, etc.)
 - Greenway Development
 - Event Support – e.g. Shuttle, volunteers, parking
- Subsidized membership for Town employees for health and wellness programs offered at the Union County YMCA campus to Waxhaw employees, impacting both lower cost of health care and Staff Morale
- Maintain and manage all shared fields once developed for length of Operating agreement



Partnership Opportunities for Impact Community at Large

As part of a collaborative effort the YMCA could provide:

- A Learn To Swim program offered at the Waxhaw YMCA campus to Waxhaw residents proving a positive impact on:
 - access to the Preschool-aged children swim safety regardless of ones ability to pay
 - Middle School Junior Lifesaving program to teach basic lifesaving and orientation aquatics safety
 - Reduce the likelihood of drowning incidents; Provide one of life's most valuable youth development milestones
- Skate Park Programming
- Targeted Teen Programming
- Scholarship partnerships to YMCA Programming
- Elementary and middle school club programs offered to Union County students on Waxhaw YMCA campus.
- Summer camp programs offered to all ages to include traditional day camp, sports camp and specialty camps.
- Youth Leadership Program providing training and job development that leads to employment.



Agreements

- Letter of Intent:
 - Objective: Is to outline the proposed terms in an Operating agreement regarding the proposed construction and operation of a intergenerational health, wellness and recreational facility at stated location.
 - Signatures prior to upon land acquisition closing
- Approvals:
 - Board of Commissioners: March 24, 2015
 - YMCA Metro Capital Board: March 24, 2015
 - YMCA Metro Board of Directors: March 30, 2015
- Land Acquisition:
 - These are separate contracts
 - Each party will execute separately and own their respective property
 - Execution of contracts is simultaneous



Next Steps



Partnership Timeline Draft

Ownership



FY 2015

- Complete due diligence
- Land Acquisition

2016

- Phase 1 Fund Raising

2017

- Construction

2018

- Mgmt & Maint of shared fields

2019 →

- YMCA Facility Opens



- Complete due diligence
- Land Acquisition

- Field Development

- Build Pavillion
- Strategic Re-Alignment of Parks, Recreation and Cultural Resources Master Plan for Cost Effectiveness & Pan Efficiencies

Budgeting Impact

\$1.1 - \$1.3 M

\$350K

\$350K

\$350K

\$100K

Joint Ownership



- Finalize Partnership Letter of Intent

- Finalize Operating Agreement

Field and Program Sharing

 →

- Fields Sept –May **60% YMCA** **40% Town of Waxhaw**
- Fields Summer **100% YMCA**



Questions

