



Southbury Community Center Update

January 11, 2018



Exploratory Committee

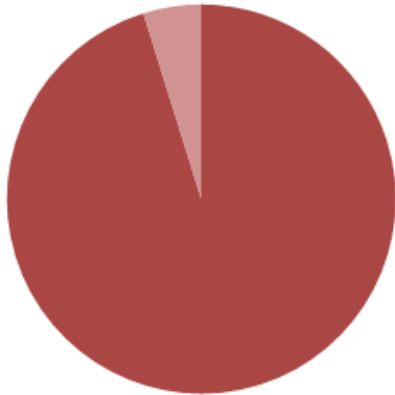
The Southbury Community Center Exploratory Committee was commissioned to investigate the possible development of a Community Center in Southbury.

Jim O'Rourke, Chief Executive Officer of the Greater Waterbury YMCA, agreed to facilitate and provide resources to the Exploratory Committee and three sub-committees:

- ▶ Community Needs Assessment
- ▶ Feasibility and Capacity
- ▶ Collaboration and Community Models

Community Needs Assessment

- ▶ Overall 770 respondents
- ▶ 726 (94.5%) from Southbury (44 other)
- ▶ Female 541 (70.6%) Male 225 (29.4%)
- ▶ Age 35-49 (55.5%) 50-64 (23.0%)
- ▶ # of Respondents who feel Southbury would benefit from a community center



652 agree or strongly agree (85.3%)

33 disagree or strongly disagree (4.3%)

■ agree or strongly agree ■ disagree or strongly disagree

Overall Themes from “Agree” Comments



- ▶ Safe and healthy environment for youth and teens
- ▶ A feeling of community
- ▶ Allow for locally based programs versus traveling to other communities
- ▶ Central location for community group and activities
- ▶ Community center has been needed for years

Top Themes from “Disagree”

(Note: small minority of respondents)

- ▶ Overall enough activities in Southbury currently
- ▶ Not a good time economically & no additional tax increase
- ▶ Should focus on fixing and improving current facilities and programs
- ▶ Lack of utilization and fear of sustainability

Top Amenities

- ▶ Teen Activity Center
- ▶ Indoor Pool
- ▶ Gymnasium
- ▶ Performing Arts Center
- ▶ Fitness Center



Top Activities

- ▶ After School Activities for Teens
- ▶ Performing and Creative Arts Programs
- ▶ Movies
- ▶ Fitness Classes
- ▶ Cooking
- ▶ Additional meeting space



Community Participation in a Capital Fundraising Drive

If the Southbury community embarked on a Capital Drive would you do any of the following?
(check all that apply)

- ▶ 61% Volunteer
- ▶ 60.8% Contribute
- ▶ 10.1% Leadership Role
- ▶ 11.7% None of the Above

Capital Funds for Development

Where do you think funds to build a community center should come from? (Check all that apply)

- ▶ Donations – 88.5%
- ▶ Foundation – 75.5%
- ▶ Tax Money – 54.1%
- ▶ State/Federal Grants – 86.2%



Operational Support

Where do you think operational funds should come from?
(check all that apply)

- ▶ Community Philanthropy – 64.8%
- ▶ Foundations – 60.9%
- ▶ Tax Money – 53.2%
- ▶ State/Federal Grants – 67.8%
- ▶ Membership Fees – 67.2%



Support for a (Regional/Tri-bury) Community Center



- ▶ 73.7% of Respondents - Answered Yes
- ▶ 26.3% of Respondents - Answered No



Additional Themes

- ▶ Great idea!!!! & LET'S DO THIS
- ▶ Overall excitement for a Community Center
- ▶ A Community Center is needed
- ▶ It should be like a YMCA, Newtown Youth Academy, Edmond Town Hall
- ▶ Overall people are pleased with Southbury and a development of a community center



Feasibility & Capacity Subcommittee

1. Reviewed and summarized community philanthropy
2. Assessed feasibility for giving
3. Developed a list of (50 to 75) key stakeholders
4. Made recommendations and developed a guide of next steps for capacity building and capital development



Collaboration and Community Models

- I. Visited and assessed other community center models:
 - I. Ridgefield Community Center, Ridgefield CT;
 - II. Wheeler YMCA, Plainville CT;
 - III. Indian Valley YMCA, Vernon CT;
 - IV. Putnam Family YMCA, Putnam CT;
 - V. YMCA Metuchen, Edison, Woodbridge, NJ
2. Made recommendations regarding best practices



Key Findings from Other Communities

- ▶ Toured facilities found utilization better than expected
- ▶ Parking needs to be adequate; typically underestimated
- ▶ Location matters – keep close to community center
- ▶ Multi-purpose rooms are essential
- ▶ All recreational facilities are in demand – Gymnasium, Pool (two different types – teaching & competitive), and Fitness Center
- ▶ Two facilities housed a cultural theater/stage
- ▶ Include outdoor running trail/walking path
- ▶ Keep landscaping to a minimum – cost



Five Basic Models

- ▶ For-Profit Organization
- ▶ Town Owned and Operated Community Center
- ▶ Town built-owned and operated by contracted entity with experience
- ▶ New non-profit organization that owns and is responsible for operations
- ▶ Branch of the Greater Waterbury “Y”

Comparison of Alternative Models

Model	Advantage	Disadvantages
For Profit	<ul style="list-style-type: none"> No Town Involvement – no need for political or government involvement No Fund raising required 	<ul style="list-style-type: none"> Finding an investor is key Not clear if investor will meet needs of entire community May not provide an opportunity for community involvement
Town Owned and Operated Facility	<ul style="list-style-type: none"> Focus on what community wants without outside influences Build on experience of P&R Commission 	<ul style="list-style-type: none"> Potential for political influence in direction and scope Lack of expertise in managing a community center All taxpayers share in burden
Town built-owned but operated by contracted entity with experience	<ul style="list-style-type: none"> Focus on what community wants without outside influences Build on experience of P&R Commission Lower operating cost than town operated – competitive bid Experienced organization that has tools for establishing a new community center and ongoing operations 	<ul style="list-style-type: none"> Ultimate fiduciary responsibility is with Town All taxpayers share in burden Potential for political influence in direction and scope and selection of entity
New non-profit organization to own and operate	<ul style="list-style-type: none"> Insulated from political influence Financial burden falls on those interested in building/using CC 	<ul style="list-style-type: none"> Stand alone organization without institutional support on how to operate a CC Probable need for “seed” money and support from Town to get started
Branch of Waterbury Regional “Y”	<ul style="list-style-type: none"> Experienced organization that has tools for establishing a new community center and ongoing operation No direct political influence Local fund raising still required but capital dollars designated only for CC “Y” has ultimate fiduciary responsibility 	<ul style="list-style-type: none"> Some sense of less local control Would need to be seen as a regional center (maybe seen as advantage) May need “seed” money and/or resources from Town to get started

Note: Questions about implementation schedule would be left to next stage regardless of the model chosen

YMCA Charter and Board of Managers

- ▶ BOS Resolution -- Be it resolved that the Board of Selectmen of Southbury authorizes the First Selectman to request the Greater Waterbury Y to engage in a conceptual design phase to facilitate the eventual establishment of a community center as a branch of the Greater Waterbury Regional Y to serve Southbury and surrounding communities.
- ▶ January 24, 2013 – Board of Directors of the Greater Waterbury YMCA unanimously approved the application to develop a branch in Southbury.
- ▶ March of 2013 – Application for the Regional YMCA was sent to the YMCA of the USA.
- ▶ June of 2013 – Received approval of the Charter for the Regional YMCA from the YMCA of the USA.

Regional YMCA Board of Managers and Organizational Chart



Conceptual Site Plan



SEER Analytics




SEER Analytics

Seer Reports Login

Join the Webinar

[Base Metrics](#) | [Survey Reporting](#) | [Community Studies](#) | [Fundraising Assistance](#) | [Direct Mail/Marketing](#) | [About us](#) | [Contact](#) 

 [SEER for YMCAs](#) > [Community Studies](#)

Community Studies

Seer's products and services address a number of key areas within a Y's operations. Our ultimate goal is to facilitate the movement's concentration on Healthy Living, Youth Development, and Social Responsibility. Through Seer's geospatial analyses, branch location studies, and custom community research we provide each Association and Branch with the information they need to best serve their communities.

Base Metrics

SEER Analytics



Measure the Impact of your Y!

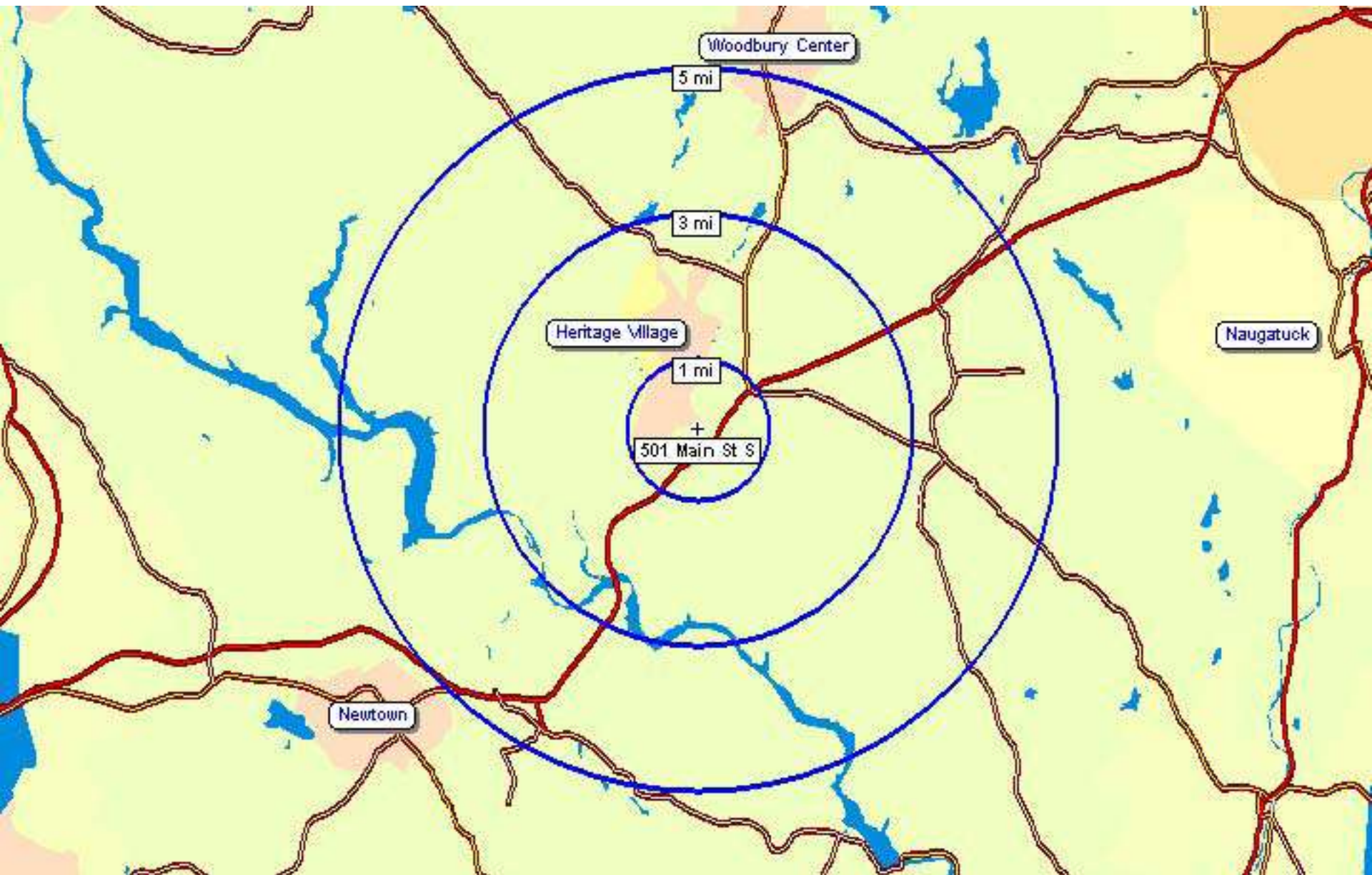
Measuring impact matters: It's how we prove we're making a difference and how we learn to improve every day.

That's why we're excited about the new partnership between YMCA of the USA and SEER Analytics. We've joined forces to bring the Movement a new set of data collection, analysis and reporting tools. These tools leverage years of experience and proven best practices in measuring impact. Impact for members, new members, staff and program participants.

For more information or to get started, call us today!



5 mile drive



Demographic Profile (estimated)

- 1 Mile Ring – 1,812
- 3 Mile Ring – 17,755
- 5 Mile Ring – 34,987
- 12 Minute Contour – 51,605



Development of Conceptual Facility Plan

- **Average Facility:** 35,000 to 65,000 sq. ft.
- **Standard Amenities:** Gymnasium, Community Rooms, Rock Climbing, Youth Activity Rooms, Natatorium (Pool), Lockers Rooms, Wellness Center, Group Exercise Rooms, Common Area, Offices and Child Watch
- **Additional Amenities:** Performing Arts, Auditorium, Concession Area (Subway), Child Care Rooms, Ice Rink



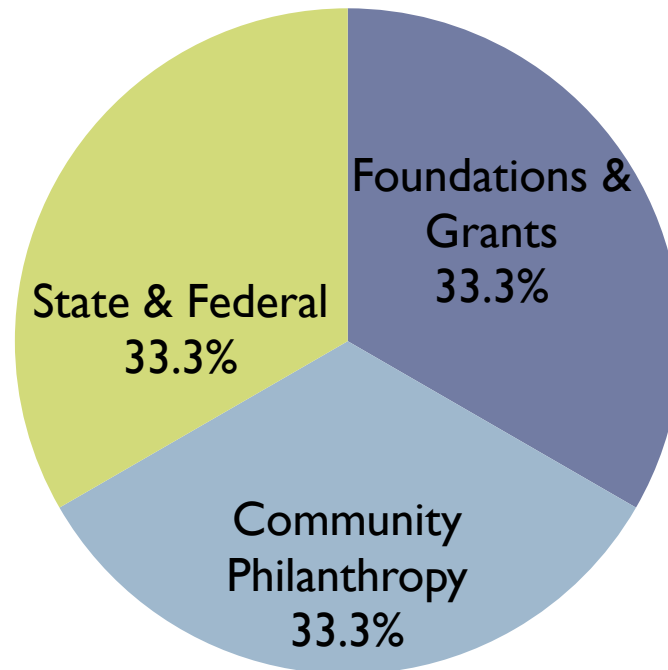


Conceptual Full Facility



Development of Estimated Campaign Goal

10-15 Million Dollars



Questions, Closing &
Thank You!!

