



# Pomperaug Regional YMCA Community Center Update

Compiled from the following sources:

- 1. James O'Rourke - Chief Executive Director – Waterbury YMCA  
Presentation to the Southbury Strategic Planning Task Force - January 11, 2018*
- 2. Americorps Survey - Community Center Comprehensive Report - Pomperaug Health  
District - August 9, 2012*
- 3. Community Center Report - April 10, 2012*
- 4. Strategic Planning Task Force – Community Assessment Survey – April 26, 2018*

## HISTORY



**1923 - A Southbury community center (SCCC).**

**1982 - The Parks Commission completed a feasibility study (SCCC).**

**2000 - Kingsley Research Report is commissioned by Greater Waterbury YMCA  
(Southbury, Woodbury, Middlebury, Oxford, & Roxbury)**

**2001 - Southbury Community Center Committee final report completed.**

**2010 - Student survey**

**2012 - Community Center Exploratory Committee is established**

**2017 - Strategic Planning Task Force is created by the Board of Selectmen**

**2018 - Community Assessment Survey supports a Community Center  
Strategic Plan is approved by the Board of Selectmen**

**2019 - Strategic Plan Commission is created to implement the Strategic Plan**

# Pomperaug Regional YMCA Community Center Exploratory Committee

## **The Community Center Exploratory Committee**

Commissioned to investigate the possible development of a Regional YMCA Community Center to be located in the Town of Southbury via a Community Needs Assessment.

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

# Pomperaug Regional YMCA Community Center Exploratory Committee

## **OBJECTIVES**

- To provide recommendations to the Board of Selectmen regarding development of a community center.
- Review and assess the current needs of the Southbury Community.
- Investigate other community collaboration models for development of a Community Center.
- Assess the feasibility of funding a community center in Southbury.

# Pomperaug Regional YMCA Community Center Exploratory Committee



## Members:

Kathy Bower, John Bucciarelli, Janet Butkus, Frieda Denenmark,  
Trista DiDonato, Noel Federle, Greg Fenn, Rich Hunter, Neal Lustig,  
Kurt Mazurosky, Susanne Navas, Corina O'Dea, Jim O'Rourke,  
Reverend Walter Pitman, Charlie Rosa, Cynthia Servetas

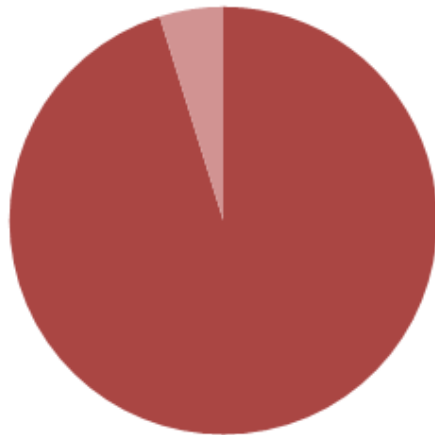
# COMMUNITY CENTER PLANNING

## A NEEDS BASED APPROACH

- Identify the community needs by a **Community Needs Assessment** to be addressed by this capital project to include potential demographics.
- Translate those needs into programs and services that the community center will provide.
- Create a space budget that identifies the correct size and type of space necessary to accommodate programs and services.
- Estimate total project cost and develop a realistic pro-forma budget.

# Community Needs Assessment

- Overall 770 respondents
- 726 (94.5%) from Southbury (44 other)
- Female 541 (70.6%) Male 225 (29.4%)
- Range of Ages 35-49 (55.5%) 50-64 (23.0%)
- Number 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%)  
85 other responses (10.4%)  
770 total

■ agree or strongly agree    ■ disagree or strongly disagree



# Survey Results – Support for a Regional Community Center

*Are you in favor of a Regional Community Center?  
(check all that apply)*



**73.7% of Respondents -  
Answered Yes**

**26.3% of Respondents -  
Answered No**





## Survey Results – 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)*



- 61.0%** I would volunteer
- 60.8%** I would contribute money
- 10.1%** I would seek a leadership role
- 11.7%** None of the Above

## Survey Results - Funding for Building a Community Center

Public – Private – Charitable Partnership

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

**88.5%**      **Donations**

**86.2%**      **State/Federal Grants**

**75.5%**      **Connecticut Community  
Foundation**

**54.1%**      **Town of Southbury Tax Money**

## Survey Results – Operational Support – Sustainability

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

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



# Needs Assessment Central Themes from “Agree” Comments



A Community Center has been discussed and needed for years

A Community Center would provide for;

- A safe and healthy environment for youth and teens
- Create an increased feeling of community
- Provide for locally based programs versus traveling to other communities
- A central location for community group and activities

# Needs Assessment Central Themes from “Disagree” Comments (small minority of respondents)

- Overall there are enough activities in Southbury currently for seniors & youth
- Not a good time in the national economy to build a Community Center
- Not in favor of any tax increases to build a Center
- Town should focus on fixing and improving current facilities and programs
- Fear that the a Community Center would lack utilization and not be sustainable

# Support for a Regional Community Center Feasibility & Capacity Sub-Committee

1. Reviewed / 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

***Need to review this material for current assessment***



# Strategic Planning Task Force

Community Assessment Survey Results presented  
on April 26, 2018

*There is a willingness to pay more  
in taxes for the following...*

**56.4% More recreation programs**

**52.1% Larger municipal Community Center\***

**45.6% Larger senior center**

*\* Southbury has considered the Senior Center & Parks & Rec building as a  
“Community Center”*

# Potential Community Center Amenities

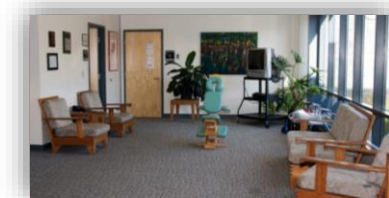
- Space for an After School Teen Activity Center
- Indoor Pool
- Gymnasium
- Performing & Creative /Cultural Arts Center
- Playhouse & Space to show Old Movies
- Cooking Classes
- Fitness Center
- Provide Additional Meeting Space (Co-Working Space)
  - Non-Profits
  - Entrepreneurs

- **New home for the Southbury Parks & Recreation \***

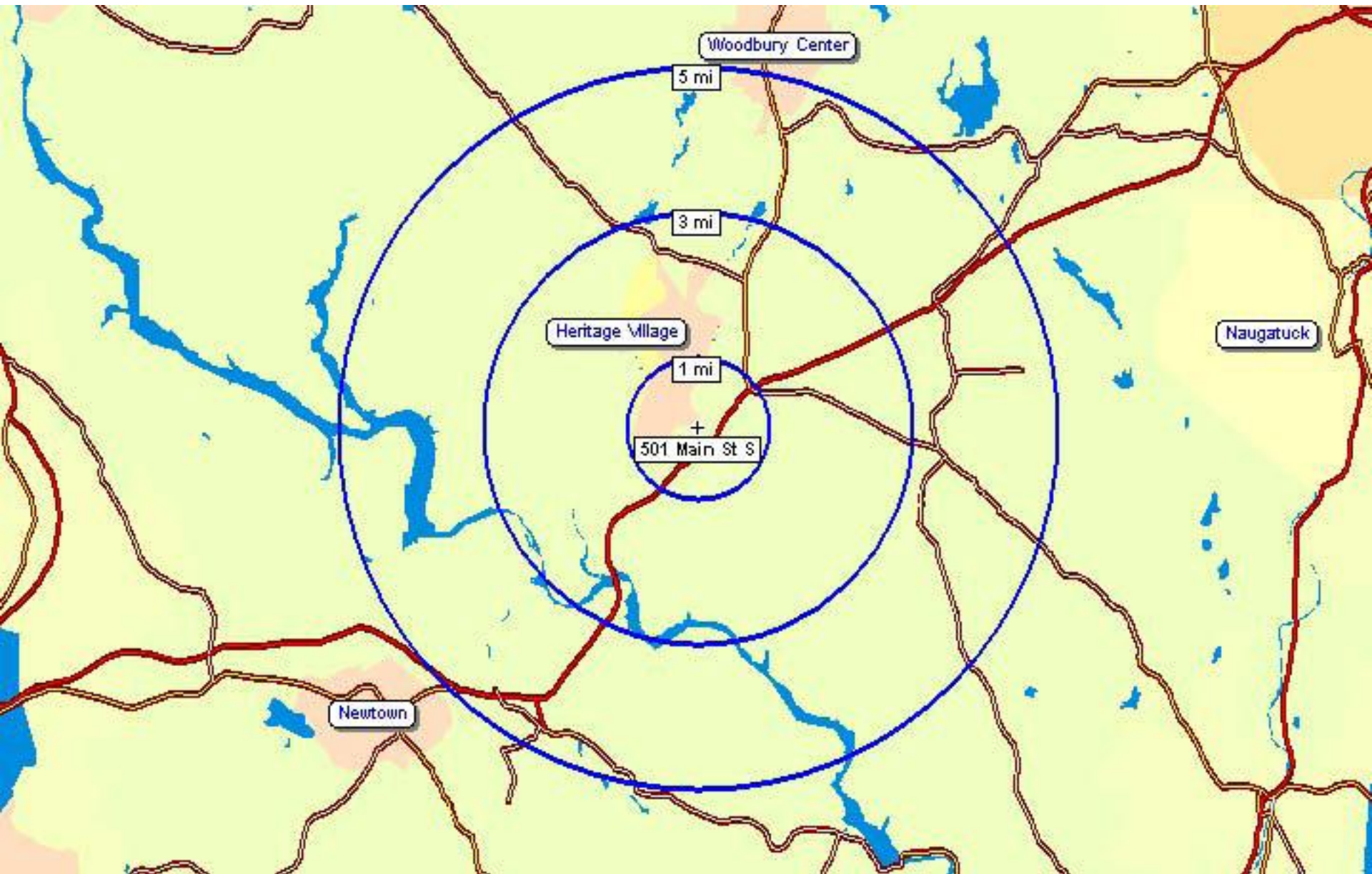
- **New home of the Senior Center \***

*\* Not on the original Community Needs Assessment but added as a result of feedback to the Strategic Planning Task Force*

*(April 26, 2018 Presentation by CR&PP)*



# Five Mile Ring by Car



# Regional Community Center Demographic Profile From Southbury Town Hall 501 Main Street South

## Population Estimates

- 1,812 - One Mile Ring
- 17,755 - Three Mile Ring
- 34,987 - Five Mile Ring

## Drive Time Estimate

- 51,605 - 12 Minutes





# Collaboration and Community Models

Visited and assessed other community center models:

- Ridgefield Community Center, Ridgefield CT;
- Wheeler YMCA, Plainville CT;
- Indian Valley YMCA, Vernon CT;
- Putnam Family YMCA, Putnam CT;
- YMCA Metuchen, Edison, Woodbridge, NJ

Made recommendations regarding best practices



# Key Findings from Other Communities

- Toured facilities found utilization better than expected
- Parking needs to be adequate; typically under-estimated
- 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 a Regional Community Center

1. **PRIVATE** - For-Profit Organization
2. **PUBLIC** - Town Owned and Operated Community Center
3. **PUBLIC/PRIVATE** - Town built-owned and operated by contracted entity with experience
4. **NON-PROFIT** - New non-profit organization that owns and is responsible for operations
5. **AFFILIATION** - Branch of the Greater Waterbury “Y”

# Comparison of Alternative Models

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

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# **Southbury Board of Selectmen Resolution**

## **APPROVED - December 20, 2012**

- 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.***

# YMCA Charter Approval for Regional Community Center

**December 20, 2012** – Southbury Board of Selectmen Resolution to request the Greater Waterbury Y to facilitate the 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.

# Pomperaug Regional YMCA Community Center Exploratory Committee

## Regional YMCA Charter Granted

On June 20, 2013, the Regional Community Center Exploratory Committee received a charter that it had qualified for membership in the National Council of the YMCA of the United States of America as a branch of the Greater Waterbury YMCA.

- *This is a branch of a recognized association which is an independent organization, having its own governing board, executive, staff, buildings, assets and other resources.*
- *All members, volunteers, staff members, donors and program participants of this branch organization...are part of an independent autonomous organization, recognized by but separate from the YMCA of America.*

# Regional Community Center – YMCA Proposed Organizational Chart Board of Managers

**Board of Managers**

```
graph TD;
  A[Board of Managers] --- B[Facility Development Committee];
  A --- C[Capital Campaign Committee];
  A --- D[Marketing, Membership & Program Committee];
  A --- E[Finance Committee];
  A --- F[Board Development Committee];
```

**Facility  
Development  
Committee**

**Capital  
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**Marketing,  
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**Finance  
Committee**

**Board  
Development  
Committee**

# Regional Community Center Conceptual Site Plan



CONCEPTUAL SITE PLAN  
TYPICAL 12 ACRE SITE



# Conceptual Full Facility

# Regional Community Center Conceptual Facility Plan & Amenities

**Average Facility:** 35,000 to 65,000 sq. ft.

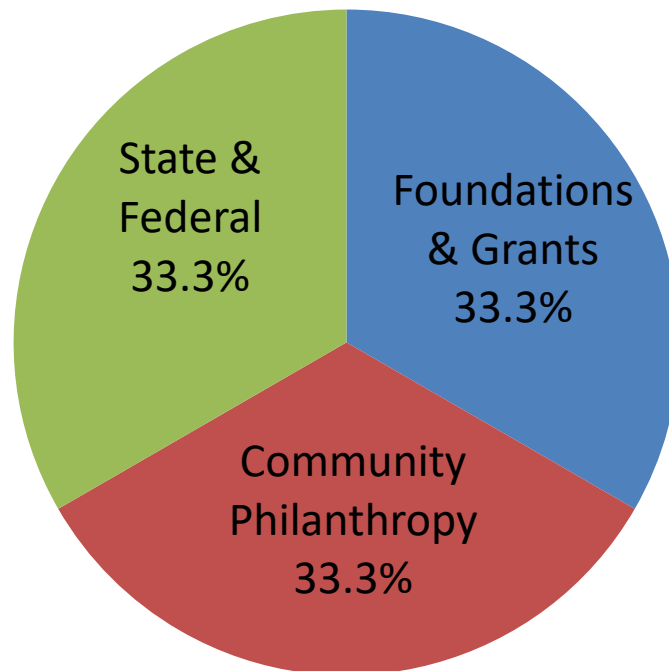
**Standard Amenities:** Gymnasium, Community Rooms, Rock Climbing, Youth Activity Rooms, Natatorium (Pool), Lockers Rooms, Wellness Center, Group Exercise Rooms, Common Area, Offices and Child Watch

**Additional Amenities:** Performing Arts, Auditorium, Food Concession Area, Child Care Rooms, Ice Rink



# Estimated Capital Campaign Goal Regional Community Center

**\$10-15 Million**

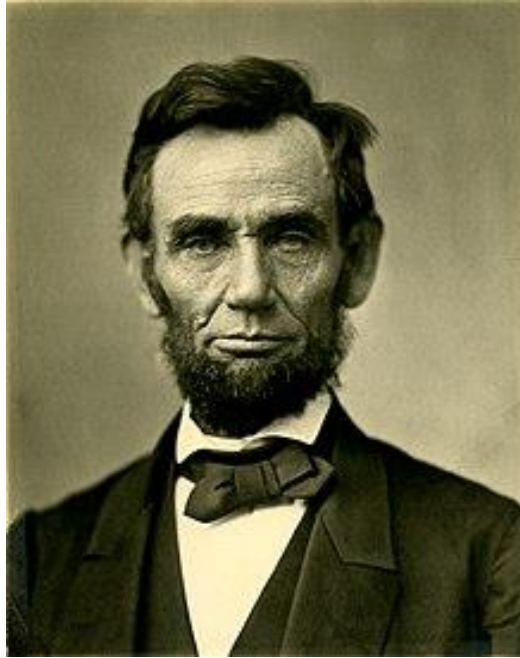


**Assumes new building and land provided by the Town of Southbury**

# Regional Community Center Where are we in 2019?

- Kathy Bower & Jim O'Rourke have met with the current First Selectman and determined that the first priority is to identify suitable existing buildings and locations to fully or partially house the Center (Requiring suitable adjacent land for additional space for building & parking).
- Once that is determined, the process can begin
  - Determine if the Regional Community Center should be expanded to include new facilities for the Senior Center, Parks & Rec, Social Services
  - Re-estimate capital costs and plan a funding strategy between the Town of Southbury, grants, donations (Capital plan + Sustainability)
  - Re-engage the Town and surrounding communities
  - Re-engage the Waterbury Y in planning

# Regional Community Center Where are we in 2019?



***“The best way to predict the future is to create it” Abraham Lincoln***