

## **Chadron Multi-Use Community Center Prospectus**

- I. INTRODUCTION: For the past several years, various individuals and groups have attempted to initiate the idea of building a multi-use facility that would house various activities and events for the city of Chadron. This idea has most recently surfaced because of the realization that the city of Chadron is lacking adequate space to house a community center, Boys & Girls Club, an expanded and updated public library, Chamber of Commerce facility and an overall meeting place to house community events.

Because of this realization, various groups have traveled to and conducted conference calls with area and regional entities that have facilities similar to what has been envisioned for the city of Chadron. This report is an up to date summary of the investigative work completed as well as the initial ideas regarding such a facility.

- II. Mission: to provide a multi-use facility that will facilitate an environment and culture of wellness: mental, physical, spiritual and social.

- III. Vision: the operation of a community civic center that embraces the economic and overall wellness of our community and region.

IV. Goals and objectives

- A. Continue discussion about moving ahead with the plans for planning and building a multi-use community/civic center.

V. The Need

A. Potential partners/tenants:

1. Wellness Center: 50, 000 sq ft
2. Boys & Girls Club: 16, 000 sq ft
3. Chadron Chamber of Commerce: 2,500 sq ft
4. Public Library: 16, 000 sq ft
5. Commercial kitchen (concession): 1,000 sq ft.
6. Parking: 300 spaces

B. Total space needed

1. About 50,000 - 85,000 Sq ft
2. Land: 5 acres
  - a. Perhaps consider room for growth in phases.

- b. Prevent land locked situation for future addition of outdoor activities such as volleyball courts, outdoor equipment, etc...

VI. Comparison Analysis:

A. Report from the Bridgeport, Nebraska Prairie Winds Community Center visit 12/11/06 by members of the Lifespan Wellness Team.

1. Built in 1996 for \$1.4 Million (turnkey – including equipment, etc.). Two basket ball courts, suspended walking track, cardio area, weight room area, 2 racquetball courts (now one has been converted to a yoga/aerobics room on bottom half and a day care center on the top half), commercial kitchen, 3 meeting rooms, offices, restrooms, etc...)
2. Demographics
  - a. Population: 1,459 (2007)
  - b. Estimated median household income in 2007: \$39,567
3. Start-Up:
  - a. Volunteers raised: \$450,000
  - b. Community Development Grant: \$200,000
  - c. Sales Tax Bond: \$700,000
  - d. Facility is 28,000 sq ft.
  - e. Parking lot paved in 2005: \$150,000
4. Operational Budget: \$260,000/yr.
  - a. Memberships: \$60,000/yr.
  - b. Meeting room rental: \$36,000/yr
  - c. Program fees: \$15,000/yr
  - d. Annual fund raiser: \$22,000/yr
  - e. Sales Tax income: \$120,000-130,000/yr
5. Legal structure: Foundation with a 501(c) 3
6. Ownership: City owned and operated.
7. Employees: 3 fulltime and 10 part time

B. Report from the City of Wayne, Nebraska Community Activity Center conference call 2/9/07 by the Lifespan Wellness Team. Need to update

1. Built in November 2002 for \$4.2 Million (turnkey – including equipment, etc.). Two basket ball courts, suspended walking track, cardio area, weight room area, 2 racquetball courts (now one has been converted to a yoga/aerobics room on bottom half and a day care center on the top half), concession area, 2 meeting rooms, offices, restrooms, etc...)
2. Demographics
  - a. Population: 5,289 (2007)
  - b. Estimated median household income in 2007: \$31,704
3. Start-Up: Fundraising
  - a. Tax incremental financing: City sales tax of 1% that sunsets when it reaches \$3 Million – about \$39,000 month
  - b. Peter Kiewit Grant: \$250,000
  - c. Matching funds from businesses
4. Operational Budget: \$250,000/yr.
  - a. Memberships: \$120,000/yr.

Example of **annual fees** from Wayne Community Activity Center in Wayne, NE:

Family Membership: \$250.00

Adult Married Couple: \$194.00

Adult Single: \$142.00

Senior Citizen Married Couple (55 plus): \$100.00

Senior Citizen Single (55 plus): \$71.00

College Student: \$100 or \$59/semester

High School Student (grades 9-12): \$83.00

Middle School Student (grades 5-8): \$67.00

Elementary Student (grades 1-4): \$67.00

#### **Daily Rates**

Family: \$10.65

Ages 18 & over: \$4.26

Ages 17 & under: \$3.20

Punch card (10 visits): \$31.95

Punch card (5 visits): \$21.30

- b. Sales tax: the remainder of the budget
- 5. Ownership: City owned and operated. Seven member advisory board.
- 6. Employees: 1 fulltime, 10 part time and 1 custodian
- C. Report from the Watertown, SD, Community Center visit in 2005 by members of the Boys & Girls Club Board.
  - 1. Strong collaborations with city, school district, parks & rec from the beginning. Recreation center in the middle connects to high school to the south and B&GC to the north. Facility includes cardio machines, weight room, "old gym" for exercise classes, new gym with walking track, commercial kitchen, area rented to massage therapist, shooting range, indoor pool, youth & adult locker rooms.
  - 2. Demographics
    - a. Population: 20,530 (2007)
    - b. Estimated median household income in 2007: \$39,621
  - 3. Operational Budget: \$1.2 million/yr.
    - a. Memberships: \$600,000/yr
    - b. Special events: \$300,000/yr
    - c. Grants: \$144,000/yr
    - d. Annual fundraiser: \$160,000/yr
    - e. City: \$170,000/yr plus pays for utilities and some improvements
  - 4. Legal structure: Foundation with a 501(c) 3
  - 5. Ownership: City owned and operated. Lease spaces to B&GC, massage therapist, county.
  - 7. Employees: 6 Fulltime and 44 Part-time
- C. Results from the Fall 2006 Community Survey conducted by the Lifespan Wellness Team. A sample of questions with results. Complete results available upon request. The Dawes County Community Survey is available upon request as well.

Question 1:	Response	% Total
What do you see as a valuable or needed opportunity for our community in a Community Wellness Center?		
Racquetball Court	304	39%
Indoor Swimming Pool	566	73%
Gym Space (basketball/volleyball/soccer)	513	66%
Walking area/track	523	67%
Weight lifting equipment	504	65%
Meeting room/classroom	239	31%
Meals for Elderly	216	28%
Exercise room (yoga)	472	61%
Personal Training Services	315	41%
Climbing Wall	380	49%
Mini Theater	221	29%
Game Room	339	44%
Shooting Range	229	30%
Rodeo Arena	121	16%
Juice Bar	284	37%
Go Kart Track	344	44%
Teen Center	361	47%
Other	133	17%
Total Respondents	775	

Question 2: What is your gender?	Response	% Total
Male	282	36%
Female	483	62%

Total Respondents	765	
Number who skipped question	10	

Q3: What is your age range?	Response	% Total
Under 13	148	18%
14-18	156	19%
19-24	32	4%
25-45	275	34%
46-64	139	17%
65-90	53	7%
Over 90	2	Less than 1%
Total Respondents	805	
Number who skipped question	5	

Question 4: Would you purchase an annual membership to the facility?	Response	% Total
Yes	685	88%
No	67	9%
Total Respondents	752	
Number who skipped question	23	

VII. Legal form of ownership: Business Structure: Consistent with the Bridgeport and Wayne facilities we foresee this facility as a city owned and operated entity.

VIII. Products and services

A. Wellness Activity Center

1. Basketball courts (3) – gymnasium. Retractable bleachers.
2. Walking/running track (suspended above gymnasiums)
3. Cardio room
4. Weight room

5. Aerobic/yoga room/multi-use room
  6. Locker rooms
- B. Senior Center: meeting areas, access to recreation area, etc...
- C. Boys & Girls Club
1. Meeting space with sub dividers (possibly shared with other entities).
  2. Restrooms (must be non-shared with other entities)
  3. Computer lab (possibly shared with other entities)
  4. Youth Center area: gaming, TV, pool table, ping-pong table, etc.
- D. Public Library (projected needs from: Library Planning Associates, Inc.)
1. General: the key service goals recommended for Chadron include:
    - a. A book collection of 45,000 volumes
    - b. A magazine collection of 80 titles
    - c. A non-print collection of 5,750 items
    - d. 20 computer network stations for public use
    - e. 58 reader seats
    - f. 11 staff work stations
    - g. A multi-purpose room to seat 100
  2. **SPECIAL NOTE:** We project that in a multi-use facility, items d & g from above could possibly be shared with other tenants.
- E. Meeting Rooms for Rental
1. Commercial Kitchen
  2. Room dividers (possibly multi-tenant shared)
- F. Chamber of Commerce
1. Tourist information with adequate RV parking and accessibility
  2. Regional History/Cultural Center of featured area spots
- G. Other possibilities
1. Day care area
  2. Concession area
  3. Possibly meals on wheels can operate out of this facility (same as Bridgeport, NE)

## IX. Operational Plan

- A. Location
  - 1. Access
    - a. Highway frontage
    - b. Foot traffic
- B. Amount of space: estimated need of 50,000-80,000 sq ft on 5 acres (depending on initial tenants).
- C. Zoning
- D. Legal environment
- E. Personnel
  - 1. Center Director to possibly function as city recreation manager
  - 2. Assistant Manager
  - 3. General Receptionist for all entities
  - 4. Part-time workers
  - 5. Maintenance/custodial staff

#### X. Management & Organization

- A. Board of Directors
- B. Management advisory board
- C. Employees

#### XI. Startup Expenses & Capitalization

- A. Raising Capital
  - 1. Grants (grant writers are prepared to move forward: Mobius Communications, Lifespan Wellness Team, others?)
  - 2. Endowments
  - 3. Fund raisers: tournaments, room rentals, concession sales, etc.
- B. Sales Tax Support

#### XII. Financial Plan

- A. Profit and Loss Projection
  - 1. Income:

- a. One fourth of annual operating budget funded through memberships to wellness center.
- b. One fourth of operating budget funded through room rentals and tenant rent.
- c. One fourth of operating budget funded through tournaments, special events, and concession sales.
- d. One fourth of operating budget funded through sales tax income.

B. Fixed Costs

1. Utilities
2. Employees
3. Maintenance

C. Variable Costs

1. Upgrading equipment
2. Amortization of facility
3. Future growth

Prepared by: Jay Sutcliffe (Chairman of the Lifespan Wellness Team) & Casey Fosher (Executive Director, Boys & Girls Clubs of the Nebraska Panhandle Inc.)