

FINAL DELIVERABLE

Title	Final Report - Essex Old School Building Strategic Plan for Reuse
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Community Partners	MEGA
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2018

Essex Gym Project



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University of Iowa
12/10/2018

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Programming

➤ Senior Citizens

- **Silver Sneakers:** <https://www.silversneakers.com/>



SilverSneakers is a program encouraging older adults to participate in physical activities that will help them to maintain greater control of their health. It sponsors activities and social events designed to keep seniors healthy while encouraging social interaction. SilverSneakers is a FREE fitness program for seniors that's helping millions of people on Medicare defy the odds, shatter stereotypes and answer every challenge with, "I can do this!" SilverSneakers includes access to every participating gym and fitness center in the network. We also offer fitness classes for all abilities led by our SilverSneakers trained instructors at gyms and other locations.

Locations/Contacts:

1. Montgomery County Family YMCA
Address: 101 E. Cherry St. Red Oak, IA 51566
Phone: (712) 623-2161
Website: www.mcymca.com
 2. Body Solutions Fitness Center – Clarinda
Address: 201 E Main St. Clarinda , IA 51632
Phone: (712) 542-7053
- **Walking challenges:** <https://www.walkingwithattitude.com/challenges>



Walking with Attitude is a step tracking site...with a difference! Where others simply track your steps, we've created a smorgasbord of 'virtual' journeys, walking plans, tools and trophies to help you reach your full potential - at a pace that's right for you. Tracking sites will take you from A to B. Walking with Attitude will take you everywhere. We help you set goals, track your achievements, get inspired to go further and start walking 10,000 steps a day and more! With a swag of walking plans, tools and challenges, combined with helpful feedback and reminders, we'll help you stick with it. Before you know it, you won't remember what walking without attitude felt like!

Walking Challenge Options:

1. Walking Trails of the World
2. Zero to 10,000 Steps a day
3. Spirit of Adventure
4. Team Attitude

- **Book Club**



- Work in connection with the Lied Public Library
- A club where seniors read a selection and meet to discuss the text. Groups for different types of books are offered.

Why set up a book club for seniors?

1. Seniors can feel a sense of connection when meeting people with similar interests.
2. Reading books can help initiate conversations.
3. Seniors have an opportunity to feel a sense of accomplishment.
4. A book club allows seniors to have something to look forward to on a daily and weekly basis.
5. Seniors love to share and tell stories. Reading helps stimulate the brain

- **Card Club**



Why set up a card club for seniors?

1. Improve social life
2. Improve motor skills
3. Keep your mind sharp

➤ Adults

- **Exercise classes**

1. Boot camp
2. Tai Chi
3. Zumba
5. Spin classes
6. Yoga



Contacts/Instructors:

1. Missy Stickland: Montgomery County Family YMCA
Phone Number: 712-623-4920
2. Jebb Fish: Clarinda Lied Center
Phone Number: 712-542-3841
3. Nikki Carlson: Shenandoah Medical Center/Personal Training
Phone Number: 712-246-7325

- **Painting/Art Classes**



Benefits of Art:

1. Therapy
2. Self-esteem
3. Fun
4. Culture

- **Weightwatchers**



Benefits of Weight Watchers:

1. The diet uses regular food
2. Low cost
3. The Weight Watchers plan does not require or encourage individuals to use dietary supplements
4. The diet plan is designed for slow, steady weight loss of between 1.5 and 2 lb per week

Contact/Starting Weight Watchers Group:

Phone Number: 1-800-651-6000

- **Recreational Leagues**

- 250 per team
- Men's, Women's & Coed



1. Volleyball
2. Basketball
3. Dodgeball
4. Pickleball
5. Kickball

➤ Youth



- **After School Programs**

- Academics and Enrichment: They can take the form of more traditional instruction, complete with assessments, or more interactive activities intended to actively engage youth. These activities should be well aligned with what students are learning during the school day.
 1. Tutoring
 2. STEM
 3. Volunteer
 4. Wellness and Nutrition Activities

- **Boy/Girl Scout Troops**



BOY SCOUTS
OF AMERICA®

1. Banquets
2. Jamborees

- **Gymnastic club**



- Gary's Tumbling
310 Hillway Dr, Glenwood, IA 51534
712-527-9309

- **Kids Club/Daycare**



- Would allow parents to workout while children attend kids club
- Interactive children's activities

Financial Opportunities

➤ Rent Space

- Invest in portable PA system



- \$42.80 (\$40.00 per non-athletic event) per hour per gym for the first 4 hours
Max fee is \$214 (\$200 non-athletic event) per gym in any 24 hour period
Max Capacity 200 people
1. Baby Showers
 2. Wedding Receptions
 3. Family Reunions
 4. Class Reunions
 5. Company Conferences
 6. Voting Station
 7. Graduation Parties
 8. Birthday Parties
 9. Craft Shows
 10. Farmers Market: Summer & Winter
 11. Local art exhibition: Local artists from the area can display their pieces

➤ Tournaments



- Can work in connection with high school gymnasium.
 - Run tournaments during Essex Labor Day celebration. Opportunity to bring in individuals from outside the Essex community and advertise the community center activities.
1. 3 on 3 basketball tournaments: youth & adult
 2. Basketball
 3. Wrestling
 4. Dodgeball
 5. Chess/checkers
 6. Ping Pong

➤ Camps



1. Basketball
2. Baseball
3. Volleyball
4. Cheerleading
5. Wrestling
6. Dance
7. Soccer

➤ Holiday Functions



1. Haunted House
2. Winter Wonderland
3. New Year's Eve Family Fun Night with Movie and other family activities
4. Community Potluck/Bingo
5. Fall Harvest Indoor Carnival

➤ Grants/Financial Assistance



▪ **Southwest Iowa Planning Council/State of Iowa/County & City**

1. Multiple types of planning and technical assistance are available to our cities and counties including writing plans, grant applications, project management, codes and ordinances, etc. SWIPCO is also the designated economic development area for a six county region and provides funding assistance to new and existing businesses through our Business Revolving Loan Fund.
2. State Tax Credits: The state of Iowa historic tax credit program
3. County/City Bonds
4. County/City Grants
5. Fundraising

➤ Membership Fees

- **24/7 Gym Access Control:** <https://www.gymmastersoftware.com/gym-access-control/>
- GymMaster's 24 hour gym access system provides a convenient and secure way for you to manage access to your gym, health club or studio. A gym check in system that makes easy work of managing your physical facility, enhancing your relationship with your members, and planning your resources and future business goals.

	1 MONTH	3 MONTH	ANNUAL	DROP IN RATES
SINGLE (19 & Over)	\$42.00	\$72.00	\$258.00	Full Facility Fee: \$5.00
COUPLE ---		\$108.00	\$354.00	Gym Only: \$3.00
FAMILY ---		\$144.00	\$498.00	Walking Only: \$1.25
YOUTH (9-18)	\$42.00	\$59.99	\$216.00	
SENIOR (62 & Over)	\$42.00	\$59.99	\$216.00	
SENIOR COUPLE ---		\$90.00	\$288.00	

WALKING ONLY MEMBERSHIPS

SINGLE - 3 MONTH: \$59.99

SENIOR - 3 MONTH: \$43.00

FITNESS CLASSES

Non-Members: \$5.00 per class

Members: FREE

PITCHING MACHINE RENTAL

\$5.00 per 1/2 hour

\$7.00 per hour

- Estimate of Memberships Required to Stay Self-Sufficient Financially
 - 350 total memberships including all packages available
 - On average memberships should increase over winter months
 - Strive to average (2 month period) 75 member check-ins each week (Monday-Friday) and 30 member check-ins on the weekends (Saturday & Sunday). Those numbers are only member and do not include drop-ins.
- Employee Structure
 - Full Time Staff
 - 1 Recreation Director
 - 1 Custodian/Maintenance
 - Part Time Staff
 - 2 Guest Membership/Front Desk
 - 2 Fitness Instructors
- Building currently owned by School District can be sold or transferred to another organization/entity to avoid Iowa Law prohibiting School Districts under 250 enrolled students from gaining special permission to build or redevelop existing structure.

Facility Equipment/Facility Use

➤ Gym Netting: <https://www.usnetting.com/spectator-safety/gym-curtains/>

- Drop-down gym netting can function as a gym divider between activities



➤ *Drop-Down Batting Cage:* <https://www.sportsrec.com/diy-indoor-retractable-batting-cage-8757301.html>

- Drop-down batting cage can generate additional revenue for facility



➤ *Converting stage area into permanent weight room/computer room*

- Suggest moving all additional uses of stage area, such as junior high plays to high school gymnasium. This will allow for efficient use of quality stage space. Can then utilize stage space for permanent weight machines, treadmills, elliptical machines, free weights, rowing machines, stair climber etc. Install portable lockers for individuals who do not wish to use locker rooms. Can also utilize portable PA system for exercise classes or weight room.





- Can also utilize stage area as a computer lab to assist in after school programs or adult learning classes. Dividing up stage area: $\frac{1}{2}$ computer lab the other $\frac{1}{2}$ community room. Can rent out or use community room for smaller scale functions such as church services, book club, painting/art classes, first aid & CPR training, card club etc. Purchase portable room dividers to separate computer lab from community room.



➤ Game room



- Utilize entrance area of gym facility
 1. Ping pong table
 2. Pool table
 3. Foosball table

➤ Install chair lift for use into accessing locker rooms



- This will allow individuals with any variety of disability to utilize the locker rooms and restrooms.

- Gym Floor Cover: <https://www.greatmats.com/gym-flooring.php?msclkid=8f2c744568821764303a2fb384a26aec>



-
- Allows for alternate/multi-purpose gymnasium usage

- Dog training workshop: <https://www.dharmadogtraining.com/workshops>



Strategic Plan

University of Iowa Engineering Students can assist with building structure plans and outlook feasibility.

- **Vision:**

Strong community members today for a stronger community tomorrow

- **Mission:**

To work in partnership with the community to strive for excellence in meeting the needs of every individual who comes through our doors with the assistance of supportive, recreational, cultural, sporting and educational programs.

- **Core Values:**

- a. Collaboration
- b. Integrity
- c. Passion
- d. Quality

- **SWOT Analysis:**

Strengths:

1. Strong community support
2. Facility and amenities within

Weaknesses:

1. Remodeling required in specific areas of facility
2. Small community population

Opportunities:

1. Community enhancement & engagement
2. Continuing education with after school and adult learning programs.

Threats:

1. Similar facilities in the area
2. Lack of funding for large scale projects

▪ **Future Goals and Objectives:**

➤ 1-3 years:

1. Install certified kitchen in stage area with updated appliances.
 - catering
 - cooking classes
2. Construct permanent restroom facility on first floor of building. This will allow individuals easier access to a restroom facility other than the locker rooms which require use of steps.
3. Install permanent sound system and AV projector. Can be utilized for parties renting gymnasium space.

➤ 3-5 years:

1. Construct permanent rooms on stage area to separate computer lab and community room.
2. Construct tornado/safe shelter in basement area of facility.
3. Install restroom/locker room area in basement so individuals can utilize during a tornado/safe shelter occurrence.
4. Install permanent weight room and exercise area in basement of facility. This will allow for both a computer lab/community room on first floor and weight room/exercise space in basement.

➤ 5-10 years:

1. Install solar panels and light motion detectors to become more energy efficient. This will also allow facility to increase their going green outlook.
2. Remove permanent wooden bleachers in main gymnasium area to allow for more practical use of space. With removal of wooden bleachers could install walking track. Additional space will also allow for larger athletic tournaments in facility.
3. Install rock climbing wall with new space opened by removing wooden bleachers.
4. Splash pad located where outdoor basketball court is currently located.

Community Survey

▪ *Distribution*

- Distribute the Community Center Survey to Essex Residents inside the city Newsletter
- Include postage paid return envelope to make completing the survey and mailing it back as convenient as possible
- Make available an online version accessible through the city website and Facebook page

Q1: In what age range do the heads of your household fall?

- Diversity of ages adds to reliability of our sample size
- Will help with programming: if built, the facility would need to accurately meet the needs of the age groups most that indicated they would use it

Q2: Interest/Participation: Please mark all of the recreational activities your household is interested in, or is currently participating in. If not listed, please enter in the text box provided.

1. Fitness Classes
2. Activity Classes
3. Weight Training
4. Dance
5. Walking/Running
6. Music
7. Basketball
8. Volleyball
9. Pickelball
10. Marital Arts/Self Dense
11. Boy/Girl Scouts
12. Soccer

- Resident interests will help determine programming and amenities

Q3:It will be necessary to charge membership and program fees to sustain this facility. If Essex built this Community Center with the above Mission Statement(insert Mission Statement), charging the necessary fees, would you pay fees to use it this facility?

- Although not possible to commit to specific fee dollar amounts, we need to know that residents would be willing to pay to use the facility
1. “Yes, often”- these are residents that will be members, and can commit to regular use of the facility
 2. “Maybe, sometimes”- can’t commit to regular usage, but know they will us it sometimes. especially for programs they are interested in.
 3. “No, never”- they are sure they will never use the facility

Q4: Senior Citizens: Would you use this Community Center if The Silver Sneakers Program through your insurance or Medicare covered part or all of your membership costs and offered senior social and fitness programs?

- Want to gauge interest of Senior Citizen residents
- Want to inform them of the Silver Sneakers program, and that it could assist them with fitness fees

Q5: Amenities: Please mark all the amenities you would want to see built in the proposed Community Center.

1. Fitness Center
2. Walking Track
3. Workout room/Multipurpose
4. Party/Even Rental Space
5. Community Room
6. Lounge/Game Room
7. Kitchen
8. Computer Space
9. Batting Cage
10. Others:Please Specify

Q6: Programming: Please mark all the programming you would be interested in or want offered at the proposed Community Center.

1. Farmers Market
2. Art/Painting Classes
3. Adult Education
4. Holiday Festivities
5. Weighwatchers
6. Card Club
7. Book Club
8. Exercise Classes
9. Gymnastics Club
10. Craft Shows
11. Art Shows
12. Walking Clubs
13. Sports Camps
14. Sports Tournaments
15. Adult Recreational Leagues
16. After School Programs/Kids Club