



Building What Matters The YMCA's Vision for Downtown Wenatchee

The YMCA seeks to partner with the PUD, the Port and a master developer in order to build a new, state-of-the-art ~50,000 sqft. YMCA on the 5th street property. We believe a new YMCA would be an ideal addition to a vibrant mixed-use redevelopment that provides jobs and quality of life amenities for Wenatchee valley residents while contributing to the social, cultural, environmental, and economic health of the community.

Wenatchee Valley YMCA - Position of Strength

The Wenatchee Valley YMCA currently employs 93 staff with 46 FTE with an annual operating budget of \$3.5M with no debt and a current, collective financial fund balance totaling \$6.7M.

From a governance perspective, the Y has a strong and active board of 29 community leaders. The board raises \$200,000 annually to support the Y's mission and allocates nearly \$400,000 in subsidizing youth program expenses to fulfill the Y's pledge that no child will be refused service because of inability to pay.

Youth development and family programs for all are at the core of the Y's mission. In addition, the Y has become the Wenatchee Valley's leading organization in child care and early learning, serving 400 kids daily through a growing network of community partnerships.

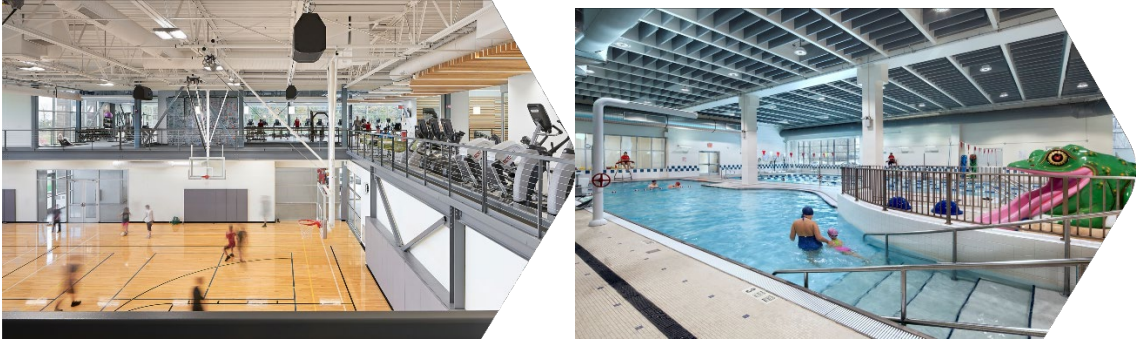


Planning for the Next 100 Years - Data Driven Decisions

The Wenatchee Valley YMCA has served our communities for 111 years. With our current facility nearing the end of its life span of service as a Y, and through the due diligence of the Board of Directors, it became abundantly clear that moving the Y from its current location and building a new facility will be needed in order to best serve the valley for generations to come. In doing so, it is estimated that the Y will increase community impact by 44% over February 2020 benchmarks, serving several thousand more people each year with diverse abilities, needs, and means.

We anticipate the new facility meeting a variety of community needs and envision the following amenities: Aquatic Recreation Center, multiple Gymnasiums, Health and Wellness Centers, and various community rooms such as a Teaching Kitchen,

Classroom/Meeting spaces, family and youth Recreation Centers, and licensed Early Learning Childcare Center. The Childcare Center would serve up to 80 children birth through preschool, a vital and critical service for working families and their employers.



Finally, a feasibility study conducted in May 2021 by The Better Fundraising Group out of Seattle reported great interest for the new YMCA, with upwards of \$15,000,000 in private funding to be expected. The Wenatchee Valley YMCA 'Building What Matters' capital campaign launched a quiet appeal in June 2021.

The total cost for the full demolition, renovation, and construction is projected at approximately \$22 million. Our strategic advisors have tested and concluded that this audacious goal is achievable.



Support to-Date
Rufus Woods is the Capital Campaign Chair and Steve Robinson chairs the campaign committee. The Y currently has over \$5,262,900 in gifts and pledges with 100% of the Wenatchee Valley YMCA Board of Directors and Trustees pledging their support of \$600,000. Additionally, the City of Wenatchee has pledged \$500,000, and Washington State Legislators have granted \$515,000 for pre-construction

planning purposes. The largest private gift (and first gift) to date is \$1,000,000. Several Legacy level gifts are being cultivated and awaiting site determination.

Market Assessment Survey

Launched in January 2022, the market assessment survey captured the voice of 1015 respondents within the community to help the Y determine Program –Purpose – Place.

Notable from the Survey

- Tremendous enthusiasm for a new facility and anticipation of increase quality of living in the valley
- Community needs are wide and include: opportunities & support for all ages and shapes of families, community gathering spaces, respite & disability considerations
- Program interests are broad and include: Lessons, classes, programs (example indoor soccer, esp. Latino community)
- Opportunity for community building through: Supporting the work of other nonprofits through partnerships, providing gathering spaces, removing barriers to accessing the Y's services

Pre-construction Planning

The site identified to have the best outcome for this new Y facility is the current Chelan PUD location on 5th St. and Wenatchee Ave. Specifically, the far north parcels. We further understand that this will help the vision of the city to create a gateway to the downtown corridor at 5th St.

It is our hope and goal that a like-minded site developer will understand the value of a YMCA strategic partnership in developing the land for a multi-purpose community benefit that will complement the site development and warrant a land donation to the Y. In addition, both the YMCA and the master developer will need reasonable public support, likely in the form of building demolition, utility realignment, street improvements, etc.

The YMCA Board of Directors has engaged the consulting services of CBRE of Spokane as an owner's representative for all phases of the facility project using a Progressive Design Build model of approach. A working time-line is being developed with aspects of the plan determined by the site location and ultimate opening date in 2025.

Economic Benefits

The YMCA's new site will have a revenue-generating component that would have Community and State economic benefit.

50 MORE JOBS would be generated with our expanded capacity and offerings.

70-80 additional Early Learning slots will be offered. This increased accessibility to quality childcare enhances employee recruitment and the employee retention rate for our local employers. Ultimately, strengthening and supporting families and

employers.

Roughly, 10,000 more community members could be served in a more operationally functional facility. This would bring an increased stability, connectivity, and overall quality of living for residents, including community benefits of increased health, recreational, and social opportunities.

As a consequence of reducing health inequities, the Wenatchee YMCA would as well reduce pressure on our local healthcare system and related city and state services.

Recognized as a Game Changer in **Our Valley Our Future's most recent, community wide action plan, the Y will:**

LEAD New YMCA Facility: Build a new YMCA in the Greater Wenatchee Area, featuring such amenities as pools, gymnasiums, indoor walking track, group exercise rooms, child care facility, and classroom and meeting spaces.

LEAD Accessible Sports and Activities for Youth: Provide sports and activities and facilities that are readily available and accessible for all children and teen-agers, regardless of their socio-economic status or culture.

LEAD Multicultural Resource Center: Create a space that serves as a resource center and activities venue for the region and its diverse populations.

CO-LEAD Teen Pathways: Create a process or pathway for teenagers — regardless of their socio-economic status or culture — to successfully access and participate in community groups.

If the Y is located at 5th and Wenatchee Ave, the Y could help with the Downtown Wenatchee Revitalization Project: Improve downtown Wenatchee with a revitalization plan.

Finally, the YMCA anchoring the 5th Street corner would enhance the extension of the downtown corridor and would transform work, play, and living opportunities on Wenatchee Avenue and for our community.

In Conclusion

A new Y would be THE ideal neighbor in a vibrant mixed-use redevelopment at 5th street. The Y has the requisite financial strength to make this happen; community support for a new Y is strong and deep; the Y's due diligence process to-date has been thorough and exhaustive; the Y's board of directors and community and elected leaders are fully engaged and supportive. The redevelopment of the 5th street property should "Build What Matters" -- a new YMCA for our community!