

## **Northfield Area Family YMCA (NAFY)**

### **1. Frequently Asked Questions About the Building and the NAFY's Business Model**

#### **Explain the Project background.**

The Northfield Area Family YMCA is acquiring land on Honey Locust Drive on which to build a phased-in 45,000 square foot facility. The building will include a multi-purpose indoor swimming pool, indoor track, fitness equipment, multipurpose rooms for classes and community uses, and Y administrative offices.

#### **Why was this site selected?**

A volunteer site selection committee evaluated approximately 30 sites in Northfield. The selection criteria included, land cost, location, size, zoning, accessibility, safe access, connection to bicycle and walking routes, and other considerations. The Honey Locust Drive site emerged as the best available location on which to build.

#### **What will be inside the new YMCA facility?**

The initial building will be a phased-in facility with a full-size indoor pool (lap lanes, zero depth entry and water exercise/swim lesson area), gymnasium, indoor walking track, health & wellness center, locker rooms and community multipurpose space. The building site includes room for expansion as community needs warrant.

#### **When will the YMCA be built?**

The start of construction depends upon continued success attracting financial support, but the current timeline is to break ground in 2012 and open the facility in 2013. The NAFY is following a carefully designed plan based on achieving specific benchmarks before moving on to the next phase. All timing decisions are driven by donor commitments.

#### **Do you have to be a member to participate at the YMCA?**

No, you do not have to be a member to participate in YMCA programs or services. Members receive many programs and services free or at discounted rates as part of their memberships (youth classes, access to the pool and health & wellness and group exercise), but all programs and services are available to anyone.

#### **Does the YMCA provide scholarships for those in need?**

Yes. Annually we raise funds to ensure everyone and anyone can participate in YMCA programs. We do not turn anyone away because of inability to pay.

#### **Is there space for expansion, should the YMCA need it in the future?**

Yes, the YMCA has carefully considered the land space and design of the building to include the ability and flexibility of adding additional space in the future.

#### **What does the YMCA's business model look like?**

The YMCA's business plan is basically to:

- a) To generate revenue from multiple sources, including, membership fees, program fees, contracts for services and contributions;
- b) to ensure our program revenue flow is mixed and diverse to include programs such as summer camp, youth sports, outreach programs, health & wellness, swim lessons and other aquatics programs, adult programming and youth leadership programs (youth in government, service learning, etc); and
- c) to partner with other organizations whenever possible to reduce costs and expenses, tap into the resources and talents of other organizations and provide quality services and programs.

A market study conducted by an independent outside firm -- Anderson Neibuhr, Inc. found strong support for a financial viable YMCA in Northfield

## **2. Frequently Asked Questions About the Impact of the Building on the Neighborhood**

### **What will the anticipated traffic patterns be?**

The YMCA has conducted a peak traffic analysis. The parking lot will be designed to accommodate our estimated volume of program participants, yet not provide for more parking than necessary. We anticipate the highest peak period of traffic to be Monday – Friday between 5-6:00 pm.

### **Will there be safe non-motorized access to the Y?**

Yes, this property is located adjacent to Char Carlson park which includes among its amenities a walking/ biking path. There is bike and sidewalk access to this pathway from the downtown area, Bridgewater Elementary and the Middle School. There is sidewalk access from Jefferson and Honey Locust Street.

### **Will there be a lot of noise associated with the new facility?**

Much thought was put into the placement of the building and mechanical equipment to ensure a minimum amount of noise. Landscaping buffers will be placed on the east side of the property and Char Carlson park is located on the south and west side of the property, reducing any noise impact for the surrounding neighborhood.

### **What will be the impact on lighting the facility?**

The YMCA will follow the city of Northfield's guidelines for illuminating the property and building.

### **What will the impact of the Y be on Char Carlson Park?**

Volunteers worked to ensure the placement of the building and parking lot of the Y would be supportive of the amenities in Char Carlson park. The goal was to incorporate features in the Y design that encourage outside activity and exercise and the use of the beautiful park itself (which include a walking/biking path, wooded area, ponds and rock waterfall).

## **3. Frequently Asked Questions About the Selected Location**

### **The Y should be built downtown – not south of town – we'll pull more business from the downtown.**

There are no viable sites close to downtown. Period. Just as with the site selection for the Safety Center, the available land near downtown is not large enough to support the needs of the Y. More to the point, the Y serves families, not businesses. Northfield has two primary residential areas, and this site is nestled into one.

### **The Y is too far from residents on the north or west side of town.**

The volunteer Site & Facilities committee carefully evaluated over 30 locations in Northfield. One priority was to be located as close to the downtown area as possible. Other needs included (but were not limited to) adequate size (4+ acres), easy and safe multi-entry vehicle access, non-motorized access (walking & bike paths) and close to neighborhoods. The current location is expected to be on the new transit route (near Cub/Target). At the core of the NAFY's mission is the building of strong kids, strong families and a strong community. To that end we will work diligently to reach out and support all those with difficulty in reaching the Y location.

### **The site is far from the low-income families on the north side of town which will inhibit participation by some of the people who need a Y the most.**

First, the current location is also expected to be on the new transit route (near Cub/Target). Second, at the core of the NAFY's mission is the building of strong kids, strong families and a

strong community. To that end we will work diligently to reach out and support all those with hardships to reach the Y location.

### **Why doesn't the NAFY buy the Northfield Athletic Club/Olympus building?**

The NAFY plans to build a phased in facility of up to 45,000 sf. The size of this property is not large enough to accommodate this size facility.

## **4. Frequently Asked Questions About Funding and the Impact of the NAFY on Other Services**

### **The Y will take taxable property.**

The tax revenue from the undeveloped land the Y will occupy will be a small trade-off for the community benefit and services the Y will provide. The Y will employ 125+ individuals all paying federal, state and local taxes. The local spending impact of these employees in housing, medical care, food, transportation, recreation, and all other areas will be significantly positive. Further, the Y will be an attractive amenity in the area, potentially accelerating development, attracting employees and a growth in the tax base.

### **Why are "we" spending public money on a Y when the economy is still in the tank.**

All costs of the new facility are being paid with private contributions. There are NO public funds or tax dollars involved.

### **The Faribault YMCA closed years ago. How can the Northfield YMCA ensure it will be sustainable?**

A market study conducted by an independent outside firm -- Anderson Neibuhr, Inc. found strong community support for a YMCA in the greater Northfield area. Information from that study has been valuable in designing programs and facility specifications that respond directly to stated community needs. The growth of the NAFY's programs over the past five years has demonstrated the organizations ability to deliver effective programs and services.

### **Why do we need another fitness facility in town?**

Two different answers for this questions:

1. The Northfield Area Family YMCA will be a community center including an aquatics center, indoor walking track, gymnasium, health and wellness centers (which will include a fitness center, group exercise, personal training) and community multi-purpose space. The services provided by the YMCA will include youth development and physical activities, health & wellness for all ages, aquatics activities and programs, outreach programs and a wide variety of other community activities and opportunities.
2. The NAFY's fitness center will be open to everyone in Northfield. Other fitness centers target key demographics such as St. Olaf College, Carleton College and the Northfield Senior Center. There are a couple smaller adult fitness centers in town but according to Rice Counties Health rankings, we have less access — that includes access, location and affordability for all ages — than the state average to fitness and recreation facilities. We are 70 percent lower than the national average.

### **Will the YMCA be competing with Community Services programming?**

Community Services is supported by tax dollars and provides a wide array of programs and services. The NAFY collaborates with Community Services to deliver some programs, but on the whole, our services do not overlap.