

**The New Haverford Township Area YMCA
156 Years of Serving the Greater Philadelphia Area**



YMCA of Philadelphia & Vicinity: The New Haverford Township Area YMCA

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ORGANIZATION MISSION & PROGRAMS

The mission of the YMCA of Philadelphia & Vicinity is to *translate the principles of the YMCA's Christian heritage into programs that nurture children, strengthen families and build strong communities and develop healthy spirits, minds and bodies for all.*

In alignment with the YMCA's strategic plan, organizational programs are focused on three strategic service areas: Youth Development, Healthy Living and Social Responsibility. The YMCA is a leader, encouraging individuals to engage in healthy lifestyles, providing a place where youth can have fun in an accepting environment, and where needy families can come to find help and support.

YOUTH DEVELOPMENT

The YMCA understands how critical the "Tween" and "Teenage" years are. It offers various programs that support and enrich the lives of youth members. Aquatic, athletic and fitness programs are designed to help keep youth active and healthy. The YMCA provides programs that give them an opportunity to gather and socialize in a safe and nurturing environment and offers empowering programs that help teens make positive life choices.

HEALTHY LIVING

The YMCA promotes health and wellness, reducing health disparities and decreasing the incidence of obesity among children throughout the Philadelphia area. The organization is actively engaged with the YMCA of the USA's Activate America Movement, a bold effort that will help those in this region who are struggling to achieve and maintain well-being of spirit, mind and body. The focus, both inside and outside the YMCA, is to better engage health seekers: children, youth, teens, adults and families whose successful quest of health and well-being requires supportive relationships and environments. Inside the YMCA, staff are influencing and motivating health seekers to make positive changes in their pursuit of well-being. Outside the YMCA, the organization is helping create and sustain healthier communities.

SOCIAL RESPONSIBILITY

The YMCA of Philadelphia & Vicinity is dedicated to moving people and the community forward. That's why it is committed to providing support to neighbors and opportunities for children, adults and families to give, join or advocate in the name of stronger communities.

The YMCA helps to bring about meaningful change providing individuals with the necessary tools and encouragement. Every day, staff are providing the resources communities need to address the most pressing social issues: child welfare, education, employment, housing and substance abuse. The YMCA works to make sure every child, family and community has what they need in order to be the best that they can be.

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THE NEW HAVERFORD TOWNSHIP AREA YMCA: NEED STATEMENT

As the largest provider of family fitness programs and facilities, the Y continues to do all it can to serve its target market – families. Haverford Township residents have never had a community YMCA. [Ardmore and Lansdowne are equidistant from this proposed site] This YMCA will be uniquely positioned to meet the needs of the residents with family friendly programming.

While there are for-profit fitness facilities in the area, they do not provide appropriate programs for preschoolers, teens and families. The YMCA provides an environment where all health seekers are comfortable and can work toward personal goals. The YMCA helps build relationships between members, staff and community stakeholders. Additionally, this YMCA will provide an aquatic experience for virtually everyone. From swim lessons, lap swim for general health and wellness, water exercise classes and senior programs, this YMCA will be positioned to provide an essential service to local residents, *which currently does not exist.*



Illustration 1. Artist Rendering of the new Haverford Township Area YMCA

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THE NEW HAVERFORD TOWNSHIP AREA YMCA: PROJECT DESCRIPTION

The YMCA of Philadelphia & Vicinity is building a new YMCA in Haverford Township on the former Bubble Gum Factory parcel on 891 N. Eagle Road in Havertown. The YMCA has negotiated a lease with PECO for the use of the adjacent parcel which will be used for parking. The combined properties will accommodate a modern YMCA in a densely populated area.

The Bubble Gum Factory land was acquired by the Township through eminent domain and leased to the YMCA. The YMCA has agreed to lease the property from the Township for a 50 year term. The proposed facility of 65,000 to 70,000 square feet will serve some 15,000 (nearly 4,000 households) area residents and add significantly to the quality of life in the community. It will redevelop an abandoned site in a highly visible location within Haverford Township and, as a result, will enhance the overall community.

The new Haverford Township YMCA will be a state-of-the-art facility. Serving families and individuals of all generations, it will provide fitness facilities and programming activities in a spacious, open, and beautiful environment. Upon entering the building, members will find themselves in a Grand Lobby which will provide for community gathering and pedestrian traffic management. The new fitness and recreational facilities will meet the specialized needs of today's members by providing modern amenities.

The YMCA's promise to build strong families provides a safe place to be together for **"Youth Development, Healthy Living and Social Responsibility."** The new Haverford Township Area Y will be the premier community center where residents can come together to engage in health and wellness, youth development and social responsibility.

A Haverford Township YMCA Advisory Board was formed in early 2010 and features a volunteer membership representing the various local communities that would be served by the new facility. The Board's primary function is to ensure that the needs of the community are represented in facility design and potential programming. These volunteers also will be active and visible throughout the Township and surrounding areas, working to distribute information about the project to residents and policy makers.

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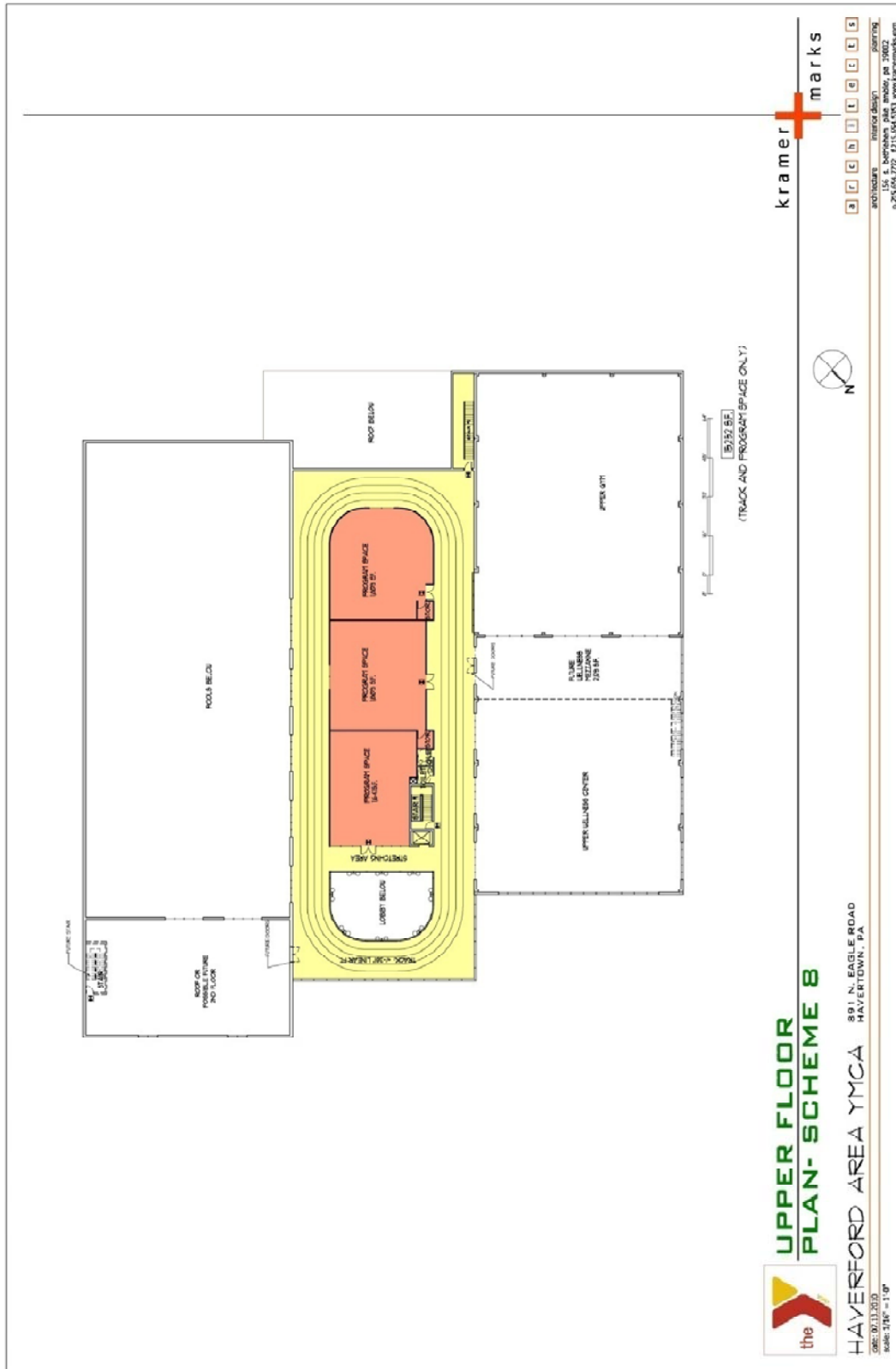


Illustration 3. Upper Floor Plan

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Illustration 5. Google Map

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THE NEW HAVERFORD TOWNSHIP AREA YMCA: IMPACT OF COMMONWEALTH SUPPORT

The Haverford Township Area YMCA is expected to significantly impact the economy of the surrounding community.

- **JOB CREATION**

- ~ 250 Construction Jobs

- ~ 150 new permanent jobs (40 FT and 110 PT) in a wide-range of positions as senior and executive managers, program supervisors, childcare teachers, program instructors (group exercise and swimming), lifeguards, camp counselors and more.

- **REVENUE GENERATION**

- ~ Operations from the Haverford YMCA will generate \$4.5 Million annually of which most is membership and program fees. A significant portion of the overall operating budget is spent on salary and wages for people who typically reside in or around the community.

- **FINANCIAL ASSISTANCE**

- ~ No one will be turned away due to an inability to pay. Last year alone the YMCA of Philadelphia & Vicinity gave away \$3.5 Million in financial assistance to 15,500 children and families. The members of this Y will have access to the same support.

The economic impact of projected operations. This YMCA will employ 150 people (40 full-time; 110 part-time), the majority of which reside in Haverford Township. This 501(c)(3) organization will maintain an annual operating budget in excess of \$4.5 Million. This direct investment in the regional economy helps to sustain jobs and output in other sectors of the local and State economy.

The economic impact of new job creation. Based upon the results of community assessments and a feasibility study conducted by the YMCA, the organization has identified a need for more youth outreach programs, family support services, and enhanced inter-agency collaboration within Haverford Township. The YMCA is seeking RACP assistance to undertake a \$30 Million construction project at 891 N. Eagle Road, Havertown, PA on the former site of the Bubble Gum Factory. Construction costs of \$30 Million will generate up to 250 Construction Jobs. Although the construction phase of a project generates *temporary* (as opposed to permanent) jobs, the construction activity associated with the YMCA will nonetheless stimulate spending in other sectors of the economy. In addition there will be 150 permanent jobs created at the completion of the new YMCA. Salary ranges for full time positions such as senior and executive managers are \$60-100,000; program supervisors, childcare teachers, program instructors (group exercise and swimming) are \$25-35,000 and part time positions such as lifeguards, camp counselors are paid the appropriate hourly wage based on position responsibilities.