

Welcome

Presentation  
Healthy Life Center  
Concept

# Collaboration Partners

- ❖ **City of Ames**
  - ❖ Mayor and City Council
  - ❖ Parks and Recreation Commission
- ❖ **Des Moines Area Community College**
  - ❖ Administration
- ❖ **Heartland Senior Services**
  - ❖ Board of Directors
- ❖ **Iowa State University**
  - ❖ Administration
- ❖ **Mary Greeley Medical Center**
  - ❖ Board of Trustees
- ❖ **Story County**
  - ❖ Board of Supervisors

# Purpose

To provide a one of a kind Center that makes the life-long goal of healthy living accessible and enjoyable to people of all ages and socio-economic status.

# Desired Outcomes of this Meeting

- \* Increased understanding of the need for the Healthy Life Center
- \* A common vocabulary for expressing the need and concept to others
- \* Continued and/or increased support from the collaboration partners for the Healthy Life Center
- \* Support for a Feasibility Study to move the concept forward

# Assumptions

- \* There is commitment to an open dialogue
- \* There is interest within the community for having a thorough exploration of the Healthy Life Center concept
- \* It is a complex concept AND it is achievable
- \* Unprecedented collaboration that will continue

# 8 Key Drivers that Support a Healthy Life Center

- \* Aging Population of Iowa, Story County and Ames
- \* Chronic Disease Management
- \* Childhood Obesity/Inactivity
- \* Healthiest Iowa and Healthiest Ames

# 8 Key Drivers that Support a Healthy Life Center

- \* Desire to attract and retain millennials to Ames
- \* Ames is a retirement destination
- \* Need to enhance quality-of-life facilities
- \* History of successful partnerships between governmental entities

# Aging Population

## Baby Boomers (1946 to 1964)

- \* 76 million babies born during those 19 years
- \* Between 2011 to 2029: 10,000 people retire per day in the U.S.
- \* Currently there are over 750,000 boomers in Iowa or 1 in 4
- \* This generation will have an enormous impact on health care as it ages
- \* 63,000 Iowans have Alzheimer's and 134,000 Iowans are unpaid caregivers for them



# Baby Boomer Expectations

## **Boomers want to AGE WELL**

- \* mentor and help others
- \* stay in shape – because they are health conscious
- \* they want to be life-long learners, socialize, and interact with the community - stay active
- \* be involved with all ages – not isolated in stand-alone “Senior Centers”

# Chronic Disease Management

- \* Chronic diseases are ongoing, generally incurable illnesses or conditions, such as heart disease, asthma, cancer, and diabetes.
- \* These diseases are often preventable, and frequently manageable through early detection, improved diet, exercise, and treatment therapy.

# Chronic Disease Management

- \* **50% of Americans live with a chronic condition**
- \* **75% of health care dollars in the United States go toward treating chronic diseases**
- \* **In 2014, 2 in 3 adults 50+ had at least one chronic disease**
- \* **People with chronic conditions are the most frequent users of health care in the U.S. They account for:**
  - \* 81% of hospital admissions
  - \* 91% of all prescriptions filled
  - \* 76% of all physician visits

# Childhood Obesity in the U.S.

## 6 to 11 year old obesity percentages

- \* 1980: 7%
- \* 2012: 18%

## 12–19 years old obesity percentages

- \* 1980: 5%
- \* 2012: 21%



**In 2012, more than one third of children and adolescents were overweight or obese**

# Healthiest Iowa Healthiest Ames

- \* In 2011, Ames community health leaders **embraced the vision** of the Governor's **Healthiest State Initiative**.
- \* Healthiest Ames is a grassroots effort led by individuals and organizations all over Ames that are working together to help achieve the goal to “**make Ames the healthiest community in Iowa.**”

# Integrated Approach

## We need

a collaborative, unified approach to provide the types of healthy living opportunities people of *all ages* and *socio-economic status* need and desire

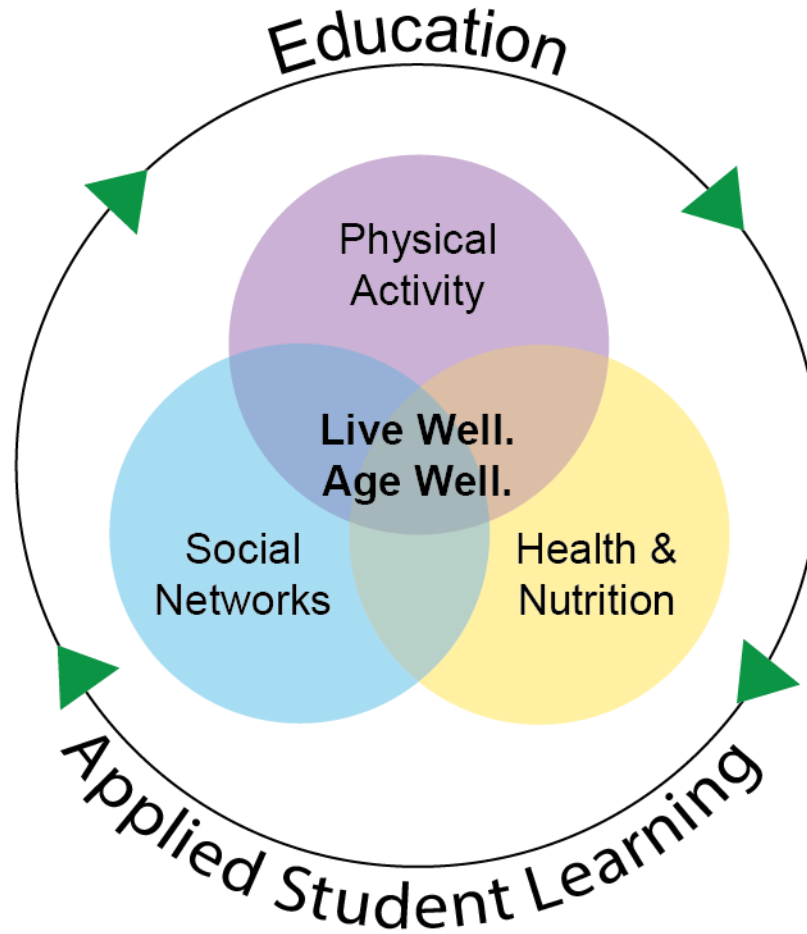
## To

- \* Impact the health and well-being of all ages
- \* Support preventive health care initiatives
- \* Provide opportunities for student internships, applied student learning opportunities
- \* Enhance the quality-of-life

# Six Community Organizations Began a “Collaboration Dialogue”

- ❖ **Heartland Senior Services:** Linda Glantz Ward, Nancy Carroll
- ❖ **Mary Greeley Medical Center:** Brian Dieter, Gary Botine
- ❖ **Story County Board of Supervisors:** Deb Schildroth
- ❖ **Des Moines Area Community College:** Kim Linduska
- ❖ **Iowa State University:** Laura Jolly, Kate Gregory
- ❖ **City of Ames:** Steve Schainker, Keith Abraham

# Intergenerational HEALTHY LIFE CENTER





# Intergenerational HEALTHY LIFE CENTER

## Physical Activity

- Physical Therapy Room
- Aerobics Room
- Cardio/Fitness Equipment
- Gymnasium
- Track
- Therapy Pool
  - Rehabilitation
  - Fitness Classes
- Warm Water Pool
  - 6 Lanes / 25 Yards
  - Water Slides
  - Current Channel  
(similar to a  
Lazy River)
  - Zero Depth entry and  
Play Structure for  
Young Children

## Health & Nutrition

- Adult Day Center
- Meeting Room Space
  - Chronic Disease Support  
Management Groups
  - Diet & Weight Support  
Management Groups
- SHIP counseling  
(Senior Health Insurance  
Information Program)
- Demonstration and  
Participation Kitchen
  - Community Gardens

## Social Networks

- Café/Lobby  
Gathering Space
- Arts, Crafts, Music Room
- Computer Room
- Games & Activities Space
- Multi-Purpose Rooms
- Child Care - Activity Room

**EDUCATION AND APPLIED STUDENT LEARNING**



# What it is – What it isn't

## It Is

- \* Holistic approach
- \* Focuses on health-promotion
- \* Supports physical activity
- \* Creates social connections
- \* Enhances long term health
- \* Teaches nutritional behavior
- \* Connects multi-generations

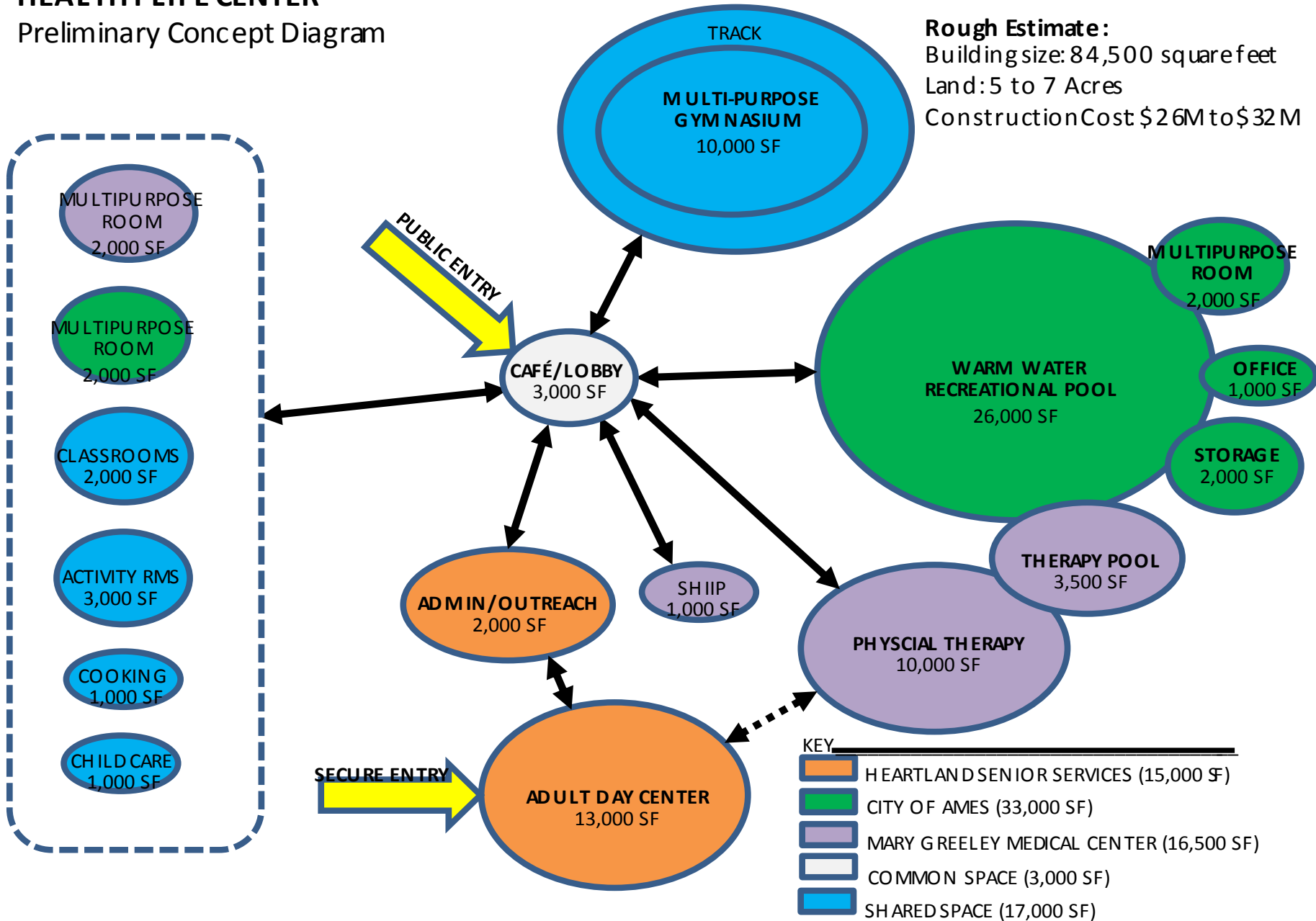
## It Isn't

Only a recreation center

# HEALTHY LIFE CENTER

## Preliminary Concept Diagram

**Rough Estimate:**  
 Building size: 84,500 square feet  
 Land: 5 to 7 Acres  
 Construction Cost \$26M to \$32M



# Assess Locations within the Community

## **Land Criteria**

- \* Parcel size
- \* Access to CyRide
- \* Access to existing utilities
- \* Proximity to MGMC
- \* Land ownership
- \* Neighborhood concerns/issues
- \* Ability to expand in the future

# How it Could Work

What is being proposed is subject to a Feasibility Study and approval from the City Council, MGMC Board of Trustees, Heartland Board of Directors

# How It Could Work

## **Facility Ownership and Physical Plant Responsibilities**

- \* City of Ames

**Tenants:** MGMC and HSS

# Capital Funding Strategy

- \* Two entities commit funding for their identified spaces  
- MGMC, HSS
- \* Two entities commit \$2 million/each toward the common/shared spaces - City, MGMC
- \* Private donations pursued to fund the remaining costs for common/shared spaces
- \* City of Ames bond referendum held for Aquatic Center



# Operational Funding Strategy

## **Anticipated Operational Revenue Streams:**

- \* Tenant Space: 100% paid by lease holders (MGMC, HSS)
- \* User fees, facility rentals
- \* Others to be determined with the Feasibility Study

## **Possible Operational Cost Allocations:**

- \* Indoor Aquatic Center & Therapy Pool  
90% City / 10% MGMC
- \* Common Areas and Shared Space  
40% City / 40% MGMC / 20% HSS, others

# Funding Strategy Summary

## Gross Number Estimate for \$30 million

### **PER SQUARE FOOT ESTIMATE: \$355**

- \* City Bond Issue: \$9 million
- \* City: \$2 million (shared space)
- \* MGMC: \$5.8 million
- \* MGMC: \$2 million (shared space)
- \* HSS: \$5.2 million
- \* Private Donations: \$6 million

### **SUMMARY TOTAL**

- ❖ City = \$11 million
- ❖ MGMC = \$7.8 million
- ❖ HSS = \$5.2 million
- ❖ Private = \$6 million

# Next Steps

- \* In November, each entity communicates their support in continuing to participate in this exploratory process
- \* City initiates a Request for Proposal (RFP) for a Feasibility Study
- \* HLC Steering Team assesses land options and recommends a location
- \* City allocates funding to retain a consultant to complete the Feasibility Study

# Collaboration Dialogue

**Feedback: support, concerns, questions**