



Healthy Life Center > **Agenda**

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- Welcome and Call to Order
- Meeting Purpose
- Review Healthy Life Center Concept
- Update on Developments Since Nov 1, 2016
- Planning Study Overview
- Questions / Reactions
- Financial Overview, Next Steps
- Adjournment



# HEALTHY LIFE CENTER CONCEPT

## Collaboration Partners *February 2016 to present*



Steve Schainker  
Keith Abraham



Brian Dieter  
Gary Botine



Linda Glantz Ward  
Nancy Carroll



Laura Jolly  
Pam Elliott Cain



Art Brown



Deb Schildroth

# Health Life Center

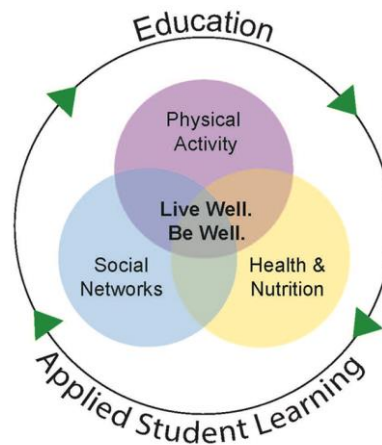
## *Purpose*

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.



## Key Drivers that Support a Healthy Life Center

- ✓ Enhancing quality-of-life facilities to attract and retain millennials, families, and retirees
- ✓ Tackling troubling health statistics such as childhood obesity, inactivity, and chronic disease
- ✓ Building on a history of successful partnerships between governmental entities
- ✓ Supporting the Healthiest Iowa initiative and Healthiest Ames

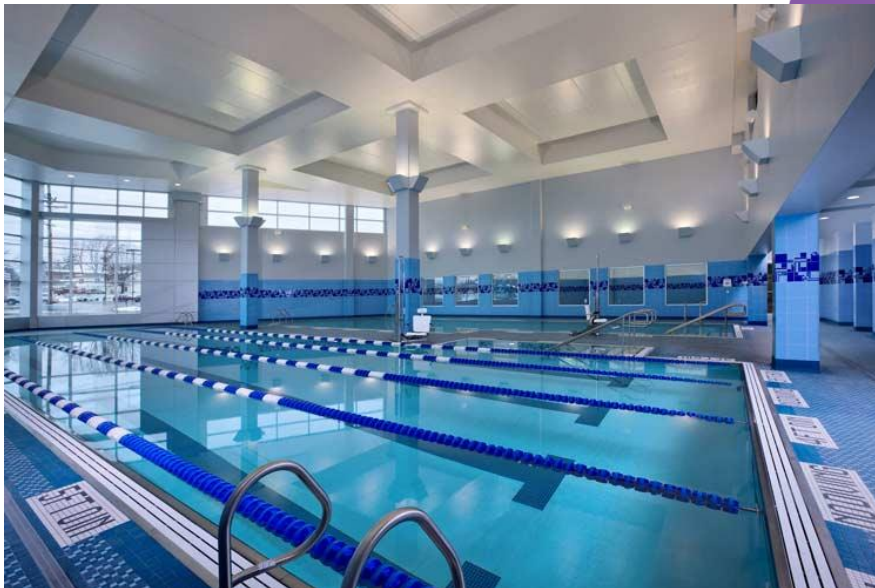


# Warm Water Recreational Basins

- Water slides and playground area for children
- Areas for fitness classes, water walking and learn to swim
- Lap swimming

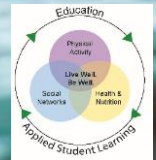


# Warm Water Six Lane Basin



## Therapy Pool

- MGMC Rehabilitation
- Aqua-Exercise Classes
- Swim Lessons
- Tiny Tot Classes



## MGMC's Physical Therapy

- SHIP office
- Applied student learning opportunities



# Teaching/Participation Kitchen & Community Gardens

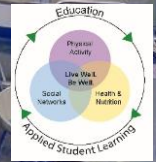


# Dr. Yum project

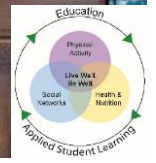
[Video](#)



# Lobby



# Café



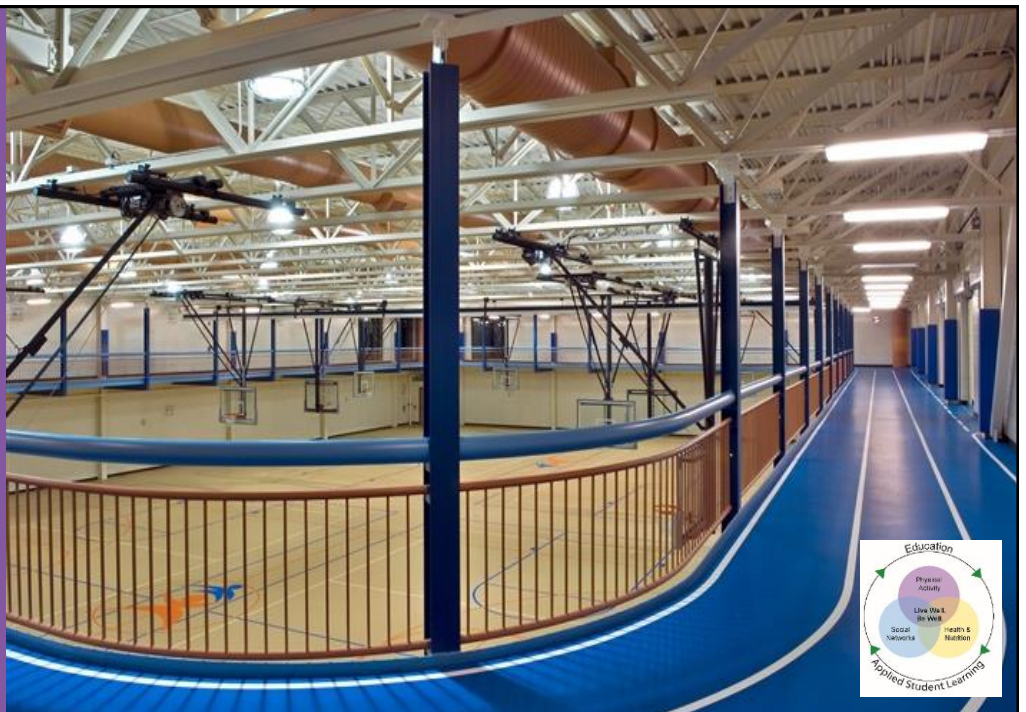
## Gymnasiums

- Pickle Ball
- Badminton
- Dance Classes
- Open Gym
- Sport Leagues for youth, adult and seniors



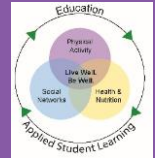
## Track

Walking & Jogging





## Multi-Purpose Room



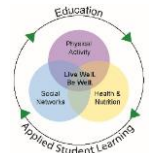
## Weights/Cardio Open Space

- Applied student learning opportunities



# Child Watch

Learn & Fun Center



# Children's all-inclusive playground



## Arts/Crafts/Music



## Meeting Rooms



## Heartland Senior Services

*Adult Day Center  
Outreach Services  
Administration*

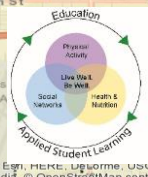


Outreach Specialists



Located at  
Ontario & Scholl Road

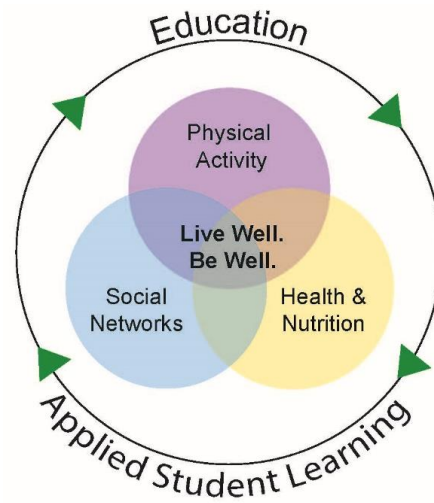
City would  
own and manage  
the HLC



Sources: Esri, HERE, DeLorme, USGS, MapmyIndia, © OpenStreetMap contributors

## The Healthy Life Center is.....

- A holistic approach
- Focused on health-promotion
- Supports physical activity
- Creates social connections
- Enhances long term health
- Teaches nutritional behavior
- Connects multi-generations



**DEVELOPMENTS SINCE  
NOVEMBER 1, 2016**

# PLANNING STUDY OVERVIEW



**Scope of Study / Process**

**Healthy Life Center > Scope / Process**

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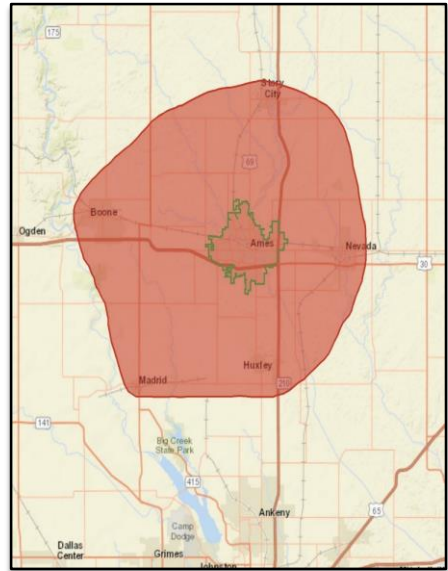
- **Scope of Study**
  - Market Analysis
  - Site Analysis
  - Size of Facility
  - Sharing Opportunities
  - Concept Design
  - Construction and Soft Costs
  - Operational Costs
  - Anticipated Revenue
  - Promotional Tools
- **Process**
  - Meetings with all partners
  - Multiple options



**Market Analysis**

Healthy Life Center > **Market Analysis**

- Demographic Analysis
  - Ames
  - Secondary Service Area
    - Includes Ames



Healthy Life Center > **Market Analysis**

- Median Age

	2010 Census	2017 Projection	2022 Projection
Ames	24.3	24.4	24.7
Secondary Service Area	28.2	28.6	29.4
State of Iowa	38.0	38.9	39.4
Nationally	37.1	38.0	38.7

- Median Income

	2017 Projection	2022 Projection
Ames	\$49,762	\$53,429
Secondary Service Area	\$53,982	\$58,008
State of Iowa	\$54,832	\$59,799
Nationally	\$54,149	\$59,476





- **Demographic Summary**

- Ames has a sizeable population at 65,000 and the Secondary Service Area takes the total population to 111,500 (an increase of 46,500). This is a significant population to rely on for the operation of a full-service Healthy Life Center.
- The characteristics of the population are heavily impacted by the presence of the students at Iowa State University.
  - Younger median age
  - Fewer households with children
  - Lower household income levels



- **Demographic Summary**

- Key population characteristics include:
  - Younger median age
  - Smaller household size
  - Fewer households with children
  - Lower household income levels
  - Lower cost of living with less spent on recreation activities
  - Little cultural diversity



## Healthy Life Center > Market Analysis

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- Other Providers

- Public
  - City of Ames
  - Iowa State University
- Private
  - Ames Racquet & Fitness
  - A number of other smaller fitness facilities
- Non-Profit
  - Boys & Girls Club
  - Mary Greeley Medical Center Lifetime Fitness Center (Story City)
  - Marshalltown and Boone YMCA



## Healthy Life Center > Market Analysis

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- Market Conclusion - Challenges

- The Healthy Life Center will need to draw well from Ames and the Secondary Service Area to be financially successful.
- The demographics of the service areas are heavily impacted by the presence of Iowa State University students and as a result show fewer households with children, and lower median household income levels.
- There are a number of other recreation and fitness providers in the greater Ames market area including Iowa State University facilities and other private providers (Ames Racquet and Fitness Centers).
- Funding the development and the operation of the Healthy Life Center will have to be clearly defined. This effort is going to require equity partnerships with the other organizations that have indicated a strong interest in the project.



● **Market Conclusion - Opportunities**

- The Secondary Service Area has a large population base.
- The demographic characteristics in both service areas indicate a younger population.
- The area has a relatively low cost of living.
- The population will continue to grow at a reasonable pace.
- There is no other comparable facility in the region.
- Partnerships with other community organizations and agencies will greatly enhance the project.
- A public focused Healthy Life Center improves the quality of life in the community and serves to bring more unity to a diverse population base.



**Concept Overview**

## Healthy Life Center > Design Concepts

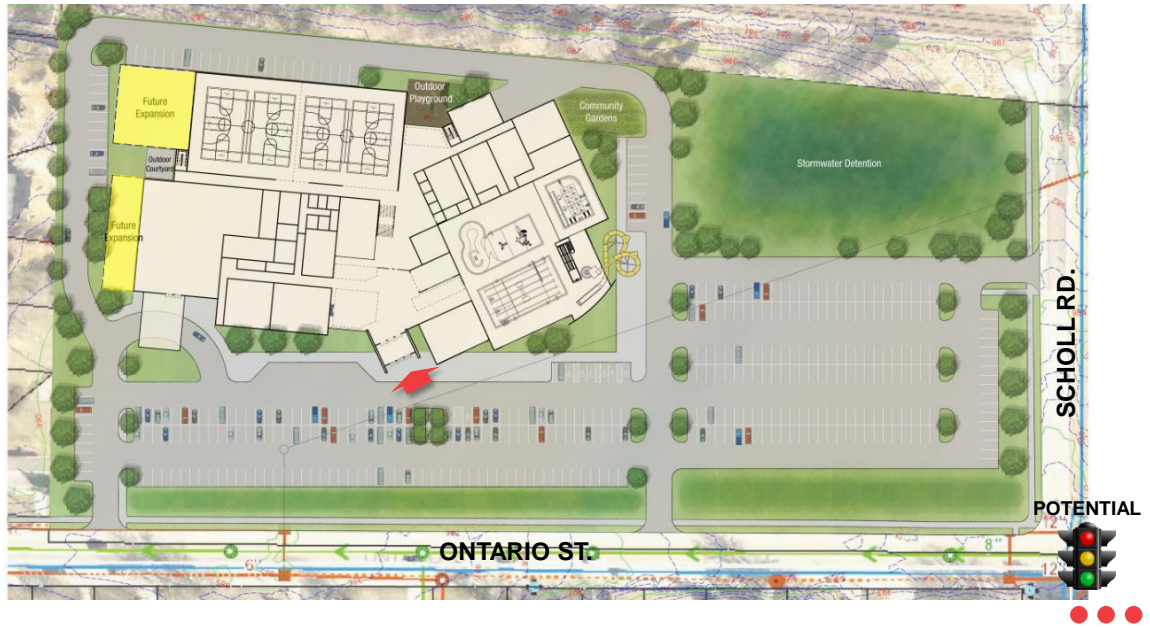
- Key Design Considerations
  - Views of Activity Areas from Lobby
  - Views From Street / Parking
  - Openness Inside
  - User Friendly Circulation
  - Future Expansion



## Healthy Life Center > Site Plan



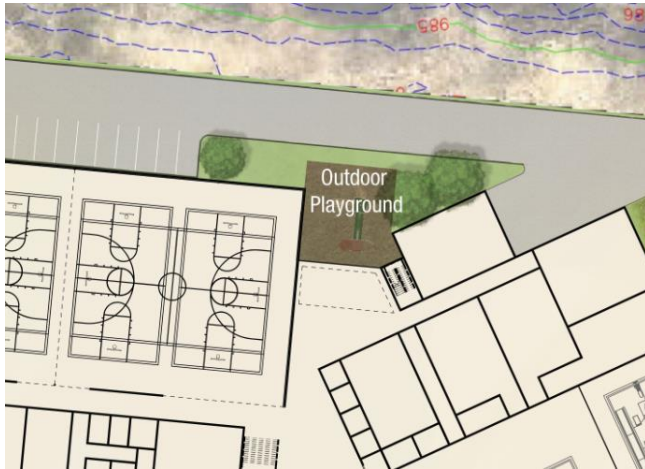
## Healthy Life Center > Site Plan



## Healthy Life Center > Community Gardens



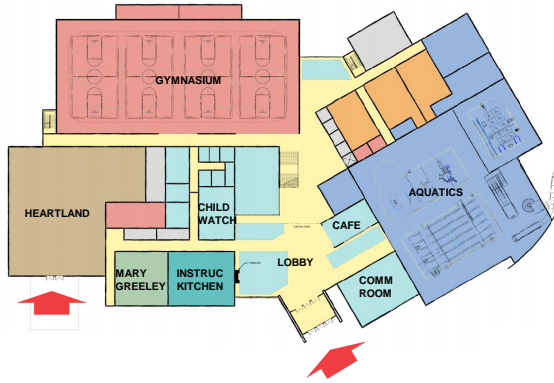
## Healthy Life Center > Playground



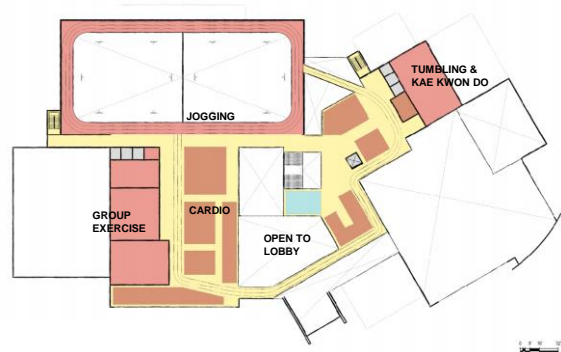
## Healthy Life Center > Storm Water



## Healthy Life Center > Concept Floor Plan



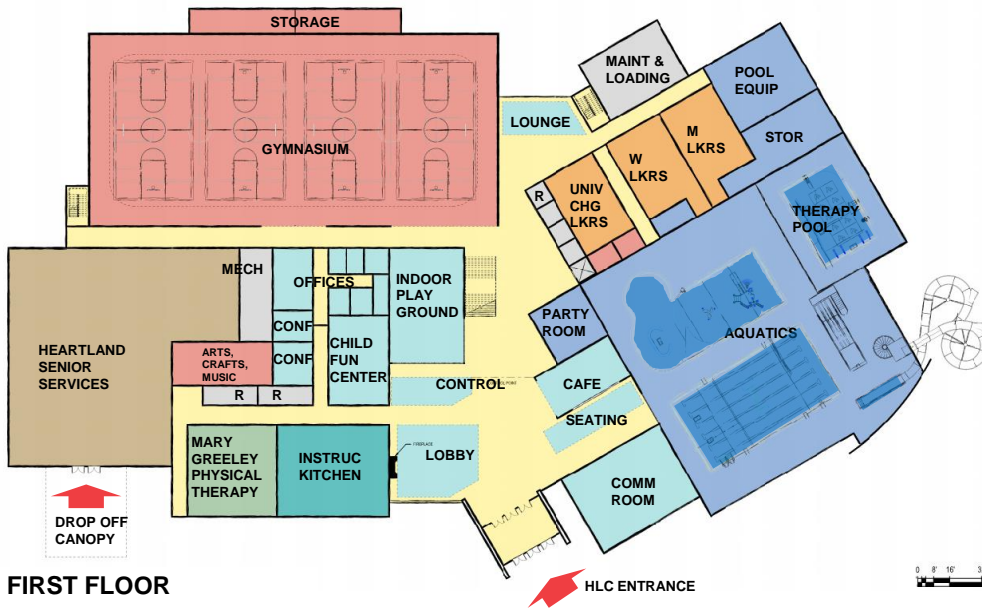
FIRST FLOOR



SECOND FLOOR



## Healthy Life Center > Concept Floor Plan

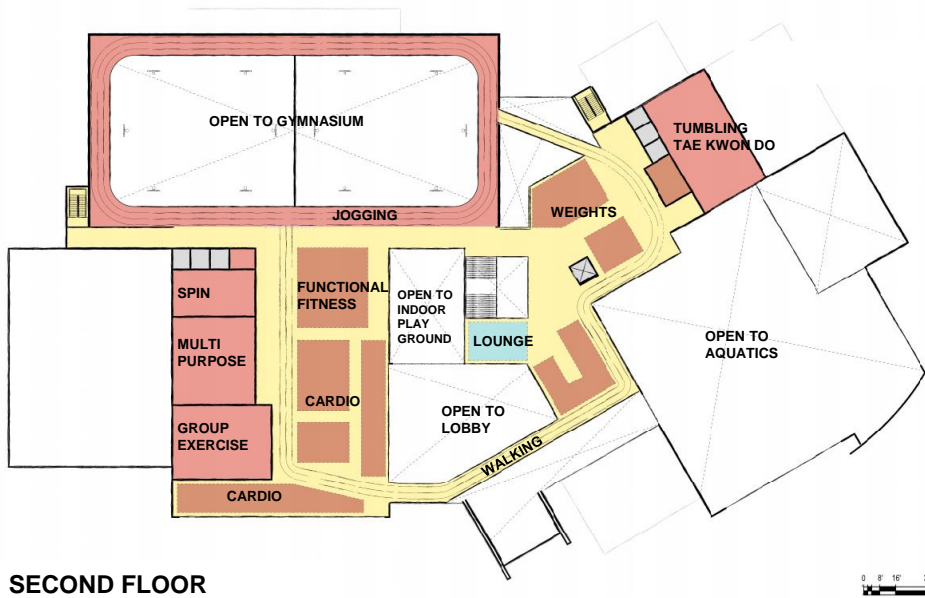


FIRST FLOOR

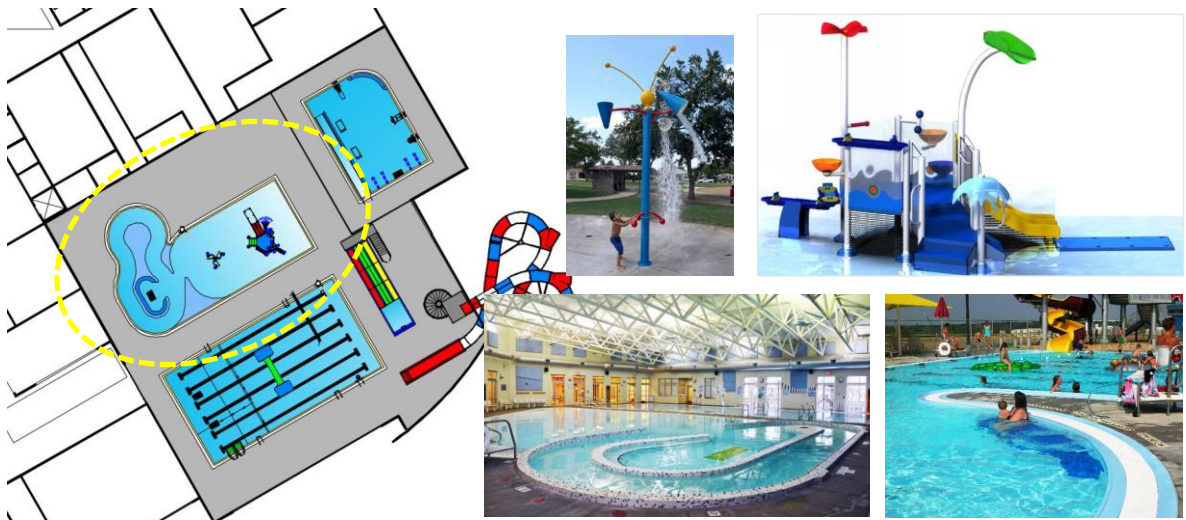
HLC ENTRANCE



## Healthy Life Center > Concept Floor Plan

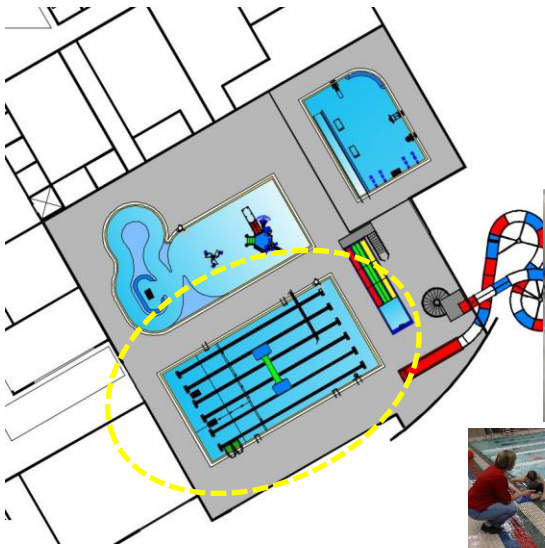


## Healthy Life Center > Aquatics – Zero Depth Pool & Current Channel

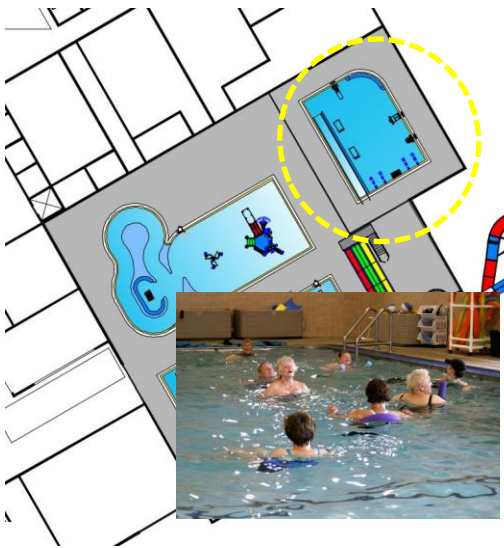




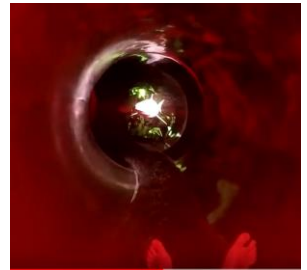
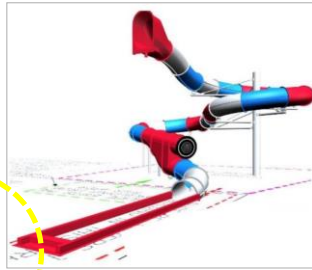
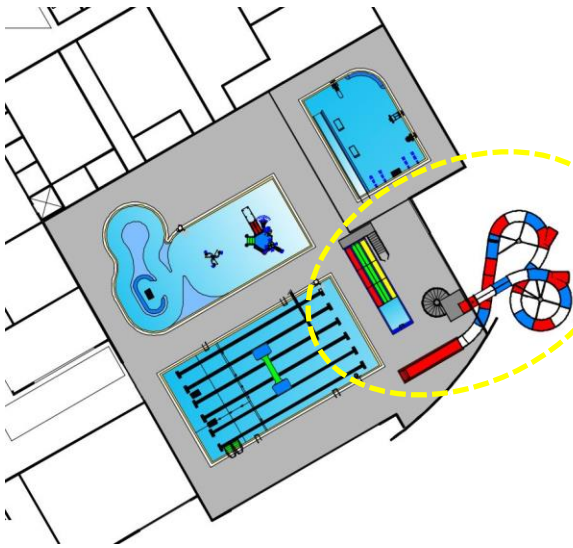
Healthy Life Center > **Aquatics – 6 Lane Lap Pool**



Healthy Life Center > **Aquatics – Therapy Pool**



Healthy Life Center > **Aquatics - Slides**



Healthy Life Center > **Aerial View**



Healthy Life Center > **View from Ontario**



Healthy Life Center > **View from Ontario**



Healthy Life Center > **View from Ontario**



Healthy Life Center > **View of South with Water Slide**



Healthy Life Center > View of Entrance



Healthy Life Center > View from Entrance Lobby





## **Capital Costs & Operational Budget**

Healthy Life Center > **Capital Costs** (based on 2019 dollars)

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• Building Construction Costs	\$34,200,000
• Site Construction Costs	<u>\$ 4,000,000</u>
• TOTAL CONSTRUCTION COSTS	\$38,200,000
• Soft Costs	<u>\$10,500,000</u>
– Land, Furniture, Equipment, Fees, Construction Testing, Surveys, Soils, Contingency	
• TOTAL PROJECT COSTS	\$48,700,000



Healthy Life Center > **Operational Budget** (represents second year of operations)

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Expenses	\$3,201,421
Revenues	<u>\$2,727,557</u>
Difference	\$ (473,865)



Healthy Life Center > **Operational Budget**

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- Projected Fee Structure

	Daily	10 Admission	3 Month	Annual	Monthly EFT
Adult (18 up)	\$8.00	\$64	\$205	\$550	\$49
Youth (1-17)	\$5.00	\$40	\$105	\$275	\$26
College Age	\$7.00	\$56	\$130	\$350	\$32
Adult (62+)	\$7.00	\$56	\$130	\$350	\$32
Household	N/A	N/A	\$320	\$850	\$74



Healthy Life Center > **Cost Per Visit when purchasing an Annual Pass (based on 2 visits per week)**

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	YOUTH (1-17)	ADULT	COLLEGE AGE / 62+	HOUSEHOLD*
<b>COST PER VISIT</b>	\$ 2.64	\$ 5.29	\$ 3.37	\$ 8.17

\*Based on 2 visits per week for 2 adults and 2 youth.





- **Projected Use**

<b>Yearly Paid Admissions</b>	<b>Description</b>	<b>Facility</b>
Daily	40 admissions/day	14,400
10 Admission	200 sold annually	2,000
3 Month	450 sold annually	11,700
Month to Month	1,961 sold annually	203,944
Annual	966 sold annually	100,464
<b>Total Yearly Estimate</b>		<b>332,508</b>
<b>Total Daily Estimate</b>		<b>924</b>



**QUESTIONS / REACTIONS**

# FINANCIAL OVERVIEW & NEXT STEPS



**Capital Costs**

Healthy Life Center > **Capital Costs**

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- Project Budget: \$48,700,000
- Suggested Funding Streams – Future Approval Required
  - City of Ames \$17,000,000
  - MGMC \$ 7,000,000
  - Heartland \$ 3,500,000
  - Story County \$ 3,000,000
  - Total: \$30,500,000 (63%)
  
  - Philanthropic: \$18,200,000 (37%)



**Operational Costs**

**Healthy Life Center > Operational Costs & Revenues**

- Operations budget summary
  - Represents second year of operations

Square Foot	125,619	32,023	93,596
<b>Category</b>	<b>Full Center</b>	<b>Aquatics</b>	<b>Dry Amenities</b>
Expenses	\$ 3,201,421	\$ 1,213,566	\$ 1,987,856
Revenues	\$ 2,727,557*	\$ 749,471	\$ 1,978,086
Difference	\$ (473,865)	\$ (464,095)	\$ (9,770)
Recovery %	85%	62%	100%

\* Includes \$200,000 from Story County



**Healthy Life Center > Operational Costs & Revenues**

- Proposed Partner Operational Contributions

<b>Dedicated % of Total Dry Side</b>	
3,221	10,257
3.4%	11.0%
Mary Greeley	Heartland



- Operational Contributions

<b>Shared % of Aquatics Deficit</b>		
10%	0%	90%
Mary Greeley	Heartland	City of Ames

<b>Shared % of Dry Amenities Deficit</b>		
40%	10%	50%
Mary Greeley	Heartland	City of Ames



- Proposed Partner Operational Contributions
  - Represents second year of operations

<b>Partner Operations Payment</b>	
	<b>Total</b>
City of Ames	\$ 422,570
Mary Greeley	\$ 105,083
Heartland	\$ 167,246
Story County	\$ 200,000





## Next Steps

### Healthy Life Center > Next Steps

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#### **2018**

#### **February to July**

- Philanthropic Phase
  - Campaign Chairs: Ann Campbell, Bev and Warren Madden
  - Finalize the organizational structure/strategy
  - Assess if \$18.2 million can be raised
- Collaboration partners indicate ongoing participation in the project (by April 2)

#### **August**

- Joint Meeting III: report philanthropic commitments and determine “next steps”



## Healthy Life Center > Next Steps

### Anticipated Sequential Steps: 3 to 4 year process

- Kick-off : “HLC Friends Group” and “Public Education Campaign” (3 months)
- Bond Referendum vote (60% approval required)
- Retain Architectural and Engineering services (2 month)
- Design Documents prepared (9 months)
- Project out-to-bid (2 months)
- Review Bids/Award-of-Contract (2 month)
- Groundbreaking Ceremony
- Construction (24 months)
- Ribbon-Cutting Ceremony



IOWA STATE UNIVERSITY

