

COUNCIL ACTION FORM

SUBJECT: REQUEST FOR HEALTHY LIFE CENTER INFORMATIONAL CAMPAIGN FUNDING

BACKGROUND:

The City of Ames has partnered with Mary Greeley Medical Center, Iowa State University, Des Moines Area Community College, Story County, and Heartland Senior Services to explore building an intergenerational Healthy Life Center on property currently owned by Iowa State University on Scholl Road, just north of Ontario Street. The proposed Healthy Life Center would be a one-of-a-kind facility that would make the life-long goal of healthy living accessible and enjoyable to people of all ages and socio-economic status.

Through a holistic approach, the Healthy Life Center would provide opportunities for physical activity, social connections, improved nutrition, multi-generational interaction, rehabilitation services, and an overall focus on health promotion. In addition to housing Heartland Senior Services Adult Day Center and physical therapy space for Mary Greeley Medical Center, the proposed Healthy Life Center would include an indoor playground, walking/jogging track, teaching/participation kitchen, meeting and classroom space, community gardens, cafe and gymnasium space. An indoor warm-water aquatic center would include a lap pool, therapeutic pool, current channel, and splash area for kids.

Funding for the proposed Healthy Life Center would come from the collaboration partners and private fundraising, and would also require community support through a bond referendum. The total cost for the facility is estimated at \$48.7 million. Once built, the Healthy Life Center would be owned and operated by the City of Ames.

To ensure Ames citizens understand the Healthy Life Center concept and what it would provide to the community, \$7,500 is being requested from the Council Contingency fund to fund an informational campaign including:

- Preliminary informational brochure – design and printing costs
- Updated Informational brochure – printing costs
- Questions/answer (FAQ) sheets – printing costs
- Public meetings postcard reminders/postage
- Miscellaneous expenses

It should be noted that the materials described would be prepared with the intent to inform the public and provide factual information. City funds cannot be used to encourage support of the project.

ALTERNATIVES:

1. Approve request to authorize \$7,500 from the Council Contingency fund for the Healthy Life Center informational campaign.
2. Do not approve the request and ask a private group to finance the informational material regarding the Healthy Life Center.
3. Do not approve the request and do not provide informational material about the Healthy Life Center.

CITY MANAGER'S RECOMMENDED ACTION:

With an anticipated bond referendum to help fund the proposed Healthy Life Center, it is important to have informed citizens. Ames residents must have easy access to information and knowledge of the impact of a referendum prior to voting.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1.