



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

September 9, 2015

Mr. Vincent S. Long  
Leon County Administrator

Dear Mr. Long,

The Capital Region YMCA has begun a sustainable revitalization initiative that will firmly place it as the premier program development and delivery mechanism in the region. A staple in the community the Capital Region YMCA recognized both the needs of the community and the need for the Y to address those needs in a more effective manner. Beginning in June the Board of Directors began a planned and staged leadership change and development with the addition of Guy Blanchette and Harold Cook to steer the process.

As Chairman of the Greater Naples YMCA Board of Directors Mr. Blanchette is responsible for its successful turnaround and rebuilding into a world class 20 acre 98,000 square foot Healthy Living Campus. Significant accomplishments include restructuring of \$11 million debt to \$2 million, raising of \$7 million in contributions, managing the rebuild in under 16 months and reaching sustainability within the first quarter after the reopen as well as launching significant local and national partnerships. Mr. Blanchette leads a task force for the National YMCA to turnaround at risk Y's and to provide strategic long term planning. He is a Corporate Development executive and Venture CEO with Functional background in domestic and international general management and consulting. Harold Cook is a long time Y executive who has spent his retired years as interim CEO at several designated Y's to assist in change management and community/member relations. Mr. Cook played a significant role in assisting the transfer of leadership during the Greater Naples YMCA turnaround.

The plan consists of several factors:

1. A Media Awareness Campaign
2. Launch of Several Needed Community Programs
3. Creation of Symbiotic Meaningful Community Partnerships
4. Membership Growth Programs
5. A Capital Campaign to Revitalize Facilities

## **Media Awareness Campaign**

The Capital Region YMCA has continually provided substantial and significant wellness and development programs to the community such as "The Biggest Mover", Youth Sports, Group Classes, Developmental Summer Day Camp, Significant Financial Assistance, Senior Programs, Mentoring programs and much more. Unfortunately, the Y has not done a good job of promoting these programs and the outcomes they bring to the community. A campaign to make the community aware of the significance of these programs has begun and consists of a full press in Social, TV, Radio and Press Media. Over the coming month's awareness and relevance of the Y will be promoted throughout the entire community.

## **Community Programs**

Identified Need Programs have already launched and will continue to expand through the coming months.

An innovative After School Program has launched at Jacob's Chapel and is expanding with busing from several schools implemented. This is an outcome based program that will focus on education and wellness not just a "watch" program. The goal is to continue to roll this program out through the community in several locations upon completion of the pilot.

"The Biggest Mover" – a program that addresses a critical wellness need in the community. Initially launched with great success this program has now moved into several schools under Y direction to resolve issues such as childhood obesity, diabetes, and overall wellness. This is a critical partnership with the school district as it has proven positive effects on learning ability.

"Home Base" - A program in partnership with Army General Franks, a leader of the highest level of service in conjunction with Massachusetts General Hospital and the Boston Red Sox that delivers much needed assistance to veterans returning from service with Post Traumatic Stress Disorder. The program addresses the individual and the family on the physical and emotional level as they assimilate back into civilian life.

"Y – Reads" - A state funded developmental reading program designed to assist the school district help all children meet reading standards. This program launched last year has already seen significant measurable results.

Youth Sports Programs – Starting this fall the Y has relaunched a youth soccer program with over 450 participants already registered. Basketball, T-ball, Flag Football and Volleyball are just a few of the character based sports programs throughout the year.

## **Partnerships**

The Capital Region YMCA over the past several months has begun meaningful significant partnerships with major entities to provide needed services to the

community. These partnerships include Florida Blue, the American Diabetes Association, the Cal Ripken Foundation, Adrenaline USA Sports, State and National Parks Service and more.

Under partnerships with Florida Blue and the American Diabetes Association the Y will create education centers within the Y facilities that will provide the current education materials and portals as well as act as the epicenter for specific co developed programming. These programs will be replicated across the state and country affecting positive change throughout.

Partnerships with the Cal Ripken Foundation and Adrenaline USA Sports will assist in building facilities and Character Building Programs that are designed to educate, mentor and ensure all youth reach their potential.

In an effort to reduce screen time the Y has partnered with the State and National Parks to bring kids to the great outdoors and educate them through the Park system. This program announced this past summer will officially kick off this February with a bus tour of dignitaries beginning in Naples, Florida winding through several parks location and ending with a press conference at the Tallahassee Capital Region YMCA.

## **Membership Programs**

In July the Capital Region YMCA launched its Corporate Wellness Program designed to increase wellness in the workforce and mitigate healthcare costs to both the Employer and Employee. This is a comprehensive program that is delivered at YMCA facilities as well as customer site. The program will be in collaboration with Employers, Florida Blue and other insurers with reportable outcomes that drive down insurance costs and increase workplace productivity via wellness.

*Please see the attached Program document for curriculum and benefits.*

Other membership campaigns have launched to capture more of the "YMCA" market available in Tallahassee with measurable success. In the month of August the Northwest Branch experienced an increase of 100 units. This number is only a fraction of the opportunity. The programs identify the needs of individuals and families and reveal that a membership is not only a ticket to wellness but a benefit to the community by supporting.

The growth goal for the next 6 months for the Capital Region YMCA is 600 units with sustainability and program growth reached at 400 units.

## **Capital Campaign**

In late September the Capital Region YMCA will launch a \$1,000,000 capital campaign to revitalize both locations. The renovations will include increased group exercise space, greater socialization areas, partnership space and updates to locker rooms and bathrooms. The intent is to move quickly with the desire to begin in December. Renderings are under development and will breathe new life to worn facilities allowing greater capacity and reach into the community. The campaign committee is currently forming and will consist of

community leaders. A kickoff event will be held at the Y in the third week of September.

The Capital Region YMCA Board of Directors and Staff is committed to serving the community of Tallahassee and creating world class delivery of programs.

### **Lease Proposal**

- Extend the current lease with the same terms for an additional 12- month period.
- YMCA to begin paying the same currently required full monthly lease rate for the first 6 months of the new term.
- After 6 months at the current rate, the lease rate will increase to the market rental rate for similar space in the market. The difference between the current lease rate and the new market rate will be credited towards any past delinquent rent obligations.

Aaron Boyette  
Board Chairman  
Capital Region YMCA