

Geneva Lakes Family YMCA

Imagine More



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BACKGROUND

- Dramatic membership growth serving over 10,000 people annually
 - Exceeds the capacity of our 60-year-old building
- Marketing Study in 2017
- Feasibility Study in 2018
- Site Selection in 2019

OUR VISION & PLAN

- Create ***The Community Focal Point*** for the City of Lake Geneva and the Region
- Build a 200,000 sq ft, state-of-the-art facility and sports complex
- There will be nothing like it in Wisconsin, drawing sporting events and serving more community members
- Celebrate Wisconsin's Prairie Design and acknowledge the agricultural heritage of the area to create a ***welcoming, functional community center*** for generations to come

ADDITIONAL, DYNAMIC PROGRAMMING

Leverage vibrant, successful programs serving 10,000 people annually by adding:

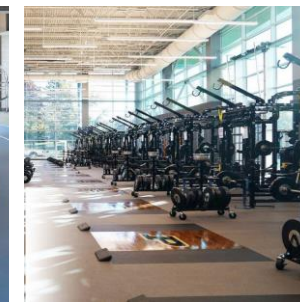
- Licensed Year-Round *Childcare* for infants to 4 years of age,
- *Competitive* baseball, basketball, and soccer,
- Expanded competitive *swimming* program,
- Expanded *Senior Exercise* and *Parkinson's programs* for our growing senior population
- Expanded *Wellness Center* to accommodate future, Covid-19-like pandemics with appropriate physical distancing of equipment, air handling and disinfection,
- Summer Day Camp with *Outdoor Environmental Education* in cooperation with Geneva Lake Conservancy, and our schools.

IMAGINE

- State-of-the-art Aquatic Center with a 10-lane lap pool, warm-water family adventure pool, therapeutic whirlpool, and an outdoor water park
- Indoor Sports Complex with Turf, Climbing Wall, and Walking/Jogging Track for year-round sports and recreational programming



Enhanced Programming



CONSIDERATION OF HILLMOOR

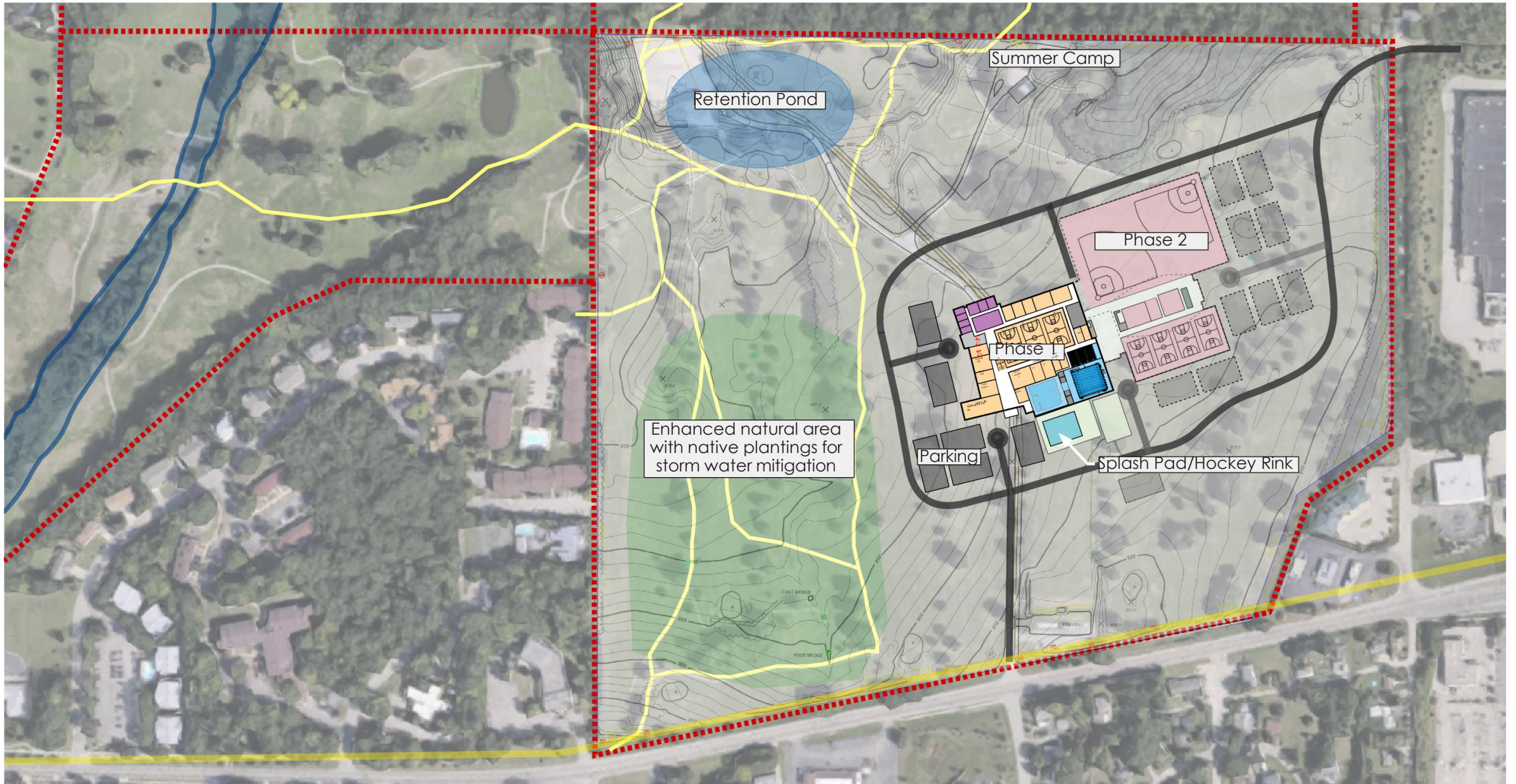
The YMCA exists to meet the needs of our community:

- The City's listening sessions provided an understanding of additional needs and interests
- The Y can respond with programming that meets 90% of the suggestions mentioned
- We have a budget to maintain the property
- Serving as Lake Geneva's recreation provider, the Y has the capacity to provide high quality recreational activities at both Veteran's Park and Hillmoor
- As one of the initial sites investigated, Hillmoor would be an ideal location for future Geneva Lakes Family YMCA

Possible Layout with Key Site Considerations

- Maintain Natural area with trails accessible by and for the entire community
- Convert trails into cross-country ski trails in winter
- Establish a pathway connection for students coming from Eastview Elementary School
- Mitigate flooding for residents to the west of the property
- Utilize retention pond as natural feature (trails surrounding)
- Preserve the large trees on the site
- Incorporate community garden and natural habitat
- Locate YMCA building towards the east of the site
- Construct a building that incorporates Prairie Style design that is common to our region
- Create a dynamic entrance to the city with a stunning structure visible while driving into the downtown





VALUE FOR THE COMMUNITY

- The YMCA is a 501(c) (3) organization that serves to support everyone from every walk of life, circumstance and background
- The property is zoned recreational
- A state-of-the-art YMCA campus at the entrance to Lake Geneva would:
 - Enhance existing property values
 - Improve our year-round quality-of-life
 - Attract young families to the area, increasing the tax base and school enrollment

Architectural Context:
Prairie Style,
Rural,
Geneva Character





Geneva Lakes Family YMCA



Thank You For Your Consideration
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