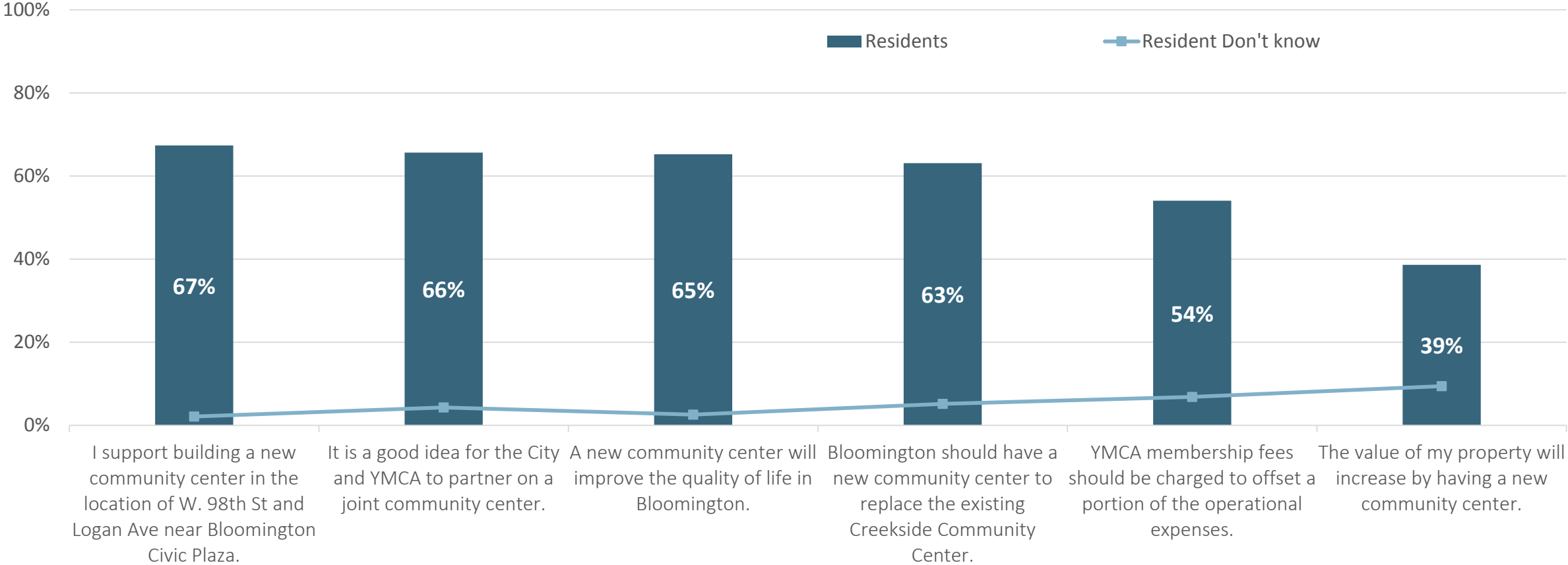


# Community Center Investment Options

City Council

October 25, 2018

# Market Research Findings

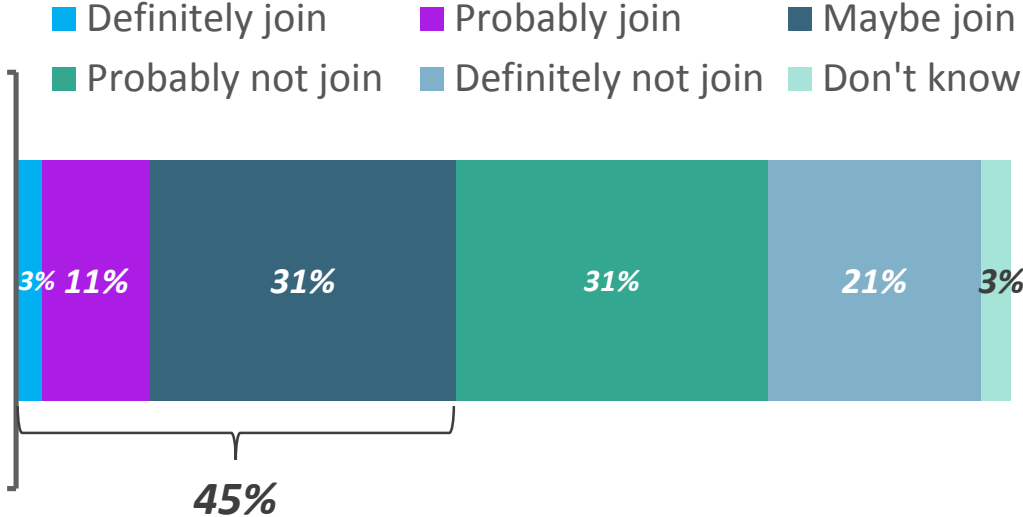


Only asked of those living within the city of Bloomington.  
 N = 233 Resident

*\*Showing percentage of 4's and 5's on a 1 to 5 scale with 1 being strongly disagree and 5 being strongly agree.*

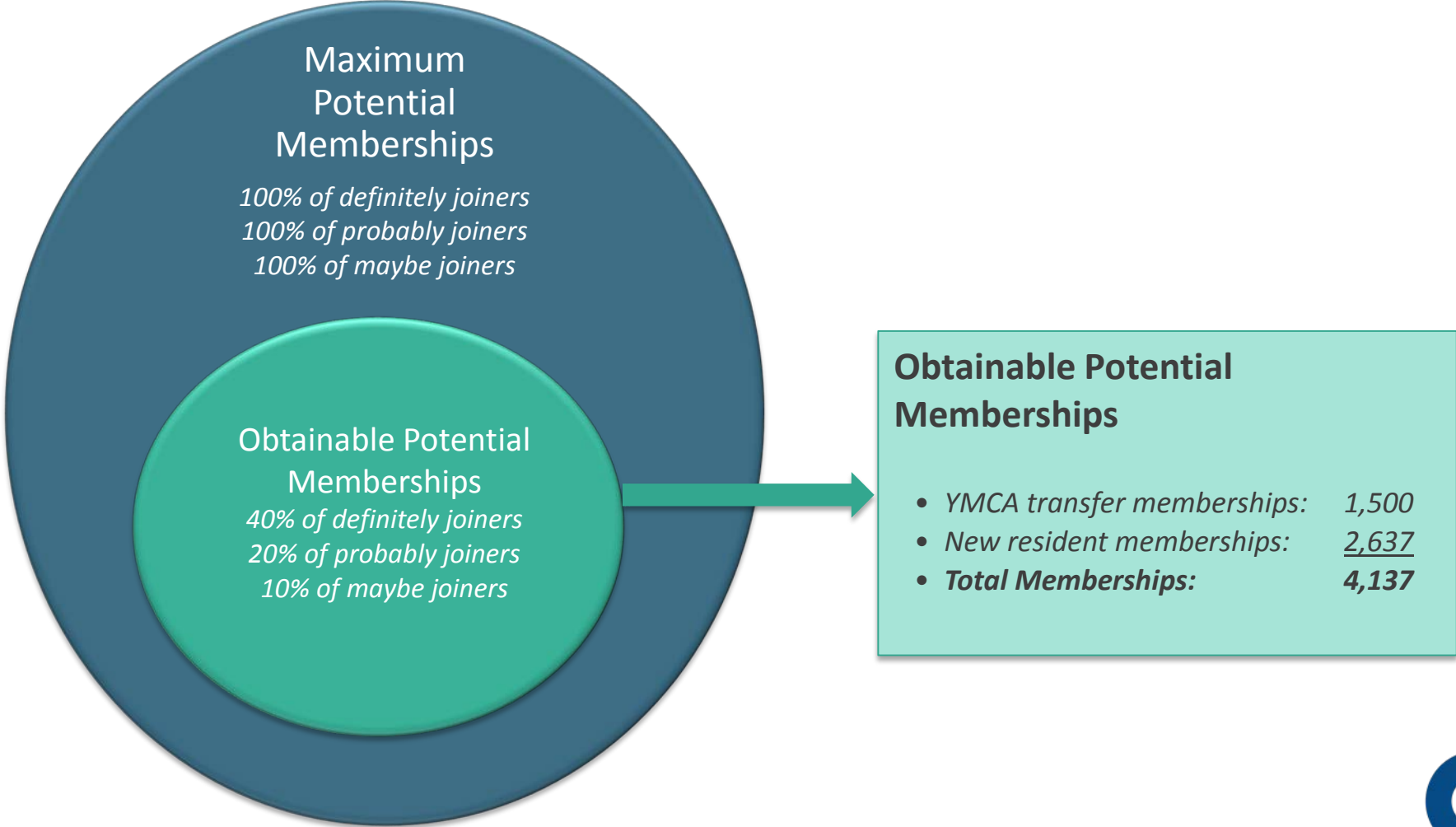
# Market Research

## *Likelihood to join proposed facility*



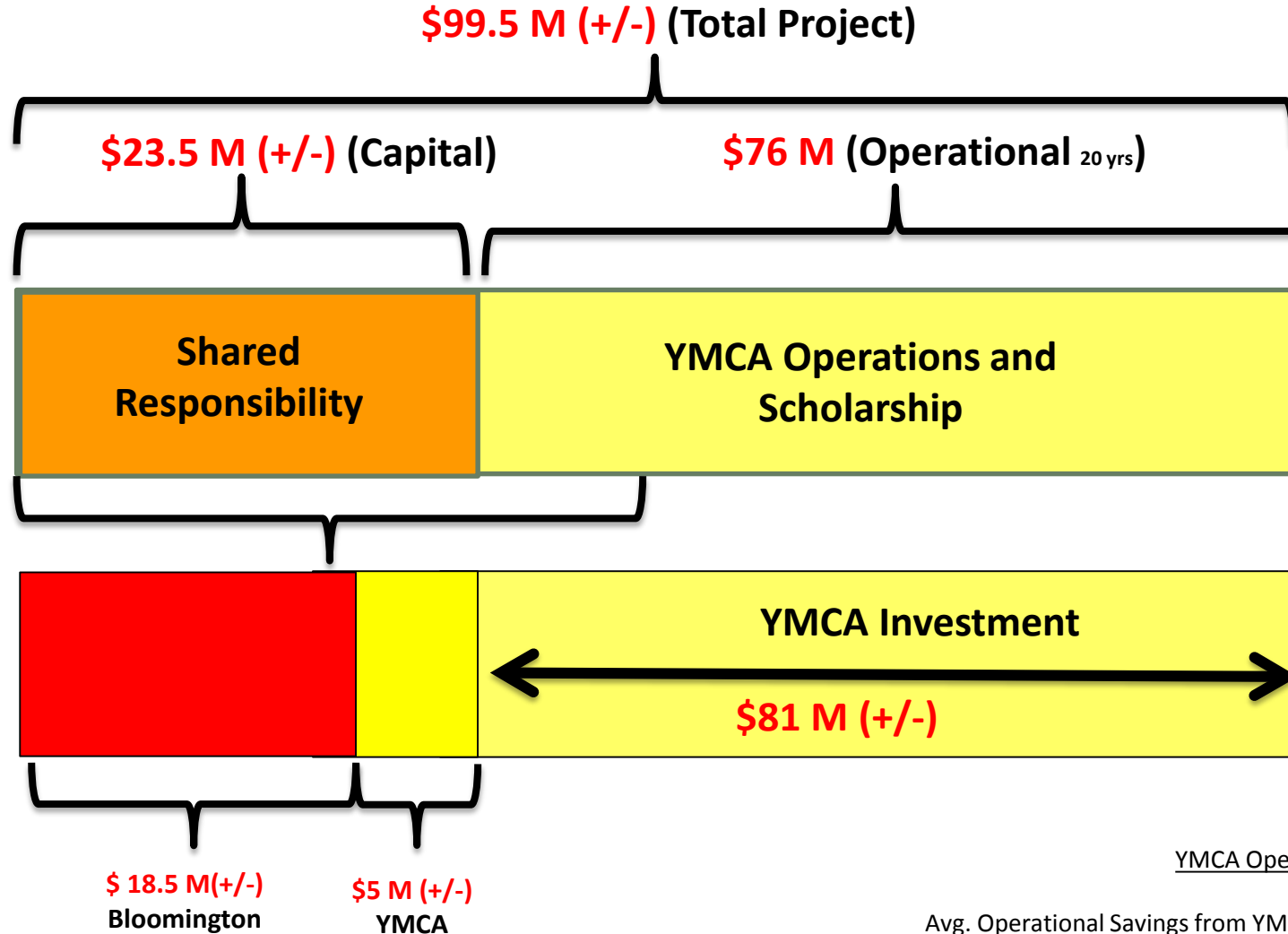
*N = 276 Member; N = 303 Resident*

# Potential Added Membership Based on Likelihood of Joining



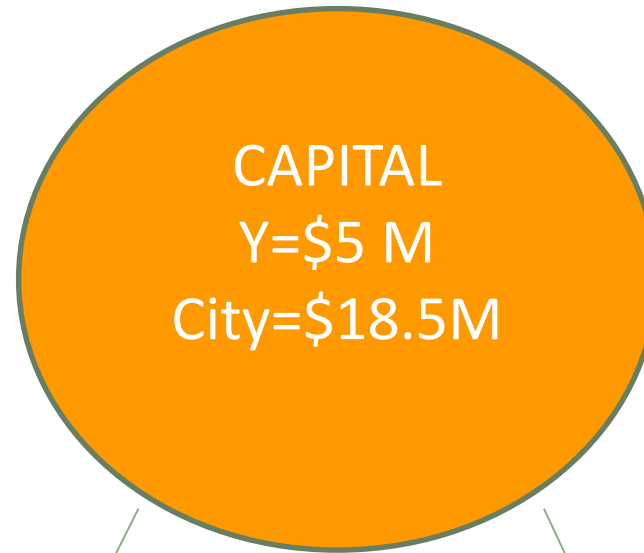
# Option A: City-YMCA Partnership

# INVESTMENT

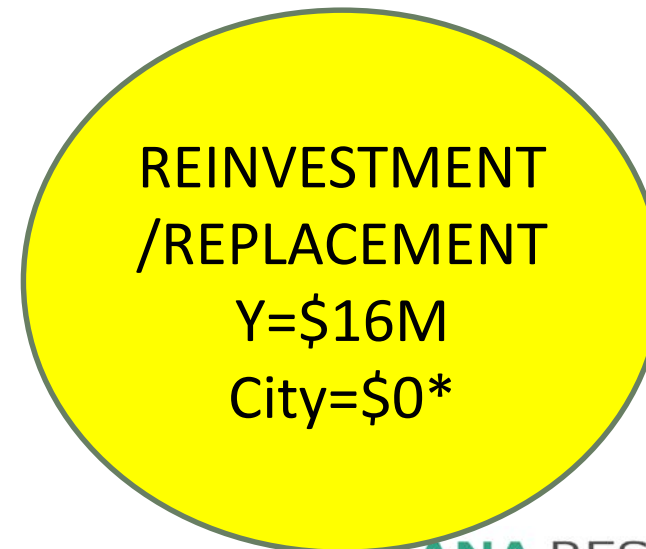
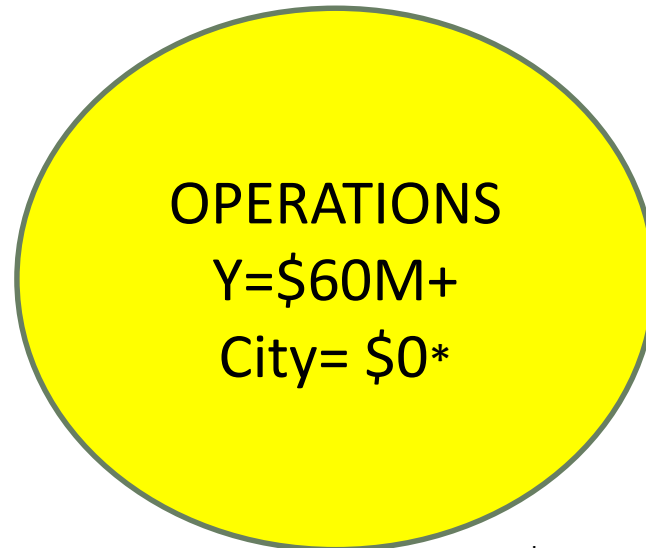


Does not include the Operating Shortfalls which the YMCA would bear

**UPFRONT  
INVESTMENT**



**LONG TERM  
RISK/INVESTMENT**



\*Motor Vehicle/Public Health not included

## INVESTMENT SUMMARY

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In the long run...

YMCA

Invests \$81M

Carries Operational Risk

City

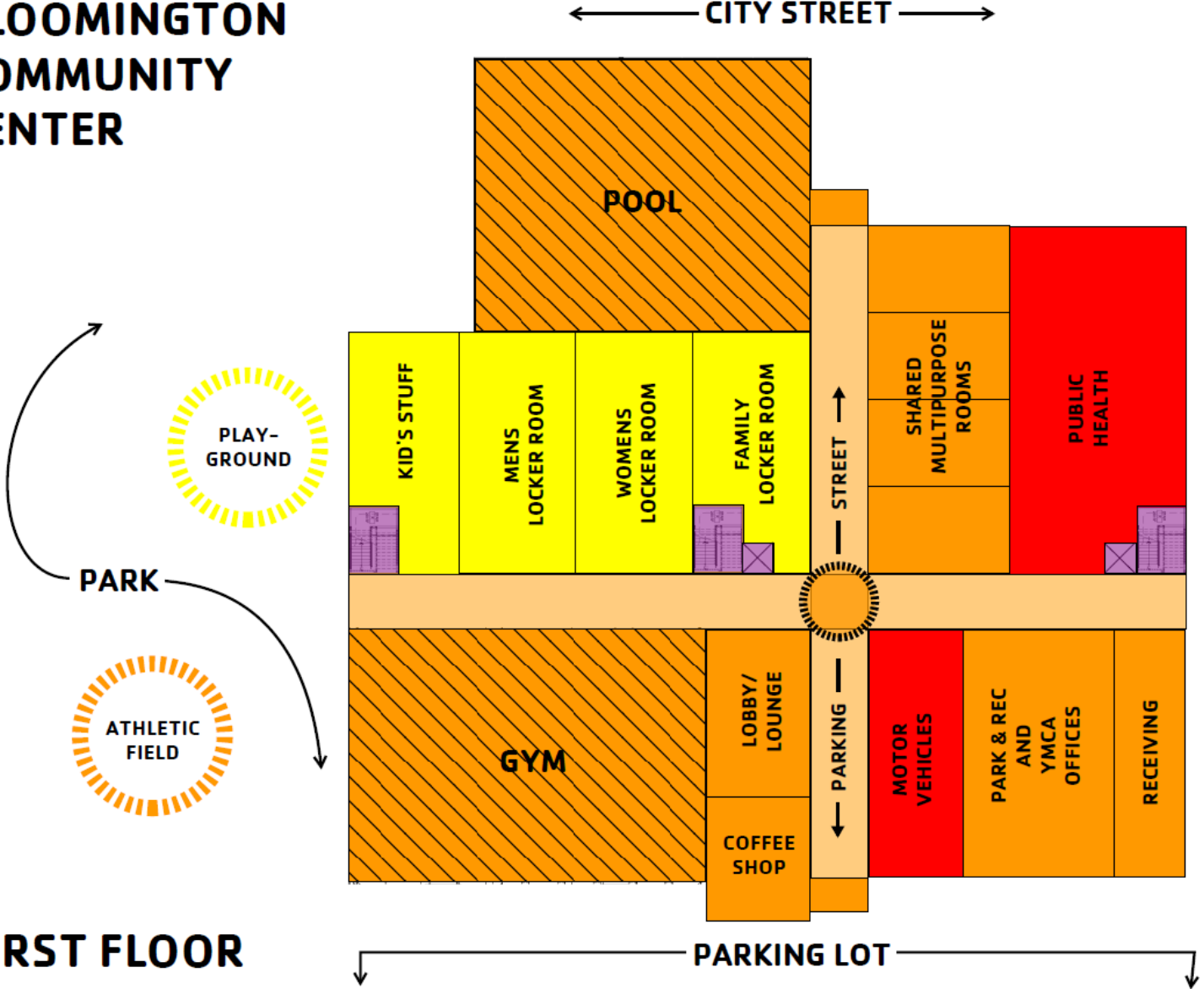
Invests \$18.5M\*

\*Excludes operations and reinvestment in public health/motor vehicles



# BLOOMINGTON COMMUNITY CENTER

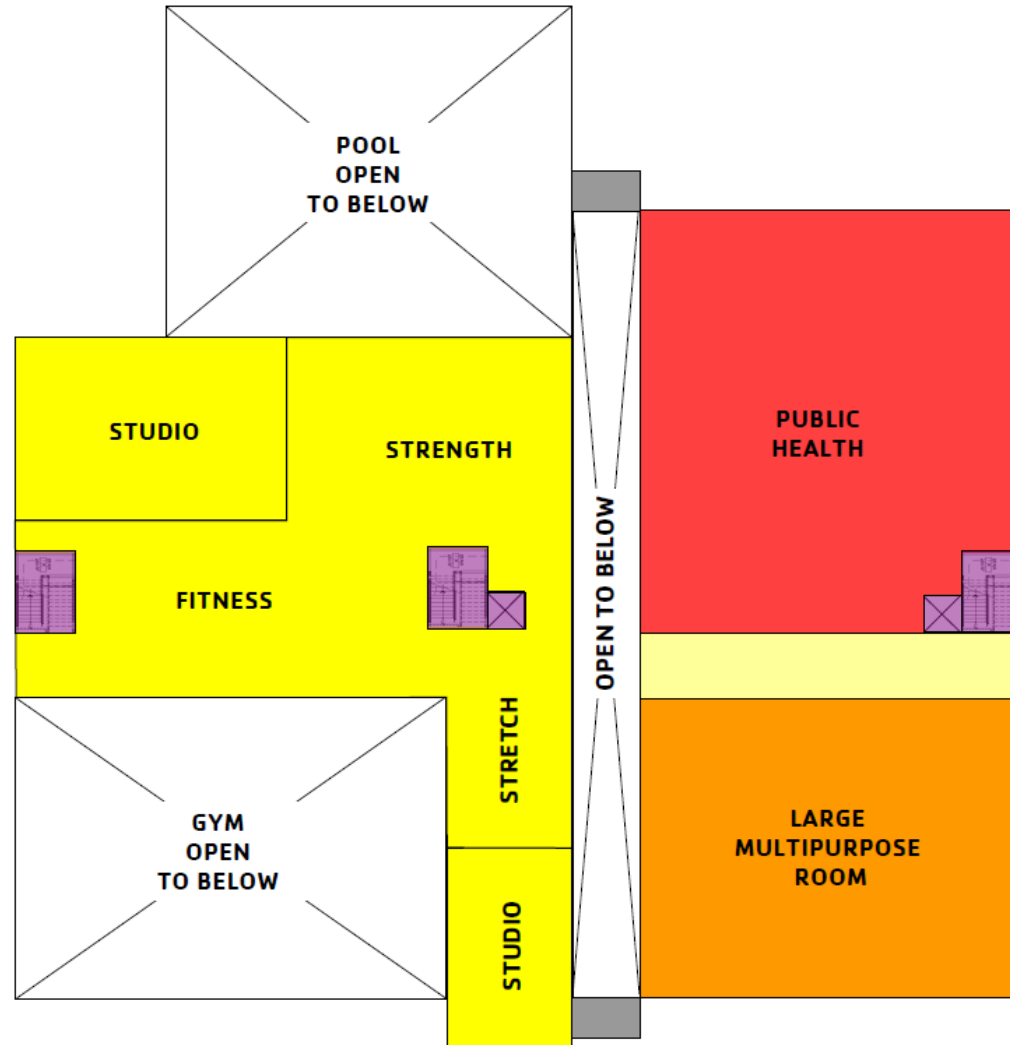
## FIRST FLOOR



## CONCEPT FIT PLAN

# BLOOMINGTON COMMUNITY CENTER

- Community
- Membership
- Shared



CONCEPT FIT PLAN

SECOND FLOOR

# Option B: City-only Enterprise

# Operational Analysis

## 2015 Community Center Needs Assessment

Category	Facility Budget
Expenditures	\$2,075,541
Revenues	\$709,790
Difference	(\$1,365,751)
Recovery percentage	34%

# Metro Comparisons

Eagan	Eden Prairie	Shoreview
70,000 square feet	175,000 square feet	130,000 square feet
Gym, fitness areas, walking/running track, meeting rooms, indoor playground, coffee shop	Gym, fitness areas, walking/running track, indoor playground, meeting rooms, 3 ice rinks, aquatics	Gym, fitness areas, walking/running track, indoor playground, water park, meeting rooms, concessions
500,000 annual visits	850,000 annual visits	600,000 annual visits
2,000 memberships (approx.)	3,000 memberships (approx.)	3,000 memberships (approx.)
<b>2017 Operating Budget Actuals</b>	<b>2017 Operating Budget Actuals</b>	<b>2017 Operating Budget Actuals</b>
Revenues: \$3,051,962	Revenues: \$4,520,132	Revenues: \$3,016,067
Expenses: \$2,445,973	Expenses: \$4,653,636	Expenses: \$2,706,822
Net gain/loss: \$605,999	Net gain/loss: (\$133,504)	Net gain/loss: \$309,245

# Community Center Considerations

- Integration model for partnership in shared facility
- Inclusion of City operations
- Financial considerations
- City Plaza compatibility
- Staffing and programming

# Potential Funding Options

- Bond referendum
- Lease revenue bonds
- Charter bonds
- Local option sales tax
- Property sale
- Naming rights
- Property tax abatement
- Conduit debt
- CDBG grants
- Franchise fees
- Energy and tax credits
- Donations

# Discussion

## Construction and Operations Options:

- A. City-YMCA partnership
- B. City-only enterprise
- C. Other alternative or model