

1 **359-032024**

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3 **RESOLUTION: Approve \$500,000 for Property Expansion or Programming at the YMCA of the Fox Cities**

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5 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

6
7 **WHEREAS**, the YMCA of the Fox Cities is embarking on an ambitious capital development project aimed
8 at modernizing its Neenah-Menasha branch facility to enhance services and better cater to the needs of
9 residents in the northern part of Winnebago County; and

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11 **WHEREAS**, the YMCA is looking for community partners to determine how to best redevelop and
12 improve Neenah-Menasha facility; and

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14 **WHEREAS**, this grant will officially launch the redevelopment project by providing incentive for private
15 donors to participate in the project; and

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17 **WHEREAS**, this project will provide programming and resources for residents across the county,
18 particularly on the north-side of the county for generations to come; and

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20 **WHEREAS**, the county and the YMCA are committed to continuing to providing programming in a
21 collaborative approach.

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23 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that \$500,000
24 from the Spirit Fund's Government Identified Community Project category be approved for the expansion
25 or programming at the YMCA of the Fox Cities. This funding is contingent on the YMCA remaining
26 committed to its mission to strengthen the lives of individuals, families, and the community.

27
28 **BE IT FURTHER RESOLVED** that upon completion, the YMCA will submit supporting documentation to
29 the Winnebago County Finance Director outlining the expenditures. The documentation will be submitted
30 within 6 months of the completion of the project but not to exceed 5 years from date of disbursement.

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32 **BE IT FURTHER RESOLVED** that the YMCA shall be responsible for reimbursement to Winnebago
33 County for any disbursed funds which are determined by Winnebago County to have been misused or
34 misappropriated. Any reimbursement of funds which is required by Winnebago County shall be due
35 within 45 days after giving written notice to recipient of such misuse or misappropriation.

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Respectfully submitted by:
ARPA AND STRATEGY OUTCOMES COMMISSION
Committee Vote: 9-0

Fiscal Note: *\$500,000 will be authorized for use from the Spirit Fund.*

Vote Required for Passage: **Two-Thirds of Membership**

Approved by the Winnebago County Executive on _____.

Jonathan D. Doemel
Winnebago County Executive

County Board Report



DATE: March 19, 2024
FROM: Office of the County Executive
AGENDA ITEM: Resolution: 359-032024 Approve \$500,000 for Property Expansion or Programming at the YMCA of the Fox Cities

General Description:

A \$500,000 grant to the YMCA of the Fox Cities to redevelop the Neenah/Menasha location on Commercial Avenue.

Action Requested:

Motion to approve.

Procedural Steps:

The ARPA Commission solicited projects last summer. The YMCA submitted a survey on-time and the commission recommends the grant unanimously.

Background:

Last year, the YMCA of Fox Cities began strategic and master planning for its facilities and programs. Identified in the facilities capital plan was the need to redevelop the Neenah/Menasha location. The YMCA requested funds to direct funds to Winnebago County's location, which is across the street from the County's Neenah Human Services Building. The YMCA continues to plan for the project and a \$500,000 grant will go a long way in securing further investment and ensuring the organization does not have to take out as much debt.

Policy Discussion:

Much like the Oshkosh YMCA project, this will ensure a safe place for child care and other needs in the community are met. A slide deck has been provided in the packet.

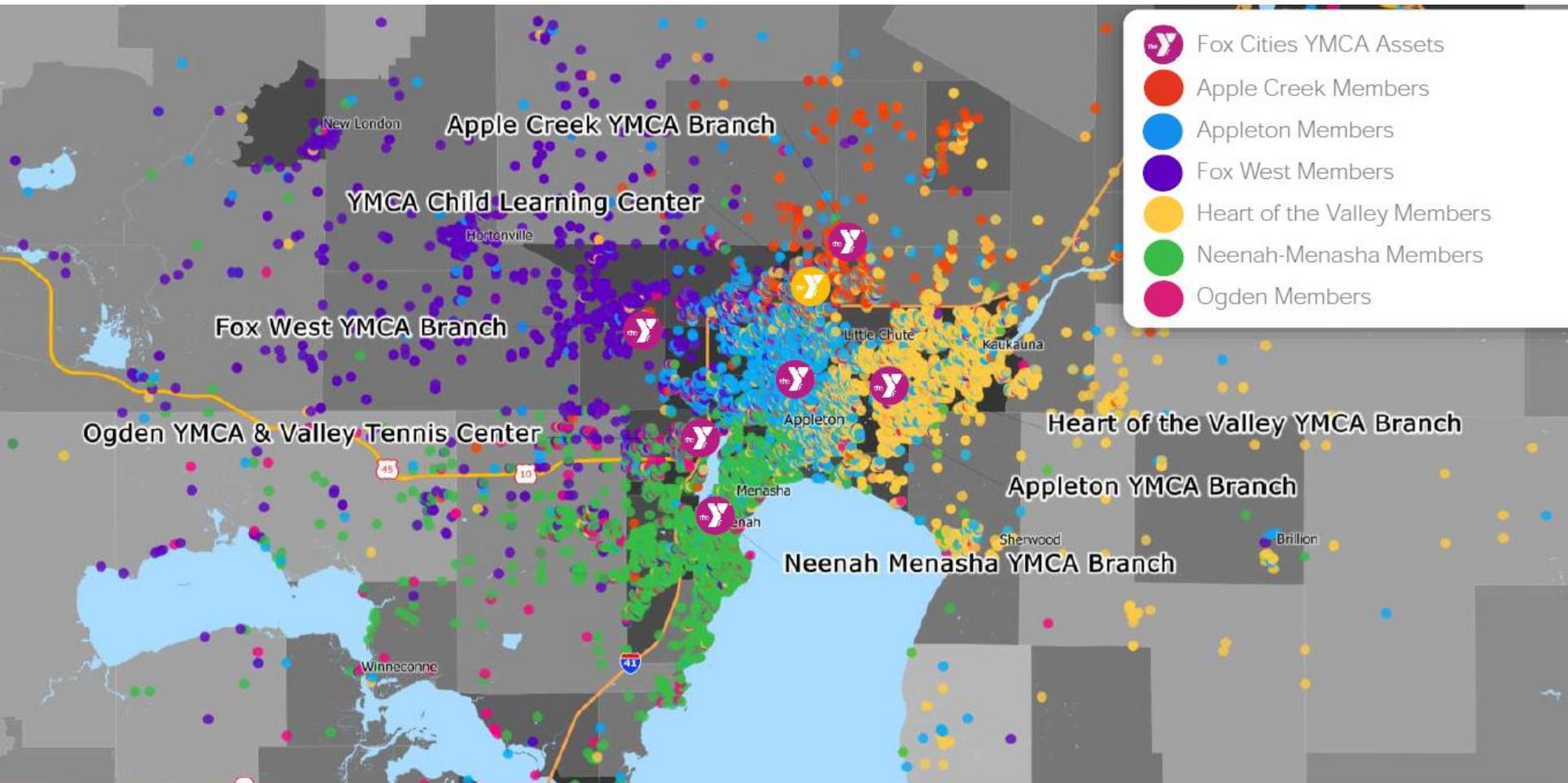
Committee Discussion and Recommendation:

The commission unanimously recommends this grant to the Neenah-Menasha YMCA project.

Attachments:

1. ARPA Commission Slide Deck
2. Application

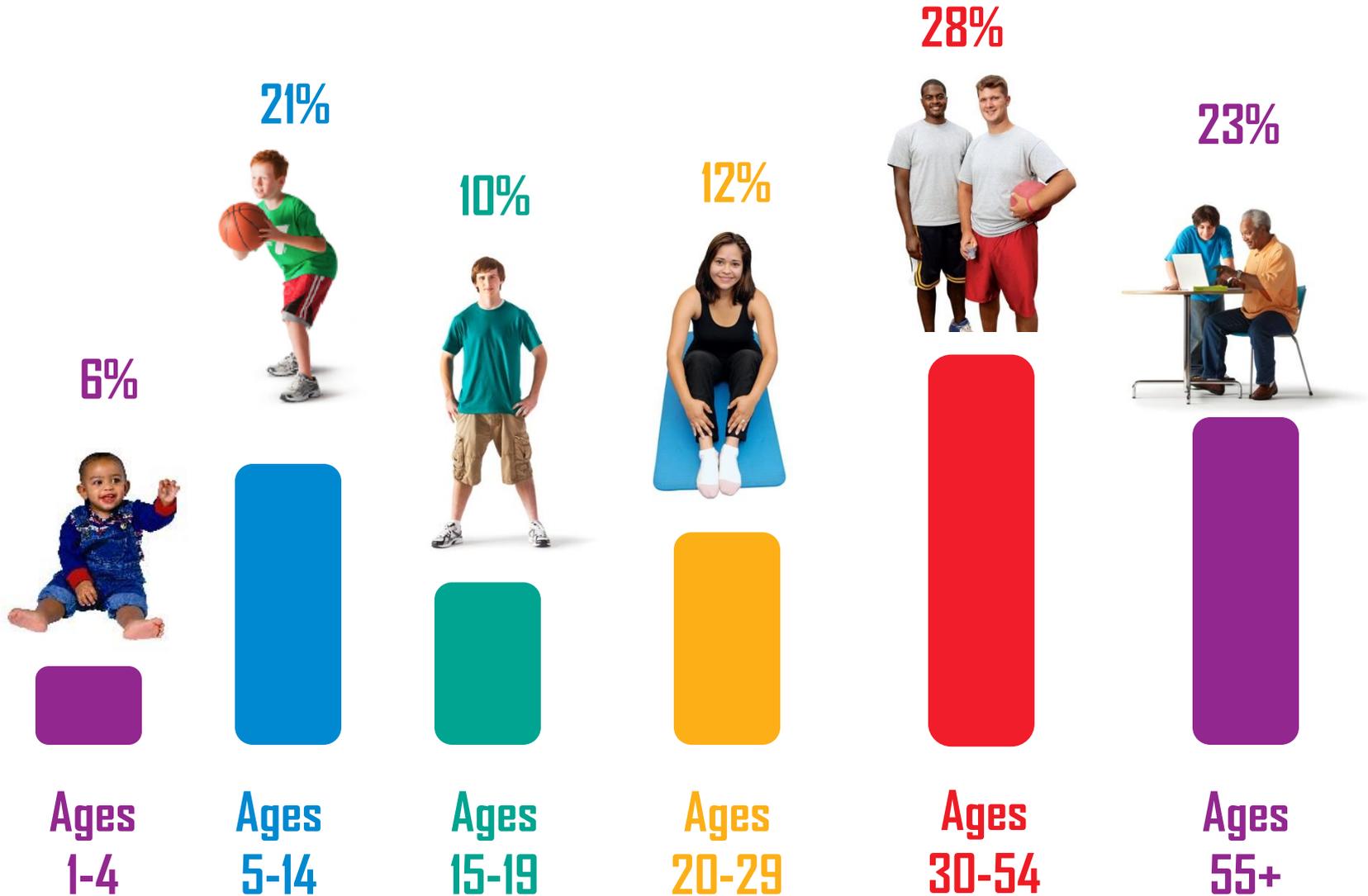
MEMBERSHIP TAPESTRY & REACH



THE Y SERVES US ALL

Infants, toddlers, youth, teens, parents, seniors—there's something for everybody at the Y.

The YMCA of the Fox Cities serves over 60,000 individuals through membership & program each year





NEENAH-MENASHA YMCA

Asset Overview

Site Attributes

1	ADDRESS	110 W North Water St, Neenah, WI
2	COUNTY / CENSUS TRACT	Winnebago County / 55139003100
3	OWNERSHIP / LEASE TERMS	YMCA (80301110000)
4	PARCEL/LOT SIZE	2.49 AC 108,478 SF (YMCA)
5	ZONING	M2 & R2 (adjacent parcels)
6	TRAFFIC VOLUME (AADT)	14,727 (2022: N Commercial St @ N Water St NE)
7	LOCATION SCORES	70 / - / 74 (walk/transit/bike)
8	SUPP. FUND. SRCS.	NMTC, OZ, QCT, DDA

Facility Attributes

SIZE	140,000 SF (Y data)
BY-RIGHT FAR	290,000 SF (based on setbacks, before parking requirements)
PARKING STALLS	73 stalls
GEOGRAPHY	Urban
VINTAGE	Dated
TYPE	Membership: Full Facility
FACILITY AGE	1967, 1978, 1992, 2000, 2007, 2015

NEENAH-MENASHA
YMCA:
Asset
Assessment



Market &
Performance

Opportunity to Serve (Sustainably)

- PMA estimated at 12-minute drive time, containing 50K people and 22K HHs; annual growth rate 3.7%
- Median income \$60K; median age 38.5; average home value \$152K
- Sustainable PMA population; some overlap with Ogden YMCA
- Pre-COVID19: 4,773 total units (sustainable). Penetration: approx. 17.5%
- Expected population growth is average for context
- Above average (compared w/ expected) proximity of like-service provider(s): national, boutiques
- Total revenue at \$5.17M (\$2.13M membership, \$2.45M program); net position = \$311K; ARPU = \$400

A-
RATING



Location

Strategic Placement for Service

- Average contextual proximity to commercial development activity (established and/or new)
- Average contextual proximity to residential development activity (established and/or new)
- Above average proximity to PMA population concentration
- Above average contextual proximity (multiple adjacencies) to schools, parks, govt services, health care
- Above average contextual proximity to vehicular and transportation activity and infrastructure
- Suitably located vis a vis surround land uses and zoning (compatible)

A-
RATING



Site & Property

Capacity and Value of Asset/Property

- Ownership: YMCA
- At 2.49 acres, in context parcel size is reasonably sized to accommodate additions and/or expansion
- Current zoning M2 allows YMCA additional density on-site
- Site configuration, visibility & accessibility reasonable for current use (in context) but must be maximized
- Asset is additive to balance sheet
- Above average contextual anticipated cost of site improvements

B
RATING



Buildings &
Venues

Alignment of Offering with Market

- Threshold ability to expand YMCA improvements, if desired: somewhat accommodating
- Alterability of existing structure: not accommodating
- Primary venue quantity: dated
- Facility age & class: dated, institutional recreational
- Exterior & Interior presentation of offerings: modernity and finishes insufficient
- Accommodating to target HHs: deficient; transformation warranted

C
RATING



Funding &
Goodwill

Availability of Resources & Standing as Beneficiary

- Prospects for contributed capital (fundraising) in the community: above average
- Standing with public/governmental bodies for receipt of grant funding: above average
- Qualification for NMTC, Opportunity Zone incentives, and QCT: not qualified
- Prospects for partnership: above average
- Potential/latent value of real estate asset: above average
- Capacity for responsible deployment of debt financing: above average (net margin)

A
RATING

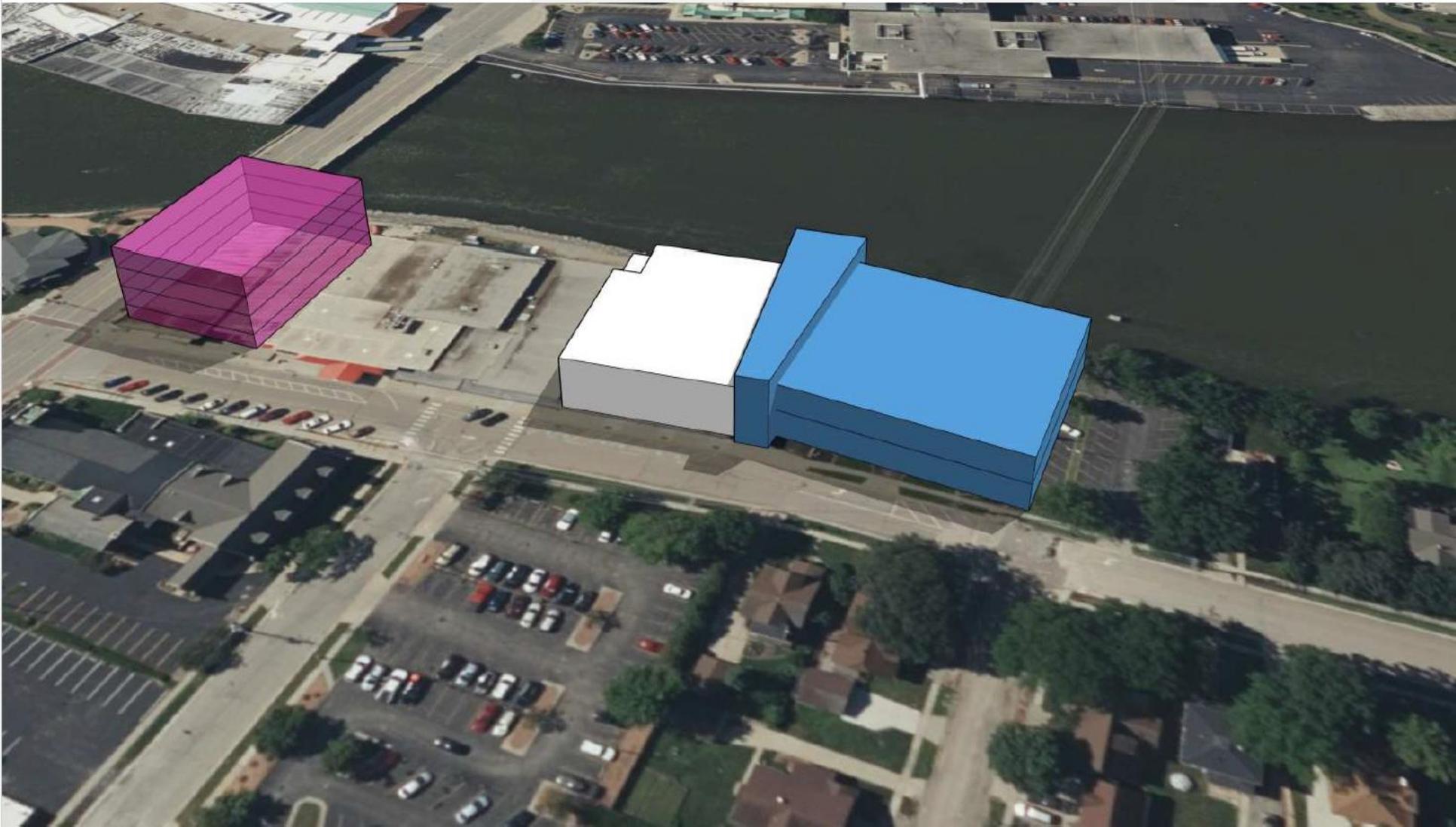
NEENAH-MENASHA YMCA

Existing Massing



NEENAH-MENASHA YMCA

Opt 1: Proof of Concept



Name of Organization leading the project/looking for funding: YMCA of the Fox Cities
Assigned Application Number: 56

Organization: YMCA of the Fox Cities

CEO/Executive Director/Organization Leader: Bret Salscheider

Name of person completing survey: Bret Salscheider

Email: bsalscheider@ymcafoxcities.org

Phone: 9209547605

Type of organization requesting funding: Non-profit organization

Organization's mission statement (if applicable): To put Christian principles into practice by promoting youth, adult and family activities that build a healthy spirit, mind and body for all.

Does the organization conduct a third-party financial audit? Yes - CLA

Describe the general scope of the project for which funding would be requested: The YMCA of the Fox Cities is embarking on an ambitious capital development project aimed at modernizing its Neenah-Menasha branch facility. The primary goal is to enhance services and better cater to the needs of residents in the northern part of Winnebago County. This transformative endeavor will address various critical community issues, with a particular focus on health inequities faced by marginalized populations, workforce development, childcare, and housing.

Project Objectives:

Health Equity: The project seeks to bridge the gap in health disparities among marginalized populations by offering comprehensive health services and programs, catering to individuals from infancy to senior citizens.

Collaborative Partnerships: The YMCA aims to collaborate with like-minded partners to foster a united approach towards addressing community health and well-being. By joining forces, they can create a robust support system.

Diverse Program Accessibility: The redeveloped space will expand program offerings, ensuring accessibility to individuals and families from diverse backgrounds. This will foster an inclusive environment that welcomes everyone.

Local Childcare Capacity: The project will significantly boost the local childcare capacity, providing reliable and affordable options for families in the region.

Name of Organization leading the project/looking for funding: YMCA of the Fox Cities
Assigned Application Number: 56

Additionally, the mixed-use redevelopment project presents a unique opportunity to address affordable housing challenges. It includes the possibility of incorporating temporary transitional housing for veterans, further fulfilling an essential societal need.

The YMCA of the Fox Cities is committed to making a positive impact on the community through this transformation, catering to the comprehensive needs of its residents and creating a brighter future for all.

Who will lead the project (Internal, City, Winnebago County, State of WI...)? YMCA of the Fox Cities

Where is the primary location of the project? Neenah, WI / 110 North Water Street

How many total individuals would this project serve each year? 15,000

What areas (cities/regions/school districts) of Winnebago County will the project serve? Neenah & Menasha School Districts; City of Neenah, City of Menasha, Village of Fox Crossing, Town of Vinland, Town of Clayton, Town of Winchester

Please describe the lasting impact of this project on the community: Enhanced initiatives and offerings are being introduced for residents residing in the northern area of Winnebago County. These endeavors aim to reduce instances of chronic disease, enhance social bonds, promote better mental well-being, and provide accessible, top-notch, cost-effective childcare services. Furthermore, there is a commitment to furnish stable housing options, both permanent and transitional, to veterans and underserved communities.

In what stage is the project? Research phase

What is the estimated completion date? 2025/2026

Estimated cost of the entire project: \$30,000,000

Requested amount (range) from Winnebago County Spirit Fund: \$500,000

Other than Spirit funds, how will the project be funded: Private/Public Donations, Grants (State/Federal aka WEDC), Tax Credits (Housing, New Market) Real Estate Land Proceeds

Is completion of the project dependent on receiving the full amount requested? Yes

Has the organization received any type of government (local, state, or federal) funding in the past 2 years? if so, please list Childcare Counts - ARPA

Beyond the Classroom – ARPA

Name of Organization leading the project/looking for funding: YMCA of the Fox Cities
Assigned Application Number: 56

What portion of the project will be or is anticipated to be funded by local, state or federal government funding? 4 - 10%

List any ARPA funding received from other cities, counties or municipalities: Outagamie County - \$50,000 for afterschool programming, youth enrichment programming and childcare assistance

Who will be responsible for any ongoing maintenance of the project? YMCA of the Fox Cities

Will this increase the organizations operating expenses, if so, please explain how that will be maintained? No. This redevelopment would renovate and modernize its existing plant. It will lead to more efficient use of space, occupancy expenses and staffing costs.

Additionally, with other like minded partners, the opportunity for cost sharing is part of the long term sustainability strategy.

Name of Organization leading the project/looking for funding: YMCA of the Fox Cities
Assigned Application Number: 56

Project Information as Sorted by Citizen Panel as of 9/5/2023

R/Y/G and original Application number: 56

Request from: YMCA of the Fox Cities

Type of project: Property Expansion or Programming?

General Scope of Project: Renovation to expand programming/ADA compliance updates

Project Lead: YMCA of the Fox Cities

Primary location: Neenah, WI / 110 North Water Street

of individuals served by project: 15,000

Areas served: Neenah & Menasha School Districts; City of Neenah, City of Menasha, Village of Fox Crossing, Town of Vinland, Town of Clayton, Town of Winchester

Lasting impact: Enhanced initiatives and offerings are being introduced for residents residing in the northern area of Winnebago County. These endeavors aim to reduce instances of chronic disease, enhance social bonds, promote better mental well-being, and provide accessible, top-notch, cost-effective childcare services. Furthermore, there is a commitment to furnish stable housing options, both permanent and transitional, to veterans and underserved communities.

Completion Date: 2025/2026

Project Stage: Research phase

Project Cost: \$30,000,000

Requested Amount: 500,000

Other Funding: Private/Public Donations, Grants (State/Federal aka WEDC), Tax Credits (Housing, New Market) Real Estate Land Proceeds

Is full Amt Required: Yes

Other Govt. Funding: Childcare Counts - ARPA
Beyond the Classroom – ARPA

Portion funded by local, state or federal government funding:
4 - 10%

Name of Organization leading the project/looking for funding: YMCA of the Fox Cities
Assigned Application Number: 56

Other ARPA Funds: Outagamie County - \$50,000 for afterschool programming, youth enrichment programming and childcare assistance

Ongoing Maint: YMCA of the Fox Cities

Increase to Operational budget: No. This redevelopment would renovate and modernize its existing plant. It will lead to more efficient use of space, occupancy expenses and staffing costs.

Additionally, with other like minded partners, the opportunity for cost sharing is part of the

Legacy: yes

One-time funding: yes

Geographic service area: Neenah-Menasha Area

Other funding: Private/Public Donations, Grants (State/Federal aka WEDC), Tax Credits (Housing, New Market) Real Estate Land Proceeds

Notes: is the amount requested for a building/project or programatic

GOVT: Debt Avoidance: N/A

Sustainability focused: N/A

ER Response: N/A

Water Quality: N/A

Quality of Life: N/A

Funding to assist private investor: N/A