

To Members of the Owensboro Family YMCA:

07/12/2023

As many of you know, your Y Board of Directors has been in discussions with the Senior Community Center for a proposal to remodel and add on to the YMCA that would provide for new space for the Senior Center to occupy and offer its services, while also sharing space with the Y. Recently, the two organizations conducted a feasibility study to determine if our community supported this project and to test the ability to raise \$8 million in addition to the \$5 million pledged by the City and County Fiscal Courts.

On July 06, a joint meeting of both boards was conducted to receive the study's results and to discuss details, such as land acquisition needed for the project. The report was very positive, conservatively indicating that between \$4.5 and \$7 million could be raised with certain preparations made before conducting a capital campaign. This conservative range of fundraising would provide for much of the proposed build-out plans. Based on this good report, your Y board met immediately following the joint presentation and voted unanimously to proceed with preparing for a joint capital fundraising effort.

However, on July 10, the Y was notified that the Senior Community Center board had voted that day to not pursue and move forward with the plan, for reasons not completely known or understood at this time.

In the summer of 2020, your Y board commissioned a marketing study to help determine the future of our Y. That study indicated that the public strongly supported the Owensboro Family YMCA's mission, that our current location was convenient and central, and that remodeling and upgrading of our Y facility was needed.

At this same time, a meeting was arranged at City Hall on September 11th, 2020, with city officials hosting a meeting of leadership from the Y and the Senior Center to explore any possible collaboration opportunities. Both organizations had been negatively affected by the pandemic, and several collaborative ideas were shared.

This meeting led to the formation of a Senior Center and Y task force that has worked for almost two years in formulating plans to accommodate the facility needs of both organizations to best serve their respective members and to better meet community needs. The plans would have allowed for each organization to remain independent while occupying dedicated space and sharing certain portions of the remodeled Y building. Three options of build outs were arrived at with the good-better-best levels projected to cost \$9.2 million, \$11.0 million and \$12.4 million respectively. The City and Fiscal Court had pledged \$3 million and \$2 million respectfully toward the project, with the Senior Center and Y jointly raising additional funds to complete the project.

Public forums and open houses were held to share the proposals and answer questions. Unfortunately, much misinformation and rumors, plus past unkept promises, led to opposition from a segment of seniors.

The Y's vision all along has been based on the following assumptions and outcomes:

1. The Greater Daviess County Area is blessed with many effective non-profits that serve a wide array of community needs.

2. There has been a lack of collaboration and sharing of services among non-profits along with some duplication of services.
3. Public and private funding and resources supports remain limited, while the needs and requests from non-profits for such supports continue to increase.
4. Both organizations have strong partnerships with Kentucky Wesleyan College.
5. The Senior Community Center and Y share some common goals, within their mission and work.
6. Both organizations serve a significant senior population.
7. Both organizations need to expand their capacities to best serve and meet needs.
8. This collaboration could serve as an example and encouragement that two organizations (and more) can work together to maximize benefits of our work. Additionally, it was hoped that the public would welcome and support a sharing effort between 2 non-profits.
9. Both organizations need improved, modern facilities to expand their capacity to serve.
10. The Y would share its fundraising abilities with the Senior Center to help build stronger philanthropic cultures within BOTH organizations to assist in developing future fundraising support.

Your Y board was very disappointed and surprised with the action taken by the Senior Community Center. Yet, we wish to thank them for exploring the possibilities. We especially thank the City, Fiscal Court, and Kentucky Wesleyan College for their support and counsel throughout this effort.

We have posted the PowerPoint presentation of the feasibility study results on our website and encourage you to review that information and ask questions.

Your Y board will now move on to explore other avenues and possible collaborations to address the recommendations of our marketing study. We welcome your questions, comments, and suggestions as we search for the best future of the Owensboro Family YMCA.

Bo Ivey, Chair  
Owensboro Family YMCA

John C. Alexander, President & CEO  
Owensboro Family YMCA