



Niagara Centre YMCA **Bolstering partnership for a sustainable future**

Jan 30, 2023

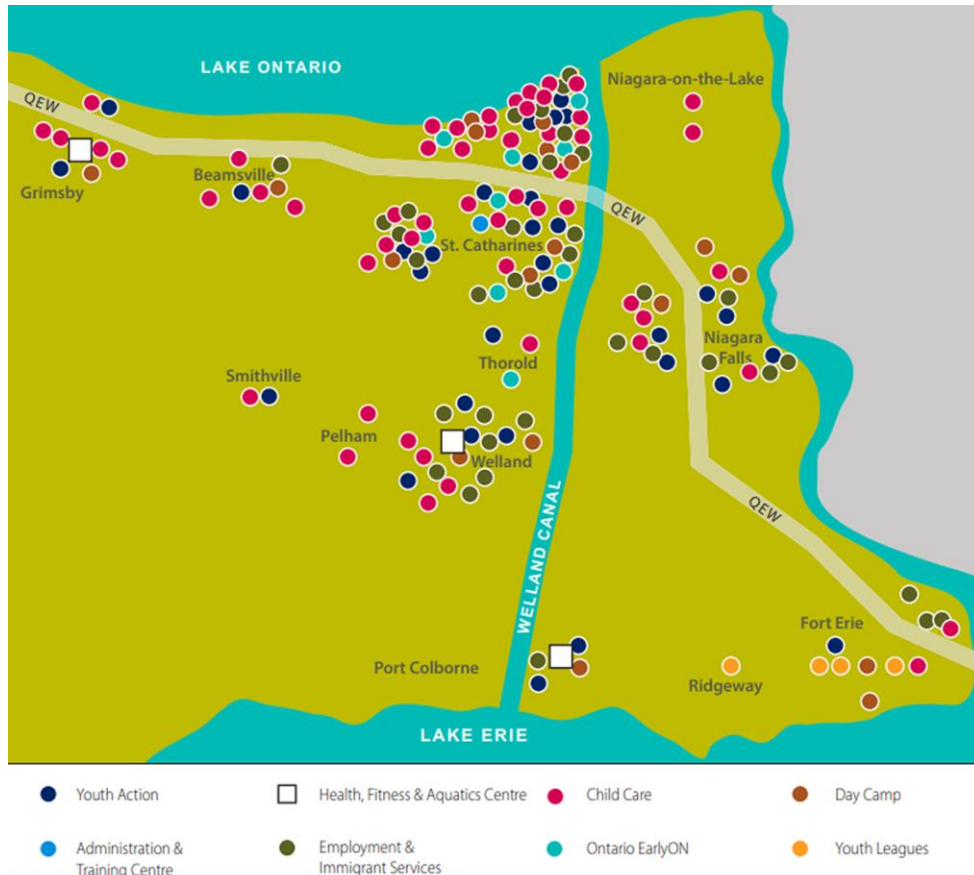


Agenda

To ensure long-term provisioning of aquatics and other recreational programming within and around Niagara Centre.

- 1. Background Context**
- 2. Niagara Centre YMCA**
- 3. Impact of YMCA in the Community**
- 4. HFA Community and Membership Mix**
- 5. Financial and Operating Challenges**
- 6. Renewable 5-Year Municipal Shared-Service Agreement**

YMCA of Niagara



Our Impact

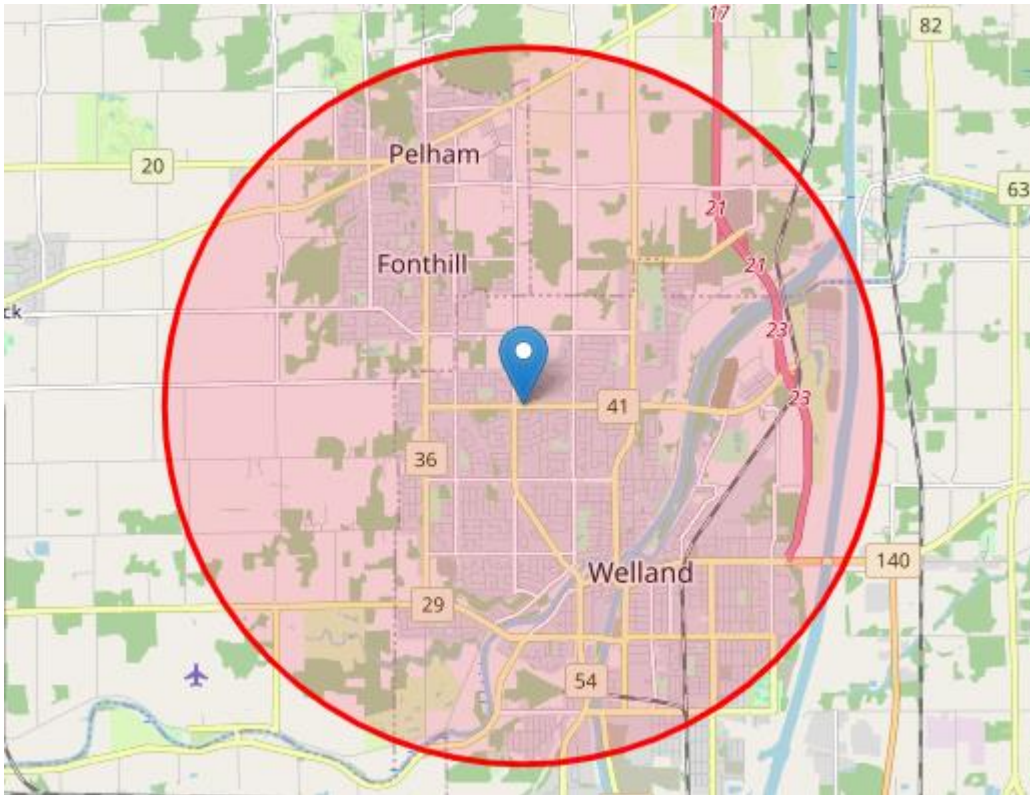
- The Employment Services team supported 1,853 in their journey to seek employment, launch new careers and advance their financial independence
- Our Childcare centres returned to full operations in April 2022, opening its 47 sites over 1700 children
- Our HFA centres served over 2100 children/youth in YMCA Swim Lessons & Child/Youth Recreation Programs. Also Offering 150 weekly fitness classes and achieving over 275,000 member visits to our centers.
- EarlyON team served 1384 individual children and 825 adults, with more than 13706 visits to our programs.
- Our Immigrant Services team assisted over 3,503 individuals to build confidence, increase language abilities, and deepen community connections.
- Community Programs served 689 ten to fourteen year olds in our Youth Action school and Friday night programs,
- The Day Camp team offered safe and meaningful camp experiences to 1200+ children across the Region. Programs took place at 13 sites with some incredible contributions from over 100 staff members.

History of Niagara Centre YMCA



- The YMCA was established in Welland in 1907. Programs and services have changed and evolved over time based on community need.
- Current YMCA programs and services in the area include:
 - Health, Fitness and Aquatics
 - Licensed Child Care
 - Community Outreach
 - Day Camp

History of Niagara Centre YMCA



YMCA Health, Fitness & Aquatics Centres are places of inclusiveness, welcoming people of all backgrounds, and financial position. The YMCA is also recognized as a place for families of all ages and abilities to get active and stay healthy.

Our Services

- 400 hours of programs weekly through 320 program offerings
- 120 hours of preschool and youth recreational programs.
- Swim instructions in 150 program groupings.

Impact in our Community



Child care

- 5 licensed centres; 170 children



Camp Programs

- Overall Camper Registrations at Welland locations this summer - 722 camper weeks.
- # individual participants attending Welland Camps for Summer 2022 - 249



Community Outreach

- Youth Action: 2 locations in Plymouth School and Diamond Trail
- estimate 16-24 kids attend each location weekly.

YMCA Membership and Services



All-Inclusive	Fitness Only	Fitness, Group & Rec	Aquatic Programming
Fitness Floor	Fitness Floor	Fitness Floor	AquaFit
Open Gym	Open Gym	Open Gym	Lane Swimming
Indoor Track	Indoor Track	Indoor Track	Indoor Track
Virtual Programs	Virtual Programs	Virtual Programs	Recreational Swimming
Aquatics		Group Fitness	
Group Fitness		Drop-in Sport & Rec	
Drop-in Sport & Rec		Fitness & Goal Setting	
Fitness & Goal Setting			
Multi-Branch Access			



Pre-book Your Visit

Come, join our workouts; book your session today



Facility Access

Non-members must sign in to access our branches



Healthy Eating

Simple, delicious recipes and weekly meal plans



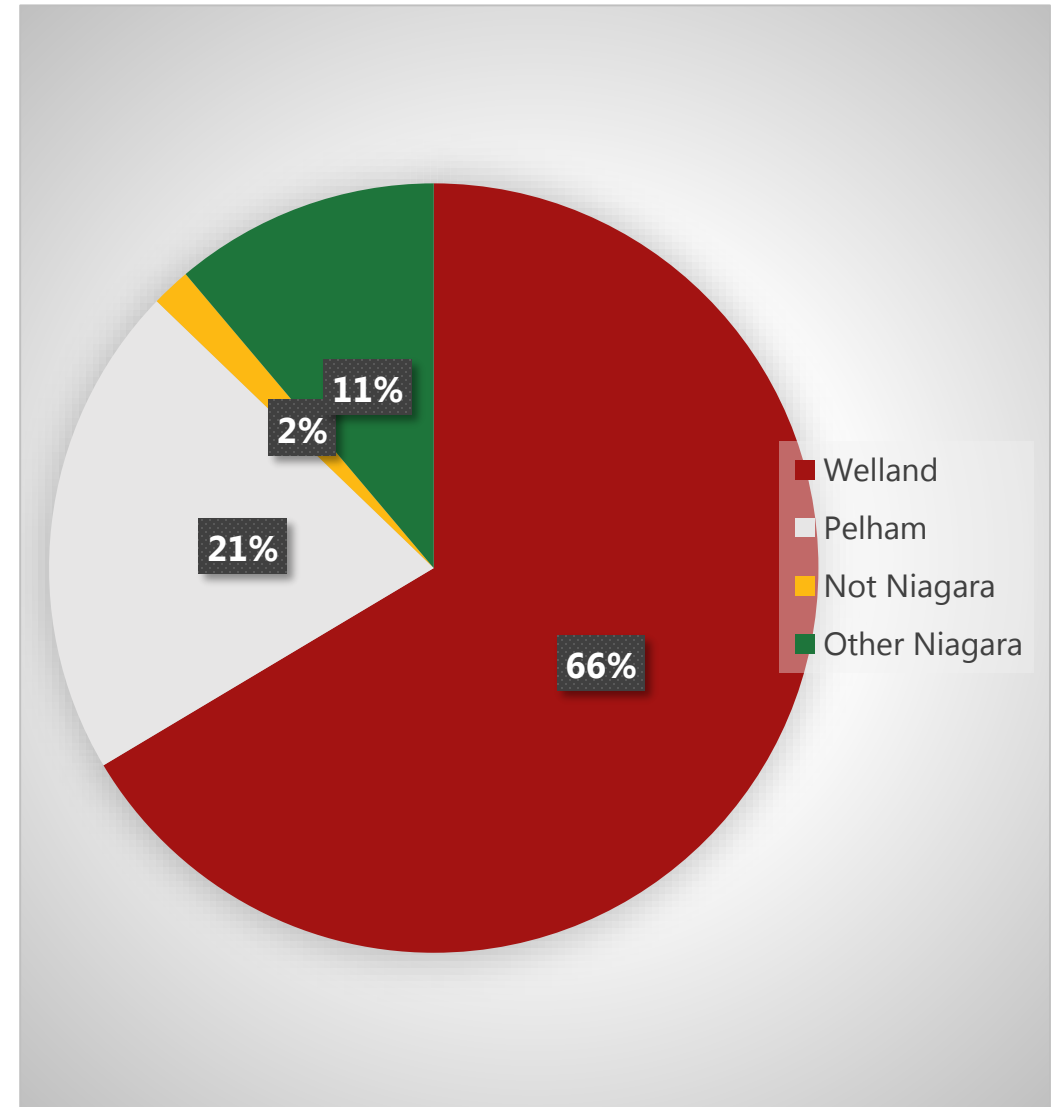
Virtual Fitness

Connect with your favourite programs online

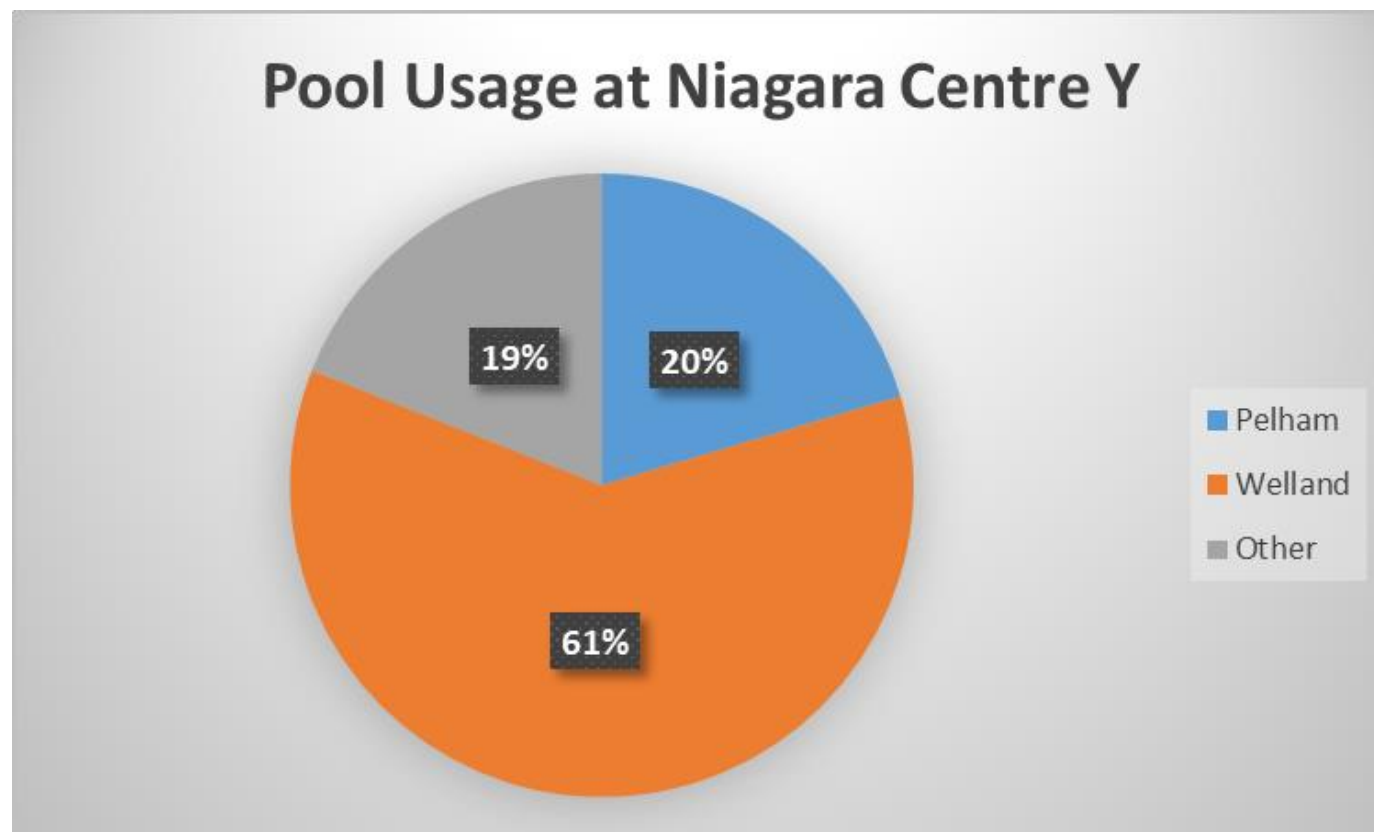
Membership Mix

(as at Aug 2022)

- 66% of HFA members are from Welland
- 21% of HFA members are from Pelham
- 21% of all Niagara Centre HFA members received financial support
- 43% of Niagara Centre Members purchased for pool access



Pool Usage (as at Aug 2022)



Aquatics Specific Stats

- April Bather Load - 1852
- April Aquatics Fitness Participants – 837
- Children currently registered in Swim Lessons - 287
- Currently sitting at 39% of membership based on same time in 2019

MAKING WAVES BURSARY



Become a lifeguard and the YMCA, we will cover 100% the costs.



Jump in With us

WE ARE
HIRING!

FREE
SWIM INSTRUCTOR
CERTIFICATION

Niagara Centre:

Past 6 Years of Membership Information

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Members on roll	5101	5287	4535	4110	1104	1272
Total member visits	255,762	256,255	234,789	126,546	1,565	79,899
% of assisted members	20%	19%	23%	23%	2%	4%
% of family memberships	52%	52%	54%	56%	13%	41%

Niagara Centre



Current Membership Information

Members on roll	2065
% of assisted members	10%
% of family members	46%
% of plus members	5%

Membership Category Breakdown

All Inclusive	29%
Aquatics	12%
Fitness, Grp, Rec	9%
Fitness	38%
Child	12%

Demographic Category Breakdown

Senior	32%
Adult	36%
Youth/Young Adult	20%
Child	12%

Membership on Roll (MOR)

Pre Pandemic (2019 Dec): **4,296 members**

Post Pandemic (May 2022): **1,700 members (-60% Loss)**

Post Pandemic (Dec 2022): **2,187 members (-47% Loss)**

Niagara College and YMCA



Original concept for the College to develop a campus with community-based amenities

Formal request to College was made on December 8, 2022 for renewal of 20 year lease

Financial & Operating Overview

YMCA of Niagara - Niagara Centre Budget 2022-23

Revenue

Membership and Program Revenue	\$	1,506,739
Rental Income and Facility Fees		74,700
Strong Kids Donations		28,306
Financial Assistance		(84,789)
Total Revenue		<u>1,524,956</u>

Expenses

Wages and Benefits	\$	906,389
Utilities		538,500
Cleaning, Repairs and Maintenance		183,276
Property Tax		9,000
Program and Office Expenses		56,367
Total Expenses		<u>1,693,532</u>

Operating Contribution (Loss) (168,576)

Administrative Overhead 244,295

Net Contribution (Loss) (412,871)

2022/23 YMCA Capital Investment \$ 217,000

Net Contribution (Loss) \$ (629,871)

YMCA of Niagara - Aquatic Centre Budget 2022-23

Revenue

Membership and Program Revenue	\$	752,900
Rental Income and Facility Fees		1,200
Strong Kids Donations		2,035
Financial Assistance		(54,507)
Total Revenue		<u>701,628</u>

Expenses

Wages and Benefits	\$	555,267
Utilities		307,775
Cleaning, Repairs and Maintenance		99,526
Property Tax		5,000
Program and Office Expenses		21,015
Total Expenses		<u>953,608</u>

Operating Contribution (Loss) (290,254)

Administrative Overhead 88,407

Net Contribution (Loss) (378,661)

2022/23 YMCA Capital Investment \$ 150,000

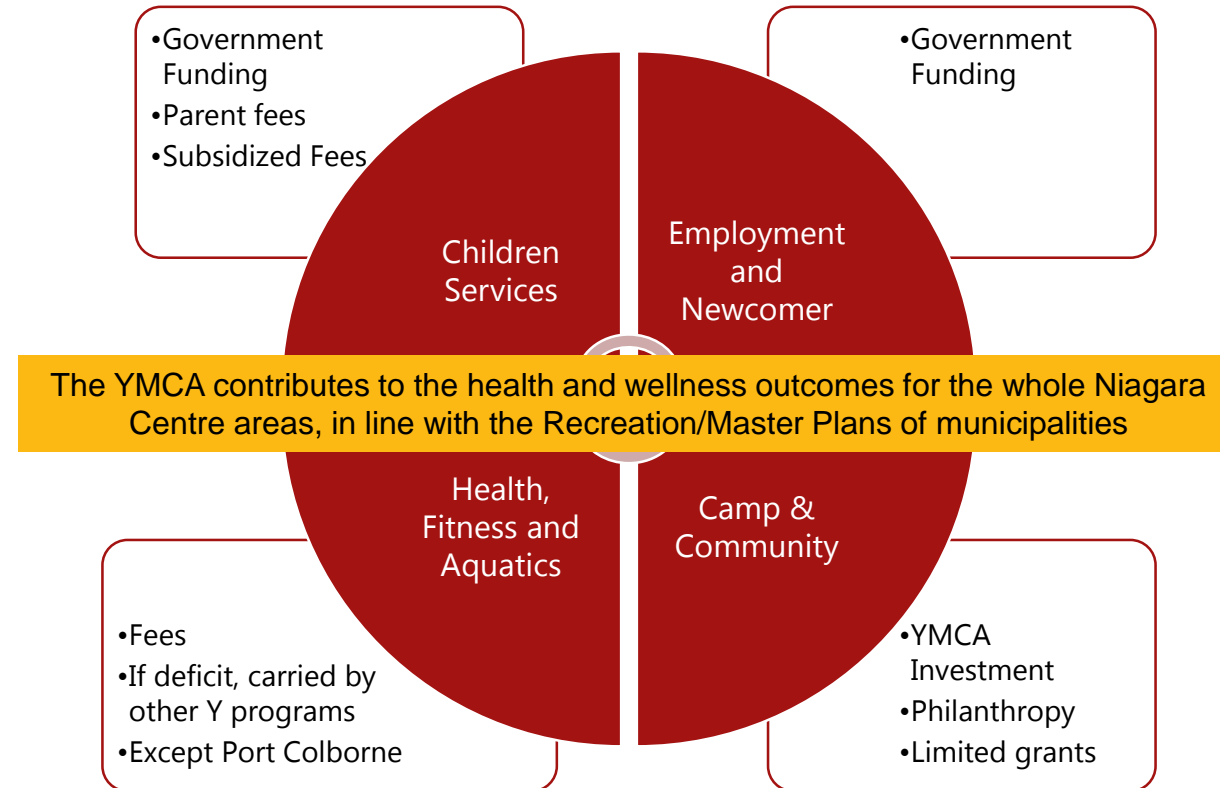
Net Contribution (Loss) \$ (528,661)

Financial & Operating Overview

Niagara Centre Summary

	Actual	Actual	Actual	Actual	Actual	Year 1 Budget	Year 2 Project Budget	Year 3 Project Budget	Year 4 Project Budget	Year 5 Project Budget
	2017-2018	2018-2019	2019-2020	2020-2021	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27
Revenue										
Membership and Program Revenue	2,458,526	2,255,023	1,185,984	43,787	689,439	1,506,739	1,622,607	1,738,461	1,862,587	1,995,576
Rental Income, Facility Fees and others	4,146	6,061	2,245	20,116	78,042	74,700	78,327	81,971	85,783	89,772
Stronger Together Donations	42,243	45,028	31,877	15,670	19,299	28,306	33,260	39,080	45,919	53,955
Financial Assistance	(248,225)	(228,434)	(123,202)	(889)	(25,928)	(84,789)	(91,309)	(97,829)	(104,814)	(112,298)
Total Revenue	2,256,690	2,077,678	1,096,904	78,684	760,852	1,524,956	1,642,885	1,761,683	1,889,475	2,027,004
Expenses										
Wages and Benefits	1,331,438	1,415,998	949,737	306,762	690,312	858,908	901,853	946,946	961,150	975,567
Utilities	503,712	570,460	421,787	263,513	356,517	538,500	554,655	571,295	591,290	611,985
Property Taxes	9,977	9,298	6,666	11,113	8,984	9,000	9,270	9,548	9,882	10,228
Cleaning, Repairs and Maintenance	311,095	326,456	281,875	138,637	138,090	183,276	188,774	194,438	201,243	208,287
Program and Office Expenses	60,584	61,558	43,591	33,488	88,818	56,367	58,058	59,800	61,893	64,059
Total Expenses	2,216,806	2,383,770	1,703,656	753,513	1,282,721	1,646,051	1,712,610	1,782,027	1,825,459	1,870,127
Operating Contribution (Loss)	39,884	(306,092)	(606,752)	(674,829)	(521,869)	(121,095)	(69,725)	(20,344)	64,016	156,877
Administrative Overhead	333,744	360,159	368,444	239,461	235,572	291,776	300,529	309,545	318,831	328,396
Net Contribution (Loss)	(293,860)	(666,251)	(975,196)	(914,290)	(757,441)	(412,871)	(370,254)	(329,889)	(254,816)	(171,519)
YMCA Capital Investment	138,518	196,291	105,599	93,862	210,230	217,000	255,000	269,000	211,000	207,000
Net Contribution (Loss)	(432,378)	(862,542)	(1,080,795)	(1,008,152)	(967,671)	(629,871)	(625,254)	(598,889)	(465,816)	(378,519)

Traditionally how the YMCA works



Evolution of the YMCA

For larger, highly dense metropolitan areas, YMCA branches are known to be self-sustaining due to local population. For smaller to mid-size cities, it will require the collaboration from municipalities to sustain operations.

Offsetting losses in YMCA branches using other program areas have been the historical pattern for Niagara Centre Y. Which is no longer is sustainable.

Collaboration needs to exist between YMCA and Municipalities



The Power of Partnership!

Here at the YMCA of Niagara, we are proud of the positive relationship we share with the City of Port Colborne. Together, we supported the delivery of COVID-19 vaccinations at our Vale Health and Wellness Centre and we continue to work on the restart and expansion of programs and services inside the facility and across the community.

We celebrate the collaborative effort of staff from the City and from our YMCA who work together, closely, to operate the Port Colborne YMCA facility.

Our new YMCA fee model was informed by locals through constituent feedback, which subsequently led to us offering more affordable and flexible membership categories with the provision of financial assistance where needed.

We look forward to a busy spring and expanding programs in the community in the coming year.



PORT COLBORNE

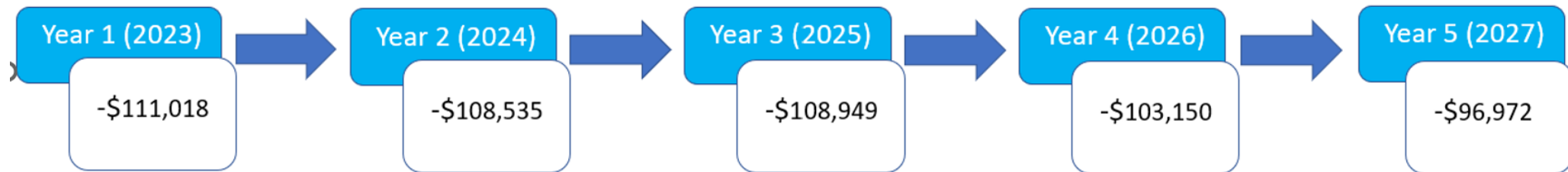


Financial & Operating Overview

- Fiscal Year 2021-2022 (Sep 1, 2021 to Aug 31, 2022) – experiencing a net deficit of **-\$921,136**
- Providing **\$36,500+** in financial assistance to community members

*Partnership between YMCA of
Niagara and Town of Pelham
Renewable 5-Years Shared Service
operating agreements*

Financial & Operating Support



- 5 year commitment to support the Niagara Centre YMCA

Renewable 5-Year Municipal Shared-Service Agreement

We are focused on delivering programming in Niagara Centre, in a way that would be financially viable and sustainable for all. We envision this can only happen with meaningful municipal collaboration for the next five years, with an option for another 5-year renewal.



Capital and
Infrastructure



Holistic Operating
Costs



Shared
Services/Programming



Camp/Community



Indoor Aquatics



Physical Footprint
Expansion of Niagara
Centre YMCA

Thank you

Niagara Centre YMCA
YMCA of Niagara