



# City of Hendersonville

## Request for Special Appropriations FY24-25

Contact: Jennifer Floyd, 828-341-7071, [jfloyd@hvlnc.gov](mailto:jfloyd@hvlnc.gov),

[Submit forms by February 23, 2024]

Organization's Name: YMCA of Western North Carolina

Address: 40 N. Merrimon Ave., Suite 309

City, State, ZIP: Asheville, NC 28804

Website address: ymcawnc.org

### A. GENERAL INFORMATION

1. Please identify the program you are requesting funding for: Hendersonville YMCA Feasibility \_\_\_\_\_

*Note: The city may not fund general operational expenditures for a nonprofit, therefore the city will only consider funding a program that the city has the authority to provide.*

2. Contact Person/Title: Katrina McGuire

Telephone Number: 828-575-2959

E-mail address: kmcguire@ymcawnc.org

3. Estimated total number of individuals served in the last complete fiscal year by this program: 7960

4. Estimated total number of the above individuals who are City residents: 1616

Please attach any documentation that supports this number.

Estimated percent of people served who are City residents: 20%

5. Amount of Request: \$7,000

6. Total Program Budget: \$46,000

Percent of total program budget you are requesting from Hendersonville: 15%

7. Please state the mission of your agency: To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

8. Will the funding be used to:

Maintain an existing program

Expand an Existing Program

Start a new program

9. Has your organization received funds from the City in the past for this or a similar program? No.

If yes, please answer the following:

- a. Does the amount of your request represent an increase over your previous appropriation? No

If yes, explain the reason(s) for the increase. N/A

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- b. Were any conditions or restrictions placed on the funds by the City Council? No

If yes, describe how those conditions or restrictions have been met. N/A

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**B. Program Overview.**

**1. Statement of Need:** Identify the issue or need that the program will address (use statistical data to justify the need for the program). To what extent does this need, or problem exist in the City of Hendersonville?

Downtown Hendersonville is at the heart of our regional economy, and sound investments in its past have allowed the City to flourish as an international hotspot for tourism, topping all the “best of” lists. However, Hendersonville’s future faces critical challenges that need to be addressed for continued prosperity. One of those challenges is the condition of the Hendersonville Family YMCA. For over 60 years, the Y has served the community in its existing facility. Teaching thousands to swim, play ball, stay healthy, build community and maintain a healthy spirit, mind and body. The YMCA of Western North Carolina is asking for your partnership building a healthier Hendersonville by investing in the future of the Hendersonville Family Y for the next 60+ years.

A comprehensive site assessment, market analysis, site massing, and capital campaign feasibility study are needed to ensure that the YMCA is positioned to continue meeting the needs of city residents as Hendersonville grows.

**2. Program Summary:**

- a. **Identify the target/recipients of program services.** Specify the number of City residents your program will serve during the fiscal year and explain the basis upon which this number is calculated. Indicate any eligibility requirements your program has (e.g., income or other).

**b. Identify what is to be accomplished or what change will occur.** (e.g., begin your sentences with “The purpose of the program is to provide ...” and describe the services to be provided.)

In our existing facility, the Hendersonville Family YMCA serves 9.2% of households within a 21-minute drive time. Projections show that we could capture over 15% of the market with an updated facility.

The purpose of this due diligence (site analysis, massing study and PMA and a capital campaign feasibility) are to ensure that a new YMCA facility meets the evolving needs of a growing community and that the appropriate level of support exists within the community build and sustain a new YMCA.

This due diligence will also help us develop public-private partnerships, evaluate land use, and the viability of fundraising efforts. This is the first milestone of our predevelopment work.

### **3. Program Funding:**

**a. Identify how City funds, specifically, will be used** (i.e., funds will provide “X” units of service.)

Funds from the City will be specifically utilized as a portion of the costs associated with this due diligence.

**b. List the other agencies to whom you are submitting a request for funds for this program and the amount requested. Please also identify other funding sources already secured.**

- Henderson County – Verbally committed \$10,000
- Town of Laurel Park – Presentation for \$5,000 request on 2/21/24

**c. How would this program be modified should the city not fund your request?**

This due diligence must be completed before the Y can move forward with this project. As a local non-profit, we need partners like the City of Hendersonville, to demonstrate their support for this effort by funding a portion of these costs. As such, should the City not fund our request, we will pause the work while searching for additional funders.

**C. Organizational Capacity.**

1. Describe your agency’s capability to provide the program including its history, previous experience providing this service, management structure and staff expertise.

The YMCA of Western North Carolina is well-versed in projects of this magnitude, and have undertaken several feasibility studies and construction projects in the last decade. These include the construction of an overnight resident camp, YMCA Camp Watia, in Swain County, as well as the current revitalization of the downtown Asheville YMCA in the past several years. The oversight of these feasibility studies includes our Vice President of Financial Development, COO, and our Association Director of Facilities.

2. Does your organization have a strategic plan and a strategic planning process in place? Yes

The strategic plan includes a mission statement, goals, action steps to achieve the goals, and measures that assess the accomplishments of the goals. The Strategic Plan must be provided to the City upon request.

3. What is the authorized size of your board of directors? 25

How many meetings were held by the board last year? 6

4. Does your organization have an audit performed? Yes

The audit must be provided to the City upon request.

We, the undersigned, confirm the information contained herein is accurate and can be verified as such. We understand and agree if the request funds are approved the disbursement of funds are subject to all conditions established by the City Council. We further certify that if funding is approved that our organization has the resources and staffing capacity to carry out the program as described. The city reserves the right to request additional documentation to verify information provided or statements made in the application.



Signature of Applicant

2/19/24

Date

President and CEO

Typed Name and Title

