



# Flagg Rochelle

COMMUNITY PARK DISTRICT

Please find attached further details about the special board meeting on Monday, October 29th.

The purpose of the meeting was to present findings over the past months of research the staff, capital committee and board has done about the possibility of building Rochelle a Community Center. We believe that Rochelle matters and deserves our investment into our community. This is not a new idea, but it is in fact a composition of the past and the present. We are following through with vision started by past boards and staff; they laid a solid foundation that we can now build from.

A community center will add value and allow for economic impacts. The social bonds that are created at community centers help build strong, safe and inclusive communities; social interaction, volunteerism, and civic pride all play a role. Not only social and economic benefit, but also improved quality of life with health and wellness. A vibrant community recreation center will have a stabilizing effect on the lives of our people; providing safe, open spaces for physical activities like dance, martial arts, gymnastics, soccer, basketball and other sports, it will instill discipline, healthy exercise habits and teamwork. This top-notch recreation center will also have room for social clubs and academic programs. Maintaining an active lifestyle is a key component of a happy and healthy life. Our community center won't just cater to our young. We will look to incorporate walking clubs, lifestyle classes, arts and crafts classes, and various cultural activities that can be available to all ages. We will be looking to include the Silver Sneaker program will be a great incentive for seniors to join in, as it is a free feature included in many medical coverages.

Let me preface this by mentioning that these are not final plans by any means, but just the starting point. We started the process by reviewing past information surveys and plans and then progressed to meeting with local groups organizations, clubs, school staff and sports affiliates to find out their needs. Not for ownership partners, but for support, participation and help with spatial design. We foresee this building as a precast structure with a fieldhouse on the east and the administration, multipurpose, fitness space on the west, utilizing the parking lot on the north to be available for both the outdoor and indoor. Phase 1 will consist of these two areas as well as the outdoor space to the west ~ looking to provide as much green space on that side of the building as possible. Phase 2 is on the southwest corner of the building which will include 6 lane swimming pool and locker rooms. We are aware of the indoor aquatic interest for Rochelle and I am happy to have Marianne Swanson our Aquatic Director as a supporter of this project and who is planning to lead the way with fundraising efforts to prepare for Phase 2's operating expenses.

We focused our design on flexible open space that can be utilized in a variety of ways. We would be looking to move our administrative offices over the new building, have space for multi-purpose rooms, that we could have party rentals, meeting groups, fitness classes as well as educational or arts and technology rooms that can open up to the outdoor patio space. Our locker rooms and concessions/kitchen space would be centrally located. The fitness center is



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approximately 4,500 sq ft and located across from our multipurpose space as well as having direct access to our fieldhouse. Our focus on flexible open space and meeting the needs of the masses is why we chose to have both turf and hard floor surfacing in the fieldhouse. The indoor turf is an area the size of 2 soccer fields, but not just soccer this space could be used for football, baseball, golf, crossfit, gymnastics, croquet, movies, car shows this provides such a variety of opportunities. On the other side of the turf, space for basketball, volleyball, pickleball, wrestling, cheerleading, etc. Drop downs to quadrant off the courts and turf areas for multiple activities programmed at the same time; all while allowing space around the entire facility for walking, etc. I hope that you can see that we have been working very hard at providing beautiful multi-purpose home to be available to meet the changing and growing needs of our community.

Our revenue model is set up with our fitness center memberships contributing to approximately 75% of our revenue stream. Our structure will provide 24/7 fitness center access and offer memberships for a variety of interest levels. There are many variables that will go into the development of our fee structure. It is too early in the design to determine our membership fees, however from past reports on our area as well as our vision of the facility we are prepared to be competitive with other area centers and ranging from \$26-\$64/month. While providing space for our community to use the facility, we will host occasional events/tournaments to boost tourism, generate monies as well as provide local opportunity for competition. Partner usage agreements for revenue is something that we are open to as we want to serve as much of the community as possible, but we aren't relying on those funds for operating the facility; with this revenue model the facility would be profitable by year 2.

Funding for this build would require park district taxes to be raised .22 which results in a \$6.62/month increase on the average EAV for Rochelle. We are hopeful that the Rochelle community will support this, as we believe that there will be a huge return on our investment.

Jackee Ohlinger  
Executive Director