

GENEVA LAKES FAMILY YMCA

Imagine



OUR VISION

Create *The Heart of the Community* for the City of Lake Geneva and the Region

Build a 200,000 sq ft, state-of-the-art facility including a sports complex

There will be nothing like it in Wisconsin, a *jewel* at the entrance to the city serving more community members

Celebrate Wisconsin's architectural Prairie Design and agricultural heritage to create visually stunning, *welcoming*, functional *community center* for generations to come



BACKGROUND

The YMCA board commissioned a marketing study of the community in 2017 and discovered that if the Y moved to the vacant Hillmoor property, membership would increase by 35%

Because the Hillmoor property was unavailable, the Y purchased 113 acres adjacent to Big Foot State Park off Wells Street

With the City's purchase of Hillmoor, your YMCA has been attending the listening sessions to better understand, and then respond to the various needs of the community

OUR NEXT STEPS

Conduct another survey of the community and Y membership to confirm the needs and interests of the citizens in terms of recreation, wellness, healthy living, and community

Share the results with the city and present an updated vision that:

- Incorporates the desires of the community
- Reinforces existing partnerships
- Establishes new partnerships
- Ensure needs are met



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***ADDITIONAL DYNAMIC
PROGRAMMING***

Summer Camp



Child Care



Youth Sports



Aquatics



Integrated Rooftop



Enhanced Senior Programs



CONSIDERATION OF HILLMOOR



Architectural Context

- Prairie Style - Rural - Geneva Character





Geneva Lakes Family YMCA

THANK YOU

Imagine

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