



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

POSSIBILITIES IN PARTNERSHIP

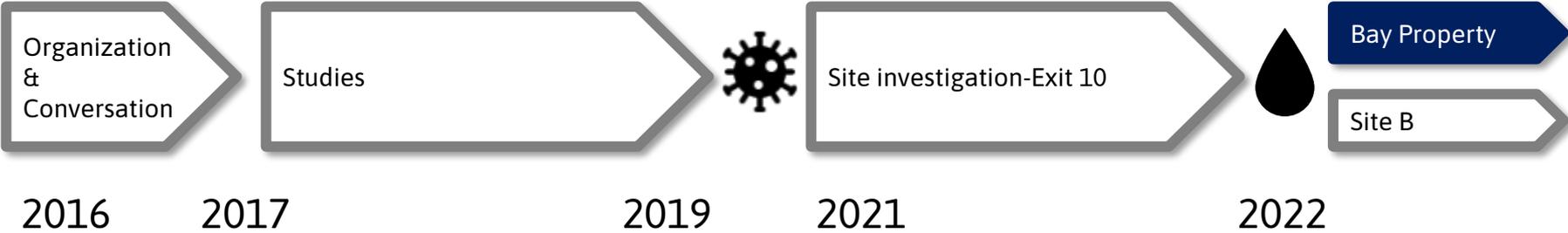
PRESENTATION TO TOWN OF BREWSTER
BAY PROPERTY PLANNING COMMITTEE

April 25, 2023

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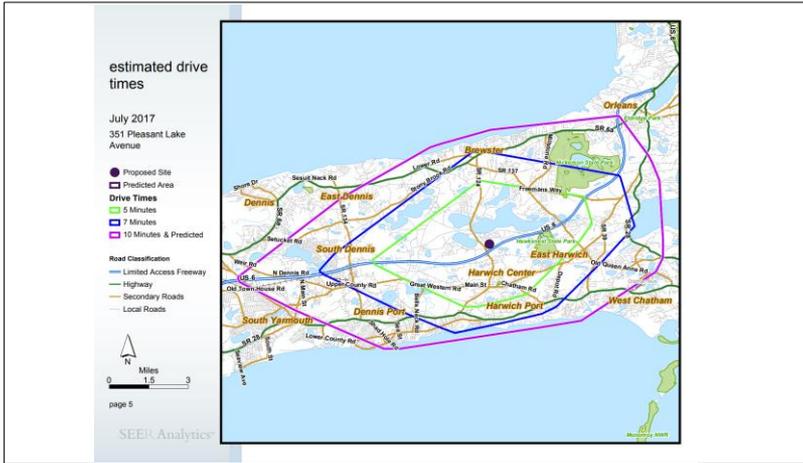
1. HOW WE GOT HERE
2. THE YMCA PERSPECTIVE
3. WORKING TOGETHER
4. POSSIBILITIES

YMCA STARTED SERIOUSLY LOOKING DOWN-CAPE IN 2016.



OUR PROCESS IS DELIBERATE AND SYSTEMATIC.

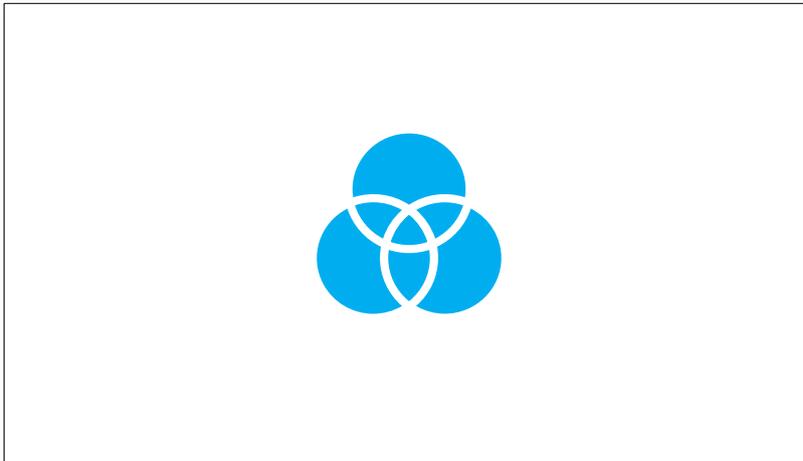
2017: New Site Analysis



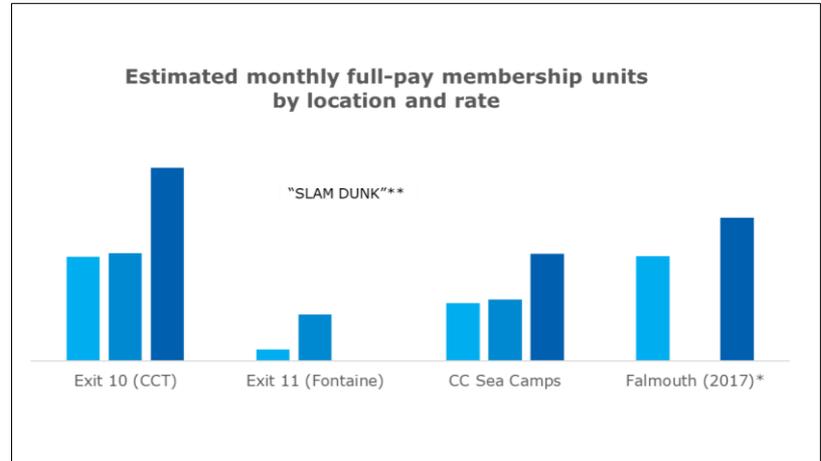
2018: Community Needs Assessment



2019: Competitive Analysis

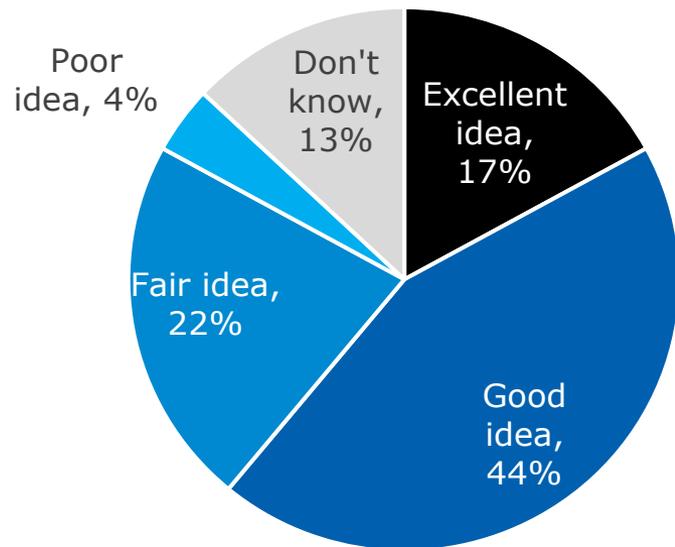


2021-3: Market Studies



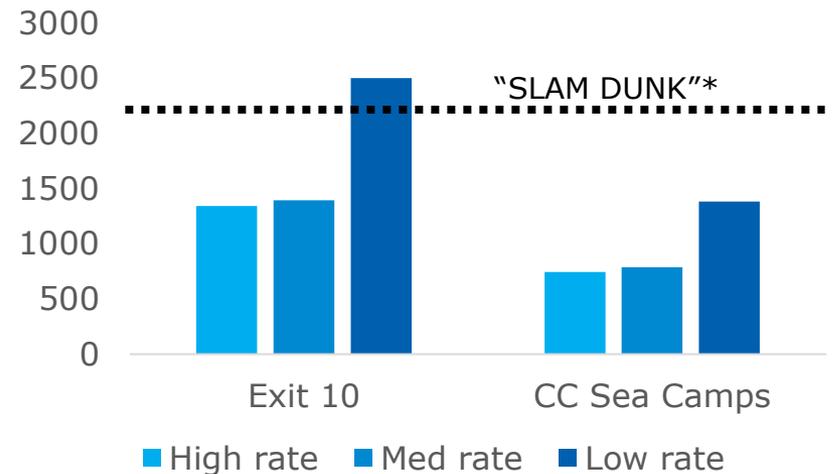
FINDINGS FOR THE BAY PROPERTY ARE MIXED.

Most respondents favored a partnership between YMCA and Brewster at CC Sea Camps



But only 5% found the site convenient, limiting potential memberships

Estimated monthly full-pay membership units by location and rate



SO WE CHANGED THE FRAME:

How can we find a site that will support a “typical” YMCA branch?



How can we tailor our offerings and facility to fit this unique site?

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IN SCOUTING NEW SITES, WE BRING OUR VALUES WITH US.

The Y must
be pulled
into a
community.



Complement
existing
facilities and
services.



IN FACT, WE'RE ALREADY HERE.

Early education and school-age childcare programs in Brewster and Harwich since 2012.

HOW THE YMCA SEES THE WORLD...

YMCA is a non-profit.

Capital projects funded from multiple sources: foundations, private donors, government grants, and partnerships.

We cannot do more good than we can afford to pay for.

- Any new facility must be likely cash-positive
- Revenue driven by number of nearby houses and enthusiasm of potential members
- Must build to the size of the opportunity.

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WE COMPLEMENT, RATHER THAN COMPETE.

The town of Brewster...

Has property for recreational use

Has rec. programming it's proud of

Has citizens looking for the broadest wellness options

Wants to minimize capital expenditures

Wants to maximize wellness opportunities for residents

Wants deep experience in operating and maintaining wellness capabilities

YMCA Cape Cod...

Wants to serve the Lower Cape

Wants to find unfilled gaps

Wants to be flexible, innovative and responsive in serving members

Has a multi-layered capital development funding model

Has a business model—fee for service—that supports an extensive wellness staff

Has 180 years (57 locally) experience operating wellness capabilities

...AND LOOK FOR WIN-WINS.

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WHAT WE CAN BRING TO BREWSTER:

A wide slate of offerings, including:

- A full-featured wellness facility
- Whole-family classes and programs
- Youth classes and programs
- Senior-focused classes and programs
- Healthy habits, exercise, and diet
- Child nutrition program (free breakfast and lunch for children)
- Youth mentoring and development programs
- Communities of like interests
- Volunteer and philanthropic opportunities

Deep experience operating wellness programs and facilities

Full-time management, instruction, and supervision

Construction funded through foundations, private donors, government grants, and partnerships (not the town of Brewster)

No one ever turned away due to inability to pay



QUESTIONS?

YMCA Lower Cape Committee:
Brad Crowell, Chair
Kathleen Walker

YMCA Cape Cod
Stacie Peugh, CEO



THANK YOU

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