2014 All-Star Community Award Application

Indianola
City: ___________________________ Population: 14,782
Contact name: ________________________________ Phone: 515-961-9410
City Manager
Contact Title: ________________________________ Email: ehhanson@ci.inidanola.com
Indianola YMCA
Title of Project: ________________________________

In a few sentences, give a summary of the project and why it was needed.
The Indianola YMCA came to fruition as a result of a need identified by the city, Simpson College and the Indianola Community School District. Central southern Iowa was without a fitness and wellness program accessible to the public. Indianola's proximity to Des Moines, 12 miles south, allowed for access to a network of YMCAs in the greater Des Moines area, but not without driving at least 15 minutes to get there. Simpson College was eager to revamp the fitness facilities on campus and remove its dated swimming pool. And the school district was looking for an opportunity to expand its competitive swim team program.

The culmination of 10 years of talks and negotiations resulted in a unique trifecta of support for a wellness center in the community. All three entities contributed financially to the new Y. And all three benefit. In the six months of operation, the Y has set new membership records with more than 6,000 members. Indianola schools has attracted more students to the swim team in its first year at the Y. Simpson College students have a place to work out, swim or start a career.

The cooperative spirit among all entities has created a successful model for community support of the 62,000 square-foot naturally-lit facility. After successfully passing a bond issue three years ago, the taxpayer buy-in was apparent. The college and school district commitments were also instrumental in the planning and funding of the multimillion dollar project.

Project Funding and Execution:
$15 million
Total Cost/Projected Cost of Project: ___________________________ or □ no cost
List where funding came from (grants, donations, city funds, etc.)
City of Indianola, Simpson College and Indianola Community School District

Total time project took/projected to take for completion:
(to qualify project must be operating or completed between January 1, 2013 and December 31, 2013)
June 5, 2012 August 26, 2013
Start date End date or □ Project is ongoing

Please use only this form for entry. All entries will be judged solely on this form.
Explain the specific role of your city in this project.

The facility cost $15 million to construct and was paid for by bonds issued through a 2011 referendum. More than half of the cost was covered by TIF (Tax Increment Financing), with the remainder being covered by YMCA lease payments, the Indianola Community School District and Simpson College. The city of Indianola's ability to help finance more than half of the project via TIF is significant but not the sole source of contribution. The city helped bring various entities to the table to keep the conversation moving and engaging key audiences for final decision-making.

Adding to the uniqueness of this project, the city owns the building for the next 20 years. It is ours to maintain including the critical elements of the building and parking lot. It is a pure Indianola/YMCA partnership and the only partnership of its kind in the Y system.

In a few sentences, what future impact will this project have on your community?

Access to quality and affordable fitness and wellness facilities in our community is invaluable to the quality of life we offer our residents. Not only can we boast the opportunity to truly maintain a work life balance, we’re giving people the chance to take pride in setting and achieving personal health goals.

The YMCA has been the catalyst for what will be a $50 million investment in economic development for the city on the north side of town. More than $30 million of that has already been realized. It is very much part of our current and future success. As one of our council members so aptly said about the facility, "It's the honey that attracts the bees."

Any community featuring a YMCA opens new doors for bringing business development to the area including hotels, restaurants, health care and numerous other new business options. The Y project brings the prospect of new jobs, lower taxes and more business and industry to Indianola. For that, we are very grateful.

Resources
Please list Web sites judges may reference if they seek additional information. Do NOT include supplemental paper information. Only information on this form or the sites listed will be used in the judging process.
Indianola YMCA: http://www.dymca.org/en/locations/indianola_ymca/
Channel 13 News Coverage: http://whotv.com/2013/08/22/indianola-ymca-4-groups-combine-to-fund-project/

Signatures: (Must be signed to be eligible. Most members print to sign)

[Signatures]

Return this form by Monday, April 7, 2014.

Iowa League of Cities
Attn: All-Star Community Awards
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Des Moines, IA 50309
or
bethanycrile@iowaleague.org

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