

## **Why a new YMCA?**

It has been a necessity for a long time ...

Not only is our main facility at 3000 Racquet Club Drive, Traverse City, Michigan, is ancient and in need of a massive upgrade (in fact, it is sinking into the wetlands on which it was built), but the needs of the region have changed, which has prompted our board colleagues to move forward in a dramatic fashion. We readily identified some key problems in our region:

- Nearly 40% of our 7<sup>th</sup> graders can't swim 25 yards to save their life or the life of a friend. **In the New Y, each year 2,000 kids will learn to swim.**
- There is currently NO family-oriented full service recreational facility for the entire five county region. **Our New Y will double to triple the number of kids and families in our programs.**
- Throughout our region there is a lack of affordable year round day care. **Our New Y will be able to accommodate an additional 80 families.**
- Obesity in youth is on the rise and their lack of physical activity creates significant health problems. **Our New Y will provide additional space and expertise for 1,000 families to enjoy new health and fitness services.**
- Our teens need a fun and safer place to socialize and participate in group activities. **Our new Y will accommodate 1000 teens from our region by giving them a place of their own in our new Teen Center.**

We, of the Grand Traverse Bay YMCA Board of Directors, have spent the last four years in creating a master plan that will address these problems. Through marketing surveys, needs assessment, architectural planning, and listening to people, we have developed a plan to meet the needs of the region. We have secured 20 acres of the ol' Oleson Buffalo Farm on Silver Lake Road in Traverse City with an option on another 20. Henry Peet, New Y Capital Campaign Chairperson with many other community leaders, have come together in the effort in securing the necessary donations to make the essential first phase of the plan possible.

We need your help now to make this happen!

Friday, January 2, 2009

