



# YMCA Cedar Rapids Metropolitan Area Market Feasibility Report

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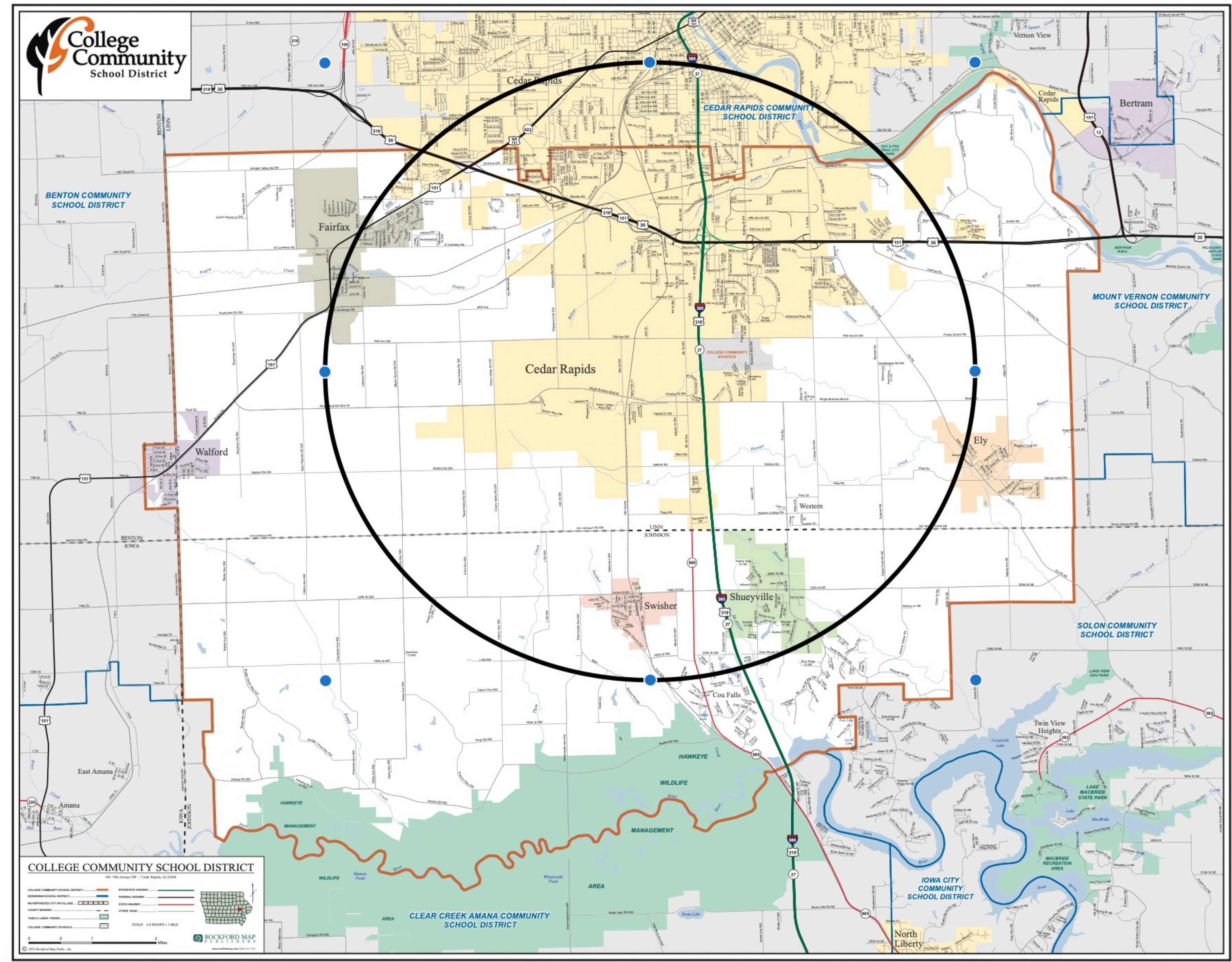
August 3, 2023

# Overview

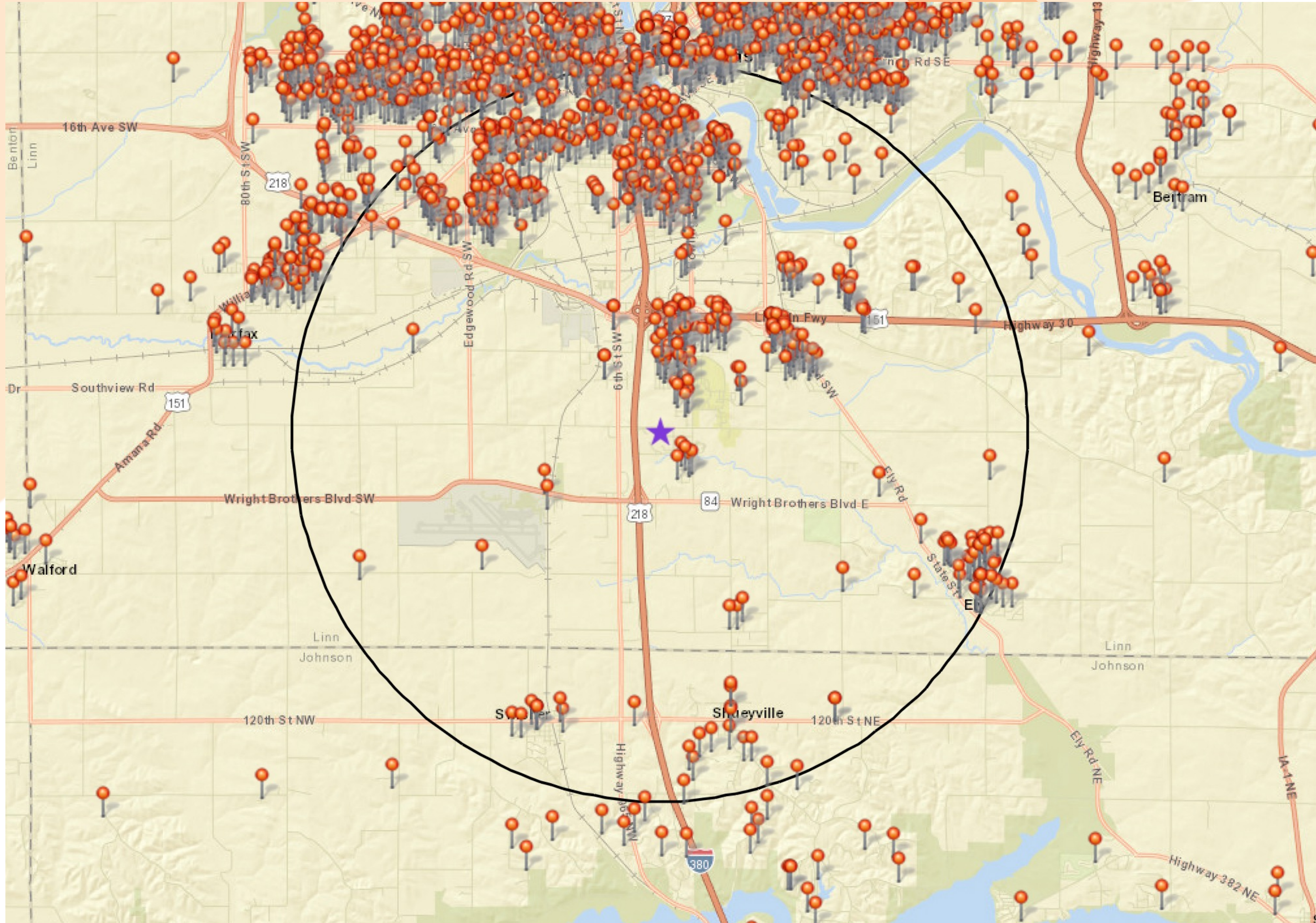
The YMCA of Cedar Rapids is seeking market data to help inform the planning for a partnership with the College Community School District. This partnership would enable the YMCA to serve the south side of their service area, and highlight facility need, focused on aquatic facilities and programs.

Methodology: 1,142 completed online surveys and 428 phone surveys, as well as 19 community leader interviews. This methodology results in a 95% confidence level with an error of +/- 4%.

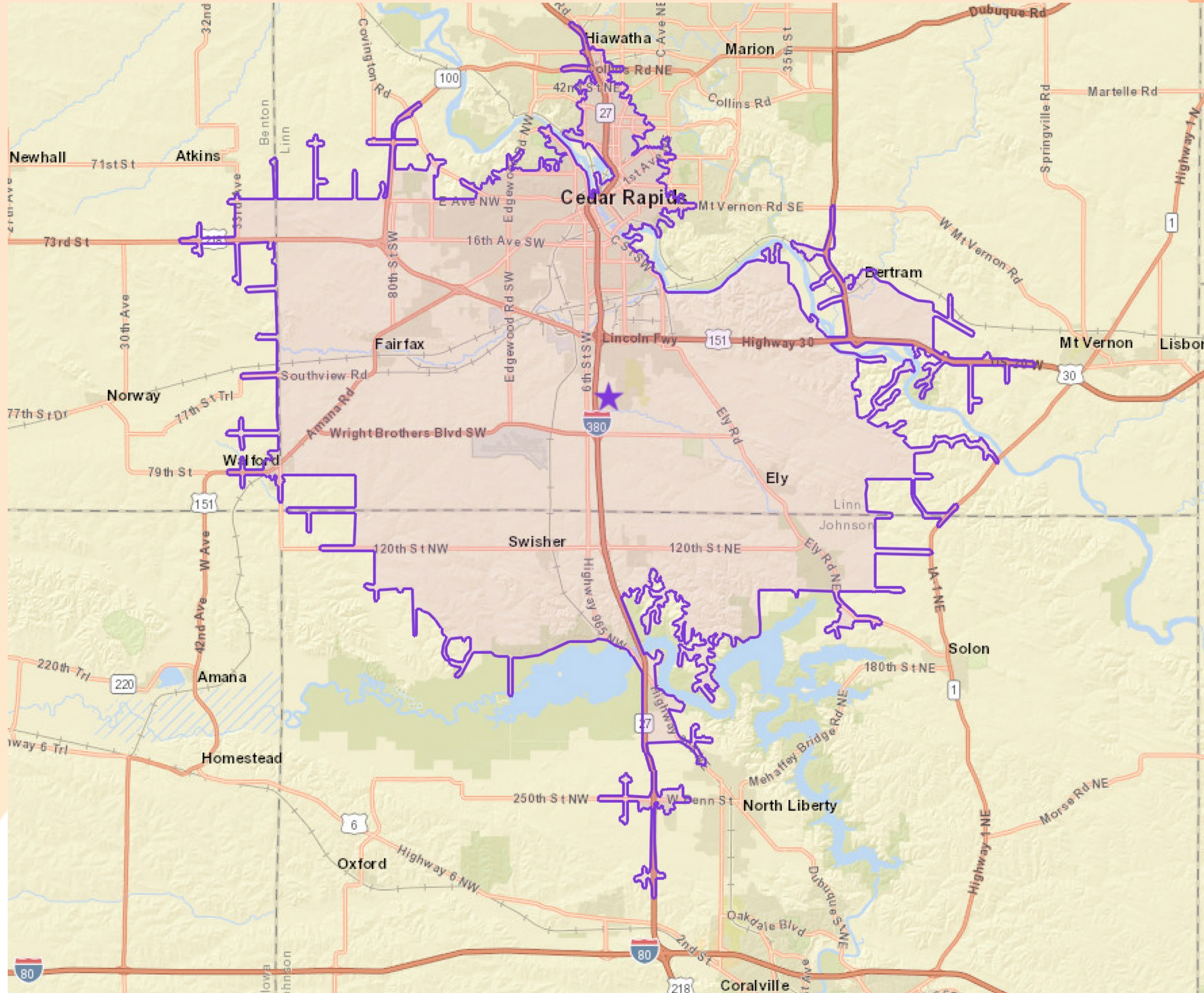
# YMCA Comparison Primary Market Area to School District



# Geocode of YMCA Current Members

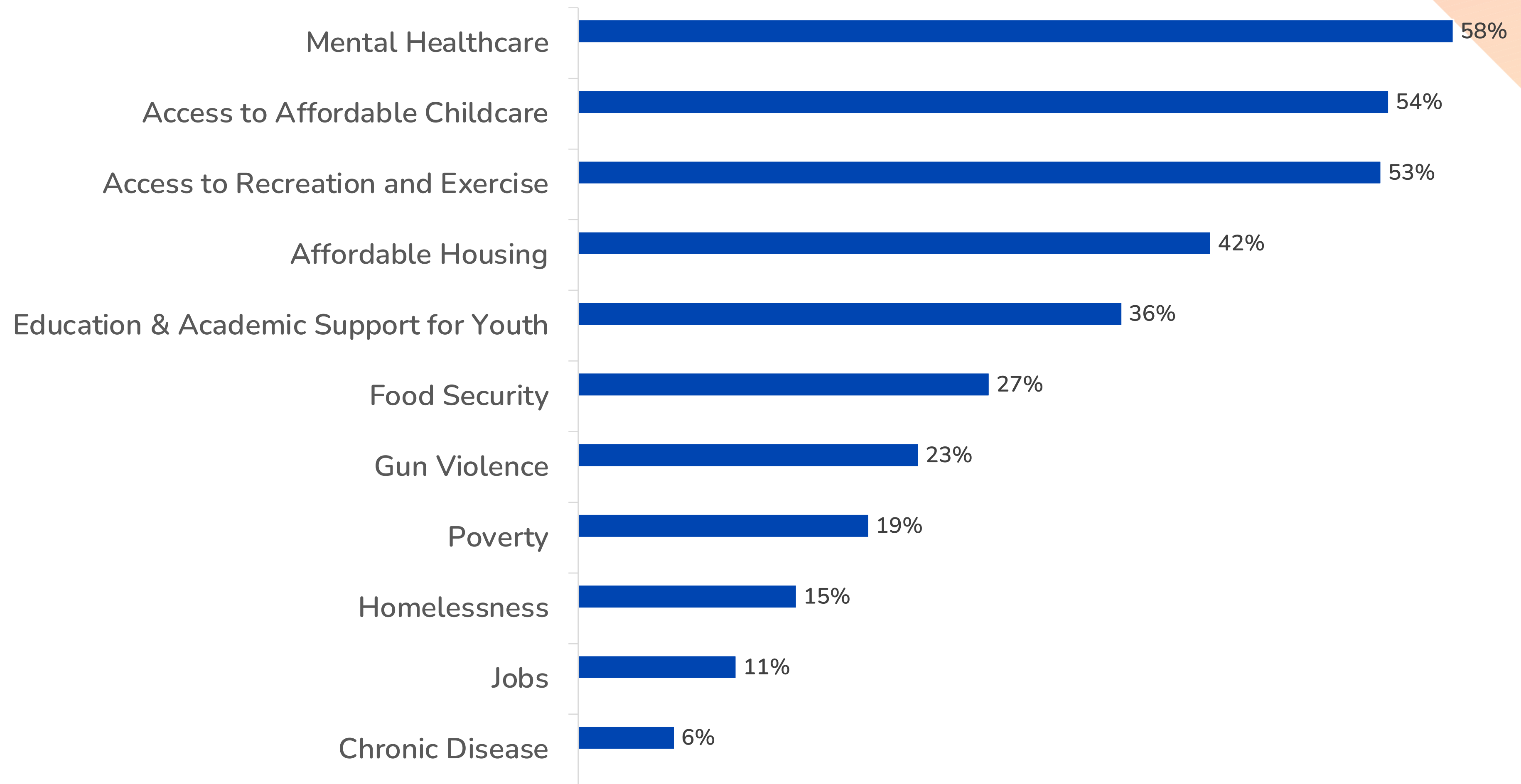


# Primary Demand for New Location (15 Minute Drive Time)

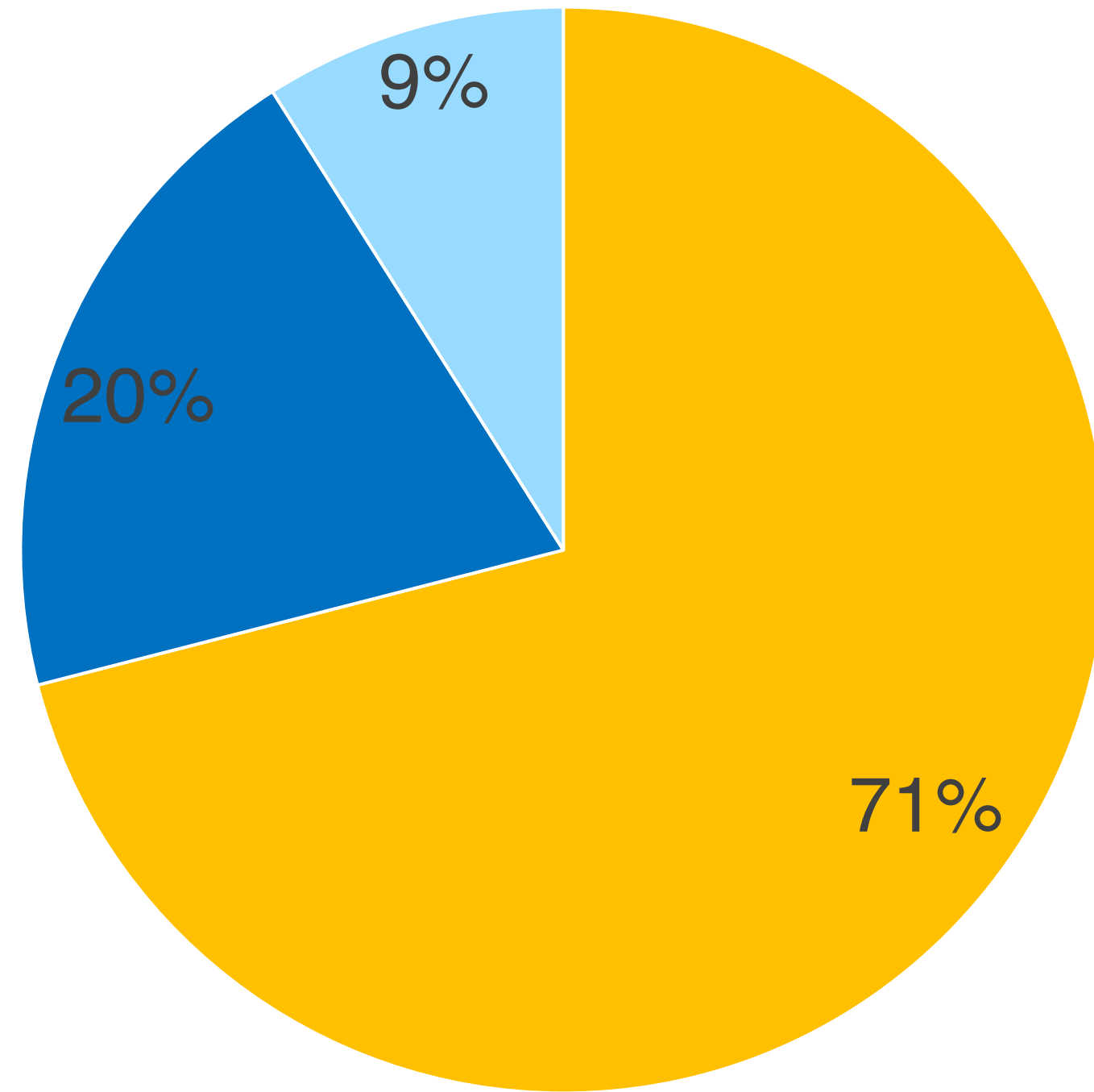


Summary	2023	2028
Population	102,710	103,933
Households	42,935	43,689
Median Income	\$60,804	\$66,626

# Which of these do you think are the biggest challenges facing your community?



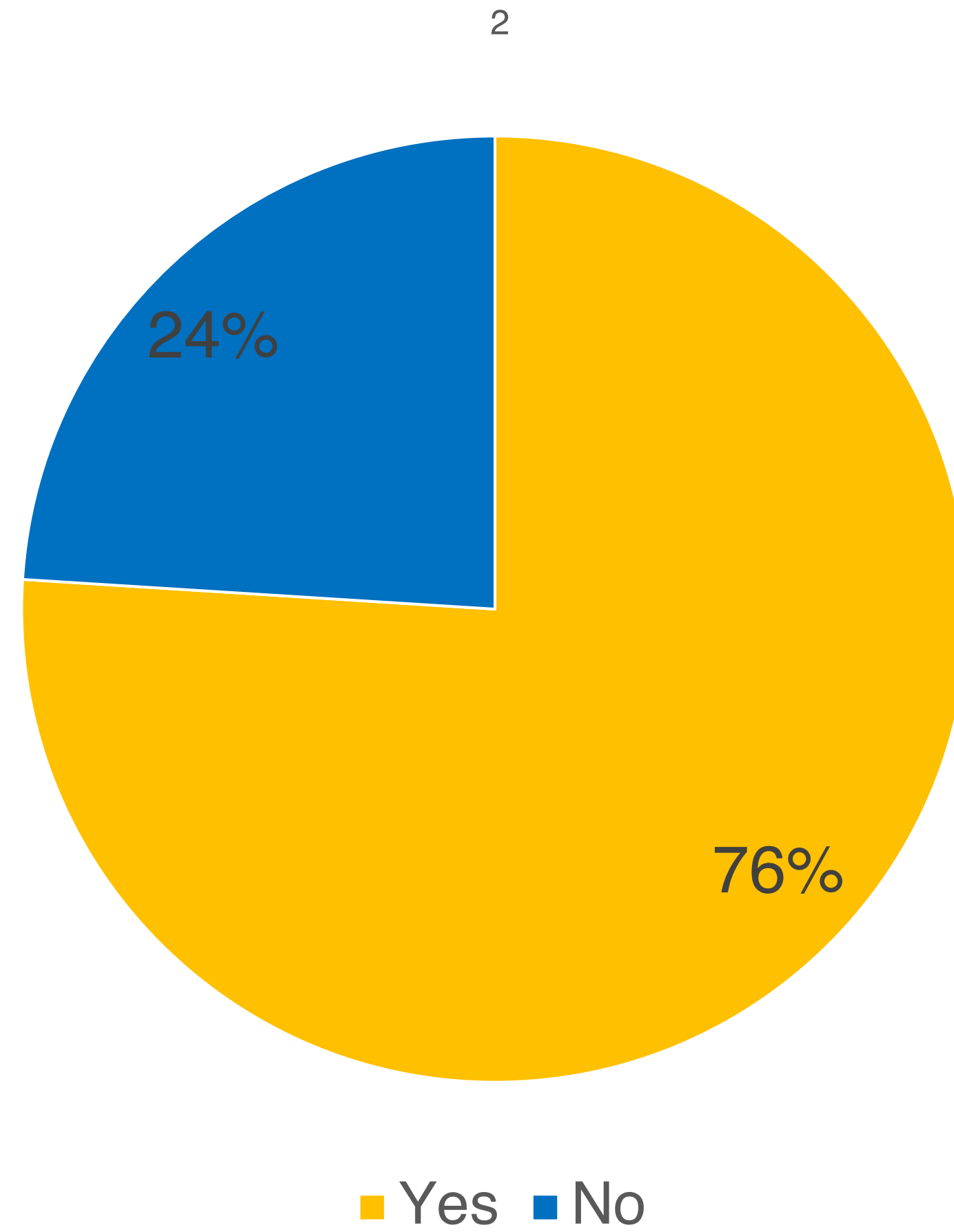
# Do you currently reside within the College Community School District?



■ Yes ■ No ■ Not Sure

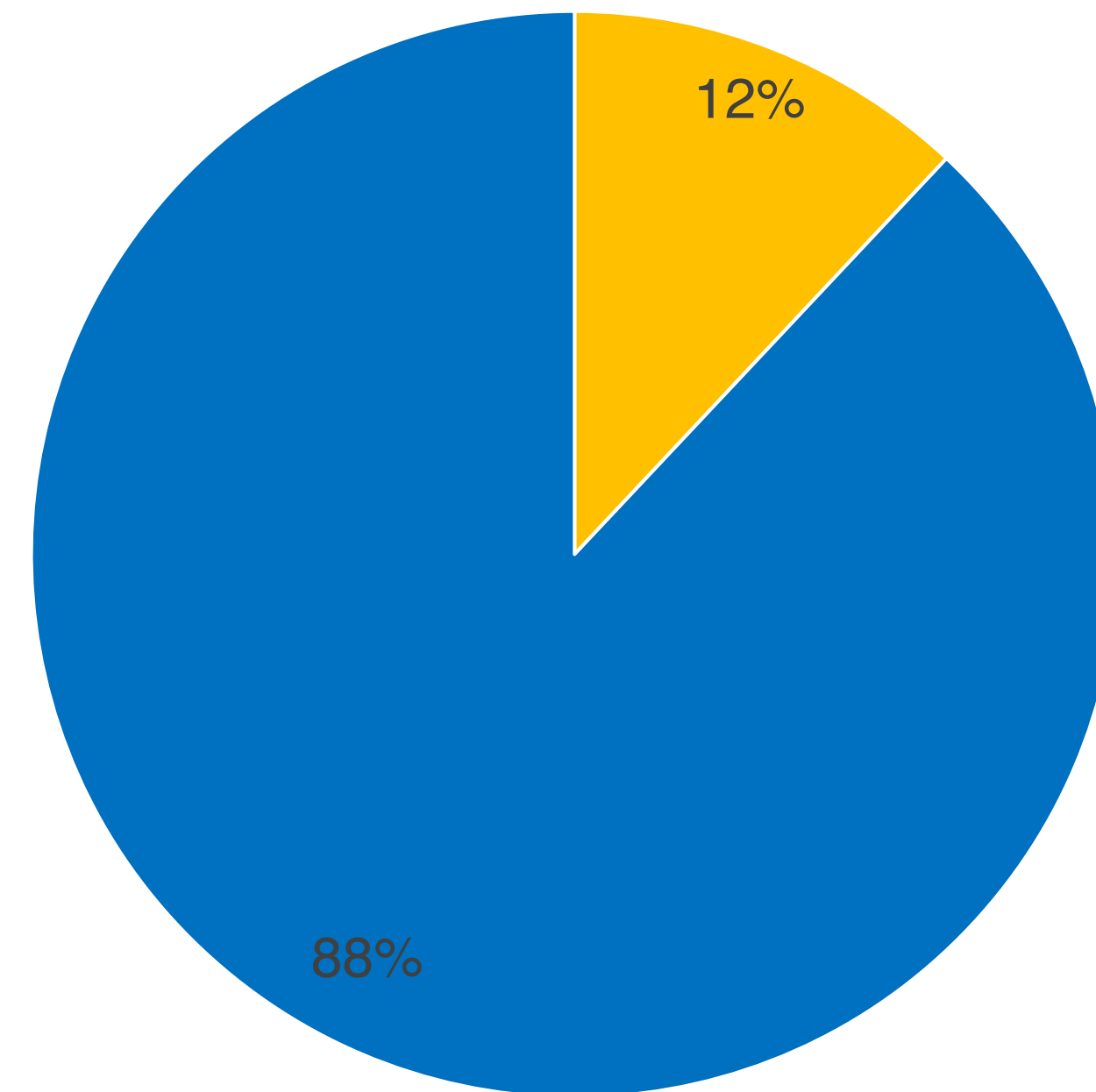


Do any children in your household attend school within the CCSD?





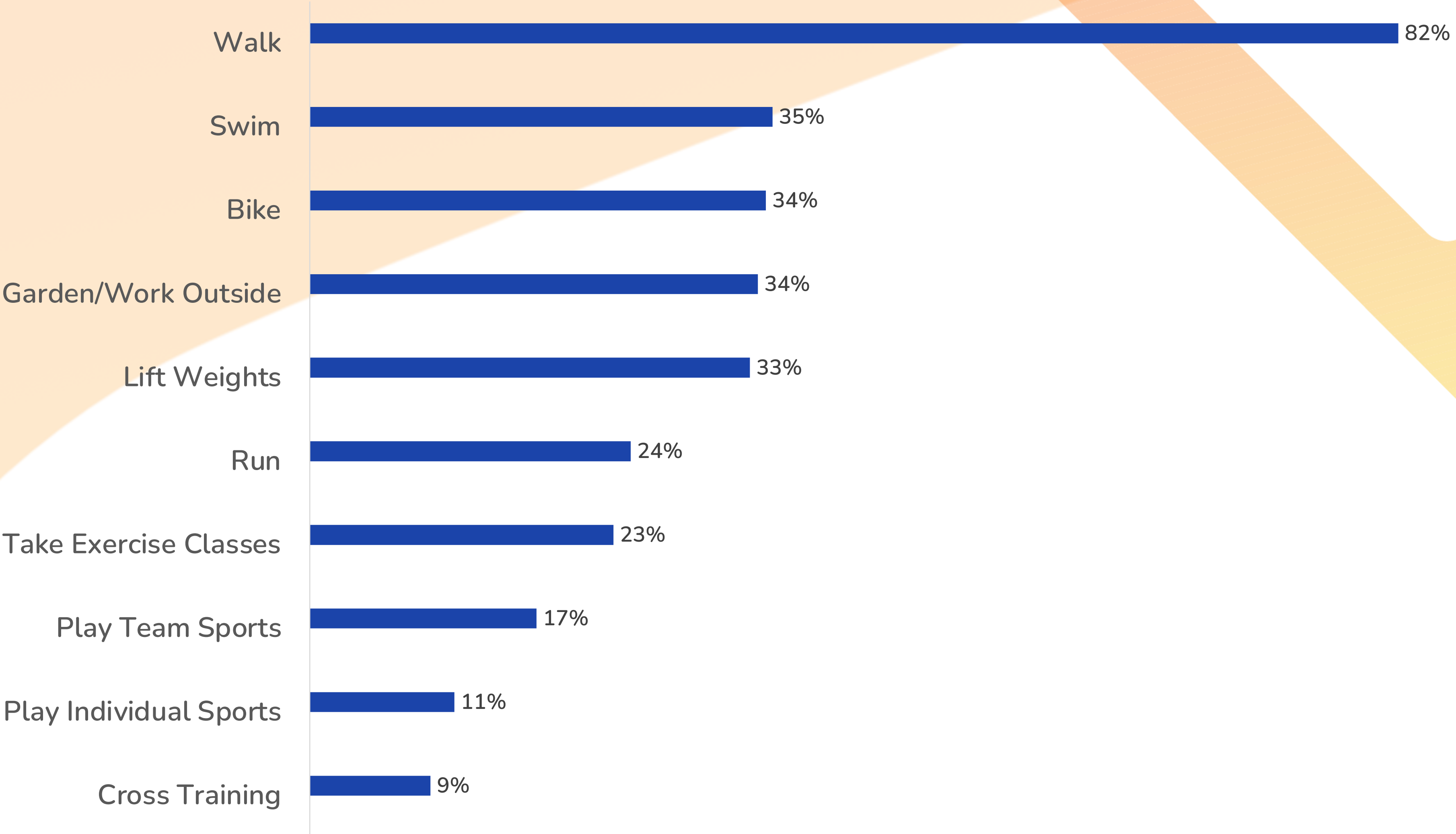
Is anyone in your household currently employed by the CCSD?



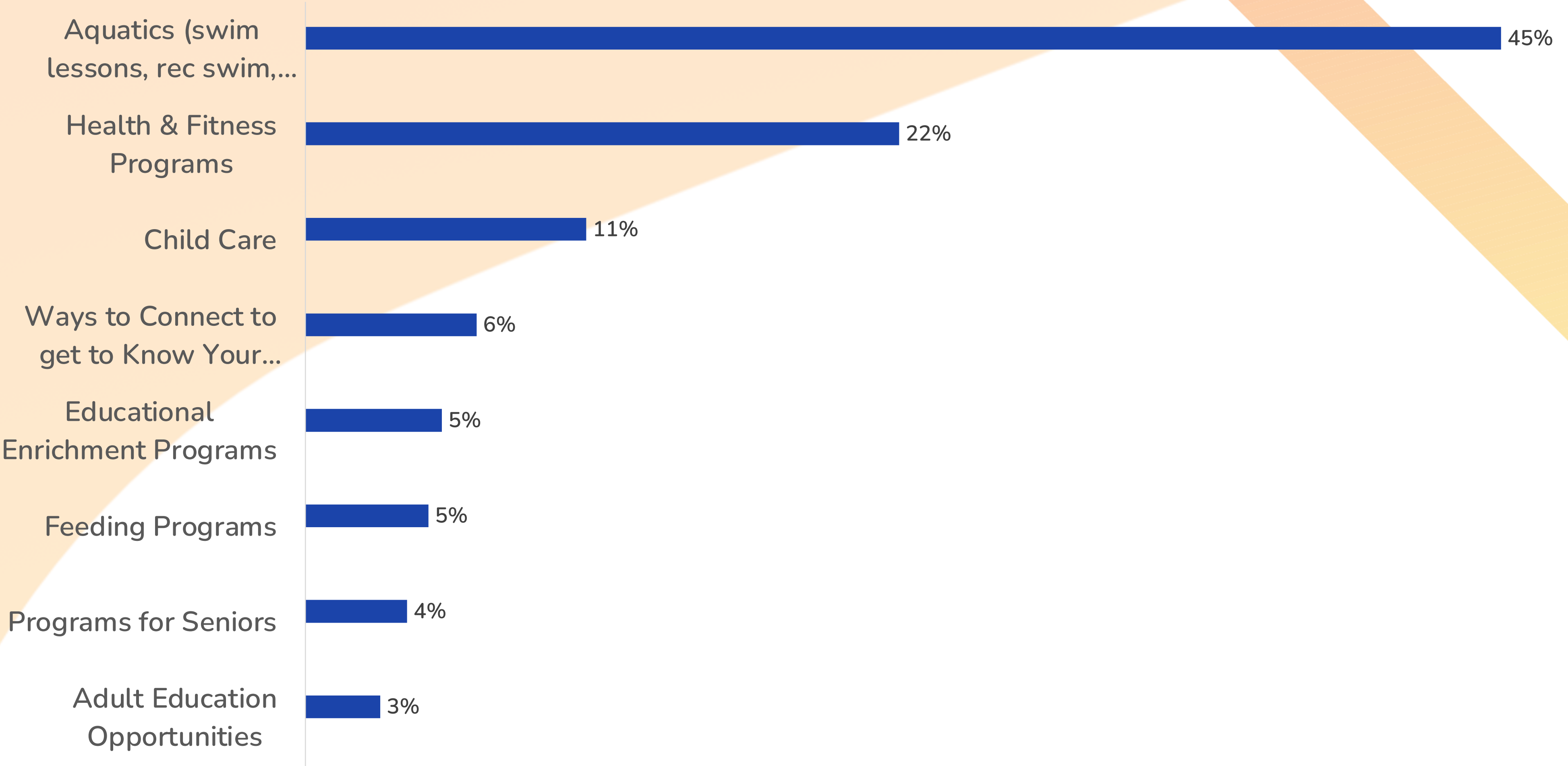
■ Yes ■ No



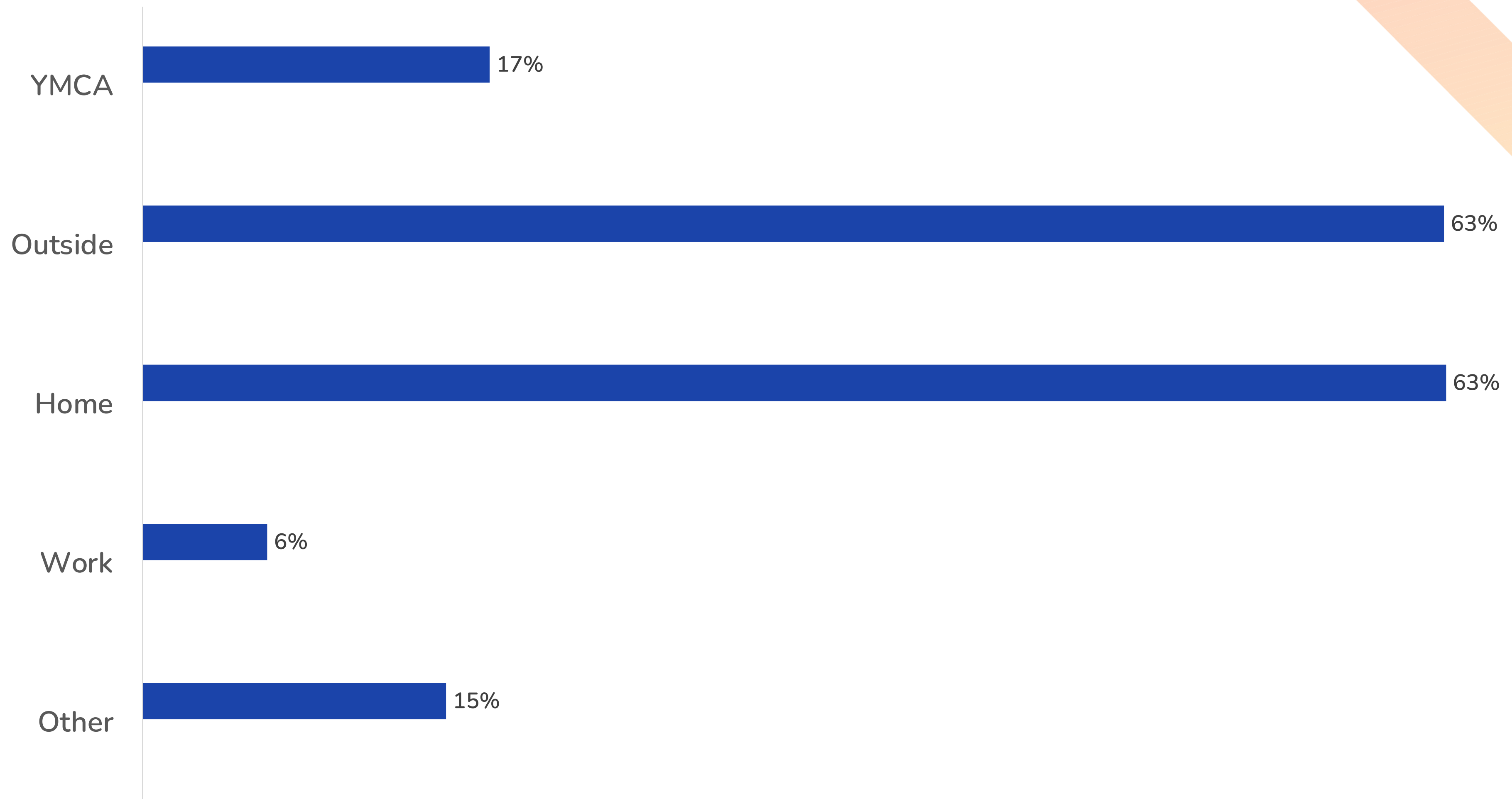
# What do you primarily do for physical activity?



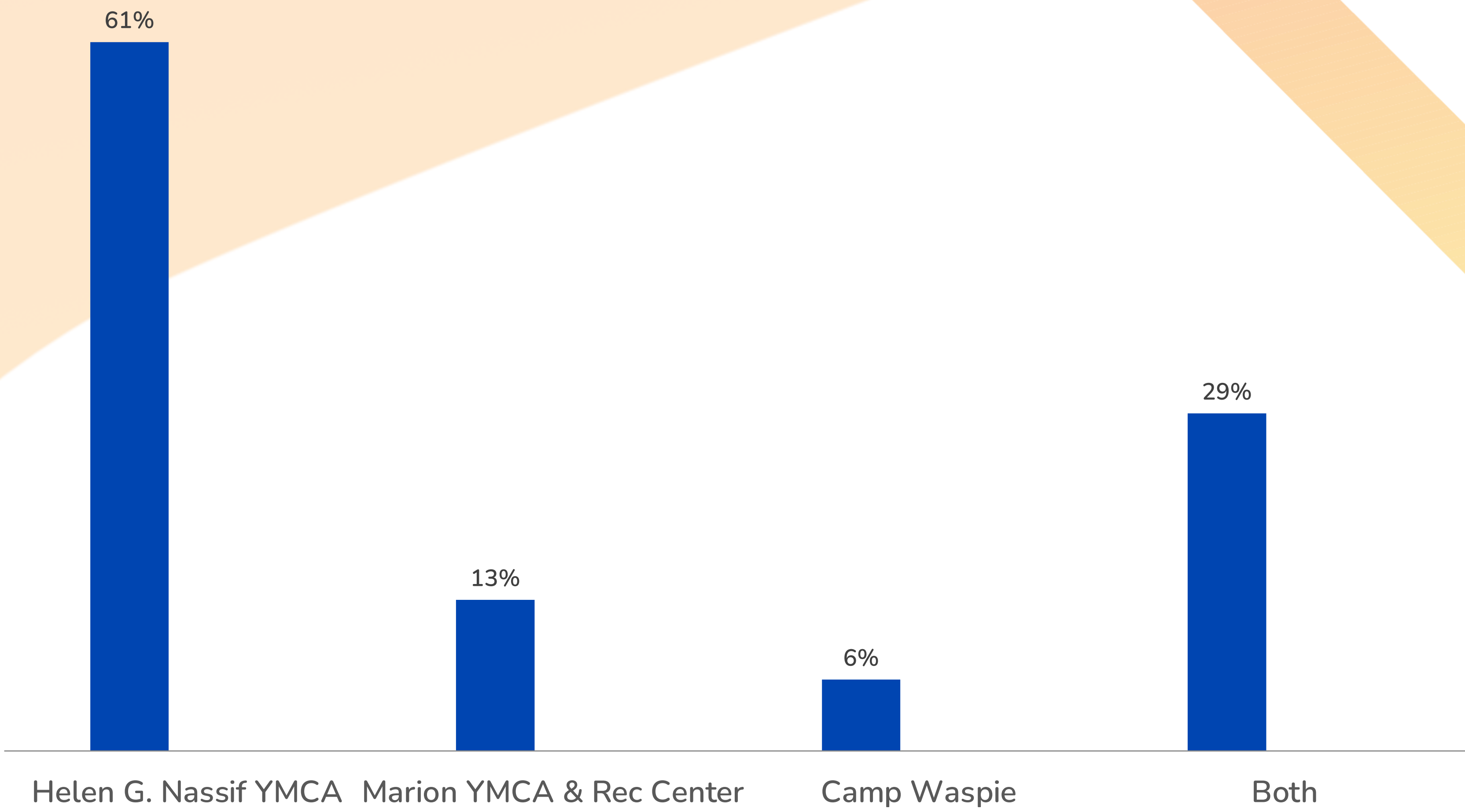
# Which if any of these service or programs do you feel your community needs more of?



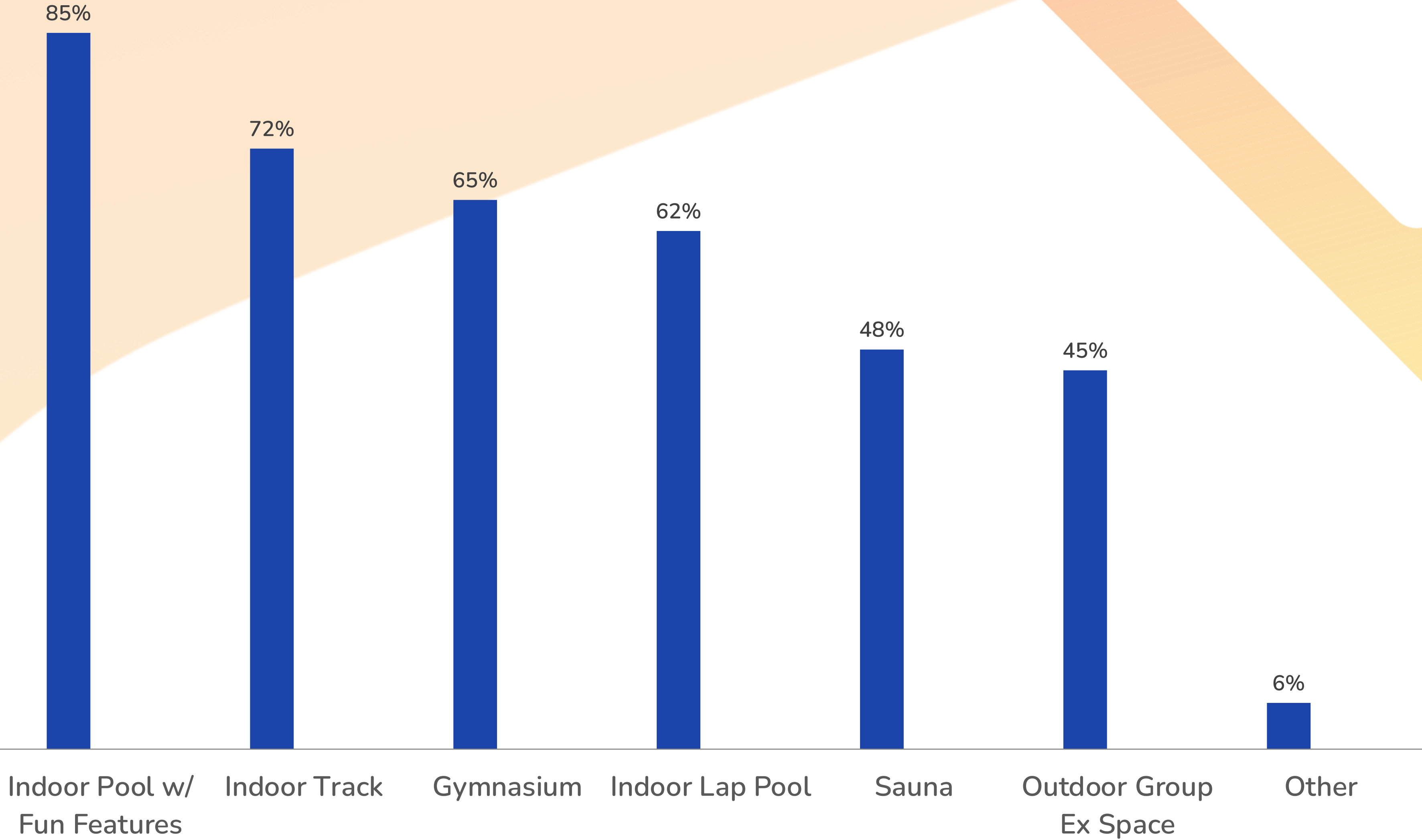
# Where do you usually do your exercise?



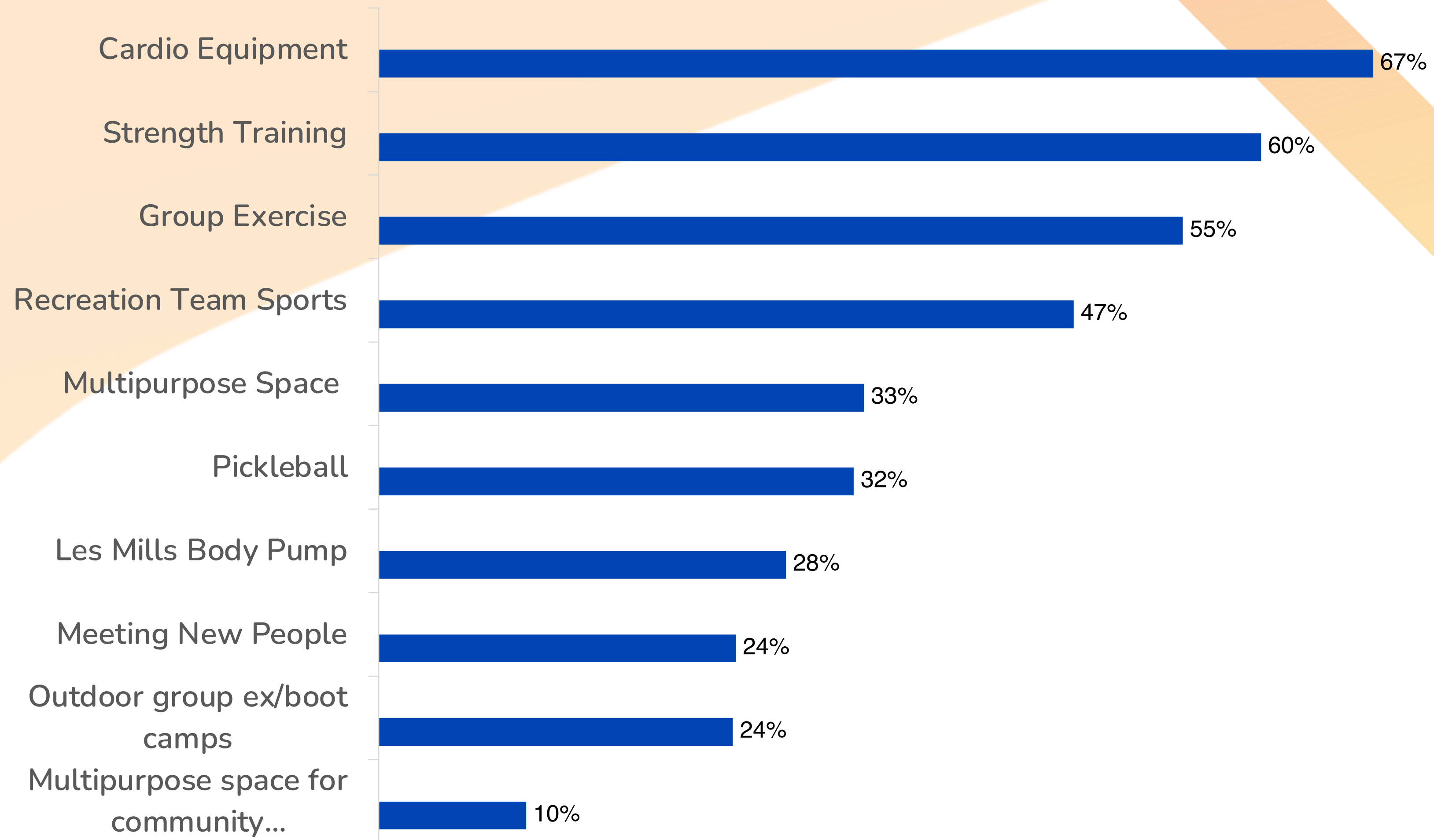
# YMCA Members: Which of these YMCA location (s) do you visit?



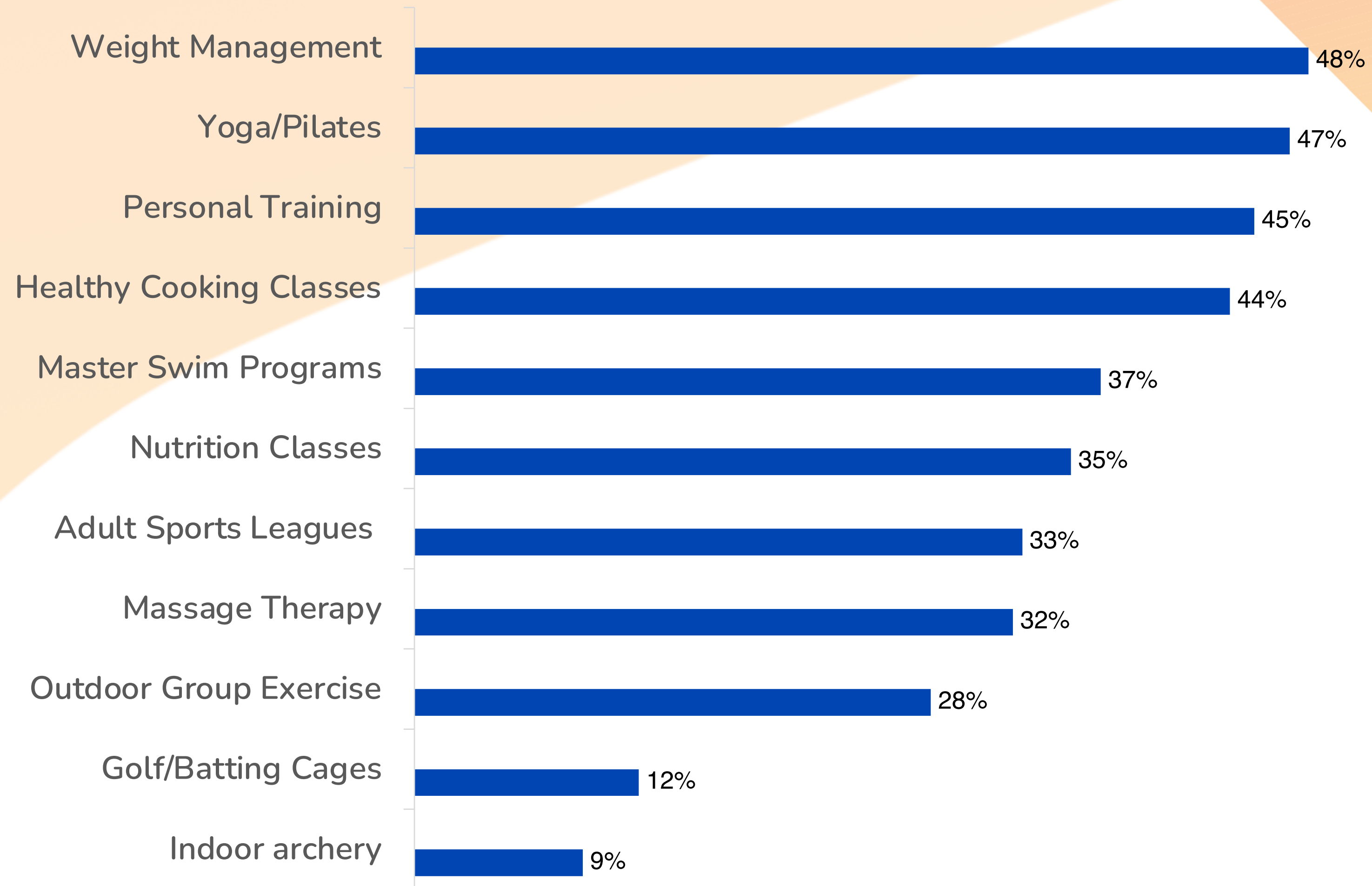
# Which of the following facilities would you or someone in your family use? (select all that apply)



# Which of these would be important to you at the YMCA? (select all that apply)

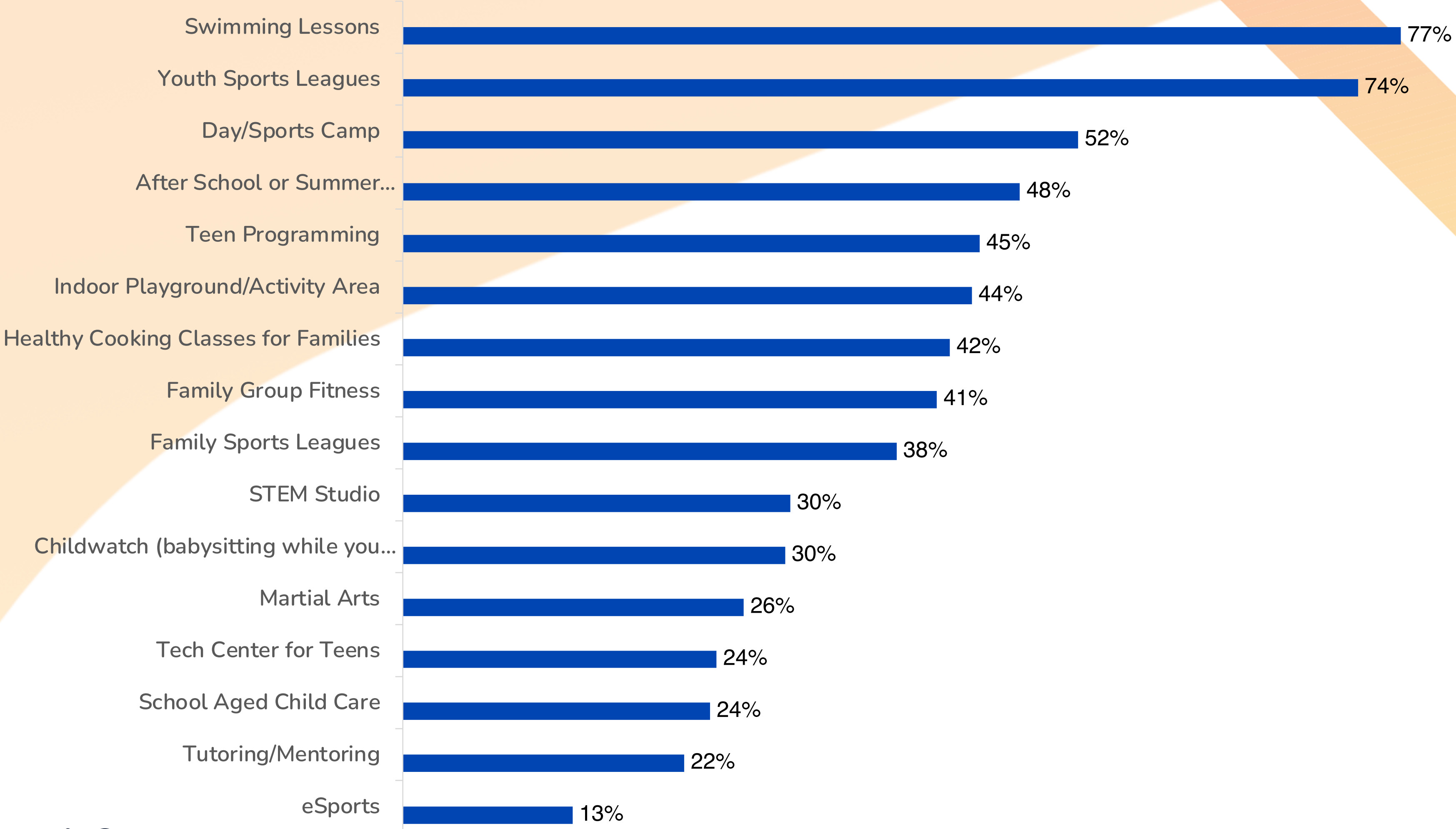


# Which of the following programs might interest you? (select all that apply)

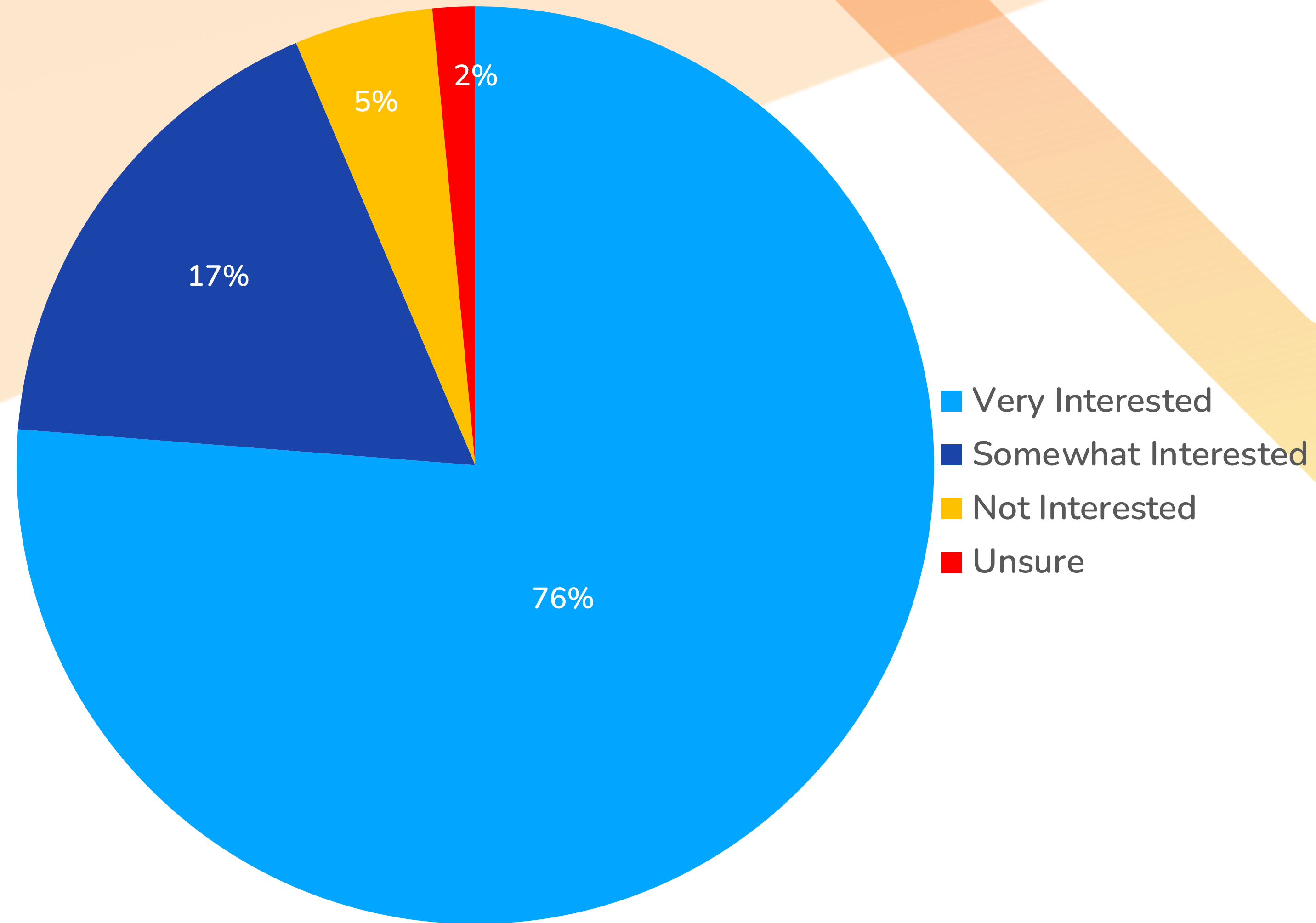




# Households with children: Which of the following programs might interest you? (select all that apply)

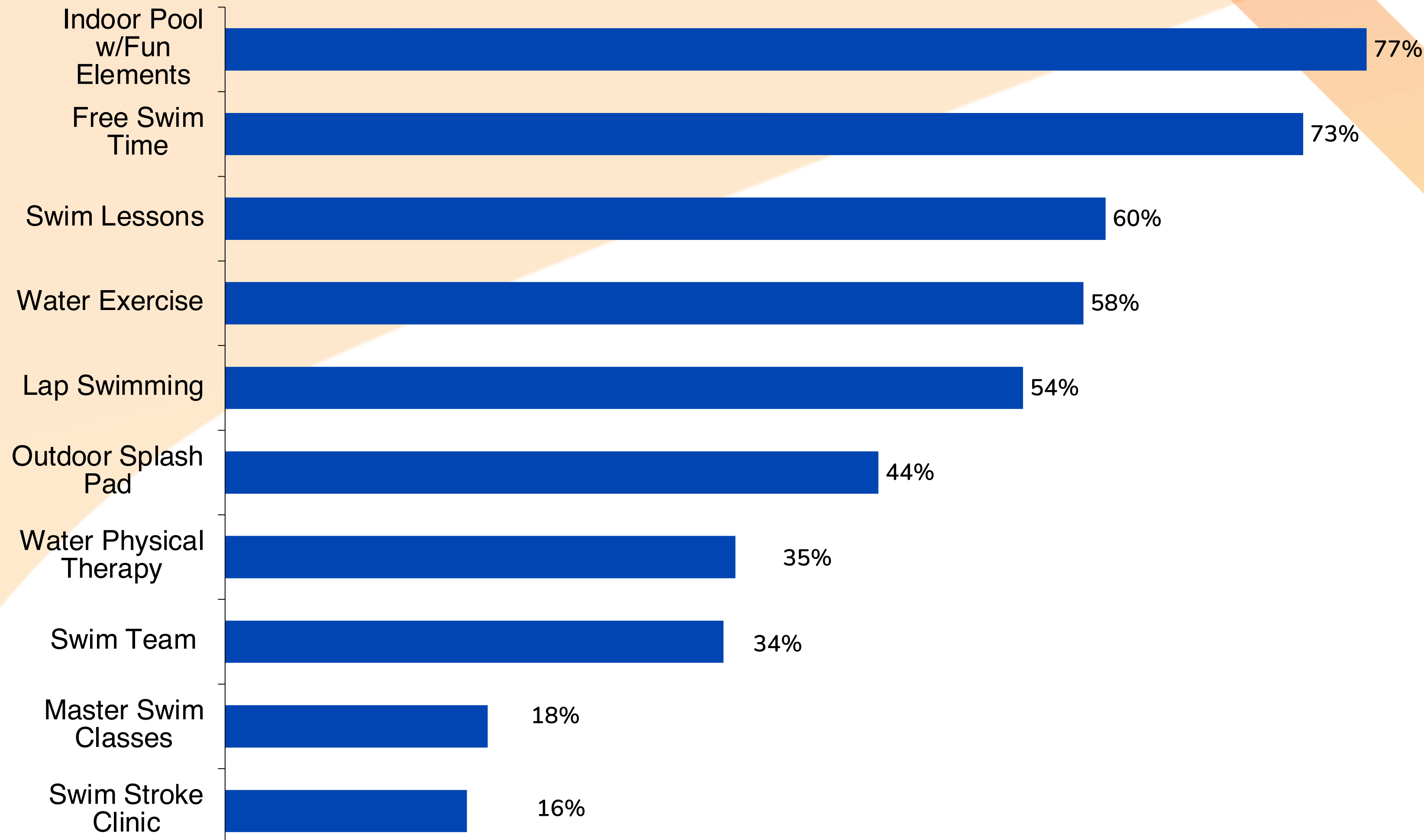


# Aquatics Programming – How interested are you in swimming or doing anything related to aquatics and the pool?



# Which of the following programs might interest you?

## Aquatics



# Community Leader Interview Summary

**Interviewed 19 Community  
Leaders:  
Parents of the CCSD  
Business Leaders  
Civic Leaders  
Longtime Residents**

## What do you love about your community?

- Small Community
- Very Supportive
- Good Schools
- Location – Close to a City with More Entertainment and Infrastructure
- Safe
- Family Friendly

## Biggest challenges for your community?

- Entertainment and Activities for Families
- Community Resources and Infrastructure to Support the Growth
- Rapid Growth in Population and Slower Growth in Resources
- Childcare

## What is the greatest value the Y could bring to the community?

- A Community Center
- Activities and Programs for All Ages
- Access to a Pool and Recreational Activities
- Affordable Access to Recreation



# Capital investment/Expansion Priorities

- Pool

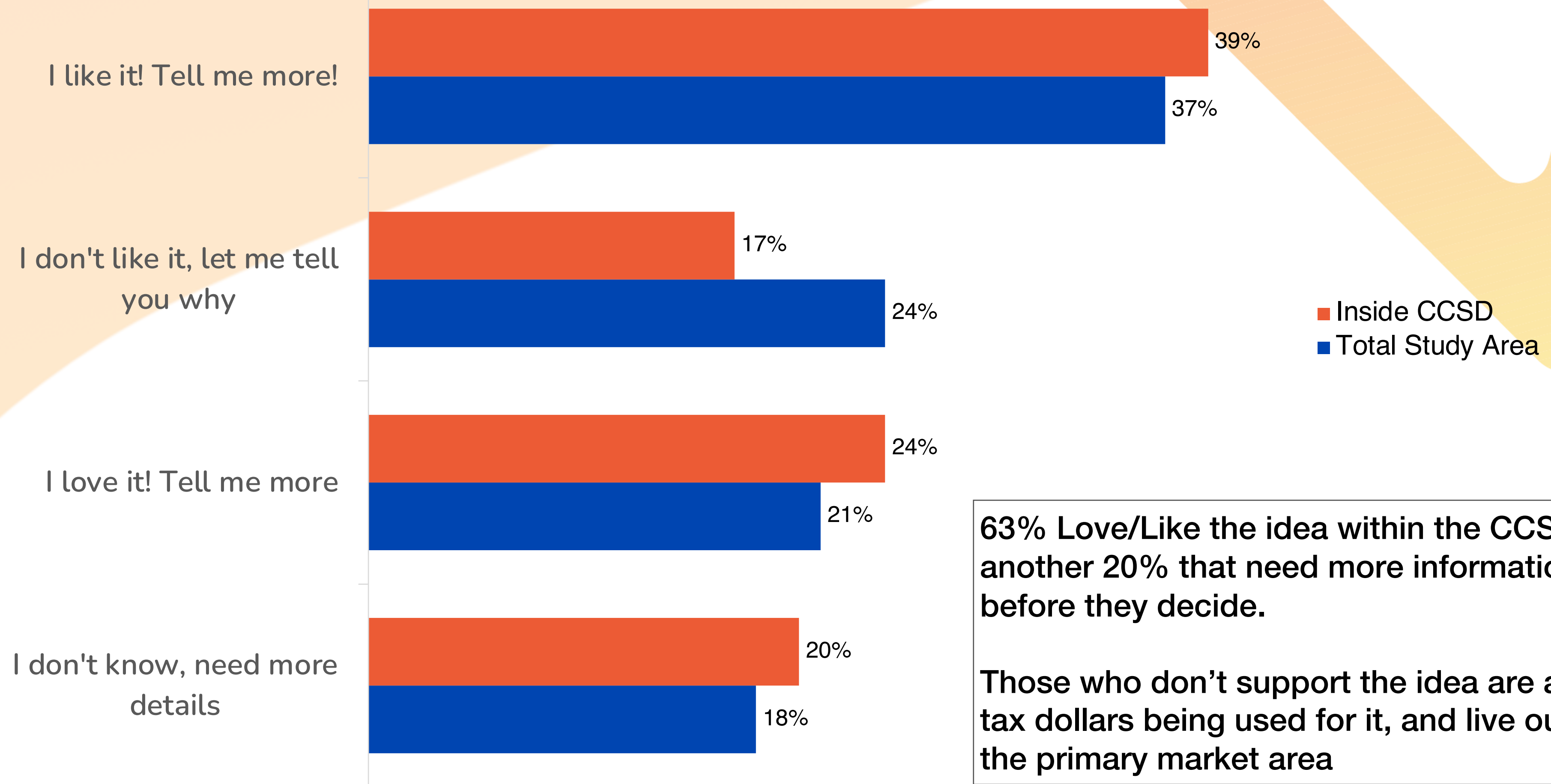
- Indoor Track, Fitness Facility and Gymnasium

- Child Care

- Communication and Understanding of the Need and Cause

# Partnership Sentiment/Projections

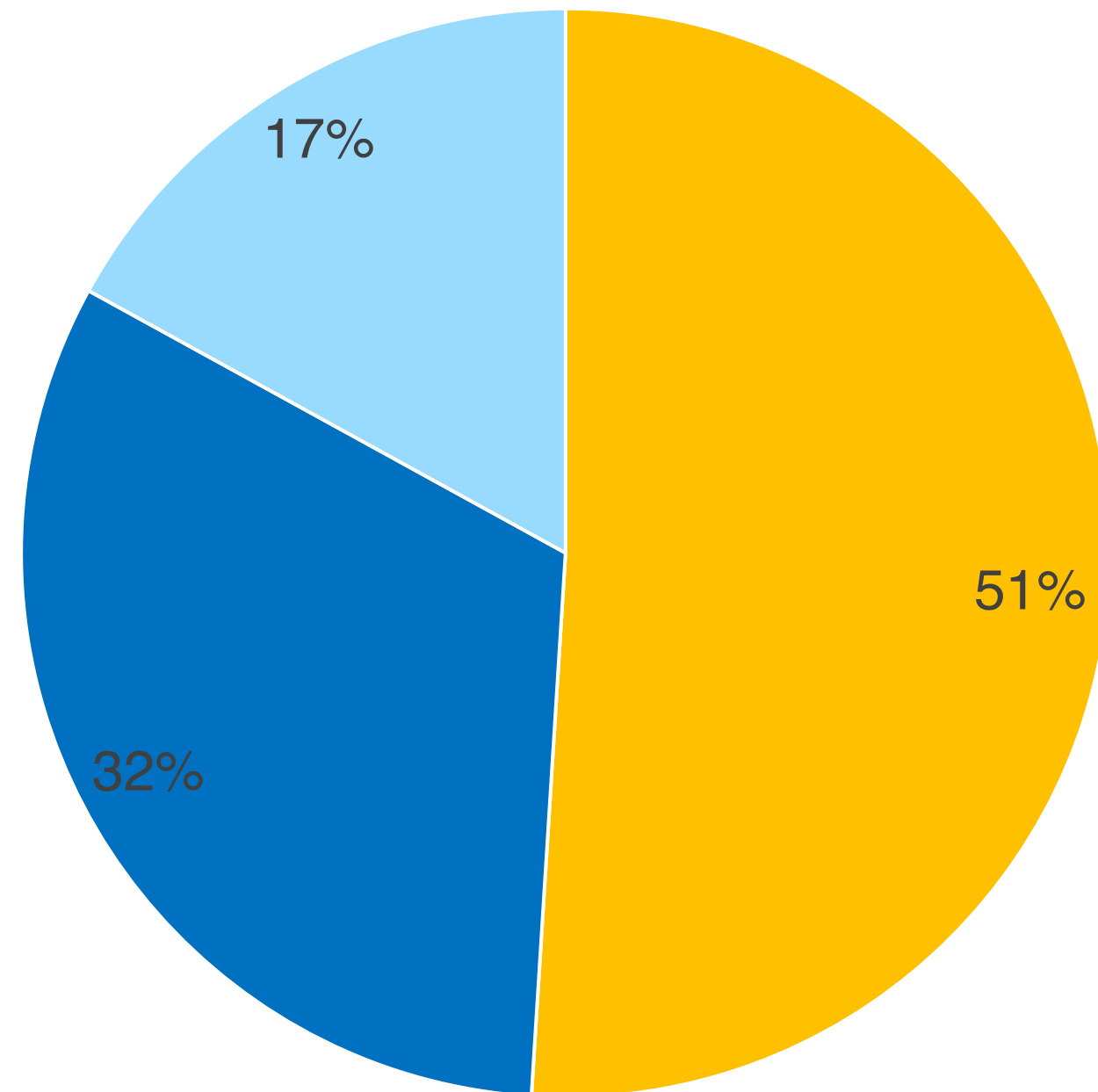
# The CCSD and the YMCA are exploring building a full-facility YMCA/community center across from Prairie Crest Elementary. This facility would be used for student activities and also available for all residents to join or participate in programs. What do you think about that idea?



**63% Love/Like the idea within the CCSD with another 20% that need more information before they decide.**

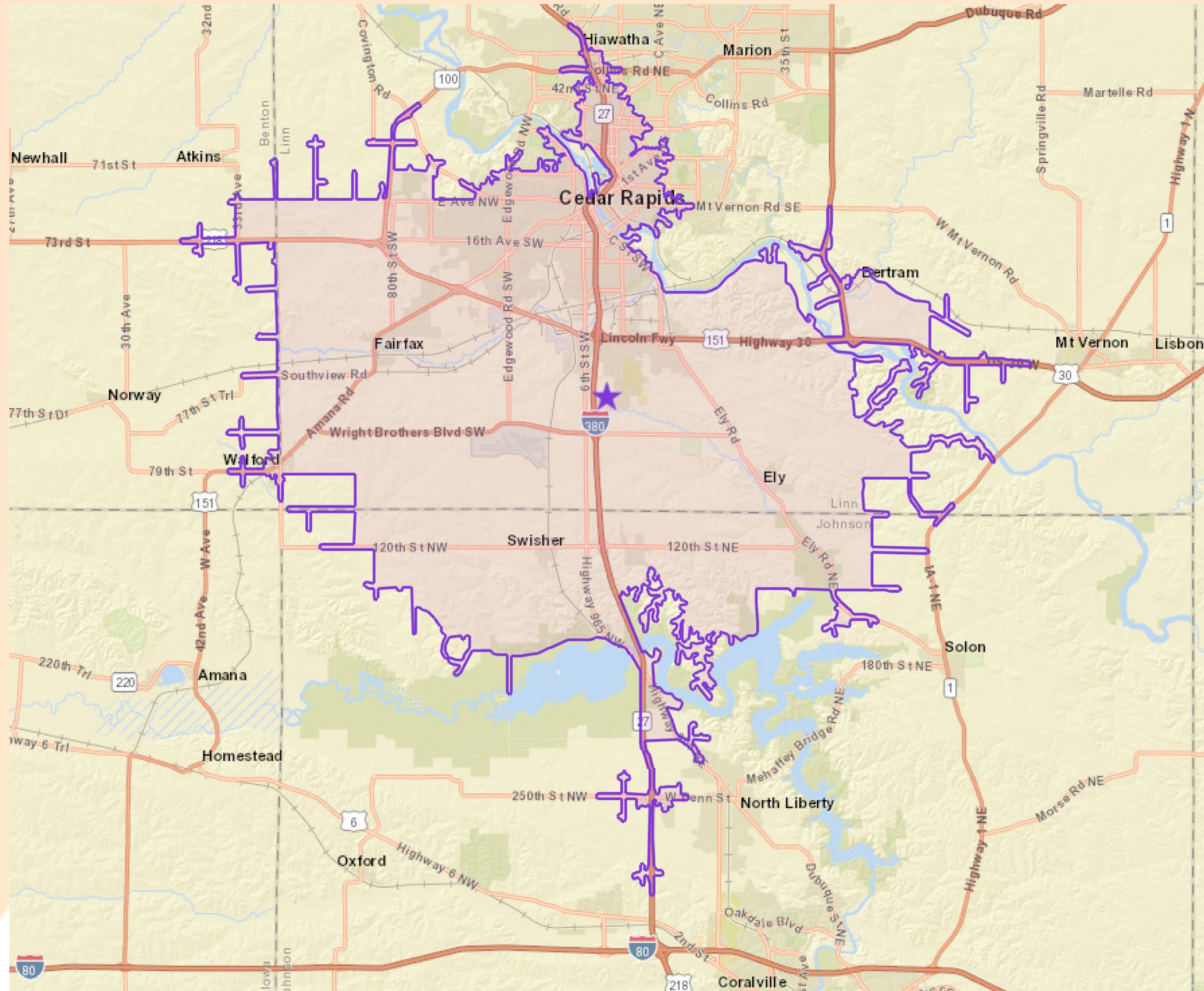
**Those who don't support the idea are against tax dollars being used for it, and live outside the primary market area**

# How convenient is the proposed location for you?



■ Very convenient ■ Somewhat convenient ■ Not convenient

# Projections



**Market Penetration  
10.1% (same  
as Marion)**

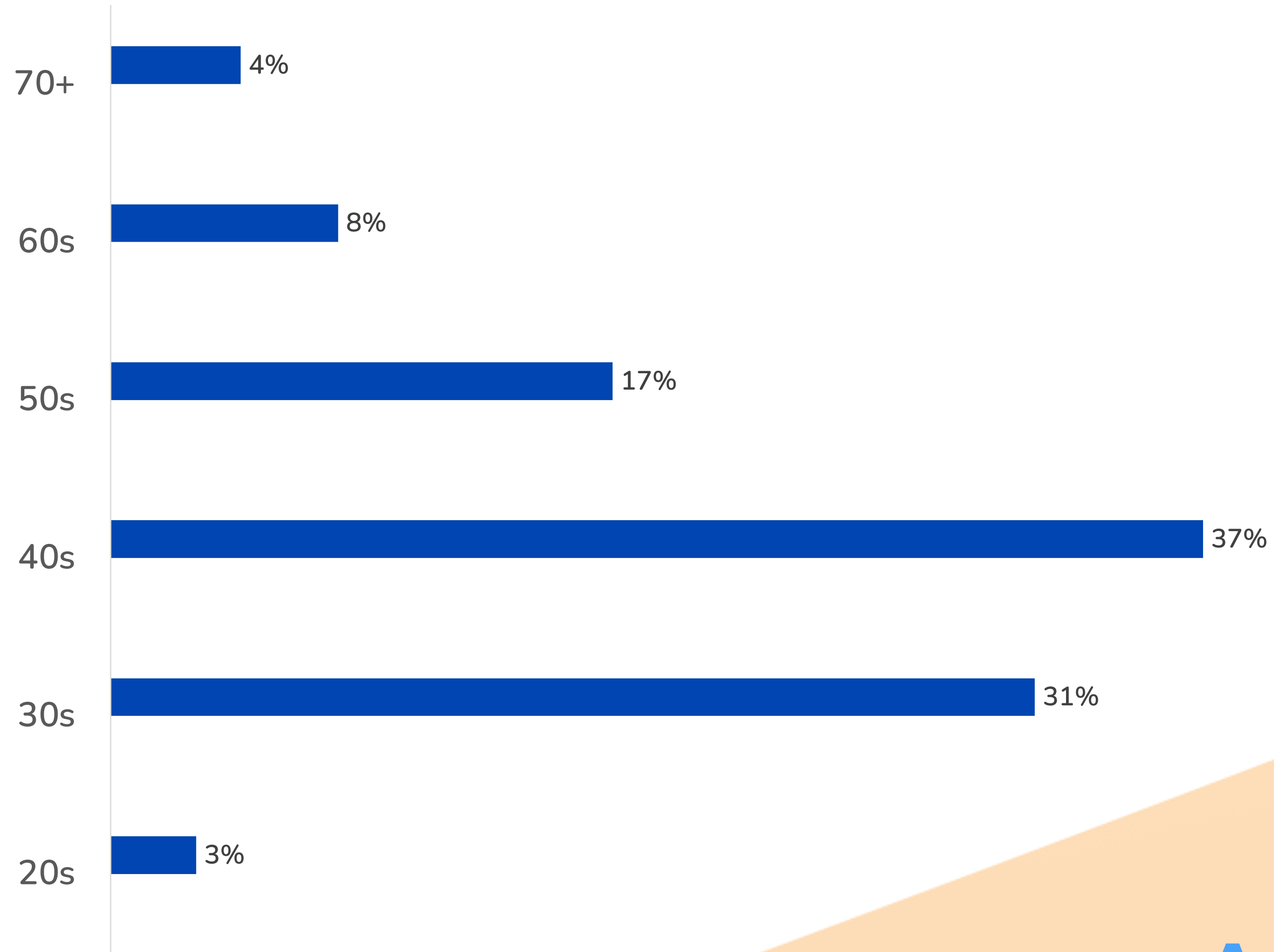
**Market Penetration  
13.2% (projected  
from study)**

**Household Units**

**4,413**

**5,767**

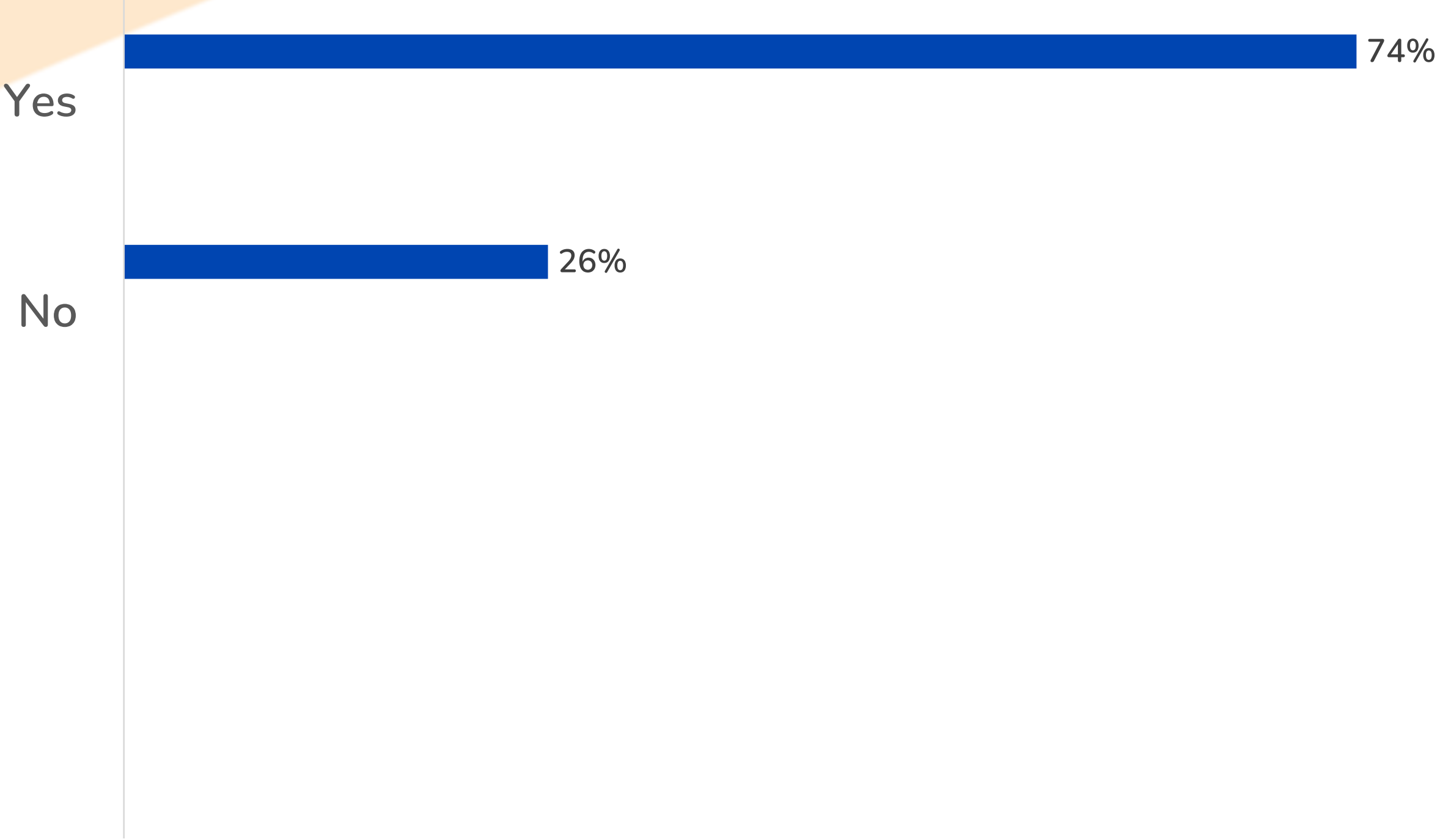
# Respondent Demographics



## Age Ranges

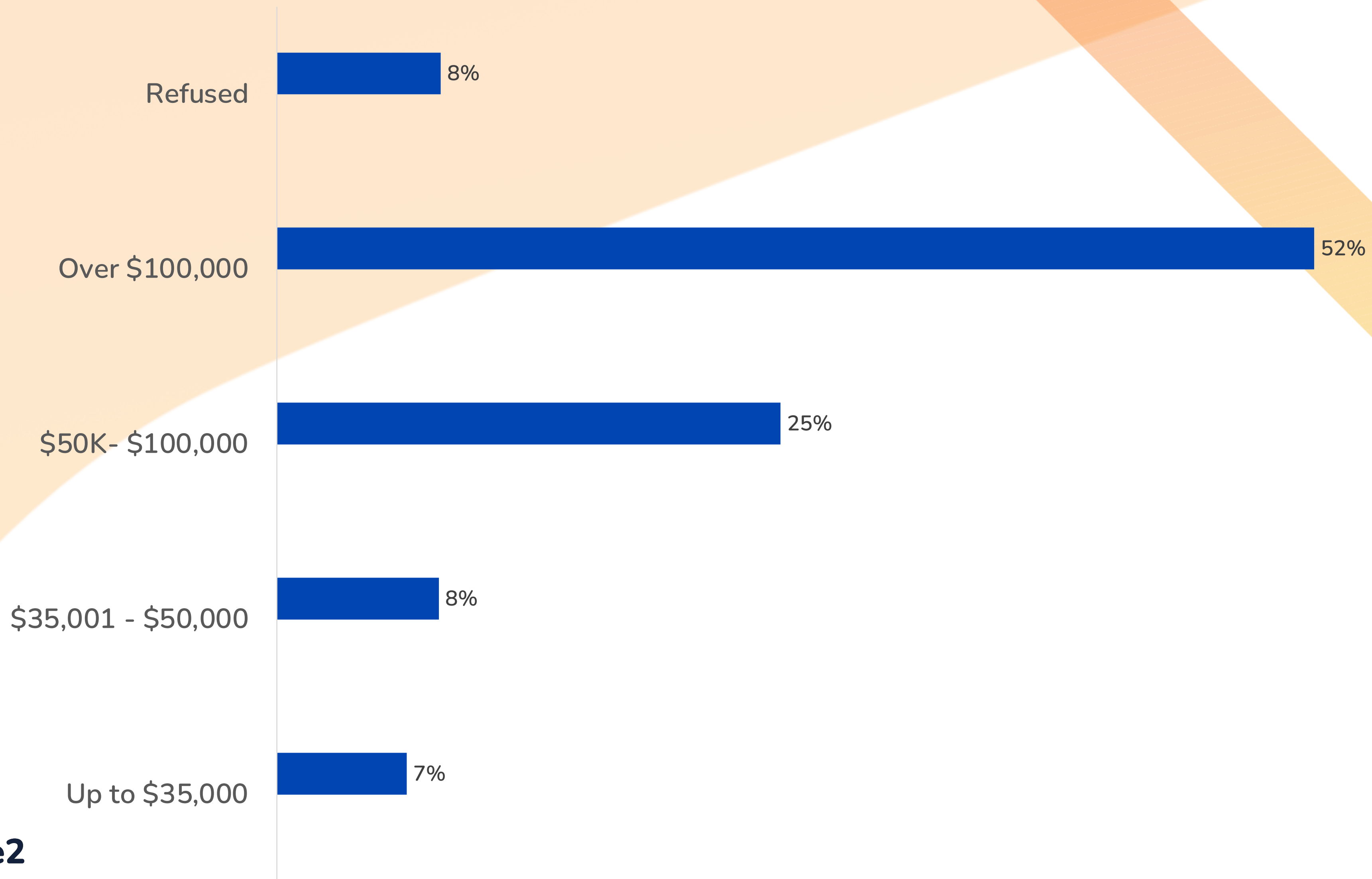


**How many children under the age of 16 do you have living in your household? (708 have children under 16)**





# What is your household income range?



# Which of these best describes you? (race/ethnicity)



# Gender

