



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A Proposal for CASCADES ASSOCIATION



**Submitted by
YMCA of Metropolitan Washington**



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Proposal Overview

This proposal has been designed to help Cascades Association achieve the partnership goals that were shared with the YMCA and uphold the YMCA standards for service. The shared goals supporting this proposal include:

- for Cascades Association to work with one service providing organization for all service area needs (tennis & wellness).
- for Cascades Association to elevate the level of safe, high-quality programs and services that are delivered to its residents by working with the YMCA (one of the world's most established brands).
- for Cascades Association to expand its volume of resident services through YMCA summer camp programs, which gives residents an opportunity to send their children to accredited Y camp experiences within their neighborhood.
- for Cascades Association to have all of the resident services included in this proposal supported by a dedicated YMCA Site Director, that will uphold the YMCA service standards and ensure Cascades Association satisfaction.
- for the YMCA to increase the value of Cascades Association membership through the delivery of all of the above partnership elements.

The pages that follow provide additional detail on YMCA services and conclude with the proposal details and addendum which includes future potential partnership elements. We look forward to discussing this with you at your earliest convenience.



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ABOUT THE YMCA OF METROPOLITAN WASHINGTON

OUR MISSION

For more than 160 years, the YMCA of Metropolitan Washington has been providing vital programs and services to local adults, children and families. Through 17 branches and program centers, the mission of the YMCA of Metropolitan Washington is to foster the spiritual, mental and physical development of individuals, families and communities according to the ideals of inclusiveness, equality and mutual respect **for all**.

The YMCA is one of the largest social service agencies serving Washington D.C., suburban Maryland and northern Virginia. **Every year, we provide opportunities in wellness, aquatics, youth sports, summer camp, child care, and more for over 250,000 people.** Our utmost goal is to make the Y and all we offer accessible and available to the entire community. **With the help of our generous donors, community partners and members, we were able to provide \$2,518,840.23 in scholarships to children and families in 2017.** With a mission to build a healthy spirit, mind and body for all, our impact is felt when an individual makes a healthy choice, when a mentor inspires a child and when a community comes together for the common good.

YMCA OF METROPOLITAN WASHINGTON STRATEGIC PRIORITIES

1. Nurturing the potential of every child and teen
2. Improving the region's health and wellbeing
3. Giving back and providing support for our neighbors
4. Building capacity to guide our cause

DIVERSITY AND INCLUSION

The YMCA of Metropolitan Washington is an inclusive organization and defines inclusion as the deliberate and conscientious effort to be knowledgeable about differences, supportive of others, and active in changing structures that are oppressive to various groups, with the understanding that everyone brings valuable skills and abilities to the YMCA. It is the day to day living of the "for all" part of our YMCA mission statement.





TENNIS SERVICES



At each agreed upon location of tennis courts, the YMCA will provide the Cascades community with tennis programming administered by instructors with the highest certifications from the USPTA/PTR, the global leader in tennis-teacher certification and professional development and the first and only USTA accredited association.

Tennis programs offered include:

- Private lessons, adult clinics, after-school youth program, and summer tennis camp
- Leagues and tournaments
- Socials and Mixers
- Special Events with YMCA Partners including the CitiOpen and Washington Kastles

Cascades Association would receive 10% of the gross revenue from all tennis programs

TENNIS FACILITIES MANAGEMENT

- Tennis coaches will work with YMCA site director to ensure all tennis courts and equipment (such as nets, windscreens, surfaces, etc) are maintained daily and all needed repairs are communicated. Site director will communicate to the Cascades Management office for prompt service.
- Site director will support the Cascades Association with court scheduling management for residents via an online scheduler and database system.
- Site director will work with Association Director of tennis to implement all marketing and programs to support the needs of the community and maximization of tennis participants.
- Expenses (mutually agreed upon) related to maintenance will be reimbursed to the YMCA by the Cascades Association.



WELLNESS SERVICES

WELLNESS

The YMCA of Metropolitan Washington operates six wellness centers for members of all ages, experience levels, and abilities. In support of the collaboration with Cascades Association, the YMCA will provide:

- The YMCA's wellness expertise: all personal wellness trainers and group exercise instructors will be hired, trained and managed by the YMCA.
- Each staff member will pass the YMCA's background checks, uphold the YMCA core values and have an active national certification appropriate for their work in wellness and/or group exercise.
- Traditional wellness services (i.e. Wellness Consultations, Personal Wellness Training, Partner Wellness Training and Small Group Training) and Healthy Living Activities (i.e. organized walks, fitness competitions, blood pressure screening, cooking demonstrations, chronic disease prevention programs) will be paid for by Cascades Association residents.
- A wide variety of dynamic Group Exercise Classes (Yoga, Zumba, Pilates Mat, Kickboxing, etc.) available on a fee-based schedule to be paid for by Cascades residents.
- Cascades Association will receive 10% of the gross revenue from all wellness programs.
- Support for an-agreed upon schedule of equipment purchases, available to Cascades at the YMCA's preferred rates, including support of enhanced wellness floorplan design.

Please note that the YMCA would like to discuss Cascades Association's interests with respect to the current clientele managed by the existing wellness service provider to ensure a smooth and effective step forward for all parties.





SUMMER CAMP

The Y is one of the largest providers of camp programs nationwide. There are over 1,850 day camps across the country including specialty camp programs that meet the diverse needs of children and teens, such as youth with disabilities and illnesses. **Ready for the best summer camp ever in your community?**

Summer camp at the Y is all about learning skills, developing character, and making friends. Camping teaches self-reliance, a love for nature and the outdoors and the development of attitudes and practices that build character and leadership.

YMCA SUMMER CAMP OFFERS VARIOUS ACTIVITIES INCLUDING:

- Art Camps: Adventures in Art, Let's Paint, Rip the Runway, Stitching the Day Away
- Aquatics Camps
- Leadership Camps: Counselors in Training
- Outdoor Camps: Horseback Riding, Archery, Hiking, Boating
- Resident Camps
- Specialty Camps: Chess, Savor the Flavor, Kids Gone Crafty, Creative Writing
- Sports Camps: Baseball, Basketball, Cheerleading, Dance, Flag Football, Soccer, Rock Climbing, T-ball, Yoga
- S.T.E.M Camps: Mad Scientists, Lego Robotics, Green Thumbs Up, Slime Time
- Traditional Camps with Theme Weeks
- Travel Camps: Destination DC, Destination Unknown, Amusement Park Adventures

Beginning in the 2nd year of the partnership, the YMCA will serve the Cascades community at each agreed upon location through a range of youth programs and camps including STEM, sports, arts and humanities, traditional day camps, and child care. Cascades Association would receive 10% of the gross revenue.

All YMCA staff complete extensive training and certification in the following:

- CPR/First aid
- Child Abuse Prevention
- Diversity/Inclusion
- Ethical Conduct/Behavioral Management
- Concussion Training
- Pool Safety
- Active Shooter Training
- Emergency Planning Procedures



CAMP LOCATIONS:

Washington, D.C.: YMCA Anthony Bowen, YMCA Calomiris Program Center, YMCA Capital View Program Center

Maryland: YMCA Bethesda-Chevy Chase/YMCA Ayrilawn Program Center, YMCA Bowie Program Center, YMCA Camp Letts, YMCA Silver Spring

Virginia: YMCA Alexandria, YMCA Arlington, YMCA Fairfax County Reston, YMCA Loudoun County Program Center



YOUTH SERVICES



In year two we can incorporate child care and youth sports into our agreement to expand upon the services delivered to your residents.

EARLY LEARNING & SCHOOL AGE CHILD CARE

The Y's child care, afterschool and Child Watch programs are staffed with people who understand the cognitive, physical and social development of kids, the need children have to feel connected and supported in trying new things and the caring and reinforcement parents and families need to help each other.

At the Y, babies develop trust and security, preschoolers experience early literacy and learn about their world and school-age kids make friends, learn new skills and do their homework. In the future, we can explore an opportunity for the YMCA to provide early learning & school age child care to Cascades Association residents for a fee paid by residents. Most importantly, children learn how to be their best selves. That makes for confident kids today, and contributing and engaged adults tomorrow.

YOUTH SPORTS

The YMCA's youth sports programs are fun for all levels, beginner through advanced. Organized by age group, the Y's leagues, clinics and classes stress sportsmanship and equal participation, as well as skill and character development. In the future, the YMCA can work with Cascades Association to provide the desired sports experience for residents at a fee paid for by the residents.

Sports opportunities include:

- Gymnastics
- Martial Arts
- Basketball
- Flag Football
- Soccer
- T-ball



PROPOSAL DETAILS

YMCA of Metropolitan Washington & Cascades Association

PROPOSAL DETAILS:

The YMCA of Metropolitan Washington proposes a 3-year agreement to manage Cascades Association's sports and recreation amenities (including five community centers, two wellness facilities, and 15 tennis courts). The target start date for our work together is January 2020.

ELEMENTS:

- The YMCA will oversee all service area staff (hiring, managing, payroll, HR functions, etc.. We will provide greater detail on all related services in our formal agreement).
- Cascades Association will be responsible for facility expenses (utilities, facility repairs, etc.), effectively all of the expenses that Cascades Association pays for currently. We will detail all of these expenses in our formal agreement.
- Cascades Association will receive 10% of the gross revenue generated from all YMCA programs (tennis, wellness, camp, and youth services). Based on the information you have shared with us, the projected revenue share for Cascades Association is \$27k in year one, \$37k in year two, and \$40k in year three.
- The YMCA proposes a \$125k annual management fee per year, which will pay for the dedicated on-site support of a YMCA Site Director (as referenced in this proposal to manage the YMCA's delivery of this partnership) and YMCA leadership support in driving the overall success of the partnership with Cascades Association in each year.

CASCADES PROPOSAL SUMMARY PROJECTIONS:

Youth Programs/Traditional Camps	Year 1	Year 2	Year 3
Projected Gross Revenue		\$75,600	\$79,380
10% to Cascades		\$7,560	\$7,938

Tennis Programs	Year 1	Year 2	Year 3
Projected Gross Revenue	\$134,000	\$140,700	\$147,735
10% to Cascades	\$13,400	\$14,070	\$14,774

Wellness Programs*	Year 1	Year 2	Year 3
Projected Gross Revenue	\$145,000	\$160,000	\$180,000
10% to Cascades	\$14,000	\$16,000	\$18,000

TOTAL Programs	Year 1	Year 2	Year 3
Projected Gross Revenue	\$279,000	\$376,400	\$407,115
Cascades Total	\$27,400	\$37,630	\$40,712



PROPOSAL ADDENDUM

YMCA of Metropolitan Washington & Cascades Association

AQUATICS SERVICES ADDENDUM:

As a reminder of the aquatics services that the YMCA can provide the Cascades Association, the following information includes the original aquatics proposal details and elements regarding key features, services, trainings, and expense estimates. With the initial phase of the partnership to include tennis, wellness, and youth programs, we look forward to continued discussion of including our aquatics services in the following phase of our potential partnership.

The YMCA of Metropolitan Washington has decades of experience operating aquatics facilities throughout Virginia, Maryland and Washington DC. Through the comprehensive safety, programming and operations of the aquatics departments across our association, we would be able to replicate the same high level of service in partnership with the Cascades Association.

YMCA aquatics management key features and services include:

- Comprehensive aquatics operations manual that meets or exceeds all local regulating agencies mandating all aspects of aquatics operations in compliance with YMCA of the USA guidelines.
- Safety Plans specific to each facility.
- Safety audits of each facility conducted twice a month by Association Director of Aquatics and select aquatics directors.
- In-Service trainings conducted monthly for lifeguards and pool managers at each facility.
- YMCA or Red Cross lifeguarding Programs offered at all of our locations in the area to help train people to become aquatics professionals and increase local employment.
- All lifeguards are drilled monthly in rescue skills and swimming skills.
- Extensive YMCA swim lesson program offered at all locations.
- Certified pool operators on duty at all locations.
- Increased staffing at pools to maintain at least two certified lifeguards at each facility at all times (staffing is increased due to usage). This requirement increases the safety of all locations by limiting time in the chair to keep lifeguards fresh and provides for a faster more robust response to emergency situations.
- Aquatics professionals trained and certified to handle most maintenance issue with contractors on call to handle any major maintenance concerns.

Aquatics Expense Estimated Totals (to be agreed upon with Cascades Association):

Chemicals	\$25,000
Pool opening cleaning	\$10,000
Pool closing winterizing	\$10,000
Possible Inspection work	\$10,000
Admin costs	\$45,000
Lifeguards	\$167,000
Pool Managers	\$73,245
Desk Attendant	\$17,400
Aquatics Coordinator	\$12,240
Aquatics Director	\$52,000
Total	\$421,885



PROPOSAL ADDENDUM

YMCA of Metropolitan Washington & Cascades Association

AQUATICS SERVICES:

Youth can take advantage of programs that range from beginner to advanced swimming. As youth grow, opportunities are available to learn CPR or to become certified lifeguards.

For adults, there are additional benefits of swimming or participating in water activities including improved muscle definition, blood flow and flexibility, lower stress and inflammation, and more.

THE YMCA OFFERS VARIOUS AQUATICS ACTIVITIES INCLUDING:

- Aqua Aerobics
- Adaptive Aquatics
- CPR Training Certification
- Parent/Child Swim Lessons
- Lifeguarding Certification
- Youth Swim Teams
- Private Swim Lessons
- Pool Manager Certification

All activities detailed will be paid for by Cascades Association residents (unless Cascades Association wishes to make purchases for residents).

