



Prairie Village Community Center YMCA Pro Forma Presentation

BACKGROUND

As part of the Community Center planning discussion, a survey was performed by Wiese Research Group to estimate the number of members that would join at various price points. The YMCA has taken that information and used it to estimate revenues and resulting expenses, creating three scenarios to show operating income or loss. Mark Hulet, President and CEO of YMCA of Greater Kansas City, will present these to Finance Committee for review and discussion.

ATTACHMENTS:

- **YMCA Pro Formas: Conservative, Moderate, Aggressive Projections**
 - **Membership Survey Results, Wiese Research Group**
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Prepared by:
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Finance Director
Date: July 29, 2024

Operating Proforma
 Prairie Village Community Center YMCA
 Conservative Mid Price

55,000 SF
 2,017 Units
 3 Year Ramp

Pro Forma Financials

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenues					
Contributions	60,000	65,000	75,000	85,000	95,000
Membership Dues	670,000	1,355,624	1,807,499	1,843,600	1,880,500
Program Fees	100,000	102,000	104,000	106,100	108,200
Facility Rentals	30,000	30,600	31,200	31,800	32,400
Total Revenue	860,000	1,553,224	2,017,699	2,066,500	2,116,100
Expenses					
Salaries	645,000	957,100	971,500	986,100	1,000,900
Taxes & Benefits	141,900	210,562	213,730	216,942	220,198
Supplies	51,000	51,500	52,000	52,500	53,000
Occupancy	467,500	472,200	476,900	481,700	486,500
Equipment Expenses	45,000	45,500	46,000	46,500	47,000
Publicity	45,000	30,000	18,000	18,200	18,400
Telecom/Transport/Leases	30,000	30,300	30,600	30,900	31,200
Total Expense	1,425,400	1,797,162	1,808,730	1,832,842	1,857,198
DIRECT NET	(565,400)	(243,938)	208,969	233,658	258,902
Management Fee	(129,000)	(232,984)	(302,655)	(309,975)	(317,415)
NET AFTER MGMT FEE	(694,400)	(476,922)	(93,686)	(76,317)	(58,513)

Operating Proforma

Prairie Village Community Center YMCA

Moderate Mid Price

55,000 SF

3,323 Units

4 Year Ramp

Pro Forma Financials

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenues					
Contributions	60,000	65,000	65,000	75,000	95,000
Membership Dues	670,000	1,355,624	2,233,386	2,977,848	3,037,400
Program Fees	100,000	102,000	102,000	104,000	106,100
Facility Rentals	30,000	30,600	30,600	31,200	31,800
Total Revenue	860,000	1,553,224	2,430,986	3,188,048	3,270,300
Expenses					
Salaries	645,000	957,100	1,372,900	1,393,500	1,414,400
Taxes & Benefits	141,900	210,562	302,038	306,570	311,168
Supplies	51,000	51,500	51,500	52,000	52,500
Occupancy	467,500	472,200	472,200	476,900	481,700
Equipment Expenses	45,000	45,500	45,500	46,000	46,500
Publicity	45,000	30,000	30,000	30,300	30,600
Telecom/Transport/Leases	30,000	30,300	30,300	30,600	30,900
Total Expense	1,425,400	1,797,162	2,304,438	2,335,870	2,367,768
DIRECT NET	(565,400)	(243,938)	126,548	852,178	902,532
Management Fee	(129,000)	(232,984)	(364,648)	(478,207)	(490,545)
NET AFTER MGMT FEE	(694,400)	(476,922)	(238,100)	373,970	411,987

Operating Proforma
 Prairie Village Community Center YMCA
 Aggressive Mid Price

55,000 SF
 4,590 Units
 5 Year Ramp

Pro Forma Financials

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenues					
Contributions	60,000	65,000	65,000	85,000	95,000
Membership Dues	670,000	1,355,624	2,233,386	3,256,393	4,279,400
Program Fees	100,000	102,000	102,000	106,100	108,200
Facility Rentals	30,000	30,600	30,600	31,800	32,400
Total Revenue	860,000	1,553,224	2,430,986	4,418,400	4,515,000
Expenses					
Salaries	645,000	957,100	1,372,900	1,829,800	1,857,200
Taxes & Benefits	141,900	210,562	302,038	402,556	408,584
Supplies	51,000	51,500	51,500	52,500	53,000
Occupancy	467,500	472,200	472,200	481,700	486,500
Equipment Expenses	45,000	45,500	45,500	46,500	47,000
Publicity	45,000	30,000	30,000	18,200	18,400
Telecom/Transport/Leases	30,000	30,300	30,300	30,900	31,200
Total Expense	1,425,400	1,797,162	2,304,438	2,862,156	2,901,884
DIRECT NET	(565,400)	(243,938)	126,548	1,556,244	1,613,116
Management Fee	(129,000)	(232,984)	(364,648)	(662,760)	(677,250)
NET AFTER MGMT FEE	(694,400)	(476,922)	(238,100)	893,484	935,866

Households Projected To Join PV Community Center And YMCA By Membership Type At Various Price Points

			CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...		
TYPE OF MEMBERSHIP	% Of Total By Type	# Of HH By Type	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price
One Adult	15%	12,491	262 2.1%	262 2.1%	375 3.0%	437 3.5%	450 3.6%	625 5.0%	600 4.8%	625 5.0%	874 7.0%
One Adult With Children	4%	3,331	70 2.1%	70 2.1%	70 2.1%	117 3.5%	117 3.5%	117 3.5%	160 4.8%	160 4.8%	160 4.8%
Two Adults	26%	21,650	390 1.8%	390 1.8%	390 1.8%	671 3.1%	671 3.1%	693 3.2%	931 4.3%	931 4.3%	974 4.5%
Two Adults With Children	28%	23,316	420 1.8%	560 2.4%	909 3.9%	793 3.4%	1003 4.3%	1516 6.5%	1166 5.0%	1446 6.2%	2122 9.1%
One Senior 65+	12%	9,992	180 1.8%	360 3.6%	420 4.2%	290 2.9%	520 5.2%	600 6.0%	400 4.0%	679 6.8%	779 7.8%
Two Seniors 65+	15%	12,491	300 2.4%	375 3.0%	450 3.6%	475 3.8%	562 4.5%	650 5.2%	650 5.2%	749 6.0%	849 6.8%
TOTAL	100%	83,270	1,622 1.9%	2,017 2.4%	2,614 3.1%	2,783 3.3%	3,323 4.0%	4,201 5.0%	3,907 4.7%	4,590 5.5%	5,758 6.9%
Average Monthly Fee (All Types):			\$74.80	\$68.67	\$64.60	\$75.39	\$69.49	\$65.21	\$75.66	\$69.87	\$65.47
Projected Revenue Per Month:			\$121,318	\$138,498	\$168,856	\$209,815	\$230,912	\$273,939	\$295,604	\$320,703	\$376,968