

# A **CENTERS** Case Study



## **UNIVERSITY OF ALABAMA AT BIRMINGHAM CAMPUS RECREATION CENTER**

**BIRMINGHAM, AL**

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### **PROGRAM MANAGER**

Brailsford & Dunlavy

### **OPERATIONS**

CENTERS, LLC

### **DESIGN ARCHITECT**

Cannon Design  
William Blackstock Architects

### **CONTRACTOR**

B.L. Harbert International, LLC

In 2005, the \$24 million recreation center opened and the University of Alabama at Birmingham is quoted as having said it is the “crown jewel of student services on campus.” By 2011, however, UAB identified the need to seek external management expertise to improve operational efficiencies and cost savings at the recreation center while still implementing innovative student-led programs and services. After a review process, CENTERS was selected to comprehensively manage under the premise of the reorganized department of campus recreation within the division of student services. To ensure a seamless transition, CENTERS developed a detailed transition plan from initial assessments through full-service management.

A start-up team of executives, management, accounting, and human resources was deployed immediately upon notification. This team conducted several meetings with key stakeholders and administrative groups on campus, interviewed existing staff and potential new hires, developed operating procedures and financial reporting tools, created a marketing plan, and enhanced measurable student learning outcomes. At the same time, the existing CENTERS’ staff trained all new and existing personnel.



Within three months, all operating procedures and personnel were in place, armed with a new business plan and a 5-year pro forma. As part of standard practice, CENTERS provides monthly reports and has scheduled meetings with UAB to report on performance outcomes and stay aligned with the vision for the recreation center and the university.

## SUCCESS STORIES

- ◆ In the first year of operation, CENTERS netted UAB a cost savings of \$200,000.
- ◆ CENTERS markets alumni memberships for all of our college clients. We work closely with each alumni association to leverage the college experience and participation in campus fitness and health education to attract these members.

## CONSTRUCTION TYPE / COSTS

Direct construction costs were \$21,300,000.

## BUILDING SIZE / PROGRAM

152,275 SF of gross building area.

## PROGRAM

Leisure pool  
Multi-Purpose Rooms  
Weights & Fitness  
4-Court Gymnasium  
Raquetball Courts  
Climbing Wall  
Jogging Track  
Wellness Center  
Game Room  
Juice Bar  
Locker Complex  
Massage Therapy & Sports Medicine  
Outdoor Recreation