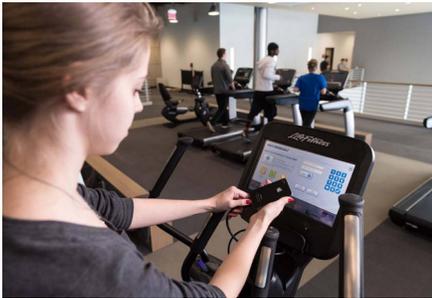
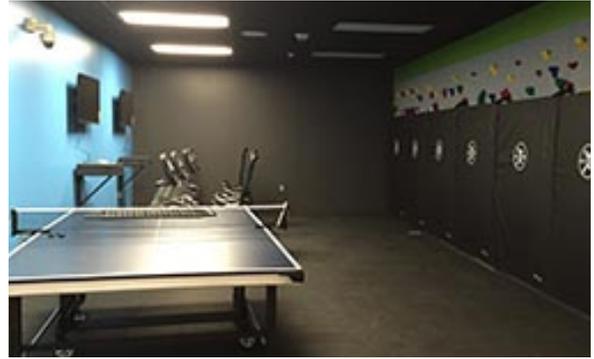


# A CENTERS Case Study



## MORAIN VALLEY COMMUNITY COLLEGE THE HEALTH, FITNESS & RECREATION CENTER PALOS HILLS, IL

**OPERATIONS**  
CENTERS, LLC

**ARCHITECT**  
Demonica Kemper Architects

Responding to market demands for low-cost, high-quality, accessible education that includes the rich campus experience of a traditional four-year college, Moraine Valley Community College (MVCC) decided to build its state-of-the-art Health, Fitness & Recreation Center. The 113,000 square foot building supports the college's athletic program, physical education department, and a new campus recreation department. To keep the center's student and employee user fees as reasonable as possible, MVCC opted to supplement student activity fee revenue with a robust community membership program that would support a significant portion of the building's \$34 million debt.

Moraine Valley Community College retained CENTERS, LLC to manage the entire facility and develop a new Department of Campus Recreation. Selected shortly after the February 2013 ground-breaking and about one year before opening, CENTERS had the responsibility of building a new department to meet the college's specific needs and circumstances. To provide employment opportunities for its students, the college required CENTERS to have students comprise at least 10% of the facility's staff.

During construction, CENTERS performed the following tasks:

## PROJECT COST

\$34 million

## BUILDING SIZE / PROGRAM

113,000 SF of gross building area.

## FACILITY FEATURES

57 cardio machines from LifeFitness, Matrix, Precor, and Woodway  
20 LifeFitness, Matrix, and Woodway treadmills featuring personal viewing screens  
LifeFitness Synrgy360 multipurpose training hub  
52 LifeFitness and Matrix selectorize and plate loaded pieces  
Hammer Strength Free weight area  
Olympic Lifting Platform  
3-court basketball gymnasium  
4 Fitness studios  
4-lane pool that includes a deep end  
Whirlpool  
Locker Rooms (Men's, Women's and Family)  
Steam Room (Men's and Women's)  
Indoor jogging / Walking track  
The Bean Caffé  
Private consultation, assessment, and personal training rooms  
Pro Shop

## SUCCESS STORIES

91% of the center's 118 employees are MVCC students, which far exceeds the college's initial goal of 10%.

MVCC has become a pioneer among community colleges with respect to using campus employment as a co-curricular / student development initiative.

CENTERS-managed membership sales are ahead of schedule, which has effectively mitigated the college's financial risk.

MVCC's objective of providing a rich campus experience for its students is being realized.

- ◆ Recommended design changes that would improve the likelihood that the building's financial goals would be achieved. Specifically, the project team recommended that:
  - patron capacity be increased;
  - zones be reinforced that segregated athletic and academic functions from the fitness center to allow the center's members uninterrupted access to the space;
  - potential security breaches be mitigated;
  - staffing requirements be reduced; and
  - food service and retail merchandizing be enhanced.
- ◆ Used its buying power to reduce the cost of equipping the facility.
- ◆ Worked with MVCC's organized labor representatives to maintain employment opportunities for the union members who operated the college's old fitness center.
- ◆ Assumed responsibility for operating the existing fitness center and seamlessly transitioned it into the campus's new fitness and recreation culture.
- ◆ Launched a robust pre-opening marketing campaign to solicit student, employee, and community memberships.
- ◆ Negotiated operating agreements with a foodservice vendor and janitorial contractor.

The Health, Fitness & Recreation Center opened in March of 2014. In July 2016, a 9000 sq. ft. expansion was added. The new space is dedicated to youth and family programs and offers:

- ◆ Unlimited KidCare visits,
- ◆ Open times for families to enjoy together, and additional classes and programs designed to meet the needs of your children 3 months-15 years old.
- ◆ Tots Landing – Ages 0-6 – Primarily for KidCare drop-off
- ◆ Sports Zone – All Ages – Activity space for soccer, floor hockey, and other programs
- ◆ Kid Central – All Ages – Multi-purpose room for dance, birthday parties, meetings, arts and crafts, and other sports programs
- ◆ X-Rooms – Ages 7-15 – Fun fitness areas with technology, a bouldering wall and multiple pieces to encourage activity and KidCare drop-off.

Through its new Health, Fitness & Recreation Center, MVCC is now a focal point of the entire community. The facility has enhanced awareness of what the college offers with respect to academics, cultural events, and services to the community.