

# A **CENTERS** Case Study



## **UNIVERSITY OF MISSOURI-ST. LOUIS STUDENT RECREATION AND WELLNESS CENTER**

**ST. LOUIS, MO**

In December 2013, the University of Missouri – St. Louis (UMSL) selected CENTERS, LLC to manage the Student Recreation and Wellness Center (SRWC) and its associated staff, budgets, programs, and services. CENTERS utilized B&D’s previous work, which was the basis for the new facility and led to approved funding and construction, and is converting it in to an actionable business plan. CENTERS has assumed all facility management responsibilities.

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### **PLANNING**

Brailsford & Dunlavey, Inc.

### **OPERATIONS**

CENTERS, LLC

### **DESIGN ARCHITECT**

Cannon Design

UMSL broke ground on the 94,000 square-foot center in November 2013 and opened in July 2015. Program components include:

- ◆ 3 Lane Jogging Track
- ◆ 3 Court Gymnasium
- ◆ 4 Group Fitness Rooms
- ◆ Fitness and Weight Center
- ◆ Stretching Areas
- ◆ Fitness/Recreation Pool with Lap Lanes, Zip Line, Aquatic Climbing Wall and Whirlpool
- ◆ Juice Bar



A year since opening, the department consists of nine professional staff to carry out the operating strategy, which is to maximize revenue opportunities and deliver a robust menu of innovative programs and services. The following is a list of revenue goals for the Student Wellness Recreation Center:

- ◆ The membership base will consist of 1,365 paying members by the end of 2017-2018, including current and retired employees, alumni, Express Scripts and Boeing employees, and community members.
- ◆ At least 25% of all full-time students will be registered members.
- ◆ Revenue of \$919,000 (including membership sales and other products and services) will be generated by the end of 2017-2018.

#### **CONSTRUCTION TYPE / COSTS**

Direct construction costs were \$36,000,000.

#### **BUILDING SIZE / PROGRAM**

94,000 SF of gross building area.

#### **PROGRAM**

3 Lane Jogging Track  
3 Court Gymnasium  
4 Group Fitness Rooms  
Fitness and Weight Center  
Stretching Areas  
Fitness/Recreation Pool with Lap Lanes,  
Zip Line, Aquatic Climbing Wall and  
Whirlpool  
Juice Bar