

UNIVERSITY OF ALABAMA AT BIRMINGHAM

Campus Recreation Center

BIRMINGHAM, AL



“The Center’s approach and team have been instrumental in the revitalization and exponential growth of the university recreation program at UAB. Additionally, the Center’s team at UAB have been fully engaged in the re-establishment of a dynamic cutting-edge division of Student Affairs.”

- **M. Jacob Baggott**, Assistant Vice President, Student Health and Wellbeing

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 and running the department 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 Provost area within 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. We also did a membership audit that lasted more than 2 years which found a loss of \$3 million dollars never collected in fees and services. Currently we are working on our third renewal and 7th year of operation at UAB.

Program Managers
Brailsford & Dunlavey

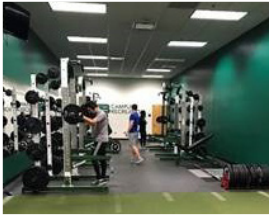
Operations
CENTERS, LLC

Design Architect
Hasting and Chivetta

Contractor
Mascaro Construction

\$24M
Project Cost

152,000 SF
Building Size/Program



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 quarterly and annual reports and has scheduled meetings with UAB to report on performance outcomes and stay aligned with the vision for the recreation center and the department.

SUCCESS STORIES



Opened a new \$2.8 million dollar Intramural and Club Sports Field Complex in fall of 2018 which was a huge accomplishment for the university in an urban campus.



With the experience from the CENTERS staff, we were able to grow the club sports program from the previous 4 club sports in 2012 to the now **24 club sports** with over **400 athletes**.



2017-18 fiscal year we had over **511,000 swipes**, recording the highest annual visits to date. The largest swipe day of all time with 3,474 swipes on September 6th, 2018.



The department earned it's largest revenue year ever in FY18 with \$1,755,676.



CENTERS staff expertise has saved UAB over \$900,000 in operation and HR expenses since CENTERS has started operations at UAB.

FACILITY FEATURES

4-lane lap Lanes pool, Vortex, informal leisure pool, & the river

4-Court Gymnasium

5 Raquetball Courts

3 Studios & a F45 Studio

17,000 SF 2-story Fitness & Weight Room featuring:

1,200 SF Iron Cave

5-Deadlift Platforms

Turf Space

Wellness Suite featuring:

Massage Therapy

Nutritionist

Rec Kitchen

Fitness Assessment Room

A Multi-Purpose Room & a Wet Classroom

Outdoor Recreation

Climbing & Bouldering Wall

4-lane Jogging Track

Game Room

Athletic Training

Pro Shop & Juice Bar