

JACKSONVILLE STATE UNIVERSITY

Recreation and Fitness Center

JACKSONVILLE, AL



“The University Recreation and Fitness Center has been a game changer for Jacksonville State University since it opened in 2019. Our students, faculty, staff and alumni have a state-of-the-art facility to experience wellness activities that help with their daily needs. The Adventure Recreation Center, along with the Climbing Wall give our campus an opportunity to experience the great outdoors that we have located in northeast Alabama. This facility is eye catching to our visitors and enhances the quality of life for our campus community. Whether you want to find a quiet place to study, enjoy a fitness class, take some lap in the indoor pool or relax with your friend in our outdoor pool area, UREC has everything you need. This addition to campus has been a huge success and look forward to seeing the program grow.”

- **Terry Casey**, Vice President for Student Affairs, Jacksonville State University

In January, 2017 the JSU Board of Trustees approved a plan to build a 101,000 SF fitness and wellness center through a public private partnership with the JSU Foundation. As part of that approval, the entire project team was approved including CENTERS as the operator for the new building and all associated programs and services.

Furthermore, in response to a University initiative to enhance the quality of campus life, in July 2017, JSU also retained CENTERS, LLC to take over the management of the university’s existing indoor and outdoor recreational facilities and all associated programming and services. CENTERS operating imperatives during the important pre-opening period included changing the campus culture around engaging in fitness activities, intramurals and sport clubs, implementing a culture of performance among the professional staff, modernize all programs processes and policies, procurement of all new equipment for the new building, create a new student development model for student employees, expand the staff in preparation for the new building and continue to participate in supporting the Foundation’s decision making with respect to the design and construction of the new facility. The new fitness and recreation facility has become the new home base for CENTERS operations and supports a range of wellness and fitness programs and services.

Planning
Brailsford & Dunlavey, Inc.

Operations
CENTERS, LLC

Design Architect
Moody Nolan

Contractor
Turner Construction

\$45M
Project Cost

101,000 SF
Building Size/Program



FACILITY FEATURES

3-Court Gymnasium

3 Group Exercise Studios

2 Racquetball Courts

10,000 SF of Weight and Fitness

Over 40 foot Indoor Climbing Wall and Bouldering Wall

Multipurpose Gymnasium

Elevated Jogging Track

Indoor Lap Pool and Outdoor Leisure Pool

Wet Classroom

Wellness Center

Outdoor Adventure Center

Game Lounge

Social areas with seating

Study areas with charging stations

Juice Bar

Pro Shop

PARTNER

Jacksonville State University Foundation

IT TAKES A TEAM

JSU University Recreation employees over 120 part-time student staff.

SUCCESS STORIES



The building opened January 2019 and enrollment increased the next **Fall Semester by 6%**. Fall 2019 first time freshman enrollment is the highest to date. Enrollment continues to increase despite COVID.



Expanded on-camps event space. Since opening, the recreation center has hosted the JSU Gala, presidential inauguration dinner and reception, banquets, university wide trainings, and student government events.



Expanded weekly fitness class offerings to about **50 classes per week**. We offer class formats not found elsewhere in the surrounding community.



Added a brand new full adventure recreation program and climbing wall to campus. We expanded programs, climbing opportunities, gear rentals, adventure trips and gamecock cycles.



JSU is the **first project in Alabama** to utilize the Construction Manager at Risk project delivery method. This is the **second collegiate student recreation facility** in the country ever built under a public-private partnership (P3) structure.