

MORAIN VALLEY COMMUNITY COLLEGE

The Health, Fitness &
Recreation Center

PALOS HILLS, ILLINOIS



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) built 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 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 debt. While the original intent of the membership program was primarily financial, CENTERS inspired MVCC to see the mission based linkages between maintaining the membership program and the college's need to have an active, expansive and beneficial role in the fabric of the community. Thus making "community" an active concept in the MVCC name.

MVCC 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 roughly 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. With this developmental experience, student employees of the facility learn transferable skills to better prepare them for their next job and enhance their overall knowledge.

Operations
CENTERS, LLC

Architect
Demonica Kemper
Architects

\$34M
Project Cost

113,000 SF
Building Size/Program

OUTCOMES

- › Recommended design changes to improve operating financial goals. Specifically, the project team recommended to:
 - increase patron capacity;
 - reinforce zones to segregate athletic and academic functions from the fitness center to allow members uninterrupted access to the space;
 - mitigate potential security breaches;
 - reduce staffing requirements; and
 - enhance food service and retail merchandising
- › Assumed responsibility for operating the existing fitness center and seamlessly transitioned it into the campus's new culture.
- › Without disrupting the College's current labor agreements, worked with the College's organized labor representatives to provide employment opportunities for the union members who operated the college's former fitness center.
- › Launched a robust pre-opening marketing campaign to solicit student, employee, and community memberships.
- › Negotiated agreements with a food-service vendor and janitorial contractor.
- › Used buying power to reduce the cost of equipping the facility.



FACILITY FEATURES

- 3 Court gymnasium
- 4-lane pool with deep end and whirlpool
- 9,000 SF KidRec for youth dedicated programming
- 10,000 SF fitness floor featuring:
 - Extensive cardio space*
 - Hammer Strength free weight area with Olympic lifting platforms*
- 4 Fitness studios
- 3-lane Indoor track
- Private consultation, assessment and personal training room
- Men's, Women's and Family Locker Rooms
- Steam Room (Men's and Women's)
- Juice Bar
- Physical Therapy Services
- Proshop

SUCCESS STORIES

The new center opened in March of 2014 and has proven to be a huge success.



30% of the center's 130 employees are MVCC students, exceeding the college's initial goal of 10%.



With over 5,000 community members, the membership sales has effectively mitigated the college's financial risk, improved community relations and enhanced the college's brand.



CENTERS executed a 9,000 SF capital enhancement to operate a comprehensive youth program; 'KidRec' opened in 2016 and is a leading factor in the dramatic increase of family membership revenue and retention.



75% of students surveyed indicated that FitRec is important or very important when it comes to their overall sense of belonging at Moraine Valley.



In addition to running a solid membership program and revenue generating programs and services, CENTERS generates scholarship funds for MVCC Students by running various fundraising events.

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MORAINEVALLEY.EDU/FITREC