



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



NEWSLETTER JANUARY 2024

As we step into a new year, we're not just turning the page, we're scripting a story of resilience and shared accomplishment. The past year has been a testament to the incredible power that resides within our community. In this 20th edition of our campaign newsletter, we highlight the milestones and dedication that define our progress and fuel our campaign.



Transformative Impact on Community Well-being and Diversity

The YMCA Centre for Life is well poised to meet the Belleville region's increasing demand for essential health and wellness services. As the region experiences a surge in growth, the local economy, valued at approximately \$13.5 billion, remains stable amid widespread changes. While manufacturing, construction and retail play a substantial role in the local economic landscape, there is a holistic approach prioritizing not only economic stability but also the overall health and well-being of the region's residents.

Chris King, CEO of Bay of Quinte Economic Development Commission, oversees investment attraction and retention activities for the region's economic development. He says the new YMCA Centre for Life promises to further enhance the region's appeal for attracting a workforce by providing the right amenities to support their well-being and lifestyle needs.

"It's about helping retain and grow those companies through workforce development, and what this new YMCA Centre for Life means to the quality of life and well-being of families and the workers that we're trying to bring into the region," says King.

With new construction and increased jobs comes workers and contractors contributing to the demand for goods and services. This creates a ripple effect throughout the community, as newly employed individuals further stimulate economic activity by spending their wages, fostering sustained growth and development.

"We're going to see an economic impact directly through the construction of the site and then it's going to be like an anchor tenant that's going to help stimulate other development in that area plus any of the increased jobs that happen with it," says King, adding that the flip side to attracting a workforce is retention, in which the well-being and satisfaction of employees plays a pivotal role.

The Centre for Life will not only provide essential amenities but also foster a supportive environment that enhances the overall well-

being of a workforce and a thriving, engaged community. King anticipates an influx of people seeking lifestyle amenities – a reflection of the growing demand for inclusive and diverse community spaces with the evolving demographics of the community.

"The community is transforming as we're becoming more diverse," says King. "I think the philosophy and mandate of the YMCA being inclusive bodes well in terms of the region's ability to attract different populations, newcomers and new Canadians."



Building Committee Update: Advancing Towards the new Centre for Life

Significant strides on the Centre for Life project are being made by the Building Committee. They're refining plans to meet high standards in the final stages of the Design Phase before kicking off the Pre-Construction Phase. The Committee's work goes beyond what meets the eye, as they're ensuring the new YMCA facility aligns seamlessly with the diverse needs of the community. Thanks to thoughtful consideration and innovative planning, the Committee has established a solid foundation for the project's upcoming phases.

"We have brought on board DEI Consulting Engineers to handle the Mechanical and Electrical specifications and have received bids from major sub-contractors for the project, and we expect to finalize this process soon," says Ron Riddell, Project Lead. Looking ahead to the Procurement Phase, he is optimistic they will gain a clearer understanding of the finishes and additional features within their budget, which was set in 2019. Despite rising material and construction costs, he says they are committed to exploring opportunities for environmental responsibility throughout the construction process and beyond.

Months of collaborative efforts with Taskforce Engineering, the appointed General Contractor and Design Builder in collaboration with MCL Architects, have also resulted in significant and steady progress. The local engineering firm has played a pivotal role in leveraging the expertise of professionals connected to the community, and the committee is confident that the project will stand as a symbol of innovation and functionality.

With a focus on elevating community engagement and inclusivity, the new YMCA Centre for Life promises to emerge not just as a structure but as a tribute to the strength of local collaboration and a symbol of community resilience.



John Mastorakos, Community Building Campaign Cabinet Member, at the signage unveiling at YMCA's New Centre for Life Site, November 24, 2023

Year in Review Impact



115,258

Total number of visits



\$60,437

Amount of financial assistance provided



5,528

Number of members served



600

Number of members who received financial assistance



103

Number of 6-month subsidized memberships for newcomers