



CLAY CENTER  
MULTI-GENERATIONAL  
LIFE CENTER

*Well-Being for All*

# Sustainability and Business Plan



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# Sustainability Plan

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## Sustainability Executive Summary

The Multi-Generation Life Center project in the City of Clay Center embodies a holistic vision for community empowerment, financial sustainability, and organizational resilience. The initiative responds to identified needs within the community through a comprehensive approach that addresses childcare shortages, provides access to critical services, and fosters educational and recreational opportunities for all age groups.

The Life Center emerges as a beacon of community sustainability by directly addressing pressing challenges identified through extensive surveys and focus groups. From bridging childcare gaps to offering educational programs, mental health services, and safe spaces for youth and seniors, the project aims to enhance the community's overall well-being. The engagement of community members in the planning process, coupled with the creation of a central gathering place, ensures a sense of ownership and active participation in the Life Center's programs.

The financial sustainability of the Multi-Generation Life Center is strategically designed, leveraging a combination of funding sources and forward-thinking financial planning. The City of Clay Center's commitment to owning and operating the facility forms a stable foundation, with funding deriving from the general fund, sales tax revenues, and potential future financial support. The planned redirection of sales tax post-2029 and considerations for bond issue renewals highlight a proactive financial strategy, ensuring the Life Center's continuous operation, expansion, and maintenance.

Built on over 150 years of municipal operations, the City of Clay Center showcases a unique blend of fiscal responsibility and progressiveness. The experienced staff, with over 70% dedicated to the City for nine or more years, brings institutional knowledge that ensures a seamless integration of the Life Center into the community fabric. The City's commitment to strategic planning, including the incorporation of the Life Center into the capital improvement plan, underscores its dedication to long-term organizational sustainability.

The Multi-Generation Life Center project is a testament to the City of Clay Center's commitment to fostering a resilient, empowered, thriving community. The convergence of community, financial, and organizational sustainability ensures that the Life Center meets the immediate needs of diverse demographics and remains a lasting investment in the well-being and future of the entire community.

## Community Sustainability

The Multi-Generation Life Center project, with its comprehensive goals and programs, is poised to significantly contribute to the sustainability of the Clay Center community. The project addresses

critical needs identified through surveys and focus groups, emphasizing the importance of creating a community gathering place for all ages. Sustainability is a two-way street, with the community actively engaging in the project's success and the City of Clay Center playing a central role in its ongoing support.

Overall Community Sustainability is created by:

1. By providing services that span childcare, education, workforce development, mental health, and recreational activities, the Life Center promotes holistic well-being across various age groups. This holistic approach enhances the overall quality of life for community members.
2. Economic Vitality: Addressing the shortage of childcare providers and providing work-enabling resources directly contributes to economic vitality. The availability of childcare slots allows parents to participate in or re-enter the workforce, while access to the internet and workspaces supports remote work and modern employment practices.
3. Educational Empowerment: Offering educational programs and skill development courses aligns with the community's desire for continuous learning. This empowers individuals to adapt to changing job market demands, fostering a more resilient and skilled workforce within the community.
4. Mental Health Support: Focusing on mental health services, the Life Center becomes a crucial resource for community members facing mental health challenges. By addressing these issues directly, the project contributes to the social and emotional sustainability of the community.

Community engagement will create sustainability by:

1. Feedback Mechanisms: The project has actively sought community input through surveys and focus groups, ensuring the proposed programs align with the identified needs. This participatory approach enhances the services' relevance and fosters a sense of ownership among community members.
2. Volunteerism: The project's sustainability relies on community involvement through volunteerism. Residents can contribute their time and expertise to various programs, strengthening community bonds and ensuring the smooth operation of the Life Center.
3. Utilization of Services: Active participation by community members in the programs offered by the Life Center is vital for its sustainability. Whether it's utilizing childcare services, attending educational courses, or engaging in recreational activities, the success of the project hinges on the community's active involvement.

### City of Clay Center's role in sustainability includes:

1. The City of Clay Center has graciously offered to take ownership and operate the building, demonstrating a commitment to the project's longevity. This ensures that the facility remains a community asset for years to come.
2. Continued financial support from the City is crucial for sustaining the project. Budget allocations for maintenance, program development, and operational costs will be essential in maintaining the Life Center's impact on the community. Because the City is a tax-exempt organization, it does not have the property and sales tax burden that a for-profit organization might have, adding to the project's financial sustainability.
3. The City's collaboration with various entities, including educational institutions, mental health organizations, and other community stakeholders, strengthens the Life Center's ability to provide diverse and impactful services. These partnerships contribute to the financial sustainability and growth of the projects through lease payments and other in-kind contributions to the project from other sources.

The Center aligns with the community's identified needs and desires for a comprehensive gathering place. Its success and sustainability rely on the active participation of community members, who contribute through feedback, volunteerism, and utilization of services. The City of Clay Center's support, both operationally and financially, ensures the project's ongoing success, fostering a resilient and thriving community for generations to come.

### **Financial Sustainability**

The sustainability of the Multi-Generation Life Center project is strategically planned, incorporating financial mechanisms that ensure its long-term viability. The City of Clay Center plays a central role in this economic sustainability, owning and operating the facility and utilizing a combination of funding sources, including the general fund, sales tax revenues, and potential future financial support.

The City of Clay Center's commitment to own and operate the facility establishes a foundation for financial sustainability. The City's involvement ensures ongoing support and maintenance, creating a stable operational structure for the Life Center.

### The following funding mechanisms have been identified:

1. Partner Lease payments and Program Fees will contribute to the income by reducing the City's cost of operating expenses. Each entity will be responsible for its own space and budget, including payroll.

2. The City's general fund will support the balance of the operating cost and forms a baseline for sustaining the Life Center's day-to-day operations. This allows for flexibility in allocating resources based on the community's evolving needs.

3. Utilizing sales tax revenues provides a steady and reliable source of funding for the project. Sales tax income has doubled in the last ten years, creating a reliable income stream for existing and new projects.

4. Donating broadband infrastructure, equipment, and services from Twin Valley adds to financial sustainability and provides a necessary service and component of the project.

The following future funding opportunities have been identified:

1. The potential for further operational funding in 2029, when a bond issue comes up for renewal, presents an opportunity to secure additional financial support. This renewal can contribute to the sustainability of the Life Center, allowing for continued growth and service enhancements.

2. In 2029, when the 1/2 cent sales tax designated for the Aquatic Complex concludes, the City aims to redirect 1/4 cent of the sales tax to the Multi-Generation Life Center. This strategic reallocation provides a dedicated funding stream for the community center, assisting with expansion and ongoing maintenance.

3. The facility's design incorporates expansion considerations, ensuring that it can grow in tandem with the community's needs. This built-in adaptability prepares the Life Center for potential programming, services, and community utilization increases. Alternate forms of grants and fundraising will help with expansion or increased programming.

4. The City's plan to redirect a portion of the sales tax from the Aquatic Complex to the Life Center in 2031 demonstrates a forward-thinking approach. This redirection bolsters the Life Center's financial sustainability and underscores the City's commitment to investing in community spaces that cater to diverse needs.

By combining various funding sources, planning for potential renewals and conversions, and incorporating adaptability into the facility's design, the Multi-Generation Life Center project establishes a robust financial foundation. The City of Clay Center's strategic approach to ownership, funding, and future planning ensures that the Life Center will continue to thrive, providing valuable services and community support well into the future.

## **Organizational Sustainability**

The organizational sustainability of the Multi-Generation Life Center project is firmly rooted in the longstanding history and forward-thinking approach of the City of Clay Center. Operating since 1875, the City has demonstrated a unique blend of fiscal responsibility and progressiveness, embodying a commitment to meeting current needs while strategically preparing for the future. Key elements contribute to organizational sustainability, showcasing the City's dedication to the well-being of its citizens.

The City of Clay Center's remarkable track record of over 150 years in operation is a testament to its stability and resilience. The City's ability to navigate challenges and evolve underscores its commitment to sustainability. A core aspect of this longevity is the City's fiscally responsible approach, ensuring prudent financial management while fulfilling its responsibilities to the community.

While rooted in tradition, the City of Clay Center maintains a progressive outlook. The City's commitment to progress and growth is evident in its continuous efforts to adapt to changing community needs and proactively address emerging challenges. This progressive mindset positions the City to embrace innovative solutions that enhance the quality of life for its residents.

The City's experienced staff further bolsters the organizational sustainability. With over 70% of the staff having dedicated nine or more years to serving the community, there is a wealth of institutional knowledge. This continuity ensures a seamless operation and the ability to navigate complex projects with a deep understanding of the City's history, policies, and community dynamics.

The City of Clay Center is actively engaged in strategic planning, including developing a comprehensive capital improvement plan. This forward-looking approach recognizes the importance of maintaining and enhancing existing infrastructure, including the Multi-Generation Life Center. By incorporating the Life Center into the capital improvement plan, the City demonstrates its commitment to addressing maintenance and repair needs, ensuring the longevity and functionality of the facility.

The organizational sustainability of the Multi-Generation Life Center project is grounded in the City of Clay Center's rich history, fiscal responsibility, progressive mindset, experienced staff, and strategic planning. This holistic approach ensures that the Life Center is not only a valuable asset for the current community but also a lasting investment that will continue to meet the evolving needs of generations to come.

## **Keys to Success**

The success of the Multi-Generation Life Center project is anchored in a robust network of stakeholders committed to community well-being. With the City of Clay Center's ownership, a

longstanding municipal organization with over 150 years of experience, the project benefits from fiscal responsibility and a history of successful operation. The collaboration with the school district, known for its highly successful all-day preschool program, brings educational expertise to the childcare component. Additionally, the enthusiasm of senior citizens to actively contribute adds a valuable intergenerational dimension. Grow Clay County's involvement provides essential support for grant administration and reporting, tapping into additional funding resources. The partnership with Pawnee Mental Health and the Clay County Coalition underscores a holistic approach to mental health, addressing the needs of both seniors and youth. The City's commitment to covering year-to-year operations ensures sustained community impact, making the Multi-Generation Life Center a comprehensive and community-driven success.

## Description of Project

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### **Company Ownership/Legal Entity**

The City of Clay Center, a local government entity managed by an 8-person board, will own and operate the facility.

### **Location**

The strategic location of the Multi-Generational Life Center is nestled in the northeastern part of Clay Center's city limits, creating a central and accessible hub for the community. Situated adjacent to both the middle and high schools and diagonally across from the health department, the Life Center positions itself at the heart of key community services. Its proximity to the future site of the new elementary school enhances its role as a comprehensive community resource. The location is only a few blocks from the Clay County Medical Center and conveniently accessible from Highway 24; the facility ensures easy entry for those traveling by car. This location is also on part of the comprehensive connective pedestrian trail Clay Center is working to develop. Additionally, its walking distance from the middle and high schools facilitates seamless access for students and provides a convenient drop-off point for parents with school-aged children, creating an ideal location that enhances accessibility and community connectivity.

### **Interior**

The interior of the Multi-Generational Life Center is thoughtfully designed to create a warm and inviting atmosphere, featuring bright and welcoming colors that reflect the vibrancy of the community it serves. Upon entering, visitors are greeted by a spacious and aesthetically pleasing lobby adorned with local artwork and community-inspired décor. The childcare center is designed with playful and engaging elements, ensuring a safe and nurturing environment for children. The Senior Leisure Center exudes comfort with cozy seating areas, reading nooks, and spaces for leisure activities. The Youth Lounge is dynamic and modern, offering a vibrant setting for teens to gather

and participate in various activities. The Large Multi-Purpose Gathering Space is versatile, with flexible seating arrangements for community events, educational programs, and gatherings.

The Educational and Workforce Training Rooms are equipped with state-of-the-art technology, providing a conducive learning and skill development environment. Health and Mental Health Exam Rooms are designed for privacy and comfort, fostering a calm and reassuring setting for individuals seeking healthcare services. The Commercial Kitchen is spacious and well-equipped, facilitating meal preparation for the community, including the Meals on Wheels program. Office spaces for Pawnee Mental Health, the Drug-Free Coordinator, and communications officers are designed for collaboration and confidentiality.

Throughout the facility, furnishings are carefully chosen for comfort and functionality, ensuring that each space serves its intended purpose seamlessly. The overall design philosophy prioritizes inclusivity, accessibility, and community engagement, creating an interior environment that reflects the diverse needs and vibrant spirit of the Multi-Generational Life Center.

### **Hours of Operation**

The facility's hours of operation will be from 8:30 am to 8:30 pm. Monday through Friday and Saturday from 8:30 – 5:30. The various tenants may have alternate hours of operation based on their needs and requirements. The Childcare Center will be open Monday through Friday from 7:30 am to 5:30 pm. The Youth Lounge will be open from 3:30 to 8:30 pm and from 8:30 – 5:30 on Saturday. The Senior Center will be open from 10 am to 2 pm Monday through Friday. Pawnee Mental Health will be available Monday, Wednesday, and Friday from 9 am to 5 pm.

Extended hours may be considered for community events, workforce training, and other health services as the need arises.

### **Products and Services**

The Multi-Generational Life Center, a collaborative endeavor led by the City of Clay Center and its dedicated partners, envisions a comprehensive array of products and services designed to cater to the community's diverse needs. For families, the Life Center will offer full-day childcare services operated by the USD 379 School District, addressing the critical shortage of childcare in the county. Seniors will benefit from specially tailored programs, including leisure activities and nutritious meals prepared on-site, addressing the challenges an aging demographic faces. The facility's commercial kitchen rental service provides a valuable resource for local entrepreneurs and those engaging in cottage industry activities. Recognizing the importance of digital access, the Life Center will provide free computer and broadband access, fostering remote work opportunities and educational access for those lacking such resources. Free and low-cost training programs will empower individuals to enhance their skills and employability. Health services, ranging from flu shots to mental health counseling, will be offered in collaboration with the Clay County Health Department and Pawnee

Mental Health. Youth and seniors alike will enjoy a variety of recreational offerings, including chair yoga, cooking classes, pickleball, and designated areas for youth hangouts and homework, ensuring the Multi-Generational Life Center emerges as a holistic community resource meeting the needs of all age groups.

## **Management**

The City of Clay Center, through the Parks, Recreation, and Facilities Committee, will play a pivotal role in guiding the overall operations of the facility. This committee, with its extensive experience and commitment to community development, will provide strategic oversight and ensure alignment with the City's broader goals.

At the helm of the day-to-day operations will be the Parks & Rec Superintendent, who will have an office at the facility. This individual will serve as the key point of contact for all management-related activities. Their responsibilities will encompass staffing the facility, overseeing common area maintenance, and developing diverse programming to cater to citizens of all ages.

Roles and Responsibilities:

### 1. Parks, Recreation, and Facilities Committee:

- Strategic Guidance: The committee will offer strategic direction, ensuring that the Life Center aligns with the City's vision for community development.
- Decision-Making: Committee members will be actively involved in decision-making processes related to facility management, program development, and community engagement.

### 2. Parks & Rec Superintendent:

- Staff Management: The Superintendent will be responsible for recruiting, training, and managing the staff needed to operate the facility effectively.
- Common Area Maintenance: Oversight of maintenance activities to ensure the facility remains in optimal condition for all users.
- Program Development: Designing and implementing diverse programs that cater to the needs and interests of citizens across all age groups.
- Community Engagement: Acting as a liaison between the facility and the community, ensuring open communication and responsiveness to community needs.

The Parks & Rec Superintendent will work collaboratively with various city departments, fostering a cohesive approach to community services. Regular communication with City Administration, Finance, and Public Works will ensure seamless integration and resource allocation.

The following will add the successful management of project:

1. The management team will prioritize a community-centric approach, engaging citizens in decision-making processes and tailoring programs to meet their evolving needs.
2. The ability to develop and adapt programs in response to community feedback and changing demographics will be a critical success factor.
3. Effective staff management and facility maintenance will contribute to a positive user experience and the long-term sustainability of the Life Center.
4. Responsible financial management, supported by the Parks, Recreation, and Facilities Committee, will ensure the efficient use of resources and the project's fiscal sustainability.

By establishing a robust management structure, the Multi-Generation Life Center project aims to create a dynamic and responsive community hub under the guidance of the City of Clay Center and its dedicated Parks, Recreation, and Facilities Committee. This structure will be instrumental in achieving the project's mission of serving citizens of all ages and fostering community well-being.

### **Financial Management**

Financial Management will be under the robust management of the City of Clay Center, with integral support from key departments such as the City Clerk and Finance Department. This collaborative approach ensures effective oversight, financial accountability, and strategic decision-making.

#### Roles and Responsibilities

##### 1. City Clerk/Finance Department:

- The City Clerk will be responsible for maintaining accurate records related to the Life Center's operations, ensuring transparency and compliance with regulatory requirements.
- Facilitating communication between the management team and stakeholders, the City Clerk will coordinate meetings to address project updates, financial matters, and community feedback.
- The Finance Department will play a crucial role in developing and overseeing the budget for the Life Center, ensuring that financial resources are allocated efficiently.
- Regular financial reporting will be conducted to provide transparency, allowing stakeholders to monitor expenditures, revenues, and overall financial health.

The City of Clay Center, known for its prudent financial management, will implement checks and balances to monitor financial activities within the Life Center. Regular audits, financial reviews, and oversight mechanisms will be employed to guarantee fiscal responsibility and adherence to budgetary constraints.

The project is committed to fair and transparent procurement practices. Established procurement policies will guide the bidding process for necessary goods and services, ensuring that vendors have an equal opportunity to participate. This commitment to fairness not only upholds ethical standards but also promotes healthy competition, ultimately benefiting the project's financial efficiency. In addition to checks and balances and fair bidding practices, the project will incorporate innovative financial mechanisms to ensure successful financial management:

1. Engaging Grow Clay County for grant administration will open avenues for additional funding. Their expertise will be utilized to identify, apply for, and manage grants, supplementing the project's financial resources.
2. Exploring partnerships with local businesses, community organizations, and potential sponsors can introduce supplementary funding streams. These partnerships can range from sponsorship of specific programs to shared facility usage agreements.
3. Implementing fee-based services for specific programs or facility usage can contribute to revenue generation. This approach allows for a sustainable balance between community accessibility and financial self-sufficiency.

## **Staffing**

To facilitate the daily activities and provide excellent service to our community members, the Center will employ two new part-time staff members to manage the front desk efficiently. The Parks and Recreation Department, with its experienced and skilled team, will play a crucial role in the maintenance and upkeep of the facility. By leveraging the talents and expertise of existing staff, we aim to ensure the Center remains a well-maintained and welcoming space for all. Additionally, community involvement is paramount, and we envision a significant role for volunteers in running specific programs and overseeing the Youth Lounge. The other entities will be responsible for their own staffing needs.

## **Marketing**

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The Multi-Generation Life Center represents a visionary step forward for the Clay Center community, responding to a longstanding need for a central hub that caters to individuals of all ages. The journey to this transformative facility has been shaped by years of community discussions and a comprehensive feasibility study conducted in 2019. In the aftermath of the COVID-19 pandemic, stakeholders dedicated their efforts to recovery, recognizing the heightened necessity for a space that addresses the community's evolving needs.

Our marketing strategy for the Multi-Generation Life Center is comprehensive and community centric. Every milestone will be strategically communicated to the community, from the

groundbreaking ceremony to the introduction of new programs and future expansion plans. This approach ensures that community members are not just spectators but active participants in the development and growth of this vital facility.

We will provide community engagement at every step of the project, including but not limited to:

1. The commencement of construction will be a celebrated event, marking the realization of years of planning and community input. This momentous occasion will be widely publicized through local media, social platforms, and community events, inviting residents to witness the beginning of a transformative project.
2. As programs and services are introduced, a targeted marketing campaign will unveil each initiative. Whether it's the opening of the childcare center, the launch of educational courses, or the implementation of mental health services, these milestones will be communicated through various channels, emphasizing the positive impact on the community.
3. Periodic community feedback sessions will be conducted, inviting residents to share their thoughts on current offerings and suggestions for future programs. This iterative approach ensures that the Life Center continues to evolve in response to the community's dynamic needs.
4. Plans for future expansions, including additional facilities or enhanced services, will be communicated strategically. This forward-looking messaging not only excites the community about the project's future but also fosters a sense of ongoing development and improvement.

Emphasizing the Multi-Generation Life Center as a cornerstone of post-COVID recovery efforts adds a compelling narrative to our marketing strategy. The facility stands not just as a physical space but as a symbol of community resilience, providing essential services and support that address the challenges intensified by the pandemic.

Throughout the marketing campaign, community involvement will be a central theme. Social media platforms, community newsletters, and local events will be leveraged to actively engage residents, encouraging them to share their thoughts, participate in programs, and take pride in being part of a community-driven initiative.

The marketing plan for the Multi-Generation Life Center is not just about promoting a facility; it's about fostering a sense of community ownership and involvement. Every step, from groundbreaking to future expansions, will be communicated with transparency, enthusiasm, and a genuine commitment to the well-being and vibrancy of the Clay Center community.

## Market Analysis

The Multi-Generation Life Center aims to cater to a diverse range of demographics, creating a hub that appeals to residents of all ages. The primary target demographics include:

1. Offering childcare facilities, educational programs, and youth lounges to attract families with children of all ages.
2. Providing a dedicated space for seniors, offering social gatherings, health services, and meal preparation for meals on wheels.
3. Establishing a Youth Lounge with activities and programs to engage and support the youth, addressing mental health challenges and promoting positive recreational activities.
4. Offering co-working spaces, remote work facilities, and workforce training rooms to attract those looking to seek a community-centric environment. The educational offerings will include classes to enhance job seeking skills and services.

### Marketing Strategy:

1. Establishing a comprehensive website detailing the services, programs, and facilities offered. Regular updates on social media platforms such as Facebook, Instagram, and Twitter will keep the community informed and engaged.
2. Participating in local events, fairs, and festivals to showcase the Life Center. Hosting open houses and information sessions for the community to explore the facilities and understand the breadth of offerings.
3. Partnering with local newspapers, radio stations, and television channels for regular features, interviews, and coverage to increase visibility.
4. Forging partnerships with local businesses to cross-promote services and attract a wider audience.

Over the last five years, numerous surveys and a comprehensive feasibility study conducted in 2019 have consistently highlighted the community's demand for a Multi-Generation Life Center. The identified needs include a shortage of childcare facilities, mental health challenges among youth, seniors lacking dedicated spaces, and a demand for educational and recreational programs.

Our marketing efforts will help in attracting families and growing market share by:

1. By addressing childcare needs and offering educational programs, the Life Center can be a key factor in attracting families to the community, aiding in filling open positions and contributing to economic growth.
2. Establishing partnerships with local schools can help promote the Life Center's youth-focused programs and services, expanding reach and engagement.
3. Conducting ongoing surveys to understand evolving community needs and preferences, ensuring that the Life Center stays responsive and relevant.
4. Recognizing that surrounding rural communities lack access to such facilities, targeted marketing campaigns can extend to neighboring areas, growing the user base and enhancing regional appeal.

Initially targeting the local Clay Center community, the project aims to achieve a substantial market reach of 60% within the first year. With strategic marketing efforts and community engagement, this percentage is expected to grow steadily over the following years, reaching an estimated 80% within the first five years.

The Multi-Generation Life Center presents a unique opportunity to not only meet the identified needs of the Clay Center community but also to become a regional hub, attracting families and users from surrounding rural areas. Through a dynamic marketing strategy and ongoing community engagement, the Life Center aspires to be a transformative force in enhancing the overall well-being and vitality of the region.

## **Market Segmentation**

The market segmentation for the Multi-Generation Life Center encompasses a broad spectrum, targeting not only the residents of Clay Center but also extending its services to the greater Clay County and surrounding communities. The facility is designed to cater to individuals spanning from birth to 100 years, ensuring inclusivity across generations. Moreover, the Life Center's reach transcends socioeconomic classes, races, and education levels, making it an accessible and welcoming space for the entire community. Its strategic positioning addresses specific needs, targeting the 21% of households lacking childcare, and the 25% without computer access within the market. Additionally, the Life Center aims to support the 7.2% of adults over 25 without a high school education and the 13.1% of individuals experiencing poor mental health in the community. By encompassing such a diverse market segment, the Life Center seeks to foster an inclusive environment that addresses the varied needs of the community it serves.

## **Competition**

In the Northeast Kansas Region, the Multi-Generation Life Center anticipates healthy competition from existing facilities with similar offerings. Manhattan Rec Center, as a notable example, provides

recreational and fitness amenities. However, the Life Center distinguishes itself by offering a comprehensive range of services, including childcare, youth programs, senior services, and co-working spaces, creating a unique multi-generational focus. In the realm of coworking, the project recognizes competition from various training and co-working spaces, but it aims to set itself apart through its emphasis on community engagement and diverse educational programs. Similarly, in the commercial kitchen rental space, the Life Center seeks to stand out by not only providing a high-quality kitchen facility but also integrating it into a broader ecosystem of services and community programs. By addressing the specific needs identified in local surveys and feasibility studies, the Multi-Generation Life Center aims to carve its niche and become a focal point for community well-being in the region.

## **Pricing**

The Multi-Generational Life Center is committed to ensuring accessibility and affordability for all community members. Our pricing strategy reflects this commitment, balancing the need for sustainability with the goal of providing valuable services at

1. Partner Lease Rates - For partners utilizing dedicated spaces within the facility, such as the childcare provider, mental health services, or commercial kitchen users, lease rates will be structured to encourage collaboration and community impact rather than profit. Affordable partner lease rates will be determined through collaborative discussions, ensuring that essential services can operate within the Life Center without imposing financial burdens.
2. Facility Rent - The facility will offer flexible rental options for community events, meetings, and private functions. These rates will be competitive and considerate of community needs, with a tiered structure based on the size and purpose of the space being rented. Discounts may be available for non-profit organizations, local community groups, and recurring events that align with the Life Center's mission.
3. Educational and Recreational Programming -The Life Center is committed to providing a diverse range of programs and activities that are either free or offered at a low cost. Educational opportunities, such as workforce training, resume writing classes, and GED completion courses, will be accessible to all community members, ensuring that financial constraints do not hinder personal and professional development. Similarly, recreational offerings like chair yoga, cooking classes, and youth hangout areas will be made available at minimal or no cost to encourage community participation and well-being.
4. Membership Options - To further enhance affordability, the Life Center will explore membership options that provide discounted access to multiple services. Memberships may include access to the co-working spaces, fitness areas, and discounted rates for certain programs, creating a sense of community while making services more accessible.

5. Community Sponsorship and Grants - In addition to direct pricing strategies, the Life Center will actively seek community sponsorships and grants to subsidize services for individuals facing financial hardships. This approach ensures that no one is excluded from participating in the programs and services offered by the facility.

6. Sliding Scale Fee Structure - To accommodate diverse socioeconomic backgrounds, a sliding scale fee structure may be implemented for certain programs and services. This approach allows individuals to pay fees based on their ability, ensuring inclusivity and participation from all segments of the community.

The Multi-Generational Life Center's pricing strategy is grounded in the principle of community inclusion, prioritizing accessibility without compromising the financial sustainability of the facility. By offering a variety of options and actively seeking external support, the Life Center aims to create an environment where everyone can benefit, regardless of their financial circumstances.

### **Strategy and Implementation**

The City of Clay Center proposes the following Strategy and Implementation Plan for the Multi-Generational Life Center:

1. Stakeholder Committee Formation- Establish a committee comprising key stakeholders, including community members, local leaders, educators, health professionals, and potential facility users. This committee will advise on the final design and construction to ensure that the Life Center meets the diverse needs of the community.

2. Architectural and Engineering Plans- Engage architectural and engineering professionals to develop detailed plans for the facility based on the recommendations from the stakeholder committee. This phase will involve a comprehensive design process, addressing the spatial and functional requirements outlined in the project.

3. Project Bidding- Put the project out for bid to select a qualified construction team. This process will involve a competitive bidding process, ensuring that the project is awarded to a contractor with the expertise and capacity to deliver on the proposed plans.

4. Lease Agreements, MOUs, and Policies -Simultaneously, work on developing lease agreements for potential partners within the facility, such as the childcare provider, mental health services, and other collaborating organizations. Memoranda of Understanding (MOUs) and policies and procedures will be crafted to outline expectations and ensure smooth operations.

5. Construction and Development - Upon selecting the construction team, initiate the building process based on the approved plans. Regular progress updates and site inspections will be conducted to ensure that construction aligns with the agreed timeline.

6. Pre-Marketing Efforts- Begin pre-marketing efforts to create awareness and generate excitement within the community. Utilize various channels such as local media, social platforms, and community events to keep residents informed about the progress and benefits of the upcoming Multi-Generational Life Center.

7. Grant Administration and Reporting - Initiate the grant administration process, particularly if additional funding is secured through grants. Develop a comprehensive reporting framework to keep grantors informed about project milestones and outcomes. Leverage the expertise of organizations like Grow Clay County for effective grant management.

8. Occupancy and Community Launch -Anticipate occupancy by March 2025, marking the official launch of the Multi-Generational Life Center. Host a community event to celebrate the opening and showcase the diverse offerings and services available.

9. Ongoing Community Engagement - Establish mechanisms for continuous community engagement, seeking feedback and adapting programs based on the evolving needs of the community. Regular town hall meetings, surveys, and feedback sessions will be integral to maintaining a responsive and dynamic facility.

10. Monitoring and Evaluation- Implement a robust monitoring and evaluation system to assess the impact and effectiveness of the Multi-Generational Life Center. This ongoing process will inform future enhancements and improvements.

By following this comprehensive strategy and implementation plan, the Multi-Generational Life Center aims to become a transformative force within the Clay Center community, addressing diverse needs and fostering a culture of collaboration, health, education, and community well-being.

## **Looking Ahead**

### Phase Two Expansion

As the Multi-Generational Life Center embarks on its transformative journey, Phase Two is envisioned as a strategic expansion to enhance the recreational and wellness offerings for the community. Within five years of the Life Center's initial opening, Phase Two will focus on expanding the building to accommodate additional recreational spaces and wellness services. This includes the relocation of the Mark A. Chapman Fitness Center from the hospital to the Life Center, consolidating crucial health and fitness resources under one roof. The expansion will further enrich the facility's capacity to cater to the diverse well-being needs of all age groups, reinforcing its role as a comprehensive community hub. The thoughtful design of the Multi-Generational Life Center ensures that each phase is built and located with future growth in mind, fostering a dynamic environment that evolves with the changing needs of the Clay Center community.

# Appendix

## Timeline

Clay Center Multi-Generational Life Center Timeline	
Proposed Occupancy	30-Sep-26
Action/Event	During/By
Funding Award	2/10/2024
Convene Life Center Advisory Committee	3/1/2024
Work to Finalize Land Exchange and Special Use Permit	5/30/2024
Develop Fundraising Campaign for Additions	6/1/2024
Put out for Bid for CMAR Services	6/1/2024
Develop Architectural/Engineering Plans	6/15/2024
Preconstruction Meeting	8/15/2024
Review Fundraising Goal to determine what can be built	8/15/2024
Construction Begins	7/1/2025
Finalize Needs, Requirements, MOUs, etc.	7/1/2025
Community Engagement and Marketing Efforts Begin	Ongoing
Order Equipment and Furnishings	5/1/2026
Install Furnishings, Equipment, Supplies	8/15/2026
Staff/Tenant Training	8/15/2026
Construction Complete	8/30/2026
Final Occupancy and Grand Opening	9/15/2026
Grant Reporting and Administration	2/15/24-12/31/2026
Final Project Closeout	12/31/2026

## Proposed Operating Budget

<b>Clay Center Multi Generational Facility</b>				
<b>Proposed Yearly Operational Budget</b>				
<b>Income</b>				
Clay County Senior Task Force	\$500 per month	\$	6,000.00	
Health/Mental Health Office Rent	\$2100 per month	\$	25,200.00	
Childcare	\$350 per room/month	\$	12,600.00	3 Rooms
Business Lab/Classes		\$	4,000.00	
Commercial Kitchen Rent		\$	2,500.00	
Programing		\$	7,400.00	
Fundraising and Grants		\$	5,000.00	
City of Clay Center		\$	40,000.00	
<b>Total</b>		<b>\$</b>	<b>102,700.00</b>	
<b>Expenses</b>				
Payroll	1 Full time 1 Pt Time	\$	56,000.00	
Utilities	\$2000 per month	\$	24,000.00	
Supplies	\$300 per month	\$	3,600.00	
Maintenance	\$200 per month	\$	2,400.00	
Cleaning	\$300 per month	\$	3,600.00	
Insurance		\$	12,000.00	
Miscellaneous		\$	1,100.00	
<b>Total</b>		<b>\$</b>	<b>102,700.00</b>	