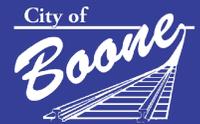


Boone Wellness Programs Feasibility Report

June 2022



As the community of Boone enhances wellness programming it will assist in the attraction and retention of residents and business to the community. A recreation facility located in the downtown area will provide a catalytic effect on growth in this part of the city. Enhancing wellness and recreation programming has great potential to reduce healthcare costs for residents who participate in programming.



For more information please contact:
Bill Skare, City Administrator
City of Boone
bskare@city.boone.ia.us | 515.432.4211

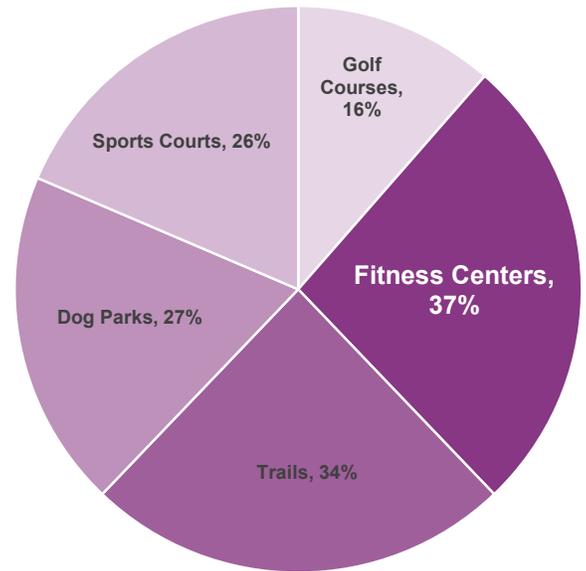
Report prepared by:
Brenda Dryer, Sr. Vice President
Ames Economic Development Commission
brenda@ameschamber.com | 515.232.2310

Economic Impact: Community Amenities

The City of Boone population is currently declining at a rate of -0.58% a year. The City's 2005-2030 comprehensive plan had projected a population target of 15,700. This is an aggressive target. A much more realistic 2030 population target is 13,000 (an estimated 4.5% increase over 2020).

The goal is to reverse this trend. Quality of life assets, an intensified focus on community and economic development, and new housing initiatives will augment the growth of the Boone Community.

Homebuyers Most Desired Community Amenities



Source: 2018 Relocation Survey conducted by RCLOC Real Estate Advisors

Benefits: Centralized Wellness Facility

- ✓ Accessible from all areas of community
- ✓ Catalyst for downtown rehabilitation & development
- ✓ Utilize existing infrastructure lowers project costs
- ✓ Synergy with other downtown services
- ✓ Main Street

“

Iowa's downtowns are the economic and physical hubs of their regions and preserving them is essential to strong and thriving communities. An investment in a downtown wellness center would assist in the City's efforts of making Boone the choice for businesses and families alike. It would not only be an investment into the health of Boone residents, but it would also be a long-term investment into the health of the community.

-Debi Durham, Executive Director
Iowa Economic Development Authority

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Overcoming Objections Centralized Location

Objections	Recommendation
Limited expansion opportunities	Acquire additional properties, show potential
Access to green space	Develop a master plan of community recreational assets
Parking concerns	Enhance signage as a part of Main Street process and look for opportunities to expand parking in downtown district

Possible Wellness Center Funding

Source	Amount	Notes
Fareway Gift	\$2,000,000	Emphasized commitment to project in April 2022
City of Boone - ARPA Funding	\$600,000	ARPA Funding can now be used for these types of projects
City of Boone - <ul style="list-style-type: none"> ▪ General Reserves ▪ LOST Reserves / Revenue ▪ Debt Levy 	\$1,100,000	These are funds that the City currently has on hand to put towards the project.
City of Boone - Bond <ul style="list-style-type: none"> ▪ Annual LOST Revenue ▪ Annual Debt Service Levy 	\$8,000,000	The City will bond up to \$10,000,000 with the repayment of the bond coming from donations, LOST Revenue, and Debt Service Levy. Annual amounts from LOST and Debt Service will be dependent on a number of factors and will be adjusted annually.
Partnership Contributions & Collaborations	\$700,000	Recommend pursuing partnerships from both the public and private sector
State of Iowa - Community Attraction & Tourism	\$500,000	Anticipatory application deadlines: July 15, 2022 & January 15, 2023 Will require a contribution from the Boone County Board of Supervisors
Private Fundraising	\$1,500,000	See plan below

Private Fundraising Plan

Giving Level	Target # of Gifts	Amount of Donation
Platinum	1	\$250,000
Gold	5	\$100,000
Silver	9	\$50,000
Bronze	12	\$25,000

“The time is now for our community to build relationships and partnerships both in the public and private sectors to invest in a shared vision. Your support is needed in this moment to invest in ourselves to build a better Boone; we need a plan, a long term vision, along with staffing and other resources to make this happen now.”

-Chad Houston, President
Kruck Plumbing & Heating

“The community response has been positive moving forward on the project, but also adamant we need to change how to fund it. Franchise fees are off the table, and it may take longer but we will just work that much harder. Using our community business partners, our partners at the county, state, and federal levels, and Ames EDC to make this a reality.”

-Mayor John Slight

Proposed Project Phases

- I. Finalize plans to construct a centralized wellness & recreation center
- II. Hire a Recreation Director for Wellness Center
 - a. Manage Boone recreation program, including wellness facility
 - b. Lead efforts to develop a long-term master plan
 - c. Build a robust City recreation program under direction of City Administrator and City Council
- III. Construction of centralized wellness & recreation center
- IV. Build relationships, provide support and collaborate with Boone CSD and Boone Youth Sports Clubs; enhancing sports facilities and recreational activities in the region
- V. Enhancement of permanent soccer fields
- VI. Support renovation & repair of current baseball and softball fields located across community

“ This project is bigger than just a wellness center. In addition to filling a community need, it represents a springboard to the many amenities we need in Boone. I can see the vision of the City. This can happen! It needs to happen! Fareway stands committed to this project and so do I personally. However, the window is closing, and we cannot let this opportunity slip away. ”

-Reynolds W. Cramer, CEO
Fareway Stores, Inc.

Regional Projects

Other communities along the Highway 30 Corridor have or will consider enhanced investments in recreation and wellness center projects. They, like Boone, are striving to enhance the quality of life for their current and future residents.

Community	Project Scope	Status	Project Location	Funding
Ames	Construction of a new indoor aquatic center	Final project design; funding identified	Adjacent to downtown	Community Reinvestment Grant Story County Private Fundraising
Carroll	Upgrade & renovate community center	Concept	Next to current facility; adjacent to downtown by school facilities	LOST GO Debt Reserves Hotel/Motel
Jefferson	Greene County Community Center - addition of pool and facility upgrades	Project design stage	Entry to downtown	TBD
Nevada	Construction of new indoor recreation, wellness center and indoor playground	Project starting Summer 2022	SCORE Park; east side of community	Reserves CAT Grant Private Fundraising Story County Grants