



Case for Support

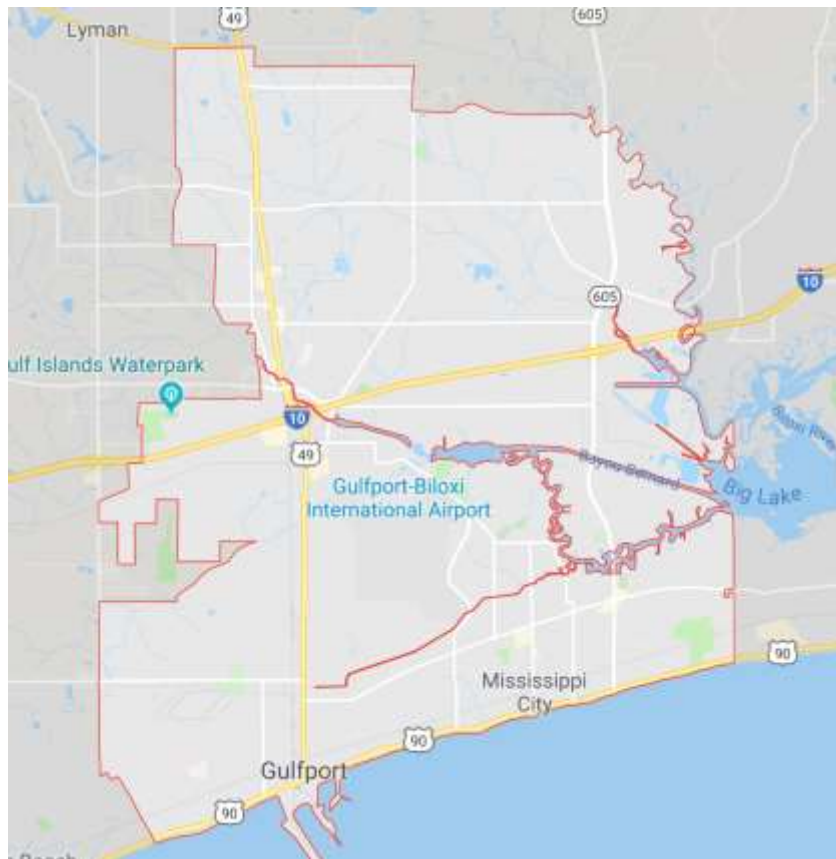
Gulfport + Surrounding Area Mississippi Community Insight Research Study

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The YMCA - A Catalyst for Change

There are at least five societal factors that are impacting the Mississippi area, all of which the MS Gulf Coast YMCA is positioned well to be the catalyst for change and to assist in course correcting the status quote, improving the lives of everyone, by increasing its reach, accessibility, to ensure everyone can achieve their fullest potential.

KEY AREAS TO PROVIDE CONTEXT AND INSIGHT INTO THE Y:

Issues facing the community indicated by primary and secondary research:

- ☐ **Obesity** (Mississippi spent *\$925 million in health-care costs directly related to obesity in 2008*)
- ☐ **Chronic Disease** (*Obesity and Stress* and two contributing factors to chronic disease)
- ☐ **Stress Reduction** (Long-term stress *leads to mental illness, cardiovascular disease and obesity*)
- ☐ **Senior Isolation** (Mississippi has the *highest risk of people 65 years and older experiencing social isolation*)
- ☐ **Youth & Bullying Isolation** (*can lead to mental disorders, including depressive disorders*)
 - Bullying can lead to: Substance Abuse, Missing Work & School, Suicide)
- ☐ **Juvenile Crime** (*costs the state of MS \$93,000/day in residential facilities*)
- ☐ **Poverty** (*19.8% of MS Population had incomes below the poverty line (\$24,860 for a family of four) in 2017*)

Key Factors:

- ☐ **Seen as a High Quality / Low Cost provider finding supported by current members and is a highly considered entity for the market in both Health and Wellness services and Youth development services.**
- ☐ **Price and Convenience core consideration factors, which the I-10 / Hwy 605 location can accommodate along with it's low cost and scholarship opportunities.**
- ☐ **The Community views the Y has the top ranked organization to provide the community of Gulfport a state of the are Health and Wellness and Youth Development organization.**

Based on the Demographics and findings from the research there are 4 critical areas of importance to focus on with insights on how the Y is aligned to address these issues:

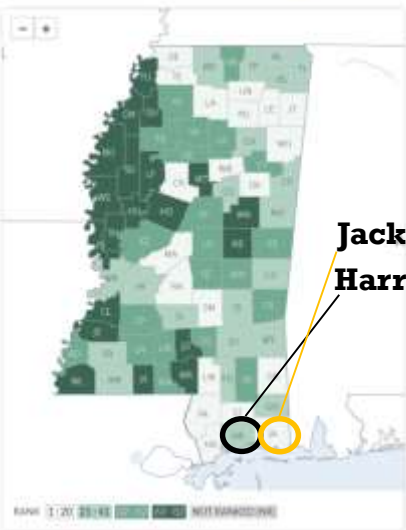
Rank	Societal Issue	COMMUNITY (n=148)
1	Adult Crime	43%
2	Poverty	42%
3	Lack of Quality Education	34%
4	Homelessness	33%
5	Juvenile Crime	31%
6	Opioid Addiction	27%
7	Lack of Skilled / Technical Labor Force	20%
8	Childhood Obesity	18%
9	Senior Social Isolation	13%
10	Other (Please specify)	9%
11	Chronic Diseases	8%

Rank	Societal Issue	MEMBER (n=260)
1	Childhood Obesity	41%
2	Chronic Diseases	31%
3	Poverty	30%
4	Homelessness	27%
5	Opioid Addiction	25%
6	Lack of Quality Education	20%
7	Senior Social Isolation	18%
8	Juvenile Crime	17%
9	Adult Crime	13%
10	Other (Please specify)	13%
11	Lack of Skilled / Technical Labor	10%

Overall, there are relationships between and among many of these societal issues identified by both members and the community and therefore it takes multiple entities to address these areas, with one provider (the Y) that is best positioned to be the convener and therefore the catalyst for change.

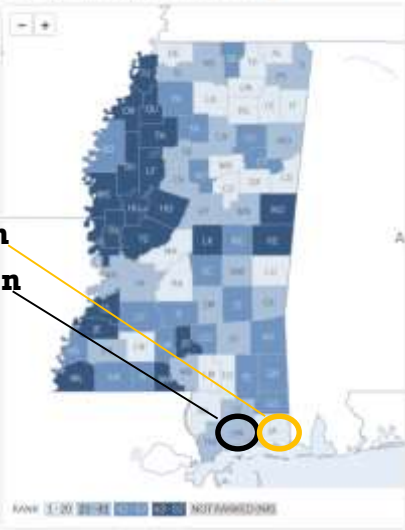
Health Rankings

Overall Rankings in Health Outcomes



The overall rankings in health outcomes represent how healthy counties are within the state, based on how long people live and how healthy they feel while alive. Lower the Score the Healthier the County is.

Overall Rankings in Health Factors



The overall rankings in health factors represent what influences the health of a county. The ranks are based on four types of measures: health behaviors, clinical care, social and economic, and physical environment factors.

Harrison County

Rank - 22

Rank - 24

Jackson County

Rank - 9

Rank - 8

Harrison County

Jackson County

Health Outcomes

Length of Life

18

11

Quality of Life

25

08

Health Factors

Health Behaviors

35

03

Clinical Care

34

16

Social and Economic Factors

20

15

Physical Factors

22

12

The information illustrates the community's current health factors and opportunities and benefits for a Y to come into the area. Using Jackson County (Blossman YMCA Area) provides a comparison point of market factors

1) Obesity – Chronic Disease - Stress

Obesity is hurting Mississippi's economy. An **obese** person generates 40 percent more in medical **costs** per year than a non-**obese** person. In 2008, **Mississippi** spent ***\$925 million in health-care costs directly related to obesity.*** If the trend continues, **obesity related** health-care **costs** will be ***\$3.9 billion by 2018.***

Source: [https://www.umc.edu/Research/Centers-and-Institutes/Centers/Mississippi-Center-for-Obesity-Research/Resources/Obesity in Mississippi.html](https://www.umc.edu/Research/Centers-and-Institutes/Centers/Mississippi-Center-for-Obesity-Research/Resources/Obesity%20in%20Mississippi.html)

Chronic, non-communicable diseases are the leading causes of death in Mississippi and nationwide. Mississippi consistently rates as one of the most obese states in the nation and has some of the highest rates of diabetes, hypertension, heart disease, and strokes in the nation. **Obesity is one of the greatest threats to the health of our state,** and efforts thus far have had limited effectiveness in curbing this growing epidemic. According to the CDC, **75% of total health care expenditures are associated with treating chronic diseases.** ***If Mississippians reduce their BMI rates to lower levels and achieve an improved status of health, the state could save over \$13 billion annually in unnecessary health care costs. If we want to build a healthier Mississippi, we must tackle this grave problem.***

Source: <https://uprootms.org/priorities/reduce-rate-of-chronic-disease/>

1) Obesity – Chronic Disease

By focusing on physical activity you can begin addressing two critical issues in the community: Obesity and Chronic Disease, thereby positively impacting the overall quality of life for its citizens while reducing the economic burden these issues create.

A key life priority addressed by both Community and Current Members is on ***Work on / Maintaining Health***

Barriers to address any of the priorities outlined include:

Lack of Money

Y is seen as High Quality Low Cost Provider of Health and Wellness Services from both the Community and Current Members

Offers Financial Aid to ensure everyone in the community has access to high quality health and wellness programs

Lack of Resources

The Y provides multiple programs and services all under 1 roof

Convenience – saving time and money for only needing to go to 1 place for all your needs

Stress

Key Contributor to Chronic Disease and Obesity

Remedy to reduce stress is physical activity / playing sports / moving

Not enough time

Convenience become more important

I-10 / 605 location is ideal location for convenience (close to home and work – almost ½ of pop. Age 16+ commute under 30 minute for work

Refer to the list of sports people want

FITNESS PROGRAM DESIRED TO SEE AT NEW HEALTH AND WELLNESS CENTER.

The community and current Y members desire healthy options making Health a priority in their life.

Fitness Related Programs	Community (n=146)	T1
Weightloss Program	44%	
Personal Training Options	41%	
Nutrition Classes	34%	
Senior Specific Fitness Classes	30%	
Group Exercise Classes	28%	
Pool Specific for Aquatics Program	22%	
Swim Lessons (Adult and Youth)	20%	
Summer Day Camp Activities	16%	
Not Interested in Fitness and Health Programs	15%	
Family Personal Training Classes	10%	

Fitness Related Programs	Member (n=214)	T1
Nutrition Classes	38%	
Weightloss Program	34%	
Group Exercise Classes	29%	
Family Personal Training Classes	21%	
Personal Training Options	18%	
Senior Specific Fitness Classes	17%	
Pool Specific for Aquatics Program	13%	
Summer Day Camp Activities	9%	
Swim Lessons (Adult and Youth)	6%	
Not Interested in Fitness and Health Programs	5%	

2. STRESS – key contributor to many health factors

What Are the Consequences of Long-Term Stress?

A little stress every now and then is not something to be concerned about. Ongoing, chronic stress, however, can cause or exacerbate many serious health problems, including:

- **Mental health** problems, such as depression, anxiety, and personality disorders
- **Cardiovascular disease**, including heart disease, high blood pressure, abnormal heart rhythms, heart attacks, and stroke
- **Obesity** and other eating disorders

Source: <https://www.webmd.com/balance/stress-management/stress-symptoms-effects-of-stress-on-the-body>

Exercise and stress relief

Exercise increases your overall health and your sense of well-being,

It pumps up your endorphins. Physical activity helps bump up the production of your brain's feel-good neurotransmitters, called endorphins.

It's meditation in motion. After a fast-paced game of racquetball or several laps in the pool, you'll often find that you've forgotten the day's irritations and concentrated only on your body's movements.

It improves your mood. Regular exercise can increase self-confidence, it can relax you, and it can lower the symptoms associated with mild depression and anxiety.

Source: <https://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/exercise-and-stress/art-20044469>

Core Programs Desired by the Community and Members

Sport Programs of Interest

Adult Tennis	20%
Youth Soccer	16%
Adult Softball	16%
Adult Volleyball	14%
Co-Ed Sport Leagues / intramural sports	14%
Adult Racquetball	12%
Youth Gymnastics	12%
Youth Softball	11%
Youth Volleyball	11%
Youth Basketball	10%
Adult Basketball	10%
Adult Soccer	10%
Youth Tennis	10%
Sport Mix	10%
Adult Pickle ball	6%
Youth Racquetball	3%
Youth Pickle Ball	1%

= T1

= T2

3. SOCIAL ISOLATION

❑ SENIOR SOCIAL ISOLATION

❑ YOUTH SOCIAL ISOLATION

2) Social Isolation - Seniors

Among Seniors:

HATTIESBURG, MS (WDAM) - According to recent research, **Mississippi has the highest risk of people 65 years and older experiencing social isolation.**

WDAM spoke with a local educator about why Mississippi is leading the research.

"The population of older adults as you know is exploding. We call it the silver tsunami now because so many of us baby boomers are turning 60 and 65," said Susan Hrostowski, an associate professor for the University of Southern Mississippi School of Social Work.

The research from Databank USA attributed Mississippi's ranking to a high poverty rate.

"Earnings across the life span come to roost in your retirement, because if you haven't earned a lot as you have worked you haven't put that much into retirement and your social security is not very high," Hrostowski said. "So, right away we are talking about limited and moderate to low income for a lot of older adults."

Social isolation is one of the leading causes for depression later in life so, Hrostowski said getting involved and being active can create a positive environment curbing social isolation.

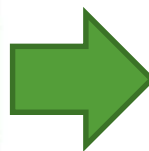
"The solution is programming. **We need programs, services and activities for well older adults,**" Hrostowski said. "It's very important. If you know older adults and you see they are isolated and don't have many people coming to visit them you don't have to invest all your time and energy, just every once in a while send them a card, say hello, bake them a cookie. Just once in a while. It's a wonderful thing. It makes you feel good as well as the older person."

Source: <https://www.wdam.com/2019/03/21/ms-has-highest-risk-social-isolation-people-years-older/>

In addition to Physical Activity Classes – the Community Expressed interest in these Social Oriented Classes

Non-Physical Activities	Community (n=147)
Adult Enrichment Classes (Art, Crafts, Photography, Language Programs, Music, Computer Training)	55%
Social Clubs (Travel, Chess, Card Games, Book, Knitting, Golf, Bocce Ball, Scrap booking, etc.)	33%
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	28%

Non-Physical Activities	Member (n=214)
Adult Enrichment Classes (Art, Crafts, Photography, Language Programs, Music, Computer Training)	58%
Social Clubs (Travel, Chess, Card Games, Book, Knitting, Golf, Bocce Ball, Scrap booking, etc.)	35%
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	32%



Senior's want "senior specific fitness classes" which continues to allow for opportunities interact and meet new people

2a) Social Isolation - Youth

Youth / Children

Research shows that social isolation and loneliness often correlates with mental disorders, including depressive disorders.

Source: <https://www.noisolation.com/global/research/consequences-of-social-isolation-for-children-and-adolescents/>

Safe Place / Inclusive / Welcoming

Why Does Bullying Matter?

Bullying is a serious educational issue, and a matter of public health and safety. It creates a climate of fear and panic within schools, on playgrounds and throughout neighborhoods – and in today's digital age, bullying is carried out after school hours over the Internet. Children, adolescents and adults harmed by bullying often suffer from a wide range of psychological and school-related problems, including anxiety, depression, low self-esteem, suicidal ideation, chronic lateness and absences, and difficulty concentrating.

- What Are the Effects of Bullying?
- Bullying can often have painful physical and emotional effects such as:
 - Emotional Distress
 - Substance Abuse
 - Missing Work & School
 - Suicide
- How Can We Prevent Bullying?

School administrators, staff, educators, parents and community members can help prevent bullying by discussing it in classes, building a safe school environment and by creating a bullying prevention strategy in their community.

When assessing the preferences of the community to how members rate the MS Gulf Coast YMCA, you can see how well the positioned the Y is to bring high quality low cost programs and services to the community of Gulfport:

Members:

- Overall, Membership is a Good Value (81%)
- I am extremely satisfied with my Y experience (81%)
- Offers high quality produces & services (80%)

Community = Convenience : (73% / 29%) (close to home and work)

- Both the Community and current members see the I-10 / 808 Exit location provides this to both the Gulfport Community.

Community = Non-intimidating Environment: (63%)

- Members: I feel welcomed (84%)
- Members: I feel that I belong (71%)
- Members: I feel safe at the Y (92%)

Community = Inclusive and Welcoming: (45%)

- Members: Atmosphere is warm and welcoming (84%)

Family Friendly (people of all ages): (36%)

- Fun place for me and my family (88%)
- The programs are helping me and my family achieve our goals (72%)

Non-Physical Activities	Community (n=147)
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	28%

Non-Physical Activities	Member (n=214)
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	32%

4) Crime (Juvenile Crime)

Reporting states spent an average of \$7.1 million per day locking up youth in residential facilities.

State	Youth in Residential Placement	Cost per day per youth	Total cost per day based on total population
Alabama	1,251	\$137.21	\$171,649.71
Alaska	198	\$252	\$49,896
Arizona	1,083	\$314	\$340,062
California	8,955	\$67.51	\$604,552.05
Colorado	1,617	\$161	\$260,337
Connecticut	312	\$726	\$226,512
Georgia	1,398	\$200.68	\$280,550.64
Indiana	1,866	\$153.78	\$286,953.48
Louisiana	807	\$387.12	\$312,405.84
Maine	159	\$412.05	\$65,515.95
Maryland	525	\$229	\$120,298.50
Michigan	2,115	\$391	\$827,451.45
Mississippi	219	\$426.51	\$93,405.69
Missouri	825	\$133	\$109,791
Nebraska	252	\$173	\$43,596
New Jersey	870	\$174	\$151,380
North Carolina	804	\$262	\$210,648
North Dakota	222	\$146.64	\$32,554.08
Ohio	2,898	\$216	\$624,924.72
Oklahoma	624	\$158.96	\$99,191.04
Pennsylvania	3,318	\$362	\$1,201,116
Rhode Island	330	\$58.95	\$19,453.50
South Dakota	474	\$219.79	\$104,180.46
Utah	606	\$195	\$118,170
Virginia	1,455	\$280	\$407,400
West Virginia	417	\$227	\$94,659
Wisconsin	1,092	\$259	\$282,828
Wyoming	288	\$24.44	\$7,038.72
Total for States Reporting	34,980		\$7,146,521

Source:

http://www.justicepolicy.org/images/upload/09_05_rep_costssofconfinement_jj_ps.pdf

According to research done by E. Tennessee State University... The results indicated that children from divorced homes have higher rates of delinquency (status offenses, crimes against person, felony theft, general delinquency, tobacco and drug use) compared to children from intact homes

source: homesviewcontent.cgi?article=3380&context=etd

\$93.4 thousand per day spent on juvenile facilities

15% - 17% of the surrounding areas are single parents with children under 18

Family Dynamics	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Married w/ Children under 18	18%	18%	15%	18%	19%	19%
Single Parent w/ Children under 18	15%	16%	17%	16%	18%	16%
Non-Family w/ Children under 18	0%	0%	0%	0%	0%	0%
Married w/o Children under 18	24%	23%	21%	23%	23%	25%

4) Crime (Juvenile Crime)

(Breakdown of the Family and Sports as possible solution)

A review of the empirical evidence in the professional literature of the social sciences gives policymakers an insight into the root causes of crime. Consider, for instance:

- ❑ Over the past thirty years, the rise in violent crime parallels the rise in families abandoned by fathers.
- ❑ High-crime neighborhoods are characterized by high concentrations of families abandoned by fathers.
- ❑ State-by-state analysis by Heritage scholars indicates that a 10 percent increase in the percentage of children living in single-parent homes leads typically to a 17 percent increase in juvenile crime.
- ❑ The rate of violent teenage crime corresponds with the number of families abandoned by fathers.
- ❑ The type of aggression and hostility demonstrated by a future criminal often is foreshadowed in unusual aggressiveness as early as age five or six.
- ❑ The future criminal tends to be an individual rejected by other children as early as the first grade who goes on to form his own group of friends, often the future delinquent gang.

<https://www.heritage.org/crime-and-justice/report/the-real-root-causes-violent-crime-the-breakdown-marriage-family-and>

Sports as a solution to preventing Juvenile Crime
When high schools have strong interscholastic sports participation rates, they report lower levels of major crime and fewer suspensions, according to a new University of Michigan study.
<http://yvpc.sph.umich.edu/participation-high-school-sports-lowers-major-crime/>

In areas where the family dynamic breaks down, the Y is well position to assist in providing children the support needed to ensure they become thriving adults.

Sport Programs of Interest

Adult Tennis	20%
Youth Soccer	16%
Adult Softball	16%
Adult Volleyball	14%
Co-Ed Sport Leagues / intramural sports	14%
Adult Racquetball	12%
Youth Gymnastics	12%
Youth Softball	11%
Youth Volleyball	11%
Youth Basketball	10%
Adult Basketball	10%
Adult Soccer	10%
Youth Tennis	10%
Sport Mix	10%
Adult Pickle ball	6%
Youth Racquetball	3%
Youth Pickle Ball	1%

The Y creates opportunities (organic and structured) for children to feel safe, welcomed and protected.

5) Poverty

The Brookings Institution has spent a great deal of effort studying this issue. Brookings whittled down a lot of analysis into three simple rules. You can avoid poverty by:

- 1. Graduating from high school.
- 2. Waiting to get married until after 21 and do not have children till after being married.
- 3. Having a full-time job.

If you do all those three things, your chance of falling into poverty is just 2 percent. Meanwhile, you'll have a 74 percent chance of being in the middle class.

19.8% of MS Population had incomes below the poverty line (\$24,860 for a family of four) in 2017
<https://talkpoverty.org/state-year-report/mississippi-2018-report/>

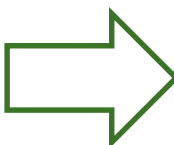
Putting Children and Young Adults on the right path to success

Sports

Character Development

*Encouragement /
Community Support*

*Team work +
Confidence +
Structure +
Discipline*



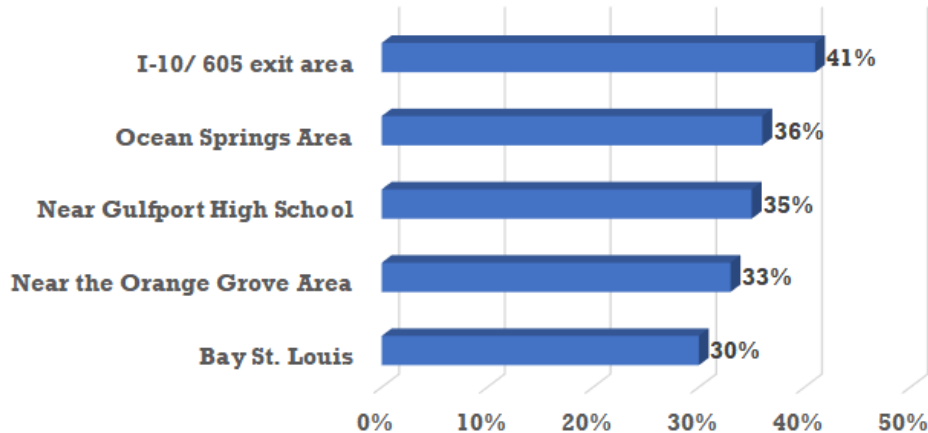
*The Y is a highly considered and perceived
as a High-Quality Low-Cost Youth
Development / Enrichment Services within
the community*



NEW LOCATION AND VIEW OF THE Y

PREFERRED LOCATION

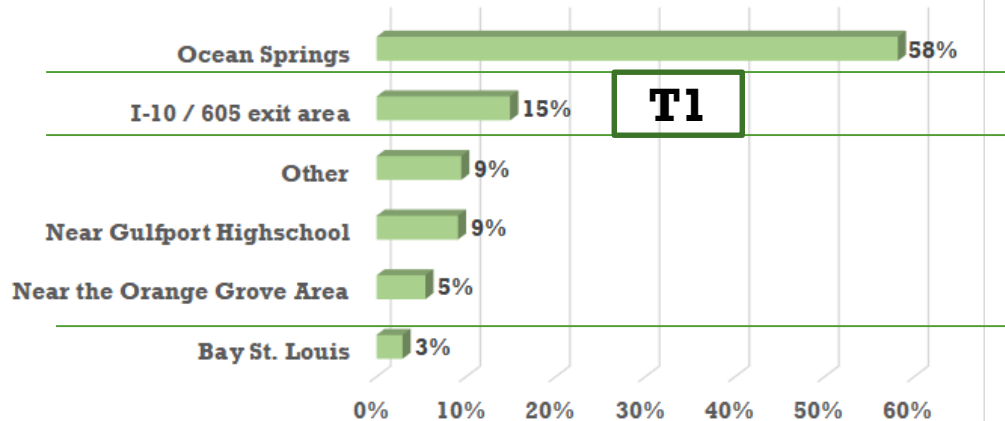
**PREFERRED LOCATION FOR NEW FACILITY
COMMUNITY**
(n=148)



Although, with the exception of Bay St. Louis, all locations are viewed statistically equivalent, however based on a percentage point ranking system the I-10 / 605 exit is the preferred location among the community.

**Ideal
location
I-10 / 605
Exit**

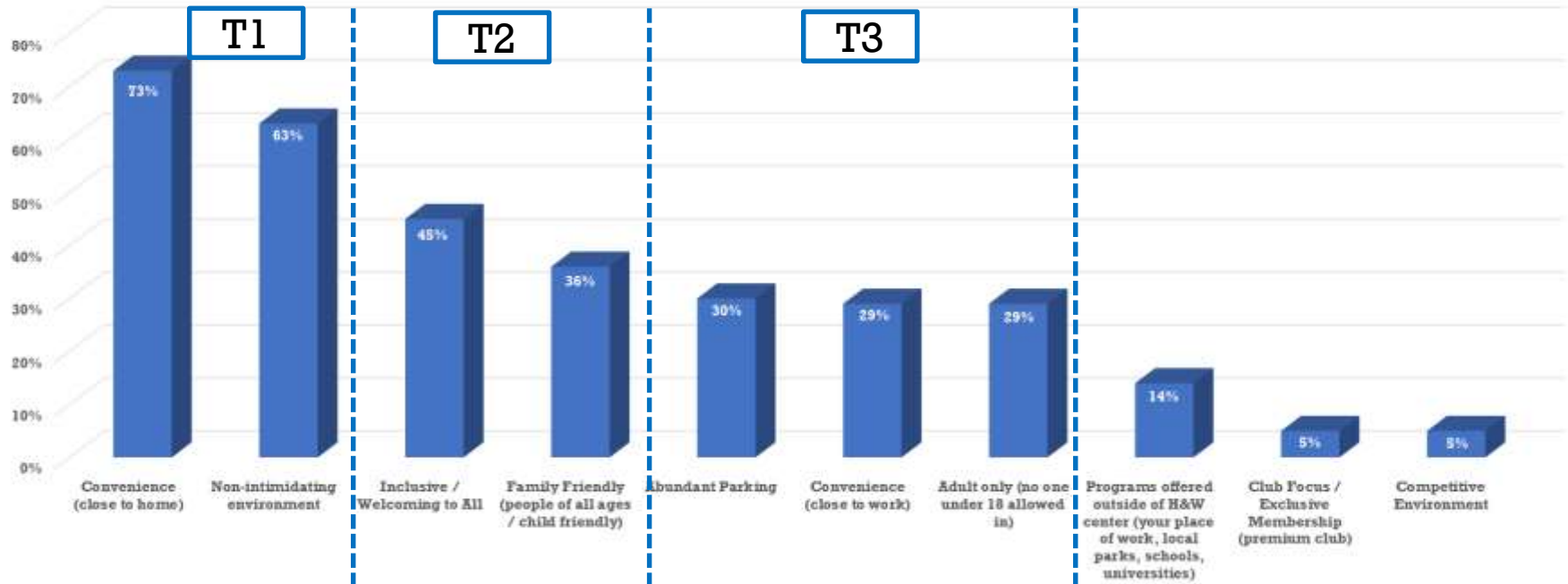
**PREFERRED LOCATION FOR NEW FACILITY
MEMBERS**
(n=275)



If we exclude Ocean Springs, due to the high proportion of members from this location (perhaps a future expansion opportunity), significantly more members prefer the I-10 / 605 exit location verse the other areas reviewed.

NEW LOCATION PREFERENCES

COMMUNITY PREFERENCE FACTORS WITH A NEW HEALTH AND WELLNESS CENTER
(n=148)



Key Factors needed for the New Location:

- T1 -
Convenience (home) (I-10 / 605 Exit)
&
Non-Intimidating Env.

- T2 -
Inclusive / Welcoming
&
Family Friendly

VIEW OF THE Y (YMCA)

When asked respondents how strongly do you agree that a YMCA contributes to the quality of life in neighborhoods / communities?

**51% OF THE COMMUNITY
(STRONGLY AGREE / AGREES)**

**45/% NEITHER AGREE NOR
DISAGREE**

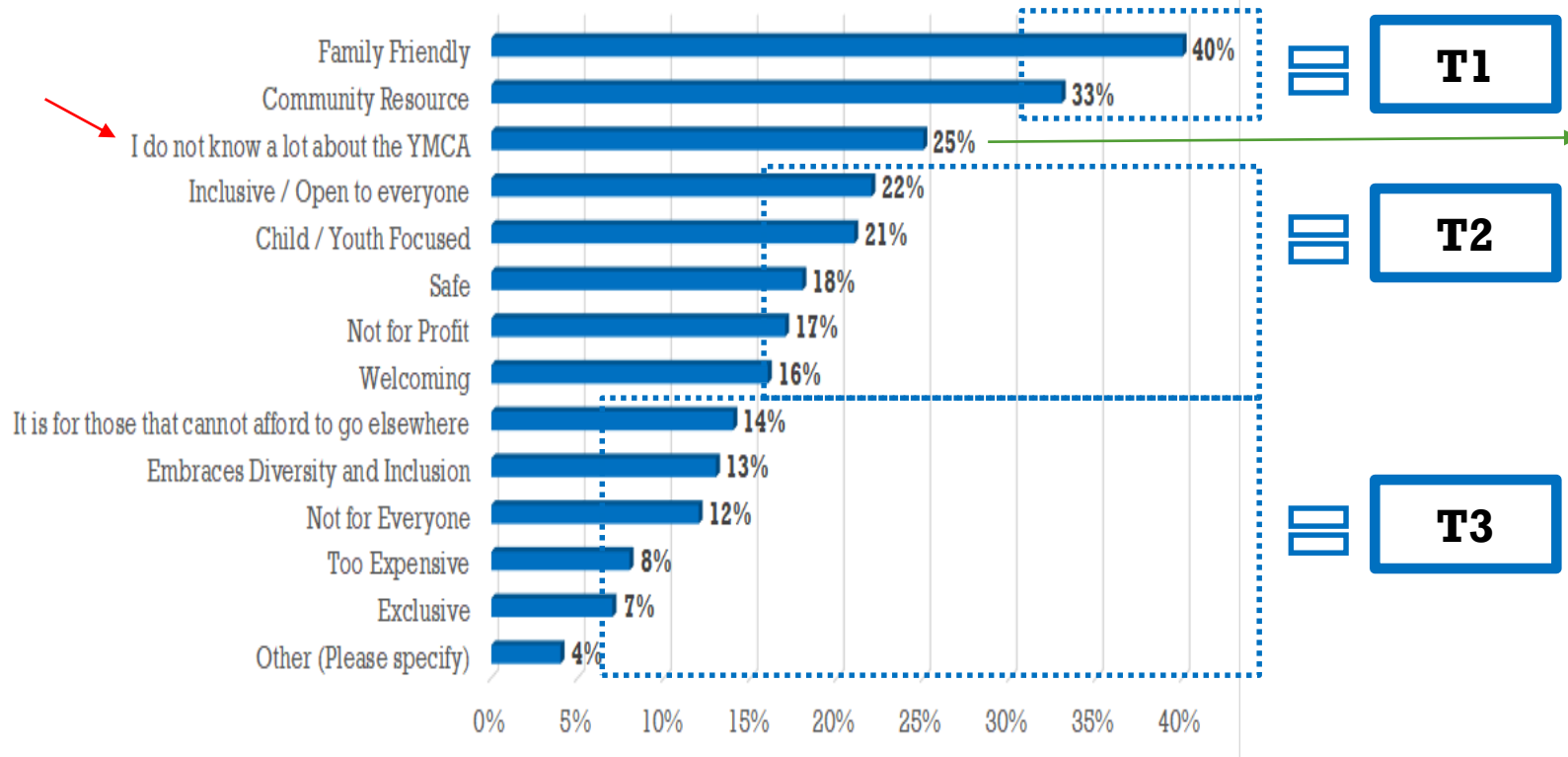
**75% OF MEMBERS
(STRONGLY AGREE / AGREES)**

**15/% NEITHER AGREE NOR
DISAGREE**

VIEW OF THE Y (YMCA)

HOW THE COMMUNITY WOULD DESCRIBE

THEY (YMCA)
(n=146)

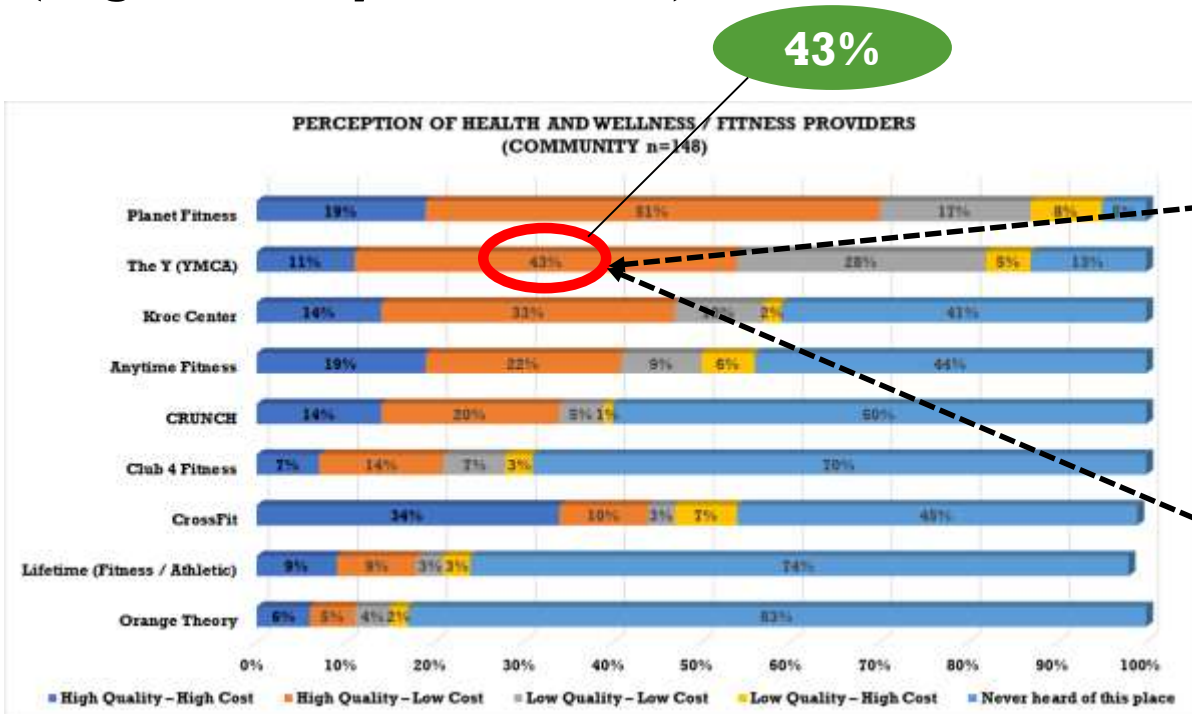


**Creating
more
Awareness
is a key
factor**

One-fourth of the community respondents indicate they do not know a lot about the Y, however among those that do,

PERCEPTION – Health and Wellness Providers

(High Quality / Low Cost)



Member Preception:	%
Pre-Joining (n=351)	
High Quality - High Cost	23%
High Quality - Low Cost	23%
Low Quality - High Cost	7%
Low Quality - Low Cost	7%
Didn't know much about the Y (YMCA) before joining	38%
Other (Please specify)	4%

Member Preception:	%
Post-Joining (n=342)	
High Quality - High Cost	20%
High Quality - Low Cost	61%
Low Quality - High Cost	6%
Low Quality - Low Cost	3%
Other (Please specify)	11%

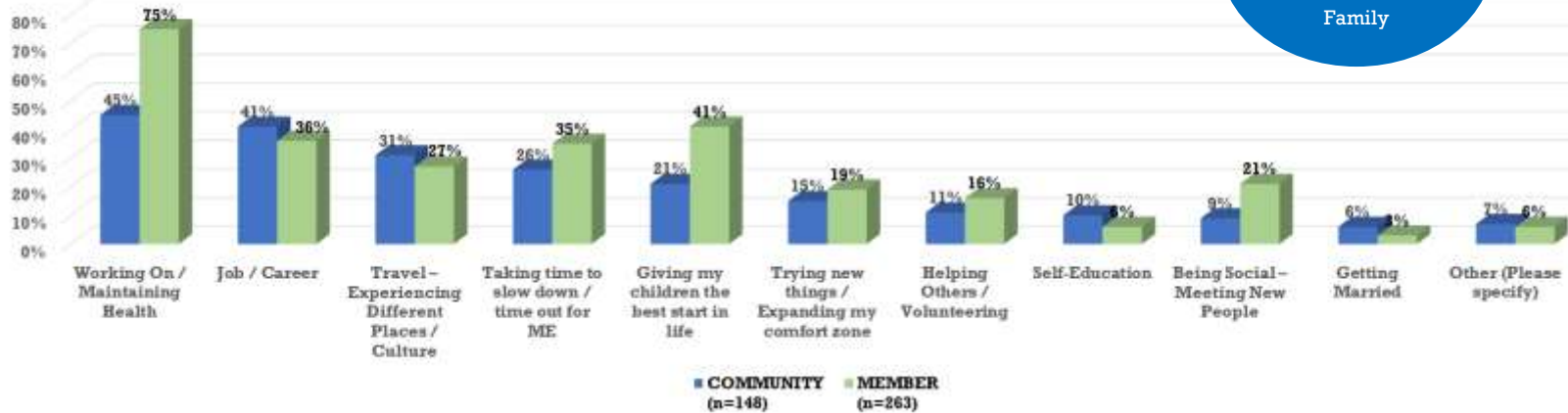
With the Y's focus on being a High Quality / Low Cost provider, the Y along with Planet Fitness are seen significantly higher than the other providers in the area within the community with 43% of respondents scoring them this way – significantly higher than what even current members perceived them prior to joining (23%).

Sixty-one percent of current members see the Y as a High Quality / Low Cost Provider. A significant increase over their Pre-Joining rating.

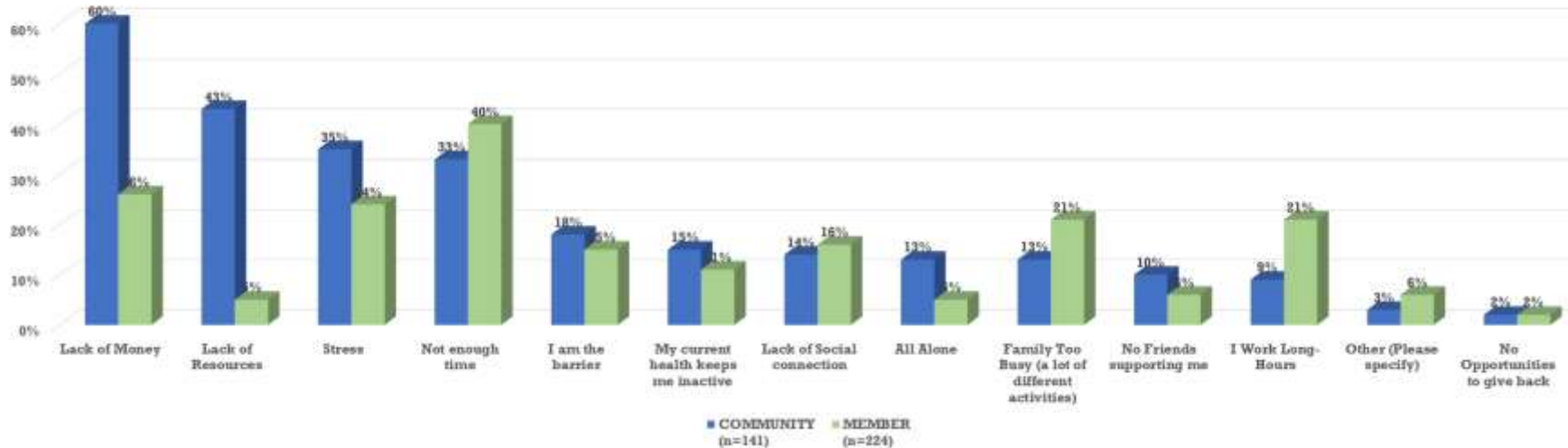
LIFE PRIORITIES

68% of Community indicate spending time with Friends / Family

LIFE PRIORITIES



BARRIER TO ACHIEVING LIFE PRIORITIES



Member Preferences

(Community Preference to Members Reality)

When assessing the preferences of the community to how members rate the MS Gulf Coast YMCA on a variety of attributes, you can see how well the Y is aligned with what the community wants from a health and wellness center :

Members:

- Overall, Membership is a Good Value (81%)
- I am extremely satisfied with my Y experience (81%)
- Offers high quality programs & services (80%)

Community = Convenience : (73% / 29%) (close to home and work)

- Both the Community and current members see the I-10 / 605 Exit location provides this to both the Gulfport Community.

Community = Non-intimidating Environment: (63%)

- Members: I feel welcomed (84%)
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Community = Inclusive and Welcoming: (45%)

- Members: Atmosphere is warm and welcoming (84%)

Family Friendly (people of all ages): (36%)

- Fun place for me and my family (85%)
- The programs are helping me and my family achieve our goals (72%)

AMENITIES DESIRED

Amenities Desired:	COMMUNITY (n=148)
State of the art fitness equipment	46%
Indoor Pool	45%
Therapy Pool	32%
Food Court / Food Options Available	31%
Gymnasium	26%
Outdoor Pool	23%
Kid friendly pool	22%
Family Room (large TV, comfortable couches and chairs, etc.)	22%
Game Room (pool table, ping pong, x-box, PlayStation)	21%
Family Pool Area (Slides and Games)	20%
Chef's Kitchen (cooking classes, renting out for group gatherings, etc.)	18%
Eating / Gathering Area [bring your own food in to eat with friends]	18%
Place my young child can go while I workout	17%
Lap Pool / Competitive Swim Pool	15%
Computer Lab / Workstation	15%
Teen Center	12%
Virtual (VR - technology) Fitness Equipment	11%
Rock Climbing Wall	11%
None of the above	10%
Competitive Swim (High School Swim Teams)	4%

= T1

= T2

= T3

When examining the Amenities desired among both the Community and Current Members we see the following emerge as top attributes desired:

- ☐ **State of the Art Equipment**
- ☐ **Food Court**
- ☐ **Kid Friendly Pool**
- ☐ **Indoor / Outdoor Pool**
- Therapy Pool**

Note: Members were asked to focus on amenities that currently they do not participate in at the Y

- ☐ **Chef's Kitchen**
- ☐ **Rock Climbing Wall**

Amenities Desired:	MEMBER (n=224)
Chef's Kitchen (cooking classes, renting out for group gatherings, etc.)	47%
Rock Climbing Wall	35%
Family Pool Area (Slides and Games)	29%
Food Court / Food Options Available	27%
State of the art fitness equipment	25%
Gymnasium	20%
Therapy Pool	17%
Kid friendly pool	13%
Teen Center	13%
Virtual (VR - technology) Fitness Equipment	13%
Game Room (pool table, ping pong, x-box, PlayStation)	11%
Computer Lab / Workstation	11%
Eating / Gathering Area [bring your own food in to eat with friends]	10%
None of the above	10%
Family Room (large TV, comfortable couches and chairs, etc.)	9%
Indoor Pool	8%
Outdoor Pool	8%
Place my young child can go while I workout	8%
Lap Pool / Competitive Swim Pool	7%
Competitive Swim (High School Swim Teams)	2%

= T1

= T2

= T3

= T4

FITNESS PROGRAM DESIRED TO SEE AT NEW HEALTH AND WELLNESS CENTER.

Fitness Related Programs	Community (n=146)	T1
Weightloss Program	44%	
Personal Training Options	41%	
Nutrition Classes	34%	
Senior Specific Fitness Classes	30%	T1
Group Exercise Classes	28%	
Pool Specific for Aquatics Program	22%	
Swim Lessons (Adult and Youth)	20%	
Summer Day Camp Activities	16%	
Not Interested in Fitness and Health Programs	15%	
Family Personal Training Classes	10%	

Fitness Related Programs	Member (n=214)	T1
Nutrition Classes	38%	
Weightloss Program	34%	T1
Group Exercise Classes	29%	
Family Personal Training Classes	21%	
Personal Training Options	18%	
Senior Specific Fitness Classes	17%	
Pool Specific for Aquatics Program	13%	
Summer Day Camp Activities	9%	
Swim Lessons (Adult and Youth)	6%	
Not Interested in Fitness and Health Programs	5%	

NON-PHYSICAL PROGRAMS

Non-Physical Activities	Community (n=147)
Adult Enrichment Classes (Art, Crafts, Photography, Language Programs, Music, Computer Training)	55%
Social Clubs (Travel, Chess, Card Games, Book, Knitting, Golf, Bocce Ball, Scrap booking, etc.)	33%
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	28%

Non-Physical Activities	Member (n=214)
Adult Enrichment Classes (Art, Crafts, Photography, Language Programs, Music, Computer Training)	58%
Social Clubs (Travel, Chess, Card Games, Book, Knitting, Golf, Bocce Ball, Scrap booking, etc.)	35%
Youth Development / Enrichment Classes (i.e. Science, Technology, Engineering, Art, Music and Math)	32%

Among both the Community and current members of the Y, Adult Enrichment Classes are indicated as a primary desire to have at the new location.

Preferred Amenities and Programs Desired

Amenities Desired

State of the Art Fitness
Equipment
Indoor pool
Chef's Kitchen
Rock climbing Wall

Fitness Classes

Weight loss Program
Personal Training
Nutrition
Senior Specific Fitness Classes

Although
**Obesity and
Senior
Isolation** are
seen as core
issues among
members only,
the
Community's
program
choices
suggest
otherwise.

Sport Programs

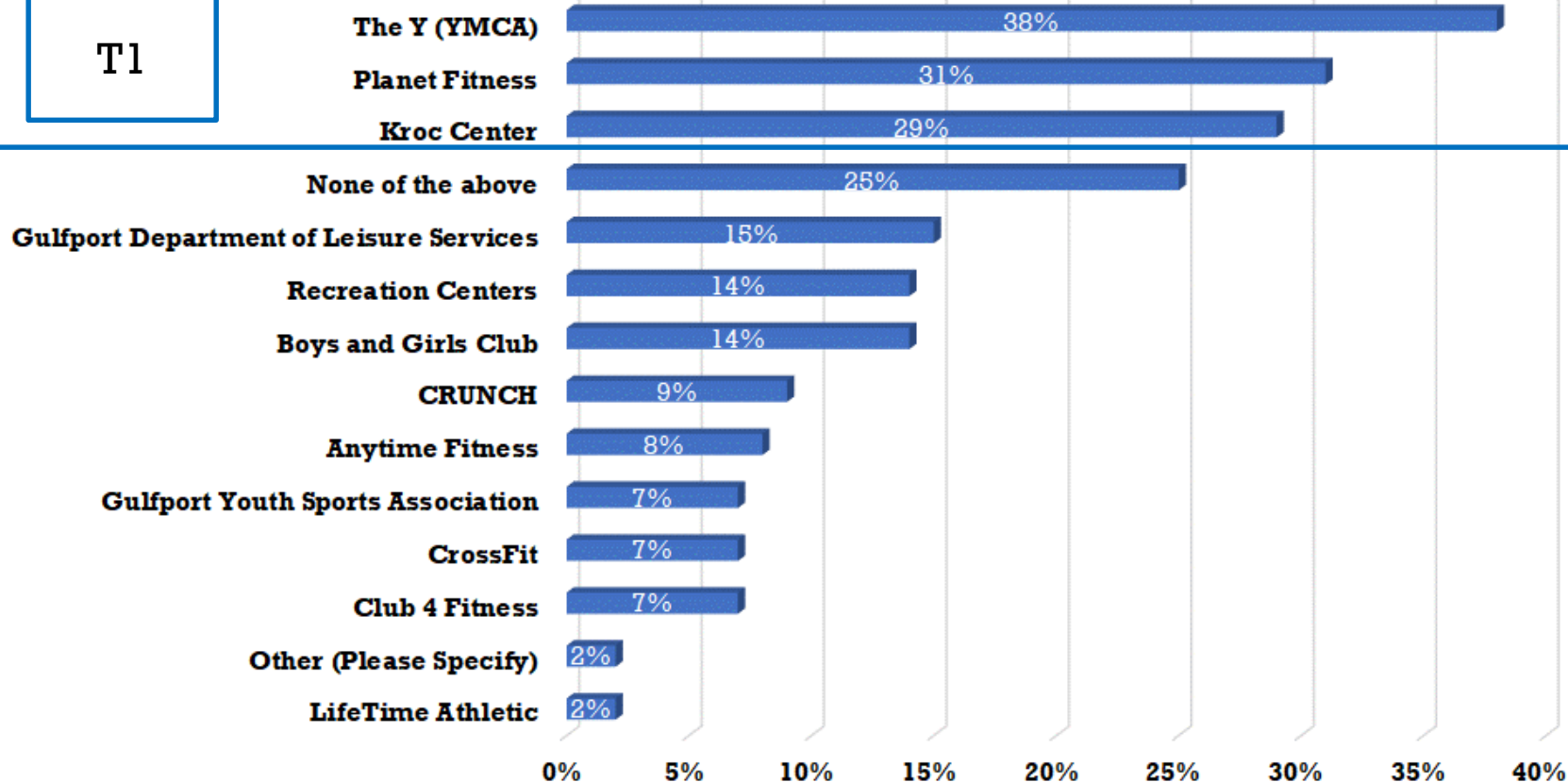
Adult Tennis
Youth Soccer
Adult Softball
Adult Volleyball
Co-ed Sport Leagues
Adult Racquetball
Youth Gymnastics

*Other sports may
be desired;
however the key
factor is fun
activities that
bring people
together.*

ENTITY THAT CAN DELIVER ON THIS STATE OF THE ART HEALTH AND WELLNESS CENTER

The Entity that can Deliver on this State of the Art Health and Wellness Center

T1

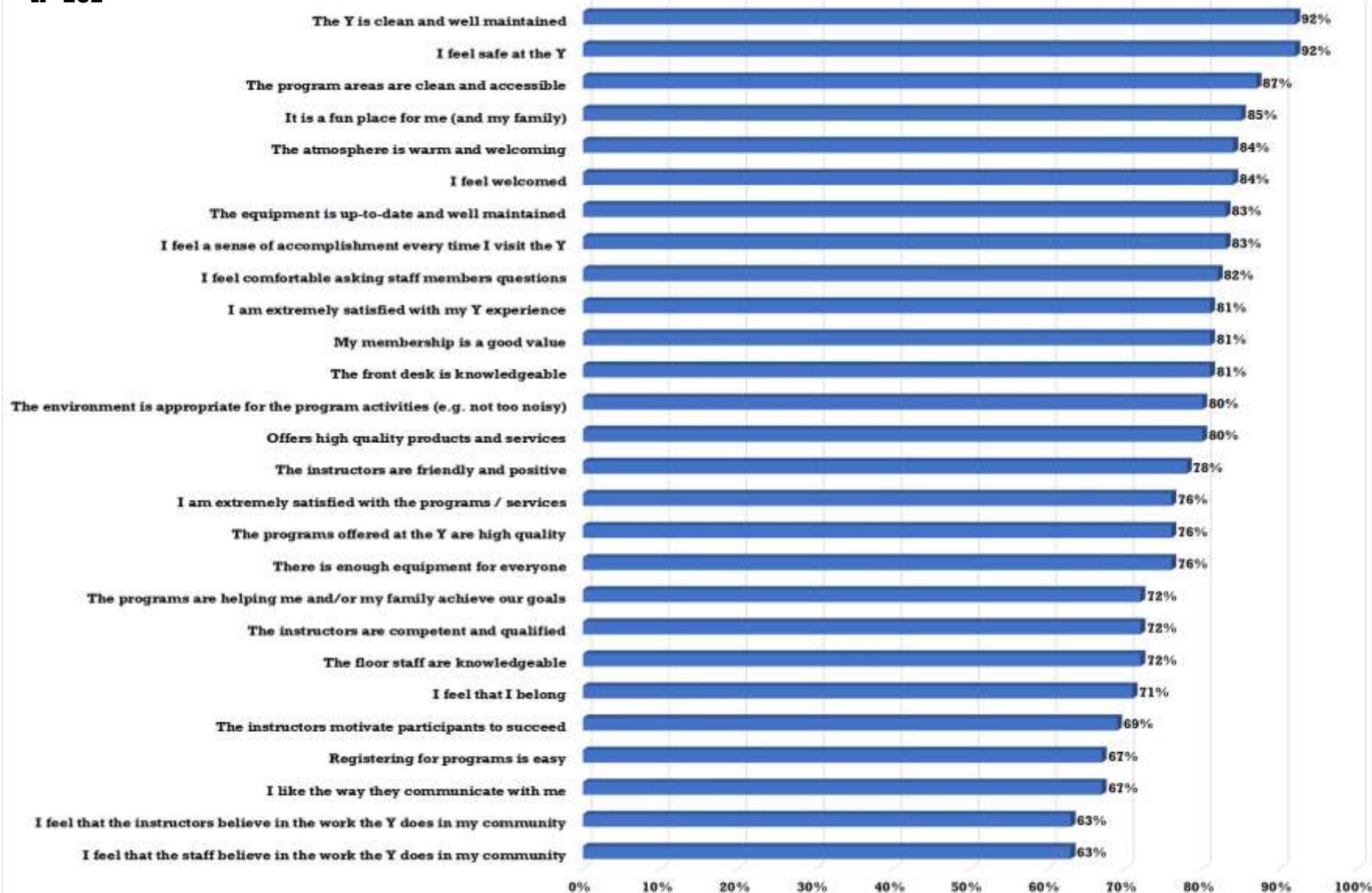


From a percentage point the Y is viewed as the top entity that can deliver on this state of the art health and wellness center.

Membership Ratings (Top-2-Box)

Strongly Agree / Agree

n=282





CORE DEMOGRAPHIC RECAP

Topline Demographic Findings:

Overall, the Gulfport area appears to be a strong market for the Mississippi Gulf Coast YMCA to expand its reach and access within the communities it serves.

The research narrowed down the location to three primary areas of interest: I-10 / Hwy 605, Orange Grove Community Center and Gulfport Highschool area. Based on the market landscape and a feasibility market research study the I-10 / Hwy605 area proved to be the most desirable location based on the demographics, preference among the community and the convenience (important factor among the community).

The market overall, is ideal for the program and services offered by the Y and its alignment to the communities wants and needs. The Y is also perfectly aligned to address the societal issues that the community and current Y members indicated are most important to them.

Two critical areas where they Y can provide tremendous support in elevating the community and provide a much needed resource:

- ☐ Assistance to single parents to ensure both them and their children have the resources needed to achieve their fullest potential.
- ☐ Relatively high percentage of lower income families, therefore the demand / need for financial aid will be high.

Both of these factors represent an opportunity to serve those in need within the community through scholarships and potentially additional programs and services to ensure everyone has an opportunity to reach their fullest potential. Conducting additional market research will assist in identifying opportunities to serve the community.

DEMOGRAPHIC ANALYSIS

Population Demographics

Popoulation	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
2010	70,898	154,155	63,091	148,367	58,778	143,613
2018	78,557	170,346	69,451	164,399	65,472	159,700
2023	81,189	175,993	71,761	169,884	67,691	165,098
Pop. Growth (2018/2010)	11%	11%	10%	11%	11%	11%
Pop. Growth (2023/2018)	3%	3%	3%	3%	3%	3%

Household Population	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
2010	28,109	59,266	25,180	57,348	22,281	55,584
2018	31,424	66,191	28,033	64,242	25,030	62,345
2023	32,641	68,766	29,122	66,748	26,005	64,776
HH Pop. Growth (2018/2010)	12%	12%	11%	12%	12%	12%
HH Pop. Growth (2023/2018)	4%	4%	4%	4%	4%	4%

Overall the population size, especially the Household Population size and growth illustrates an area large enough to support a full-service Health and Wellness Center today but also into the future.

DEMOGRAPHIC ANALYSIS

Population Demographics

Family Dynamics	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Married w/ Children under 18	18%	18%	15%	18%	19%	19%
Single Parent w/ Children under 18	15%	16%	17%	16%	18%	16%
Non-Family w/ Children under 18	0%	0%	0%	0%	0%	0%
Married w/o Children under 18	24%	23%	21%	23%	23%	25%

1/3 of the population have children under the age of 18 residing in their home.

Indicating a population that would support Youth Development Activities offered by the Y.

Age	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Median Age	35.7	34.4	34.9	34.6	34.3	35.3
Aged 0 to 5 Years	9%	9%	9%	9%	10%	9%
Aged 6 to 11 Years	8%	8%	8%	8%	8%	8%
Aged 12 to 17 Years	7%	8%	7%	8%	8%	8%
Aged 18 to 24 Years	10%	11%	11%	11%	9%	10%
Aged 25 to 34 Years	15%	15%	15%	15%	16%	15%
Aged 35 to 44 Years	13%	13%	12%	12%	13%	13%
Aged 45 to 54 Years	14%	14%	14%	14%	14%	15%
Aged 55 to 64 Years	11%	11%	11%	11%	11%	11%
Aged 65 to 74 Years	7%	6%	7%	7%	6%	7%
Aged 75 to 84 Years	4%	4%	4%	4%	3%	4%
Aged 85 Years and Older	1%	1%	2%	1%	1%	1%

This market is also strong in key Y target age segments:

- **High % of Youth age 0-11**
- **relatively high teen market as well.**
- **Adults age 35 – 64 (targeted family age)**
- **Seniors age 65-74**

DEMOGRAPHIC ANALYSIS

Ages 3+ Enrolled in K-12)

	I-10 / 605 Exit		Gulfport HS		Orange Grove	
In-School by Type and Grade (Age 3+)	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Public (grades pre K - 12)	10,600	23,894	9,346	22,558	9,255	21,962
% Public to Total (Public + Private)	86%	86%	89%	86%	86%	84%
Enrolled Public Preprimary	6%	6%	7%	6%	8%	6%
Enrolled Public Kindergarten	9%	7%	8%	8%	7%	8%
Enrolled Public Grades 1-4	29%	30%	27%	30%	30%	30%
Enrolled Public Grades 5-8	25%	25%	27%	26%	26%	27%
Enrolled Public Grades 9-12	31%	31%	31%	30%	29%	30%
Private (grades pre K - 12)	1,794	3,738	1,109	3,792	1,531	4,301
% Private to Total (Public + Private)	14%	14%	11%	14%	14%	16%
Enrolled Private Preprimary	13%	18%	14%	18%	18%	16%
Enrolled Private Kindergarten	8%	8%	8%	9%	8%	10%
Enrolled Private Grades 1-4	25%	22%	14%	21%	21%	22%
Enrolled Private Grades 5-8	27%	30%	34%	28%	32%	27%
Enrolled Private Grades 9-12	27%	22%	29%	25%	21%	25%

With slightly over 2/5 (44%) of the population in grade 4 or lower, the Y's youth development programs are positioned well to address the needs of the community.

DEMOGRAPHIC ANALYSIS

Population Demographics

Income Characteristics	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Median HH Income	\$48,196	\$44,538	\$40,108	\$44,969	\$44,384	\$46,294
Average HH Income	\$69,238	\$61,816	\$57,200	\$62,469	\$61,224	\$64,063
Less than \$15,000	12%	15%	17%	15%	15%	14%
\$15,000 to \$24,999	12%	13%	14%	13%	12%	13%
\$25,000 to \$34,999	12%	13%	14%	12%	13%	12%
\$35,000 to \$49,999	15%	15%	16%	15%	15%	15%
\$50,000 to \$74,999	19%	18%	18%	18%	18%	18%
\$75,000 to \$99,999	11%	11%	8%	11%	10%	11%
\$100,000 to \$124,999	7%	7%	5%	7%	7%	8%
\$125,000 to \$149,999	4%	3%	2%	3%	3%	4%
\$150,000 to \$199,999	4%	3%	3%	3%	3%	4%
\$200,000 and Over	3%	2%	3%	2%	3%	3%

Population in Poverty	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
% in Poverty	15%	18%	22%	18%	19%	17%

With just under 2/5 (37%) of the population earning less than \$35K a year and with just under 1/5 at poverty levels, the market is in need of services to allow for economic growth and upward mobility both for themselves and future generations.

DEMOGRAPHIC ANALYSIS

Population Demographics

	I-10 / 605 Exit		Gulfport HS		Orange Grove	
Employment Characteristics (Age 16+)	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Civilian	57%	55%	54%	55%	55%	55%
Military	2%	5%	3%	5%	2%	3%
Unemployed	5%	5%	5%	5%	5%	5%
Not in Labor Force	35%	35%	38%	35%	38%	36%

	I-10 / 605 Exit		Gulfport HS		Orange Grove	
Transportation	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Car, Truck, Van	96%	96%	95%	96%	96%	96%
Public	1%	1%	1%	1%	1%	1%
Ferry	0%	0%	0%	0%	0%	0%
Taxi	0%	0%	0%	0%	0%	0%
Motorcycle	0%	0%	0%	0%	0%	0%
Bicycle	0%	0%	0%	0%	0%	0%
Walked	2%	2%	3%	2%	2%	2%
Other Transportation	1%	1%	1%	1%	1%	1%

	I-10 / 605 Exit		Gulfport HS		Orange Grove	
Travel Time to Work	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Less than 15 Min	30%	33%	35%	33%	30%	30%
15-29 Min	47%	44%	43%	44%	46%	44%
30-59 Min	17%	17%	16%	18%	18%	20%
60-89 Min	2%	2%	2%	2%	2%	2%
90+ Min	2%	2%	2%	2%	2%	2%
Work at Home	2%	2%	2%	2%	2%	2%

As we look forward in our analysis, you will see that a primary preference in a health and wellness facility is convenience defined as close to home or work.

With close to half of the market traveling under 30 minutes to work, the I-10 / Hwy 605 area becomes even more desirable.

DEMOGRAPHIC ANALYSIS

Population Demographics

Ethnicity / Race:	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
White	66%	64%	56%	64%	58%	67%
Black	24%	24%	33%	25%	33%	23%
Hispanic	6%	6%	6%	6%	4%	5%
Asian	2%	3%	2%	3%	2%	2%
American Indian / Alaska Native	0%	0%	0%	0%	0%	0%
Other	2%	2%	3%	2%	2%	2%

White and Blacks are the top two race / ethnic groups in the area, however there is a moderate strong Hispanic presence as well

Language Spoken @ Home	I-10 / 605 Exit		Gulfport HS		Orange Grove	
	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius	5 Miles Radius	10 Mile Radius
Speaks English	93%	92%	93%	93%	94%	94%
Speaks Spanish	4%	4%	4%	4%	4%	4%
Speaks Other Indo-European Languages	2%	1%	1%	1%	1%	1%
Speaks Asian or Pacific Island Language	1%	3%	1%	2%	1%	1%
Speaks Other Language	0%	0%	0%	0%	0%	0%

Although English is still the dominant language, with the Hispanic presence 4% of the HH's do speak Spanish at home.




QUICK FACTS - GUIDE

QUICK FACTS

A Catalyst for Change all under one Roof, but with a National Network of Support

The YMCA contributes to the quality of life in neighborhoods and communities

<u>Societal Issue</u>	<u>Why is this important</u>	How  can Help
Obesity	➡ Costs MS \$925M / year in Healthcare Costs)	➡ Weightloss, Exercise and Nutrition programs, support groups, etc. all designed to allow the community to live healthier more fulfilled lives, while saving the state money on medical costs..
	➡ Cause of many other chronic diseases including but not limited to Diabetes, Heart Disease, High Blood Pressure, etc.	➡
Stress	➡ Long-term stress contributes to issues related to chronic disease and obesity, as well as leads to mental disorders	➡ Sports and Regular Exercise plus community support, all help to reduce stress.
Senior Isolation	➡ Mississippi has the highest risk of people 65 years and older experiencing social isolation, which leads to depression and other health issues.	➡ Y offers a variety of physical and non-physical programs to bring people together, get them out of the house and allow them to be part of a community

QUICK FACTS

A Catalyst for Change all under one Roof, but with a National Network of Support

The YMCA contributes to the quality of life in neighborhoods and communities

