

YMCA

CASE STUDY

Building Small Group Communities

FACILITY:

YMCA - Greater Richmond
Powhatan Branch

LOCATION:

Powhatan, VA

FACILITY SIZE:

10,000 Sq. Ft.

NUMBER OF BIKES:

7 (5 Upr., 1 Rec., 1 Youth)

RESULTS:

Since November 2012:

371 Registered Riders
1,795 Active Riders

173.1 Thousand Miles
5.2 Million Calories
1.4 Billion Dragon Fit Pts.



Overview

This rural area consists of middle to upper-class residents of about 25,000. This YMCA has 7,200 - 8,500 visits at about 900 - 1,000 people monthly.

YMCA Goals

The Y aims to engage the community and gain relationships. Coming together in a healthy way is key to the vision of the Y. "We really try to engage our community in a different way that gives them more empowerment," says Executive Director, Matt Henke.

Outcome

Powhatan has built up the community, added to member-retention, and given the members a voice through the Espresso Bike. "Community-building with these programs is our bread and butter as a Y. As far as wellness goes, that's one of our big drivers in engagement," says Henke.

The Y captivates the member's interest through friendly competition. "The [Espresso Bike] program has been a good part of retention," Henke explains.

People of all ages join together to be a part of the community through the monthly challenges. "Middle-schoolers, teenagers, and several 70-year-olds are on the bikes - everyone," says Henke.

This YMCA works directly with the members towards the same goal: come together as a team and have fun. Tom and Diane Walton, local retired school-teachers and members at the Y, are Espresso Team Captains for the competitions. "The fitness staff shows our Espresso trophies to every new member when they do orientation tours. They say that our riders inspire new members. I hope so and we are having fun and meeting new friends," says Tom Walton.

"Tom and Diane are out there, meeting people up here, and being great cheerleaders," Henke says, "I'm definitely a big supporter and investor. I want to make sure that program continues to move forward."



Learn more at Espresso.com