



BUILDING COMMUNITY

STRATEGIC PLAN

Empowering every individual in our community to reach their healthiest and most fulfilled life.

TAMPA METROPOLITAN AREA YMCA



ADVANCE LEADERSHIP DEVELOPMENT

Recruit, engage, and retain excellent staff and volunteer leaders as part of our healthy work culture and environment, offering numerous opportunities for growth.

OPERATIONAL GOALS:

- » Launch a Healthy Workforce Strategy
- » Create and Reinforce a Culture that Retains Top Talent
- » Implement a Y University
- » Launch a Comprehensive Volunteer Recruitment and Engagement Agenda
- » Build Our Boards



GROW PHILANTHROPY

Position the Y as a vital community resource, powerfully communicating our organizational impact for greater influence and reach.

OPERATIONAL GOALS:

- » Annual Campaign to collectively Raise \$7MM
- » Grant Strategy to fund critical programs exceeds \$5MM Annually by 2026
- » Raise \$30MM in Capital Funding by 2026
- » Brand Enhancement Campaign





ELEVATE MEMBERSHIP EXPERIENCE

Strengthen connectedness and engagement of our members, helping all feel included and part of the Y.

OPERATIONAL GOALS:

- » Provide Best-in-Class Well-being Services and Programs
- » Implement Comprehensive Retention and Engagement Program
- » Become the Go-To Corporate Wellness Partner in Tampa Bay
- » Grow the Impact of our Open Doors Program

PREPARE YOUTH FOR SUCCESS

Enhance programming to meet critical community needs, with a special focus on mental well-being, drowning prevention, and programming to position youth for success in all stages of life.

OPERATIONAL GOALS:

- » Teach Drowning Prevention Skills to 10,000 Youth Annually
- » Establish a Formal Youth Mental Wellness Initiative
- » Financial Investment in Teen Programs
- » Launch an Intro to the Workforce Program
- » Open Two New Licensed Preschools



FILL CRITICAL COMMUNITY VOIDS

Focus on increasing outreach to diverse communities to serve every zip code, ensuring the Y is prepared for growth, maintains excellence, and remains relevant to the neighborhoods we serve.

OPERATIONAL GOALS:

- » **Activate Mobile Units to Bring Wellness to Underserved Neighborhoods**
- » **Become the Local Destination for our Veterans to Grow in Health & Connectedness**
- » **Foster Mental Wellness Throughout our Membership Community**
- » **Maximize Local Partnerships to Grow Impact**
- » **Expand Community Health Offerings**





ENHANCE OUR FAMILY CENTERS

Expand and evolve our facility assets through renovations, upgrades, and new facilities to best meet the needs of Tampa's growing population.

OPERATIONAL GOALS:

- » **Open New Facilities:**
 - New Wesley Chapel YMCA
 - New Central City Campus
 - New Spurlino Gymnasium
- » **Launch Tampa Heights Development Project**
- » **Identify Location for a New East Tampa & New West Tampa YMCA**
- » **Develop Capital Improvement Plans for All Current Facilities**
- » **Reinvest \$1MM in Deferred Maintenance Each Year**
- » **Launch Facility Efficiency Initiative**
- » **Launch Beautification Initiative at ALL Facilities**