



# Strategic Planning Success Stories

University and College Recreational Sports Departments expansion and enhancement of staff, programs, services and facilities

# Case Study Projects

VCU Cary Street Gym



MCV Campus Recreation Center





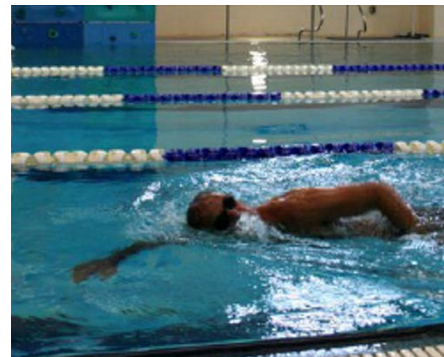
# Virginia Commonwealth University

Renovation of existing 32,000 square-foot gym to enhance programs, services and facilities

# Virginia Commonwealth University

Project: Expand existing gym and build a 95,000 square-foot addition, including staff, program, service, and facility enhancements.

- ▲ Fitness center
- ▲ Climbing wall
- ▲ 4-court gymnasium (badminton, volleyball, basketball)
- ▲ Multi-activity center (soccer, lacrosse, group exercise)
- ▲ Indoor jogging/walking track
- ▲ Group exercise rooms
- ▲ Outdoor adventure program
- ▲ Administrative offices



# Timeline



# Outcomes



**Student usage**  
**increased** from under 40%  
to 75% of the student body



**Facility usage**  
**increased** from under  
1,000 users to over  
4,500 users per day



**Faculty and staff**  
**memberships increased**  
from 1,000 to over 5,000



**Annual participation**  
**counts increased**  
from under 300,000  
to almost 1 million



**Annual revenues**  
**increased** from \$200,000  
to \$1.2 million



**Named an  
Outstanding Facility**  
by NIRSA in 2012

**VCU Gary Street Gym**

# Additional experience

## University and College Recreational Sports Departments

**1**

**Construction** and renovation of the Jonah L. Larrick student center at Virginia Commonwealth University

**2**

**Replacement** of roof and HVAC at Virginia Commonwealth University

**3**

**Refurbishment** of pool at the MCV campus recreation center at Virginia Commonwealth University

**4**

**Construction** of Division I baseball stadium at Marist College

**5**

**Construction** of natural grass athletic and intramural fields Marist College

**6**

**Construction** of the Gartland Commons Park and open space Marist College

**7**

**Construction** of recreation center and lacrosse/soccer field at Le Moyne College

**8**

**Renovation** of locker rooms and fitness centers at Virginia Commonwealth University, Marist College, and Le Moyne College





# Thank you

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