

Welcome



**FITCHBURG COMMON COUNCIL
NOVEMBER 20, 2024**

Opening Remarks

Project Team



**Deanna Schmidt
Brad Sippel**



**Annette Miller
Mathias Lemos Castillo
Naman Siad**



Extension
UNIVERSITY OF WISCONSIN-MADISON
DANE COUNTY

**Joe Maldonado
Taylor Seale**

Phase 2 Teen Interns
**Kaleyah, Jahir,
Neveah, Semaje
Sandy, Simone, Joe**

UW Fellows
Awa, Ojaswi



**Rafeeq Asad
Abby Hultman
Imani Haupt**



**Carrie Sanders
Kristeen Reynolds**

Agenda & Objectives

Phase One Recap

Phase Two Overview + Breakdown

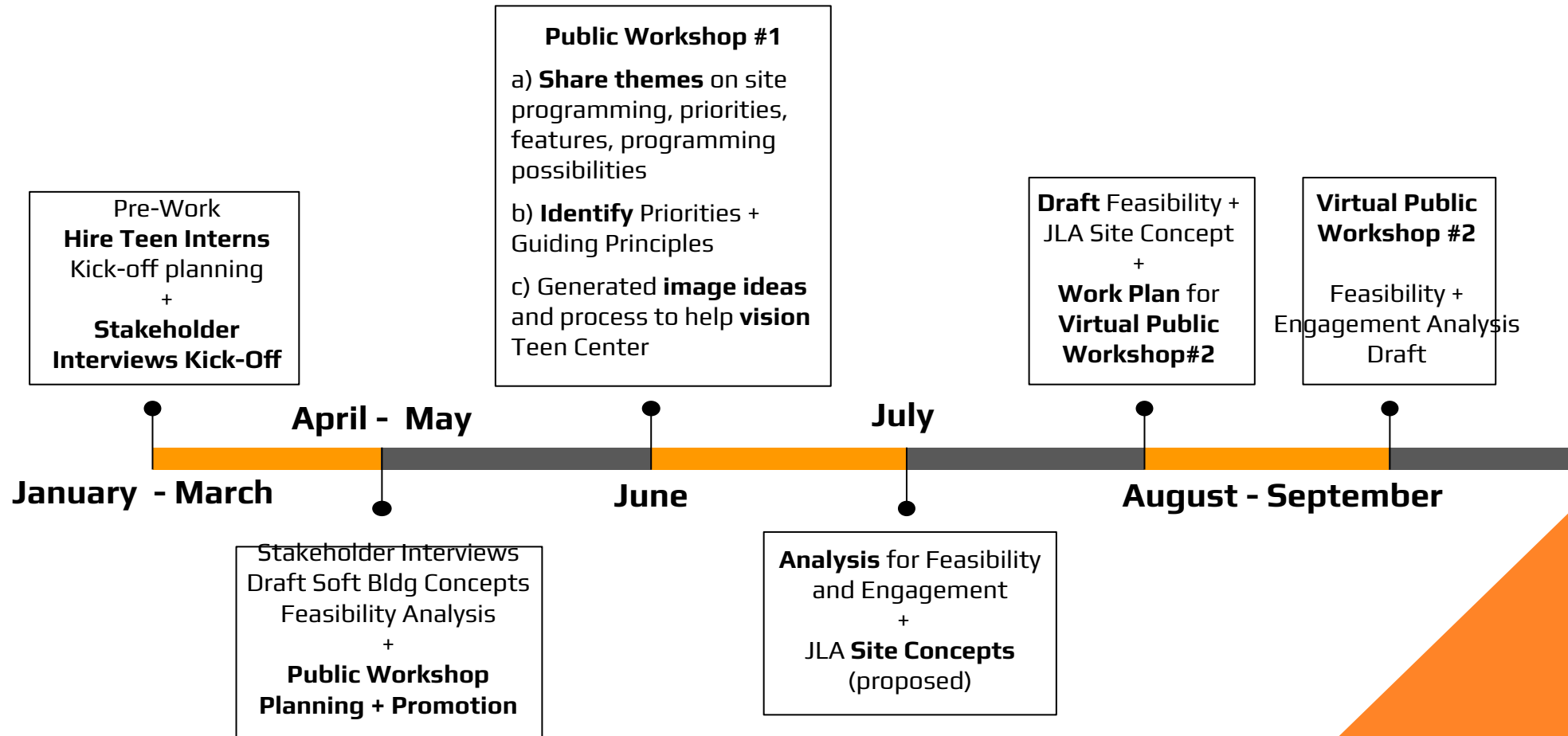
JLA Architects

Hope Community Capital

Next Steps

Questions, Discussion

Phase 2 Timeline (2024)

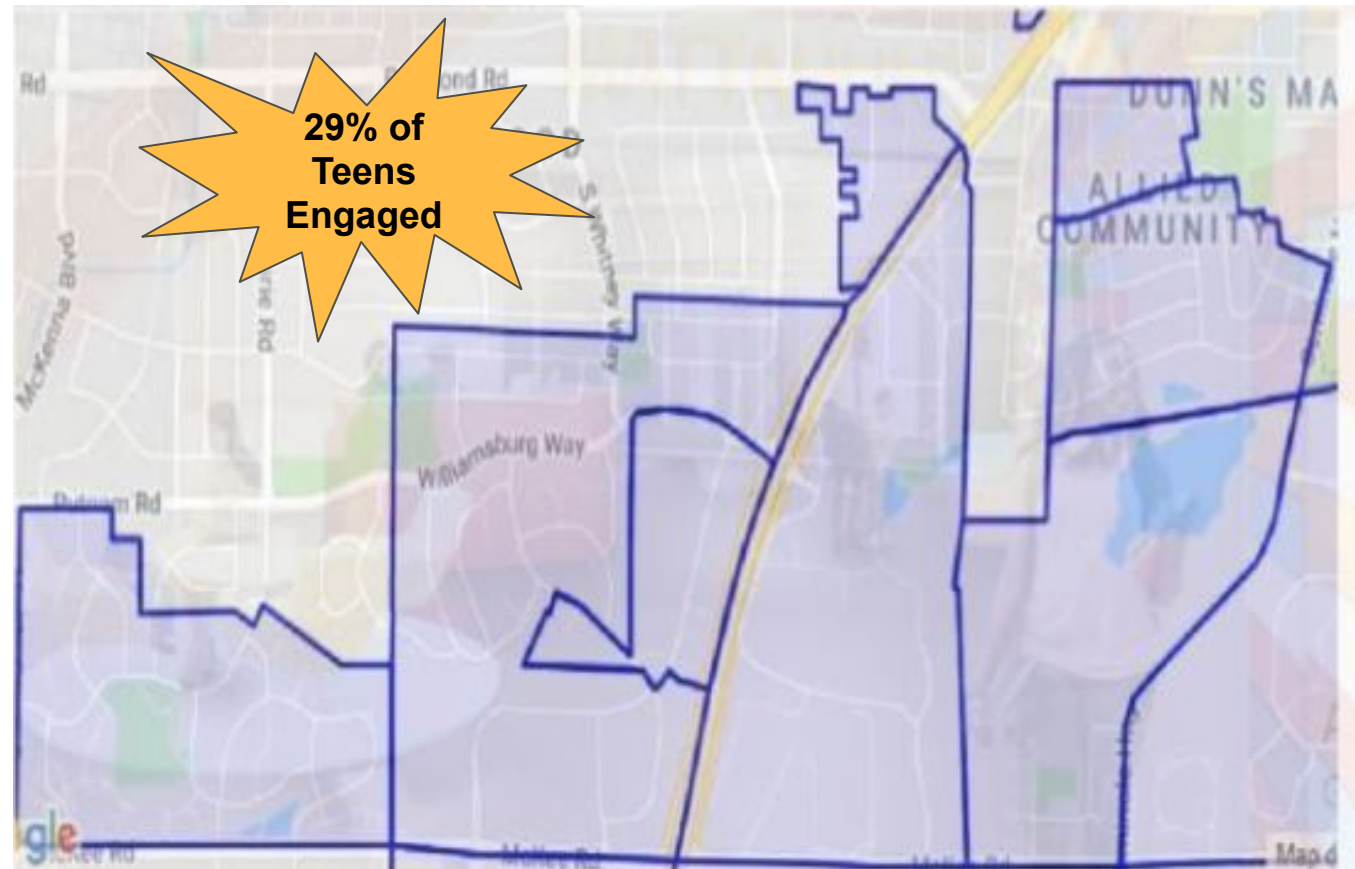
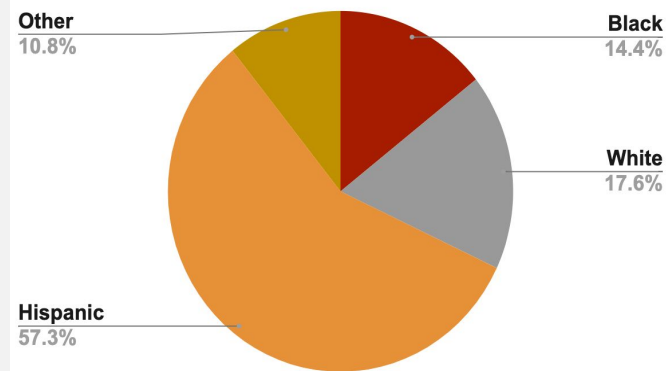


Phase 2 - Key Demographics

Teens, Fitchburg & Verona Areas

- ❑ 641 Teens live in this area between the ages of 13 and 20
- ❑ 58% of students meet economic eligible criteria (<185% Fed Pov Level)
- ❑ Financial accessibility to the space is key

Demographic Breakdown



Phase 1 - Engagement Data

TEEN CENTER FOCUS AREAS - Community Identified

Adults

Health, Mental Health

Recreation and Sports

Youth Leadership,
Youth Development

LGBTQ+ & BIPOC Teens

Diversity

Social and Mental Health

Teens

Chill Out Space

Social and Mental
Health

Recreation and Sports

LGBTQ+ & BIPOC Adults

Art, Music

Theatre, Dance





Phase 2 - Feasibility Study

Overview

Continuation of Teen Leadership, Justice-Involved Youth

Identify Strategic Goals and Purpose

Learning from Key Stakeholders

Approximate Range for Considerations for Operations + Capital

Optimal Space Uses

Stakeholder Interviews

The slide features a white background with a light gray border. The text "Stakeholder Interviews" is centered in a bold, blue, sans-serif font. In the bottom right corner, there is a large orange triangle pointing towards the center, and a gray shadow effect on the right side of the slide.

Phase 2 - Interviews

Stakeholder Interviews

Teen Interns

West High School

Verona High School

**Dear Diary, Inc.
Fitchburg Sol Youth Group
Journey Mental Health
YWCA of Madison**

*3 in-person engagements
1 virtual engagement
101 teens reached
12 adults reached*

UW Fellows

Briarpatch Youth Services

**Department of Human Services
(Dane), Children Youth &
Families Division**

Juvenile Detention Center (Dane)

West, Verona High School

*3 in-person engagements
1 virtual engagement
10 teens reached
5 adults reached*

EQT By Design, Hope Community Capital

City of Fitchburg Staff

**Neighborhoods
Friends of the Teen Center
Local Businesses**

**Centro Hispano
Goodman Center
Boys & Girls Club
Lussier Center
WI Youth Company**

Madison + Verona Superintendents

25 adults, organizations reached

Phase 2 - Interviews

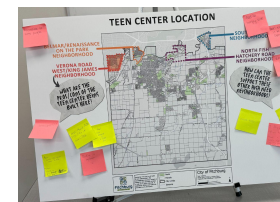
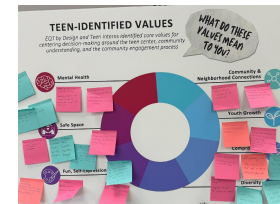
Stakeholder Interviews - Teen Interns

Interns Overview

7 Teen Interns

Sandy, Joe, Simone, Kaleyah, Semaje, Jahir, Neveah (Phase 1)

Badger Ridge Middle, Savanna Oaks Middle, Edgewood High, West High, Verona High, UW



Teen Stakeholder Priorities, Themes

building on Phase 1 data

Mental Health & Well-being

Community Connections

Operations

Education, Career Opportunities

Accessibility

Amenities & Aesthetic

“Must Haves”

Phase 2 - Interviews

Stakeholder Interviews - UW Fellows

UW Research Fellows Overview



Ojaswi Pasachhe
UW-Madison, Year 2
Neurobiology & Psychology Major
Phase 1 Intern, Verona High



Awa Phatty
UW-Madison, Year 3
Public Relations & Legal Studies
Phase 1 Intern, Memorial High



Restorative Justice Priorities, Themes

building on Phase 1 data

How a Teen Center Can Positively Impact Justice-Involved Youth to Reduce Crime and Recidivism Rates in Dane County

Mental Health & Well-being

Trusting Relationships, Mentorship

Safe, Inclusive Spaces (*outside of school*)

Education, Career, Leadership Opportunities

Hope, Identity for the Future



Phase 2 - Interviews

Stakeholder Interviews - EQT by Design, Hope Community Capital

25 Interviews of individuals and entities gaining key insights and knowledge about teen center operations and programming, needs of City of Fitchburg, school districts, along with a few business and neighborhood stakeholders

150 emails went out to inform and invite programming and resource oriented groups to engage



Phase 2 - Interviews

Stakeholder Interviews - EQT By Design, Hope Community Capital

Fitchburg City Staff:

Administration, Library, Economic Development

Major Themes, Priorities

- Facility Planning
- Community Involvement
- Services
- Collaboration and Partnerships**
- Funding and Resource Allocations**
- Staffing and Volunteer Programs



Phase 2 - Interviews

Stakeholder Interviews - EQT by Design, Hope Community Capital

Neighborhoods, Friends of the Teen Center, Local Businesses

Major Themes, Priorities

- ❑ Addressing Access Barriers
- ❑ Funding and Workforce Issues
- ❑ Data Utilization
- ❑ Teen Involvement
- ❑ Location, Accessibility
- ❑ Flexibility, Adaptability
- ❑ Cultural Relevance
- ❑ Language Accessibility
- ❑ Safe and Welcoming Spaces
- ❑ Collaborations, Partnerships
- ❑ Mental Health Needs



Phase 2 - Interviews

Stakeholder Interviews - EQT by Design, Community Capital

Youth-Serving Organizations:

Goodman Center, Boys & Girls Club, Lussier, WI Youth Company

Major Themes, Priorities

- Teen-Focused Spaces
- Program Structure**
- Community Engagement
- Programming**
- Expansion Potential and Future Expansion

Public Workshops

Phase 2 - Public Workshops

Free Public Workshops Held for the Fitchburg Community

WELCOME! Fitchburg Teen Center Public Workshop

5:00pm - Event Begins

5:30pm - Informational Presentation #1

6:30pm - Informational Presentation #2

7:00pm - Event Ends

Chat with our Teen Interns to learn more about this project. Enjoy the DJ, Food Trucks, and Yard Games!



JOIN US!

PUBLIC WORKSHOP

Thursday, September 12th
6:00 - 7:30 p.m.
Virtual on Zoom
Register Below!

CITY OF FITCHBURG
TEEN CENTER

Register Here →

Event Link:
<https://tinyurl.com/FTCenter24>

JOIN US!

TALLER PÚBLICO

Jueves, 12 de Septiembre
6:00 - 7:30 p.m.
Virtual por Zoom
Regístrate con el código QR

CITY OF FITCHBURG
TEEN CENTER

Regístrate aquí →

Enlace del evento:
<https://tinyurl.com/FTCenter24>

Public Workshop #1
(In-Person, June 2024)

+

Public Workshop #2
(Virtual, September 2024)

Phase 2 - Public Workshops

In-Person Workshop (June 2024)

- ❑ Overview of Phase 1
- ❑ Summary of Phase 2
- ❑ Stakeholder Interview Dissemination (*major themes, priorities from Teen Interns, UW Fellows*)
- ❑ **100%** of attendees agreed with the assessments provided by Teens, Fellows



Phase 2 - Public Workshops

Virtual Workshop (September 2024)

BREAKOUT SESSION NOTES

- ❑ Overlapping services with existing facilities like the Boys and Girls Club and YMCA
- ❑ Concerns about safety
- ❑ Accessibility via public transportation

SAVE THE DATE!
PUBLIC WORKSHOP
Thursday, September 12th
5:30 - 7:30 p.m.
Virtual on Zoom
Register Below!

**CITY OF FITCHBURG
TEEN CENTER**

More Information →

EQT by design | hope COMMUNITY CAPITAL | JLA ARCHITECT | CITY OF FITCHBURG

Free Event!

JLA Design Study

Teen Center Strategic Goals
Purpose of Facility
Data to Design



Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

**Location,
Accessibility**

**Teen
Engagement**

**Teen
Focused
Operations**

**Safe,
Welcoming
Spaces**

**Funding,
Partnerships**

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location, Accessibility

Multi-generational, accessible, diverse spaces. Leveraging existing facilities and considering demographic needs.

- ❑ Cultural Diversity
- ❑ Public Transport
- ❑ High-Density Teen Areas
- ❑ Existing Facilities, Vacant Land

Teen Engagement

Safe, Welcoming Spaces

Funding, Partnerships

Teen Focused Operations

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location,
Accessibility

- ❑ Safe Hangout Spaces
- ❑ Commerce Center
- ❑ Local Trades, Unions, Businesses
- ❑ Kitchen, Lounge, Breakout Spaces, Art Studio

Safe,
Welcoming
Spaces

Community collaboration,
cultural diversity, inclusion,
resource support, outdoor
engagement,
comprehensive services
for all backgrounds.

Teen
Engagement

Funding,
Partnerships

Teen
Focused
Operations

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location,
Accessibility

Safe,
Welcoming
Spaces

**Teen
Engagement**

Involvement of teens in design, providing safe hangout spots and spaces for community partnerships with teens.

- ❑ Community Engagement Wall
- ❑ Involving Teens in Design, Programming, Functionality
- ❑ Flexible Program Areas for Support Groups, Activities

Funding,
Partnerships

Teen
Focused
Operations

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location,
Accessibility

Safe,
Welcoming
Spaces

Teen
Engagement

- ❑ Commerce, Fundraising
- ❑ Multi-Purpose, Event Space
- ❑ Collaborations with Local Entities

**Funding,
Partnerships**

Resource allocation, financial feasibility, collaboration with local entities to avoid service duplication and ensure sustainability.

Teen
Focused
Operations

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location,
Accessibility

Safe,
Welcoming
Spaces

Teen
Engagement

Funding,
Partnerships

**Teen
Focused
Operations**

Flexible, well-staffed programs with volunteer support, dedicated teen areas, and facilities for education, safety, and crisis support.

- ❑ Crisis Support
- ❑ General Office/Admin Space
- ❑ 'Hotel'/Teleconferencing
- ❑ Drop-In Programs, Flexible Operation Hours
- ❑ Employment, Entrepreneurship Support

Teen Center Strategic Goals

Youth Identified, Evaluated from Community Engagement

Location, Accessibility

Multi-generational, accessible, diverse spaces. Leveraging existing facilities and considering demographic needs.

- ❑ Cultural Diversity
- ❑ Public Transport
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- ❑ Existing Facilities, Vacant Land

- ❑ Safe Hangout Spaces
- ❑ Commerce Center
- ❑ Local Trades, Unions, Businesses
- ❑ Kitchen, Lounge, Breakout Spaces, Art Studio

Safe, Welcoming Spaces

Community collaboration, cultural diversity, inclusion, resource support, outdoor engagement, comprehensive services for all backgrounds.

Teen Engagement

Involvement of teens in design, providing safe hangout spots and spaces for community partnerships with teens.

- ❑ Community Engagement Wall
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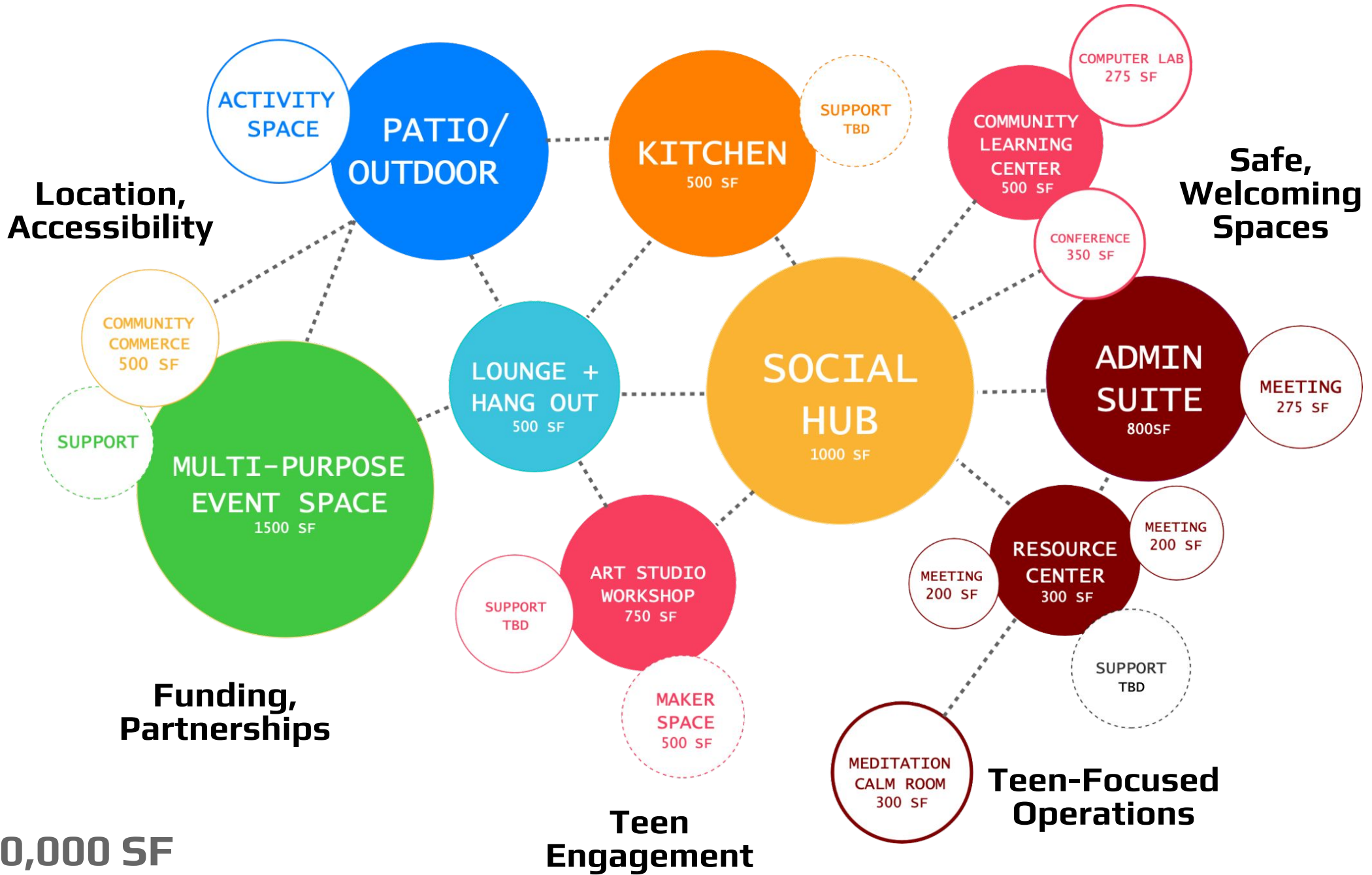
Funding, Partnerships

Resource allocation, financial feasibility, collaboration with local entities to avoid service duplication and ensure sustainability.

Teen Focused Operations

Flexible, well-staffed programs with volunteer support, dedicated teen areas, and facilities for education, safety, and crisis support.

- ❑ Crisis Support
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Phase 3 - Design

Next Steps

1. Site Acquisition
2. Operator Selection
3. Design Team RFP
4. Building Construction

Phase 3 - Design

Next Steps

1. Site Acquisition
2. Operator Selection
3. Design Team RFP
4. Building Construction

- ❑ **Design Development**
Solidify project program
Coordinate with Civil/Landscaping and Youth consultants
Provide exterior elevations, renderings

Phase 3 - Design

Next Steps

1. Site Acquisition

2. Operator Selection

3. Design Team RFP

4. Building Construction

❑ Design Development

Solidify project program

Coordinate with Civil/Landscaping and Youth consultants

Provide exterior elevations, renderings

❑ Municipal Entitlements

Work with City officials for design approvals

Assist on submittal packages for municipality zoning

Phase 3 - Design

Next Steps

1. Site Acquisition

2. Operator Selection

3. Design Team RFP

4. Building Construction

❑ Design Development

Solidify project program

Coordinate with Civil/Landscaping and Youth consultants

Provide exterior elevations, renderings

❑ Municipal Entitlements

Work with City officials for design approvals

Assist on submittal packages for municipality zoning

❑ Construction Documents

Provide required Code and Life Safety plans

Complete construction documents, including structural

Coordination with selected Contractors

Phase 3 - Design

Example - Imagination Center



Hope Community Capital

Best Practices & Experience Overview

Teen Center Operational Recommendations

Financial Capital Considerations

Feasibility Overview

Based on Feasibility Engagement Data

Proposed Range for Space Needs	
Approximate Square Footage	8,000 - 10,000
Focused Programming Needs	Sports, Arts, Career Development Kitchen, Life Skills Mental Health
Public Funding (City and County)	
Approved Funding Sources:	Amount:
City of Fitchburg	\$4,114,938
Dane County	\$ 925,000

What Did Youth Say?

- The space should be available to support teens and programming that focuses on those related needs
- Promote community connections through programs, career, and life skill development opportunities

Estimated Operational Costs

Based on Feasibility Engagement Data

Proposed + Strategic Revenue Sources, Operating	
Government Operating Grants (City, County, School District funded)	Lease / License Income from program providers
Contracts for Programming	Gymnasium / Sport Court Rentals
Individual and Corporate Contributions	Expense Reimbursements from Programs / Tenant Programs (Utilities, Insurance, Reserves)
Foundation Grants	Meal Programming
Program Fees and Registration Fees	

What Did Youth Say?

- ❑ They did support additional revenue streams by hosting sports and esports tournaments
- ❑ They supported a culinary kitchen for hosting events and classes for teens
- ❑ They emphasized the importance of having a pantry for students to make simple food as needed, and 1-2 provided dinners per week

Estimated Development Costs

Based on Feasibility Engagement Data

Project Feasibility Costs (for New or Redevelopment), 8,000 SF	
Land Cost / Remediation	\$1,400,000
Hard Cost, Vertical	\$3,000,000
Soft Cost (design, architect, planning)	\$600,000
FF&E (furniture, fixtures and equipment)	\$500,000
Contingency	\$300,000
Total Uses:	\$ 5,800,000

Estimated Operational Costs

Based on Feasibility Engagement Data

Costs to City of Fitchburg: Building and Maintenance

Expense (not covered in reimbursement from programs):	Amount:
Insurance	\$ 35,000
Utilities	\$ 25,000
Contract Professional Services (<i>Legal/Accounting</i>)	\$ 10,000
Physical Building Maintenance (<i>mowing, shoveling, cleaning facility, and parking lot kept clear, includes 1 FTE Maintenance Professional</i>)	\$ 74,000
Reserves	\$ 25,000
City of Fitchburg Total Costs	\$ 169,000

Estimated Operational Costs

Based on Feasibility Engagement Data

Operator Costs: Operational Costs that they cover	
Expense:	Amount:
Center Director (1.5 FTE, incl. benefits)*	\$135,000
Sports, Food, Mental Health, Music, Art, Career Development, Life Skills	750,000
Program Operator Costs	\$885,000
TOTAL Fitchburg + Operator Annualized Costs	\$1,054,000

*Center Director cost may not be actual depending on their staffing model.



Envisioned Daily Operations

Based on Feasibility Engagement Data

- ❑ Daily operating hours - school hours plus after school through 9:00pm was general thinking
- ❑ Anticipated 25% of Teens in the area to be served
- ❑ Interest from Operators - Yes

What Did Youth Say?

- ❑ Teens said the center should be **open during the school day to serve teens** who are unable to attend school, as a safe option for suspended students, and/or students who do not feel safe at school or home
- ❑ Teens said the center should be open until **9pm on weekdays, and 10pm on weekends**

What Makes the Teen Center Feasible

Recommendations

Next Steps

Questions

Options to Consider

Based on Feasibility Engagement Data

@Teen/Community Vision

Parameters	
Cost	\$5,800,000
Square Footage	+/- 8,000
City Costs	\$169,000
Operator Costs	\$885,000

@ City Budget

Parameters	
Cost	\$5,000,000
Square Footage	+/- 7,000
City Costs	\$ 169,000
Operator Costs	\$774,375

Feasibility

What makes the Teen Center feasible?

Teen Population

641 Verona Area School District Teens

Located in a Healthy Neighborhood Initiative Priority Area

Over 80% of Teens and Adults Support the Teen Center

Youth Population

22% of Fitchburg population is under the age of 18 years old

Accessible Location

Bus, bikeable, walkable, close to youth populations

Teen Involvement Is Vital

Evidence-based, transformative prevention model



Verbal Statements from Teen Interns, UW Fellows

Valuing Youth Voice

Meaningfully Involving Teens from Start to Finish

Promoting Youth Health, Well-Being, and Safety

Generational Change-Makers

“The more I grow, experience, and reflect on my upbringing, the more I realize how much of a positive difference a space like this would’ve made for me.....”

**Awa Phatty, Phase 1 Teen Intern, Phase 2 Fellow
UW-Madison**

“The Teen Center is so important and unique in its approach to supporting our youth because it has truly considered and acted on what teens actually want and need....”

**Neveah, Phase 1 & 2 Teen Intern
Verona Area High School**

“The Teen Center is a space where we can exercise the kind of independence and responsibility that will bring us success in life...”

**Joe, Phase 2 Teen Intern
West High School**

“Such a space not only provides security but also access to vital resources-things teens need but may be too afraid to ask for or unable to obtain.....”

**Simone, Phase 2 Teen Intern
West High School**



Next Steps

Phase 3 Needs, Recommendations

Start Up Actions...

- ❑ Council determines how to move forward
- ❑ Continue teen intern program, including justice-involved youth in engagement
- ❑ Identify an operator for the Teen Center
- ❑ Create a Fitchburg Youth Committee alongside the Council
- ❑ Friends of Teen Center start fundraising development efforts
- ❑ Prepare Phase 3 RFP
 - *Identifies a building or redeveloped space*
 - *Architect renderings of building and space*
 - *Finalize cost estimates for operations and building construction/renovation*

Thank You!

Questions, Comments



FITCHBURG COMMON COUNCIL
NOVEMBER 20, 2024