

President Ford Field Service Council Build Character Today, Lead Tomorrow

Frequently Asked Questions

New Facility

1. Why is this project being considered?

The current building needs over \$1 million in repairs. After counsel from potential donors, it was concluded that in order to raise funds to fix current problems, the FSC would have to make an improvement that would bring change and offer more onsite engagement offerings to the community. A simple repair would not add value to the investment; however, building a program delivery center with adventure programs would not only be a resource to Scouts but to the community at large.

This is an opportunity to open our doors, share the Scouting experience and make lasting impressions on our community and Scouting members. Additionally, this is an opportunity to recruit and involve some of West Michigan's top leadership in the Boy Scouts of America and cultivate lasting relationships.

2. What is the capacity of the new building vs. old?

The current facility's original purpose was to serve as the headquarters for support of the Gerald R. Ford Council unit's and the Scouting programs they deliver in the communities of west Michigan. The interior of the facility houses the support team consisting of professional Scouters and administrative assistants as well as four conference rooms for training of adult mentors. The original scope of the 1996 campaign also included a series of program delivery areas in the outdoor campus, but the resources (funds and materials) were not secured to achieve that vision.

The conceptual vision for the center's transformation focuses on repurposing the facility to provide onsite programming for youth and adult mentors in Scouting and those yet not engaged in Scouting while still supporting the unit programs that occur in the communities we serve. Indoor programs that support Scouting's

strengths in leadership training, character development and adventure would also feature science, technology, engineering and math (STEM) programming and core---city youth outreach as well as adult skill instructing. Overall, nearly fifty percent of the square footage of the indoor facility would be dedicated to onsite programs.

The outdoor campus would include programs originally conceived but not fully implemented in the original capital campaign due to funds available. The programs would be updated to focus on 21st century priorities such as environmental workspaces and digital technology. Focus on a seamless transition between indoor and outdoor experiential learning is a high priority with the conceptual vision.

3. What research has been done?

- ┆ Short---term building repair research was conducted with cost estimates complete and inquiries for donor support. It was suggested that the Council expand its project scope to included serving the community. Research then began to evaluate how other councils have served their community.
- ┆ Once a successful model was found from initial research, an internal survey was deployed to Scout leaders and focused on the use of indoor/outdoor classrooms, the types of outdoor activities and costs and travel. A 10% response rate was achieved and a majority of results demonstrated a need.
- ┆ An external survey was sent to community leaders with questions focusing on their use of a facility to hold conferences, trainings and leadership development seminars. The same results were achieved from the survey.
- ┆ Progressive AE was brought in to provide counsel to interior and exterior planning.
- ┆ Research benchmarking was done based on other BSA councils who have successfully implemented similar facilities. A site visit was conducted at the Denver Area Council's Adventure Point where the leadership team obtained financial and operational benchmarking data.
- ┆ A Program Design and Intent Committee was created to thoroughly research the feasibility of programs and activities offered.
- ┆ A pro forma has been created based on the research conducted.

4. When will the construction begin, and how long will it take?

Currently, the third or fourth quarter of 2016 is when we are proposing to start construction. It depends on the construction phasing and use of the facility during construction (the greater and more complex the phasing to accommodate existing operations will add some time to the project' construction), but for initial planning purposes, we anticipate around 1 year for construction.

5. Are we implementing any sustainability, green technologies?

Though specific sustainable strategies for the building have not been confirmed, we would pursue and explore a number of strategies including:

- ▮ Site Development- Protect and restore habitat and maximize open space
- ▮ Storm Water Design- Quantity and quality
- ▮ Daylighting for all new interior spaces with sun control through roof overhangs and the use of high---performance glass;
- ▮ Efficient heating and cooling systems that increase energy efficiency of the building;
- ▮ Recycled materials which might include sustainably harvested wood products and interior finishes with low or no amount of VOC (volatile organic compounds);
- ▮ Water efficient fixtures in all restrooms and kitchen areas;
- ▮ Natural plantings used throughout the site;
- ▮ Innovation in Design---- Green housekeeping and implementing an education program

We also might discuss how specific sustainable technologies could be used as teaching tools:

- ▮ Photovoltaic panels mounted on rotating platform for scouts to investigate the impact of sun and panel position on energy generation;
- ▮ A demonstration wind turbine to demonstrate power generation around specific weather conditions.

6. In what stages will money be raised?

7. What are the levels of funding for this campaign?

Number of Gifts	Size of Gift	Cumulative Total
1	\$2,000,000	\$2,000,000
3	\$500,000	\$3,500,000
5	\$300,000	\$5,000,000
6	\$150,000	\$5,900,000
8	\$100,000	\$6,700,000
10	\$50,000	\$7,200,000
12	\$30,000	\$7,560,000
15	\$15,000	\$7,785,000
20	\$5,000	\$7,885,000
Many	>\$5,000	\$10,000,000+

8. Is there a plan to maintain the investment?

Yes. A program committee will be put into place to ensure a sustainable business model for the operational side. A building maintenance committee will be created and will see that interest from the Program and Operations fund is allocated to maintain the building.

Programs and Operations

9. What type of programming will there be and how is this being decided?

A Program Intent Committee has been created and consists of experts in outdoor, STEM and leadership programs. They have been working with and advising the design group Progressive AE. An operational plan has been submitted for consideration.

10. How will construction interrupt operations and what are the plans to mitigate this?

There will be a set of phases to ensure critical services, such as the Scout shop, will be able continue operations during reconstruction. A majority of our staff works in the field. We will prepare staff to adapt to new and changing work environments and provide options that best suit their needs.

11. How will the new facility's impact and improve our community? Scouts?

This new facility will allow us to share Scouting values with the community at large. Many of Grand Rapids' inner-city youth do not have the opportunity or resources to attend outdoor adventure and camping facilities. Having such a place for local youth to come and learn will enrich the lives of our West Michigan youth. Likewise, companies and organizations can visit the Nation's best leadership development organization to hold their development trainings whether it is in classrooms or team building on the high adventure course.

The Scouts in western Michigan and in the Grand Rapids area will have a convenient program delivery center that they can visit without having to travel long distances to traditional camps. The facility will give Scouts the opportunity to earn STEM badges and explore programs in ways they may not have had the chance to without such a destination.



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