



# Hershey Community Center 2020

A CLEAR VISION FOR OUR FUTURE

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## A Message from the Honorary Chair

I'm a native of central Pennsylvania and have called Hershey home for more than a decade. I love how the values of our town's founder, Milton S. Hershey, are present today in how we live, work and play together.

We have always had a great sense of community and togetherness. In fact, Mr. Hershey established a plan for a public park and the current Cocoa Avenue Plaza Recreation Center, which opened in 1963.

Now, it's up to all of us to continue this rich legacy and build a new community center that will serve us now and into the future.

As a parent of three children who grew up in Hershey, I know how big a part the recreation



center plays in our lives. The new Hershey Community Center will be the place where old and young alike gather – it will be the living room for our community.

I look forward to working with members of the community and our capital campaign volunteers to bring this dream to life.

Warm Regards,

A handwritten signature in black ink that reads "Michele Buck".

Michele Buck  
CEO, The Hershey Company  
Honorary Chairperson,  
Hershey Community Center Capital Campaign

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Hershey has always had a strong culture and sense of community. It's what makes our town so special. Whether you grew up in Derry Township or moved here a year ago, our community pride is what ties us all together.

increased space to hold community meetings and classes, and places to enjoy socializing together. It will also provide a home for our local senior center and offer expanded programs for our students after school.

Since our recreation center was built in 1963, our community and its recreation needs have grown. The new Hershey Community Center is the vision of our residents. It will serve us and generations to come. The new center, which will open in the spring of 2020, will give residents of all ages additional aquatics opportunities,







## The State of the Current Facility

Unfortunately, the current facility no longer meets the needs of the community and many of the mechanical and structural components are beyond repair. Overall, the community's recreational, social, cultural and aquatic needs cannot be fully met due to the lack of current indoor programming and aquatic space.

In addition, the Recreation Center's close proximity to the school district campus has produced a clear need for a more robust after school collaborative program. For these and many other reasons, we must do something to more fully meet the recreational needs of the individuals who live and work in our community.



## A New Home for Active Seniors

Another active recreation program in our community, The Senior Center, will call the Hershey Community Center home when its current lease expires in 2020.

The Senior Center strives to create a welcoming environment for active adults to enjoy fitness classes, educational experiences, social opportunities, and community service projects. With more than 700 members, the Center provides a retreat for about 140 local active adults per day.



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- ADMINISTRATIVE
  - COMMUNITY CENTER
  - SENIOR SPACE
  - PASSIVE COMMUNITY SPACE
  - ATHLETICS / ACTIVE USE
  - AQUATICS
  - MECHANICAL / SUPPORT



## A Vision for a New Hershey Community Center

The new Hershey Community Center was designed to reflect input from Township residents. Working with consultants Ballard King & Associates and Kimmel Bogrette Architecture + Site since 2014, the Township completed a feasibility study and operations analysis for a new facility in 2017. The results of each study were presented at public meetings.



## The key components of the new facility will be:

- Increased area from approximately 40,000 to 110,000 square feet
- Multi-purpose space for recreation programs and community use, including classrooms and flexible large group meeting space
- A 50-meter dividable indoor pool for competitive swimming. Increased aquatic programming and water availability for the community as well as Hershey High Swimming & Diving, and the Hershey Aquatic Club
- New outdoor and leisure pool
- Multi-purpose gymnasium
- Indoor walking and running track
- Fitness opportunities including exercise rooms and studios
- Dedicated space for The Senior Center
- Child watch services
- Dedicated space for after school programs
- Party Room on pool deck for celebrating special occasions

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## The Benefits to the Community

The construction of a new community center provides far more than just increased recreational opportunities. There will be considerable economic and other material benefits to the community including:

- Much-needed multifunction space that can be used by community groups for meetings and programs
- A considerable boost to the local economy through the ability to host swim meets, diving and synchronized swimming events, Special Olympics, basketball, volleyball, pickleball and other athletic events
- Local restaurants, hotels, shops and other related businesses will see significant boosts in patrons on event weekends
- Including The Senior Center as part of the project creates a true community center for people of all ages and abilities and creates the opportunity for intergenerational programming and learning

- The ability to finally address the gap in the availability of after school programming – especially for middle school students
- Further collaboration and sharing of space between the Department of Parks & Recreation and the Hershey Public Library will allow for expansion of services to residents
- A new community center will also boost workforce development and help to attract and retain top talent to the area







## Your Help Will Make it Happen

Building a state-of-the-art community center will require the community to come together in support of this project.

The total project cost of approximately \$32 million will be funded through a variety of sources. The Township has developed a funding approach that includes local and state resources in addition to a capital campaign of \$5,000,000.

We encourage you to consider investing in the future of recreation in our community. Your tax-deductible donation to the Hershey Community Center Capital Campaign is an investment in transforming lives. It is an investment in a healthier community – for today and for decades to come.

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## Making a Donation

Several naming opportunities have been established for leadership level donations and pledge payments may be made at the frequency of your choosing (through December 2022). You can pledge your support by completing the pledge card. Pledge payments and direct donations can also be made online at **[HersheyCommunityCenter.org](https://HersheyCommunityCenter.org)**.

We envision a community where recreational opportunities abound and community groups have ample space to continue the work of making Derry Township an incredible place to live, work and play. The new Hershey Community Center will provide just that for our community.

**Won't you be a part of this effort?** Your generous consideration and support is deeply appreciated.

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## Naming Opportunities

### **\$1,000,000 level**

Competition Pool

### **\$500,000 level**

Outdoor Pool

Senior Center

### **\$250,000 level**

Indoor Leisure Pool

Gymnasium / Basketball Court

### **\$100,000 level**

Pre-Function Senior Lobby

Main Lobby

Fitness Center

Competition Pool Spectator Gallery

Competition Pool Scoreboard

Outdoor Sprayground

Banquet Room / Event Rental

### **\$50,000 level**

Competition Pool Lobby

Indoor Leisure Pool Lobby

Leisure Pool Locker Rooms

Cafe/Concession

Competition Pool Locker Rooms

Leisure Pool Waterslide

Administrative Offices

Outdoor Patio

Teen Area

Swimmer Seating Area 1

Swimmer Seating Area 2

Indoor Leisure Pool Playground

Family Changing Locker Room

### **\$25,000 level**

Community Living Room

Lifeguard Office

Outdoor Concession

Outdoor Check-In

Fitness Studio Locker Area

Exercise Room 1

Exercise Room 2

Exercise Room 3

Leisure Pool Party Room

Child Watch / Play Area

Kitchen

Conference Room

Flex Space

Classroom 1

Classroom 2

Break Room

Meet Management Overlook

Aquatics Office

First Aid Room

Pool Storage Room

### **\$10,000 level**

Competition Pool Starting Blocks

(16 available)

Outdoor Spray Features

(4 available)

### **\$5,000**

Name listed on Donor

Recognition

Wall in the

Community

Center

lobby





**Honorary Chair:** Michele Buck

**Honorary Campaign Committee Members:**

Ray Brace	Jack Bogrette	Jennifer Buchanan	Tom Davis
Luke Drayer	Jim George	Michael Leader	Bruce McKinney
Alex Roca	Patti Santangelo	Ross Santangelo	Maria Thompson
Paul Thompson			

**Campaign Steering Committee:**

Susan Cort	Christine Drexler	Derek Dunham	Sheri Fackler
Randy Fackler	Joyce Marks	Shel Parker	Tony Potter
Ken Ryland	Melissa Weigle		

**Campaign Volunteers:**

Chris Abruzzo	Brenda Berman	Debra Blacker	Kevin Blacker
Mark Brace	Maribeth Briggs	Joe Chubb	Emily Clough
Miles Daub	Lindsay Drew	Emily Drobnock	Angie Dye
Chip Dye	Carmen Eichman	Kevin Ferguson	Phil Freidrich
Jennifer Kesterson	Sally Kurtz	Elaine Maloy	Lynn Neely
Doug Nicotera	Crystal Oyerly	Heather Paterno	Laurie Miller Petersen
Pam Ruddle	Stephanie Shaw	Terry Singer	Songrul Ural

**Derry Township Supervisors:**

Susan Cort	Justin Engle	Marc Moyer	Matt Weir	Rick Zmuda
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**Derry Township Parks & Recreation Director:** Matt Mandia

**Derry Township Manager:** James Negley

The Friends of Derry Township Parks & Recreation is a 501(c)(3) nonprofit organization -- contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of Friends of Derry Township Parks & Recreation may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

For a current list of naming opportunities, campaign volunteers, and information about the project, please visit [www.HersheyCommunityCenter.org](http://www.HersheyCommunityCenter.org).

