



CASE STUDY

RITE-HITE YMCA | MILWAUKEE, WI

BACKGROUND & CHALLENGES

The YMCA of Metropolitan Milwaukee faced significant challenges in revitalizing its youth programming post-COVID. Their competitive local sports market made it difficult to attract families and sustain participation. Additionally, the YMCA's previous youth programs had been paused for two years, creating a substantial gap in engagement. Leadership recognized the need for a structured and attractive program that could quickly re-establish youth programming and drive membership growth.



SOLUTIONS

» WHY NINJAZONE?

Plug and Play Programming: NinjaZone provided expertise in launching and operating the program, reducing the burden on YMCA staff.

Youth engagement: NinjaZone offered a unique, progressive curriculum that blends gymnastics, parkour, tricking and warrior training, making it appealing to both parents and kids.

Scalability: The program provided an entry point for children of different skill levels and could be expanded over time.

Mission Alignment: The values and development focus of NinjaZone complemented the YMCA's mission of fostering youth development.

» IMPLEMENTATION

The YMCA integrated NinjaZone into a newly renovated space designed to optimize youth engagement.

The implementation process included:

Strategic placement: The NinjaZone room was placed near the child watch area, ensuring high visibility for parents.

Dedicated Staff Training: A core staff member was trained and fully equipped to lead the program, reducing the need for direct involvement from upper management.

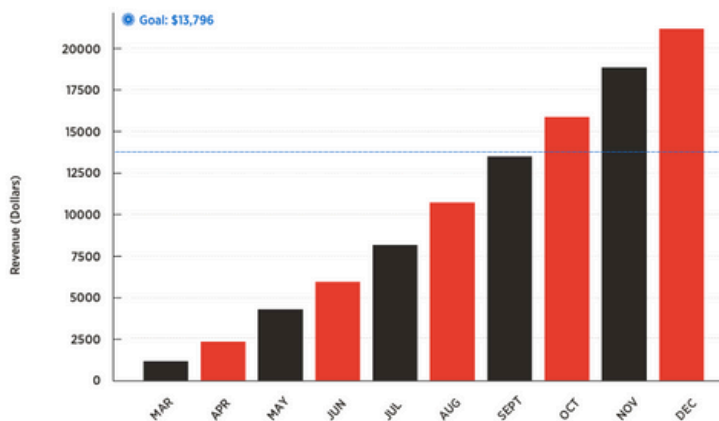
Soft Launch Strategy: A spring break soft opening introduced families to the program before full-scale enrollment in April.

RESULTS & IMPACT

The introduction of NinjaZone led to significant growth in youth engagement and YMCA membership:

- Fastest-growing youth program in the branch's history.
- Exceeded first-year revenue & enrollment goals.
- 10% year-over-year membership growth, resulting in a **\$240,000 increase in revenue**.
- Successful retention & engagement:
 - Monthly "level-up" ceremonies
 - Incorporation of NinjaZone into family events.

REVENUE GROWTH FOR NINJAZONE AT RITE-HITE YMCA



UNEXPECTED BENEFITS & EXPANSION

YMCA leadership identified several unexpected benefits that enhanced overall youth engagement:

Child watch area synergy: Positioning the NinjaZone room near child watch increased awareness and led to organic enrollment growth.

Increased demand for related programs: Due to NinjaZone's popularity, the YMCA is exploring additional revenue streams, including:

- Birthday parties in the NinjaZone room.
- Private coaching sessions.
- Summer camps & specialty programs integrating NinjaZone.



Additionally, the scalability of the program has sparked interest in future expansion:

- Plans to convert an unused racquetball court into a NinjaZone space for older children.
- Potential integration of NinjaZone into future YMCA locations.

BOTTOM LINE

The YMCA of Metropolitan Milwaukee successfully leveraged NinjaZone to overcome post-COVID youth programming challenges, increase engagement, and drive substantial membership growth. Their strategic implementation and sustained enthusiasm have turned NinjaZone into a long-term, scalable program that continues to expand its impact.