

The W.G. Pearson Center

Project Updates | June 4, 2018

Construction Updates



Construction began in July 2017 and will end in July 2018.
Student U will move back into WGPC by mid-August.



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The W.G. Pearson Center Vision Pillars

1. W.G. Pearson will remain a youth-centered space and that house activities and programs that enrich the lives and outcomes of young people.
 2. W.G. Pearson will be accessible to the surrounding community of neighbors and organizations.
 3. W.G. Pearson space and all tenants within it should leverage synergies to have a greater collective impact on Durham and the Hayti Community.
 4. W.G. Pearson's leasing model should 1) enable the building to be accessible to the most amount of people and 2) be financially sustainable.
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We want tenants who...

- Are aligned with our mission, vision and committed to utilizing a racial equity framework in their work
- Desire to collaborate with other organizations within the building.
- Committed to supporting the neighborhood around W.G. Pearson and being a part of the community
- Have the ability to pay the rent consistently and uphold our occupancy requirements.
- Will be committed to considering neighbors/community members for new hires if roles and/or positions become available.





We want programming partners that...

- Align with our mission and vision and use a racial equity framework in their work.
- Complement the work of the tenants in the W.G. Pearson building.
- Make their programming accessible to the community surrounding W.G Pearson.
- Support youth and families.
- Positively impact the neighborhood and enable us to fulfill our responsibility of being a “anchor institution” for the community.



Operationalizing the Vision

The vision and operations of the building will evolve with time. We will focus on building a strong operational, programmatic and financial foundation while then adding complexity to the model.

- The W.G. Pearson Center will be part of **Student U's body of operations (program)**.
- Student U's primary and most important role is that of **landlord**.
- Student U's secondary role is curating the right combination of **tenants and programming partners** to fulfill the vision of the building.
- The ideal combination of tenants/programming partners includes **non-profit and for-profit entities** and organizations that represent a **variety of different sectors** (education, housing, organizing groups, colleges, county/city government, art, workforce development, health etc.)
- Accessibility will be reached through utilizing a **sliding scale model** that enables us to financially sustain the building and be a resource to the community.






Annual Operating Costs

Our conservative estimate
for operating W.G. Pearson
on an annual basis:

\$350,000

Includes:

- *Building staff*
 - *Utilities*
 - *Technology (Internet, copiers, security)*
 - *Housekeeping*
 - *Landscaping*
 - *Routine maintenance*
 - *Security*
 - *Facilities Reserve (\$50K)*
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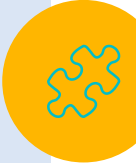



Hours of Operation

The building will be open:

Monday – Thursday: 7:30am – 7:30pm

Friday: 7:30am – 5:30pm

- *These are the normal hours that an off-duty officer will be present and the building will be accessible.*
 - *Maintenance staff will be present from 8:00am – 4:00pm and a housekeeping team will be present each evening.*
 - *When needs arise (from Student U, tenants, or community groups), security can be scheduled to arrive earlier, stay later, or come on the weekends to open the building at other times (built into building rental fees).*
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Pricing Determination

- Cost of operations
- Analysis of similar space prices in Durham
- Recommendations from experienced partners
- Variations for for-profit, nonprofit, individuals, times of day, days of week, times of year





Renting Long-Term Space

We will use a simple fee structure with a delineation between nonprofit and for-profit entities.

Space available for long-term rental (**1-year lease or more**):

- **8 classrooms** on 2nd floor (~600 sq. ft. each)
- **Media center** (large open area + surrounding offices, ~3300 sq. ft.)





Renting Seasonal Space

We will use a simple fee structure with a delineation between classrooms and multi-use spaces. There will be a weekly rate and a discounted rate for renting for the entire summer (8 weeks).

Space available for seasonal rental (**summers**):

- **10 classrooms** on 3rd floor (~600 sq. ft. each)
- **Gym** (3600 sq. ft), **auditorium** (3700 sq. ft), **outdoor field**






Renting Event Space

We will use a simple fee structure with a delineation among weekdays, evenings, and weekends.

Individuals or families interested in renting space for small events not associated with an organization will be able to do so at a 50% discount plus the cost of security personnel if not within normal business hours.

Space available for event rental (practices, performances, trainings, etc.):

- **Gym + field**
 - **Cafeteria** (2650 sq. ft)
 - **Training rooms** (2 large spaces on 1st floor, ~1500 sq. ft)
 - **Auditorium** (3700 sq. ft)
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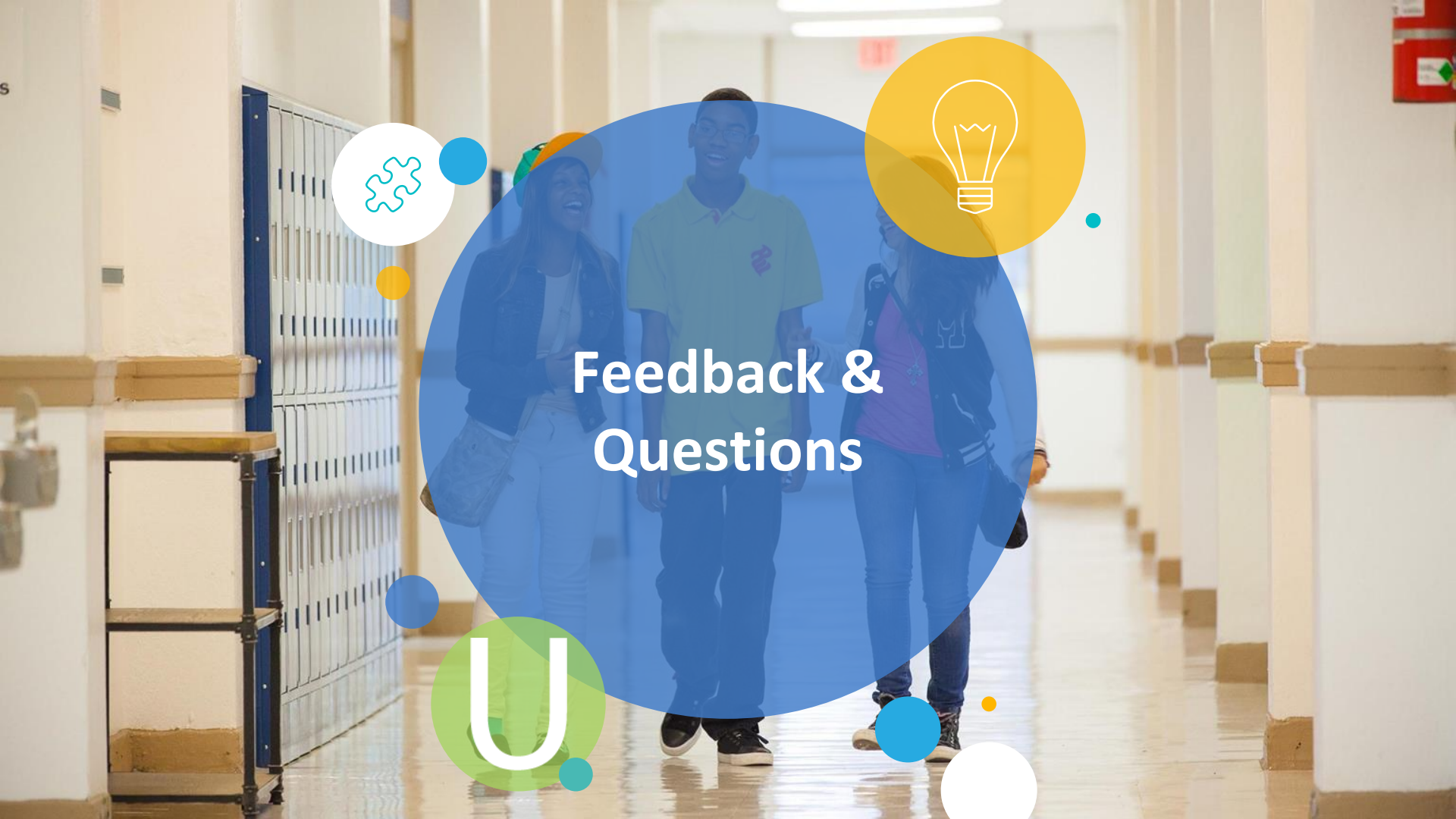


Measuring Impact

Measures of Success at the W.G. Pearson Center:

- Number of students and families served, by Student U and by other partner organizations in the building
- High school and college graduation rates
- Student data provided to Student U by DPS
- Opportunities to access space by neighbors and community members



The background is a photograph of a school hallway with students walking. A large blue circle is centered over the image, containing the text 'Feedback & Questions'. Surrounding this circle are several decorative elements: a white circle with a puzzle piece icon, a yellow circle with a lightbulb icon, a green circle with a large white letter 'U', and several smaller solid circles in blue, orange, and white. The hallway has lockers on the left and a fire exit sign in the distance.

Feedback & Questions