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YMCA of the Chippewa Valley Announces Expansion into Menomonie with Acquisition of Menomonie Health & Fitness

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The YMCA of the Chippewa Valley announces its expansion into the Menomonie area through the strategic acquisition of Menomonie Health & Fitness, set to transition on April 1, 2025. This endeavor will see the transformation of two Menomonie Health & Fitness locations into thriving YMCA community centers, marking a significant milestone in the Y's commitment to strengthening community through youth development, healthy living, and social responsibility for the entire Chippewa Valley.

The expansion is a direct result of a comprehensive feasibility study conducted in the spring of 2024, which engaged over 1200 Menomonie households to gauge community interest. The study revealed an overwhelming demand for YMCA services and a desire for a community center that goes beyond health and wellness offerings.

With this acquisition, the YMCA is poised to broaden its offerings to include evidence-based chronic disease prevention programs, an array of free group exercise classes, free Child Watch for young children on Family Memberships, and various programs for area children. Furthermore, the YMCA team is dedicated to assessing additional ways to make a meaningful impact in the Menomonie community through strategic partnerships and opportunities for those in greatest need.

To ensure that everyone has equal opportunity to be part of the YMCA of the Chippewa Valley, Membership For All assistance, which provides financial assistance to those who cannot afford a YMCA membership, will be available to access the YMCA and its programs.

"The Y is answering the call to expand into a new market, and our focus is to heed the feedback we received from the feasibility study. The results of our study showed that community residents are very interested in a long term YMCA within the Menomonie market," said Derek White, President & CEO of the YMCA of the Chippewa Valley. "With purchasing existing locations, we can step into this community right away and begin serving with the intention of testing what momentum for a full-service YMCA facility down the road would look like."

The YMCA of the Chippewa Valley is committed to being a leading nonprofit for youth development, healthy living, and social responsibility. With this expansion, the Y will continue to support the needs of the Menomonie community, ensuring that all individuals and families have access to essential programs and services that support their well-being.

"Since opening in 2019, our mission at Menomonie Health & Fitness has been to help our community build healthy habits and improve wellness," said John Englund, Owner of Menomonie Health and Fitness. "Partnering with the YMCA of the Chippewa Valley allows us to expand that impact even further. With a shared commitment to serving the community and a vision for future growth, this collaboration is an incredible opportunity to continue improving health and wellness resources in Menomonie."

The YMCA of the Chippewa Valley is now the largest health and wellness organization in the Chippewa Valley, with over 20,000 members. The association will now consist of the Menomonie South YMCA, Menomonie East YMCA, Eau Claire Downtown YMCA, Eau Claire South YMCA, Chippewa Falls YMCA, John & Fay Menard YMCA Tennis Center, L.E. Phillips YMCA Sports Center, and Camp Manitou. Menomonie South YMCA will be the first 24/7 facility for the YMCA of the Chippewa Valley.

For more information about the YMCA of the Chippewa Valley, or to learn more about membership and program opportunities, please visit www.ymca-cv.org.

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About the YMCA of the Chippewa Valley

The YMCA of the Chippewa Valley is a charitable organization that welcomes all people, providing programs that promote healthy lifestyles, strong families, and positive youth development to help build healthy spirit, mind, and body for all. The Y is deeply rooted in community and dedicated to helping individuals achieve their potential through its commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility.