

PRESS RELEASE

Affordable Model Advances Enduring Values at the
Marshall N. White Community Center
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OGDEN, Utah — Ogden City has officially opened the newly rebuilt Marshall N. White Community Center, and residents are responding with enthusiasm. The \$34.3 million, 68,000-square-foot facility has welcomed 1,436 new memberships and more than 2,000 day-pass visits in its first month.

But the transformation goes beyond bricks and mortar — it represents a renewed approach to investing in people, blending innovation with the city's enduring values.

"This isn't just about better infrastructure," said Mayor Ben Nadolski. "It's about bringing people together from every corner of our city and building lifelong habits of health, connection and opportunity. We've created something that is affordable for everyone, and we're doing it in a way that's fiscally sustainable for the future — without raising taxes on our residents."

From Drop-Ins to Long-Term Belonging

For decades, the former center operated on a 1980s-era fee model that was never adjusted for inflation. That approach encouraged short-term, drop-in use and left the facility without adequate revenue for upkeep.

The new model prioritizes long-term, membership-based participation that builds healthy habits and ensures fiscal responsibility:

- Ogden residents receive discounted rates, offset in part by nonresident fees
- Monthly and annual memberships offer consistency and value — still priced lower than inflation-adjusted 1980s rates
- Income-based discounts and scholarships ensure access for all
- Community partnerships help fund full scholarships for qualifying youth, families and veterans

Expanded Scholarships Enhance Access

On July 8, the Ogden City Council approved the use of \$58,275 in Rocky Mountain Power rebate funds to launch a new youth scholarship program, further expanding access for local families. These funds help reduce financial barriers for youth ages 17 and under who wish to participate in classes at the center.

Eligible youth can receive up to 50 percent off program fees based on participation in assistance programs such as TANF, SNAP or free/reduced lunch, or by meeting federal poverty guidelines. The new scholarship funds help cover the remaining cost for those already receiving discounted rates, making many youth programs available for just \$5 per registration. Current offerings include:

- Youth and teen cooking
- Youth and teen pottery
- Youth and teen art
- Pre-WonderBallet and youth ballet

- Lil Untamed
- Kids Adventure Zone
- Youth boxing

"Our goal has always been to create a high-quality facility with long-term, sustainable programming," Nadolski said. "These scholarships ensure that cost is never a barrier to opportunity. By helping cover the cost of a Marshall White Center membership, these scholarship dollars create consistency and give families the chance to build lasting routines around health, fitness and community."

Ogden City also offers 30 percent income-based membership discounts for residents of all ages, with up to 50 percent discounts available for youth. The scholarships supplement these discounts, ensuring broader access to both membership and programming.

"This funding helps close that gap and ensures more of our youth can participate in classes that build confidence, creativity and lifelong skills," said Justin Anderson, Ogden City public services director. "We rebuilt Marshall White to accommodate all Ogden residents, and we want everyone, no matter their background, to enjoy what it has to offer."

Built on "The Ogden Way" and the 7 Pillars of Human Success

The new center is a living example of "The Ogden Way," a citywide commitment to service, opportunity and partnership. It also reflects the city's 7 Pillars of Human Success, which guide operations across departments.

"We're embedding 'The Ogden Way' into daily decisions," Nadolski said. "When we do that consistently, we shift our culture and improve outcomes for the people we serve. This center is just one example. We're applying the same lessons to other operations, such as business licensing and inspections, with updates underway — all to make it easier to do business in and with Ogden."

Examples of the 7 Pillars in Action

- Active and healthy lifestyles: Programs and amenities that support wellness at every age and stage
- Meaningful social connections: A welcoming space where all residents can come together
- Economy: A user-based revenue model that sustains operations without new tax burdens

Real Results: Then vs. Now

Category	Old MWC (Pre-2023)	New MWC (2025)	Change
Facility Size	37,000 sq ft	68,000 sq ft	+84 %
Indoor Pool	Closed since 2018	Full-feature pool reopened	Restored
Youth Day Passes (June)	2	1,306	+65,000 %
Adult Day Passes (June)	51	658	+1,190 %
Memberships Offered	Not available	395	New model
People with Memberships	Not tracked	1,436	New record

Youth Programs Offered	7	14 +	> 2x
Waitlists	Rare	Common	Expanding capacity
Primary Use Model	Event rentals	Memberships, drop-ins, ongoing programs	Structural shift

Access and Affordability Remain Core

- Affordable memberships aligned with inflation-adjusted historical models
- Up to 50 percent off youth memberships based on income
- Thirty percent income-based discounts for residents of all ages
- \$5 youth classes in arts, recreation and fitness
- Free swim lessons, swimsuits and towels for income-qualified youth, funded by a \$23,000 grant from the Government Employees Health Association
- Dedicated city scholarship fund supported by Rocky Mountain Power rebate allocation

Partnership Is “The Ogden Way”

Ogden City is deepening its commitment to partnership as a cornerstone of “The Ogden Way.” This collaborative approach drives innovation, shares responsibility and protects public dollars.

New corporate sponsorships – including those currently being finalized – will help fund additional scholarships for qualifying families, youth and veterans.

“The Ogden Way’ is our commitment to service, opportunity and partnership,” Nadolski said. “In the past, we didn’t always leverage those values to their full potential – but that’s changing. Through partnerships with nonprofits, businesses and public entities, we’re building a community of opportunity while keeping taxes stable.”

A Legacy Renewed: Honoring Marshall N. White

The center is named in honor of Marshall N. White, Ogden’s first Black police officer and a community advocate who died in the line of duty in 1963. He championed equal access to opportunity, safe spaces for youth and community connection.

First opened in 1968 in his memory, the Marshall N. White Community Center has now been reborn with a bold, inclusive and forward-looking vision.

“This is a generational investment in our people,” Nadolski said. “We’re honoring Marshall White’s legacy by creating a place where every person in Ogden has the means to connect, grow and belong – not just for today, but for generations to come.”

The center is open daily. To explore schedules, memberships, scholarships and programs, visit ogdencity.gov/Marshall-White-Center or call 801-629-8346. Applications for financial assistance are available online.

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