



Article 56 Beede Center & Recreation Revolving





BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURES

ARTICLE 56. Mr. Whelan moves: that the Town appropriate \$3,032,600, of which \$2,687,600 is budgeted for operating expenses and \$345,000 is budgeted for capital expenditures including building improvements and equipment replacements of the Beede Swim and Fitness Center for the fiscal year beginning July 1, 2016, said funds to be expended under the direction of the Town Manager; and that to meet this appropriation \$2,382,542 is appropriated from the estimated fiscal year 2017 revenues and \$650,058 is appropriated from the certified undesignated fund balance as of July 1, 2015 of the Community Pool Enterprise Fund.



Beginning in FY16, the Town Manager identified the need for a centralized Human Services Department within the town.

This fiscal year will be the first time the Department is separately listed in the Town Manager's Proposed Budget.

The Department of Human Services is comprised of the following Town Divisions:

- Recreational Services
- Senior Services
- Community Services
 - ✓ Youth Services
 - ✓ Veteran's Services
 - ✓ Community Outreach/Social Work



Recreation Revolving

All Department programs & services are intended to operate on a user fee model; no tax dollars are used to subsidize programs.

This Fiscal Year, approximately \$75,000 will be allocated to the Recreation Director's salary.

The division's focus shall be on the following areas:

- Community special events
- Programming for younger children & those with special needs
- Grant writing
- Park master planning & ADA improvements

The goal of the fund = deposit 10% of the overall revenues for capital

The revolving fund is projected to net approximately \$74,914 in FY17



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Memberships:

- 1,892 memberships
- 3,766 members
- 2016 annual membership prices increased by 2.5%.
\$1,727 for a family
\$928 for an adult individual





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- We project to end FY16 with an undesignated fund balance of \$ 1,230,600 million.
- We project to end FY16 with an depreciation fund balance of \$ 1,033,907 million.
- Continues to operate without tax support.





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Total FY17 Appropriation: \$3,032,600

This appropriation includes:

- \$2,687,600 in Operating Expenses
- \$345,000 in Capital Outlay

Fund sources include:

- \$2,382,542 from expected FY17 revenues
- \$650,058 from certified undesignated & depreciation fund balances as of July 1, 2015



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FY17 Capital Projects

Building Improvements	\$ 35,000
Replace 6 RTUs	200,000
Misc. Equipment	30,000
Pool Filters	20,000
Fitness Equipment	60,000

Total Capital	\$345,000
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Marketing Plan

- Beede Center celebrates its 10th anniversary April 18.
- After 10 years, still a perception that the Center is tax funded.
- Financial challenges with the operation.
- Increase membership and revenue.



Article 56 Beede Center

Marketing Plan

- Design and install street and building signage.
- Move away from monthly promotions to 3 or 4 distinct promotions per year.
- Create new digitally produced marketing brochure.
- Strategic messaging, direct people to website.
- New website, social media, and an eNewsletter.



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BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND; FY 2017 BUDGET

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