



Concord Recreation

Budget Presentation FY21

Mission Statement

Supporting and promoting community, wellness, and play.

Core Values

Dedicated • Innovative • Inclusive • Fun



Concord Recreation

COVID-19 Impact

- Department has taken approach that participants will not bear the financial expense of Facility closures and Program cancellations.
- Offering virtual exercise classes through Beede, assisting with local business when and where possible.
- Administrative team is following local and national resources ACA, MPRA, NPRA, US Swimming, Fitness Club and Pool industry leaders to develop concepts for re-opening in a safe/effective manner.
- Submitted a COVID-19 Impact Study to Town Managers office and Finance Director. Includes Financial impact and recommendations for cost savings for both current status and future forecast



Concord Recreation

by the numbers.....

Beede

Hunt

104 = unique individuals in Masters swim program

222 = members on the Otters swim team

437 = unique individuals taking learn to swim class

497 = Group exercise registrations

126,373 = total visits to Beede (up 22%)

59 = unique individuals in pickle ball

178 = skiers every Tuesday in January & February

519 = unique individuals in camp taking 1857 camp spots

243,000 = calories burned on Zagster bikes



2019 - Department accomplishments

Facility enhancements in 2019

- Beede Center upgrades in the Cardio Room
- Emerson Playground install of two new glass basketball backboards
- White Pond start up with new restroom trailer and Guard House
- Emerson Pool install of new Water filtration unit & handicap lift
- Rideout Phase II completion (exterior path, batting cages, outdoor exercise)



2019 - Department accomplishments

Program highlights

- Upgraded registration software to MyRec
- Successful planning & implementation of Little Women week in Concord.
- Successful first summer of operation at White's Pond beach
- Transition of the operation of afterschool programming at Willard & Thoreau elementary schools (formerly operating by PTG)



Budgets managed by Recreation

General Fund accounts

- Hunt Gym 0001-631-631
- Visitor Center building 0001-122-671
- 55 Church Street 0001-

Capital Accounts

- Rideout Phase II
- White Pond Construction

Programming accounts

- Recreation Revolving 0024-520-630
- Beede Swim & Fitness Enterprise 0064-650-650



Recreation Revolving

Fund balance as of June 30, 2019

\$1,098,496



Budget Goals

Recreation Revolving

- Increase wages for minimum wage impact
- Establish Visitor's Center/Tourism budget
- New staff to manage front desk at 55 Church Street & Hunt Gym
- Facility investment at Gerow Park for future program use
- KEEP PROGRAMS AFFORDABLE



Budget Driving Factors

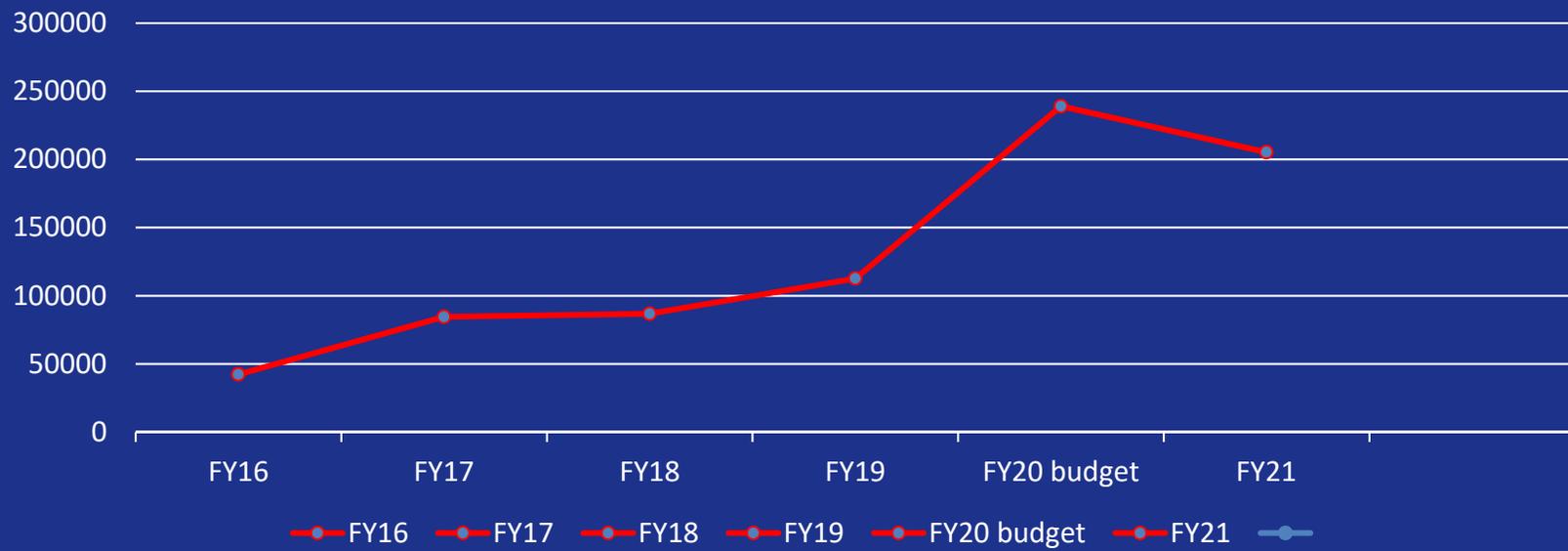
Recreation Revolving

- Effects of minimum wage increase - \$40,000
- General Fund transfers of \$205,292
- Capital projects - \$200,000 for Gerow Park Pavilion, \$25,000 Emerson Pool, \$5,000 for Computers
- Increase from additional Administrative staff - \$22,185
- Financial Assistance/Aid of \$145,000 (\$134,000 in loss revenue)



General Fund Transfers

Rec Programs





Concord Recreation Financial Assistance Program Summer 2019 & School Year 2019/20

Program Cost

\$236,570

Amount Paid

\$91,570

Discount Amount

\$145,000

74 unique individuals



Town of Concord Employee Discounts Summer Camp 2018 & 2019

Program Cost

\$103,691

Amount Paid

\$12,936

Discount Amount

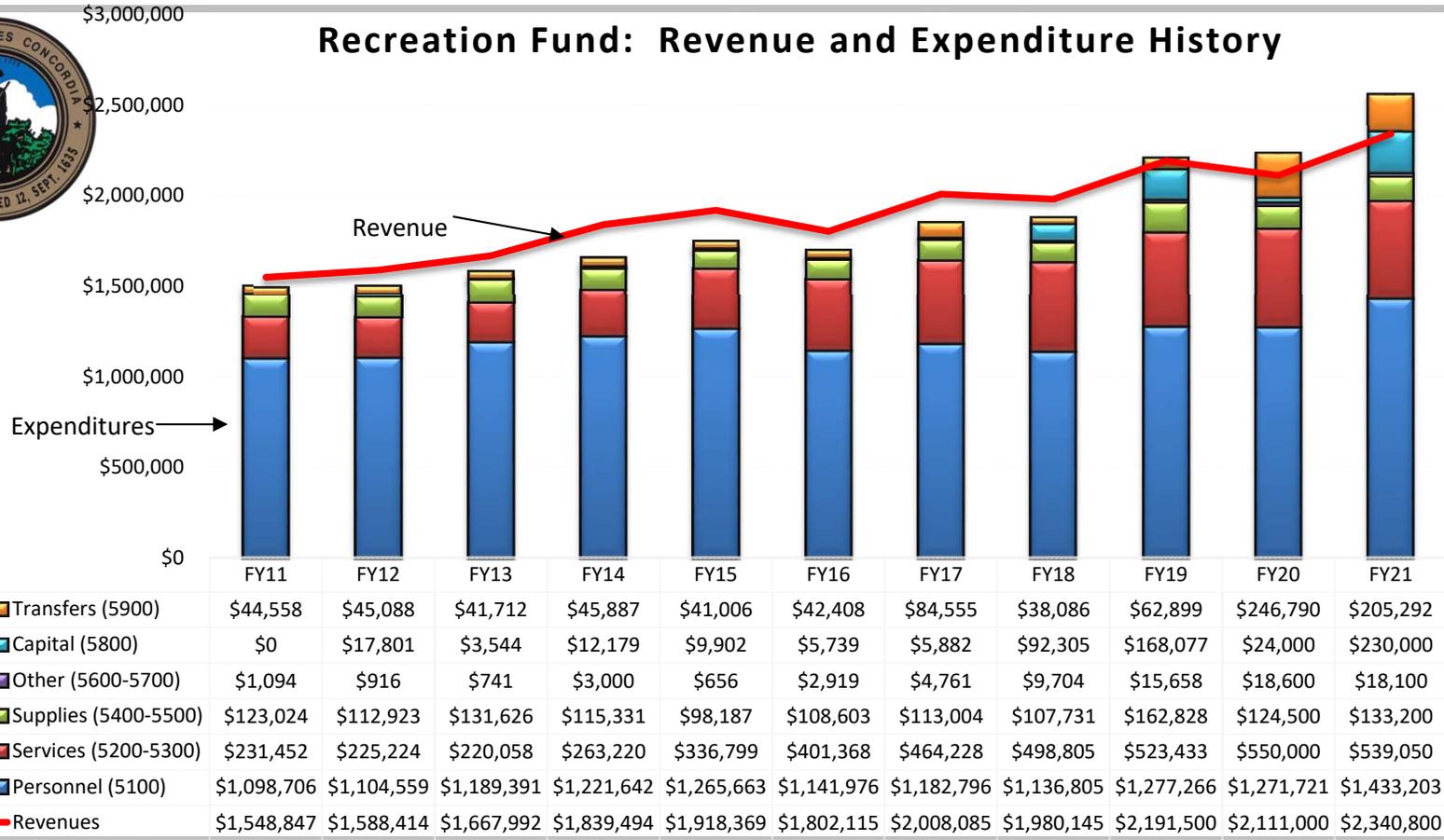
\$90,755

41 unique individuals

26 families



Recreation Fund: Revenue and Expenditure History



Hunt Operating Bottom line

	FY18	FY19	FY20 budget	FY21 budget
Revenue	\$1,954,349	\$2,191,500	\$2,111,000	\$2,340,800
Operating Expense	\$1,861,966	\$2,210,163	\$2,235,611	\$2,558,846
Bottom Line	\$69,989	\$-18,663	\$-124,611	\$-218,046



Beede Swim & Fitness





Swim & Fitness Enterprise

Fund balance as of June 30, 2019

\$2,795,886



Budget Goals

Swim & Fitness Enterprise

- Increase wages for minimum wage impact
- Continued facility enhancements in cardio room
- Increase membership/New staff focused on marketing & selling memberships
- KEEP MEMBERSHIP AND PROGRAMS AFFORDABLE



Budget Driving Factors

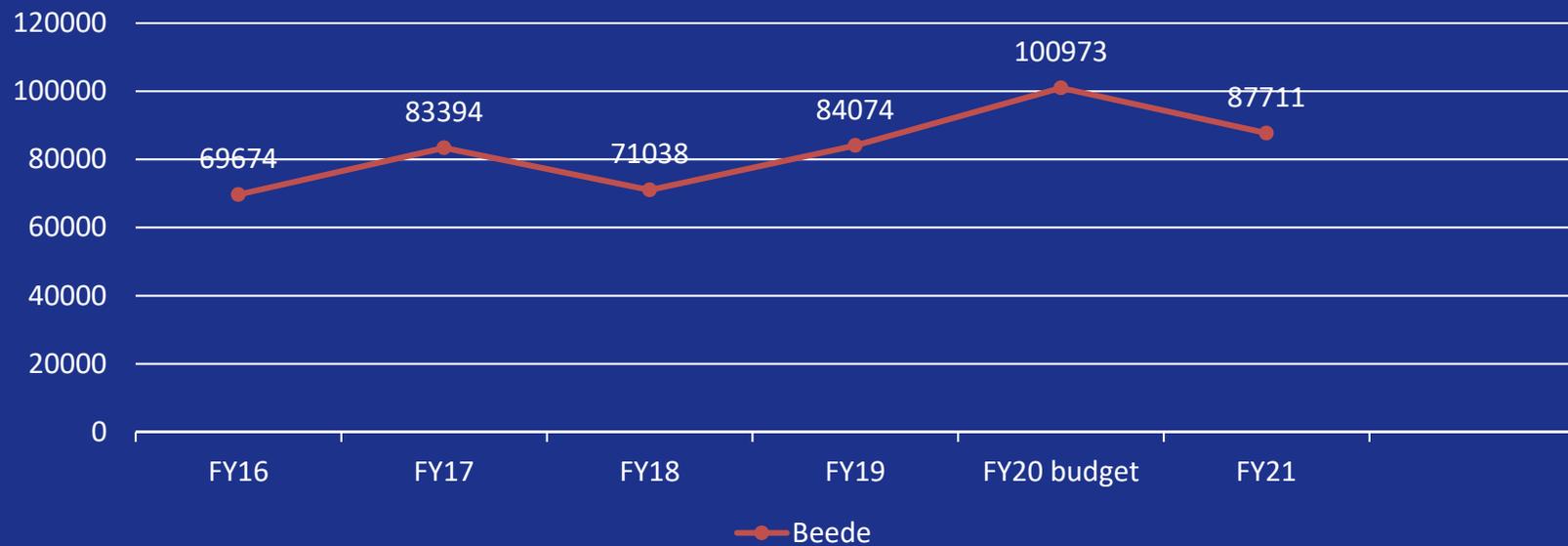
Beede Budget

- Effects of minimum wage increase - \$25,000
- General Fund transfers of \$87,711
- Capital projects - \$110,000
- Depreciation expense - \$401,182
- Increase in Management team staffing - \$70,000



General Fund Transfers

Beede





Town of Concord Employee Discounts Beede 2019

Program Cost

\$23,616

Amount Paid

\$7,200

Discount Amount

\$16,416

24 unique individuals

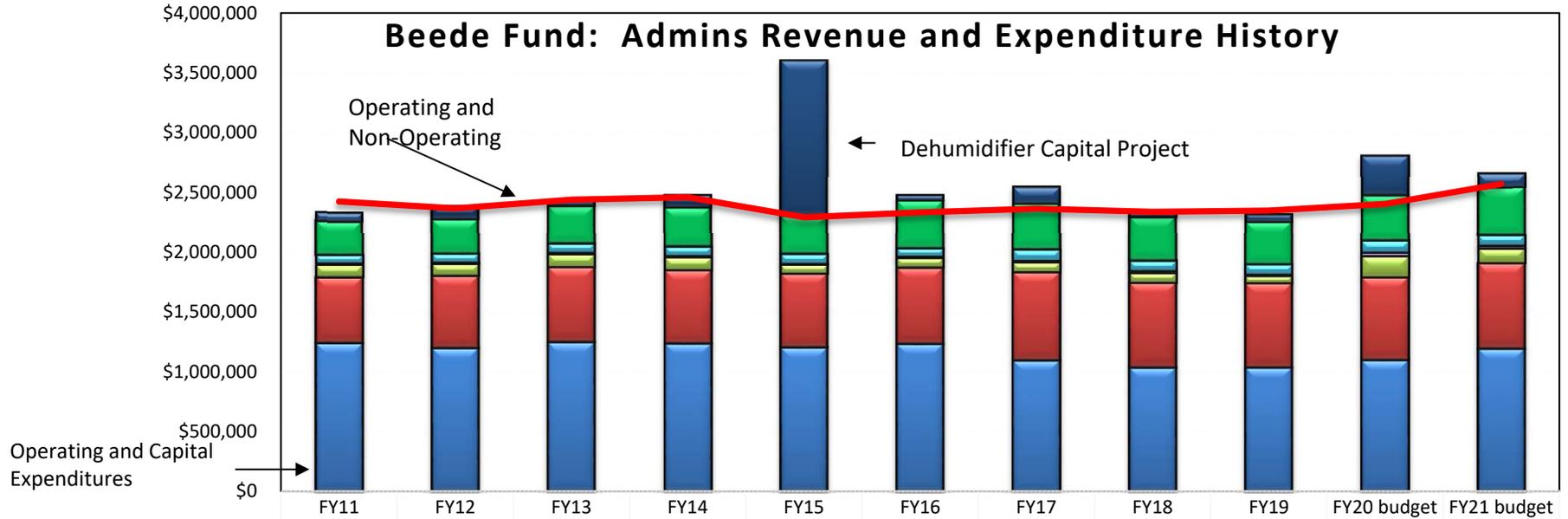


CCHS Swim Team Estimated Use Value

Practices

$\$150/\text{hour} \times 2 \text{ hours}/\text{day} \times 6 \text{ days}/\text{week} \times$
 $16 \text{ weeks} = \$28,800$

Beede Fund: Admins Revenue and Expenditure History



	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20 budget	FY21 budget
Capital (5800)	\$69,200	\$106,059	\$41,436	\$100,282	\$1,287,795	\$40,744	\$136,704	\$32,459	\$62,882	\$325,000	\$110,000
Depreciation	\$285,744	\$295,954	\$317,622	\$330,287	\$327,003	\$404,121	\$388,176	\$371,776	\$366,908	\$381,861	\$401,182
Transfers (5900)	\$70,773	\$73,970	\$78,369	\$79,737	\$81,148	\$69,674	\$93,151	\$87,048	\$84,074	\$100,973	\$87,711
Other (5600-5700)	\$10,848	\$9,351	\$10,143	\$10,456	\$10,041	\$9,208	\$14,424	\$14,211	\$12,051	\$28,384	\$23,899
Supplies (5400-5500)	\$104,112	\$99,387	\$108,055	\$107,909	\$72,428	\$80,497	\$81,323	\$81,527	\$59,607	\$175,378	\$124,698
Services (5200-5300)	\$550,920	\$604,744	\$627,868	\$612,056	\$618,221	\$638,984	\$737,125	\$710,732	\$704,689	\$692,974	\$712,606
Personnel (5100)	\$1,241,073	\$1,199,099	\$1,249,050	\$1,238,144	\$1,203,286	\$1,234,569	\$1,095,295	\$1,036,063	\$1,033,746	\$1,097,906	\$1,192,976
Revenues	\$2,423,994	\$2,366,676	\$2,439,239	\$2,459,354	\$2,292,042	\$2,332,571	\$2,363,579	\$2,337,090	\$2,347,384	\$2,403,000	\$2,570,000

Beede Operating Bottom line

	FY18	FY19	FY20 budget	FY21 budget
Revenue	\$2,288,021	\$2,265,975	\$2,349,000	\$2,520,000
Operating Expense	\$2,267,102	\$2,325,647	\$2,477,477	\$2,543,073
	\$20,919	\$(59,672)	\$(128,477)	\$(23,073)
Investment Income	\$49,070	\$58,938	\$54,000	\$50,000
Net Income	\$69,989	\$(734)	\$(74,477)	\$26,927



Marketing & Sales Manager

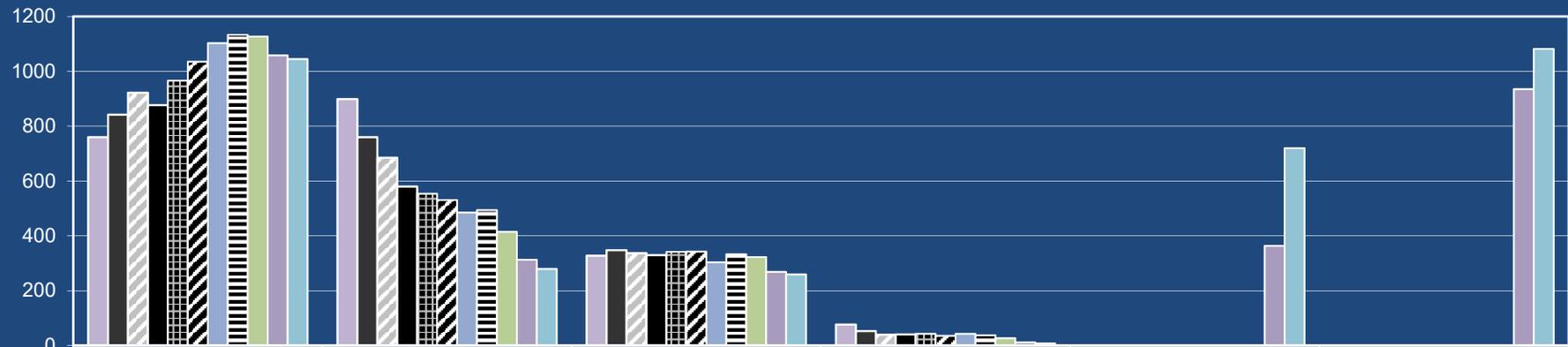
Missed Opportunities

- Otters Swim team winter 2019/20; 222 participants of which 135 or 61% are not Beede members
- Group exercise winter 2020; 173 participants of 102 or 59% are not Beede members
- List of 300 cancelled memberships (2016 to 2018) with no follow ups

2 year goals

- Family membership from 265 to 400
 - 135 x \$1,836/year = \$247,860

Membership Trends



	Individual	Family	Couple	Student	3 Month	10 Visit
2008	760	899	328	77	0	0
2009	842	760	348	53	0	0
2010	922	685	337	40	0	0
2011	877	580	330	41	0	0
2012	966	554	342	43	0	0
2013	1035	531	343	36	0	0
2014	1103	485	304	43	0	0
2015	1133	494	333	38	0	0
2016	1127	415	323	27	0	0
2017	1058	313	269	12	364	935
2018	1045	280	260	8	720	1082



Concord Recreation

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QUESTIONS