



## ARTICLE 58 BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURE

Article 58: Mr. Whelan moves that the Town appropriate from the Community Pool Enterprise Revenues, the sum of \$2,392,542 and appropriate from the Undesignated Fund balance the sum of \$640,058, for a total appropriation of \$3,032,600, the amount required for the total operating and capital expenses of the Community Pool Enterprise Fund for the fiscal year ending June 30, 2018, in accordance with Chapter 44, section 53 F<sup>1/2</sup> of the Massachusetts General Laws, said fund to be expended under the direction of the Town Manager.



ARTICLE 58  
BEEDE SWIM & FITNESS CENTER ENTERPRISE  
FUND EXPENDITURE

RE-IVENTION GOALS AND OBJECTIVES

MAINTAIN BEEDE AS A HIGH-END FACILITY

- Clean throughout: water quality, pool deck, locker rooms, fitness areas and equipment and common areas.
- First rate equipment
  - Modern
  - Challenging
  - Well Maintained



ARTICLE 58  
BEEDE SWIM & FITNESS CENTER ENTERPRISE  
FUND EXPENDITURE

## CONTINUE TO HIRE & RETAIN PROFESSIONAL FITNESS STAFF

- Current and Relevant Certifications
- Train for a High level customer service

## CONCENTRATE ON A MEMBER-DRIVEN FOCUS

- Convenient hours for families, adults and seniors
- Member support and 'perks' including free classes and trials



# ARTICLE 58

## BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURE

### FLEXIBLE MEMBERSHIP OPTIONS

Our new membership plans offer unlimited access to state-of-the-art aquatic and fitness facilities. Annual, 3-month and 10-visit options let you create the perfect membership to fit your needs.

#### Swim & Fitness Facilities

- 8 Lane Competition Pool
- Warm Water Therapy Pool
- Children's Play Pool
- Deep Water Diving Well
- Water Fitness Classes
- American Red Cross Lessons & Programs
- Weight Training Room
- Free Weights
- Cardio Fitness Room
- Affordable Personal Training
- Group Exercise Classes
- Childcare

#### 2017 Membership Plans & Rates

NEW LOWER JOINING FEE - \$99

	MONTHLY RECURRING	ANNUAL	3 MONTH
Adult	\$82	\$928	\$270
Couple	\$129	\$1,466	\$426
Family	\$153	\$1,727	\$504
65+ Adult	\$62	\$707	\$212
65+ Couple	\$98	\$1,112	\$327
14-18 Student	\$41	\$464	\$138
80+ Adult		\$199	
	ADULT	COUPLE	FAMILY
10 Visit Pass	\$100		
Day Pass	\$20	\$30	\$40



ARTICLE 58  
BEEDE SWIM & FITNESS CENTER ENTERPRISE  
FUND EXPENDITURE

Changes for a Changing Market

EXISTING & EXPANDED PROGRAMS

Aquatics Division

Family Open Swim Times  
Swim Lessons  
Swim Team  
Aquatic Group Exercise  
Aquatics Training-Deep Water  
Physical Therapy & Therapy Pool

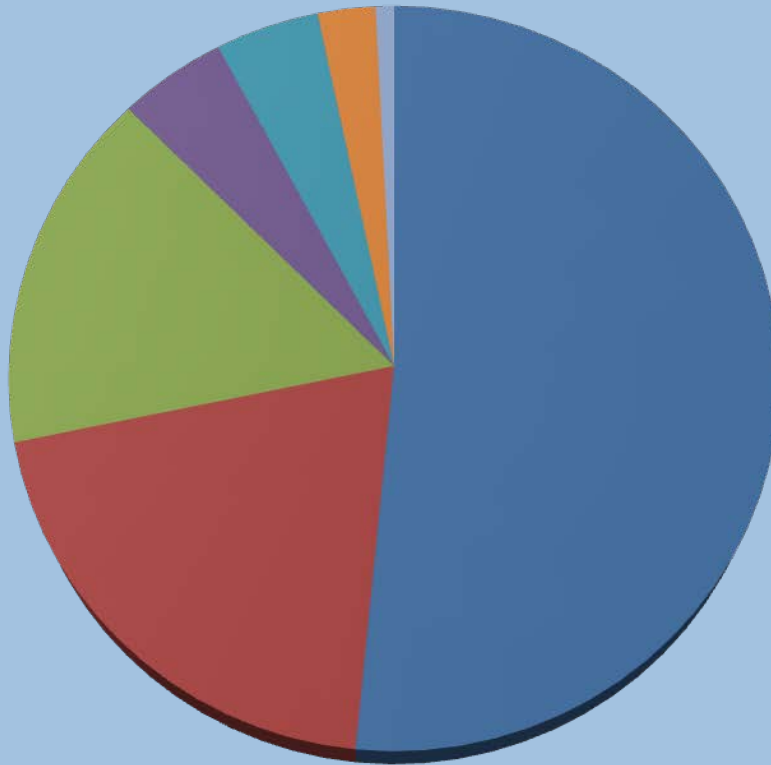
Fitness Division

Open Exercise  
Personal Training  
Fitness Assessments  
Sport Specific Training



# ARTICLE 58 BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURE

## Expenses

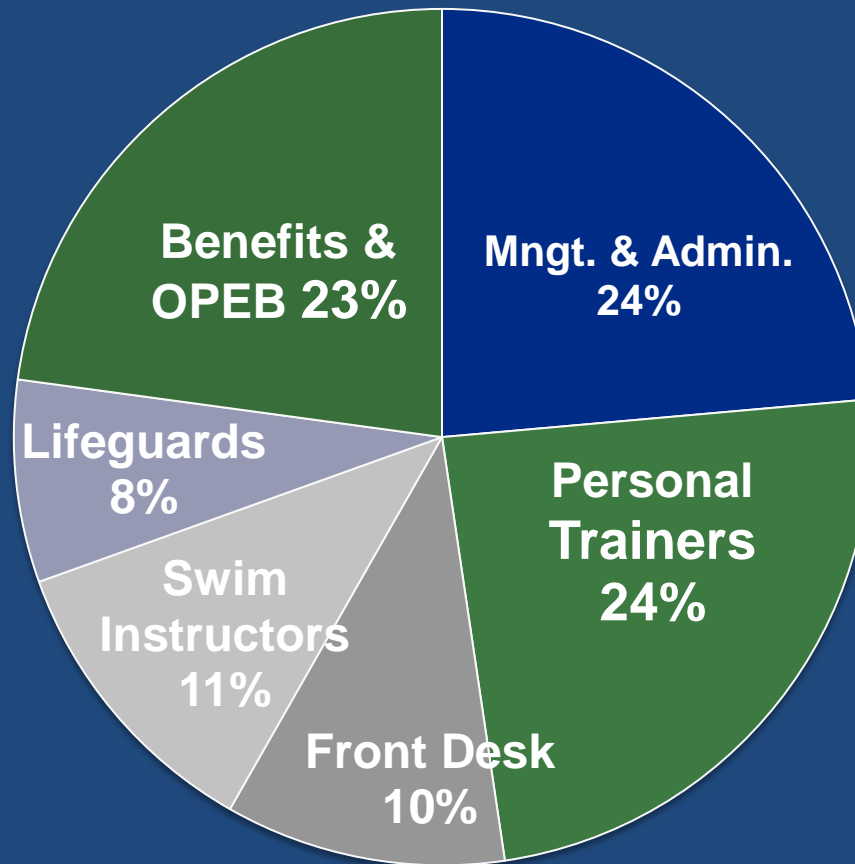


- Personal Services 51.6%
- Facilities & Maintenance 20.2%
- Depreciation 15.8%
- Purchased Services 4.7%
- Supplies & Materials 4.5%
- General Fund Services 2.5%
- Other 0.8%



ARTICLE 58  
BEEDE SWIM & FITNESS CENTER ENTERPRISE  
FUND EXPENDITURE

**Personnel Expenses**





# ARTICLE 58

## BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURE

### OPERATING EXPENSES (\$)

	FY15 Actual	FY16 Actual	FY17 Revised	FY18 Budget
<b><u>Personnel Services</u></b>				
Personnel Expenses	\$ 1,203,286	\$ 1,142,571	\$ 1,208,316	\$ 1,207,389
Accrued Employee Benefits	-	-	-	-
Audit Adjustment	(27,275)	672	-	-
<b>Subtotal</b>	<b>\$ 1,176,011</b>	<b>\$ 1,143,243</b>	<b>\$ 1,208,316</b>	<b>\$ 1,207,389</b>
<b><u>Non-Personnel Services</u></b>				
Facilities and Maintenance	513,499	528,268	577,454	543,000
Purchased Services	103,130	109,976	92,495	125,100
Supplies and Materials	71,683	80,497	108,517	120,000
Other Expenses	10,042	9,208	16,063	20,900
Audit Adjustment	16,108	(2,076)	-	-
<b>Subtotal</b>	<b>\$ 714,462</b>	<b>\$ 725,873</b>	<b>\$ 794,529</b>	<b>\$ 809,000</b>
<b><u>General Fund Services</u></b>				
Town Manager	-	-	10,239	9,765
Human Resources	30,988	31,684	33,042	29,047
Finance Administration	9,121	9,383	10,143	9,705
Treasury	18,564	19,017	19,742	20,044
Accounting	9,463	9,590	10,228	10,480
Recreation Administration	13,012	-	9,757	10,033
<b>Subtotal</b>	<b>\$ 81,148</b>	<b>\$ 69,674</b>	<b>\$ 93,151</b>	<b>\$ 89,074</b>
<b><u>Depreciation Expense</u></b>				
Depreciation Expense	327,003	404,121	395,704	412,720
<b>Subtotal</b>	<b>\$ 327,003</b>	<b>\$ 404,121</b>	<b>\$ 395,704</b>	<b>\$ 412,720</b>
<b>Total Operating Expense</b>	<b>\$ 2,298,625</b>	<b>\$ 2,342,911</b>	<b>\$ 2,491,700</b>	<b>\$ 2,518,183</b>





ARTICLE 58  
 BEEDE SWIM & FITNESS CENTER ENTERPRISE  
 FUND EXPENDITURE

**OPERATING REVENUES (\$)**

	FY15 Actual	FY16 Actual	FY17 Revised	FY18 Estimate
Initiation Fees	\$ 19,616	\$ 21,683	\$ 28,353	\$ 29,203
Membership Fees	1,648,516	1,642,414	1,564,726	\$ 1,612,199
Miscellaneous Revenue	65,125	61,071	111,982	\$ 115,341
Swim Program Fees	411,058	420,160	402,509	\$ 414,585
Fitness Program Fees	138,107	171,987	185,305	\$ 190,864
Child Care Fees	1,289	1,150	1,119	\$ 1,153
<b>Operating Revenues Total</b>	<b>\$ 2,283,711</b>	<b>\$ 2,318,465</b>	<b>\$ 2,293,994</b>	<b>\$ 2,363,345</b>



## ARTICLE 58 BEEDE SWIM & FITNESS CENTER ENTERPRISE FUND EXPENDITURE

Article 58: Mr. Whelan moves that the Town appropriate from the Community Pool Enterprise Revenues, the sum of \$2,392,542 and appropriate from the Undesignated Fund balance the sum of \$640,058, for a total appropriation of \$3,032,600, the amount required for the total operating and capital expenses of the Community Pool Enterprise Fund for the fiscal year ending June 30, 2018, in accordance with Chapter 44, section 53 F<sup>1/2</sup> of the Massachusetts General Laws, said fund to be expended under the direction of the Town Manager.