

Something for Everyone



Mission of Wellesley Recreation

To provide recreational and educational opportunities to enhance the quality of life for all Wellesley residents in a cost effective manner



“Something for Everyone”

Through:

Classes and Programs
Morses Pond Activities
Free Community Events



For all generations (seniors, parents, students, and kids)
At a fair price (with financial assistance when needed)



Wellesley Recreation Overview

- **Summary**

Headquartered at Warren Building; majority of programs offered

- Morses Pond
- Summer Camp @ High School

Programs

- include cooking, sports, fitness, technology, self-help, arts and crafts
- After school programming
- Price is instructor cost + 20% (facilities and support) – at least break even
- MGL 53D Recreation revolving account – funds used for program expenses

Staffing

- 6 permanent employees (fixed cost, tax impact budget)
 - Director, Deputy Director, Associate Director, Program Coordinator, 2 Secretaries
- Staff to support our programs (program budget)
 - Program Instructors & Vendors
 - Lifeguards, Camp Counselors & Program Supervisors

Budget

- Tax Impact Portion: Requesting \$365,186 for FY19 (up 2%)
- Program Budget: Shared Costs – expenses paid by program (\$118,050)

Community Events



- Sweetheart Dance
- Spring Thaw Egg Hunt
- Let's Go Fishing Day
- Movie Nights
- End of School Concert
- MOPO Miler
- Morses Pond Children's Concert
- Adaptive programming
- Summertime Concerts
- Summer Movie Series
- Family Camp Out (new)
- Town Wide Yard Sale
- "Fall Back to 50's" Dance (new)
- Halloween Parade (1000+)
- Halloween House Decorating
- Toys for Tots Kickoff
- Winter Wonderland House Decorating
- Ice Skating on the Rinks



Morses Pond Before & After

Before



After



- Tot's area confined
- Multiple Areas to Lifeguard
- “Teen platforms” at deep edge of swim area
- No designated long lap swim area

- Swim area re-configured
- Regrade underwater contour
- Benthic barrier installed
- Expanded hours & picnic table / grill rentals

Morses Pond Project Finances

Morses Pond Beach Front Reconfiguration Costs	
#1 Beach Front	Actual
Permitting	\$7,952.46
Beach Underwater regrading (\$10-\$12k)	\$11,888.50
total	\$19,840.96
#2 Dock	
Dock Reconfiguration	\$4,550.00
total	\$4,550.00
#3 Barrier & Sand	
Benthic Barrier	\$6,999.79
Shawn Derosa - Aquatic Expert	\$2,500.00
Sand	\$3,950.00
total	\$13,449.79
Tax Impact Budget funds (FY 17)	\$4,812.46
Funds needed from Surplus	\$33,028.29
Total Project Cost	\$37,840.75





Changes at Morses Pond

Morses Pond 2011 - 2017

Activity Description	Summer 2011	Summer 2012	Summer 2013	Summer 2014	Summer 2015	Summer 2016	Summer 2017
Senior	109	106	110	129	139	118	116
Adult Resident	906	948	869	784	1,110	547	403
Child Resident	1,027	1,021	927	873	985	348	259
Family Resident	88	456			753	3,270	3,724
Total Residents	2130	2531	1906	1786	2987	4283	4502
Activity Description	Summer 2011	Summer 2012	Summer 2013	Summer 2014	Summer 2015	Summer 2016	Summer 2017
Non Resident Sr	109	106	35	41	35	36	40
Adult Non Resident	906	948	189	107	61	88	63
Child Non Resident	1,027	1,021	212	133	83	118	85
Total Non Residents	2042	2075	436	281	179	242	188
Activity Description	Summer 2011	Summer 2012	Summer 2013	Summer 2014	Summer 2015	Summer 2016	Summer 2017
Senior Resident	\$2,725	\$2,700	\$2,750	\$3,295	\$2,135	\$2,730	\$3,375
Adult Resident	\$28,405	\$29,710	\$26,080	\$26,035	\$17,105	\$13,770	\$13,065
Child Resident	\$27,025	\$26,955	\$23,340	\$24,695	\$15,405	\$8,620	\$7,960
Family Resident	\$14,860	\$20,125			\$5,250	\$36,990	\$45,845
Senior Non-Resident	\$770	\$1,215	\$1,380	\$1,630	\$1,400	\$1,400	\$1,735
Adult Non Resident	\$8,440	\$9,740	\$13,180	\$7,470	\$4,270	\$5,435	\$4,245
Child Non Resident	\$9,050	\$9,695	\$13,720	\$8,645	\$5,360	\$6,560	\$4,885
Total	\$91,275	\$100,140	\$80,450	\$71,770	\$50,925	\$75,505	\$81,110
Beach Tags	\$91,275	\$100,140	\$80,450	\$71,770	\$50,925	\$75,505	\$81,110
Resident Daily Fees			\$19,090	\$21,825	\$15,183	\$16,870	\$18,580
Non Res. Daily Fees			\$36,100	\$26,850	\$39,420	\$45,076	\$40,021
Daily Fees	\$54,840	\$76,510	-	-	-	-	-
Watercraft Rentals			\$2,545	\$4,375	\$4,190	\$8,870	\$4,385
Swim lessons			\$7,646	\$6,245	\$6,903	\$7,710	\$7,330
BBQ Rental							\$2,255
Total Revenue	\$146,115	\$176,650	\$145,831	\$131,065	\$116,621	\$154,031	\$153,681
Total Attendance	36,260	41,762	17,893	24,170	24,263	28,387	23,367

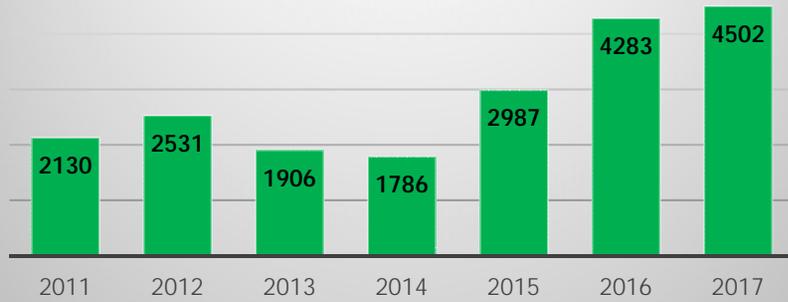
Sale worked

BBQ Rental

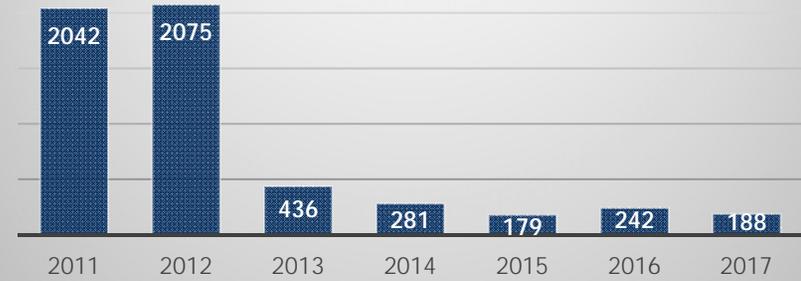
Attendance fell

"Super Sale"
More Tags
Less Rev

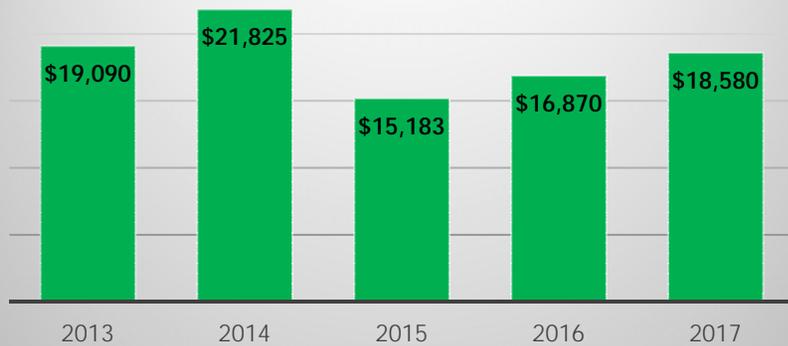
Resident Individual Beach Tags



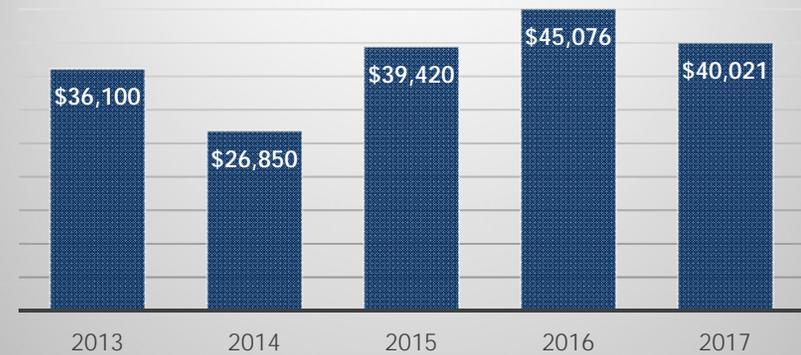
Non Resident Individual Beach Tags



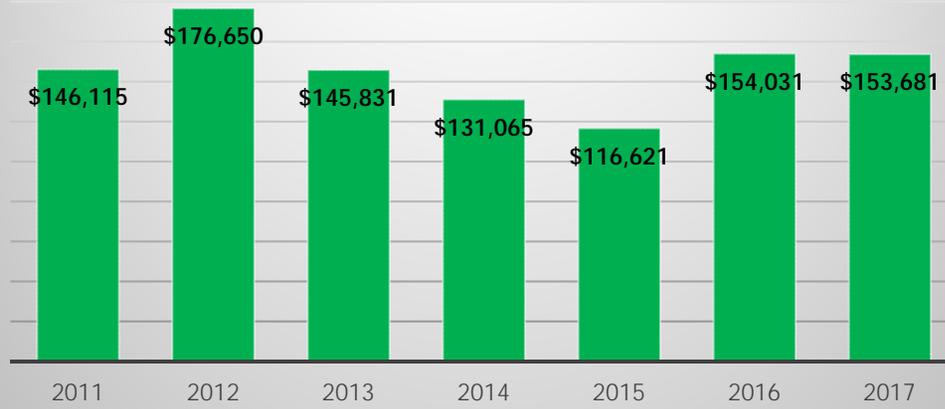
Resident Daily Fees



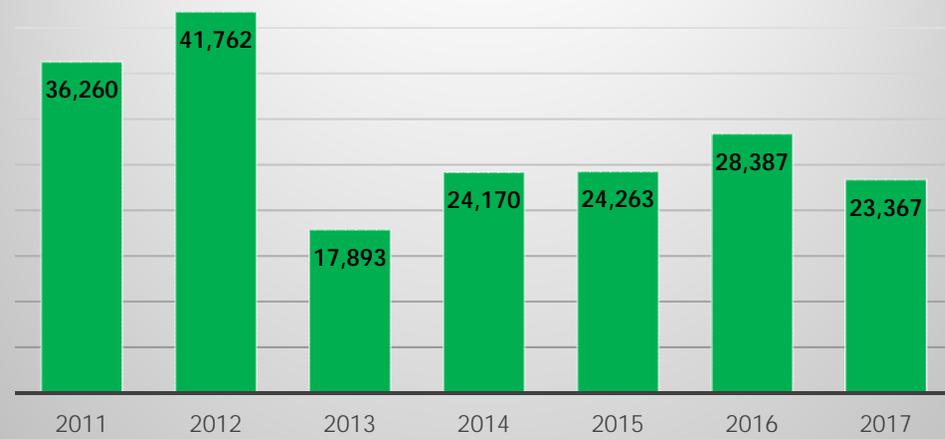
Non Resident Daily Fees



Morses Pond Total Revenue



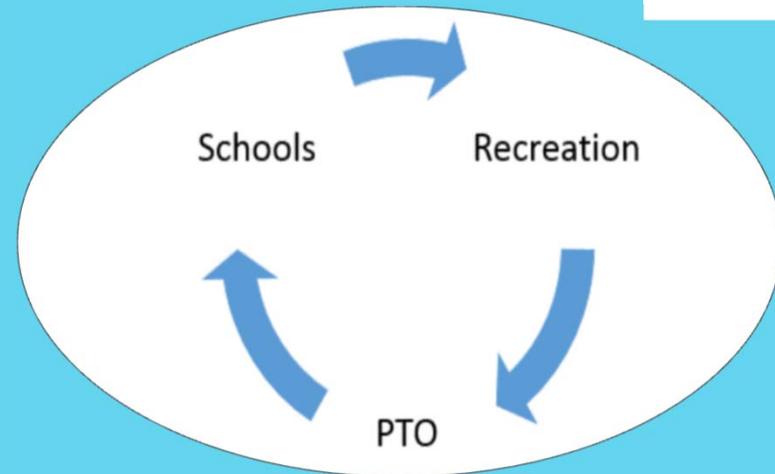
Total Yearly Attendance



After School Programs



- Schools: Identify After Schools Needs
 - PTOs: Generate Ideas/Potential Funding Source
 - Recreation: Programs & Admin.
- Schools: Sprague, Hardy, Bates, Fiske Schofield, & Upham (anticipate Hunnewell FY 19)
 - Lessons Learned about Teachers, Facilities & Administration
 - Enrichment programs
- Improved exposure for Recreation



<i>Spring 2015 - Fall 2017</i>				
<i>School/Season Started</i>	<u>Held</u>	<u>Offered</u>	<u>Students</u>	<u>Revenue</u>
<i>Sprague Spring 2015</i>	25	36	247	\$20,297
<i>Fiske Winter 2016</i>	34	35	349	\$18,995
<i>Bates Spring 2016</i>	21	26	245	\$30,741
<i>Hardy Fall 2016</i>	12	15	106	\$17,950
<i>Schofield Fall 2016</i>	17	21	146	\$20,367
<i>Upham Fall 2017</i>	2	5	15	\$2,190
TOTAL	111	138	1108	\$110,540

Recreation Program Budget Highlights

Fiscal Year	2012	2013	2014	2015	2016	2017
Programs	581	541	530	605	559	702
Participants	7,557	7,681	7,592	6,920	6,648	7,267

Program Rev	\$1,076,779	\$1,022,995	\$1,056,524	\$1,191,441	\$1,224,134	\$1,410,276
Program Exp	\$830,260	\$789,730	\$855,187	\$965,056	\$1,074,225	\$1,229,254
Shared Costs	\$123,163	\$141,061	\$135,390	\$116,592	\$101,302	\$112,518
Camp Scholarships absorbed by Rec	\$11,230	\$14,550	\$21,997	\$19,660	\$32,695	\$36,461
Turn back	\$123,356	\$92,204	\$65,947	\$109,793	\$48,606	\$68,503

FY 19 Tax Impact Budget Highlights

"Super Sale"
More Tags
Less Rev

- **Requesting \$365,186 for FY19 up 2% vs. FY18**

Fiscal Year	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Request	2019 Request
Tax Impact	\$311,590	\$312,817	\$314,905	\$329,294	\$343,500	\$356,019	\$365,186

Recreation Initiatives for Next 12 Months

- Recreation Strategic Plan
- Increased Middle School & High School Programming (Teen Center & Camp Adventure)
- Regrading and Dock Rehab at Morses Pond
- Revision of CIT Program and “Wings”
- High School Stadium Project Phase 2
- Morses Pond Feasibility & Design Study w/CPC
- Hunnewell Field Complex Softball Field (PFTF)



Thank You



Questions / Thoughts?

Appendix Shared Costs

- **Expenses paid out of the Program budget, not part of Tax Impact**
 - Since 2007 have been moving Tax Impact Line items to Shared Costs
 - Only salaries & Moses Pond water treatment remain in tax impact
 - Office supplies, copier, professional development, brochure mailing/printing, credit card fees...
 - Shared Costs may also include “Capital Budget” items
 - Recreation Commission approval

	2012	2013	2014	2015	2016	2017	2018	2019
CUSTODIANS	10,086	12,470	24,324	8,661	5,143	9,717	7,000	12,500
COPIER/MACHINE RENTAL LEASE	15,774	11,574	7,910	11,370	2,963	3,679	3,400	3,700
INFORMATION TECHNOLOGY SERV	37,804	42,574	44,195	37,965	5,228	5,672	5,000	5,500
POSTAGE	4,143	4,264	6,652	6,833	493	0	600	250
ADVERTISING - GENERAL	4,629	4,761	4,935	4,224	1,108	1,129	2,000	1,500
PRINTING AND MAILING EXPENSE	3,287	2,990	2,501	933	42,472	38,233	48,000	26,00
OFFICE SUPPLIES	1,602	2,366	1,554	1,500	2,472	3,135	3,000	3,000
COPIER SUPPLIES	890	910	950	980	0	0	1,500	1,000
CONF/MTGS - PROFESSIONAL STA	0	0	0	0	2,026	2,536	9,500	12,000
APPROVED SPECIAL DEPT EXPENS	2,400	5,720	2,406	1,484	2,045	2,932	0	0
CREDIT CARD CHARGES	2,232	2,370	7,296	6,607	35,322	43,868	40,000	46,000
Mileage					25	0	0	500
Cable/Internet					2,056	1,609	2,100	2100
UNAPPROP/UNASSIGNED/ADJUSTMENT	40,316	51,063	32,667	36,035	50	0	0	
TOTAL	\$123,163	\$141,062	\$135,390	\$116,592	\$101,352	\$112,518	\$122,100	\$114,050

Appendix - 53D Revolving Fund

- 53D Massachusetts Parks & Recreation Revolving Fund
- This is our program fund
- One time authorization by Town Meeting
Principal and interest are expended by Rec
- Per regulation, funds are only for Recreation & Park services; cannot be used to pay full time staff;
- Only 10K can carry over.

Appendix - 53E1/2 Revolving Fund

- Authorized annually by Town Meeting
- Spending limit is set when authorized; Expenditures are made without further appropriation
- Cannot pay full time staff from this account unless benefits are also paid from fund.
- Includes: Scholarship Fund (donations), Special Events (donations) & Teen Center (for Teen Ctr. business only)

Appendix – Afterschool Programs

Spring 2015				
School	Held	Offered	Students	Revenue
Sprague	1	1	10	\$600
Fall 2015				
School	Held	Offered	Students	Revenue
Sprague	4	4	44	\$660
Winter 2016				
School	Held	Offered	Students	Revenue
Sprague	4	5	30	\$1,200
Fiske	2	2	31	\$1,825
Total	6	7	61	\$3,025
Spring 2016				
School	Held	Offered	Students	Revenue
Sprague	4	5	35	\$1,775
Fiske	7	8	57	\$3,975
Bates	7	7	86	\$10,252
Total	18	20	178	\$16,002

Fall 2016				
School	Held	Offered	Students	Revenue
Sprague	5	6	48	\$7,335
Fiske	7	7	62	\$3,215
Bates	6	7	59	\$7,430
Hardy	4	4	38	\$7,690
Schofield	4	6	42	\$6,867
Total	26	30	249	\$32,537
Winter 2017				
School	Held	Offered	Students	Revenue
Sprague	4	5	44	\$5,475
Fiske	5	5	62	\$2,452
Bates	2	2	30	\$4,310
Hardy	3	5	30	\$5,150
Schofield	4	5	28	\$4,690
Total	18	22	194	\$22,077
Spring 2017				
School	Held	Offered	Students	Revenue
Sprague	2	6	14	\$832
Fiske	7	7	82	\$4,720
Bates	3	5	35	\$4,389
Hardy	2	3	17	\$2,730
Schofield	4	4	34	\$3,110
Total	18	25	182	\$15,781
Fall 2017				
School	Held	Offered	Students	Revenue
Sprague	2	4	22	\$2,420
Fiske	6	6	55	\$2,808
Bates	3	5	35	\$4,360
Hardy	3	3	21	\$2,380
Schofield	5	6	42	\$5,700
Upham	2	5	15	\$2,190
Total	21	29	190	\$19,858