



**MEQUON-THIENSVILLE SCHOOL DISTRICT
BOARD OF EDUCATION**

EXECUTIVE SUMMARY

| | |
|--|---|
| <u>Subject:</u> 2010-11 Recreation Department Report | <u>Category:</u> <input type="checkbox"/> Action <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information |
| <u>Attachments:</u> <ul style="list-style-type: none"> • 2010-11 Report • Fall Programs Spreadsheet • Survey Results | <u>Date for Consideration:</u> February 20 th meeting |

Background

The attached report highlights programming and budget of the M-T Recreation Department for the 2010-11 school year.

| | |
|--|---|
| <u>Highlights:</u> <ul style="list-style-type: none"> • Philosophy and Department Summary • Programming & Participation Numbers • Budget & Funding Comparisons • Community Feedback | |
| Strengths | Needs Improvement |
| <ul style="list-style-type: none"> • Comprehensive programming • Increased opportunities for community feedback • Profitable programs | <ul style="list-style-type: none"> • After school club enrollment • Increase evening adult programming • Increase overall participants |

| | |
|---|---|
| Submitted By: Ryan Mangan, Recreation and Activities Director | |
| Board of Education Action: | <input type="checkbox"/> Approve <input type="checkbox"/> Reject <input type="checkbox"/> Research/Report Back |



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**MEQUON-THIENSVILLE SCHOOL DISTRICT
RECREATION DEPARTMENT
2010-11 Report
February 20th, 2012**

Philosophy

The Mequon-Thiensville Recreation Department strives to offer diverse and varied programs for all age groups and high quality customer service. Program offerings are based on community feedback, trends within society, availability of facilities, and instructor experience. All individuals are welcome to participate in program offerings, including non-residents (for a slightly higher registration fee).

Department Summary

The Mequon-Thiensville School District operates the Recreation Department for the communities of Mequon and Thiensville. The Mequon-Thiensville Recreation Department is presently in its 36th year of existence; having been created in the fall of 1975. M-T Rec provides a number of recreational, leisure, and enrichment activities for youth and adults with a wide variety of program offerings.

In addition to offering recreation, leisure, and enrichment programs, the Recreation Department assists various local organizations such as the Thiensville-Mequon Youth Baseball Association, Mequon-Thiensville Basketball Association, Highlander Basketball Club, Mequon Elite Volleyball, Ozaukee Aquatics, Mequon Soccer Club, Wrestling Club and Cardinal Football with securing school district facilities for their use.

Programming

Program offerings fall into one of three categories:

- 1) Programs directed by the M-T Recreation department (In-House Programs)
- 2) Programs directed by contracted providers (Contracted Programs)
- 3) Programs directed by other Recreation Departments (Co-op Programs)

In-House Programs: All expenses and revenues associated with sponsoring in-house programs are the responsibility of the department. M-T Rec hires all staff for these programs and places them on the school district payroll. Often times, these programs will have a director, who is paid a contracted fee to direct all phases of the program. The in-house programs tend to be M-T Recreation Department larger programs. Examples of these programs are Swim Lessons, Flag Football, Slammers Basketball, Summer Athletic Camps, Summer Music Programs, ACT/SAT Review classes and other academic programs, Bus Trips, Summer Playground, and T-Ball.

Contract Provider Programs: To allow for more diverse programming, the Mequon-Thiensville Recreation Department contracts with companies, community organizations, and individuals to sponsor programs, activities, and services that meet the needs of our community. A financial

arrangement is agreed upon between the Recreation Department and the contracted provider for services. M-T Rec collects all registration fees and pays the contracted provider according to the agreement. The contracted provider is responsible for all expenses associated with the program. In addition, the contracted provider hires the staff, pays the staff, and ensures appropriate background checks have been completed.

Co-op Programs: To enhance our programming opportunities for the community, M-T Rec works collaboratively with other recreation departments. Whitefish Bay, Nicolet, Shorewood, Germantown, and Mequon-Thiensville Recreation Departments meet three times each year to arrange for shared programming opportunities. This cooperation expands programming options and adds participants to existing programs.

2010-11 Summary of Program Offerings and Participation

| CATEGORY | FALL 2010 | | WINTER/SPRING 2011 | | SUMMER 2011 | |
|--------------------|-----------|--------------|--------------------|--------------|-------------|--------------|
| | Programs | Participants | Programs | Participants | Programs | Participants |
| Adult Enrichment | 16 | 347 | 16 | 288 | 6 | 45 |
| Adult Fitness | 5 | 119 | 5 | 151 | 4 | 71 |
| Senior Programs | 20 | 477 | 17 | 157 | 21 | 292 |
| Tennis | 2 | 68 | 2 | 93 | 2 | 155 |
| Aquatics | 2 | 62 | 0 | 0 | 5 | 715 |
| Golf | 0 | 0 | 0 | 0 | 2 | 144 |
| Youth Programs | 6 | 292 | 6 | 94 | 22 | 341 |
| Youth Sports | 2 | 476 | 1 | 21 | 16 | 1562 |
| After School Prog. | 6 | 524 | 6 | 335 | 0 | 0 |
| Pre-School Prog. | 8 | 109 | 6 | 84 | 6 | 63 |
| Youth Dance/Drama | 6 | 175 | 2 | 30 | 6 | 248 |
| Music Programs | 0 | 0 | 0 | 0 | 6 | 324 |
| Academic Programs | 0 | 0 | 0 | 0 | 9 | 171 |
| Coop Programs | 13 | 46 | 13 | 64 | 10 | 40 |
| TOTAL | 86 | 2695 | 74 | 1313 | 114 | 4171 |

Total Participants 2010-11 =8,179

The numbers from the chart above show a decrease in participation from 2009-10 when we had 8,936 participants. The total programs were also reduced each season from 111 to 86 in fall, 96 to 74 in winter, and 120 to 114 in summer leading to 53 less programs on the year. That number was not intentional but we were focusing on trying to be more efficient with our programming and discontinued programs that consistently got cancelled or lost money. However, our reduction in programs did not represent the main reason for lower participation. In fact, in some of the areas that we cut programs the number of participants actually increased. Our fall senior programs decreased from 29 to 20 but our enrollment increased by 80 for 397 to 477. Summer of 2011 we also increased senior participation by 47 from 345 to 292. Almost all of our reduction in participation came from a major drop in attendance of our after school programs. We were down almost 300 participants in our after school programs in both the fall and winter/spring sessions which represents almost 80% of our entire department participation decline for last year.

The drop in after school programming could be accounted for by lower number of students in the district, and/ or a change in the way we promote that program through Thursday folders at the elementary schools. Starting in fall of 2010 all Thursday folders in the district went online and were no longer sent hard copies of the information to parents. Traditionally we would send our marketing flyers in the Thursday folders instead we now are putting that flyer in the electronic folder. Our after school clubs saw a significant drop in attendance in the subsequent two sessions and it may have been

because of what now is a more passive type of marketing. This past fall we have seen some increase in those numbers and are hoping they rebound more in the future.

In 2010 our recreation software allowed us to breakdown the above chart and analyzes each program of a season by participants and profits. We run this report at the conclusion of our fall, winter/spring, and summer seasons. I have attached the fall 2010 report as an addendum to my report. The report shows the profit made from each class after paying all expenses (including instructors, salaries, supplies, rent, and any additional charges). This report is very helpful in analyzing all the programs we run by category and helps demonstrate the diversity of our programming. In the case of the fall 2010 report all programs turned a profit however the profit margin is quite narrow on many of them. It is very rare for a recreation program to lose money because if we anticipate the program will not be financially viable we will cancel it before it runs. The most interesting fact: we run more programs for adults and seniors than for children, but the majority of profits come from youth programming.

Budget

Each year the Recreation Department submits a balanced budget as part of the Mequon-Thiensville School District. At the end of each year, if the anticipated revenues are greater than anticipated expenses, the additional revenue is added to the Recreation Department's fund balance. During years when expenses are greater than anticipated, the Recreation Department's fund balance is used to balance the budget. The current fund balance is \$380,706. Below are the expenses and revenues for the Recreation Department for the past five years.

Recreation Department Revenue and Expenses & Registration Participants Five Year Overview

| <u>Fiscal Year Revenue vs. Expenses</u> | | <u>Program Registration Participants</u> | |
|---|------------------|--|--------------|
| #2010-11 | | | |
| Revenue | \$830,136 | Fall | 2,695 |
| <u>Expenditures</u> | <u>\$844,719</u> | Spring | 1,313 |
| Profit (loss) | (\$14,583) | <u>Summer</u> | <u>4,171</u> |
| | | Total | 8,179 |
| ****2009-010 | | | |
| Revenue | \$872,133 | Fall | 3,044 |
| Expenditures | <u>\$919,233</u> | Spring | 1,518 |
| Profit (loss) | (\$47,100) | Summer | <u>4,374</u> |
| | | Total | 8,936 |
| ***2008-09 | | | |
| Revenue | \$825,958 | Fall | 2,660 |
| Expenditures | <u>\$852,310</u> | Spring | 1,717 |
| Profit (loss) | (\$26,352) | Summer | <u>4,533</u> |
| | | Total | 8,910 |
| **2007-08 | | | |
| Revenue | \$847,113 | Fall | 2,513 |
| Expenditures | <u>\$924,004</u> | Spring | 1,429 |
| Profit (loss) | (\$76,891) | Summer | <u>4,299</u> |
| | | Total | 8,241 |
| *2006-07 | | | |
| Revenue | \$858,160 | Fall | 2,501 |
| Expenditure | <u>\$776,857</u> | Spring | 1,639 |
| Profit (loss) | \$81,303 | Summer | |
| <u>4,481</u> | | Total: | 8,621 |

Includes 227,580 support through tax levy

****Includes 227,580 support through tax levy

***Includes \$189,650 support through tax levy

** Includes \$212,252 support through tax levy

*Includes \$262,796 support through tax levy

Funding

In order to provide a comprehensive recreational program (programming for all age groups within a community) it is common to use some public funds. This is necessary because the nature of some recreational programming does not lend itself to being revenue generating but still has many benefits and meets the needs of the community. Communities across the state utilize a tax levy to fund a portion of their operations. The percentage of the program funded by the levy varies widely from one municipality to the next. The justification for the funding is that a comprehensive recreational program provides value to a community.

The tax levy fluctuates each year and the level of support is based upon projected revenues and expenses. Listed below is the percent of operational expenses covered by the tax levy the last five years:

| <u>Fiscal Year</u> | <u>% of Operations</u> | <u>Actual Fund 80 Tax Levy</u> |
|--------------------|------------------------|--------------------------------|
| 2006-07 | 33.8% | \$262,796 |
| 2007-08 | 22.9% | \$212,252 |
| 2008-09 | 22.3% | \$189,650 |
| 2009-10 | 24.8% | \$227,580 |
| 2010-11 | 26.9% | \$227,580 |

The 2010-11 Tax levy of \$227,580 represented .05/\$1,000 of equalized value. What that means for the taxpayer is that on average, \$15 of the property tax bill for a resident who owned a home valued at \$300,000 would go to help support the operations of the Recreation Department. For a home valued at \$450,000, it would mean on average, \$22.50 of support.

Below is a comparison of the tax levy of some similar recreation programs in the state. While there are 618 park and recreation programs in the state, only seventeen of them are part of their local school district. These departments are close in proximity to us, but most importantly for comparison sake, they are also governed by their local school district.

Tax Levy Support and Their Percentage of Total Operations 2010-11

| Department | Budget | Tax Levy Support | Percent |
|-----------------|------------------|------------------|---------|
| Shorewood | \$721,332 | \$176,308 | 24.4% |
| Mequon | \$844,719 | \$227,500 | 26.9% |
| Whitefish Bay | \$1,025,450 | \$407,450 | 39.7% |
| Cambridge | \$680,000 | \$276,000 | 40.6% |
| Nicolet | \$835,000 | \$392,000 | 46.9% |
| Wauwatosa | \$1,600,000 | \$835,000 | 52.2% |
| South Milwaukee | \$1,146,539 | \$641,358 | 55.9% |
| Sheboygan | \$2,177,473 | \$1,272,528 | 58.4% |
| Oshkosh | \$1,381,715 | \$999,589 | 72.3% |
| Milwaukee | \$ 16,390,000.00 | \$13,390,000 | 81.7% |

Feedback from the Community

The M-T Recreation Community Advisory Committee meets three times a year in October, February and June. The Committee meets to discuss direction of the department and to give guidance as to new ways to serve the community. The Committee has helped us write our community survey that is now available online or in person at the recreation department offices. We have had the survey active since last fall. The survey is available on our website, in our office (hard copy form), and it has been promoted to the entire community in our brochure and sent out to all of our users in an "email blast". The results of the survey are attached. Besides the attached results we also have several open ended questions which allows us to get additional feedback about specific programs and services.

The Senior Advisory Committee represents another group for we utilize to get information about how we are doing. The Committee meets at least 6 times a year, led by our Senior Programmer, Sarah Roesch. The Senior Advisory Committee helps us stay connected to needs and wants of residents age 55 and above. They also assist in sending out our Senior Events Flyer, promoting our events to the public. The Senior Advisory has played an important role in increasing our use of the Range Line facility and making it more "senior friendly".

Fall 2010

| PROGRAMS | # of Participants | Total Profit |
|----------------------------------|-------------------|--------------------|
| ADULT FITNESS PROGRAMS | | |
| Adult Aerobics | 38 | \$ 389.00 |
| Tai Chi - Sat | 12 | \$ 269.00 |
| Dance Aerobics | 49 | \$ 572.67 |
| Cardio Mix | 20 | \$ 144.50 |
| Totals | 119 | \$ 1,375.17 |
| COOP PROGRAMS | | |
| COOP PROGRAMS @ Nicolet | 20 | \$ 312.00 |
| COOP PROGRAMS @ WFB | 26 | \$ 575.50 |
| Totals | 46 | \$ 887.50 |
| ADULT ENRICHMENT PROGRAMS | | |
| Ceramics | 4 | \$ 56.00 |
| Get Your Book Published | 13 | \$ 53.50 |
| Digital Photography | 16 | \$ 135.00 |
| Basic Drawing | 24 | \$ 202.00 |
| Acrylics | 16 | \$ 164.00 |
| Water Colors | 18 | \$ 537.00 |
| Beginning Quilt Making | 4 | \$ 17.00 |
| Many Styles of Quiche | 6 | \$ 26.00 |
| Get Together w/ Appetizers | 7 | \$ 34.00 |
| Holiday Cookies | 10 | \$ 45.00 |
| Cake Decorating | 9 | \$ 14.00 |
| Electrical Wiring | 0 | CANCELLED |
| CPR/AED | 6 | \$ 45.00 |
| Bridge Lessons | 81 | \$ 223.00 |
| Sheepshead Tourney | 116 | \$ 1,041.52 |
| Badger Game | 17 | \$ 75.00 |
| Totals | 347 | \$ 2,668.02 |
| SENIOR PROGRAMS | | |
| Tai Chi - Thurs | 38 | BROKE EVEN |
| Pickleball | 82 | \$ 1,233.20 |
| Visit Racine | 1 | FREE |
| Travel Show | 6 | FREE |
| LaCrosse Boats & Bluffs | 36 | \$ 92.00 |
| Santa's Express | 0 | CANCELLED |
| X-Mas in the Country | 24 | \$ 205.00 |
| Swing on a Star | 0 | CANCELLED |
| Senior Dance Aerobics | 37 | \$ 571.65 |
| Gentle Yoga | 17 | \$ 110.00 |
| Senior Strengthening | 40 | \$ 504.00 |
| Senior Water Fitness | 22 | \$ 125.00 |

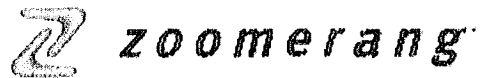
Fall 2010

| | | |
|------------------------------|------------|--------------------|
| Holiday Luncheon | 97 | \$ 175.50 |
| Getting Old | 14 | FREE |
| Medicare | 21 | FREE |
| Breast Health | 0 | CANCELLED |
| Womens Heart Secrets | 12 | FREE |
| Get the Sugar Out | 11 | FREE |
| Get the Salt Out | 10 | FREE |
| Guess What Came to Dinner | 9 | FREE |
| Totals | 477 | \$ 3,016.35 |
| AQUATIC PROGRAMS | | |
| Children Swim Classes | 62 | BROKE EVEN |
| Lifeguarding | 0 | CANCELLED |
| Totals | 62 | \$ - |
| TENNIS LESSONS | | |
| Adult Tennis Lessons | 18 | \$ 363.20 |
| Youth Tennis Lessons | 50 | \$ 994.20 |
| Totals | 68 | \$ 1,357.40 |
| YOUTH PROGRAMS | | |
| ACT Workshop | 34 | \$ 1,391.00 |
| ACT/SAT Prep | 151 | \$ 5,079.76 |
| Babysitting | 31 | \$ 408.00 |
| Driver's Education | 63 | \$ 1,378.00 |
| 3-D Video Games | 7 | \$ 48.00 |
| Childrens Etiquette | 6 | \$ 40.50 |
| Totals | 292 | \$ 8,345.26 |
| YOUTH SPORT PROGRAMS | | |
| Gold Medal Speed Camps | 99 | \$ 1,471.00 |
| Slammers | 377 | \$ 8,489.10 |
| Totals | 476 | \$ 9,960.10 |
| AFTER SCHOOL PROGRAMS | | |
| After School @ DB | 138 | \$ 1,041.00 |
| After School @ OL | 109 | \$ 709.00 |
| After School @ WIL | 159 | \$ 1,278.00 |
| After School Dodgeball | 17 | \$ 107.00 |
| Karate | 35 | \$ 970.75 |
| Spanish | 66 | \$ 964.00 |
| Totals | 524 | \$ 5,069.75 |
| | | |
| | | |
| | | |
| | | |

Fall 2010

| PRESCHOOL PROGRAMS | | |
|-----------------------------------|-------------|---------------------|
| Mommy & Me Movement | 4 | \$ 20.00 |
| Kinder Dance | 16 | \$ 240.00 |
| Around the World | 0 | CANCELLED |
| Sports Spectacular | 34 | \$ 184.00 |
| Kinder Dance | 25 | \$ 215.00 |
| Quick Start Tennis | 24 | \$ 204.00 |
| Art Sampler | 0 | CANCELLED |
| Junior Stars | 6 | BROKE EVEN |
| Totals | 109 | \$ 863.00 |
| | | |
| DANCE & DRAMA PROGRAMS | | |
| Elementary Ballet & Tap | 8 | \$ 151.00 |
| Daddy-Daughter Dance | 73 | \$ 111.74 |
| Ballroom Dancing | 0 | CANCELLED |
| Kid Stars | 18 | \$ 20.00 |
| Peter Pan | 33 | \$ 1,860.00 |
| Fiddler on the Roof | 43 | \$ 5,100.00 |
| Totals | 175 | \$ 7,242.74 |
| | | |
| GRAND TOTALS | 2695 | \$ 40,785.29 |

M-T Recreation Department Results Overview



Date: 1/26/2012 11:53 AM PST
 Responses: Completes
 Filter: No filter applied

1. Gender?

| | | | |
|----------------------|--|------------|-------------|
| Male | | 105 | 18% |
| Female | | 481 | 82% |
| Prefer not to answer | | 3 | 1% |
| Total | | 589 | 100% |

2. Age Range?

| | | | |
|--------------|--|------------|-------------|
| 19-35 | | 47 | 8% |
| 36-50 | | 344 | 58% |
| 51-65 | | 141 | 24% |
| over 65 | | 59 | 10% |
| Total | | 591 | 100% |

3. Do you have children at home?

| | | | |
|--------------|--|------------|-------------|
| Yes | | 433 | 73% |
| No | | 158 | 27% |
| Total | | 591 | 100% |




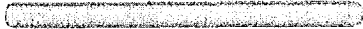
4. How often do you or someone in your household utilize the Recreation Department Programs?

| | | | |
|-------------------------|--|------------|-------------|
| Never | | 18 | 3% |
| Weekly | | 119 | 20% |
| Monthly | | 91 | 15% |
| Once a year | | 182 | 31% |
| Once every couple years | | 65 | 11% |
| Other, please specify | | 115 | 19% |
| Total | | 590 | 100% |





5. How likely are you to attend programs that are in cooperation with other communities' recreation programs? (Limited Travel Involved)

| | | | |
|-----------------------|---|--------------|-------------|
| Definitely |  | 66 | 11% |
| Probably |  | 252 | 43% |
| Not Likely |  | 138 | 23% |
| Unsure |  | 125 | 21% |
| Other, please specify |  | 9 | 2% |
| | | Total | 590 |
| | | | 100% |





6. What are the best times for you to attend classes? (select all that apply)

| | | | |
|--------------|---|-----|-----|
| 7 am - 11 am |  | 199 | 35% |
| 11 am - 3 pm |  | 190 | 33% |
| 3 pm - 6 pm |  | 206 | 36% |
| 6 pm - 9 pm |  | 312 | 55% |



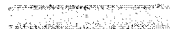

7. How do you feel about the amount charged for Recreation Department programs?

| | | | |
|-----------------------|---|--------------|-------------|
| Too Expensive |  | 47 | 8% |
| About Right |  | 382 | 65% |
| Great Value |  | 133 | 23% |
| Other, please specify |  | 24 | 4% |
| | | Total | 586 |
| | | | 100% |

8. A small portion of the Recreation Department's Budget comes from taxpayer support (about \$15 in property taxes on a \$300,000 house annually). This helps keep program fees down and allows us to provide comprehensive programming to all age groups. Do you agree that some taxpayer support for community programs is necessary?

| | | | |
|-------------------|---|--------------|-------------|
| Strongly Agree |  | 284 | 48% |
| Agree |  | 274 | 47% |
| Disagree |  | 24 | 4% |
| Strongly Disagree |  | 6 | 1% |
| | | Total | 588 |
| | | | 100% |

12. What is the best way for you to receive information about the programs offered through the Recreation Department? (Select all that apply)

| | | | |
|-----------|---|-----|-----|
| E-Mail |  | 455 | 80% |
| Mall |  | 285 | 50% |
| Website |  | 138 | 24% |
| In-Person |  | 16 | 3% |