

RECREATION COMMISSION MEETING

Tuesday March 22, 2016

Hunt Recreation Center

1. APPROVAL OF MINUTES FROM DECEMBER 1, 2015

2. DEPARTMENT UPDATE

3. OPERATIONS REPORT

Program Report

Winter Wonderland

Shamrock Ball

Summer Camp

Beede Center Report

Membership Update

Spring Registration Update

3. OLD BUSINESS

Rideout Project Update

4. NEW BUSINESS

New Recreation Commission Members

Beede Marketing Plan

Beede Exterior Lighting Project

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RECREATION PROGRAMS REPORT

Winter Wonderland

- Free, community event held February 27 at Emerson Playground and Hunt Gym.
- Approximately 500 people attended the event.
- Ice skating on synthetic ice, horse and carriage rides, a bounce house, games and crafts.
- Total cost was \$7,381.28, majority of cost for synthetic ice and carriage rental.

Shamrock Ball

- 15th annual held Westford Regency on March 12.
- 401 people attended.
- Live band, raffles, snacks, photo booths, and professional photographer.
- Each girl received a charm bracelet and a corsage.
- Net for event was \$10,473.63, will go to summer camp scholarship.

Summer Camp

- Goal to make camp more affordable and rebrand.
- New name: Three Rivers Camp
- Sudbury River Camp (Senior Camp) - \$295 (\$465) per week
- Assabet River Camp (Junior Camp) - \$295 (\$410) per week
- Concord River Camp (Summer at Alcott) - \$270 (\$295) per week
- Kaleidoscope & Preschool Adventures - \$265 (\$265) per week
- Workreation - \$270 (\$270) per week
- No tennis, themed weeks.



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BEEDE CENTER REPORT

Membership Update

	2015	2016
January		
# New Membership	53	30
New Revenue	\$53,221.00	\$36,063.00
# Renew Membership	109	104 (sent out 164)
Renew Revenue	\$105,126.50	\$106,124.71
February		
# New Membership	19	23
New Revenue	\$17,531.00	\$214,524.00
# Renew Membership	45	45 (sent out 61)
Renew Revenue	\$45,123.33	\$45,903.00

January '15: \$0 Joining Fee, January '16: \$99.00

February '15: Blood Pressure Joining Fee, February '16 we did \$50 Joining fee.

January '16 introduced municipal employee membership as part of Town's Wellness Program. Overall we have 22 membership with \$2011.49 in revenue. Program is available to all Regular-Status Employees who work at least twenty hours per week. Costs for this employee wellness benefit are as follows:

Fitness or Swim	\$15/month for the entire 6 month period = \$90
Fitness and Swim	\$25/month for the entire 6 month period = \$150



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BEEDE CENTER REPORT

Spring Registration Update

Aquatics

- 375 participants enrolled in Spring Aquatic classes.
- 56% of participants enrolled online.
- 70% enrolled online on the first day of registration.
- 10 swimmers broke 15 Otter Team records this season.

Fitness

- 95 participants enrolled in Spring Fitness classes.
- 19% online registration, 81% in person
- 113 personal training participants, \$ 43,625.00 fees. (Jan-March '16)