Town of Falmouth Facilities Project - Community Programs New Revenue

Draft: December 13, 2010

The objective of this analysis is to show the potential new revenue opportunities for a Community Recreation Center run by Community Programs located at the Motz School and Mason Gymnasium. This analysis will show a sampling of new programs as well as existing programs that could have additional sessions during the day due to the added facility. The analysis will show the total number of participants and the total contribution to overhead that adding this center could generate.

Assumptions:

This analysis is an annual look at Community Programs at the Motz School and Mason Gymnasium. We will be running a before and after school care program, with 10 children before school and 30 children after school for 30 weeks per year.

We will be running snow day and vacation day camps during the school year.

We will be running seven additional fitness programs and five non-fitness programs during the day that will run year round.

The number of participants and the number of sessions are conservative estimates.

There are no indirect costs included in this analysis.

All part time employees (excluding instructors) were calculated at \$15 per hour.

					Contribution		Total
		Program			to Overhead	Number	Contribution
Program	articipant	Charge	Revenue	Expense	per Session	of Session	to Overhead
AM Care	10	\$55	\$550	\$150	\$400	30	\$12,000
PM Care	30	\$70	\$2,100	\$675	\$1,425	30	\$42,750
Snow Day Camp	16	\$30	\$480	\$300	\$180	2	\$360
Vacation Day Camp	12	\$30	\$360	\$300	\$60	15	\$900
Power Hour Pilates	10	\$106	\$1,060	\$795	\$265	6	\$1,590
Stretch & Step for Senior	12	\$48	\$576	\$432	\$144	4	\$576
Mommy and Me Fitness	8	\$80	\$640	\$480	\$160	5	\$800
Stroller Boot Camp	12	\$156	\$1,872	\$1,404	\$468	8	\$3,744
Fitness Boot Camp	15	\$180	\$2,700	\$2,133	\$567	8	\$4,536
Pee Wee Tennis	10	\$48	\$480	\$360	\$120	4	\$480
Tumbling Toddlers	12	\$42	\$504	\$378	\$126	4	\$504
Artists in the House	8	\$42	\$336	\$252	\$84	4	\$336
Drawing & Painting	6	\$48	\$288	\$216	\$72	6	\$432
Senior Luncheons (Mont	20	\$9	\$180	\$144	\$36	12	\$432
Mini Music Makers	8	\$72	\$576	\$432	\$144	4	\$576
Sqiggles & Giggles	8	\$48	\$384	\$288	\$96	4	\$384
Totals	68						\$70,400