

Memo

To: Nathan Poore
From: Lucky D'Ascanio
Date: 10/10/2013
Re: Community Center

Per your request, this memorandum provides information to the Town Council about the current use of the former Mason-Motz school building and how it might be used in the future.

After Town Council authorization in 2011, Community Programs has been using the Mason-Motz building as a community center for daytime programming, evening programming, community meeting space and a summer pre-school day camp site. The Falmouth Memorial Library has been using the site for book storage and the location of their annual book sale. Many community groups and individuals have also reserved space at the facility for meetings, band practices, coaching assessments, athletic team practices, etc. The building is currently used almost every day and evening (See Exhibit A - Current Use of Mason-Motz Building). The use of this temporary space has increased deliberations about a community center.

Based on current use and anticipated future demands, the Parks and Community Programs Advisory Committee (PACPAC) has recommended we continue to use this site for programming and further recommends the possible conversion into a community center. If this is a consideration of the Town Council, we will need architectural and engineering guidance to help determine the costs associated with the ongoing use of the facility. The close proximity to the anticipated Lunt Auditorium, which the town will be entitled to 40% usage, will create opportunities for enhanced programming possibilities. The adjacent new and improved "village green" with the existing playground will also be an added benefit for community members.

It is our goal to develop cost effective plans for necessary upgrades related to code compliance, safety concerns, HVAC systems, energy efficiency, technology, and communication.

Exhibit A - Current Use of Mason-Motz Building

Facility Reservations September 2011 through December 2013 (projected October through December 2013)

Approximately 2,700 reservations through both Community Programs sponsored programming and independent reservations of the Mason-Motz building have occurred in the past two years.

Approximately 54,120 people or facility users have accessed the Mason-Motz building through these reservations. This equates to approximately 20 people per reservation (60 people per day) and includes multiple reservations and programs.

Programs Currently Offered at Mason-Motz

A. Evening Programming

- ATA Martial Arts
- Cardio/Core & More
- Tony Fiesta Dance Workout
- Evening Yoga
- Guitar
- Laughter Yoga
- Self Defense for Adults & Teens Will Power and Grace Workout
- Coaches Clinics
- Redesign Fundamentals for your Home
- All About Color
- Basket Making Workshop
- Fitness Plus 55

B. Daytime Programming

- Gentle Yoga
- Acrylic Painting
- Woven Ornament Workshop
- Felted Mittens
- Living Well with Diabetes
- Mommy & Me Music and Movement
- Smart Start Basketball
- Mosaics
- Saturday Drop & Shop
- Grades 3 and 4 Quick Start Tennis
- Cartooning Camp
- Mad Science Camps
- Art Camps
- Pre-School Summer Camps
- DaVinci Experience Camps
- Senior Lunch and Learn
- Bridge/Game Clubs

Falmouth Community Programs (FCP) – Programming (before and after acquisition)

FCP offered scheduled programming at Mason-Motz before 2011 when it functioned as an elementary school. Programming was scheduled in the evenings and on the weekends. The building acquisition provided the opportunity for weekday programming.

Time Period	Number of Programs	Number of Participants (unique)
Fall 2010 – Summer 2011	26	202
Fall 2012 – Summer 2013	83	1363
Percent increase	219%	570%

The current increase is attributed to additional daytime programming, the popularity of Adult Pickleball (recently mentioned in Athletic Business magazine as the fastest growing recreational opportunity for the adult community) and also the use of the facility for summer camp activities (preschool camp and art/science camps).

These numbers will increase significantly with improvements to the facility and having FCP staff onsite.

Independent Reservations (not associated with FCP)

These reservations include Falmouth Youth Basketball, Falmouth Youth Football Mattress Sale, numerous birthday parties, Portland Commandary Band practices, Girl Scout meetings, Falmouth Little League, Community Halloween Costume Swap, SAT Prep classes, High School Track practices, Coaches clinics - Falmouth Youth Soccer Association, outside vendor fitness classes, cheerleading clinics, and additional meetings for outside organizations as well as town staff.

These reservations will increase significantly with improvements (including Wi-Fi and teleconferencing) to the facility.