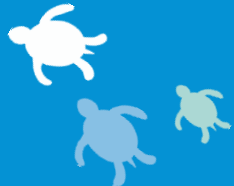


COMMUNITY UPDATE

Year to Date Review July 1, 2016- December 31, 2017

Presenter: Kristen Lessig
Executive Director



SUSTAINABILITY & GROWTH THROUGH COMMUNITY CONFIDENCE

Our VISION is to strengthen and maintain community confidence
and trust in The Center.

OUR MISSION

The mission of The Center of Anna Maria Island is to be the 'community's **gathering place**'. This means to be a community focused center that the families, residence and visitors of Anna Maria Island have confidence and trust in to provide opportunities to gather...to socialize...to deepen friendships and to make new ones.

WHO THE CENTER SERVES

The Center's first priority is to serve the **local Anna Maria Island community of families and residences, members and non-members of The Center**. We will strive to be relevant and responsive to them and to continually solicit their thoughts and opinions to help operate this community center.

In addition, The Center also focuses on serving the **seasonal residents and visitors** who are so important and drive the vitality of our local economy. They will be warmly welcome to The Center and we will work hard to build goodwill and to service their needs while they are on Anna Maria Island.

WHO ARE WE

The Center of Anna Maria Island is a community TEAM of employees, volunteers, members, local businesses, island residence and visitors. They inform and guide the strategies, programs and day-to-day decisions for The Center. This team approach is critical for the support and fulfillment of our mission.

OUR GROWING PARTNERS

Anna Maria Elementary School

Department of Children & Family Services

Early Learning Coalition

United Way

Cross Pointe Fellowship Church

Cultural Connections

IMG Academy

Anna Maria Cross fit

Character Loves Company

Bradenton Convention & Visitors Bureau

Boomers in Motion

Silver Sneakers, Silver & Fit

Anna Maria Island Chamber

Dojo Martial Arts

Center Stone

Kingdom Dance Academy

Traveling Gourmet

Empacurious

Annie Silver Community Center BB

Girl Scouts

Island Players

Bimini Bay Sailing

Kadampa Meditation Center

Bradenton Gymratz and FSA

OUR PROMISES TO THE COMMUNITY

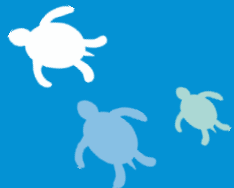
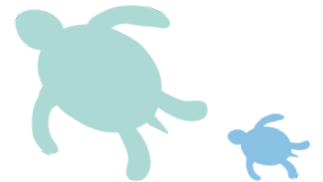
Our brand promises provide our team with **clarity and direction**. They support the fulfillment of our mission. They **inform our strategies, programs and day-to-day decisions**. Our promises ultimately represent what we are known for to our members. Everything we do as a community center should fall under one of these promises.

Create a **family friendly atmosphere** that is fun, safe and social

Provide experiences that are welcoming **and stimulating**

Offer **healthy lifestyle programs** and activities to all ages

Be a **socially responsible member** of the island community



SHARED VALUES

Shared values guide the team's day-to-day behaviors and serve as the foundation of our personal and collective reputation on the Island. These values represent our basic beliefs and convictions.

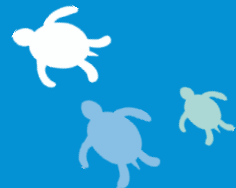
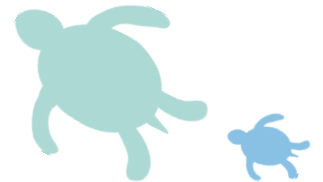
They play a HUGE role in fulfilling The Center's mission and promises.

INTEGRITY - being truthful, honest and well grounded in good and tough times

FUN - bringing passion, energy, excitement and smiles to The Center each day

COLLABORATION – working together with each other and our partners as a team in seamless unison

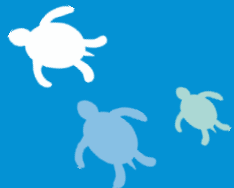
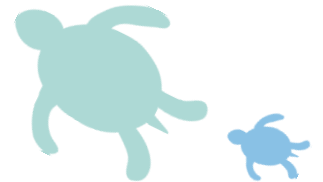
POSITIVE ENERGY – making a positive difference in the lives of our staff, members and community



STRATEGIES (OUR GOALS)

There are SIX Core areas of focus that strategically guide The Center's actions to realize the vision to strengthen and maintain community trust and confidence in The Center and thereby increasing Center membership and financial sustainability. These strategies also allow the Center to carry out the mission of being the community's gathering place.

1. **Develop and deliver well timed, consistent brand messaging and supporting materials**
2. **Go beyond the walls of The Center with our programs and activities**
3. **Re-evaluate programs, activities, systems and structure to ensure brand alignment**
4. **Develop deeper partnerships and collaborations with local businesses and people**
5. **Elevate citizen engagement to improve communications**
6. **Developing a sustainable financial model for the future**



GOAL 1: Develop and deliver well timed, consistent brand messaging and supporting materials.

ACTION ITEMS:

- Positive Media Relationships
- New Website, Appropriate Social Media Platforms, Online Registration & Payment
- Timely Communication Materials/Welcome Packets
- Target Anna Maria Island Community

GOAL 2: Develop deeper partnerships and collaborations with local businesses and people.

ACTION ITEMS:

- Center As A Host Facility
- One Community Partner For Each Center Program
- Center As A "Bipartisan" venue
- Strong Volunteer and Corporate Relations Programs

GOAL 3: Go beyond the walls of The Center with our programs and activities.

ACTION ITEMS:

- Center Team Members Participate in Community Events
- Membership Campaigns
- Community Updates
- Extend into the community's aging population

GOAL 4: Elevate citizen engagement to improve communications.

ACTION ITEMS:

- Feedback and Input
- Appreciation Event
- Honor Center Memories, Stories
- Team Members Visible In All Communities

GOAL 5: Re-evaluate programs, activities, systems and structure to ensure brand alignment.

ACTION ITEMS:

- Programs Aligned With Brand Promises
- Performance Systems
- Standard Operating Procedures
- Employee Development Plans

GOAL 6: Developing a sustainable financial model for the future.

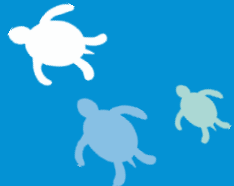
ACTION ITEMS:

- Community Financial Support
- City and County Financial Support
- Payoff Debt
- Public & Private Funding
- Revenue From Corporate Partnerships

COMMUNITY UPDATE

Year to Date Review July 1, 2016- December 31, 2016

Presenter: Kristen Lessig
Executive Director



New Financial Structure

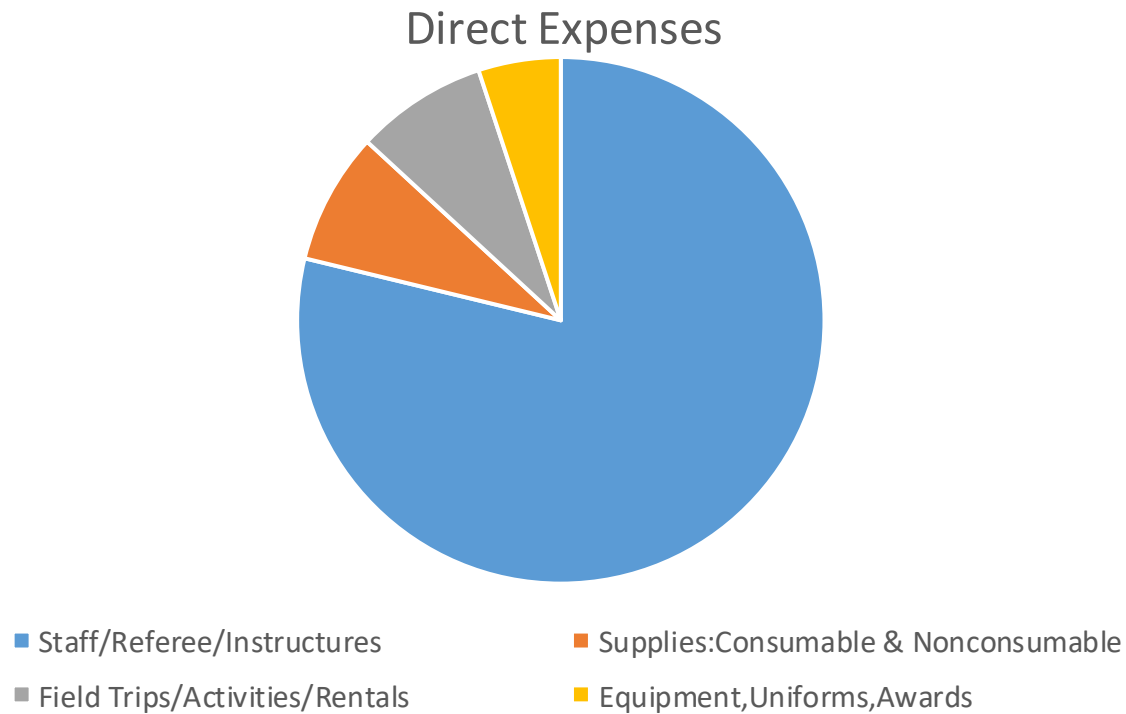
Set up financials based on Cost Centers (main program areas)

Sports, Youth, Fitness, Culture, Seniors, Fundraising

Two key changes:

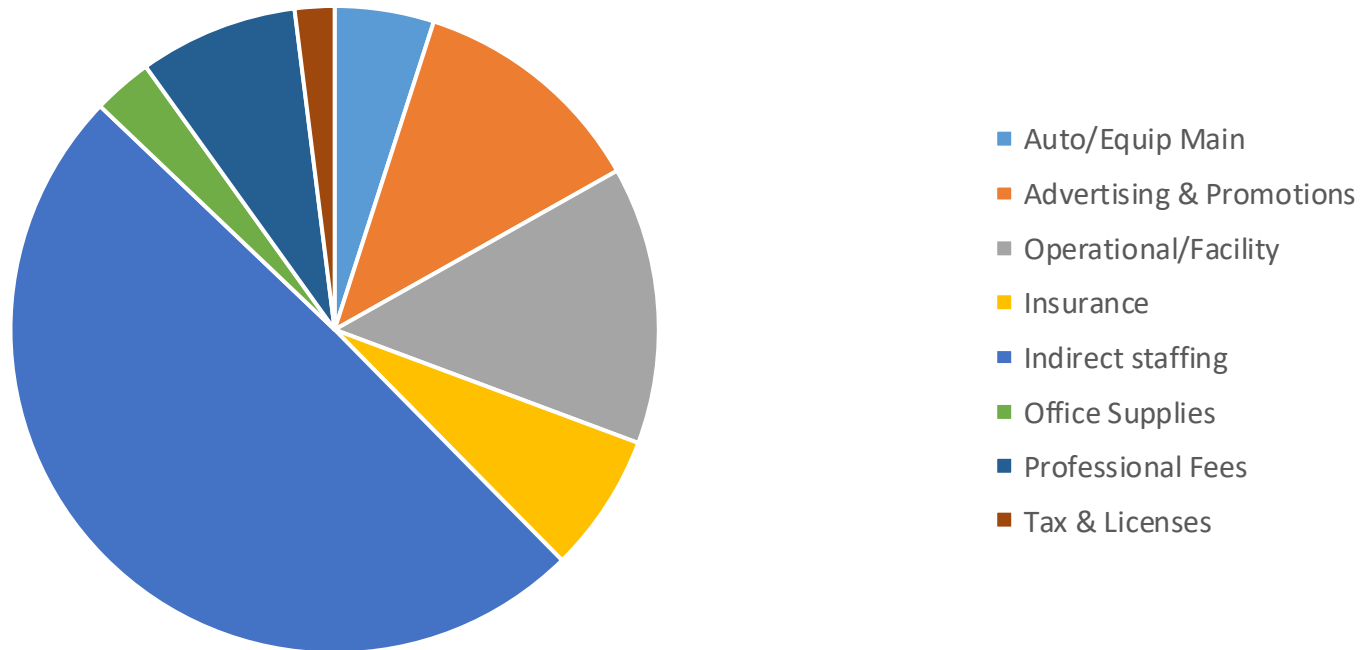
1. **Gross Profit**= Income less direct program expenses
(including direct staff, specific equipment, etc.)
2. **Net Income** = Income after “overhead” has been allocated
(overhead is SG&A and true overhead- utilities, fields, maintenance, indirect staffing- front desk, communications)

Financial Structure



Financial Structure Continued

Indirect Expenses

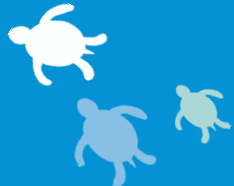


Indirect Staffing Break Down

- **Operations Director:** facility management; day to day programming oversight
- **Front Desk Staff** (day and night): Customer Service, Registration, Attendance tracking
- **Director of First Impressions:** Membership and Volunteer Coordination
- **Communications Manager:** Coordination of all marketing, management of social media, press releases

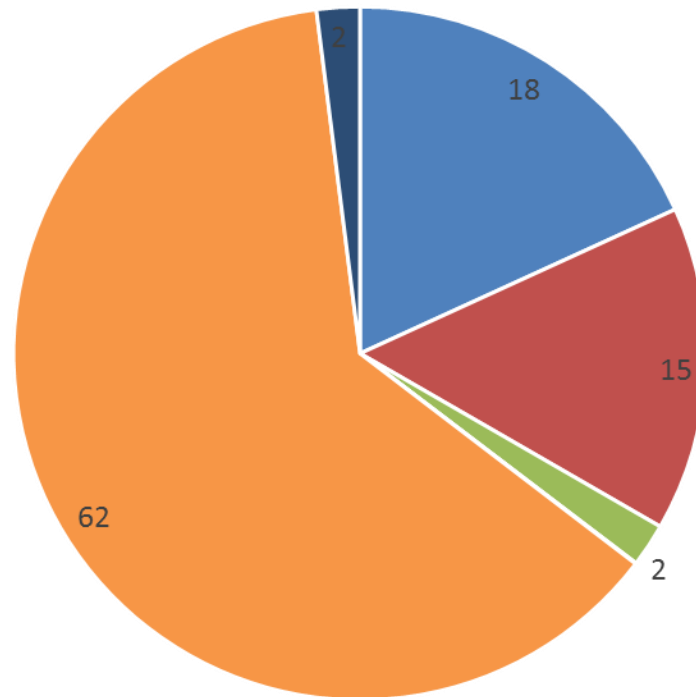
PROGRAM CENTER SUMMARY

Center	Participants	Sessions	Experiences
Youth	109	359	2,365
Sports	943	382	7,516
Fitness	508	715	4538
Senior	169	179	2076
Culture	45	31	146
Total	1,774	1,666	16,641

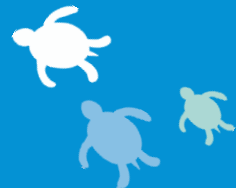
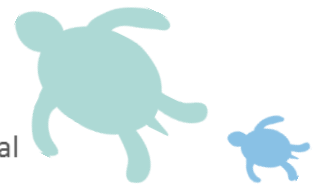


FINANCIAL SUMMARY

TOTAL INCOME (July 1, 2016- December 31, 2016)

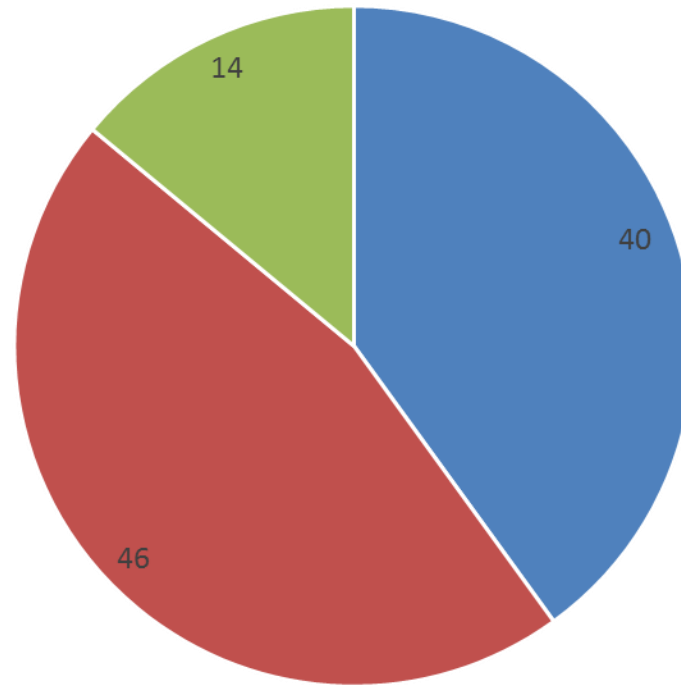


■ Youth ■ Sports ■ Fitness ■ Seniors ■ Culture ■ Fundraising ■ Other/Rental

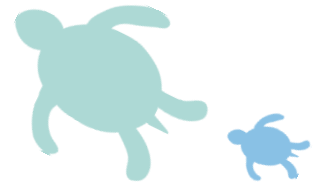


FINANCIAL SUMMARY

TOTAL EXPENSES (July 1, 2016- December 31, 2016)



■ Direct Program ■ Indirect Program ■ Admin ■

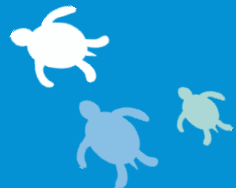
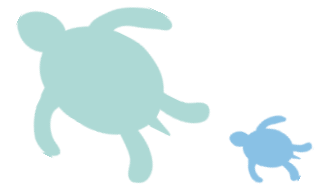


FINANCIAL SUMMARY

LABOR AND STAFFING:

- **YTD Total: \$292,000**
 - **Direct Staffing: \$107,787. (37%)**
 - **Indirect: \$122,955. (42%)**
 - **Admin (“overhead”) : \$ 62,132. (21%)**

INDIVIDUAL PROGRAM CENTER REVIEW



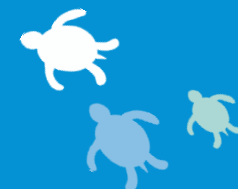
THE CENTER PROGRAMS

- Youth Center
- Sports Center
- Fitness Center
- Arts, Culture & Education Center
- Senior Center
- Fundraising Center



YOUTH CENTER

Program	Participants	Sessions	Experiences
Beyond the Classroom (K-5)	61	144	2365
Adventure Time Teens	17	144	493
Karate	12	42	244
Ballet	10	15	96
Hip Hop	9	14	49
Total	109	359	3,247



YOUTH CENTER

Income: \$85,073

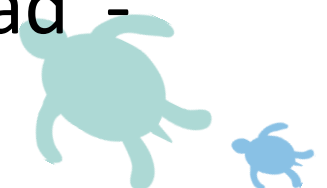
Direct Expenses: \$78,415.

Indirect Expenses: \$60,911.

Admin Expenses: \$0

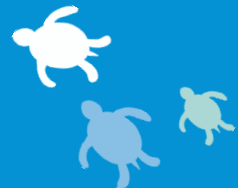
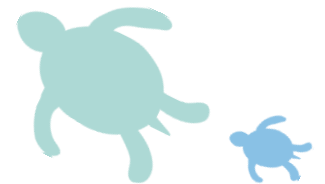
Gross Profit: \$6,657.

**Net Income (after allocation of “overhead”-
SG&A & Admin): (\$74,049.26)**



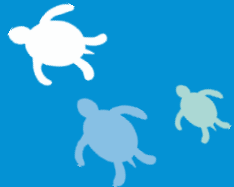
ADULT SPORTS CENTER

Program	Participants	Sessions	Experiences
Adult Basketball	43	11	473
Adult Soccer	78	7	546
Adult Flag Football	52	10	426
Pickle Ball	152	144	932
Tennis	168	144	1004
Golf Tournament	108	1	108
Totals:	601	317	4,508



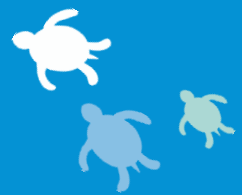
YOUTH SPORTS CENTER

Program	Participants	Sessions	Experiences
Youth Wrestling	30	12	355
Youth Flag Football	137	1	137
Youth Basketball	28	20	560
Youth Soccer	111	20	2020
Youth Baseball	23	6	135
Hockey	23	13	73
Total:	352	72	3,280
Total youth & adult sports:	953	389	7,788



SPORTS CENTER

- **Income:** \$72,368.
- **Direct Expenses:** \$55,600.
- **Indirect Expenses:** \$139,521.
- **Admin Expenses:** \$0
- **Gross Profit:** \$16,768.06
- **Net Income** (after allocation of “overhead”- SG&A & Admin): **(\$142,548.62)**



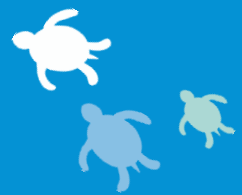
FITNESS CENTER

Program	Participants	Sessions	Experiences
Barre Body Fit	39	21	88
Cardio Flex	34	42	183
Chair Yoga	13	13	36
Iron Yoga	59	24	367
Pilates	121	47	907
Fundamental Yoga	27	28	112
Pure Barre Event	45	1	45
Starting Strength	16	4	24
Cardio/Core	23	8	39
Strengthen & Lengthen	60	45	354
Tai Chi	29	12	105
Weigh to Go	10	25	30
Crossfit	32	445	2248
Total:	508	715	4538



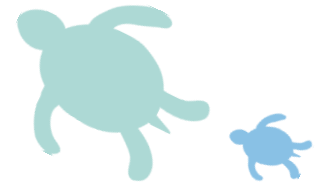
FITNESS CENTER

- **Income:** \$11,185.
- **Direct Expenses:** \$53,804.
- **Indirect Expenses:** \$10,239.
- **Admin Expenses:** \$0
- **Gross Profit:** (\$42,618.94)
- **Net Income** (after allocation of “overhead”- SG&A & Admin): (\$72,654.04)



SENIOR CENTER

Program	Participants	Sessions	Experiences
Soiree & Shiraz	6	1	6
Senior Adventures	12	5	60
Lunch & Learn	12	1	12
Silver Sneakers	130	144	1867
Boomers N' Motion	7	18	126
Silver & Fit	2	10	5
Total:	169	179	2076



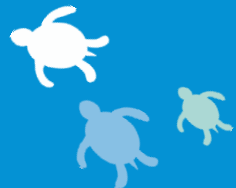
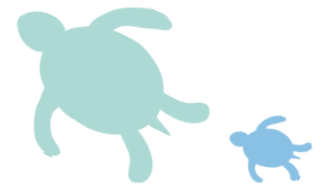
SENIOR CENTER

- **Income:** \$603.
- **Direct Expenses:** \$2,105.
- **Indirect Expenses:** \$690.
- **Admin Expenses:** \$0
- **Gross Profit:** (\$1,500.89)
- **Net Income** (after allocation of “overhead”- SG&A & Admin): (\$21,986.23)



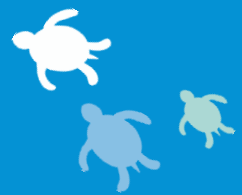
CULTURE CENTER

Program	Participants	Sessions	Experiences
China Glass	5	5	25
Clay Impression	2	1	2
Silk Painting	2	1	2
Mixed Media	2	1	2
Open Painting	3	6	20
Meditation	27	11	71
Tech University	4	6	24
Total:	45	31	146



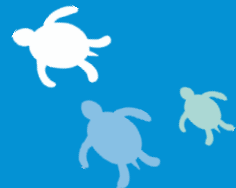
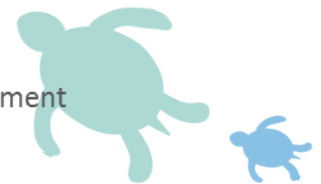
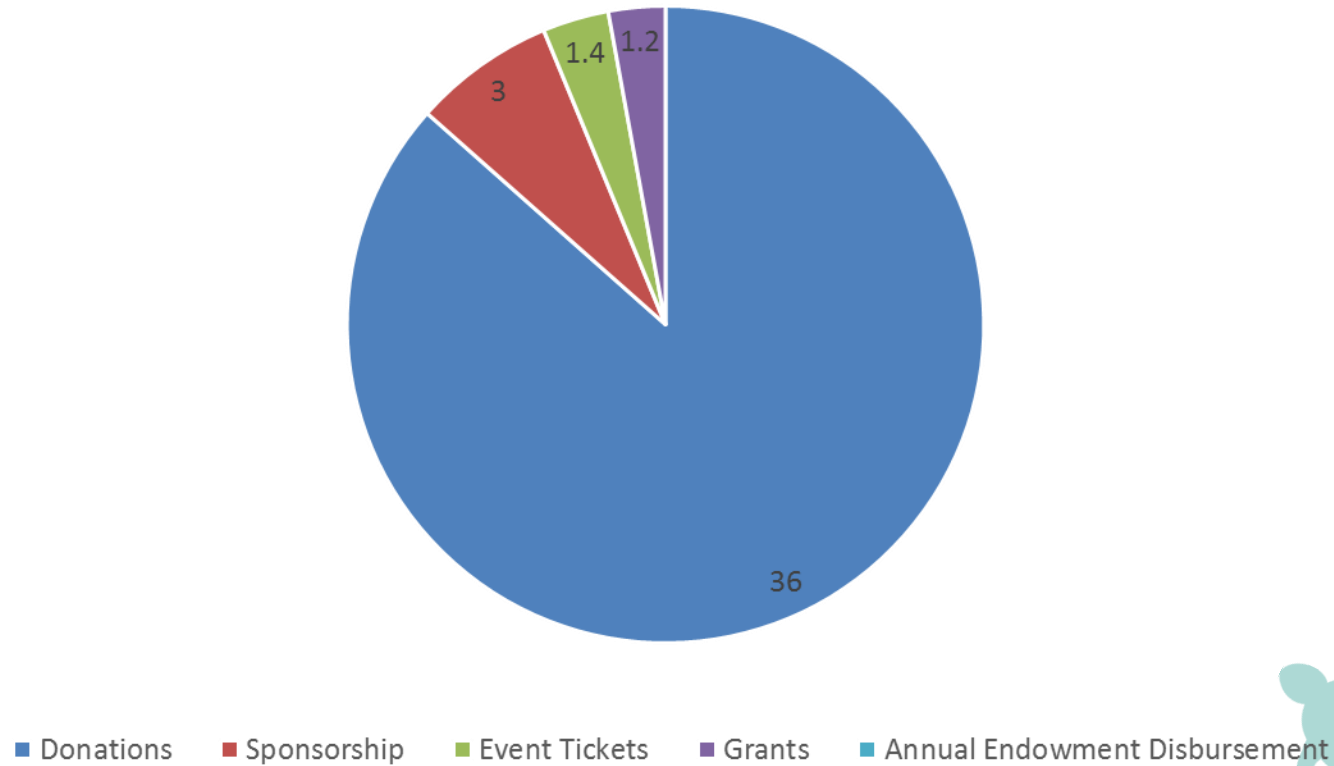
CULTURE CENTER

- **Income:** \$3,541.
- **Direct Expenses:** \$15,649.
- **Indirect Expenses:** \$3,456.
- **Admin Expenses:** \$0
- **Gross Profit:** (\$12,108.21)
- **Net Income** (after allocation of “overhead”-
SG&A & Admin): (\$35,359.62)



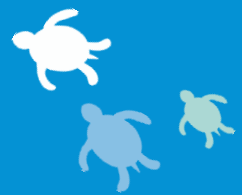
FUNDRAISING CENTER

Fundraising Income



FUNDRAISING CENTER

- **Income:** \$295,648.
- **Direct Expenses:** \$38,068.
- **Indirect Expenses:** \$6,818.
- **Admin Expenses:** \$0
- **Gross Profit:** \$257,580.06
- **Net Income** (after allocation of “overhead”- SG&A & Admin): \$230,967.19



MEMBERS & VOLUNTEERS CENTER

Membership-Adult	12
Membership-Child	59
Membership-Drop in fee	429
Membership-Corporate	301
Membership-Senior/Silver sneakers/Silver & fit	69
Membership-Tennis	44
Membership-One Month	9
Membership-Family	11
Membership-Pickleball	9
Membership-Lifetime	1
Snow Bird Special	128
Crossfit Annual/Day Pass/Monthly	111
Total Membership Units:	1,173

- Number of Programs: 6
- Number of active volunteers this period: 22
- Total Hours: 362



CONSOLIDATED FINANCIALS

Income

Total Income 478,984.41

Direct Expenses 243,642.31

Gross Profit 235,342.10

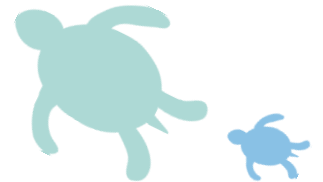
Expense

General & Admin Expenses 284,072.15

Overhead Expenses 86,282.60

Total Expense 370,354.75

Net Income (135,012.65)



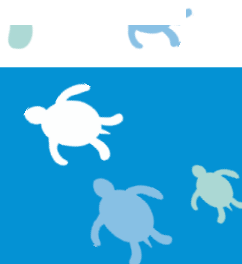
FINAL REVIEW

Gross Profit YTD \$235,000

Note: that this reflects the direct operating results of programs, but these programs require use of a lot of assets and support functions.

The assets, in particular, are "legacy" assets that have existed for years and are needed to run these programs.

If government or outside sources maintained these assets, as is often the case, the Center would not have to generate large "Gross Profits" to cover these necessary and unavoidable costs.

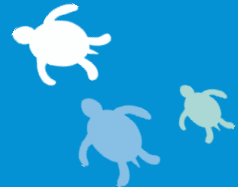


FINANCIAL COMPARISON

Through the first 6 months, Total Income is -3% below last year and -26% below Plan. Total expense is +9% above last year and is +6% above Plan.

The major reasons for the shortfall from last year and budget include:

- elimination of government funding
- slow start-up of new business support
- Timing and overall membership goals



THE NEEDS: ISLAND DEMOGRAPHICS

Anna Maria:

- **2015 Population: 1,669; 0% live below poverty level**
 - 54% Family Households with 2.7% of those with children under 18
 - 46% Non Family Households with 25% of those being 65 or older

Holmes Beach:

- **2015 Population: 4,199; 17 % live below poverty level; 4.8% unemployed**
 - 54% Family Households with 9% of those with children under 18
 - 46% Non Family Households with 22% of those being 65 or older

Bradenton Beach:

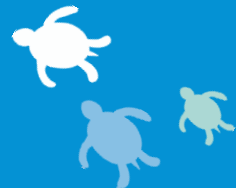
- **2015 Population: 1,242; 13 % live below poverty level; 2.3% unemployed**
 - 38% Family Households with 7% of those with children under 18
 - 62% Non Family Households with 26% of those being 65 or older



CALL TO ACTION

There are gaps in our program “centers”, like sports- who serve the most members of our community- with the most amount of program activity/hours and it is the largest “loser” financially

- **We need city and governmental support.** We cannot rely solely on individual contributions to fill gaps to provide community services.
- **We need community support** through individual donations, participation, as well as businesses.





#WEARETHECENTER

