



Agenda Item No. 11

Staff Report

Date: March 9, 2023

To: Mayor Kuhl and Council Members

From: Maureen Borthwick, Recreation Manager

Subject: Progress Report on Kids Club Extended Care Program

Recommendation:

It is recommended that the Town Council receive a presentation regarding the progress report for Ross Recreation, with specific review of the Kids Club Extended Care Program (Kids Club) and provide direction to staff regarding the future of the Kids Club program.

Background:

Ross Recreation has provided afterschool extended care for many years. Prior to the Covid-19 pandemic, enrollment averaged 30 kids per day during the 2017-2018 academic year, and 20 kids per day during the 2018-2019 and 2019-2020 academic years. When learning went virtual, Kids Club was temporarily canceled. In 2021, once in-person learn resumed, the Kids Club program was offered again and had enrollment numbers averaging 5 students per day. Because of the dramatic reduction in enrollment, staff decided to discontinue the program for the 2022-2023 academic year and utilized the recreation classroom for afterschool enrichment classes instead.

At the request of Mayor Pro Tem Brekhus, staff provided a presentation during the September 8, 2022 Town Council meeting that included the status of the current Ross Recreation programming and highlights from the department with a focus on the Kid's Club extended care topic. The Town Council stated its interest in exploring the costs and logistics associated with restarting the Kid's Club program and asked that this information be presented at the October 13, 2022 Town Council meeting. After the October 13, 2022 Town Council meeting, direction was provided to resume the program in a pilot capacity. It was discussed there would need to be an equivalent of 13 full-time kinder kids and/or 15 1st-5th graders to break even. Total weekly expenses were projected at \$2,500 per week.

Kid's Club Weekly Expense Breakdown (based on the program running Mon-Fri; 2pm-5:30pm)

Description	Expense	Amount per week	Total
Kid's Club Lead Instructor	\$30/hr + \$6 town employee expense	20 hrs	\$ 720.00
Kid's Club Instructor	\$25/hr + \$5 town employee expense	20hrs	\$ 600.00
Rec Manager Time	\$45/hr	5hrs	\$ 225.00
Rec Specialist	\$36/hr	5hrs	\$ 180.00
Rec specialist	\$31/hr	5hrs	\$ 155.00
Rent	\$150/week		\$ 150.00
Supplies	\$200/week		\$ 200.00
Custodial	\$250/week		\$ 250.00
Training/background/etc	\$20/week		\$ 20.00

Weekly Total Expenses: \$2,500.00

Please note that a 20% discount is provided to all Ross School staff that enroll their children in the program.

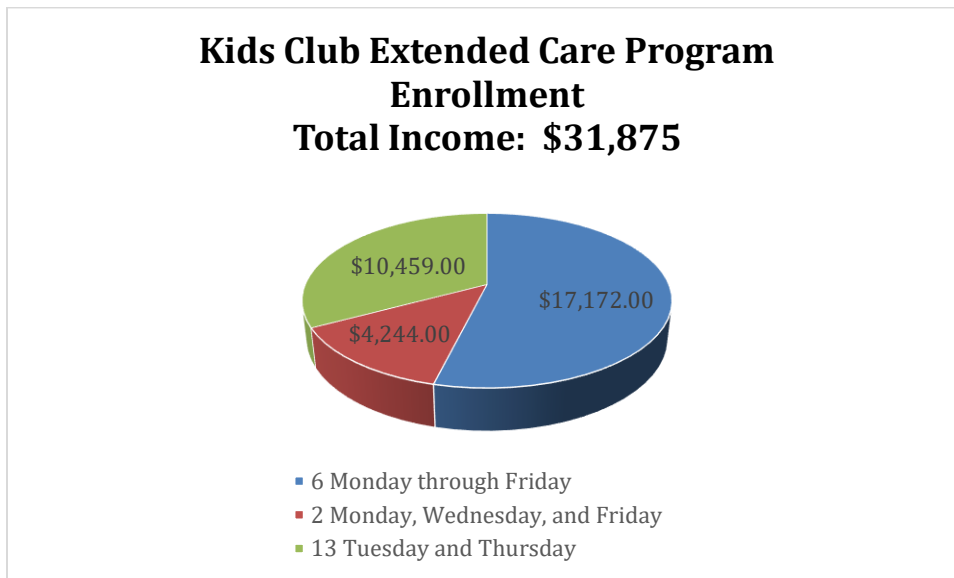
Discussion:

The Kids Club program was restarted on January 9, 2023 after extensive marketing efforts. As of March 2, 2023 there are 21 kids enrolled with 15 enrolled for partial weeks. This is below what is needed to break even. Since the Kids Club program restarted in January, the actual cost to run the program has been approximately \$2,300 per week. This amount consists of two part-time staff members, custodial services, administrative staff time, supplies, a portion of the lease amount paid to the Ross School under its lease agreement with Ross Recreation, and miscellaneous expenses attributed to the cost of running this type of after school program.

Kid's Club Expense Breakdown (based on current program to date - through 3/4/2023)

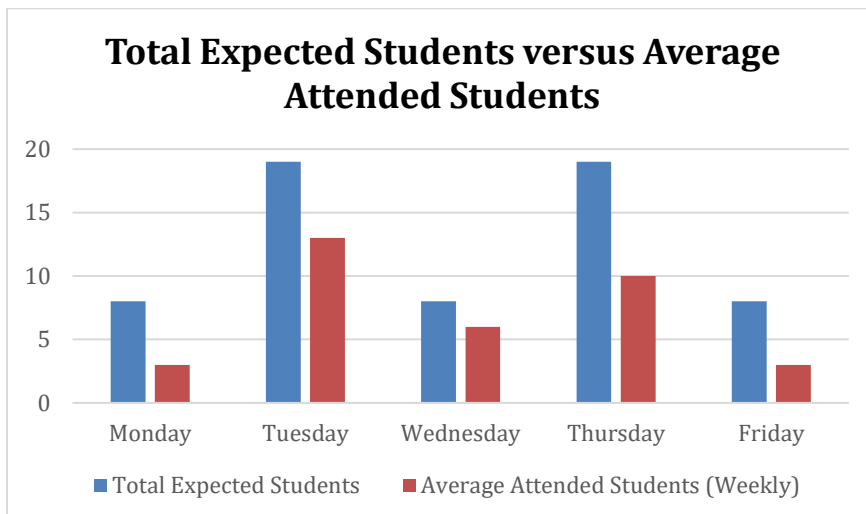
Description	Expense	Amount per week	Est Weekly Expenditure \$	Current Expenditure TD	Est Actual - FYE 2022-2023
Kids Club Lead Instructor	\$30/ hour + \$6 town employee expense	20 hours	\$ 720.00	\$ 4,680.00	\$ 13,680.00
Kids Club Instructor	\$25/ hour + \$5 town employee expense	20 hours	\$ 600.00	\$ 4,168.00	\$ 11,668.75
Rec Manager	\$45/ hour	5 hours	\$ 225.00	\$ 2,250.00	\$ 4,500.00
Rec Specialist	\$36/ hour	5 hours	\$ 180.00	\$ 1,800.00	\$ 3,600.00
Rec Specialist	\$31/ hour	5 hours	\$ 155.00	\$ 1,550.00	\$ 3,100.00
Rent	\$150 / week		\$ 150.00	\$ 1,500.00	\$ 3,000.00
Supplies	\$150 / week		\$ 150.00	\$ 1,500.00	\$ 3,000.00
Custodial	\$100 / week		\$ 100.00	\$ 1,000.00	\$ 2,000.00
Total Expenses			\$ 2,280.00	\$ 18,448.00	\$ 44,548.75

Even with adjusting to keep expenditures as low as possible, and considering weeks where staff are off, such as Mid-Winter Break and Spring Break, the Kids Club extended care program is still expected to end the year with a deficit of approximately \$12,000. This is based on lower-than-expected enrollment revenue of \$31,875.



Because the Kids Club program is expected to end the year in a deficit, staff requests that the Town Council take action to determine what level of subsidy they are comfortable with in a worst-case scenario of lower enrollment for next school year. Additionally, staff requests that the Town Council provide direction on the future of the program as early coordination with Ross School and parents is key.

It is important to note that the average weekly attendance is much lower than the expected attendance based on registrations. Aside from children being sick, on vacation, etc., there are families that paid for the program, however, their children have yet to attend. Additionally, only one Ross School teacher is currently utilizing the program. Low attendance numbers have a negative effect on morale of the overall program, which may hinder future enrollment numbers.



If Kid's Club resumes into next school year, the recreation classroom will not be available for enrichment classes at the time of dismissal, as Ross School classrooms are not available to the recreation department until 3:30pm, which is 1.5 hours after kinder dismissal and a half hour after 1-2nd grades dismissal. The revenue that Ross Recreation generated by utilizing the recreation classroom during the fall 2022 session was \$20,000 in revenue with a net of \$6,000. The enrichment programs are run by independent contractor instructors who are required to pay for their own supplies, insurance, and a portion of the rent and custodial services. Additionally, independent contract instructors are charged administrative fees for the use of office staff time and resources. The \$6,000 net provides funding for additional Town expenses such as marketing efforts. Without the use of the recreation classroom, Ross Recreation has needed to eliminate some of these enrichment programs, moved them outside (weather permitting), and has attempted to find alternative locations, such as St. Johns, which does not have availability during times needed to run programs. With an increase in demand for enrichment programs and a wider net cast for new independent contract classes, staff would anticipate revenue to increase next academic year, if the recreation classroom is available for enrichment class programming.

Options:

1. Direct staff to maintain current status quo by running Kid's Club extended care after school program:
 - a. Ross Recreation staff will report back to the Town Council in October 2024 as to the status of enrollment for the Fall season. Staff will also report back on the amount of the Town subsidy that was required to offer the program during the fall semester and seek direction on whether to continue the pilot for the second half of the 2023-2024 academic year.
2. Direct staff to re-establish programming to Fall 2022 standards:
 - a. Offer enrichment classes with the following goals:
 - i. Classes that are offered at the time of school dismissal so that parents do not need to report to campus at the end of the school day
 - ii. Enrichment classes run for a similar time to what extended care would cover to the best of the department's ability
 - iii. Ross Recreation office staff will assist students to their enrichment classes so that parents are not required to.

Fiscal impacts:

Based on current enrollment, the Kids Club program is expected to require a \$12,000 subsidy from the Town for the second half of the 2022-23 school year. The Town Council appropriated \$14,000 to cover the subsidy in October 2022. Assuming enrollment and expenses remain constant the program would require a \$24,000 subsidy to operate during the 2023-24 school year. If the Town Council decides to continue the pilot program, this subsidy would be included the FYE24 budget.

Timeline:

1. March 2023 – Town Council provide direction on the future of Kids Club extended care program.

2. April 2023 – If directed to continue with the status quo, staff will continue promoting the program to incoming Kindergarteners and current students through Ross School and the department’s communication tools. If directed to re-establish enrichment classes, staff will finish out the Kids Club session strong and begin setting up Fall enrichment classes to be run in the recreation classroom.
3. May 2023 – Registration will open for Fall Kid’s Club program and marketing efforts will be put into place through the recreation department and superintendent’s office. Alternatively, enrichment classes will open for registration with the inclusion of classes held in the recreation classroom.
4. August 28, 2023 – First day of Kid’s Club or Enrichment Classes