

Community Center Update

Presented by

Kevin Snipes, Community Services Director



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Community Center

Growth & Participation

- FY2025 was an exceptional year for growth in participation, programming, and community engagement.
- Speaker presentations now average 80 attendees, with many sessions drawing 100+ participants.
- The Community Center offers **70+ weekly activities** for active adults.
- Winter programming remains highly active; a recent Comedy Show attracted 250 attendees.



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Comedian Membership Drive



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Community Center Programming & Participation

- High-demand programs with waitlists include line dancing, art classes, and Spanish instruction
- Games and social activities regularly utilize ballroom and lobby spaces



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2025 Community Center Operation

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Days	25	22	27	28	25	23	22	26	25	27	22	28
Hours	266	236	306	301	262	245	252	261	257	294	242	286

Total for 2025
Days open 300
Hours open 3,208



Membership

Expanded marketing efforts

- Newsletter now reaching over 3,500 subscribers
- Improved flyer visibility
- Park Kiosk Advertising

- 2024: **1,522**
- 2025: **1,620**
- 2026: **1,266** (Current)



Membership and participation has increase to a point where Town Hall parking lot is often full, leading to Town staff needing to park in the side lot to make room.

Attendance Growth

- FY2024 CS program attendance: **34,399**
- FY2025 CS program attendance: **39,609**
- Participation Increase **5,210/yr**
 - **Leading to 24% increase in revenue**
- December** program attendance excluding rentals
 - 3,531 (2024)**
 - 4,359 (2025)** Increase of **828 Participants/yr**



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New and Expanded Programs and Activities

- Line Dance class added day and evening classes
- Instructor-led Yoga (full at 25 participants)
- Essentrics additional classes
- Piano Fusion
- Weekly documentary movie series
- Beginner Spanish (37 participants)
- Photography Enthusiasts
- Watercolor Workshop
- Mah Jongg lessons doubled classes offered
- Arizona Trails Travel Series
- ASU “Living Well with Hearing Loss”
- Parkinson’s Support Group
- Halloween Party
- 4 Encore for More field trips



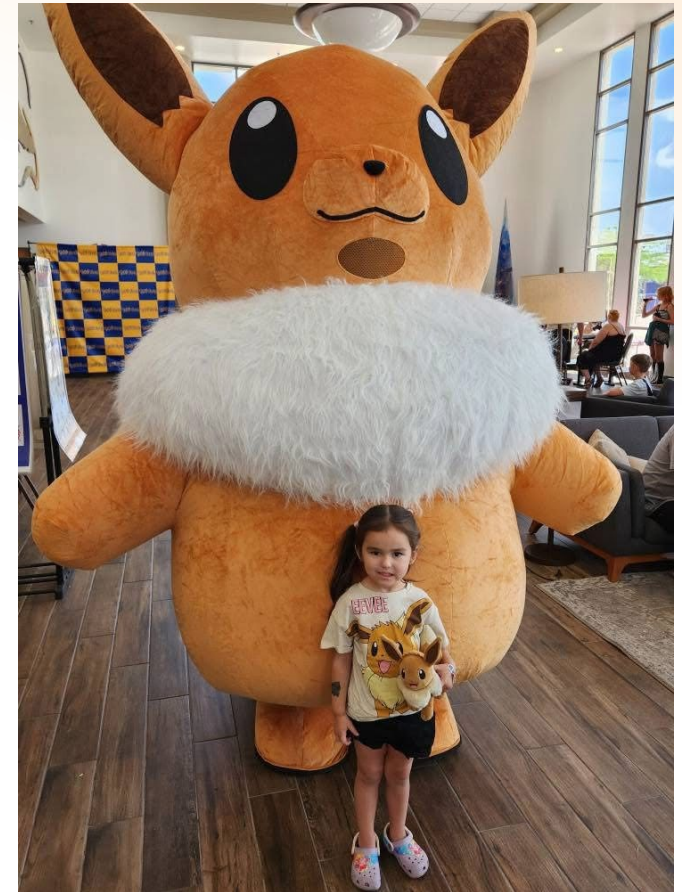
Revenue

YTD Revenue

- Community Center Operations:
 - \$73,627 (13% Increase)
- Senior Services Operations:
 - \$70,244 (16% Increase)



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Additional Services Provided

- Medical Equipment Loan Program recorded 217 checkouts in FY2024–25, averaging 18 per month.
- Volunteers
- Home Delivered Meals
- Give a Lift
- Make A Difference Day
- Care Cards and Crafts



Recognition

- The Community Center was recognized by *Independent Newspapers Fountain Hills Favorites* as:
- **Best Event Venue**
- **Best Community Outreach**



Facility Use and Rentals

Only 10 Saturdays remain available for rentals in 2026

High-volume upcoming rentals and events include:

- Activities & Volunteer Expo
- DAR Tea
- Three-day Bridge Tournament
- Watch and Clock Convention
- Teen Take Over
- Multiple MDFA events
- Dementia Summit
- Band and Chorus Concerts
- Dark Sky Festival
- Society of Creative Anachronisms (SCA)



Facility Use and Rentals

- Council and Mayoral Forums
- Breakfast with Santa and Sensitive Santa
- Seasons Celebration
- Senior Recognition
- Weddings, Baby Showers
- Club Meetings
- Elections (July/August and October/November)
- Independent Senior Expo
- Municipal Clerks Conference
- Family Fun Night
- Blood Drives
- Oktoberfest
- Bike MS



Future Initiatives



Launching a new partnership with Arizona State University's Osher Lifelong Learning Institute, bringing more expert-led presentations and university-level learning to our community.

Questions



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