



SENIOR ACTIVITY CENTER  
THE IMPORTANCE OF SENIORS HAVING  
*"A PLACE TO CALL HOME"*

JUNE 14, 2018

# WHY OUR SENIORS ARE IMPORTANT

- Seniors are important because of their accumulated knowledge, experience, and wisdom.
- Seniors are important because, if given the opportunity, they have much to teach us.
- Seniors are important because they can be helpful in our applying lessons of life, e.g. self esteem, self respect, self discipline.
- Seniors are important because they offer a great deal of satisfaction and joy to be around them.
- Seniors are important because of the practical experience they offer.
- Seniors are important because they have so much to give, intangibly, to us.

# KEY STATISTICS AND TRENDS

- According to the 2010 Census, the City of Fresno has approximately 57,000 people aged 62 and over.
- FMAAA statistics:
  - 48% of PARCS Senior Hot Meal (SHM) program participants live alone
  - 82% are at or below the Federal Poverty level
- Senior Trends
  - Senior population is living longer
- Attitude on Aging
  - Seniors are staying active; baby boomers are entering into the third phase of their lifecycle and want socialization, engagement and meaningful senior activities and programming

# SENIOR SERVICES AVAILABLE NOW

- The SHM program operated by PARCS Community Services provides hot meals at seven sites with time for socialization and recreational programming (4 hours per day).
- FMAAA is largely a resource and referral agency.
- FUSD (Adult School & Manchester Center) offers exercise and skill based classes to 800+ seniors yearly.
- CSU Fresno sponsors the Osher Lifelong Learning Institute offers a wide-ranging menu of courses, workshops, outings, etc.
- Fresno Co Public & Behavioral Health, Fresno Co Library and CSUF/FCC have gerontology programs offering a wide array of programs and services for seniors and caregivers.
- Clovis Senior Activity Center ~ programs and activities promoting healthy and independent living. Open M-F, 8 – 5 pm

# SENIOR SERVICES AVAILABLE NOW

- Churches, faith based and other service organizations sponsor direct service programs and activities for their senior populations such as free meals, bingo nights, senior dances and offer an environment of companionship and brotherhood dedicated to the intellectual, physical and social development of its members.
- Academic institutions, private insurance companies and private gyms offer approved senior fitness programs such as Silver Sneakers, aerobics, stretch, toning and balancing, etc.

# TASK FORCE FINDINGS

- Location is Crucial
- Funding Needs
- Activities (Programming)
- Marketing is Important



# CURRENT CHALLENGES

- There is no dedicated central senior center in Fresno
- Transportation
- Hours of Operation
- Funding
- Operation/Administration



# SENIOR ACTIVITY CENTER BUSINESS PLAN PROPOSAL

## INTERIM SITE (3+ Years )

- Possible Interim Locations

- Manchester Mall rental space available
- FMAAA campus has space available
- Expansion of existing PARCS site, i.e., Ted C. Wills
- Commercial real estate rental space
- Estimated \$400,000 for interim location operation

## PERMANENT SITE – “A Place to Call Home” (3 to 5 years)

- Senior center, swimming pool, gymnasium, garden, parking lot
- Land acquisition or long term lease site
- Create permanent site taskforce to lead the project – internal and external members
- \$7 – 11M facility depending on amenities and size
- Estimated \$400k to operate annually

# POTENTIAL INTERIM TIMELINE

Develop and create a business, marketing and operation plan for operating a senior activity center in Fresno

- Work with key partners to transition existing programs toward the development of a City operated Senior Activity Center
- Generate or relocate a new SHM program site with FMAAA
- PARCS to budget, staff, and operate a senior activity center
- Work with FAX to address and develop resolutions to meet transportation needs of seniors

# POTENTIAL INTERIM PROGRAMMING

## Standard Programming:

Walking Club/Silver Sneakers	Monthly Senior Dance	Bingo
Aquatics/Free Swim- Water Aerobics	Line Dancing	Billiards
Chair Exercise	Music	Cards/Dominos
Coloring/Word Search/ Hidden Pictures	Cooking Class	Ping Pong
Educational Presentations	Sewing	Crafts
Chess/Checkers	Ceramics	Water Color

## Fee Based Programming:

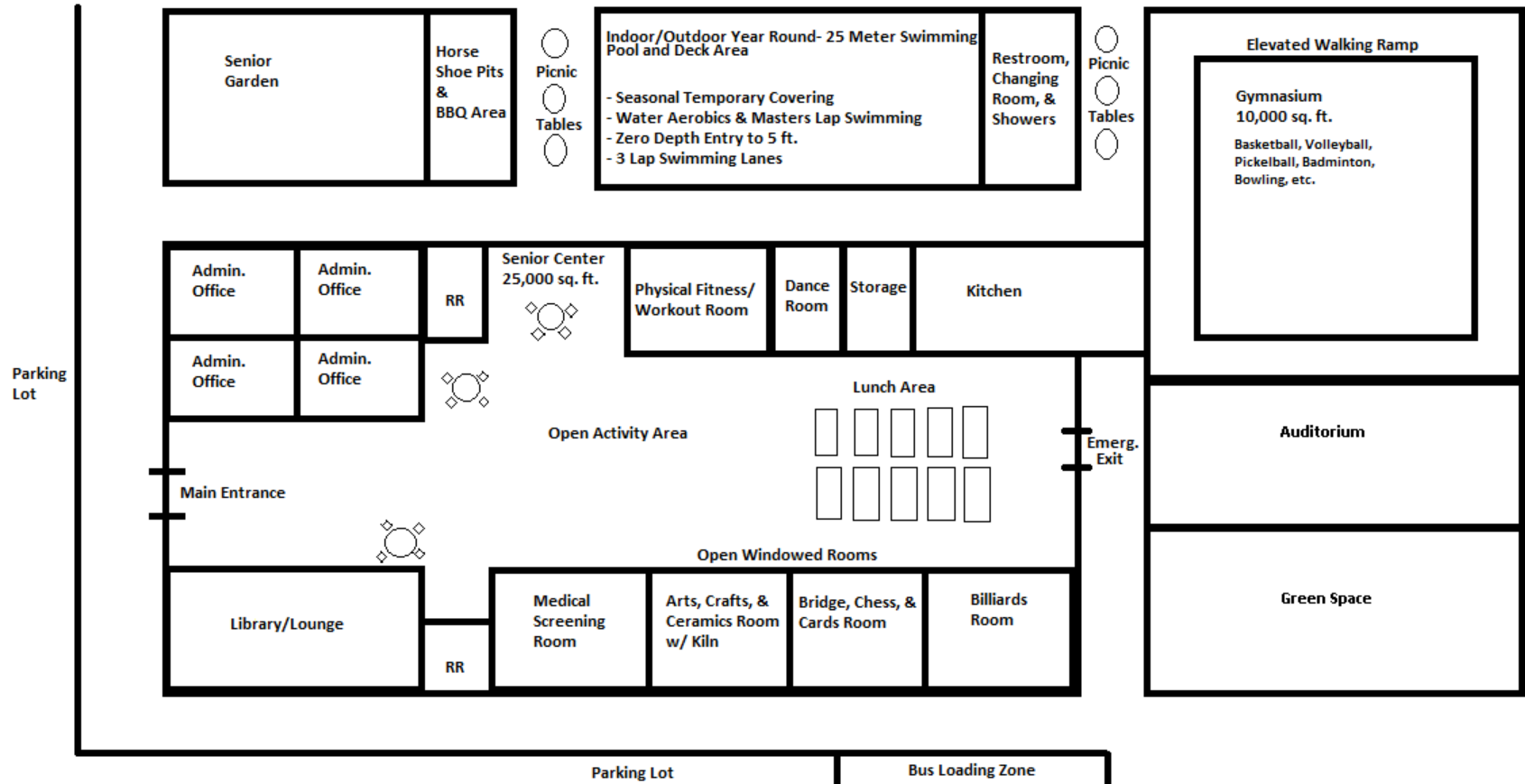
<b>Fitness</b>	<b>Dance</b>	<b>Technology</b>	<b>Misc.</b>
Physical Fitness	Dancercise	Computer Skills (Basic & Intermediate Courses)	Cooking Classes
Stretch	Zumba	iPad & iPhone Tutorials	Field Trips
Tai Chi	Ballroom Dance	Android Tablet & Phone Tutorials	
Yoga	West Coast Swing		
Pilates	Tap		

# BUDGET

• Start Up Equipment	\$ 70,000
• Site supplies, furniture, equipment, etc.	
• Operational Budget	\$ 149,492
• Staffing/Management	
• Operations and Maintenance	\$ 63,783
• Training, curriculum, ID charges, etc.	
• Site Expense (6,000 sq ft)	\$ 109,800
• Lease, utilities, custodial, etc.	
• Total Proposed Budget	<b>\$ 393,075</b>
• Total Estimated Revenue	<b>\$ 33,680</b>
• Net Cost Year 1	<b>\$ 359,395</b>

# PERMANENT SITE

## PARCS Permanent Senior Activity Center Location - Building & Gymnasium 10,000 sq. ft.



# PERMANENT TIMELINE

- PERMANENT SITE (3 TO 5 YEAR DEVELOPMENT AND BUILD)
  - Generate and implement a site and operation plan
  - Building options
    - Existing PARCS/City Site
    - Acquire new site through land acquisition
  - Marketing/Outreach – Work with key stakeholders (internal/external)
  - Education Outreach – Create a volunteer/staff committee to educate the community about services and activities at the new center
  - Program operation launch that meets needs, abilities and interests of seniors in a fee-for-service offset and/or monthly membership
- 10 YEAR
  - Monitor and adapt to trends
  - Replace depreciated equipment and building amenities
  - Upgrades of new equipment for programming as participant needs change

# QUESTIONS/COMMENTS

