

January 30, 2019

David Corliss, Town Manager
Trish Muller, Director of Finance
Town of Castle Rock
100 N. Wilcox Street
Castle Rock, CO 80104

Re: 2018 Castle Rock Senior Activity Center
Year End Town Contract Report

Dear Mr. Corliss and Ms. Muller,

2018 was another amazing year of growth for the Castle Rock Senior Activity Center, with our membership reaching 1,064 seniors. With this increase, so did the demand for more activities and programs. We also saw a rise in our transportation services, providing an average of 700 rides per month.

With grant funding and town-support remaining steady, we continue to meet the needs of our growing senior population. With another successful year of fundraising, we were able to replace two more of our vehicles and our oldest bus in our fleet. This is in line with our vehicle replacement program, thus reducing the cost of maintenance expense and to have provided vehicles with the best safety and reliability for our riders and volunteer drivers.

The Center greatly appreciates the support we have received from the Town of Castle Rock and recognizes that we could not make the impact we do in seniors' lives without your ongoing support. It is our belief to continue to support and give back to our community. We plan to continue past activities such as sponsoring the Trolley, participating and volunteering our buses for the shuttling of the artists at the Artfest, as well as continuing to find new ways. We believe one of our ways is our Douglas County-wide outreach event, the "Senior Life Expo," at the Douglas County Events Center. This will be our 5th year of organizing this event on April 18, 2019.

Collaboration and Partnerships are key to helping Seniors in our community. In doing so, we continue to be active members in several groups, such as Douglas County Transit Solutions, The Douglas County Seniors' Council, Douglas County Community of Care, Douglas County Volunteer Coalition, Leadership Douglas County, Douglas County Non-Profit Coalition and other community and transportation groups.

I've attached several documents to support many of the Center's statistics. Please feel free to let me know if you are in need of any other documents. Below are the 2018 Performance Objectives and their outcomes for last year.

2018 PROPOSED PERFORMANCE OBJECTIVES

Programs and Activities

1.) Provide over 130+ activities and/or events per month that are recognized as essential components to healthy and successful aging.

In 2018 we averaged over 158 activities and events for our very active and diversely aged senior population each month. With having three buses we have been able to accommodate taking more seniors on our trips. When we have been limited to smaller group numbers by the venues, we try to add additional trip dates to serve our growing waiting lists. In 2018 we did three large charter bus tours – the first one was a tour of Colfax – the longest street in Colorado and another on Robert Speer's Denver. Our third trip was an overnight of the Front Range wineries from Bailey to Canon City. Our bucket list trips remain very popular for our adventures enthusiasts such as Go Karting, Zip-lining and a Vail Gondola trip to see the fall colors. With several sports teams and fitness programs to choose from, one can stay very active with softball, golf,

bowling, snowshoeing, or hiking. We have also added more inside programs for those seniors who do not want to seek adventure but want to be exposed to new experiences. We have done this by offering Discovery hours, where we bring the adventure to the Center – these topics have been about the CR Fire Department Drone program, Route 66, and an Abe Lincoln Impersonator.

Please see the Summary of Activity Participation Report and Statistics Report,

2.) Continue to serve over 2500 (duplicated) senior participants each month with social, cultural, and educational opportunities.

Our membership continues to rise. We ended 2018 with 1,064 members, and this is a 4% increase since last year. Since our membership demographic has a natural ebb and flow, it does naturally decline each year, thus a 4% increase is a substantial rise. We gained 293 new members. Participation numbers grew as well this year; and, we are averaging over 4,000 participants each month. This is a 15% increase from this time last year. Some of our trips use all three of our fleet buses. At other times (due to the size of the venues being only able to accommodate small groups), we run the trips more than one time.

Please see the Membership Report, Six Year Membership Growth Chart and 5 year Participation Chart.

3.) Continue to expand awareness of and attention of our volunteer programs at the Center.

Volunteers are a vital part of our Center and many of its programs. Our biggest recruitment is word of mouth from our current volunteers. They truly love the work they are doing at the center. We also utilize outreach opportunities to recruit volunteers such as volunteer fairs, church groups and online volunteer programs. We also promote our volunteering opportunities at our Senior Life Expo and Craft Show events. This is in addition to the use of social media, email marketing and local press to seek volunteers.

Transportation

1.) Continue to provide over 600+ rides to seniors and those adults with disabilities to medical appointments, social events, and basic living needs.

In 2018, on an average we provided close to 700 rides a month. The transportation program was available 245 days last year. With the Holidays and the annual closure we were only closed 16 business days (can you believe - no snow days last year), this making an average of 34 rides per day.

We prioritize our ride requests by medical first, nutrition and grocery second, and then by local priority. With 3 to 4 vehicles on the road for the shuttle service Monday thru Friday, and an average of 5-6 specials each week, our vehicles are very busy during the week. Specials are one-on-one rides to medical appointments outside our shuttle area (i.e. VA Hospital, Swedish Hospital, etc.). This is the area that we have seen the most growth in and when compared to last year, we provided 377 rides vs 328 last year. This is a 13% growth in special rides. Our program is limited by the amount of vehicles and volunteers available each day, but as you can see we continue to serve the growing needs.

Please see the Rider Numbers and Trip Classification Report.

Health & Wellness

1.) Continue to provide VOA low cost meals 3 times a week, and continue to coordinate Meals on Wheels weekly home deliveries to qualified clients.

This program continues to be an important element of our center. We know that for many seniors, this may be the only hot meal they eat that day. Volunteers of America has expanded the hot lunch program now to

include snack box and leftovers containers for seniors to take food home. This has been very well received by the diners. In addition, delivering the Meals on Wheels to the community is also another way we know that home bound seniors are getting the meals that they need.

Please see our attached VOA Dining and MOW Statistics Report

2.) Continue to expand the wellness programming to serve the needs of the seniors.

Our new program, Discovery Talks, has been a big hit with the membership. This is a quarterly program that involves hands on or interactive programming at the Center. We want to provide more of these types of programs onsite, at low cost to our seniors, to have experiences without having to leave the Center. The programs we have offered so far are:

Abe Lincoln and Mary Todd (Impersonators)
Route 66 – This was a two part series over two months
Castle Rock Fire Department Drone Program
NFL – Since 1970

We have over 50 participants at each of these events.

Our new class this year was Tai Chi for Arthritis. We offer 6-week beginner and advanced classes. This was a huge hit with an ongoing waiting list for the upcoming sessions.

We continue to offer a low vision support group, blood pressure spot, hearing checks, and lung function screenings as great resources for seniors to keep a watch on their changing health. Our monthly Lunch and Learns, Matter of Balance courses, and Preventing Diabetes programs are appreciated by all those who attend, and are in place to improve their health.

Center Objectives

1.) Continue to expand our use and roll out new portions of the database software system implemented in 2016.

The sign-in kiosk system has been a help with data collection for us. We have also added the recording of volunteer hours at the kiosk too. We also implemented our activity and services sign up in the system, along with donor information. The database has reduced the amount of paper records and also given us the ability to view the information in real time as well as remotely. We started using a new transportation software program from the County in October. This software is already starting to show a better picture of how we are serving the community. I look forward to sharing some of those reports in 2019.

2.) Be a leader in the community outreach for Senior Resources – April 19th, 2018 4th Annual Senior Life Expo – Douglas County Events Center.

This year marked our 4th year of the "Senior Life Expo." We had 80 Community Partners this year. This was a 15% increase over last year. More than 600 seniors and/or family members came to the event this year.

We feel that this event is very important to the community as we know how incredibly difficult it is to find information about senior services - everything from housing to hospice care. The expo is a one-stop shop for all kinds of senior resources; many of the attendees from this year loved how they were able to get so many questions answered and information all in one place. I have attached the program book along with this report so that you can see what a wonderful event this is for our community.

Please mark your calendars for our 5th Annual "Senior Life Expo" on April 18th, 2019 from 1 – 5 @ the Douglas County Events Center. We would love you see to how this is connecting Seniors with our community's services.

The Center greatly appreciates the support that we receive from the Town of Castle Rock and recognize that we could not make the impact we do in Senior's life without your ongoing support. We believe that with our partnership we truly extend lives and help Senior's "Love Life in the Second Half."

The Castle Rock Senior Activity Center is a place where Seniors come for friendships, education, and experiences. We wish to be a leader and mentor in the Senior Activity Center Industry. During 2018, we had 5 different Senior Centers reach out to us to consult on how our model works. Three of the centers here in Colorado (Highlands Ranch, Monument/Tri-Lakes Area and Summit County) came and visited, while the other two from Louisiana and Washington State were phone conferences. We were honored that the word is out on what were are accomplishing here in Castle Rock for the Senior Population. I receive many letters during the year on how we are make a difference for seniors. I have enclosed a letter that you might see how with your support and partnership with the center, we are making a difference in the community

The Board of Directors and Staff of the Castle Rock Senior Activity Center thank you for all your support on behalf of our members and those we serve.

Sincerely,



Debbi Haynie
Executive Director
dhaynie@crgov.com

CC:

Doris Rollins – Board President
Phyllis Turney – Executive Vice President

Castle Rock Senior Center

Statement of Activities Budget Performance

December 2018

	Dec 18	Budget	Jan - Dec 18	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
01-ACTIVITY INCOME	2,643	4,059	60,769	50,000	50,000
02-MEMBERSHIP			36,964	34,000	34,000
03-SHUTTLE CONTRIBUTIONS	1,131	1,000	15,869	13,000	13,000
06-CASTLE ROCK SERVICE CONTRACT	10,000	10,000	120,000	120,000	120,000
07-Douglas County Grants	12,439	10,000	132,441	120,000	120,000
08-GRANTS	1,000	10,000	75,500	50,000	50,000
09-OUTREACH EVENTS			13,970	10,000	10,000
12-TRANSPORTATION - DONATIONS		100	481	1,000	1,000
15-FUND RAISING INC.	11,822	7,000	114,793	90,000	90,000
22-MISC	86	83	1,478	1,000	1,000
GAIN ON SALE OF CENTER ASSETS					
INTEREST & DIV SAVINGS	144	83	1,623	1,000	1,000
Insurance Reimbursement			430		
Restricted Grant/Fund Income	6,338	2,000	26,072	30,000	30,000
In-Kind Income	7,000	7,000	84,000	84,000	84,000
Total Income	52,603	51,325	684,389	604,000	604,000
Gross Profit	52,603	51,325	684,389	604,000	604,000
Expense					
ACCOUNTING	1,283	1,375	16,155	16,500	16,500
ACTIVITIES EXPENSE	835	1,500	48,735	28,000	28,000
ADVERTISING EXPENSE	56	350	2,552	4,000	4,000
BANK FEES	352	165	3,140	2,000	2,000
BLDG & EQ MTCE/CLEANING				200	200
CENTER SUPPLIES	222	380	3,282	5,000	5,000
DEPRECIATION	4,035	3,800	51,234	47,000	47,000
Donations			3,790		
DUES & CONFERENCE COST	790	75	2,690	2,000	2,000
FUND RAISING EXP	2,647	300	31,658	28,000	28,000
FURN-EQUIP REPAIR/UPGRADES		45		500	500
FURNITURE/EQUIPMENT PURCHASES		160	100	2,000	2,000
GIFTS	80	200	1,407	2,000	2,000
INSURANCE	2,589	2,300	29,816	28,000	28,000
MEMBERSHIP SIGNUP			135		
MISCELLANEOUS		83	544	1,000	1,000
OFFICE SUPPLIES	755	800	11,125	10,000	10,000
OUTREACH EVENTS	1,000		7,733	8,000	8,000
PAYROLL EXPENSES	20,621	18,500	272,349	238,000	238,000
Payroll Support	31	100	1,183	1,200	1,200
PAYROLL TAXES	1,561	1,160	25,814	21,000	21,000
POSTAGE	544	300	4,300	4,000	4,000
PROFESSIONAL SERVICES			5,125	4,500	4,500
RENT	55	90	660	1,000	1,000
REPAIRS/MAINTENANCE		166	73	2,000	2,000
STAFF-VOL EXP	498	83	3,684	1,000	1,000
TAXES/LICENSES		50	147	300	300
TELEPHONE	344	350	4,116	4,200	4,200
VEHICLES - Fuel	730	1,000	13,485	13,000	13,000
VEHICLES-Maintenance	1,678	900	14,326	12,000	12,000
VOLUNTEER APPRECIATION			3,742	3,500	3,500
WEB SITE		8	1,677	100	100
Restricted Grant/Fund Expense	3,989	2,500	37,917	30,000	30,000
In-Kind Expense	7,000	7,000	84,000	84,000	84,000
Total Expense	51,693	43,741	686,692	604,000	604,000
Net Ordinary Income	909	7,584	-2,303		
Net Income	909	7,584	-2,303		

2018 Castle Rock Senior Activity Center Statistics

	2018 # OF ACTIVITIES/ EVENTS OFFERED	2018 ACTIVITY PARTICIPANTS	2018 CENTER VISITORS	TRANSPORTATION		VOLUNTEER HOURS			
				ACTIVITY RIDES	SHUTTLE RIDES	SHUTTLE/ SPECIAL DRIVER	MEALS ON WHEELS DRIVER	EVENT DRIVER	ALL OTHER
JAN	148	3491	136	432	680	520	138	155	1156
FEB	146	3661	99	470	633	476	106	136	1260
MAR	171	4165	125	438	728	574	104.5	139.5	1397
APR	165	3824	106	306	711	564.5	93	76.5	1838.5
MAY	176	4288	96	384	721	573.5	122	116.5	1263.5
JUNE	180	4588	103	366	696	566.5	104	135	1431.5
JULY	162	4542	175	434	723	564.5	98	105	1475
AUG**	137	4382	125	322	629	430.5	68.5	118.5	1655
SEPT	170	4474	145	434	664	509	80	119.5	1935.5
OCT	179	4229	253	370	739	513	82	145.5	2236.5
NOV	149	3994	184	254	687	480.5	72	79.5	2497
DEC	115	3469	146	336	615	412	82	52.5	1031
2018 TOTALS	1898	49107	1693	4546	8226	6184	1150	1379	19176.5

Total Rides in 2018 #

Total Volunteer Hours in 2018

**SUMMARY OF ACTIVITY PARTICIPATION
AND # OF PARTICIPANTS
BY CATEGORY 2018**

**CASTLE ROCK
SENIOR ACTIVITY CENTER**

	TOTAL # OF PEOPLE AT ALL ACTIVITIES	TOTAL # OF PEOPLE ON-SITE ACTIVITIES & EVENTS*	TOTAL # OF PEOPLE OFF-SITE TRIPS**	TOTAL # OF PEOPLE HEALTH & WELLNESS ACTIVITIES ***	TOTAL # OF PEOPLE CURRENT SPORTS	TOTAL # OF PEOPLE Misc. Participation	# OF ACTIVITIES/ EVENTS OFFERED THIS MONTH	TOTAL NUMBER OF RIDERS FOR ACTIVITIES ****	Notes about the month
JAN	3491	1983	248	338	430	492	148	432	2 closures for holidays 1/1, 1/15. Delayed opening on 1/22 due to weather.
FEB	3661	2122	242	410	385	502	146	470	Center closed 2/19 for holiday
MAR	4165	2586	242	364	442	531	171	438	
APR	3824	2148	152	426	588	510	165	306	2 cancelled trips-4/6 & 4/11-2017 cold weather/illness caused participants to cancel activities. 2017 numbers included EXPO attendees which were not included this year
MAY	4288	2000	224	357	790	917	176	384	Hike cancelled due to weather.
JUNE	4588	2054	257	314	1145	818	180	366	
JULY	4542	1845	233	298	1195	971	162	434	Center closed 7/4; No lunch and learn
AUG**	4382	1756	198	239	1377	812	137	322	annual closure 13-18
SEPT	4474	2080	248	354	979	813	170	434	closed for Labor Day holiday
OCT	4229	1983	272	427	986	561	179	370	2 cold/snowy days-no closure or delay
NOV*****	3994	1997	87	237	1171	502	149	254	One activity cancelled due to weather
DEC	3469	1639	200	182	1027	421	115	336	two closures due to holiday; one half day due to holiday plus snow
2018 TOTALS	49107	24193	2603	3946	10515	7850	1898	4546	

* Includes VOA lunch but not health and wellness

** Includes Monthly Dining to Donate and other events without transportation.

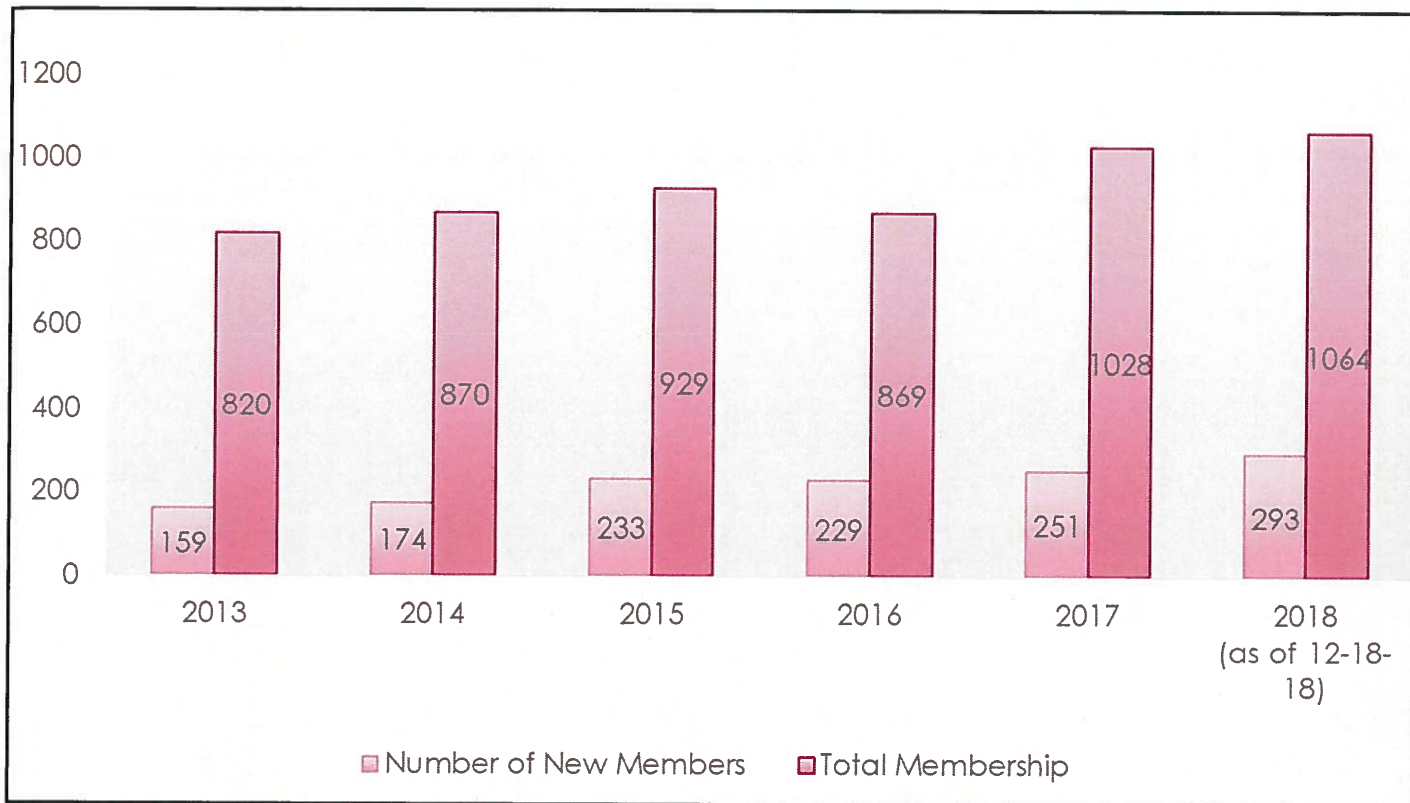
***Includes exercise and art

****Total people on all buses for all trips, and then doubled as they are all round-trips

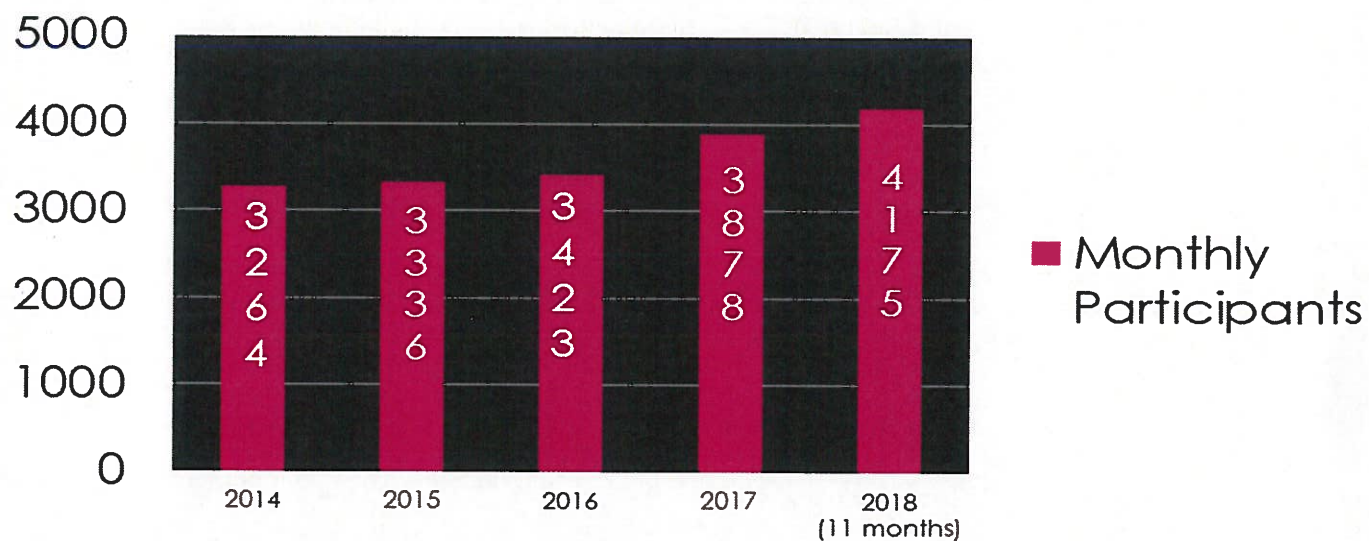
*****Craft Show Attendees Included

Growth in Membership and New Members

Past 6 Years



Growth in Participation over Past 5 Years



	<u>4G. # by Membership/Age/Gender on DATE</u> <u>selected-Pick 1 date only</u> Castle Rock Senior Center Report Range: 1/29/2019 12:00am to 1/29/2019 11:59pm	<u>FILTERS</u> Membership -- ALL MEMBERS
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Membership Name	Code	Freq	Fee	Count	Male/Female	Under 50	50-64	65-69	70-74	75-79	80+	Avg
Regular	REG	YEARLY	\$36.00	1060	378 / 667	1	101	177	261	246	263	74.05
Associate	ASSOC	YEARLY	\$36.00	13	1 / 11	3	8	1	0	0	0	51.24
Lifetime	LIFE	YEARLY	\$0.00	17	8 / 9	0	0	1	1	1	9	60.64
AVERAGE AGE ACROSS ALL												73.57

Castle Rock Senior Activity Center
2018 Rider Numbers and trip Classification

2018										
Month	New Riders Added	Medical	Grocery	Adult Day Care	Nutrition	Employment /Volunteer	Local Prio	Totals	Specials (Includes Total # of Rides)	
January	14	233	87	0	114	8	238	680		29
February	7	223	56	0	100	8	246	633		24
March	15	299	88	0	96	12	233	728		40
April	7	278	88	0	88	8	249	711		40
May	6	273	78	0	93	8	270	722		44
June	16	270	75	0	109	10	232	696		40
July	10	253	81	0	99	8	282	723		33
August	20	222	80	0	44	8	275	629		22
September	9	266	75	0	71	7	245	664		35
October	16	266	81	0	111	9	271	738		24
November	11	217	79	0	132	7	252	687		31
December	10	194	82	0	93	8	238	615		15
YTD	141	2994	950	0	1150	93	3031	8226		377

- * January 1st & 15 Closed
- * February Closed 19th
- * May 28th closed
- * July 4th Closed
- * August Closed 13-17th
- * Sept 3rd Closed
- * Nov. closed 22-23
- * Dec. closed 24-25
- * Dec. 31 half day no transportation

Castle Rock Senior Activity Center

VOA Dining and MOW Statistic for 2018

	VOA Dining Room Program	Meals on Wheels Program		
<i>Month</i>	<i>Meals Served</i>	<i>Clients</i>	<i>Boxes Delivered</i>	<i>Total Amount of Meals</i>
January	344	37	162	810
February	311	39	151	755
March	345	42	144	720
April	255	36	106	530
May	291	35	159	795
June	274	38	138	720
July	295	32	122	610
August	231	41	175	755
September****	275	40	180	930
October	304	41	175	914
November	334	43	175	857
December	259	46	147	825
YTD	3518	470	1834	9221

** August - Center closed 1 entire week (Maintenance)

**Nov-Closed two days

***Dec-Closed 24 & 25, 1/2 day 31

January Closed 1 & 15

February Closed 19th

****Includes 37 emergency boxes

January 26th, 2019

Dear Debbi,

We want to thank you and your staff for doing such an outstanding job serving the senior community in the Castle Rock area. Ten years ago my husband and I experienced a series of personal losses that shook us to our core. Someone told us to think about getting involved in the local senior center because "people are really nice there". So we did and it has made all the difference in our lives; we were able to have a new beginning, leaving the past behind us.

It is becoming more difficult for seniors on a limited income to enjoy all that Colorado offers due to the increasingly high cost of living. However, we are finding ways to economize and stay in the area because we know what wonderful activities the Castle Rock Senior Activity Center offers, certainly not found easily elsewhere. Our story is only one of numerous ones where the Castle Rock Senior Activity Center continues to enrich the lives of seniors.

Thank you again.

Elaine W.

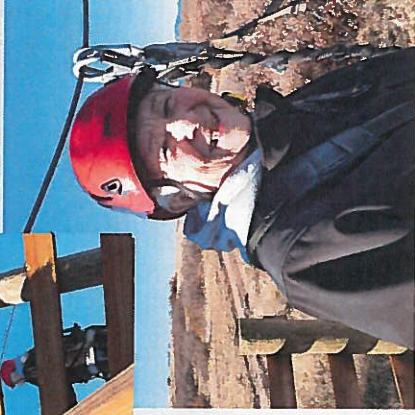
Castle Rock Senior Activity Center

2018 Highlights of "Loving Life in the Second Half"



Left—P.S. Miller Zip Lines—Bucket list Trip

Below— 91 years "Young" and zip lining for the first time



Left—
Staying Active -
Snowshoeing in
Frisco



Above—Dillion Ice Castles



Right—Discovery Hour with Abe Lincoln and Mary Todd



Above—Denver Mob Presentation and Lunch at the Center

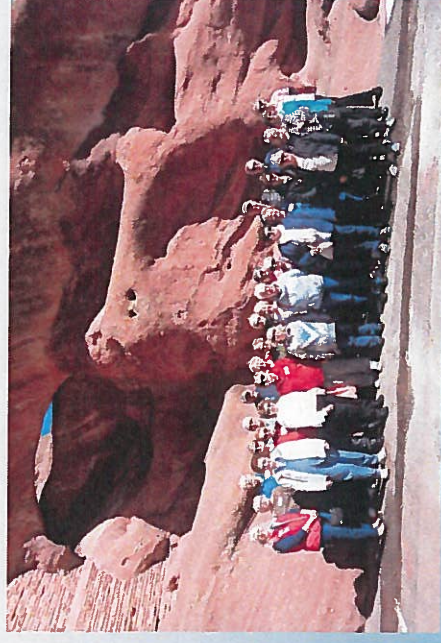


Above—Bucket List Trip—Go Karting



Above—Overnight Wine Tour

Below— Lavender Festival at Denver Botanical Gardens



Above—Mystery Trip—Behind the scenes at Red Rocks