



# Amherst NH Town Government



## Amherst Parks & Recreation FY25 and beyond Strategic Plan

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September 25, 2023



# Mission

**To enhance the quality of life for all Amherst residents with high-quality programming in health, leisure, fitness, and outdoor education through a series of well-maintained park(s) and recreational facilities.**





# Vision

By expanding recreation programs, parks, and facilities, we will take an active role in creating a community that invigorates the active senior, reduces the stress and isolation of working adults, and inspires and teaches youth to become productive community members.





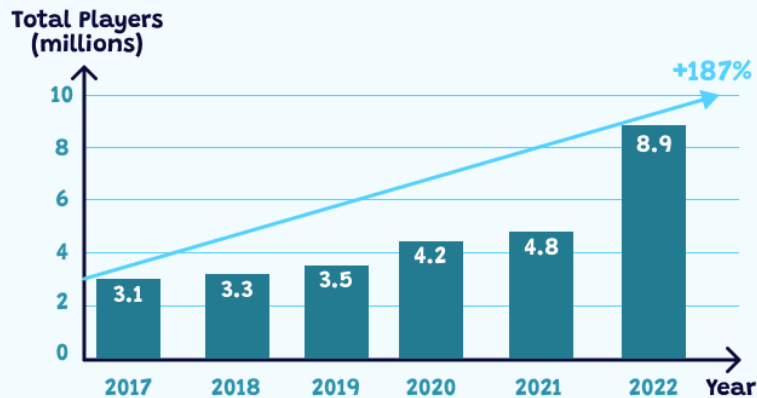
# Department Vision

- Develop & Manage Park and Recreation infrastructure available to residents.
- Diversify program offerings to serve residents of all ages.
- Recruiting and maintaining staff in a competitive job market.

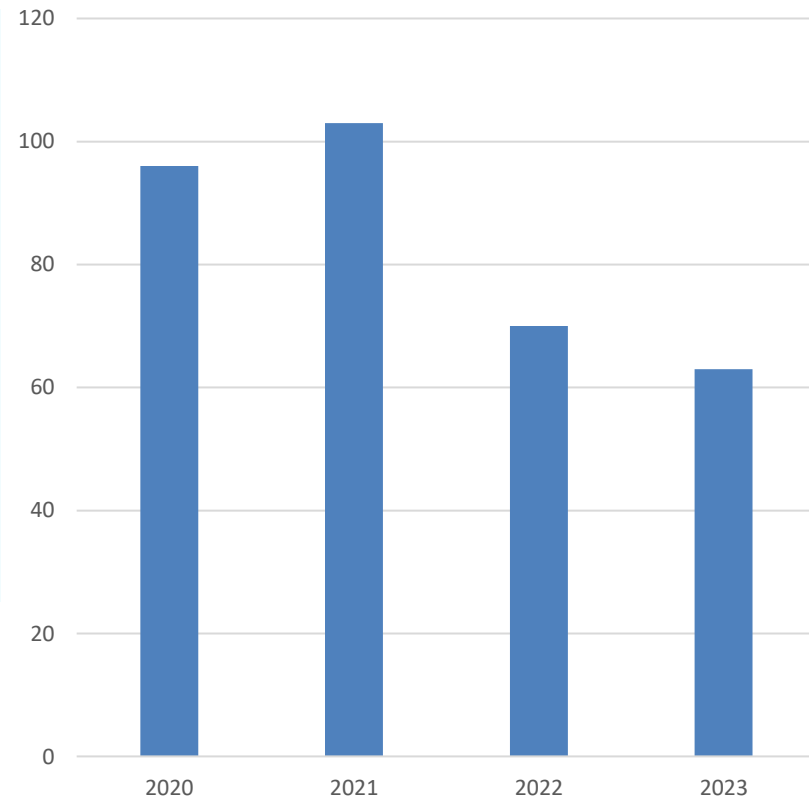


# Develop and Manage a Parks and Recreation Infrastructure System

**Total Number of Pickleball Players in the US by Year**

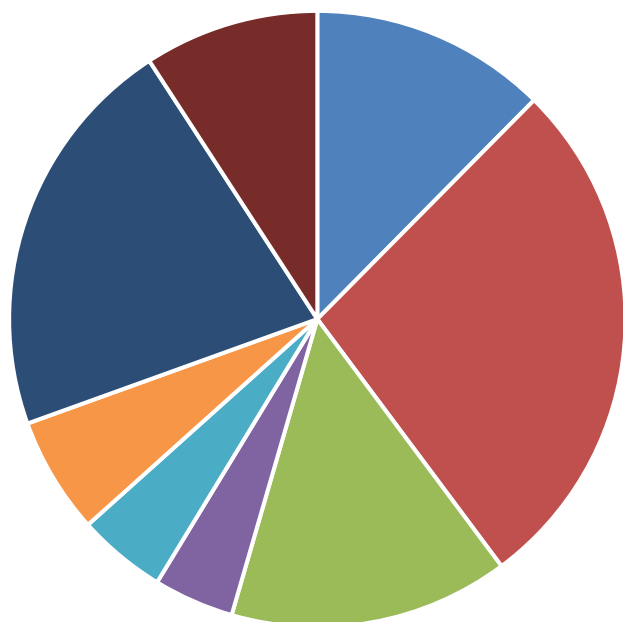


**Days Baboosic Lake Town Beach was staffed**



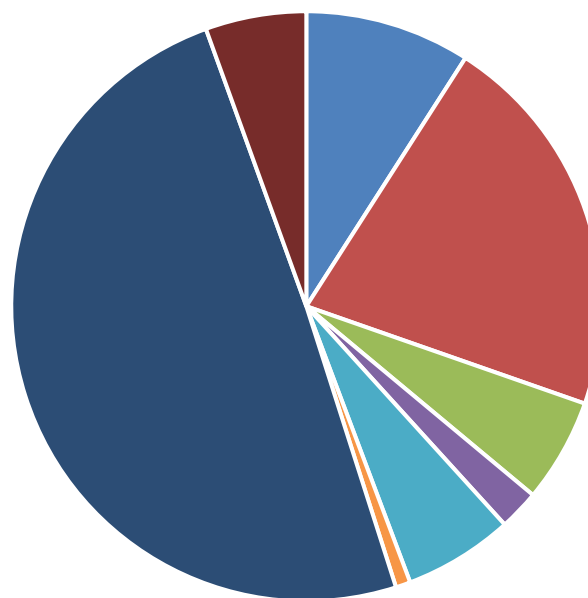
# Diversify program offerings to serve citizens of all ages.

FY16- Total Participation 4,291



- Adult Programming
- Youth Sports
- Camps
- Pre School
- Senior
- Trips
- Baboosic Lake Programming
- PMEC Programming

FY23 – Total Participation 7,652

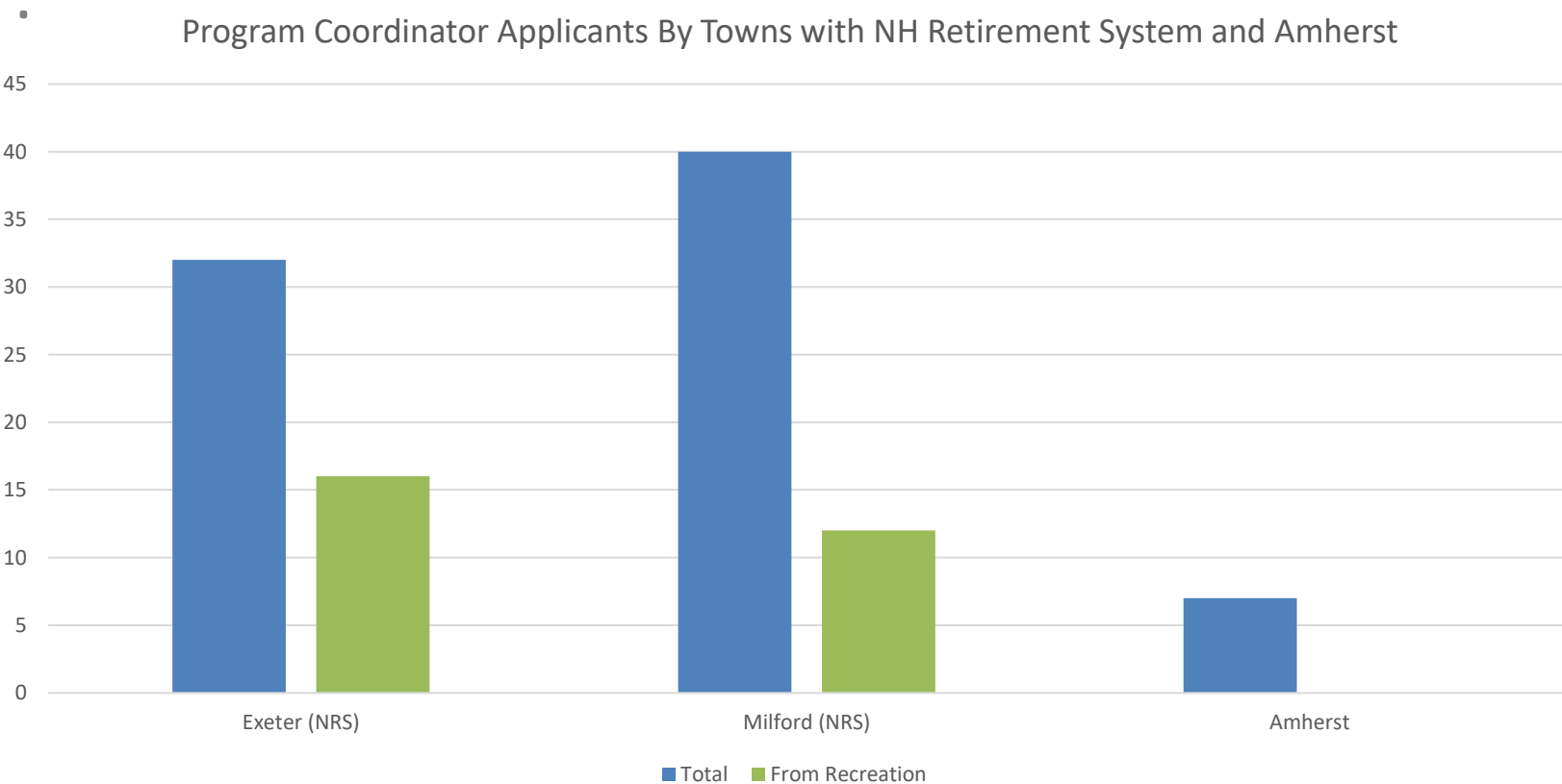


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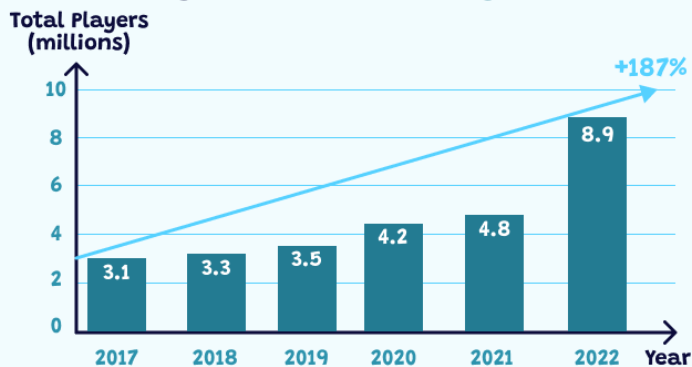
# Recruiting and maintaining staff in a competitive job market.



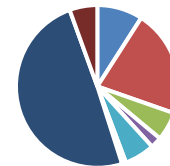


# Vision Dashboard

**Total Number of Pickleball Players in the US by Year**

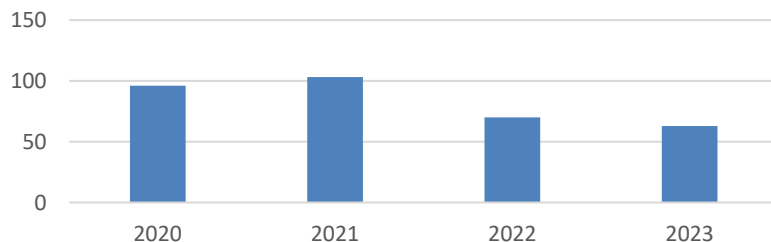


**FY23 – Total Participation 7,652**

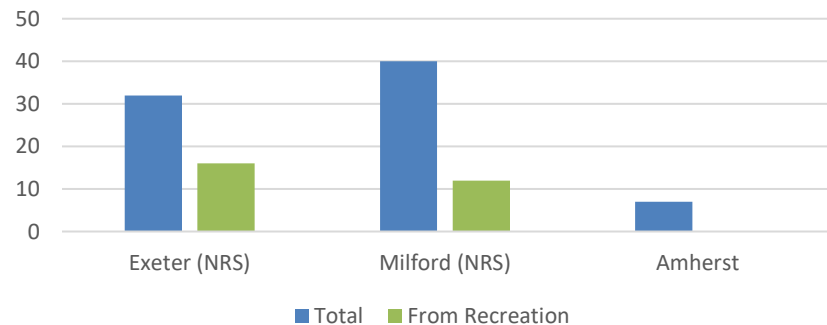


- Adult Programming
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- Youth Sports
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- PMEC Programming

**Days Baboosic Lake Town Beach was staffed**



**Program Coordinator Applicants**







# Vision 1: SWOT for Recreation Infrastructure

## **Strengths**

- Parks are in great condition.
- Added inside space allows for small indoor programming.
- Parks look clean and tidy and well kept.
- Updated Buck Meadow Building.

## **Weakness**

- Lack of facilities for prominent programs (basketball gym space, baseball fields).
- Low budget for building improvements.
- No pickleball or outdoor b-ball courts.
- Current fields are overused .

## **Opportunities**

- Buck Meadow masterplan.
- Update buildings to create more indoor space for winter programs.
- New school on the horizon.

## **Threats**

- Lack of water for proper field irrigation.
- Town Budgets
- Water quality at Baboosic Lake Town Beach.





# Goal 1

## Infrastructure – Buck Meadow

- Contract Engineering designs for construction phase of Buck Meadow FY24.
- Apply for Land Water Conservation Fund Grant for field construction–FY24 – FY25
- Fundraise/work with groups to build other pieces of the Buck Meadow Masterplan.
- Installation of Pickle Ball Courts FY25
- Goal to have Buck Meadow project completed by FY27.





# Goal 1 Infrastructure – Buck Meadow

- Apply for LWCF grant in next grant round for Buck Meadow field/park design. FY24-25.
- Use ARPA funds and impact fees to assist with infrastructure needs.





## Goal 2 Infrastructure – AMS Courts

- Replace AMS tennis courts with updated basketball/tennis courts.
- Use Revolving Fund money to complete project.
- \$85,000







## Goal 3 Infrastructure – Baboosic Lake

- Cyanobacteria has been prevalent in Baboosic Lake for the past two summers starting mid July.
- Ask via warrant article for \$50,000 to be used in conjunction with Baboosic Lake Association money to pay for treatment.
- Treatment should last at least 30 years.
- More Information coming...





# Goal 4 Infrastructure – Community Center

- Amherst is in dire need of more indoor space for indoor sports as well as gathering/meeting space.
- 32 basketball teams utilizing 2 full size gyms & 1 cafeteria with basketball hoops.
- The request for many seasonal youth sports to go year round.
- Create a Community Center CRF to soften the hit of a new building of this magnitude.





## Vision 2: SWOT for diversifying programming

### Strengths

- Reaching the needs of community with camps & youth sport programs.
- Free community events.
- P MEC as a facility for programming.
- Ability to provide transportation.

### Weakness

- More exercise programming.
- Lack of senior and adult programs.
- Staff/instructor availability.
- Lack of available indoor space to offer programs at opportune times.
- Single Youth sports taking too much time from department
- Marketing of programs – No Amherst Citizen.

### Opportunities

- Contract out more programing.
- Re-adjusting responsibilities amongst ARD staff to offer more programming.
- Utilize Buck Meadow Clubhouse for Adult/Senior programming.
- Diversifying programming allows for better revenue generating opportunities.

### Threats

- Location of P MEC.
- “More competitive” sport leagues.
- Coaches/volunteers not understanding the “Rec” philosophy.
- Lack of volunteerism.
- More specialized needs among participants.







## Vision 2 - Diversifying programming

- Create an active seniors group as an ad hoc to the Recreation Commission to work on creating more program offerings to the older adults of Amherst.
- Hire part time Senior Program Coordinator to work on senior programming (paid out of 02 Revolving Fund, funded by said senior programs).
- Continue to evaluate ongoing programs to make sure they are meeting the needs of the residents of Amherst.





# Vision 3: SWOT for Recruiting and keeping staff

## Strengths

- Current year-round staff is well trained/knowledgeable.
- Continually having enough strong seasonal staff.
- Staff culture.

## Weakness

- Year-round staff are at capacity for what we as a staff can do.
- Seasonal pay rates.
- Lack of NH Retirement system for FTE's.

## Opportunities

- Training potential summer staff through the Junior Counselor/Junior Lifeguard programs.
- Increased staff training with seasonal staff.

## Threats

- Similar facilities offering better wages.
- Staff getting burnt out.
- Not enough staff within the department.
- Staff turnover at the beach.
- Low wages/benefits for FTE's to comparable towns.
- FTE's who are retiring in the next three years/ lack of succession plan.





## Vision 3: Recruiting and maintain staff

Now...

- Lifeguard recruitment program/in-house lifeguard training program in conjunction with Milford Recreation Department.
- CIT/Junior Counselor program.
- 12 seasonal staff were once participants/campers.





## Vision 3: SWOT for Staff Recruitment

FY25-FY26

- Staying on top of cutting-edge equipment that further helps with staffing needs.
- Continue to create a continuum between summer camp programs and summer staffing needs.
- Amherst entering the NH Retirement System to allow for better retention and recruitment (Exeter, Milford example).

