



Amherst NH Town Government



Amherst Parks & Recreation

FY24 and beyond

Strategic Plan

September 26, 2022



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 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

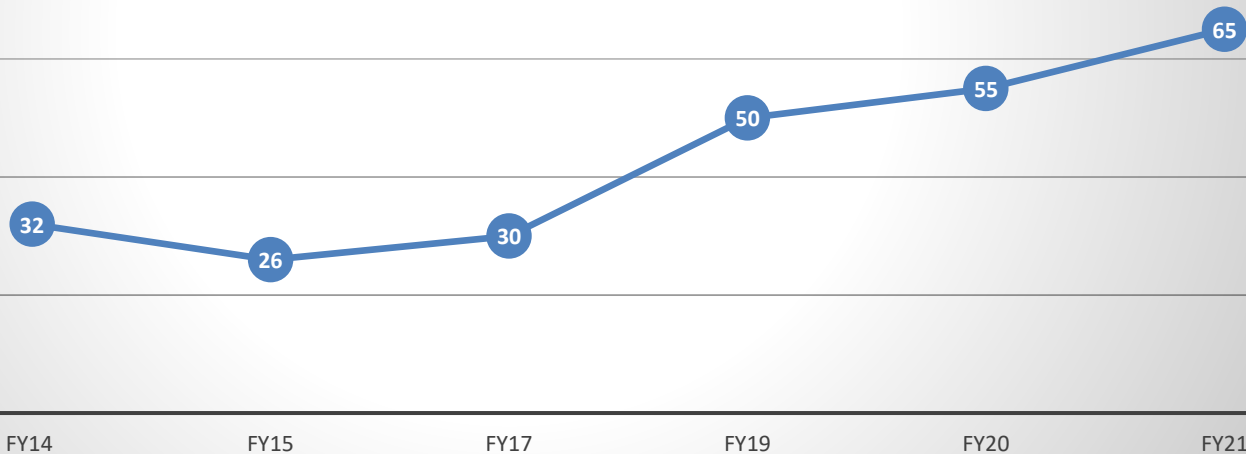
- Develop & Manage Park and Recreation infrastructure available to citizens.
- Diversify program offerings to serve citizens of all ages.
- Maximize staffing efficiency to alleviate the need for staff with specific skill sets in a competitive job market.



Develop and Manage a Parks and Recreation Infrastructure System

Acres of parkland managed by ARD

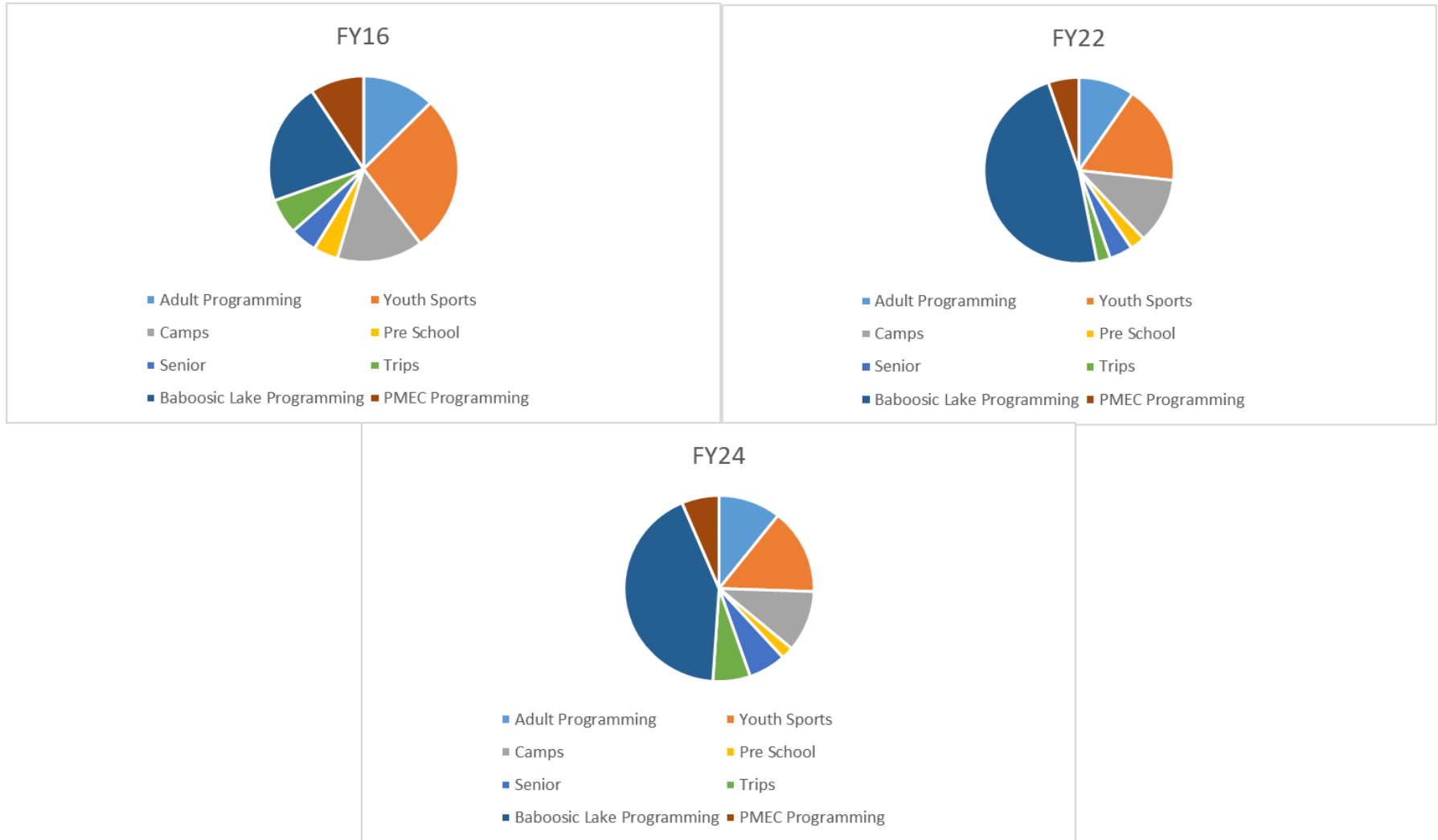
National Average - 10.4 acres of parkland per 1000 residents **114**



ACRES OF MANAGED RECREATIONAL SPACE

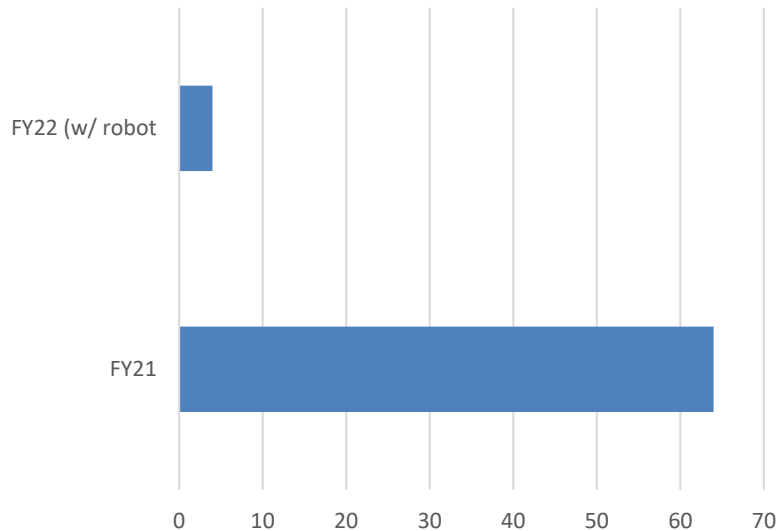


Diversify program offerings to serve citizens of all ages.



Maximize staffing efficiency to alleviate the need for staff with specific skill sets in a competitive job market.

With the new robot...Staff hours to complete line painting set up for athletic fields for fall sports.
***This includes staff who are trained in field layout.



According to the National Recreation & Park Association, the average Full Time Employee (FTE) count for departments is 8.9 FTE's (or equivalent per 10,000 residents

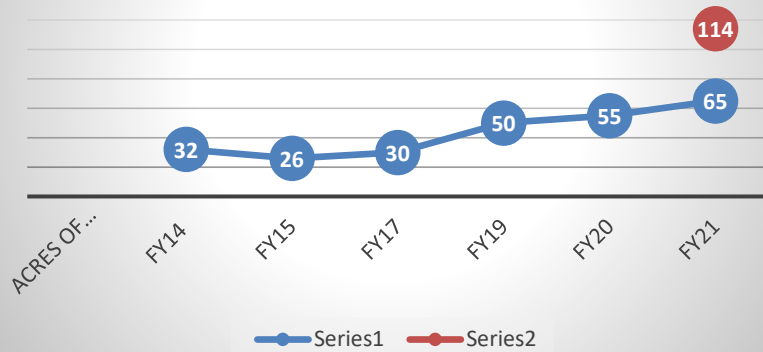


Amherst Parks & Recreation has 5 FTE's.

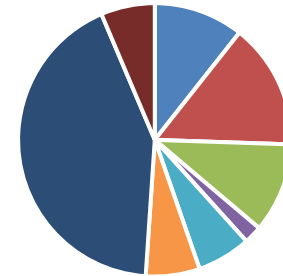


Vision Dashboard

Acres of parkland managed by ARD

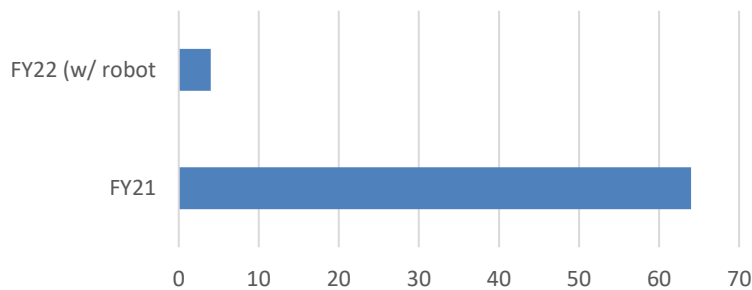


FY24



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

Field Layout time Human vs. Robot





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.
- PMEC building needs preventative maintenance.
- No pickleball or outdoor b-ball courts.

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.
- Lack of access to school facilities with new rules.
- Town Budgets
- Water quality at Baboosic Lake Town Beach.





Goal 1 Infrastructure – Buck Meadow

- Create a timeline with completed Buck Meadow Masterplan. Completion should be November 2022.
- Apply for Land Water Conservation Fund Grant for field construction– Spring FY23
- Fundraise/work with groups to build other pieces of the Buck Meadow Masterplan.
- Goal to have Buck Meadow project completed by FY26.





Goal 1 Infrastructure – Buck Meadow

- Ask for \$50,000 from taxpayers for third installment for matching grant in Field CRF.
- Apply for LWCF grant in next grant round for Buck Meadow field/park design. Spring/Fall FY23-24.
- 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





Vision 2: SWOT for diversifying programming

Strengths

- Reaching the needs of community with camps & youth sport programs.
- Free community events.
- PMEC 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.
- Marketing of programs – No Amherst Citizen.

Opportunities

- Contract out more programming
- 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 PMEC
- “More competitive” sport leagues
- Nashua YMCA and Boys & Girls Clubs
- COVID or a different pandemic
- 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.
- Create a once-a-year mailer that goes out to the senior population of Amherst. Work with retirement communities on getting the word out about programs.
- Continue to evaluate ongoing programs to make sure they are meeting the needs of the residents of Amherst.





Vision 3: SWOT for Maximize Staffing Efficiency

Strengths

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

Weakness

- Hard to recruit new staff who have the knowledge/skills/desire for the position (i.e., lifeguards, parks staff, PMEC educators).
- Year-round staff are at capacity for what we as a staff can do.
- Seasonal pay rates.

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 turnover at the beach
- FTE's who are retiring in the next three years/ lack of succession plan.
- Lack of NH Retirement system for FTE's.





Vision 3: SWOT for Maximize Staffing Efficiency

FY20 - Now...

- Lifeguard recruitment program/in-house lifeguard training program in conjunction with Milford Recreation Department.
- Purchase of Turf Tank field painting machine.
- CIT/Junior Counselor program.





Vision 3: SWOT for Maximize Staffing Efficiency

FY24-FY25

- 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.
- Work with colleges/universities to offer internships for future professionals in the field of Parks & Recreation.

