

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 8/18/2026

Subject: Movie License Continuation in 2027

Background

The Watertown Senior & Community Center currently maintains an annual public performance movie license, allowing staff to legally show movies as part of Center programming. Movies are currently offered on a weekly basis and average approximately 15 attendees per showing.

The cost of the annual license has continued to increase over the past several years. The license cost was \$860 in 2025 and increased to \$1,046 in 2026. The 2027 renewal cost has not yet been announced but may increase again.

As staff begin planning the 2027 budget, the Advisory Board is asked to consider whether to continue the annual movie license. If the Board wishes to continue offering movies, it may also wish to discuss strategies to increase participation and maximize the value of the license, such as adding additional movie showings, offering themed movie events, partnering with sponsors, or implementing other ideas to increase attendance.

Budget Goal

2. Maintain indoor and outdoor recreational facilities to enhance safety, overall health, and quality of life.

Financial Impact

Renewing the annual movie license will require funding in the 2027 operating budget. The final cost is currently unknown but is expected to exceed the 2026 cost of \$1,046.

Recommendation

Staff recommends the Advisory Board discuss whether to continue the annual movie license in 2027 and provide direction regarding the renewal. If the Board supports renewal, staff also recommends discussing opportunities to increase participation and overall value of the license through expanded programming or other promotional efforts.

Proposed Motion:

Motion to recommend renewal of the annual movie license for 2027 and direct staff to include the anticipated expense in the 2027 operating budget, while exploring opportunities to increase participation and maximize the value of the license.