

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: Membership Rollover, Renewal Discount, and Membership Rates for 2027

Background

The Watertown Senior & Community Center currently offers annual memberships at the following rates:

- City Resident: \$9.00
- Nonresident: \$13.50

Members who purchase a new membership or renew by the early renewal deadline of January 31 receive a 25% discount.

The Advisory Board has previously expressed interest in implementing a membership rollover policy for new memberships purchased during the last quarter of the calendar year. Under this concept, individuals purchasing a new membership during the final quarter would have their membership remain valid through the end of the following calendar year, rather than expiring after only a few months. This approach may encourage more individuals to join later in the year without feeling they are paying for only a partial year's membership.

If a rollover policy is implemented, the Board may also wish to discuss whether the current 25% new member and early renewal discounts should be modified or eliminated. The rollover option may reduce the need for an additional incentive for late-year memberships. While the Board could continue offering the early renewal discount, doing so in conjunction with a rollover policy would create multiple membership pricing scenarios that may be more difficult to administer and communicate clearly to members.

Staff is also requesting the Board consider increasing annual membership fees beginning in 2027 to:

- City Resident: \$15.00
- Nonresident: \$22.50

Current membership fees remain comparatively low when compared with many neighboring senior centers. While memberships do not cover the full cost of operating the facility, an increase would generate additional revenue to help offset building operations and maintenance costs while continuing to provide an affordable membership option for the community.

Budget Goal

5. Involve those who are impacted before making decisions.

Financial Impact

A membership fee increase would generate additional membership revenue to help offset operating expenses. The exact financial impact will depend on membership enrollment and renewal rates.

Implementing a membership rollover policy and any changes to the early renewal discount are not expected to have a significant budget impact but may influence membership participation and renewal patterns.

Recommendation

Staff recommends the Advisory Board discuss the proposed membership changes and provide direction regarding:

- Whether to implement a membership rollover policy for new memberships purchased during the final quarter of the calendar year.
- Whether to continue, modify, or eliminate the current 25% new member and early renewal discount.
- Whether to increase annual membership fees to \$15 for City residents and \$22.50 for Nonresidents beginning with the 2027 membership year.

Staff will incorporate the Board's direction into membership policies and promotional materials for the 2027 membership campaign.

Proposed Motion:

Motion to approve the membership rollover policy, establish the 2027 new member and early renewal discount policy, and approve annual membership fees of \$15 for City residents and \$22.50 for Nonresidents, effective with the 2027 membership year.