

Anchor to the Past  *Chart to the Future*
Jesup Memorial Library

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December 15, 2016

Cornell Knight, Town Manager

Town of Bar Harbor

93 Cottage Street

Bar Harbor, ME 04609

Dear Cornell:

I am writing to request a change in the longstanding partnership between the Town of Bar Harbor and Jesup Memorial Library. In the past, the library has asked the town to cover less than 5% of the library's annual operating budget. We relied on donations and on our endowment to cover nearly all of our day-to-day operating expenses.

Staff

Library Director

Ruth A. Eveland

Children's Librarian

Mae Corrion

Circulation Mgr.

Laura Edwards

Collection Mgr.

Kathy Woodside

Library Assistant

Ponzi Reed

Development Director

Melinda Rice

Press Officer

Kayla Chagnon

Custodian

Joel O'Brien

Going forward, we would like the town to be a greater partner, growing the annual appropriation to cover roughly a third of our budget. That amount would be matched in equal amounts by individual gifts, and by a sustainable draw from our endowment. We are requesting that the town's share increase in two steps: \$75,000 in the budget year beginning in July, 2017, growing to \$150,000 in the following year. We anticipate limiting our requests in future years to inflation adjustments to this \$150,000 figure.

What has changed? First of all, programs and service hours at the library have greatly expanded. We have grown from a reading room and lending library to an active community and cultural center. Second, we are about to embark on a \$9.8 million capital campaign – allowing us to build a wonderful new addition, increase our endowment to assure long-term fiscal health, and to retire the mortgage for 28 Mount Desert Street, the site of our expansion.

The Town's participation in our annual budget will put the library on a strong and solid financial footing, as the Jesup's board, staff and volunteers focus on our capital campaign, the first in our 100 plus year history.

Anchored to the Past ~ Chart to the Future

Jesup Memorial Library

(continued)

In the materials provided, you will see that an appropriation of \$150,000 will place the Town's per capita contribution at a level similar to municipal contributions provided for the Southwest Harbor and Northeast Harbor libraries. Our request for \$150,000 compares with more than half a million dollars of library funding provided each year by Belfast, with a population of 6,600. We know, and expect, that a change of this magnitude can only come through full support of voters, warrant committee and council members. We strongly believe that our public library has a role to play to make the lives of every citizen better, and we look forward to beginning the conversation with the Town Council on Tuesday, December 20th, answering questions and considering their advice.

Sincerely,

Ron Beard, Chairman
Jesup Memorial Library Board of Directors

Anchors to the Past  *Charts to the Future*
Jesup Memorial Library

TO: MEMBERS OF THE TOWN COUNCIL AND TOWN MANAGER
FROM: JESUP BOARD OF DIRECTORS AND LIBRARY DIRECTOR RUTH A. EVELAND
SUBJECT: INFORMATION FOR CONSIDERATION OF FUTURE ALLOCATION TO THE JESUP
DATE: 12/15/2016

MEMO

The Jesup Memorial Library is a vibrant center for educational exchange, creative community collaboration, and knowledge-sharing where we connect people to ideas, people to information, and people to people. The Library is a place where possibilities and realities share space. We are a center for creative community pursuits, opening doors with our activities and resources, for those who reside here and those who visit.

I. Who we serve

Jesup Memorial Library - registered users as of 9/30/2016

community	year round	seasonal	total
Bar Harbor	4,309	68	4,377
Other communities on Mt. Desert Island	745	10	755
Other island communities	21		21
Ellsworth/Trenton	314	7	321
Other communities in Hancock County	77		77
Bangor	20		20
Other	377		377
total	5,863	85	5,948

Note: 333 of the Bar Harbor year round cards are for individual children;
many families use just one card for the whole family.

You need to register for a library card to check out books or movies or other materials and to use the databases from home, but you don't need a card to attend programs, use the computers, or just come in to sit and get warm. We offer a seasonal card for those who are here for six months or less.

II. What we offer

The Jesup is a modern public library, which means it should be thought of as a place, a collection of resources, but also as a range of services. Our resources and services are available for everyone to use equally and with no charge. We are open a minimum of 41 hours per week, every week of the year. In addition we have been open more than 200 additional hours for programs beyond our regular service hours during 2016 as of December 14th.

- Resources/materials
 - More than 38,000 books (fixed shelving limits how many items we can hold)
 - Almost 2,000 DVD's and videos (not everyone can or wants to stream)
 - Subscriptions to about 70 magazines
 - About 1,500 audiobooks and music CD's
 - About 5,500 downloadable books, in e-reader and audio formats
 - A telescope that can be checked out for a week
 - Kill-A-Watt testers for home use
 - Access to 63 national/international databases from your home or work
 - Access to online training courses on a wide range of topics, anytime
 - Access to an online language learning system that includes more than 70 languages, also anytime
 - Access to an online archive of the historic newspapers of the island (we also have the original copies of most of them)
- Programs and activities for 2016 (as of 12/13/2016)
 - For adults
 - 223 programs (up from 12 in 2009)
 - 6,293 attendance (up 10% over last year; up from 422 in 2009)
 - For children
 - 147 programs (up from 85 in 2009)
 - 2,314 attendance (up from 1,767 in 2009)
- Other services
 - 6 public access computers and a printer, because not everyone has these at home
 - High speed WiFi; available 24/7 and accessible from outside the building
 - One public restroom
 - Delivery of books to Sonogee, Birch Bay, and the homebound
 - Friendly, helpful people to answer questions

III. What it costs to run the Jesup

We do all of this very frugally. Attached to this memo is a copy of our projected 2017 budget.

IV. What the Town pays for this service

What other communities pay for public library service				
Support per capita from municipal funds - 2015				
Community	population	total library operating income	municipal allocation	\$/capita (municipal)
Bar Harbor - current	5,315	\$ 421,141	\$ 20,172	\$ 3.80
Ellsworth	24,246	\$ 676,071	\$ 646,051	\$ 26.65
Southwest Harbor	1,772	\$ 365,458	\$ 55,000	\$ 31.04
Northeast Harbor	2,069	\$ 523,448	\$ 64,500	\$ 31.17
Belfast	9,609	\$ 634,090	\$ 539,540	\$ 56.15
Blue Hill	6,568	\$ 492,451	\$ 84,730	\$ 12.90
Rockland	7,237	\$ 545,368	\$ 437,253	\$ 60.42
Camden	4,860	\$ 839,830	\$ 375,000	\$ 77.16
Rockport	3,381	\$ 368,117	\$ 269,923	\$ 79.84
Bar Harbor - future	5,315		150,000	\$ 28.22

Note: Ellsworth and Belfast are municipal libraries; the others are all private nonprofit corporations like the Jesup. Northeast Harbor also serves as the school library.

REPORT AREA: JESUP MEMORIAL LIBRARY 2017 BUDGET SUMMARY

2017 BUDGET SUMMARY BY ACTIVITY

	LIBRARY	RENTAL PROPERTY	CAPITAL CAMPAIGN	TOTAL
REVENUES				
CONTRIBUTIONS				
Revenue from direct contributions				
Individual / small business contributions	135,700	0	1,170,000	1,305,700
Business sponsorships	5,000	0	0	5,000
Legacies & bequests	0	0	0	0
Uncollectable pledges - estimated	0	0	0	0
Donated goods & services revenue				
Donated goods & services revenue	0	0	0	0
Revenue from non-governmental grants				
Revenue from non-governmental grants	7,200	0	0	7,200
Revenue from trusts				
Joy Fund	25,000	0	0	25,000
Lynum Trust	1,000	0	0	1,000
Maren Trust	0	0	0	0
O'Neil Fund	30,000	0	0	30,000
Revenue from government grants				
Local government grants	85,172	0	0	85,172
Other government grants	0	0	0	0
EARNED REVENUES				
Revenue from program-related sales & fees				
Annual book sale	11,250	0	0	11,250
Book store income	14,812	0	0	14,812
Copies, overdue fees	2,700	0	0	2,700
Jesup item income	480	0	0	480
Other earned income	0	0	0	0
Sherman's book sales	750	0	0	750
Tickets & raffles	4,650	0	0	4,650
Young readers	175	0	0	175
Revenue from investments				
Interest savings/short-term investments	120	0	0	120
Dividends & interest - securities	0	0	0	0
Real estate rent	0	30,000	0	30,000
Rental income library	500	0	0	500
Securities sales - gross	0	0	0	0
Securities sales cost	0	0	0	0
OTHER REVENUES				
Unrealized gain (loss)				
Unrealized gain (loss) - investments	0	0	0	0
Unrealized gain (loss) - other assets	0	0	0	0
TOTAL REVENUES	324,509	30,000	1,170,000	1,524,509
EXPENSES				
Administrative support expenses				
Archival supplies	2,400	0	0	2,400
Insurance - Directors	1,800	0	0	1,800
Membership dues	940	0	0	940

Office supplies	4,320	0	0	4,320
Postage and shipping	3,145	0	240	3,385
Telephone and communications	1,752	0	0	1,752
Building expenses				
Building insurance	4,000	1,000	0	5,000
Building repair & maintenance	6,100	1,200	0	7,300
Mortgage interest (moved to "Interest expense")	0	0	0	0
Personal property taxes	0	0	0	0
Real estate taxes	0	7,824	0	7,824
Utilities	17,200	400	0	17,600
Contract service expenses				
Accounting fees	1,775	0	0	1,775
Architectural fees	0	0	0	0
Bookkeeping services	21,600	0	0	21,600
Fundraising fees	0	0	111,600	111,600
Graphic design	300	0	0	300
Legal fees	0	0	0	0
Professional fees - other	750	0	0	750
Tech consultants	2,000	0	0	2,000
Temporary help - contract	0	0	0	0
Grants & direct assistance				
Grants & direct assistance	0	0	0	0
Interest expense and bank fees				
Interest expense and bank fees	0	19,200	1,659	20,859
Library services and materials				
Adult				
Adult books	15,000	0	0	15,000
Adult nonbook	1,200	0	0	1,200
Adult periodicals	2,000	0	0	2,000
Children and Youth				
Youth books	3,200	0	0	3,200
Youth nonbook	250	0	0	250
Youth periodicals	250	0	0	250
Integrated Library System (catalog)	5,500	0	0	5,500
Online resources	2,250	0	0	2,250
Preservation and conservation	0	0	0	0
Marketing and printing expenses				
Advertising expenses	1,575	0	0	1,575
Copier and printer maintenance	4,200	0	0	4,200
Event marketing expenses	0	0	0	0
Other marketing expenses	0	0	0	0
Outside printing costs	2,150	0	0	2,150
Other expenses				
Other expenses	0	0	0	0
Salaries and related expenses				
Salaries & wages	278,869	773	24,943	304,586
Employee benefits	46,910	112	3,773	50,795
Bonuses & incentive payments	3,730	10	260	4,000
Payroll service	0	0	0	0
Speaker and event expenses				
Speaker and event expenses	6,310	0	0	6,310
Technology expenses				

Equipment and software	4,500	0	300	4,800
Other tech expenses	0	0	0	0
Web hosting and backup fees	3,780	0	0	3,780
Travel and conferences				
Conventions, meetings	600	0	0	600
Travel	2,640	0	0	2,640
TOTAL EXPENSES	452,997	30,519	142,775	626,291

	LIBRARY	RENTAL PROPERTY	CAPITAL CAMPAIGN	TOTAL
REVENUES				
Revenue from direct contributions	140,700	0	1,170,000	1,310,700
Donated goods & services revenue	0	0	0	0
Revenue from non-governmental grants	7,200	0	0	7,200
Revenue from trusts	56,000	0	0	56,000
Revenue from government grants	85,172	0	0	85,172
Revenue from program-related sales & fees	34,817	0	0	34,817
Revenue from investments	620	30,000	0	30,620
Unrealized gain (loss)	0	0	0	0
Total Revenues	324,509	30,000	1,170,000	1,524,509

EXPENSES				
Administrative support expenses	14,357	0	240	14,597
Building expenses	27,300	10,424	0	37,724
Contract service expenses	26,425	0	111,600	138,025
Grants & direct assistance	0	0	0	0
Interest expense & bank fees	0	19,200	1,659	20,859
Library services and materials	29,650	0	0	29,650
Marketing and printing expenses	7,925	0	0	7,925
Other expenses	0	0	0	0
Salaries and related expenses	329,510	895	28,976	359,381
Speaker and event expenses	6,310	0	0	6,310
Technology expenses	8,280	0	300	8,580
Travel and conferences	3,240	0	0	3,240
TOTAL EXPENSES	452,997	30,519	142,775	626,291

TOTAL REVENUES	324,509	30,000	1,170,000	1,524,509
TOTAL EXPENSES	452,997	30,519	142,775	626,291
NET REVENUES	-128,488	-519	1,027,225	898,218

ANNUAL FUND DISTRIBUTION	0	0	0	0
BOOK STORE DISTRIBUTION	0	0	0	0
TRANSFER FROM BAR HARBOR TRUST SERVICE	122,387	0	0	122,387
TRANSFER FROM MAREN FUND	6,100	0	0	6,100
TOTAL DISTRIBUTIONS	128,487	0	0	128,487

NET PROFIT (LOSS)	0	-519	1,027,225	1,026,706
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BAR HARBOR TRUST SERVICES BALANCE	2,106,665	PERCENT DRAW	5.8%	
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BUDGET SUMMARY BY CLASS - LIBRARY ONLY

	PATRON SERVICES	SPEAKERS & EVENTS	SPECIAL COLLECTIONS	LIBRARY BUILDINGS
REVENUES				
Revenue from direct contributions	0	0	0	0
Donated goods & services revenue	0	0	0	0
Revenue from non-governmental grants	6,000	1,200	0	0
Revenue from trusts	56,000	0	0	0
Revenue from government grants	85,172	0	0	0
Revenue from program-related sales & fees	0	0	0	0
Revenue from investments	0	0	0	500
Unrealized gain (loss)	0	0	0	0
Total Revenues	147,172	1,200	0	500
EXPENSES				
Administrative support expenses	1,950	600	2,400	0
Building expenses	0	0	0	21,900
Contract service expenses	2,750	0	0	0
Grants & direct assistance	0	0	0	0
Interest expense & bank fees	0	0	0	0
Library services and materials	29,650	0	0	0
Marketing and printing expenses	75	1,750	0	0
Other expenses	0	0	0	0
Salaries and related expenses	178,144	58,501	10,379	24,497
Speaker and event expenses	0	3,810	0	0
Technology expenses	7,620	0	0	0
Travel and conferences	2,856	0	0	0
TOTAL EXPENSES	223,045	64,661	12,779	46,397
TOTAL REVENUES	147,172	1,200	0	500
TOTAL EXPENSES	223,045	64,661	12,779	46,397
NET REVENUES	-75,873	-63,461	-12,779	-45,897
ANNUAL FUND DISTRIBUTION	75,873	43,533		
BOOK STORE DISTRIBUTION				
TRANSFER FROM BAR HARBOR TRUST SERVICES		19,928	12,779	39,797
TRANSFER FROM MAREN FUND				6,100
TOTAL DISTRIBUTIONS	75,873	63,461	12,779	45,897
NET PROFIT (LOSS)	0	0	0	0
BAR HARBOR TRUST SERVICES BALANCE	2,106,665			

BUDGET SUMMARY BY CLASS - LIBRARY ONLY

	GENERAL ADMIN	ANNUAL CAMPAIGN	BOOK STORE	TOTAL
REVENUES				
Revenue from direct contributions	0	140,700	0	140,700
Donated goods & services revenue	0	0	0	0
Revenue from non-governmental grants	0	0	0	7,200
Revenue from trusts	0	0	0	56,000
Revenue from government grants	0	0	0	85,172
Revenue from program-related sales & fees	0	20,005	14,812	34,817
Revenue from investments	120	0	0	620
Unrealized gain (loss)	0	0	0	0
Total Revenues	120	160,705	14,812	324,509
EXPENSES				
Administrative support expenses	6,712	2,575	120	14,357
Building expenses	4,000	0	1,400	27,300
Contract service expenses	23,375	300	0	26,425
Grants & direct assistance	0	0	0	0
Interest expense & bank fees	0	0	0	0
Library services and materials	0	0	0	29,650
Marketing and printing expenses	4,390	1,710	0	7,925
Other expenses	0	0	0	0
Salaries and related expenses	15,998	33,529	8,460	329,510
Speaker and event expenses	0	2,500	0	6,310
Technology expenses	360	300	0	8,280
Travel and conferences	0	384	0	3,240
TOTAL EXPENSES	54,835	41,298	9,980	452,997
TOTAL REVENUES	120	160,705	14,812	324,509
TOTAL EXPENSES	54,835	41,298	9,980	452,997
NET REVENUES	-54,715	119,407	4,832	-128,488
ANNUAL FUND DISTRIBUTION		-119,407		0
BOOK STORE DISTRIBUTION	4,832		-4,832	0
TRANSFER FROM BAR HARBOR TRUST SERVICE	49,883			122,387
TRANSFER FROM MAREN FUND				6,100
TOTAL DISTRIBUTIONS	54,715	-119,407	-4,832	128,487
NET PROFIT (LOSS)	0	0	0	0
BAR HARBOR TRUST SERVICES BALANCE			PERCENT DRAW	5.8%

Community forum

Maria Jesup called: I answered

By Ron Beard

Over the last couple of months, I find myself humming "Maria," that classic Leonard Bernstein tune from "West Side Story." My inspiration is not the memorable character by that name played by Natalie Wood, but the generous donor behind the Jesup Memorial Library, Maria DeWitt Jesup.

When I was recently asked to consider leading the board of the Jesup, it didn't take long to say "yes." The Jesup is a cornerstone organization in Bar Harbor. I believe in its mission to nourish minds, advance lives and build community.

Getting a library card was one of my first acts of citizenship. The year was 1970. On summer break from the University of Maine, I had been hired as a ranger at Blackwoods Campground, housed in a bleak brown trailer. Looking to broaden my horizons, I enrolled in an art class conducted downstairs at the Jesup. I didn't produce any masterpieces, but what a treat to try my hand.

Later on, in graduate school, with the help of the Jesup historical archives, I developed and completed my thesis - an economic perspective on the history of Mount Desert Island. (Don't ask me now about shift-share analysis!)

Today's Jesup maintains what I found in the 1970s - good historical references, librarians who point you in helpful directions, current fiction, nonfiction, periodicals. I appreciate the grace and beauty of the building, the airy marble rotunda, book-filled balconies and alcoves

I see a new Jesup, blending the legacy and architecture made possible by Maria Jesup's generosity with a new facility, new space and new programs that will animate community life for the century to come.

klaka, klaketa, klaketa of someone on the keyboard of a public computer; the satisfying slip of a book into its slot on the shelves (Jesup volunteers and staff handle over 58,000 books and publications each year.); the scraping of chairs as guests settle for a public program (over 8,800 guests attended 411 programs last year); the sweet harmony of piano and strings in a classical concert featuring Masanobu Ikemiya; the lively bowing of fiddle and bass at a Big Moose Band contra dance; the verbal fireworks of Henry the IV, Falstaff and Prince Hal brought to life by the confident young voices of the Crooked Road Home School Shakespeare Class; hearty applause after a poem or story shared at an open mic event; and, the soft thud of a box full of books lifted to the sorting table for the annual August book sale.

As one of the "third places" that makes Bar Harbor hum year-round (not work, not home), the Jesup welcomes all. When you visit, you'll see your neighbors and guests in all their wonderful diversity.

In the short time since I said "yes," I've learned more about the origins of the library, dedicated in 1911 to

the building in good working order in perpetuity.

The incorporators and successive boards of directors oversaw operation of the library. They didn't ask for much in the way of public support, but welcomed it when it came.

Modest donations shored up book purchases and salaries. That philosophy served the library well for a century, but resulted in significant deferred maintenance and lack of space for expanded collections and staff. As board chair, one of my first meetings with the library director was held in the boiler room. Every other nook and cranny was already occupied by staff, patrons and books.

Our current budget supports five full-time and four part-time staff. More than 125 volunteers help with interlibrary loans, reshelving books and organizing the annual book sale. That sale provides about 3.4 percent of Jesup's annual income. Town support provides 4.6 percent. Over the last few years, the annual fund drive has grown to shoulder 42 percent of expenses and will have to grow even more to sustain core services and programs.

I always have tried to give back

of University of Maine Cooperative Extension, I supposed I would focus on some writing, woodworking projects, all while enjoying time with my new grandson. And then the Jesup called.

If we want a community library that welcomes all citizens and visitors, and adapts to their needs over the next century, we'll all have to roll up our sleeves and make it so. The Jesup's staff, its board of directors and its volunteers are well along the path of turning community input into plans for a significant expansion, enabled by the farsighted purchase of the Brignull building along School Street in 2012.

We've completed the feasibility study for a capital fund drive and have begun to shape its implementation.

I take heart from our sister organizations, who didn't stop when they reached the initial visions of their founders. The MDI Hospital, The MDI YMCA, The Abbe Museum, College of the Atlantic, Friends of Acadia, MDI Biological Lab and The Jackson Lab all have grown to meet and anticipate new needs and aspirations. With community support, they are major employers who contribute significantly to our economy and sense of place. The Jesup is proud to partner with them and many others in our diverse programming.

I see a new Jesup, blending the legacy and architecture made possible by Maria Jesup's generosity with a new facility, new space and new programs that will animate community life for the century to come. Come visit. And when Maria

Enthusiastic generosity

To the Editor:

Although I am still learning, I would like to share some of what I have discovered in my new role as a member of the Jesup Memorial Library board of directors.

Our library is no longer a quiet Gilded Age reading room, nor is it just the book-lending institution it was 25 years ago. It is now a vital community center for the town. Library activities and programs have grown, and community support needs to expand to keep up.

If you are like me, you have assumed that the Jesup is supported by kind and wealthy benefactors. It turns out that my assumption that someone else is paying the bills was only partly true and somewhat

out of date. We have an endowment that covers about a quarter of the library's annual budget. Trusts set up by major supporters provide another 15 percent.

The rest must be raised each year from the town, the book sale, fundraising events and individual and business donations. The library needs your financial support.

Who among us is comfortable giving or asking for money? There are "so many good causes" and "only so much that one person can do." I know this is true. But what would our town be without our library? I could try to tell you what the Jesup means to this community, to people of all ages and all income levels, but my guess is that you already know this.

What is the right level of support to offer to our won-

derful center of culture, knowledge and lifelong learning? The answer will be different for everyone. I'll use myself as an example. I have for many years responded to the Jesup's annual fundraising letter by sending in a modest check. I can tell you that I felt pretty good about this each time that I did it. I love the library, and I was happy to contribute. But I wasn't giving enough. I didn't know this, and no one pointed it out to me.

Let's look at the big picture. I envision a future where the endowment, the town and donations each cover one-third of the library's annual operating budget. From 10 \$5,000 donations, 100 \$1,000 donations, and several hundred donations of between \$15 and \$100. Which of these groups is appropriate for you?

I would like to invite those of you who can afford it to become members of the Maria DeWitt Jesup Society by making an annual pledge of \$1,000 or more. Obviously, donations of \$1,000 are not going to be possible for everyone. Gifts of all amounts are important.

While I am suggesting that we need to assume responsibility for our library's financial well being, I don't want folks to contribute reluctantly out of a sense of duty. What is called for here is generosity, generosity with enthusiasm! The library is a shining light in our community, and it deserves our enthusiasm.

Sometimes our fears surrounding money overpower our fundamentally generous natures. Try giving some money away. It helps shrink the

fear. It can be liberating and exhilarating. It may change your outlook on life. And it will make you appreciate and enjoy our library even more than you do now.

Tom Crikelair
Acting Treasurer
Jesup Memorial Library
Bar Harbor

Center of community

The Jesup Library in Bar Harbor was figuratively a beehive of bookish activity Saturday during the institution's 46th annual used book sale. Scores of volunteers, and the library's dedicated staff, had been working for weeks to prepare for the event and to welcome crowds of bibliophiles looking for bargains when the doors opened at 9 a.m.

Over the past few years, the Jesup's place in the intellectual and social life of the community has grown dramatically as it has welcomed more and more readers, as well as users for the digital access services offered.

Frequent appearances by authors, artists, photographers, scholars, musical performers and others have brightened many an evening or afternoon. Children's programming has become one of the library's most popular offerings.

As library Chairman Ron Beard pointed out prior to a recent program, in the last year alone, more than 5,000 people have attended events at the Jesup.

When it was founded more than 100 years ago, the Jesup, with its extensive library of reading materials, like its counterparts in other Mount Desert Island communities, was seen as a vital player in efforts to meet the need for literacy and culture in the community. As the library moves ahead with its capital campaign to expand its offerings and services, and provide additional space for all the things it now does so well, that need is driving the effort forward.

The Jesup's mission statement explains that it "nourishes minds, enhances lives, and builds community." Bar Harbor, indeed all of Mount Desert Island, would not be the same place were there no Jesup Library.

MDI YMCA
Request to Bar Harbor Town Council for Increased Town Funding
January 23, 2017

The MDI YMCA will be coming to Council on Tuesday, January 24 with a request to increase the Town's annual contribution to our Y from \$48,812 to \$100,000 for FY 2018, and \$150,000 thereafter. That increase would push the total Parks & Recreation budget to ~\$290,000 for the coming year. Still far less than other communities spend on those activities. We know we are late presenting this request. We have been working diligently to avoid it, but we have come to the conclusion that we have no choice. Our current business model is unsustainable.

The MDI YMCA was founded over 100 years ago during the same era as our MDI Hospital and Jesup Memorial Library. All three continue to be important parts of the fabric that make Bar Harbor a community.

The Y was rebuilt in 1997 with broad community support after the roof collapse of the old Y. Normally, a community as small as Bar Harbor could not support a full facility YMCA, and certainly not one with a pool and a gymnasium, but we did it, together. We had a new facility that required maintenance, but little capital replacement or improvement. Until the last few years we have been able to operate on a break-even cash basis through very high community membership penetration, special events like road races and lobster races, and annual fundraising. Except in a couple exceptional years, we have not been able to fund any depreciation (Capital reserve). We now have a facility that is over 20 years old and is showing its age.

Significant increases in membership penetration are unrealistic. We currently have 1600 members, 80% of which are Bar Harbor residents. We had over 53,000 member visits in 2016, a 20% increase over 2014. Road races raise money, but take staff time away from membership and program activities. We couldn't operate without our annual campaign, but that takes considerable staff time as well.

Our annual revenues range between \$1.2 - \$1.3 million. Over 25% of that comes from fundraising and special events, and another 60%+ comes from memberships and program income. Only 3.5% comes from municipal support. On a cash basis, we lost \$80,000 in 2014, \$60,000 2015, and \$40,000 in 2016. Our 2017 preliminary budget projects another \$59,000 loss, despite the reduction of two full time staff members and a 5% increase in membership fees. We are living off our modest endowment and a bank line of credit, and that cannot continue. Costs continue to rise, but revenues have not, in part because of our high membership penetration and increased staffing in childcare and in the pool, due to safety and increasing regulations. We increase our membership and program fees as much as we can, but we need to keep them affordable. We have discounted membership fees (Membership for All) and scholarships. We try to say that we don't turn anyone away for lack of ability to pay, but we can't in all cases.

As we discussed at last year's MOU presentation to Council, our pool supports our swim teams at all levels, but we lose ~ \$100,000/year operating, maintaining and staffing our pool and supporting our widely recognized swim teams for which our community is justifiably proud. Also, the gymnasium is important to indoor team sports and recreation, and it is the only place we can use for group fitness. There are a lot of cubic feet to heat in that area.

The YMCA and the library are two of the few places for summer visitors to go on rainy days. They pay a daily fee at the Y, but we can't charge any one or any organization enough to cover the costs of the total operation. Everything we do supports the operation and maintenance of the pool and to a lesser extent, the gymnasium. Both are integral to supporting our community.

Our YMCA is now 20 years old, and requires ongoing capital replacements. Pool lighting, the pool itself, boilers, locker rooms, and that doesn't count "freshening up" our facility. YMCA statistics show that memberships decline in YMCAs that don't modernize at least every 7 years. We haven't had any major modernization since we opened the new Y in 1997. Members' needs change. We need to expand our wellness area to add more aerobic and weight equipment. We need better space for fitness classes and community space. We don't have the money to do any of that. Any expansion will be funded through a modest capital campaign, but we first have to upgrade our existing facility.

The axiom that a community only deserves the YMCA it is willing to pay for comes into play. We are the recreation /community wellness center for Bar Harbor. We are a strong partner with MDI Hospital, Healthy Acadia and others in community wellness. We are the next step in rehab for hospital patients after injury, surgery, cardiac rehab and more. We are a cornerstone of our community and we need your support if we are to continue to fulfill that mission. If we are too late to get in this year's budget, we hope you will support us in asking for this substantial increase at Town Meeting in June. We will publicize our request in the MDIslander so that those in favor and opposed will have be aware of our request and be prepared to vote at Town Meeting.

Thank you for your consideration. We know the community supports our YMCA and all we do for the community. We also appreciate that no one wants to pay more in taxes. We all need to determine what we want our community to look like and what we are willing to pay for.

We look forward to making a brief presentation at the Council meeting on Tuesday.

To: Bar Harbor Town Council

From: MDI YMCA

Subject: Follow up Request for Increased Funding

Date: January 26, 2017

We appreciate the opportunity to present additional information requested at the Council meeting on Tuesday.

1) Attached are two pages of information regarding town support for

- a) Harbor House and Neighborhood House
- b) Other small Maine YMCAs - All Ys operate differently depending on community needs.
- c) a few other Maine town/cities that do not have YMCAs

2) MDI YMCA Membership and member visits over the last few years. Remember that we have not had a major renovation since we opened the new Y 20 years ago. Statistics show membership declines when Y's don't update their facilities every 7 years. (Awaiting membership numbers from Tommy, but membership if relatively flat.)

<u>Year</u>	<u>Members at 12/31</u>	<u>Membership Visits</u>
2012		46,421
2013		45714
2014		41870 (severe winter)
2015		51452
2016		53286

3) The question of senior programming was raised. Attached is a list of senior programming we currently offer, with the number of participants in each. Most participants in all these activities are >55 years old. (Awaiting participation numbers from Mark.)

4) If anyone wants to see how many kids are at the Y in our after school program, they should visit the Y late any school day afternoon.

5) You asked what initiatives we are implementing or considering to reduce our operating deficits.

- a) Changing our New England reciprocity policy that currently gives free use to New England YMCA members.

b) Increasing Membership fees by 5%. We would be happy to do that, but at the end of the day, we would need to make up that income with increased funding somewhere else

c) Increasing Day Pass Fees by \$1. Youth from \$6 to \$7, and adult from \$12 to \$13

d) Develop a program from hospitality employees

e) Sell hotels, motels and B&Bs guest passes for their guests. This "Cottage Program" has been a successful program at the Boothbay Harbor and Central Lincoln County (Damariscotta) YMCAs.

We appreciate that we are asking 100% of the tax payers to contribute to the Y when only 20%-25% are members. 100% of tax payers pay for a nearly \$6 million school budget when we have only 572 Bar Harbor students. We do that because we understand that a good school system is an important part of our community. We believe the YMCA is an important part of what makes Bar Harbor a community. It helps employers recruit new employees and one of the first things a family looks at when considering moving to Bar Harbor.

We know that we are asking the Council to make a difficult decision. Increased funding is essential if the MDI YMCA for our MDI YMCA to continue to support our community at its current or increased levels. We look forward to tonight's discussion.

Thank you for your consideration.

Support for Other Organizations on Mount Desert Island

Neighborhood House in Northeast Harbor

- Operating Budget - \$500,000 to \$515,000 annually
- Funding from Town of Mount Desert - \$88,000 a year for past 10 years
- According to Executive Director, Ann Marie Hart, this finding represents from 15% to 20% of the Neighborhood House's Operating Budget
- Town of Mount Desert Proposed Budget for 2017 - \$16.4 million
- Population of the Town of Mount Desert – 2,053

Harbor House in Southwest Harbor

- Operating Budget - \$950,000
- Funding from Town of Southwest Harbor - \$59,640 plus use of the building for \$1/year. Funding from Town of Tremont - \$20,275. (Total of \$79,915 or 8.4% of budget)
- Town of Southwest Harbor Proposed Operating Budget for 2017 - \$3,224,062
- Population of Town of Southwest Harbor – 1,764

Funding Support for Similar Size YMCAs in Maine

Mount Desert Island YMCA in Bar Harbor

- Operating Budget - \$1,246,000(FY16)
- Funding from Town of Bar Harbor - \$48,812
- Town of Bar Harbor Budget – \$20,426,000
- Population of Bar Harbor – 5,308 (Town of Mount Desert Island – 10,424)

Downeast Family YMCA in Ellsworth

- Operating budget - \$3,100,000 (FY16)
- Funding from Town of Ellsworth - \$82,000
- Funding from 16 different neighboring towns - \$35,000 (Ranging from \$750 to \$5,500) (Total Town Funding - \$117,000)
- Town of Ellsworth Budget - \$21,521,000
- Population of Ellsworth, Maine – 7,875

Piscataquis YMCA in Dover-Foxcroft

- Operating budget - \$600,000
- Funding from Town of Dover Foxcroft - \$24,000. Seeking substantial increase.
- Town of Dover-Foxcroft Budget – \$6,131,000
- Population – 4,213

Waldo County YMCA in Belfast

- Operating budget – \$1,600,000
- Annual Funding from Town of Belfast - \$52,500 (Town of Belfast provided \$750,000 towards building the YMCA with a minimum annual operating commitment of \$50,000 a year)
- Town of Belfast Budget – \$8,910,578 (FY15/16)
- Town of Belfast Population – 6,682

Penobscot Bay YMCA in Rockport

- Operating Budget – \$5,000,000
- Funding from Town of Rockland - \$150,000 to operate teen center
- Towns of Rockport and Camden Combined Budgets - \$16,095,166 (Camden - \$7,142,575 and Rockport (\$8,835,591)
- Combined Population of Rockport and Camden – 8,330

Central Lincoln County YMCA in Damariscotta

- Operating Budget - \$1,500,000
- Funding from Damariscotta – \$14,500 Asking for no town funding for next year. Have boosted Annual Fund from \$30,000 to \$105,000
- Town of Damariscotta Budget – \$6,614,000
- Population of Damariscotta – 2,214

Boothbay Harbor YMCA in Boothbay Harbor

- Operating Budget - \$2,400,000
- Funding from Boothbay Harbor - \$0- \$360,000 Annual Fund in 2016
- Town of Boothbay Harbor Budget - \$7,300,000
- Population of Boothbay Harbor – 2,165 Doesn't count Boothbay

Other Info

- Caribou funding for Parks & Rec - \$460,000
- Caribou town budget - \$9,617,000 Population 7,871
- Yarmouth funding for Parks & Rec - \$422,178
- Yarmouth town budget - \$26,900,000 Population 8,349
- Saco funding for Parks & Rec - \$897,000
- Saco town budget - \$49,826,000 Population 18,482
- Presque Isle funding for Parks & Rec - \$550,000
- Presque Isle city budget - \$7,100,000 Population - 9,317
- Bucksport funding for Parks & Red - \$208,687
- Bucksport Town Budget - \$10,104,734 Population - 4924

Senior Activities at the MDI YMCA - 1/17

- All Aqua-Aerobics classes
- lap swimming
- Masters swimming
- "Golden Age" water fitness
- Low-Impact water exercise
- Parkinsons Group
- Keep on Moving
- Walking Track
- Brew Crew
- Walks & Talks
- Group Fitness classes
- Yoga
- Tai Chi
- Pickleball (10-15 participants)
- Badminton (10-15 participants)
- Adult Jiu Jitsu (4-7 senior participants)
- Noon Ball (10-15 participants)
- Mens rec basketball (Potentially 30+ participants)
- Womens self defense (5-7 participants)
- Adult Fencing (3-5 participants)
- Walks and talks (5-10 participants)
- Brew crew (5-15 participants)
- Club outreach (Hockey club currently. member driven)
- Several tournaments per year to bring off-island enthusiasts to MDI (Badminton, Pickleball, Basketball)
- Farmers Market social center