



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

# CITY COUNCIL AGENDA REPORT

Date: April 10, 2023  
To: Mark F. Miller, City Manager  
From: Robert J. Bruner, Assistant City Manager  
Brian Goul, Recreation Director  
Allyson Leach, Recreation Supervisor of Senior Programs  
Subject: Recreation Senior Programming Report

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## ***Creative Endeavors Gift Shop***

The Creative Endeavors gift shop opened in 2003 at the Troy Community Center. Vendors sold arts and crafts on consignment. Due to the COVID-19 pandemic, the store closed in March 2020. Inventory was cleared out and vendors were notified to pick up their remaining items.

To keep expenses low, the store relied heavily on volunteers to operate open hours 6 days a week for a total of 32 hours per week. In 2017, a part time Store Manager was hired. The revenue and expenses below are from the last full year in operation (FY 2018-2019).

Revenue (Sales)	\$35,226.00
Expenses*	
Vendor Consignment Payments	\$24,658.00
Part Time Store Manager (8 hours/week)	\$4,368.00
Sales Tax	\$2,114.00
<u>Total</u>	<u>\$31,140.00</u>
Net	\$4,086.00

*\*Expenses do not include indirect costs such as marketing or admin costs.*

To reopen the store, new expenses would be required including additional staff hours and consignment software. In addition, the store relied on building foot traffic for customers, especially during large indoor events and rentals. Due to the pandemic, foot traffic has slowed. Staff estimates that the store would not be able to break even.

City management has decided the space will be utilized for shared programming space for the Recreation Department, Troy Public Library, Troy Nature Society, and Troy Historic Village. All parties are interested in working together to create rotating special pop-up programs and educational exhibits. The space could also be a satellite office for other city departments for community outreach. The area could also be used for some smaller senior groups that meet during the day and also host senior health screenings



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## 50+ Survey and Programming

Troy Recreation’s 50+ Programs Survey is conducted annually, and is open for feedback from mid-November to mid-December. There is a web-link advertised in the Fifty Forward newsletter and e-newsletter, as well as paper copies available at the Troy Community Center front desk. Based on 2021’s survey results, the following events and trips were offered for entertainment and socialization opportunities throughout 2022:

Event	Date	Participation
A Night in Hollywood	5/21/22	42 participants
Senior Social & Sweets	8/4/22	72 participants
Senior Expo	9/20/22	Estimated 400-500 visitors
Troy Metro Symphony Concert	11/18/22	187 participants

Trip	Date	Participation
Senior Summer Walking Group	6/1/22 – Beaver Trail Park 6/15/22 – Boulan Park 6/29/22 – Huber Park 7/13/22 – Raintree Park 7/27/22 – Robinwood Park 8/10/22 – Milverton Park	15 participants
Troy Historic Village	7/29/22	10 participants
Detroit Tigers Game <i>*Madison Heights Active Adult Center partnership</i>	9/14/22	22 participants
Addison Oaks County Park <i>*Oakland County Parks partnership</i>	12/5/22	29 participants
Detroit Institute of Arts Museum <i>*Free Senior Visits due to millage</i>	7/26/22 9/27/22 11/3/22 12/8/22	180 total registrations

Troy Recreation partnered with Madison Heights Active Adult Center for the Detroit Tigers Game trip as Madison Heights owns a bus. Oakland County Parks provided a bus for the Addison Oaks County Park trip. Oakland County Parks has provided five senior trips for Troy Recreation to join in 2023, but is no longer able to provide bus transportation. Troy Recreation will have to provide transportation from the Troy Community Center to these offsite locations for trips. This is a hindrance as:

- Troy R.Y.D.E. is not an option as the service is too busy with pickups and drop-offs to and from medical appointments.
- School busses are difficult to book as they need to be on the roads for students in the mornings and afternoons.



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- The price of charter busses/motor coaches has gone up drastically in recent years. For example, the bus company that the DIA provides for free for senior trips quoted \$995.00 to take 32 passengers to the Detroit Zoo.

The Recreation Department has begun culminating a relationship with Oakmont to provide transportation to some local events. They have agreed to provide transportation for our seniors to go to the Detroit Zoo.

In addition to department offerings, Troy Recreation also partners with travel companies to offer both day trips and extended trips for seniors. Bianco Tours provides day trips with round trip motor coach transportation included. The most notable destinations include Firekeepers Casino, Saugatuck, Turkeyville, and Huron Lady II Cruise Ship.

Notably, the Fifty Forward newsletter, published four times per year, was updated in Spring 2022. The Fifty Forward newsletter advertises even more information on all City of Troy offerings. The publication now includes all senior programs from Troy Recreation, Troy Public Library, Stage Nature Center, and Troy Historic Village.

The results of 2022's 192 total respondents will guide department programming and offerings over the next year (four publications). See below for 2022 summary data.

### **Demographics:**

- The majority of respondents are between the ages of 60 and 79.
  - 60-69 About 38%
  - 70-79 About 44%
- 76% of respondents are retired.

### **Participation Levels:**

- About 30% have never participated before
- About 13% have participated for less than 1 year.
- About 25% have participated for 1-5 years.
- About 31% have participated for more than 5 years.
- About 25% said programs are not at a convenient time for them.
- About 21% said programs do not appeal to them.
- About 15% said programs are too expensive.
- About 13% said they are too busy.

### **Because I participate in 50+ Programs, I . . .**

- About 51% agree they see friends more/make new friends.
- About 62% agree they take better care of their health.
- About 76% agree they have something to look forward to.
- About 60% feel more able to stay independent.
- About 66% feel that the 50+ programs have had a positive effect on their life.
- About 68% agree they learn new things.



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- About 66% agree they are more physically active.
- About 73% would recommend the 50+ programs to a friend or family member.

### **Please put a check in the box that best matches your response for each statement.**

- About 88% agree the Troy Community Center is clean and attractive.
- About 78% agree staff is friendly and courteous.
- About 70% agree staff is knowledgeable of activities and services.
- About 48% are happy with the health and wellness programs offered.
- About 47% are happy with the enrichment programs offered.

### **Takeaways for 2023 – 2024 Planning:**

- About 71% are interested in attending concerts.
- About 52% are interested in attending movies.
- About 45% are interested in attending recreation-based lectures.
- About 44% are interested in health screenings (hearing, blood pressure, etc.)

A survey was recently distributed to gain feedback on the new community room and an in-person informational meeting will be held late spring. The updates to the Senior Dining Room using the grant award will provide additional space to offer lectures, drop in card groups, and small group programming.