

City of Rocky Mount Parks & Recreation Department
Division of Senior Programs/Senior Center
Annual Report FY 2015 (July 2014 – June 2015)

As part of the department and its mission, the Senior Programs Division oversees the operations of the Rocky Mount Senior Center and provides health and safety information, educational opportunities, leisure recreational activities, and referral services for participants age 55 and older in the local community. The division provides a diverse and dynamic range of programs, activities, and services. Some highlights for the previous FY include:

- **Finance Report** – final report available on City’s budget website
 - Revenues - \$89,671.25
 - Expenditures \$600,586.15
- **Health/Wellness**
 - Sold 1152 Fitness Center Passes; an average of 96 per month
 - Over 1100 registered participations for division group fitness classes
 - Provided health screenings - nutrition, mental health, vision, hearing, and blood pressure checks
 - Provided flu shot clinics, diabetes workshop, and Medicare open enrollment
- **Day and Overnight Trips**
 - Senior participants traveled approximately 12,000 miles by van, bus, train, and plane on 24 trips to various locations throughout the state and country.
 - Trips included shopping days (Raleigh, Smithfield, Williamsburg), historical adventures (Edenton and Williamston), musical/cultural activities (Barn Theatre, Ruby Theatre, and Imperial Centre), and multi-night stays in San Antonio and California.
- **Special Events**
 - Over 2500 seniors attended 23 special events/workshops at the Rocky Mount Senior Center.
 - Four (4) exceeded 250 participants – Tour, DESG, Senior Day @ the Mall, and Summer Blast. Two (2) (Senior Tour and Summer Blast) had over 350 participants.
- **Athletic Leagues**
 - Softball league had 4 teams with 62 participants from Rocky Mount, Wilson, and Goldsboro.
 - 2015 Down East Senior Games brought in 284 athletes from five counties
- **Facilities**
 - The senior center had approximately 27,000 visits from senior adults
 - The total visits for the facility (including employee fitness and rentals) was right at 36,000
 - The facility hosted 81 rentals during the year with 6,186 guests and revenues of \$25,000.00.
 - The division brought in 286 new participants during the year
- **Committee Involvement (staff and participants)**
- **Community Connections**
 - Partnered with over 65 community organizations to enhance programs and services
 - Filmed local cable access talk show, Health Matters, in conjunction with East Coast Talking
 - Provided internship opportunities for students at East Carolina University and NC Wesleyan
 - Organizations providing presentations for volunteer recruitment included Downeast Partnership for Children and Twin County Literacy Council. Three (3) participants completed DEPC’s Community Fellows Program. Partnership for tutors planned with TCLC - October 2015.
- **Volunteer opportunities**
 - 95 volunteers logged over 2100 hours – equivalent to \$31,500.00 in staffing cost

- **Miscellaneous**
 - Senior Programs now oversees facilities and operations of P & R's Denton St. Pool
- **Did you know (results from annual survey)**
 - 95% of respondents ranked our quality of programs as excellent or good
 - 97% of respondents ranked our quality of staff and volunteers as excellent or good
 - 96% of respondents stated they felt their quality of life was improved due to our programs and services
 - The total participation for senior adults including facility, trips, and special events was approximately 30,000