

THE RANCH

Proposed 22-23FY Budget & Financial Information

THE RANCH MISSION STATEMENT

To enhance the experience of living in our community to play an active role in making it be a happier, healthier and more filling place (and way) to live.

Population information for Tiburon and Belvedere

2021 TOTAL COMBINED POPULATION:
11,278

TOTAL Average Participants Per Week of
Fall 2021:
1336

24% Youth - 76% Adults

- 5 and under: 327
- 5-9 years old: 679
- 10-14 years old: 1006
- 15-19 years old: 615
- 20-44 years old: 1866
- 45-64 years old: 3797
- 65+ years old: 2985

- Tots: 10
- K-8 Youth: 735
- Youth Tennis: 96
- Adult Tennis: 55
- Adult Progs: 120
- Marin Social Sports Progs: 320
- *not including our 350+ tennis key households

Annual Population of the Reed Union School District for K-2, 3-5, and 6-8

**good news - Addition of the TK program to the 22-23 school year which will help increase the RUSD enrollment population and this is a new group we can serve*

School Year	Population	Decrease in Pop
17-18	1452	
18-19	1362	- 90
19-20	1300	- 62
20-21	1127	- 173
21-22	1019	- 108

NOTES ON THE RANCH 22-23FY BUDGET CREATION:

- Our net programming and fee revenue is what covers our facility and admin expenses.
- When creating the annual budget, we strive to keep our facility and admin expenses to our remaining net revenue of around 40%.
- As The Ranch continues to rebound from the pandemic, staff feel it's important to propose a net positive budget for the following reasons:
 - We have a cushion if pandemic related policy negatively impacts or eliminates a program
 - We continue to build back reserves
- This budget was created recognizing the following:
 - Decrease in 94920 youth population
 - Growth in the Adult Games and Miscellaneous program areas
 - Not expecting huge growth in the area of Marin Social Sports
 - Recognizing that we are working with an increase of new camp expenses
 - State level increases to minimum pay and salaries
 - No additional full time staff within this fiscal year
 - Increase to tennis key cost
- Staff feels that The Ranch is at a place where we no longer need to print a seasonal guide and instead will focus on less expensive mailings like, Adult Class Schedules, Summer Camp Brochures, Registration Date Reminders, etc. and other marketing methods. Eliminating the guide saves us \$20,000 in printing, design, and postage expenses.
- Staff feels that it's important to serve all age groups and demographics in the community

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QUESTIONS FOR THE BOARD IN RELATION TO 22-23FY

Does the Board feel The Ranch is currently providing a positive, wide variety of classes and programs that meet community need.

How does the Board feel about eliminating the seasonal recreation guide? We have not printed one in over a year and instead have done postcard mailings and email blasts instead.

How does the Board feel about certain areas of the budget being subsidized by other areas of the budget?
For example, should we eliminate the weekly drop in Friday Night Hangout program if we can't find a way to meet the cost recovery goal? Or are we okay with allowing this program to be subsidized by other areas?

How does the Board feel about Special Events? Most recreation departments use tax dollars to fund these events. Since The Ranch is not of a tax funded structure, should Special Events be important to The Ranch?

How do we feel about not hosting the Beer Festival? It's the one event where we spend the funds before making the funds back, in hopes we even break even and make a profit. Feels like a big risk during ever changing times.

THE RANCH 2022-2023 Fiscal Year Draft Budget

Program Revenue (all revenue from in house and independent contractor programs)	1766795	97% of revenue
Rental Revenue (all facilites rentals)	\$8,500	.3% of revenue
Fees Revenune (processing fees, withdraw, and transfer fees)	\$47,250	3% of revenue
TOTAL REVENUE	\$1,869,795	

Program Expenses (all Independent Contractor payouts, program staff payroll, program supplies)	\$1,128,734	59% of expenses
Admin Expense (all buisness expenses and administrative staff payroll)	\$667,354	38% of expenses
DK Expense (building related expenses)	\$43,325	3% of expenses
TOTAL EXPENSE	\$1,817,352	

THE RANCH 22-23 FY NET PROJECTIONS:	\$30,382
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The Ranch has 6 revenue streams included in this years 22-23FY proposed budget:

1. ADULT PROGRAMS

- Fitness Classes
- Game Programs
- Misc. Arts, Languages
- Marin Social Sports

2. YOUTH PROGRAMS

- Summer Camps
- Afterschool Programs
- Dance
- Taekwondo
- Cotillion
- Tot Classes
- Teen programs

3. TENNIS

- Tennis Classes
- Tennis Key Sales

4. FEE REVENUE

- Processing Fee
- Withdraw Fee
- Transfer Fee

5. SPECIAL EVENTS

- Father Daughter Dance
- Spring Carnival
- Halloween Carnival
- Gingerbread with Santa

6. RENTALS

PROJECTED 22-23FY
GROSS PROGRAM REVENUE

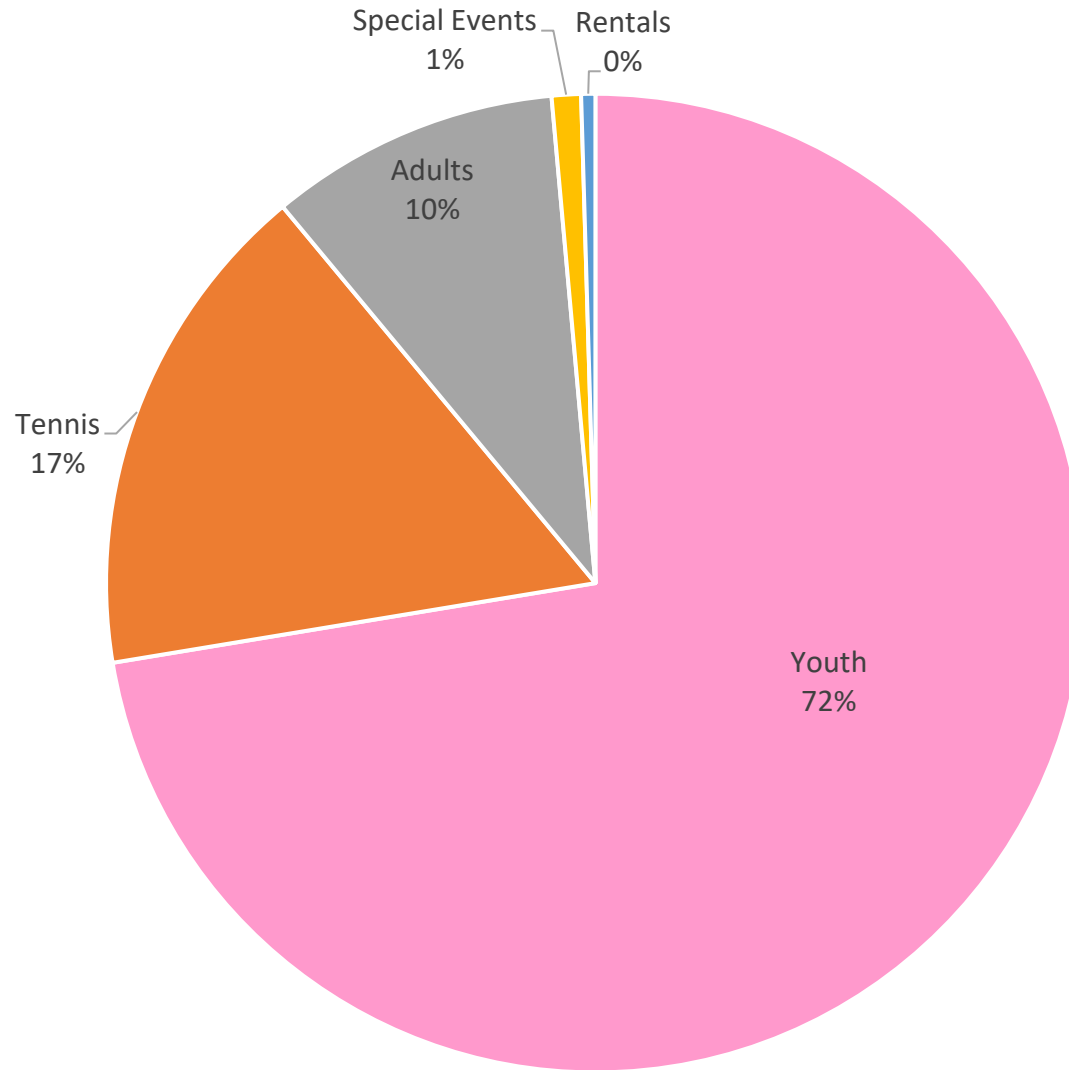
TOTAL OF \$1,822,545

■ Youth

■ Tennis

■ Adults

■ Special Events



**PROJECTED 22-23FY
NET PROGRAM REVENUE**

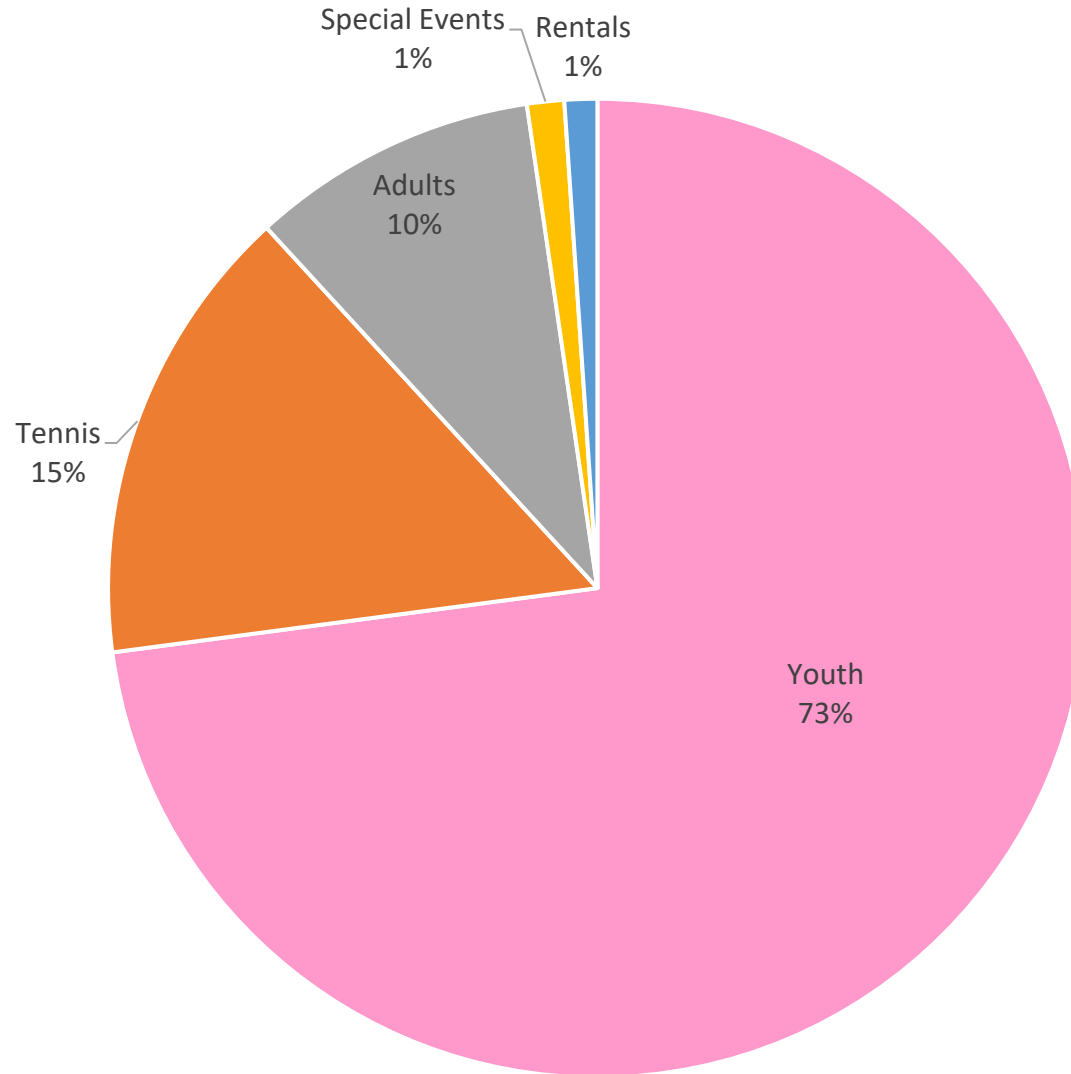
TOTAL OF \$693811

■ Youth

■ Tennis

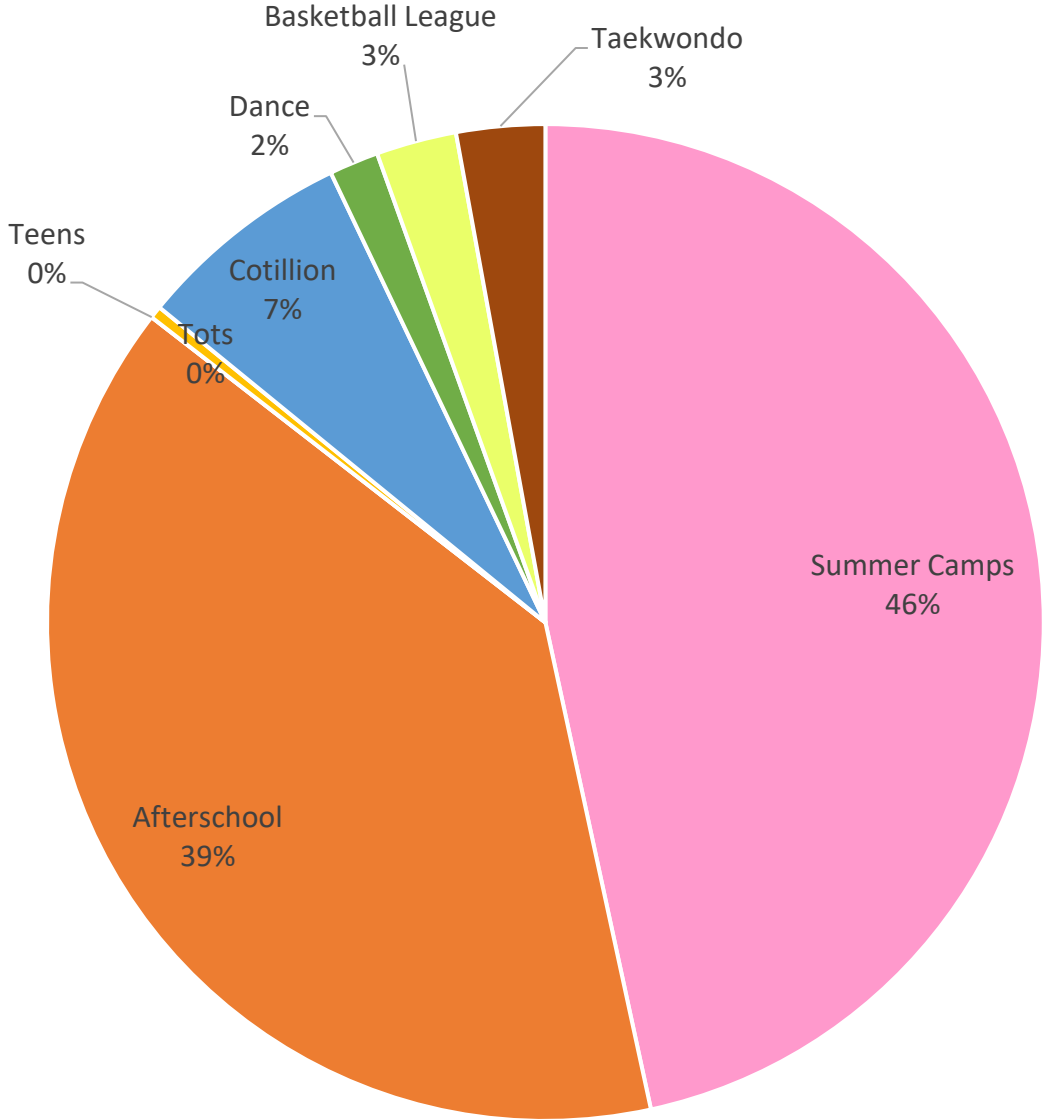
■ Adults

■ Special
Events

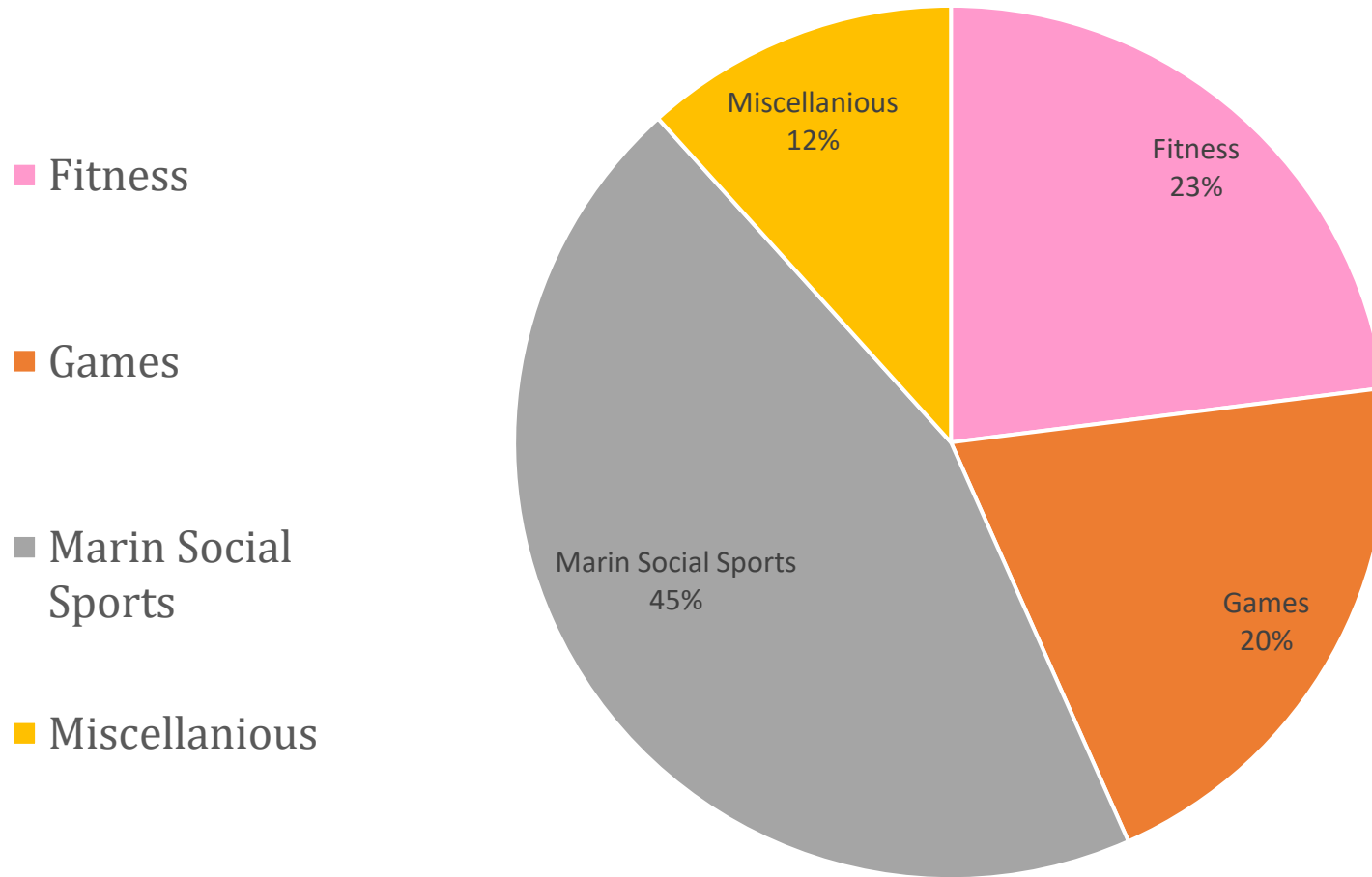


22-23FY YOUTH NET REVENUE BREAKOUT

- Summer Camps
- Afterschool
- Teens
- Tots
- Cotillion
- Dance
- Basketball League
- Taekwondo



22-23FY ADULT NET REVENUE BREAKOUT

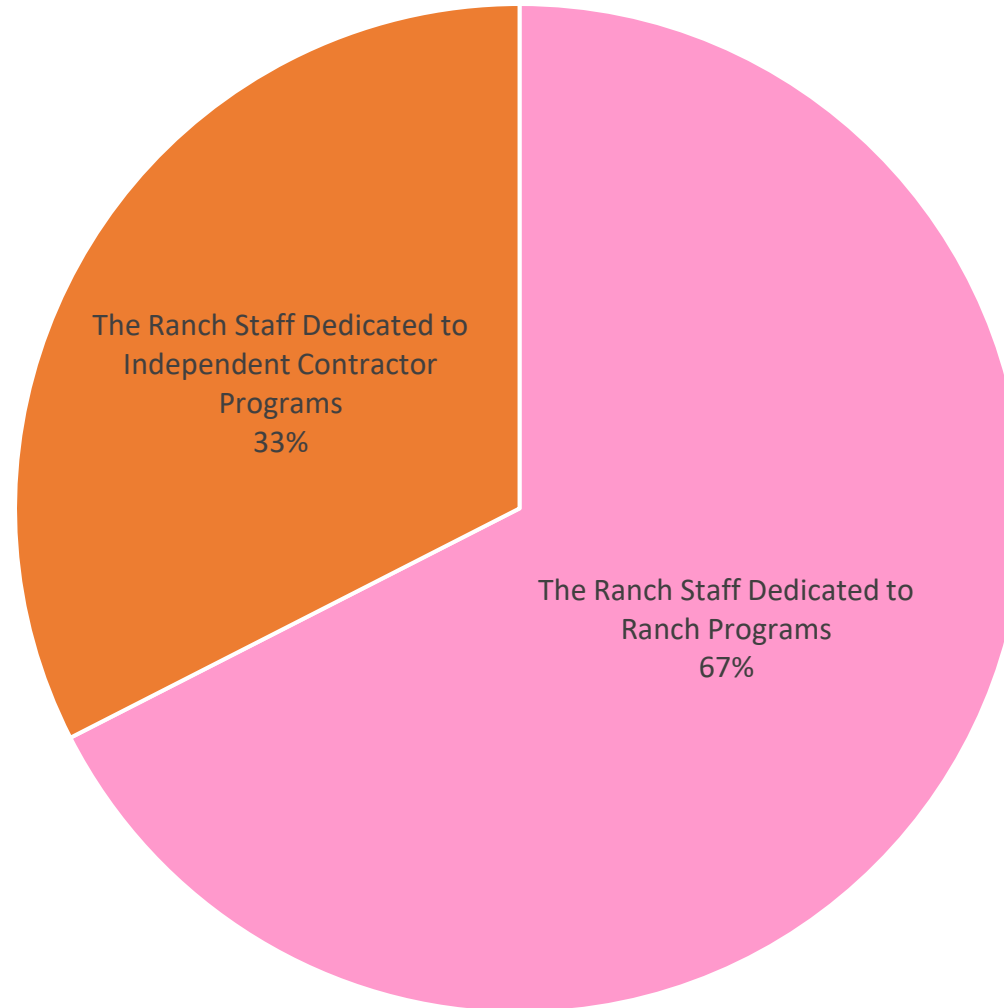


THE RANCH STAFF BREAKOUT

TOTAL STAFF:

- 67% of The Ranch Staff work on “in house” programming

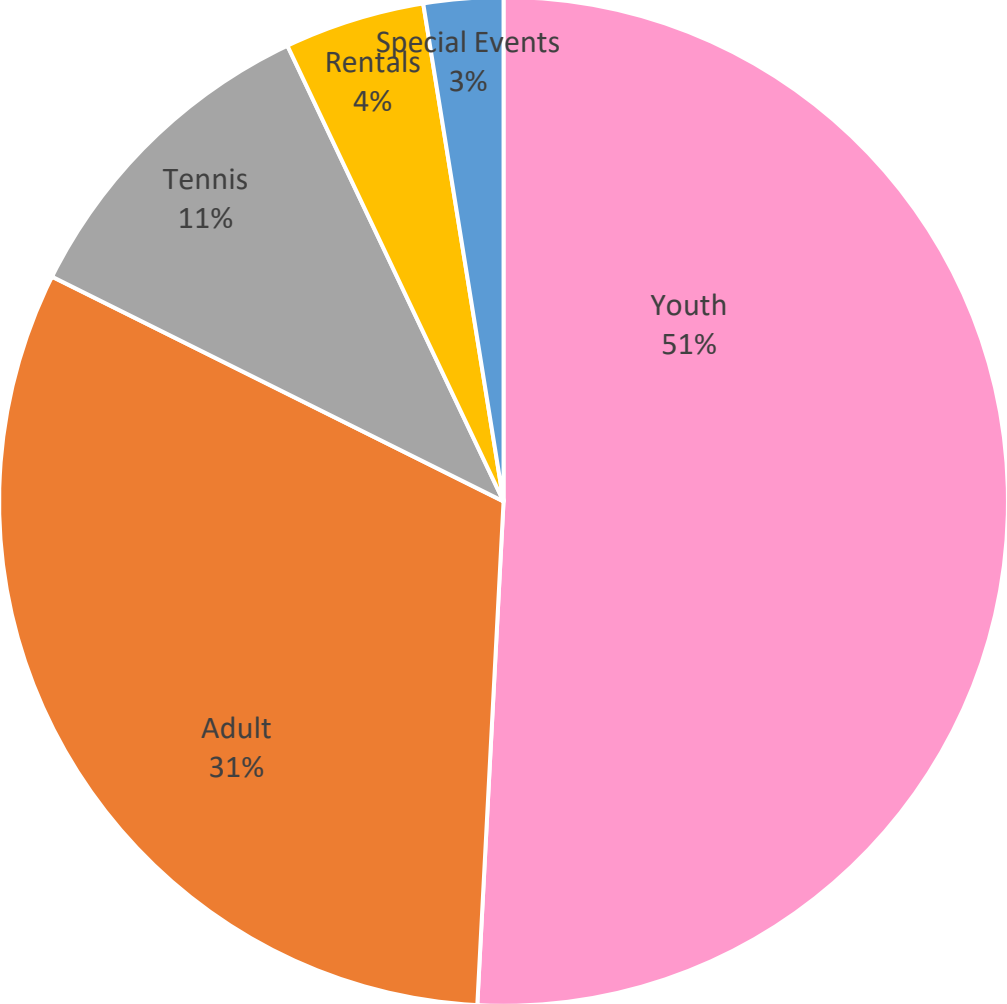
- 33% of The Ranch Staff work on independent contractor programming.



TOTAL ADMIN PAYROLL TOWARDS PROGRAMMING

TOTAL ADMIN PAYROLL: \$379444

Youth- \$192870
Adult- \$119603
Tennis- \$40229
Rentals- \$17082
Special Events-\$9662



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