



Merger of Charlotte Mecklenburg Senior Services, Inc. with Mecklenburg County Park and Recreation Department

Presented to Policy Committee Mecklenburg Board of
County Commissioners

April 8, 2014

Our Growing Older Adult Population

- 14% of our County's population now 60+
- Swell of Baby Boomers turning 60+
- By 2030, one out of 5 people will be 60+
- Needs, preferences and attitudes about aging changing
- Community not prepared!

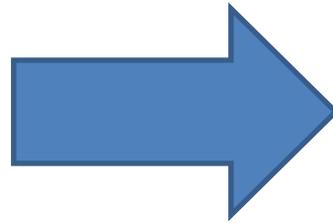


Why FFTC's Interest in Merger?

- Emerging interest in aging issue
- A more age-friendly Charlotte
- Support/encourage nonprofit mergers
- Win-win solution to sustaining services
- Greater efficiencies and broader impact



About the Proposed Merger



- 4 Senior Centers
- Variety of programs/activities
- 11 staff (FT and PT)
- 73,334 visits
- FY13 Budget: \$1.28 mil
- County funds 20% of budget
- Senior programs in 15 rec centers
- Variety of programs/activities
- 53,763 visits in FY13
- Doesn't include general pop
- Est. 25% of all customers



Merger Logistics

- New Senior Services Program Area within Community and Rec Services Division
- CMSC Director as manager
- Oversee senior centers with CMSC staff
- Manager to develop Senior Services Plan
- Combined/coordinated volunteer effort



Merger Logistics

- CMSC assets to County (Tyvola Center)
- Roof and HVAC replacement: \$860K
- CMSC Raised \$306K for improvements
- Net cost to county in FY15: ~\$165K plus one-time \$554 for HVAC systems
- United Way transition funding for 3 years



Merger Logistics

- Seamless transition
- No big changes in immediate future
- New senior programming over time
- Ultimately eliminate free-standing centers
- Senior centers within new regional centers
- Re-purpose Tyvola Senior Center



Why Merger a 'Win-Win'

1. Greater service and cost efficiencies

- Savings on 2 FT CMSC staff
- Savings on admin costs of nonprofit
- Savings on admin, technology and marketing under one roof



Why Merger a 'Win-Win'

2. Enhanced/Expanded Services & Access

- 18 rec centers + 4 new regional centers
- Senior expertise from CMSC staff
- More robust and diverse programming
- Evidence-based health/wellness programs
- Access to other Park and Rec programs



Why Merger a 'Win-Win'

3. Greater Intergenerational Opportunities

- Less isolation for older adults
- Meaningful connections across ages
- Benefit all ages



Why Merger a 'Win-Win'

4. Connections to International Seniors

- CMSC Shamrock Refugee Program
- 17 nationalities
- Russian, Bhutanese, Vietnamese, Cuban, Africans, etc.
- More important as we become more multicultural



Why Merger a 'Win-Win'

5. Coordination with County Departments

- DSS
- Senior Nutrition Program, Transportation
- County Health Department
- Chronic disease and disability #1 priority
- More holistic approach to serving seniors



Why Merger a 'Win-Win'

6. Improved Access to Grant Opportunities

- More opportunities as aging pop grows
- CMSC success in past
- Limited by scope of services and size
- Large urban county
- Greater access and larger staff



Why Merger a 'Win-Win'

6. Consolidated Voice for Older Adults

- County as convener and supporter
- CMSC brings aging connections
- Combined voice louder and more impact



Result: A More Age-Friendly Charlotte

Summary:

- Leverages strengths of both orgs
- Benefits outweigh costs
- More options/access for growing senior pop
- County can become a leader in issue
- Funders and others more likely at table

