



FINANCIAL REVIEW: ATHLETICS

2023-2024

AGENDA

- Key Takeaways
- Participation Highlights
- Spending Overview
- Funding Sources
- User Fees
- Recommendations

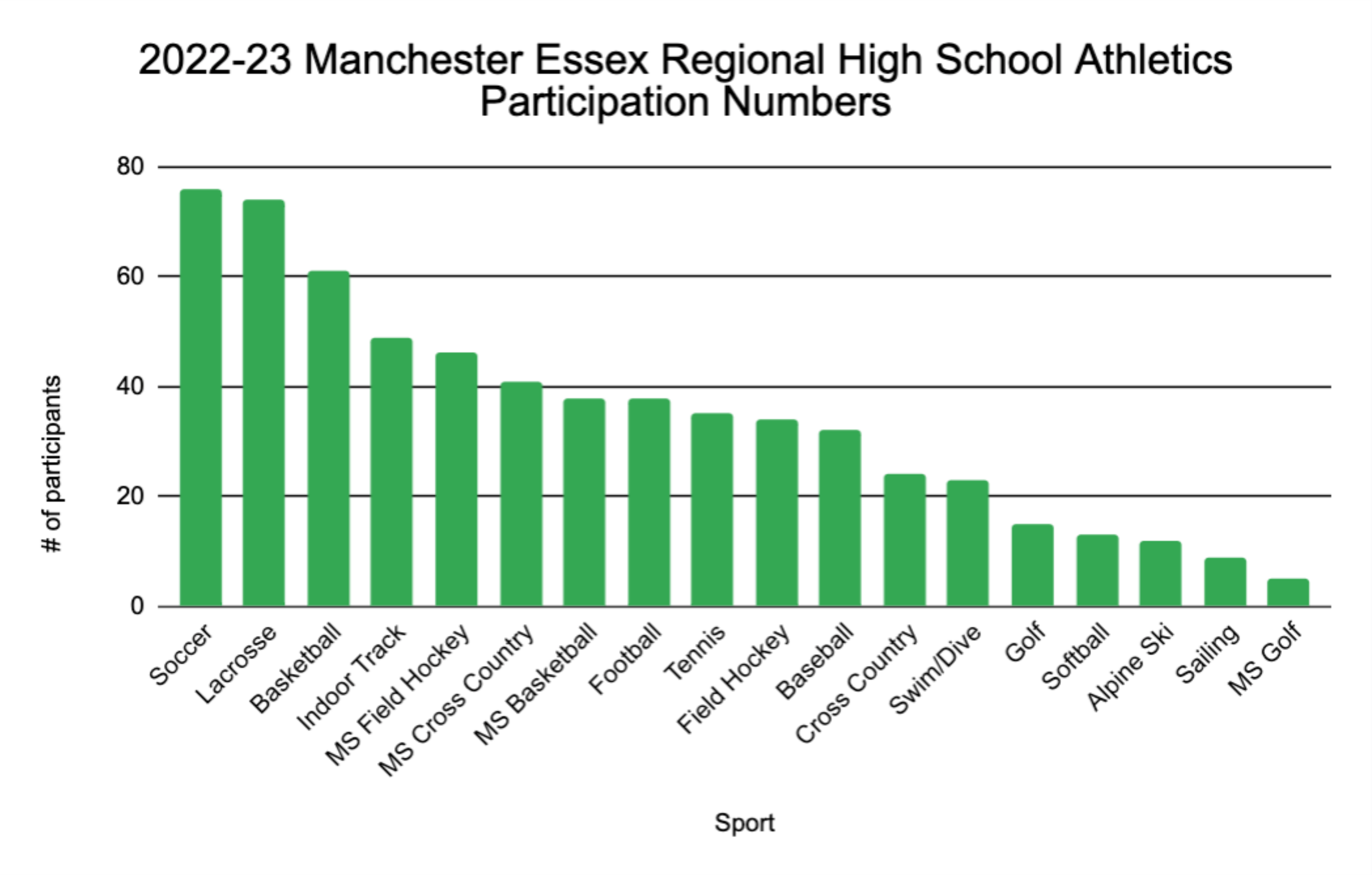




KEY TAKEAWAYS

- 1 Examine revenue/expense options as user fee collections continue to decline.
- 2 Examine alternative transportation methods to reduce overall costs.
- 3 Increase user fees at a 2.5% rate each year starting with FY-25.





FY-23 Enrollment vs. Staffing

Sport	Athletes	Teams	Athletes/ Team	Paid Coaches	Athletes/ Coach	Coach/ Team
Cross Country	25	2	12.5	2	12.5	1
MS Cross Country	41	1 (coed)	41	2	20.5	2
Field Hockey	36	2	18	2	18	1
MS Field Hockey	46	2	23	2	23	1
Football	38	2	19	4	9.5	2
Golf	14	1	14	2	7	2
Soccer	77	4	19.3	4	19.3	1
Alpine Ski	12	1	12	2	6	2
Basketball	65	6	10.8	6	10.8	1
MS Basketball	39	3	13	3	13	1
Swim/Dive	21	2	10.5	1	21	1
Indoor Track	47	3	15.7	3	15.7	1
Baseball	32	2	16	2	16	1
Lacrosse	74	4	18.5	4	18.5	1
Sailing	9	1	9	1	9	1
Softball	13	1	13	1	13	1
Tennis	35	2	17.5	2	17.5	1

- Some sports require more coaches (e.g. collision sports).
 - Boys Lacrosse has a need for an assistant coach due to the nature of the sport.
- Middle school sports need more attention. Limited options results in high enrollment with minimal budget for coaching staff.
- Swim/Dive added an assistant coach for FY24.
- Ski's second coach is to provide increased supervision at the mountain.
- Many high school sports utilize volunteer assistant coaches (e.g. soccer, basketball, football, baseball, softball, cross country, golf, lacrosse).

Fewer Multi-Sport Athletes

Average # sports played per HS student in FY22: 1.66

Average # sports played per HS Student in FY23: 1.65

- Total unique participants FY22: 295 (out of 444) - 66%
- Total unique participants FY23: 280 (out of 417) - 67%
- Slight decrease in avg. # of sports per athlete from FY22 to FY23
- 5% decrease in user fee revenue from FY22 to FY23

Multi-Year Spending Overview

GENERAL FUND

		Budget	Actual		Budget	Actual		Request	Actual
Description	FY 20	FY 21	FY 21		FY 22	FY 22		FY 23	FY 23
Athletic Director MERHS	\$66,675	\$59,450	\$59,450		\$60,936	\$61,475		\$62,459	\$65,446
Coaches MERHS	\$174,653	\$225,884	\$170,996		\$231,531	\$200,329		\$237,320	\$231,348
Longevity	\$750	\$0	\$1,000		\$1,000	\$0		\$1,000	\$0
School Year Secretary Athl. MERHS	\$56,234	\$57,640	\$57,640		\$59,081	\$58,399		\$60,558	\$19,186
Custodial Athletics MERHS	\$0	\$3,500	\$0		\$4,000	\$1,777		\$2,000	\$2,034
General Fund - Athletic Salaries	\$298,312	\$346,474	\$289,086		\$356,549	\$321,979		\$363,337	\$318,014
Contracted Officials	\$29,535	\$41,000	\$18,621		\$45,000	\$38,999		\$45,000	\$41,939
MERHS Athletic Trainer									
Trans. Expenses Athl. MERHS	\$50,000								
Athletic Supplies MERHS									
Sailboat/Pool Rental & Expenses MERHS									
Athletic Conferences/Dues	\$12,861	\$15,000	\$0		\$15,000	\$7,125		\$15,000	\$16,675
General Fund - Athletics Operating	\$92,395	\$56,000	\$18,621		\$60,000	\$46,124		\$60,000	\$58,614
Total General Fund Spending	\$390,708	\$402,474	\$307,707		\$416,549	\$368,103		\$423,337	\$376,628
Yr/Yr Spending Increase	8.7%	3.0%	-21.2%		3.5%			1.6%	
% of Total Athletics Spending	71.3%	61.2%	67.0%		62.0%			62.4%	

Multi-Year Spending Overview

REVOLVING FUND

		Budget	Actual		Budget	Actual		Request	Actual
Description	FY 20	FY 21	FY 21		FY 22	FY 22		FY 23	FY 23
Contracted Services/Other	\$85,928	\$75,000	\$55,515		\$75,000	\$64,779		\$75,000	\$47,984
Contracted Officials		\$0	\$0		\$0	\$0		\$0	\$0
Transportation Expenses Athletics	\$20,686	\$110,000	\$58,580		\$110,000	\$106,962		\$110,000	\$115,340
Supplies & Materials	\$34,837	\$50,000	\$10,579		\$50,000	\$39,710		\$50,000	\$61,630
Sailboat/Pool Rental & Expenses MERHS	\$15,790	\$20,000	\$15,700		\$20,000	\$34,320		\$20,000	\$31,264
Athletic Conferences/Dues		\$0	\$11,336		\$0	\$0		\$0	\$240
Athletics Revolving Account Spending	\$157,241	\$255,000	\$151,710		\$255,000	\$245,770		\$255,000	\$256,458
Yr/Yr Spending Increase	-46.7%	62.2%	-3.5%		0.0%			0.0%	
% of Total Athletics Spending	28.7%	38.8%	33.0%		38.0%			37.6%	
Total Athletics Spending	\$547,948	\$657,474	\$459,416		\$671,549			\$678,337	
Yr/Yr Spending Increase	-16.2%	20.0%	-16.2%		2.1%			1.0%	
User Fees	\$181,836	\$235,000	\$164,715		\$235,000	\$217,988		\$235,000	\$207,401
Gate Receipts	\$18,211	\$18,000	\$0		\$18,000	\$16,533		\$18,000	\$29,989
Other Revenue	(\$2,064)	\$2,000	\$4,110		\$2,000	\$36		\$2,000	\$7,325
Total Revenue	\$197,982	\$255,000	\$168,825		\$255,000	\$234,558		\$255,000	\$244,715
User Fees - % of Total Athletic's Spending	33.2%	35.7%	35.9%		35.0%			34.6%	
Gate Receipts - % of Total Athletic's Spend	3.3%	2.7%	0.0%		2.7%			2.7%	

FY-23 Spending Notes



UNDER
47K

GENERAL FUND SPENDING CONTINUES TO BE UNDER BUDGET. COACHING STIPENDS ARE ELIMINATED BASED ON ENROLLMENT/PARTICIPATION NUMBERS & NEW HIRES ARE PLACED AT STEP 1.



OVER
1.5K

REVOLVING FUND SPENDING WAS OVER BUDGET DUE TO INCREASED TRANSPORTATION, OFFICIATING, AND SUPPLY COSTS. ALSO NEED FOR PER DIEM ATC FOR ALL OF FY-23.

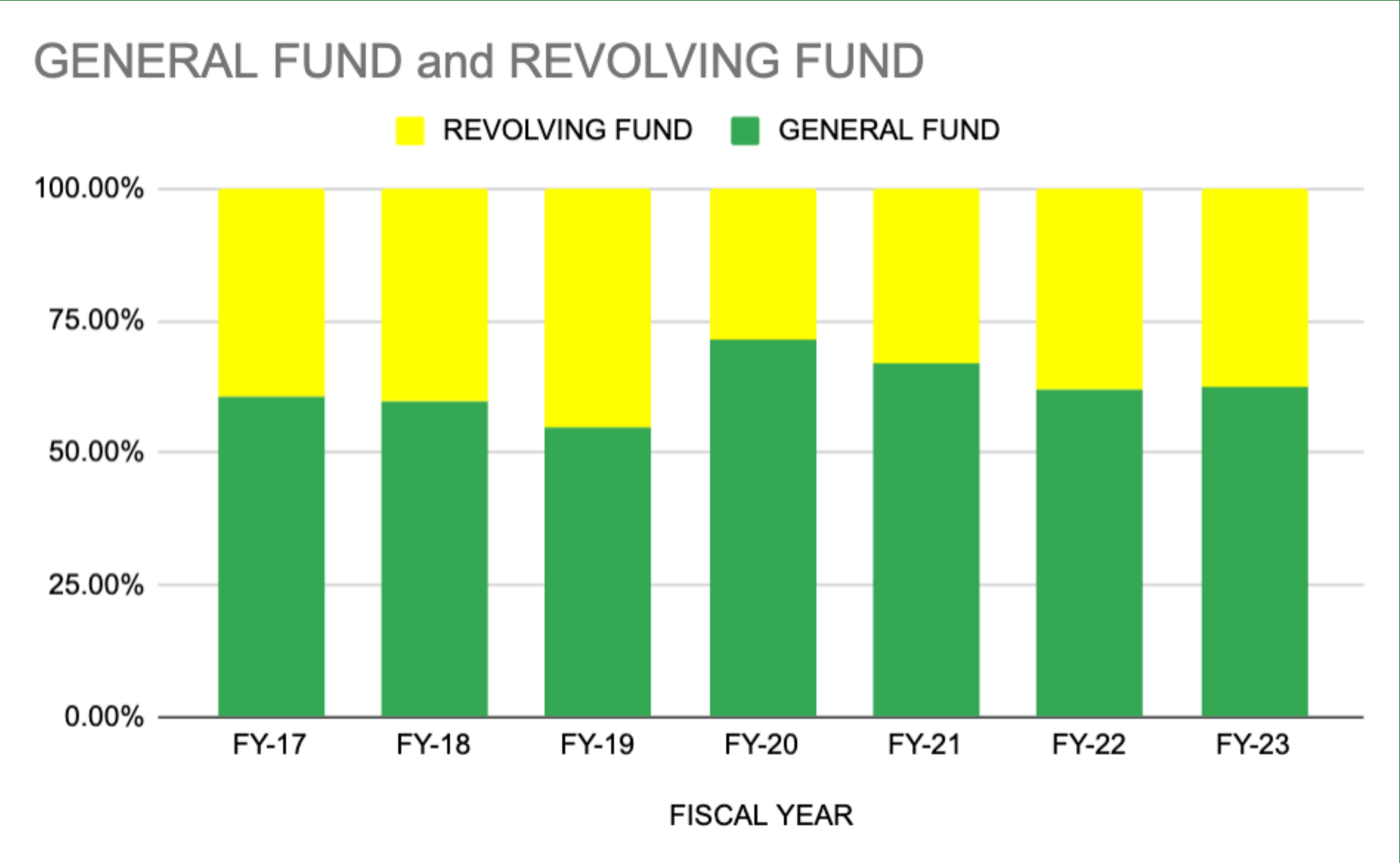


UNDER
10K

USER FEE COLLECTIONS CONTINUE TO DECLINE & COME IN UNDER BUDGET PROJECTION.

INCREASED TICKET PRICES & SUCCESS OF TEAMS IN THE POST-SEASON GENERATE MORE REVENUE.

FUNDING SOURCES

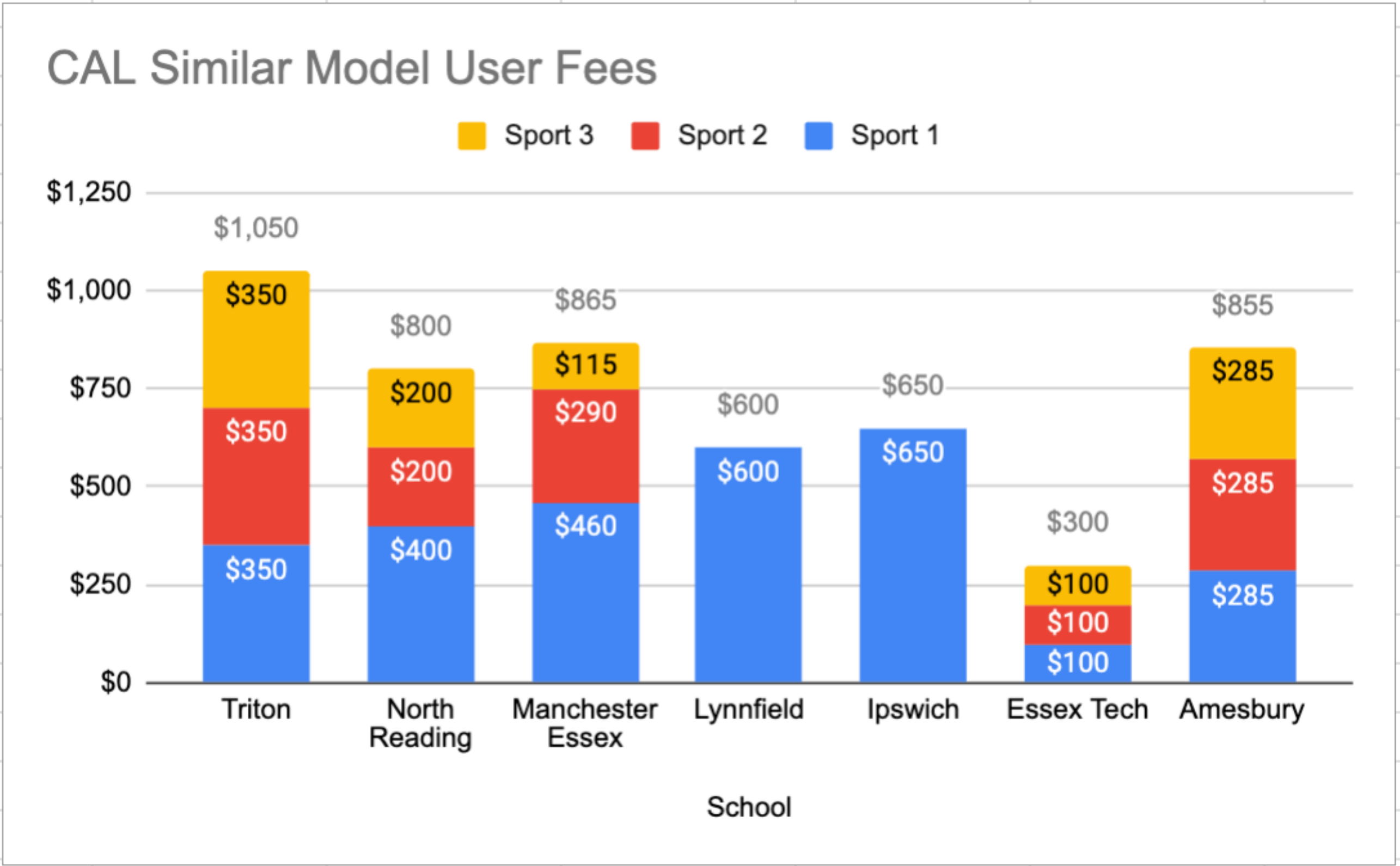


MERSD target of 50-60% support from General Fund is in line with other North Shore districts.

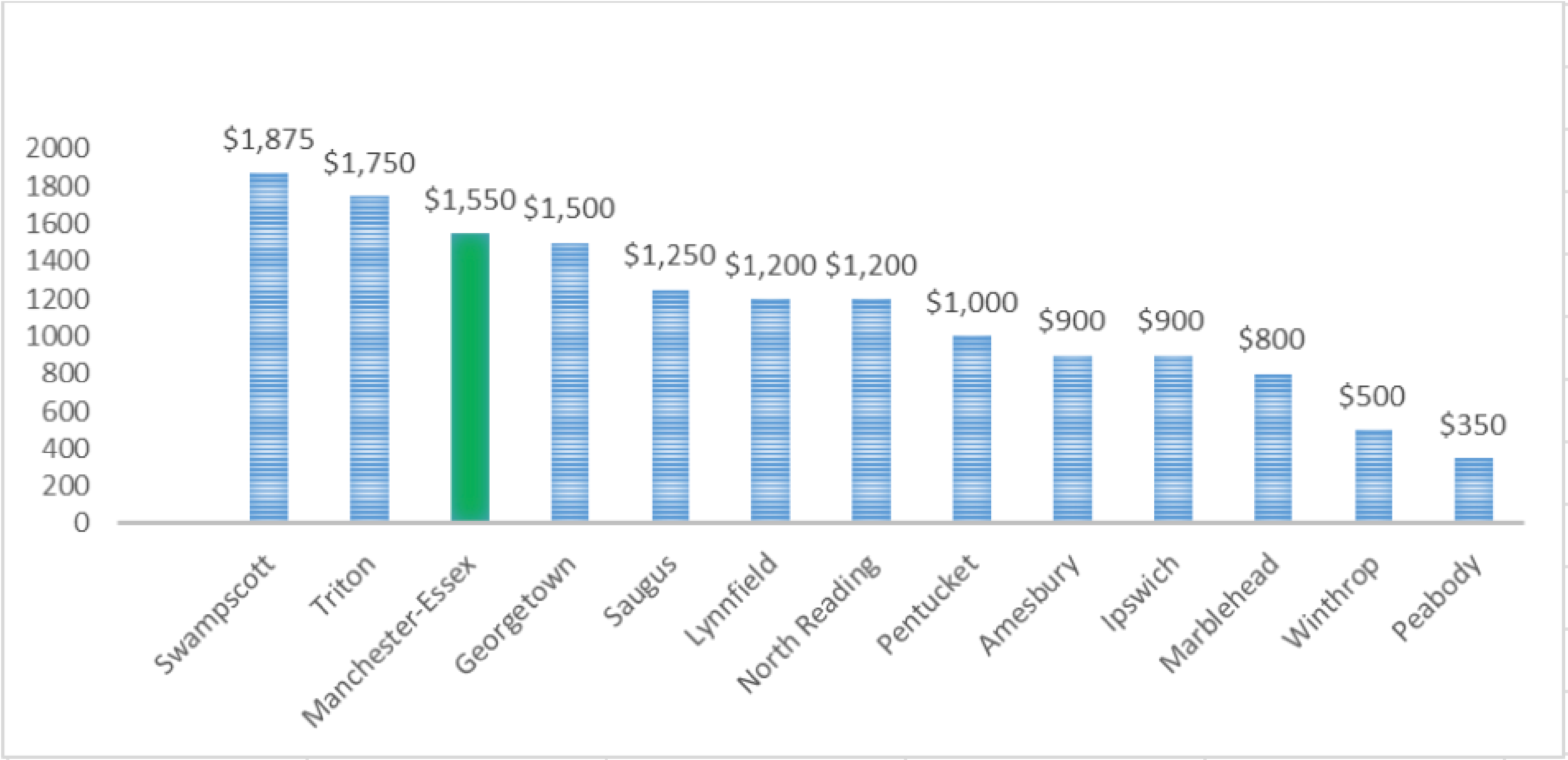
As fee collections continue to fall below budget, General Fund portion grows.

FY-20 - No User Fee collections for Spring 2020 (Covid-19).

USER FEES: CAPE ANN COMPARABLES (2023-24)



FAMILY CAP: CAPE ANN COMPARABLES (2023-24)



USER FEES: CAPE ANN COMPARABLES (2023-24)

School	Athletic Fee	Family Cap
Amesbury	\$285/sport - \$50 for other co-curricular activities (one time \$50 for as many clubs as you wish)	\$ 900.00
Essex Tech	\$100 / sport. (This will be reviewed this budget season in November)	No
Georgetown	\$425-\$475 (three tiers by sport)	\$ 1,500.00
Ham-Wenham	Tier 1: Ice Hockey: \$950 (Plus MSB Fee) Tier 2: Football, Gymnastics, Ski: \$650 (Plus MSB Fee) Tier 3: All Else: \$450 (Plus MSB Fee)	No
Ipswich	\$650/Year (1, 2 or 3 sports)	\$ 900.00
Lynnfield	\$600/year (1 Time Fee)	\$ 1,200.00
Man-Essex	\$460/1st Sport \$290/2nd Sport \$115/3rd Sport	\$ 1,550.00
Newburyport	Tier A: Football, Ice Hockey, Golf: \$450 Tier B: Middle School: \$100 Tier C: VB, Soccer, F. Hockey, B-Ball, Baseball, Softball, Lax: \$300 Tier D: Cross Country, Track, Tennis, Ski: \$250	
North Reading	\$400/1st Sport \$200/2nd Sport \$200/3rd Sport	\$ 1,200.00
Pentucket	\$200 Frosh Sports/XC/Indoor Track/Outdoor Track \$350 Varsity & JV Sports \$400 Football \$450 Swimming \$850 Boys Hockey/Girls Hockey	\$1,000/cap
Rockport	\$300/year Ice Hockey \$350 MS on HS Teams \$250 Cheer \$200 Middle School \$200	No
Triton	\$350/Sport	\$ 1,750.00

School	Athletic Fee	Family Cap
Beverly	Tier 1 \$315: Football & Hockey Tier 2 \$260: Lacrosse, Swimming, Soccer, Basketball, Softball, Baseball, Gymnastics, Girls Volleyball, Wrestling & Sailing Tier 3 \$210: Golf, Tennis, Cross Country, Cheerleading, Indoor Track & Track & Outdoor Track Middle School \$105: Per Sport	N/A
Danvers	Tier 1 \$245: Football, Hockey, Swimming, Golf, Lacrosse, & Wrestling Tier 2 \$185: Volleyball, Baseball, Softball, Basketball, Field Hockey, Gymnastics & Soccer Tier 3 \$155: Cheerleading, Cross Country, Track & Field & Tennis Middle School: \$100 per sport	N/A
Gloucester	Tier 1 \$200/\$135/\$90: Baseball, Basketball, Cheerleading, Field Hockey, Football, Golf, Gymnastics, Ice Hockey, Lacrosse, Soccer, Softball, Swim & Dive, Tennis, Wrestling Tier 2 \$145/\$90/\$70: Cross-Country, Indoor Track, Outdoor Track Middle School Ice Hockey \$200/135/\$90 Middle School (Basketball, Field Hockey, Cross Country, Track) \$50/\$40/\$25	N/A
Marblehead	\$495 per student- Unlimited (High School) \$220 per student- Unlimited (Middle School)	\$800
Masconomet	Football \$488, Soccer \$375, Field Hockey \$375, Volleyball \$488, Golf \$413, Cross Country \$263, Cheerleading \$375, Basketball \$525, Ice Hockey \$788, Gymnastics \$450, Indoor Track \$263, Wrestling \$488, Swimming \$300, Skiing \$225, Lacrosse \$375, Baseball \$450, Softball \$413, Track & Field \$225 & Tennis \$375	N/A
Peabody	\$175 per sport	\$350
Saugus	Tier 1 \$400: Hockey Tier 2 \$275: Football, Baseball, Basketball, Soccer, Wrestling, Field Hockey, Golf, Lacrosse, Outdoor Track, Softball & Volleyball Tier 3 \$225: Cross Country, Swim, Indoor Track Tier 4 \$150: Cheerleading	\$1,250
Swampscott	\$375 per sport	\$1,875
Winthrop	\$125 per sport	\$500

- Only North Reading has the same structure as MERSD.
- Average HS user fee - \$318 (NEC & CAL)
 - Based on mid-point of districts with range.
- Average Family Cap - \$1137 (NEC & CAL)
 - MERSD has the 3rd highest family cap.



FY-25 USER FEE RECOMMENDATIONS

- 1** MERSD Athletics recommends an approximate 2.5% increase in user fees yearly starting with FY-25.
 - 1st Sport - \$475 (HS), \$385 (MS)
 - 2nd Sport - \$325 (HS), \$250 (MS)
 - 3rd Sport - \$125 (HS), \$100 (MS)
- 2** MERSD's family cap is well above comparable districts. Recommendation is to increase family cap by 2.5% - \$1600 HS, \$1250 MS
 - 7 families hit the family cap in Fy-23.
 - 8% of families qualified for free/reduced athletics fees.
- 3** Pay per sport is the preferred user fee collection model.
 - Easiest for students to switch sports first two weeks.
 - Goal is to keep participation numbers high across sports.



OTHER REVENUE OPTIONS

1

SPONSORSHIPS

- Banners around Hyland Field
- Naming rights to the Scoreboard
- Naming rights to the Press Box
- Naming rights to the weight room/fitness room
- iSponsor - APP

2

TEAM FUNDRAISING

- Allow each program to fundraise up to \$150 per athlete/\$300 per family to support additional equipment needs/wants.

3

PAID ADVERTISEMENTS

- **Neptune** - Clean music streaming service for schools - local companies purchase advertisements to play throughout games/events.



ALTERNATIVE TRANSPORTATION METHOD

1

DISTRICT-OWNED MINI BUS

- For small-numbered programs/events: tennis, sailing, skiing, JV2 programs, golf, track invitationals, swim states/sectionals
- Can be utilized by other clubs/programs (ie. robotics, math team, debate team, DramaFest)
- Cost to purchase used mini bus: \$40-50K
 - Additional costs - gas, insurance, maintenance/repairs
- Cost to lease mini bus: TBA (more research required)
 - Eliminates maintenance/repairs expense
- **FY23 cost of trips for the aforementioned athletic programs: \$28,218**
 - **Mini bus will pay for itself in 2 years, then provide additional savings year-after-year**