



Ferry Beach Town Hall: 2015

Building Financial Sustainability and Right
Relations at Ferry Beach.

+ Stewardship and Culture



- Beachkeepers and Culture of philanthropy
 - Last year's success: increases of \$62,000 in giving
 - More sustaining gifts, Happy video created new donors.
 - Goal: Service culture replacing exchange culture
 - Training will increase cultural knowledge about Ferry Beach (history, legacy, governance, leadership development)
 - Leadership development



+ Facilities



- Larger Accomplishments: Rowland Roof, Laundry area, Underwood bathrooms, Rowland porch, water line in 5 Morris, Hopkins.
- Pending Now: Finish Hopkins, deck on Rowland, roof in front wash-house, heater in Dolphin.
- Future Critical: Rose Pavilion, front wash-house, Quillen loft and cosmetics (rooms, walls, flooring including Dolphin floor), dining room floor in DeWolfe, Gardiner (roof, floor/foundation)
- Upgrading furniture all around (lamps in rooms, side tables, etc.)



+ EEI Decision



- 70% of our available time, 11% of our income. Cabins and cottages are not paid for by EEI in the contract. These could have supported Ferry Beach in shoulder season.
- Summer conferences have to supplement all year round.
- \$53,000 in utilities in the shoulder season.
- Lack of income in shoulder season is not sustainable.
- Bottom Line: Financial stewardship decision not to engage in another contract with EEI.



+ 8 Morris #2



- Raised to date: \$41,000
- Pledges Outstanding: \$6,000
- Left to raise (Need at least \$95,000 to finish and purchase furniture): \$54,000 – pledges = \$48,000



+ Beach Restoration



- What the city of Saco is saying...
 - Army Corps
 - Dredging
 - Sand replenishment
- What we can do now....
 - Dune grass replenishment
 - Dune protection



+ Operations - Staffing



- Operations Director became Operations Manager and Maintenance Technician (2 positions)
- Added last year: Marketing Assistant
- Continued Position: Registrar/Office Assistant (new person in position) Summer Art staff may contract for classes in Fall.
- Not enough funding for more positions at this time.
- Next steps: coordinator for special events. Volunteer positions: office and store support, special events support.



+ Questions??



- Thank you!
- Download the free Ferry Beach app for iPhone or Android!!!!