

Hello All,

In January of 2022, shortly after taking over the Rochester Senior Activity Center, our department rolled out the “Rochester Senior Activity Membership”. This membership program has been very well received and to date we have 392 active members, with numbers growing each day.

When we initially designed this membership, we did not anticipate how quickly our membership would grow and how popular our 50+ programs would be. We have carefully tracked our 50+ program participation, analysis of waitlists, registration times and resident/nonresident participation. The data all points to tremendous growth, which has led to many full programs, and often long waitlists and wait times for program participation. While we are honored to host such popular programs and activities, we recognize that to ensure continued quality and accessibility to current and future Rochester residents, we need to begin the process of modifying our existing Rochester Senior Activity Membership.

With the support of our Recreation & Arena Advisory Commission, we have designed a process to help us create thoughtful, effective new membership modules. We have strategically planned to avoid any sudden, drastic changes and to allow time to plan accordingly and astutely for the near future. We do not anticipate changes to the Rochester Senior Activity Membership for Rochester Residents. The largest impact will be for non-residents when their current membership expires. To ensure a gradual change, we have created an “Interim Membership” that expires June 30, 2024 and mirrors the benefits of the current Rochester Senior Activity Membership.

Our team will be working on the design of new membership modules over the next few months. We will publish details on these new memberships on May 1, 2024 and they will be available for purchase on July 1, 2024.

I have attached a summary of our near-future plan, as well as a timeline below.

We appreciate your ongoing support of our programs. Thank you for your patience and understanding as we navigate the exciting, yet challenging growth of our programs and community. Please do not hesitate to call or email me directly with questions, concerns or to learn more.

Sincerely,

Lauren Krans

Director, Rochester Recreation & Arena

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Summary of Senior Membership Changes As of 12/18/23

Starting Monday, December 18, 2023:

Rochester Residents:

There will be no impact to Rochester residents. The Rochester Senior Activity Membership will remain available for purchase for both new resident members and renewals of existing resident memberships.

Non-Rochester Residents:

Non-Residents That Have a Current Rochester Senior Activity Membership:

Non-residents who currently have the Rochester Senior Activity Membership will not see any changes until their membership expires on its anniversary date.

If a non-resident membership expires before July 1, they will have the option of purchasing an Interim Membership.

If their membership expires after July 1, they will be able to purchase one of the new membership modules that are forthcoming.

Non-Residents That DO NOT Have a Current Rochester Senior Activity Membership:

May purchase an Interim Membership for \$15. This membership mirrors the benefits of the Rochester Senior Activity Membership and expires on July 1, 2024.

Timeline of Future Planning

May 1, 2024

Information on the new membership modules will be published at rec.rochesternh.gov.

June 30, 2024

All Interim Memberships expire.

July 1, 2024

New membership modules will be available for purchase.