

# 2020 Beach Season Review, 2021 Planning

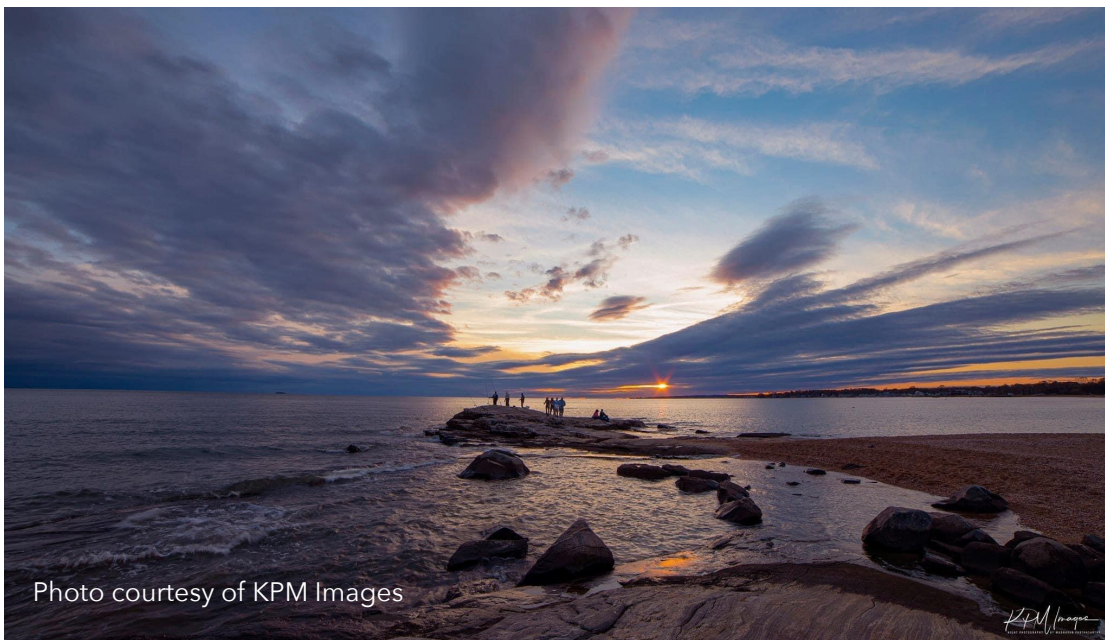


Photo courtesy of KPM Images



**30,000** + individuals visited Madison beaches Memorial Day to Labor Day.



**5754** individual Beach Pass stickers were sold.

**1**

## LAUNCHED NEW ONLINE PASS SYSTEM

Replaced former system using online interface with existing Town software.

**2**

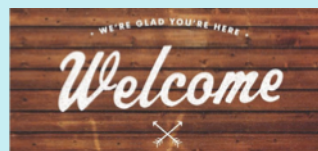
## LIFE GUARDS RETURN

Town budget approval based on Commission request driven by resident feedback

**3**

## INCREASING BOAT STORAGE

The staff will build an additional 54 boat racks or 90 total spots



**180** non resident day passes (M-Th) sold.



**24**

documented incident reports. 9 inclusive of abusive language to staff, 9 policy violations, 5 medical assists.

## Beach Season Operational Costs (Memorial Day-Labor Day)

B&R operates within the general fund (budget) and is subsidized by parking fees.

### Expenses

Staffing \$200K  
 Passes: \$3K

\*Annual rash removal: \$58K

### Revenue

Beach sticker sales: \$128K  
 Boat rentals: \$34K

\*80% trash removal volume is May through Sept. Includes beaches, parks and the down town route 1 sidewalks.

## 2020 Season Review

Feedback from a review and planning session held in December to hear from staff and residents produced the following.

**Life Guards.** Davide Mendonca built a strong team of lifeguards that had a positive impact on relationship building with residents. Life guards also served as “ambassadors” to inform with courtesy and safety as their focus versus solely rule/ordinance enforcement.

**Seasonal Staff.** Pete Wood provided strong training and built a staff of facility attendants/gate guards that were professional and courteous throughout regular changes and demands of the season let alone the Covid guidelines and restrictions.

**The Beach Pass system.** The online and manual process worked very well. The collaboration between B&R staff and Art Sickle, Dir. of Madison’s IT department, allowed for a smooth transition to the use of the towns existing software. The existing software created an easy experience for staff and residents. Online sales/renewals will begin April 1st.

**Boat storage.** Demand for space has increased year over year. Storage demand in total has been met although limited space at East and West Wharf maintains a wait list. 90 additional Kayak spaces will be created this winter at the Surf Club.

### Opportunities: Increased communication.

1. Staff expectations by role shared across inter-department roles
2. Conduct a brief weekly staff meeting with program heads during the summer season to address needs.
3. Standard operating procedure for Hammonasset to communicate to Town Of Madison with cascades when the State Park closes.
4. Fee increases
5. Establish communication venue with residents for updates (hours/beach/lot status).

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Other than our roads and schools, the town’s assets that are used the most by residents and visitors are our beaches, parks and sports fields. The Beach and Recreation department is a small yet talented team of town employees who work hard to stay on top of seasonal demands. The Beach and Recreation department is made up of dedicated staff who take pride in creating a great experience for residents and visitors. On behalf of the Beach and Recreation Commission and Madison Residents we extend our gratitude and support to this committed group of employees charged with caring for the town’s assets.

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## FEES

There will be no beach fee price increases this season. The beach parking sticker fee supplement but do not cover the beaches operational costs. The last price increase for season passes, boat rentals and gym passes was in 2007. Beach costs have increased with the reinstating of life guards, increased gate guards and the increase in hourly wages. Plans are for beach fee increases for summer 2022.

## FEEDBACK

Contact us with your feedback or questions @ <https://www.madisonct.org/RequestTracker.aspx>

Stay Healthy, Spring is around the corner.