

Abstract

Centennial Hills Active Adult Center Business Plan

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A group of UNLV graduate students have met with staff from the City of Las Vegas Leisure Services Department to collect data and give recommendations for the sustainability of the Centennial Hills Active Adult Center (CHAAC). Since the economic downturn, reductions in revenue have put a strain on the ability to offer classes and programs. This is due to cost recovery for programs and classes are low. In recent years, the city budget has allowed for this practice, but in recent economic conditions it is not sustainable. Budgets of local municipalities have dropped considerably, and improving cost structure is critical. The current cost recovery at the center is 8%, and the goal is to get to at least 15% in the next year. The senior population of Las Vegas is also increasing, and the city needs to make plans to continue serving them with limited financial resources. Surveys were conducted and data collected and analyzed to give significance to recommendations prepared for the City of Las Vegas. “What do the seniors using the CHAAC want and what are they willing to pay?” The data gathered was very clear and showed that they also want sustainability but at an affordable price. It is our opinion that the CHAAC can be more self-sustaining in the future. This can be accomplished by incorporating a business plan that will need the support of the department, the senior community, and other community organizations. The facility is in great condition and the staff is very responsive to the seniors. It is the goal of all those involved to have a successful, self-sustaining active adult center for the senior community to enjoy now and in the years ahead.

