<YOUR COMPANY>
ADULT ENRICHMENT CLASSES

Proposal for Partnership with UUCY



OVERVIEW AND PROPOSAL

<Your Company> is a Limited Liability Corporation to be formed by Dianne Creagh, member at UUCY. The mission of Live2Learn is to offer adult enrichment courses on the UUCY campus, generating new rental revenue for UUCY, income for instructors, and profit for Live2Learn.

The classes will be marketed to adults wanting to experience learning in a relaxed, social environment, gain new skills, and maintain their wellness. The classes will be fee-based, and open to the public as well as UUCY members.

PROPOSAL FOR THE BOARD:

1. Live2Learn be approved to reserve open dates, times, and spaces on the UUCY calendar for an ongoing series of adult learning classes.
2. Live2Learn will work directly with the Congregational Administrator (Linda Birmingham) to negotiate rental fees on a per-class basis at no less than the member's rental rate.
3. Live2Learn be allowed to rent space on an hourly basis to accommodate 45-minute wellness classes, rather than in three-hour blocks, as currently stipulated in rental contracts.

Why Is a Private Rental Broker Needed?

UUCY is trying to close our deficit budget gap over the next three years (with 2017-2018 as Year One). UUCY does not have a spending problem; we are frugal with our budget. UUCY has a revenue problem. One way that leaders are trying to address this deficit is by increasing our rental revenue.

Presently, UUCY has no active marketing plan or committee to solicit rental customers for the campus. UUCY also has no staff who can dedicate the time it would take to create and sustain effective venue marketing.

As a result, UUCY has a passive rental strategy driven by renting to members and non-members who find us through word-of-mouth or by locating the rental area of our website.

As a result, most of UUCY's rental spaces are not earning revenue most of the time. This is a missed opportunity to use our spacious, well-designed, well-equipped campus as an income-generating resource. Having a private event broker who seeks to create rental events at UUCY could help turn this around.

Types of Courses

UUCY will offer short-term courses that will appeal to members and to adults in the area who are seeking enrichment opportunities.

Live2Learn is presently organizing classes for:

- Ballroom dancing
- Yoga
- Tai Chi
- Conversational language instruction (Chinese and Spanish to start)

Other classes are in the works for the summer and fall.

Scheduling

The first courses are scheduled to start in late March and early April. Live2Learn is holding space reservations for those courses, and will soon be reserving space for summer and fall courses, pending Program Board approval.

The courses will be scheduled at times and in spaces that are open on the UUCY calendar. No UUCY group or sponsored rental will be asked to change their regularly scheduled meeting for a Live2Learn course.

Promotion

Just as with other courses offered by UUCY members, UUCY will include announcements about Live2Learn courses in the Beacon, on Facebook, in the order of service, and on the website. Live2Learn will promote the courses to the public through craigslist and its own FB page. Dianne Creagh will provide all of the promotional copy and artwork.

Student Fees and Pricing

Live2Learn will process all student fees and manage course enrollments.

In the short term, Live2Learn requests permission to use UUCY's address for students to register by mail. Registrations received by mail would be routed to Dianne's box in the Carriage House, where she will pick them up for processing.

Each course will be priced competitively within the York community education market. If a course does not attract enough students to cover costs before it is scheduled to run, the course will be canceled, student fees returned, and the space reservation released immediately.

Campus Spaces and Parking

Live2Learn will schedule small classes in Susan B. Anthony or the sunroom in the Carriage House, depending on availability. Students for those classes will be instructed to park in the lower rear lot, or on South Duke Street and Merion Road if the lot is full or being rented by York Tech on that day.

Larger classes will be offered in the sanctuary in the evenings after 6 pm or on weekends, when the upper parking lot is available (not being used by WellSpan employees).

On-Site Rental Agent

Dianne Creagh will serve as the on-site rental agent for most of the class meetings. If Dianne is unable to be present, Live2Learn will arrange for another UUCY member to serve as the agent for the class in exchange for reduced or free class tuition, or Live2Learn will hire a member to serve as the agent for the standard UUCY agent rate of $15 per hour.

Sanctuary Set-Up

When the Sanctuary is rented for a class that requires the floor to be clear for dancing, yoga, or other activities, Live2Learn will hire UUCY members at the standard agent rate to stack the chairs before the class, and restore the chairs for worship services after the class is over.

Presently, none of the classes in development will require sound technicians. All instructors will bring their own stand-alone sound equipment. If an instructor in the future needs sound technology, Live2Learn will hire an on-site agent to provide that assistance.

Liability Waivers and Insurance

Each student will be required to sign a waiver stating that UUCY and Live2Learn are not liable for any injuries incurred in a course. (In other words, dance at your own risk.) Live2Learn will provide an insurance policy to UUCY as per the standard rental agreement for any individual or organization.

HOW WILL THIS AGREEMENT BENEFIT UUCY?

Offering adult learning classes is already a successful practice at UUCY, based on enthusiastic enrollments in fee-based spiritual enrichment courses offered most recently by Ellen Dionna and Susan Korsnick, as well as the fee-based Financial Peace University course offered in 2015.

Live2Learn offers an opportunity to increase the number of fee-based, adult learning classes offered on our campus, without relying on a committee of volunteers to coordinate them or taking up the Congregational Administrator’s time to solicit and coordinate each rental individually.

Live2Learn would increase the selection of classes and the diversity of topics. These courses would be open to the public, potentially drawing visitors to our campus to meet and socialize with UUCY members over common interests.

These courses would be considered private rentals, for the purposes of community building and revenue generation. These rentals are comparable to the birthday parties, retirement celebrations, and meetings of local organizations that are already part of our private rental income. They will not be “sponsored” by UUCY, although UUCY will allow space in its communication channels for course promotions, because the congregation stands to gain financially from each course.

IS THIS A CONFLICT OF INTEREST?

Dianne’s interest in this venture emerged out of business development meetings at which many ideas for increasing church revenue have been considered. Some show promise, but almost all require an investment, and profit for the church may not be realized for several years. Dianne wants to start Live2Learn in part because it can begin earning for the church right away with no investment of money by the church, and potentially bring in steady income all year round that will hopefully increase as the business develops.

Why doesn’t Dianne volunteer her time to coordinate these classes?

Dianne presently volunteers an average of 20 hours per week for UUCY as the board chair and in other capacities. She is seeking to use other free time to generate more personal income. Live2Learn can serve that private interest while also serving the financial needs of the congregation.

If this proposal is not accepted by UUCY, she will likely attempt to develop Live2Learn in partnership with another church that is seeking rental income.

Why doesn’t Dianne organize a volunteer committee to coordinate these classes?

Brokering rental events is a challenging process. Each course requires many steps to coordinate, market, manage enrollment, and facilitate the events themselves. It also requires that the broker know a broad range of instructors who are skilled in teaching adults, who can offer popular courses, and who are willing to work with the program at a reasonable fee.

In the beginning, volunteers might be enthusiastic about promoting a new program and put in the effort required. But, as with volunteer endeavors at any church, attention and commitment will wax and wane over time. It is likely that at some point, after a few handoffs, the program would disintegrate, and UUCY would be back to under-renting its space. As we have witnessed with the auction this year, even when members know the importance of an effort to the church’s financial health, they are not necessarily willing to step up and take personal responsibility for the hard work and ongoing commitment that such an endeavor requires.

What is our policy on members earning profit at UUCY?

Presently, UUCY hires members to provide services for the church on a contract basis, as with the snow removal that Jim Hershey provides for parking lots. UUCY also allows members to hold fee-based events on the campus for their own profit. This is a more expansive partnership than a member teaching a single course, but it is in keeping with that model.

UUCY does not have a written policy that governs these partnerships. It would benefit UUCY to create a policy, something that next year's strategic plan might advocate. If this proposal is accepted, and Live2Learn is successful, UUCY could adopt a policy that allows more endeavors like this by members.

SHOULD THESE CLASSES BE RESTRICTED TO SPIRITUAL DEVELOPMENT?

These classes are intended to raise revenue and build community, just as our rentals to customers who are seeking space for concerts, parties, and meetings. There is no stipulation in our rental contracts that any rental event be spiritual in nature.

Live2Learn is not asking that these events be part of UUCY's adult religious education curriculum. The courses will be consistent with UU values and principles, but will attract students based on their general appeal, not on their religious affiliation.

See the next page for two course examples.

Example 1: Ballroom For All (Beginner's Ballroom Dancing Course) taught by Ken and Carol Crone, professional dance instructors

Maximum number of students: 40 (twenty couples)

Course length: 11 weeks, two hours per class meeting, and a social dance for the last class meeting

Student fee for the course: $65 per person, $130 per couple (comparable to $57 per person for this same class through the Central York School District Community Education Program, held at Sinking Springs Elementary, located in northern York County)

Budget:

Income: $2,600 in student fees.

Expenses: $1,000 instructors' fees; $1,000 UUCY rental profit (based on full enrollment); $330 onsite agent fees (for moving the chairs); $270 Live2Learn profit. If the enrollment is less than full capacity, UUCY would receive no less than the member's rental fee of $660.

Example 2: Yoga for Lunch (in the Carriage House Sunroom)

Maximum number of students: 10

Course occurrence: Weekly, 45-minute session

Student fee per course: $7 (compared to $9 per class at House of Yoga, the donation-based yoga studio in downtown York, and $14 per class at a nearby for-profit yoga studio)

Budget:

Income: $70 in fees per class

In this example, Live2Learn would pay only slightly above the member's rental rate, because the classes and the profit margin are smaller.

UUCY's current policy is a three-hour minimum rental, or $45 member rate for the Sunroom. To make this course profitable, Live2Learn would need to rent the space for an hour at a time.

It is not practical to schedule instructors for different subjects to offer their courses back to back in the same space for three hours. They must be allowed to teach when they are available.