



# South County Senior Center Community 2026

Providing Services, Activities, and Support for Older Adults

South County Senior Center

22 Amherst Rd., Sunderland, MA 01375

[www.southcountyseniorcenter.org](http://www.southcountyseniorcenter.org)

# Our Leadership Team

Board of Oversight:

Joyce Palmer-Fortune (Chair, Whately)


Trevor McDaniel (Deerfield)

Daniel Murphy (Sunderland)

Jennifer M. Ferrara, MBA – Director

Chris Goudreau – Outreach Coordinator

Tom Patria – Program Coordinator



And now a word from  
our members...

# Outreach

- Food Assistance
- Fuel Assistance Applications (HEAP)
- Transportation for Programming & Medical Appointments
- One-on-one private outreach appointments

## SC Aging Population Trends

- **By 2035, 37% of the regional population will be 60+**
- Senior Center demand will continue to increase
- 23% of residents age 65+ live alone (solo agers)
- 45% of those age 80+ live alone
- 10% of age 65+ residents diagnosed with Alzheimer's (likely underreported)

## What's Behind the Numbers?

- Steady increase in services & programs the SCSC is offering
- Steady increase in staff (1.5 FTE to 3 FTE) allows the SCSC to better meet the demand
- Previous unmet needs in our community are finally beginning to be addressed
- We're now over capacity for the allocated spaces we have

# Where We Offer Programs

- 22 Amherst Rd., Sunderland
  - Main Location/Staff Office/Food Pantry/Small Capacity Programs/Grab & Go Lunches
- First Congregational Church (Sunderland)
  - Food Distribution
- Whately Town Hall
  - Movement Classes & Large Capacity Events
- Partnership with Cadence Yoga Studio, Sunderland
  - Chair Yoga, Balance
- APCC (Polish Club), S. Deerfield
  - Large Congregant Meals & Large Capacity Social Events
- Deerfield Town Hall
  - Brown Bag Distribution
- Hybrid Opportunities

<b><u>Calendar Year</u></b>	<b><u>2025</u></b>
<b><u>Staff Position</u></b>	Program Coordinator
<b><u>Prep Time</u></b>	16.5 Hours
<b><u>Round Trip Travel Time</u></b>	78.08 Hours
<b><u>Time Before/After Event</u></b>	174.5 Hours
<b><u>Total Hours</u></b>	269.08 Hours
<b><u>Annual Salary Spent =</u></b> <b><u>Annual Salary Saved</u></b>	\$ 6,132.33



# Active Membership Over Time

Calendar Year	2018	2019	2020	2021	2022	2023	2024	2025
Whately	7	13	10	7	28	36	48	82
Deerfield	93	121	78	78	182	219	253	352
Sunderland	18	32	20	13	50	91	117	163
SC Total	118	166	108	98	260	346	418	597
Other Towns	34	38	22	25	57	72	67	121
Grand Total	152	204	130	123	317	418	485	718

\*Active Members are unique individuals who've participated or interacted with the SCSC at least once annually.

# Participation Over Time

<b>Calendar Year</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Whately	270	494	103	30	505	1342	1858	3415
Deerfield	4762	4602	1230	385	4052	8600	8694	14218
Sunderland	891	812	192	105	2082	4223	4407	6734
SC Total	5923	5908	1525	520	6639	14165	14959	24367
Other Towns	1282	1468	377	89	1046	2213	1964	3888
Grand Total	7205	7376	1902	609	7685	16378	16923	28255

\*Total number of times someone has interacted with the SCSC for events/services/phone calls or emails/rides.

# Average Participation Per Person Per Town

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Calendar Year	2025	<u>Averaged Over 4 Year Periods</u>	
		2018-2021	2022-2025
Whately	<b>42 pp</b>	23 pp	34 pp
Deerfield	<b>40 pp</b>	27 pp	34 pp
Sunderland	<b>41 pp</b>	23 pp	42 pp
SC Total	<b>41 pp</b>	26 pp	36 pp
Other Towns	<b>32 pp</b>	24 pp	28 pp
Grand Total	<b>39 pp</b>	26 pp	34 pp



A large red circular graphic on the left side of the slide, partially cut off by the edge.

## We Need an Adequate New Senior Center Space

- **One suitably large central location** would allow us to provide additional services/programs without having to hire additional staff.
- **Multiple Smaller Locations limit our ability to serve** the growing number of participants and the programs they want. *This is not sustainable as demand grows.*
- **One new, modern Senior Center is essential** to support current success and serve the projected growth of older adults in our community.

A red pushpin is stuck into a map, pointing to a specific location. The map shows a grid of streets and some green areas. The pushpin is positioned in the upper left quadrant of the image.

## Location, Location, Location!

- 22 Amherst Rd., Sunderland
- 112 Amherst Rd., Sunderland
- 8 Conway St., S Deerfield
- New Build (within 3 towns)

# Comparing Locations

Locations:	<u>22 Amherst Rd., Sunderland</u>	<u>112 Amherst Rd., Sunderland</u>	<u>8 Conway St., S Deerfield</u>	<u>New Build that meets documented needs</u>
<b>Cost (Rent + Needed Renovations to Move in)</b>	<b>\$28K/year</b>	<b>\$168K/year</b>	Renovations Est. \$5M, \$400k/Year(20yr/5%) Plus Rent (Amount Unknown).	\$15-20M over 30 years, >\$1M/year
<b>Cost Consideration</b>	Current	Build to suit costs included in the rent. Private ownership means lower overall cost	Total cost unknown. Renovations could be funded as a debt exclusion	Too Much Cost For Our Towns To Take On At This Time
<b>Timing Consideration</b>	Current	Available soonest (July 1, 2026); renovations estimated - a few months. <b><i>NOW OR NEVER.</i></b>	Uncertain Available: Earliest Jan 2027, but with renovations, 2028-2029 more realistic.	Cost Prohibitive at this Time
<b>Size of Space/% to Meet Needs</b>	2,000 Sq Ft (14%)	12,000 Sq Ft (68%)	10,500 Sq ft (60%) (If Whole Building Is Available)	17,600 Sq Ft (100%)
<b>Annual Cost/Sq Ft.</b>	\$14/Sq Ft.	\$14/Sq Ft.	>\$38/Sq Ft.	>\$60/Sq Ft.
<b>FY27 Average Single Family (~\$450k) Tax Increase</b>	\$10	\$50	>\$100	>\$240

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<b>Cost Consideration</b>	Current	Build to suit costs included in the rent. Private ownership means lower overall cost	Total cost unknown. Renovations could be funded as a debt exclusion, but will be more costly (prevailing wages)	Too Much Cost For Our Towns To Take On At This Time
<b>Timing Consideration</b>	Current	Available soonest (July 1, 2026); renovations estimated - a few months. <b><u>NOW OR NEVER.</u></b>	Uncertain Available: Earliest Jan 2027, but with renovations, 2028-2029 more realistic.	Cost Prohibitive at this Time
<b>Size of Space/% to Meet Needs</b>	2,000 Sq Ft (14%)	12,000 Sq Ft (68%)	10,500 Sq ft (60%) (If Whole Building Is Available)	17,600 Sq Ft (100%)
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<b>FY27 Average Single Family (~\$450k) Tax Increase</b>	\$10	\$50	>\$100	>\$240

# Analysis of Cost per Sq. Ft.

<u>Location</u>	<u>Number</u>	<u>How we got it</u>
22 Amherst Rd, 112 Amherst Rd.	\$14/Sq. Ft.	Annual Rent / Area
8 Conway St.	>\$38/Sq Ft.	Annual Loan Payment / Area
New Build	>\$60/Sq Ft.	Annual Loan Payment / Area

# Analysis of Tax Increase Estimates

<u>Location</u>	<u>Number</u>	<u>Based on DFC Calculator</u>
22 Amherst Rd.	\$10	Increase over last year's budget with level services at 22 Amherst Rd. Includes all operating and maintenance cost
112 Amherst Rd.	\$50	Increase over last year's budget; improved services due to efficient use of staff & space at 112 Amherst Rd. Includes all operating & maintenance cost
8 Conway St.	>\$100	Renovations Est. \$5M, \$400k/Year (20yr/5%). Includes estimated operating cost, does not include rent, maintenance.
New Build	>\$240	Build New Est. \$17M, \$1.1M/Year (30yr/5%). Does not include maintenance <i>or operational cost</i>

# Calculation Details (Part 1)

<b>Continue to use 22 Amherst Road</b>	
Total Operations Cost Increase	\$ 44,795
FY26 Budget Total	\$ 212,000
FY27 Budget Total	\$ 256,795
Difference	\$ 44,795

<b>Move to 112 Amherst Road</b>	
Total Operations Cost Increase	\$ 232,000
FY26 Budget Total	\$ 212,000
FY27 Budget Total	\$ 444,000
Difference	\$ 232,000

As of: FY 2026	Deerfield	Sunderland	Whately	All 3 Towns
total assessed value	1,072,783,700	648,868,700	376,116,400	2,097,768,800
avg single fam house	467,172	478,080	447,609	
R&O tax rate	13.45	12.44	13.07	
CIP tax rate	13.45	12.44	13.07	
Percent of price per town	54%	28%	18%	100%
Tax Increase	0.02	0.02	0.02	0.02
Avg Single Family Increase	\$11	\$9	\$10	n/a
Tax Bill % Increase	0.2%	0.2%	0.2%	

<b>Avg Single Family Increase at Equal Assessment</b>	<b>\$10</b>	<b>\$10</b>	<b>\$10</b>
<b>Tax Bill % Increase</b>	<b>0.2%</b>	<b>0.2%</b>	<b>0.2%</b>

Remain at 22 Amherst Road (full budget)

If we stay in place, level services				
Assessed Value of Home	Estimated Annual Tax Bill Impact Increase (D)	Estimated Annual Tax Bill Impact Increase (S)	Estimated Annual Tax Bill Impact Increase (W)	Estimated Annual Tax Bill Impact Increase (avg)
250,000	\$6	\$5	\$5	\$5
350,000	\$8	\$7	\$8	\$7
<b>450,000</b>	<b>\$10</b>	<b>\$9</b>	<b>\$10</b>	<b>\$10</b>
550,000	\$12	\$11	\$12	\$12
650,000	\$15	\$13	\$14	\$14
750,000	\$17	\$14	\$16	\$16
850,000	\$19	\$16	\$18	\$18
950,000	\$21	\$18	\$20	\$20
1,050,000	\$24	\$20	\$23	\$22
1,150,000	\$26	\$22	\$25	\$25
1,250,000	\$28	\$24	\$27	\$27

As of: FY 2026	Deerfield	Sunderland	Whately	All 3 Towns
total assessed value	1,072,783,700	648,868,700	376,116,400	2,097,768,800
avg single fam house	467,172	478,080	447,609	
R&O tax rate	13.45	12.44	13.07	
CIP tax rate	13.45	12.44	13.07	
Percent of price per town	54%	28%	18%	100%
Tax Increase	0.12	0.10	0.11	0.11
Avg Single Family Increase	\$55	\$48	\$50	n/a
Tax Bill % Increase	0.9%	0.8%	0.8%	

<b>Avg Single Family Increase at Equal Assessment</b>	<b>\$52</b>	<b>\$53</b>	<b>\$50</b>
<b>Tax Bill % Increase</b>	<b>0.8%</b>	<b>0.9%</b>	<b>0.8%</b>

Move to 112 Amherst Road (full budget)

**if we move to larger space, increase services via effiecent use of staffing/space**

Assessed Value of Home	Estimated Annual Tax Bill Impact Increase (D)	Estimated Annual Tax Bill Impact Increase (S)	Estimated Annual Tax Bill Impact Increase (W)	Estimated Annual Tax Bill Impact Increase
250,000	\$29	\$25	\$28	\$28
350,000	\$41	\$35	\$39	\$39
<b>450,000</b>	<b>\$53</b>	<b>\$45</b>	<b>\$50</b>	<b>\$50</b>
550,000	\$64	\$55	\$61	\$61
650,000	\$76	\$65	\$72	\$72
750,000	\$88	\$75	\$83	\$83
850,000	\$99	\$85	\$94	\$94
950,000	\$111	\$95	\$105	\$105
1,050,000	\$123	\$105	\$117	\$116
1,150,000	\$134	\$115	\$128	\$127
1,250,000	\$146	\$125	\$139	\$138

# Calculation Details (Part 2)

8 Conway Street	
Total Operations Cost Increase	\$ 469,112
FY26 Budget Total	\$ 212,000
FY27 Budget Total	\$ 681,112
Difference	\$ 469,112

This estimate is for comparison purposes only.

If 8 Conway St. were available now, and  
IF it was already renovated for \$5M loan, and  
IF the rent were free, and  
IF there was no cost for building maintenance, snow removal, landscaping...

We can estimate a cost of **\$681,112** in FY27 dollars. *We expect this is a low estimate.*

As of: FY 2026	Deerfield	Sunderland	Whately	All 3 Towns
total assessed value	1,072,783,700	648,868,700	376,116,400	2,097,768,800
avg single fam house	467,172	478,080	447,609	
R&O tax rate	13.45	12.44	13.07	
CIP tax rate	13.45	12.44	13.07	
Percent of price per town	54%	28%	18%	100%
Tax Increase	0.24	0.20	0.22	0.22
Avg Single Family Increase	\$110	\$97	\$100	n/a
Tax Bill % Increase	1.8%	1.6%	1.7%	

<b>Avg Single Family Increase at Equal Assessment</b>	<b>\$104</b>	<b>\$107</b>	<b>\$100</b>
<b>Tax Bill % Increase</b>	<b>1.7%</b>	<b>1.8%</b>	<b>1.7%</b>

8 Conway St. (Not Including Rent & Maintenance)

Future Potential Cost in Today's Dollars				
Assessed Value of Home	Estimated Annual Tax Bill Impact Increase (D)	Estimated Annual Tax Bill Impact Increase (S)	Estimated Annual Tax Bill Impact Increase (W)	Estimated Annual Tax Bill Impact Increase (avg)
250,000	\$59	\$51	\$56	\$56
350,000	\$83	\$71	\$79	\$78
<b>450,000</b>	<b>\$106</b>	<b>\$91</b>	<b>\$101</b>	<b>\$101</b>
550,000	\$130	\$111	\$123	\$123
650,000	\$153	\$132	\$146	\$145
750,000	\$177	\$152	\$168	\$168
850,000	\$201	\$172	\$191	\$190
950,000	\$224	\$192	\$213	\$212
1,050,000	\$248	\$213	\$236	\$235
1,150,000	\$272	\$233	\$258	\$257
1,250,000	\$295	\$253	\$281	\$280

# Pros/Cons of Each Location

<b>Locations:</b>	<b><u>22 Amherst Rd., Sunderland</u></b>	<b><u>112 Amherst Rd., Sunderland</u></b>	<b><u>8 Conway St., S Deerfield</u></b>	<b><u>New Build that meets documented needs</u></b>
<b>Outdoor Green Space</b>	No	Yes. Allows for gardening to grow food and the ability to offer outdoor events.	No	Yes. Allows for gardening to grow food and the ability to offer outdoor events.
<b>Condition of Building</b>	Existing space in excellent condition.	Existing space in excellent condition. Some modifications needed.	Major renovations needed.	New Build. Cost prohibitive at this time.
<b>Maintenance</b>	Building maintenance & landscaping are covered in rental cost. Plowing is an additional cost.	Building maintenance, plowing, landscaping are included in the rental cost. No additional costs to towns.	Operations costs. Unknown at this time.	New Build. Cost prohibitive at this time
<b>Accessibility</b>	1 level. Has ramp.	3 Levels. Has elevator and stairs. Elevator meets exemption to code.	1 level. Has ramp for main space.	17,600 Sq Ft (100%). Ideal would be one level.
<b>Parking</b>	Insufficient at 17 spaces.	45 spaces. Can add 6-7 more.	Insufficient	110 spaces
<b>Emergency Shelter Use</b>	No	Yes. Renovations include adding 1 shower. Will have 7 bathrooms.	No (unless a shower is added).	Yes
<b>Privacy for Staff/Town Nurses</b>	No. There are no offices.	Yes. There are multiple offices.	Yes. There are multiple offices.	Yes. There are multiple offices.



QUESTIONS?