



Summer 2015 Pool Program Trends Analysis & 2016 Pool Program Proposal

*** Buchner
Pool**

*** Horeb Springs
Aquatic Center**

*** Carroll
University**

Introduction

The summer temperatures were below average which effected the pool season

Attendance

Daily attendance is recorded through pool pass usage, daily admissions and group admissions.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Buchner Pool	29,617	31,792	24,850	15,054	19,020
Horeb Springs	<u>43,648</u>	<u>46,517</u>	<u>35,539</u>	<u>25,993</u>	<u>22,638</u>
Totals	73,265	78,309	60,389	41,047	41,658

Pool Passes

Pool pass purchases decreased this year due to the cool weather. The Ultimate Group Pass continues to be the most popular pass sold; this pass includes slide usage at HSAC. The pool pass revenue is split between the two pools, according to the 2013 patron pool preference: Horeb 57% and Buchner 43%.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Pool Passes Sold	1437	1571	1295	900	739

Learn to Swim

Significant changes were made to the WPRF Learn to Swim program in 2012, these modifications to the instructional program reflected national changes from the American Red Cross. WPRF is continuing to adjust our Learn to Swim program to improve the quality of the swim instruction and successfully teaching more community youth to swim.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Swim Enrollments	1922	1355	1305	1041	1204

Weather

The weather has a definite impact on the financial success of the pool season. Pool management staff tracks full day closures, average temperatures, and extended hours due to temperatures of 90 degrees or more.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Full day closures	6	2	7	4 HSAC/6 Buchner	
Extended days	-	17	2	0	
Average Temps.	average	above avg.	below avg.	below avg.	

2016 Initiatives

- IV Session of Learn to Swim (Day and Evening)– Horeb Spring
- Inner Tube Water Polo League – Buchner Pool
- Buchner Bingo
- Wacky Wednesday – Horeb Springs
- Catch the Olympic Spirit – Special Event Horeb Springs
- Treasuring our Pool – Pirate Party – Buchner Pool
- Marketing: Distribute Flyers at Schools Highlighting Lessons and Memberships
- Marketing: Send Email Blasts Highlighting Lessons and Memberships



2015 Aquatic Budget Summary

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue*	\$91,210	\$163,428	\$254,638
Expenses	\$142,652	\$236,272	\$378,924
Balance	\$51,442	\$72,844	\$124,286
Recovery Rate	64.8%	69.1%	67.2%

*Revenue includes pool pass revenue split between the two pools, Horeb 55%, Buchner 45%, according to patron "pool preference".

2015 Revenue/Expense Actuals

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue			
Pool Passes	\$40,194	\$49,126	\$ 89,320
Daily Admissions	\$22,717	\$45,433	\$ 68,150
Slide Passes	\$ 0	\$ 9,236	\$ 9,236
Swim Lessons	\$11,123	\$21,942	\$ 33,065
Diving Lessons	\$ 0	\$ 400	\$ 400
Group Sales	\$ 1,780	\$ 3,870	\$ 5,650
Pool Rentals	\$ 285	\$ 381	\$ 666
Birthday Parties	\$ 0	\$ 1,530	\$ 1,530
Concessions	\$ 4,422	\$28,187	\$ 32,609
Splash Cash	\$ 0	\$ 2,816	\$ 2,816
Swim Express	\$ 5,130	\$ 0	\$ 5,130
Fitness Classes	\$ 1,062	\$ 0	\$ 1,062
Uniforms	\$ 399	\$ 309	\$ 708
Locker, Phone, Pass Change	\$ 94	\$ 198	\$ 292
Lifeguard Training	\$4,004	\$ 0	\$ 4,004
Totals	\$91,210	\$163,428	\$254,628
Expenses			
Personnel Services	\$ 88,238	\$129,061	\$217,299
Contracted Services	\$ 46,749	\$ 77,246	\$123,995
Supplies	\$ 4,065	\$ 26,665	\$ 30,730
Capital Outlay \$ 3,600		\$ 3,300	\$ 6,900
Totals	\$142,652	\$236,272	\$378,924

Aquatic Program Revenue Recovery Summary (12 Year)

Year	Revenue Actuals	Expenditure Actuals	Recovery %
2004	\$149,465	\$345,584	43.2
2005	\$240,172	\$377,172	63.7
2006	\$281,993	\$347,817	81.0
2007	\$319,030	\$344,452	92.6
2008	\$318,420	\$357,947	88.9
2009	\$298,878	\$371,514	80.4
2010	\$351,028	\$355,008	98.8
2011	\$339,854	\$372,588	91.2
2012	\$362,278	\$380,562	95.1
2013	\$303,534	\$367,764	82.5
2014	\$248,548	\$376,597	65.9
2015	\$254,638	\$378,924	67.2

2016 Revenue Plan

Buchner Pool
Horeb Springs Aquatic Center



	2015 Projection	2015 Actuals	2016 Projection	Impact +/-	Fee Notes
Pool Pass	\$130,000	\$89,320	\$123,000	-\$40,680	No fee increases/changes except swimming lessons
Daily Admiss.	\$78,000	\$68,150	\$78,000	-\$9,850	
Slide Pass	\$11,500	\$9,236	\$11,500	-\$2,264	
Swim Lessons	\$40,000	\$33,065	\$46,500	-\$6,935	3%
Diving Lessons	\$1,500	\$400	\$1,500	-\$1,100	
Rental Groups/ B.D. Parties	\$4,000	\$2,196	\$4,000	-\$1,804	
Group Sales	\$6,000	\$5,650	\$6,000	-\$350	
Concessions	\$40,000	\$32,609	\$40,000	-\$7,391	
Splash Cash	\$3,000	\$2,816	\$3,000	-\$184	
Swim Express	\$7,500	\$5,130	\$7,500	-\$2,370	
Miscellaneous	\$3,000	\$6,066	\$5,000	-\$3,066	
(Miscellaneous including: Uniforms, Locker, Phone, Pass Change, Lifeguard Training, Fitness Classes)					
Totals	\$325,000	\$254,638	\$326,000		

<u>2015 Revenue Adopted</u>		<u>2014 Revenue Actuals</u>		<u>2016 Revenue Adopted</u>	
City Budget		City Budget		Budget Actuals	
Buchner	\$109,000	Buchner	\$92,529	Buchner	\$ 110,000
HSAC	\$216,000	HSAC	\$163,304	HSAC	\$ 216,000
Total	\$325,000	Total	\$254,638	Total	\$326,000

Pool Program Season

Horeb Springs Aquatic Center – 83 days (+1 than 2015)

Open: Thursday, June 9

Closing Date: Sunday, August 28 at 7:00 pm

(Optional extended season days if the weather is warm: Monday, August 29 and Tuesday, August 30)

Hours:

Monday – Friday:

*12:30 – 4:30 pm & 6:15 – 8:00 pm Open Swim (June 20-June 30, July 5 – August 11)
12:30 – 8:00 pm Open Swim (June 9 – June 17, August 12-August 28)
*To accommodate swim lessons.

Saturday: 11:00 am – 12:30 pm Zero Depth Entry Only
 12:30 – 8:00 pm Open Swim

Sunday: 10:00 am – Noon Family Swim
 12:30 – 7:00 pm Open Swim

Buchner Pool – 69 full days & 10 limited days (Same amount of days as 2015)

Open: Thursday, June 9

Closing Date: Friday, August 26 at 6:00 pm

Hours:

Monday – Saturday: 12:30 – 8:00 pm Open Swim

Sunday: 10:00 – Noon Family Swim
 12:30 – 7:00 pm Open Swim

Note: August 15 – 19 (M-F) and August 22 – 26 (M-F), Buchner Pool open from 2:00 – 6:00 pm.

***See www.ci.waukesha.wi.us/parks to check specific pool hours.**