



Summer 2017 Pool Program Trends Analysis & 2018 Pool Program Proposal

*** Buchner
Pool**

***Horeb Springs
Aquatic Center**

***Carroll
University**

Attendance

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

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Buchner Pool	24,850	15,054	19,020	20,263	15,462
Horeb Springs	<u>35,539</u>	<u>25,993</u>	<u>22,638</u>	<u>30,510</u>	<u>28,303</u>
Totals	60,389	41,047	41,658	50,773	43,765

Pool Passes

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 per the 2017 patron pool preference: Horeb 59.5% and Buchner 40.5%.

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Pool Passes Sold	1571	1295	900	739	854

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>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Swim Enrollments	1305	1041	1204	1431	1436

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>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Full day closures	7	4 HSAC/6 Buchner	-	0 (17 early close)	0 (11 early close)
Extended days	2	0	-	0	0
		<u>Max</u>	<u>Avg</u>	<u>Min</u>	
June average temperatures		76	65	55	
July average temperatures		77	68	58	
August average temperatures		73	64	55	

2018 New Initiatives

- Island Party – Special Event Horeb Springs
- Pirate Party – Special Event Buchner Pool



2017 Aquatic Budget Summary

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue*	\$92,793	\$183,518	\$276,311
Expenses	\$153,228	\$239,715	\$410,752
Balance	\$60,435	\$56,197	\$114,857
Recovery Rate	60.5%	76.5%	67.2%

*Revenue includes pool pass revenue split between the two pools, Horeb 59.5%, Buchner 40.5%, according to patron "pool preference".

	<u>2017 Revenue Actuals</u>		
	Buchner Pool	Horeb Pool	Combined Actuals
Revenue			
Pool Passes	\$42,060	\$61,792	\$103,852
Daily Admissions	\$23,887	\$41,827	\$ 65,714
Slide Passes	\$ 0	\$ 9,361	\$ 9,361
Swim Lessons	\$11,929	\$31,947	\$ 43,876
Diving Lessons	\$ 0	\$ 729	\$ 729
Group Sales	\$ 1,239	\$ 4,534	\$ 5,773
Pool Rentals	\$ 285	\$ 837	\$ 1,122
Birthday Parties	\$ 0	\$ 1,953	\$ 1,953
Concessions	\$ 3,818	\$28,924	\$ 32,742
Splash Cash	\$ 0	\$ 562	\$ 562
Swim Express	\$ 6,444	\$ 0	\$ 6,444
Fitness Classes	\$ 1,905	\$ 0	\$ 1,905
Uniforms	\$ 190	\$ 422	\$ 612
Locker, Phone, Pass Change	\$ 341	\$ 630	\$ 971
Lifeguard Training	\$ 695	\$ 0	\$ 695
Totals	\$ 92,793	\$183,518	\$276,311
Expenses			
Personnel Services	\$ 92,428	\$128,805	\$221,233
Contracted Services	\$ 48,501	\$ 56,779	\$105,280
Supplies	\$ 7,799	\$ 29,394	\$ 37,193
Capital Outlay	\$ 4,500	\$ 24,737	\$ 29,237
Totals	\$153,228	\$239,715	\$392,943

Aquatic Program Revenue Recovery Summary (12 Year)

<u>Year</u>	<u>Revenue Actuals</u>	<u>Expenditure Actuals</u>	<u>Recovery %</u>
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	\$295,895	\$410,750	72.0
2017	\$276,311	\$410,752	67.2

2018 Revenue Plan

Buchner Pool
Horeb Springs Aquatic Center



	2017 Projection	2017 Actuals	2018 Projection	Impact +/-	Fee Notes
Pool Pass	\$130,000	\$103,852	\$120,000	-\$26,148	
Daily Admiss.	\$82,000	\$65,714	\$71,400	-\$16,786	
Slide Pass	\$11,500	\$9,361	\$11,500	-\$2,139	
Swim Lessons	\$42,000	\$43,876	\$44,000	\$1,876	
Diving Lessons	\$1,000	\$729	\$1,000	-\$271	
Rental Groups/ B.D. Parties	\$6,000	\$3,075	\$4,000	-\$2,925	
Group Sales	\$6,500	\$5,773	\$6,500	-\$727	
Concessions	\$40,000	\$32,742	\$40,000	-\$7,258	
Splash Cash	\$2,000	\$562	\$1,000	\$438	
Swim Express	\$7,000	\$6,444	\$6,600	-\$556	
Miscellaneous	\$4,000	\$4,183	\$4,000	\$183	
(Miscellaneous including: Uniforms, Locker, Phone, Pass Change, Lifeguard Training, Fitness Classes)					
Totals	\$332,000	\$276,311	\$310,000	-\$53,658	

<u>2017 Revenue Adopted</u>		<u>2017 Revenue Actuals</u>		<u>2018 Revenue Adopted</u>	
City Budget		City Budget		Budget Actuals	
Buchner	\$112,000	Buchner	\$92,793	Buchner	\$ 105,000
HSAC	\$220,000	HSAC	\$183,518	HSAC	\$ 205,000
Total	\$332,000	Total	\$276,311	Total	\$ 310,000

2018 Pool Program Season

Horeb Springs Aquatic Center – 85 days (+7 days than 2017)

Open: Friday, June 8

Closing Date: Friday, August 31 at 7:00 pm

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 14 to prepare for the Island Party

Hours:

Monday – Friday:

*12:30 – 4:30 pm & 6:15 – 8:00 pm Open Swim (June 18-June 29, July 2 – August 10)
12:30 – 8:00 pm Open Swim (June 8 – June 17, July 4, August 13 -August 31)
*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 – 68 full days & 10 limited days (-2 days than 2017)

Open: Friday, June 8

Closing Date: Friday, August 24 at 7:00 pm

August 13-17 and August 20-24 open from 2:00 to 6:00 pm

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 21 (Rain Date: Saturday, July 28) to prepare for the “Pirate Party”

Hours:

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

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