



Summer 2018 Pool Program Trends Analysis & 2019 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>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Buchner Pool	15,054	19,020	20,263	15,462	16,893
Horeb Springs	<u>25,993</u>	<u>22,638</u>	<u>30,510</u>	<u>28,303</u>	<u>29,484</u>
Totals	41,047	41,658	50,773	43,765	46,377

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: Horeb 59.5% and Buchner 40.5%.

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Pool Passes Sold	1295	900	739	854	818

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>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Swim Enrollments	1041	1204	1431	1436	1519

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>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Full day closures	4 HSAC/6 Buchner	-	0 (17 early close)	0 (11 early close)	2 (9 early close)
Extended days	0	-	0	0	0
			<u>Max</u>	<u>Avg</u>	<u>Min</u>
June average temperatures			78	66	55
July average temperatures			82	71	60
August average temperatures			80	69	59

2018 New Initiatives

- Baby Shark Pool Party – Special Event Horeb Springs
- Under The Sea – Special Event Buchner Pool



2018 Aquatic Budget Summary

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue*	\$88,565	\$198,143	\$286,708
Expenses	\$147,641	\$224,568	\$372,209
Balance	\$59,076	\$26,425	\$85,501
Recovery Rate	60%	88.2%	77%

2018 Revenue Actuals

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue			
Pool Passes	\$35,685	\$63,276	\$ 98,961
Daily Admissions	\$27,075	\$50,029	\$ 77,104
Slide Passes	\$ 0	\$ 10,442	\$ 10,442
Swim Lessons	\$10,975	\$34,202	\$ 45,177
Diving Lessons	\$ 0	\$ 1,161	\$ 1,161
Group Sales	\$ 1,176	\$ 4,111	\$ 5,287
Pool Rentals	\$ 418	\$ 731	\$ 1,122
Birthday Parties	\$ 0	\$ 1,491	\$ 1,491
Concessions	\$ 3,922	\$31,787	\$ 35,709
Splash Cash	\$ 0	\$ 590	\$ 590
Swim Express	\$ 6,516	\$ 0	\$ 6,516
Fitness Classes	\$ 1,342	\$ 0	\$ 1,342
Uniforms	\$ 0	\$ 0	\$ 0
Locker, Phone, Pass Change	\$ 328	\$ 323	\$ 651
Lifeguard Training	\$ 900	\$ 0	\$ 900
Special event	\$ 228	\$ 0	\$ 228
Totals	\$ 88,337	\$198,143	\$286,708
Expenses			
Personnel Services	\$ 90,941	\$128,993	\$219,934
Contracted Services	\$ 46,214	\$ 76,459	\$122,673
Supplies	\$ 7,385	\$ 19,116	\$ 26,501
Capital Outlay	\$ 3,100	\$ 0	\$ 3,100
Totals	\$147,640	\$224,568	\$372,208

Aquatic Program Revenue Recovery Summary

Year	Revenue Actuals	Expenditure Actuals	Recovery %
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	\$392,943	70.3
2018	\$286,708	\$372,208	77.0

2019 Revenue Plan

Buchner Pool
Horeb Springs Aquatic Center



	2018 Projection	2018 Actuals	2019 Projection	Impact +/-	Fee Notes
Pool Pass	\$120,000	\$98,961	\$111,000	-\$21,039	
Daily Admiss.	\$71,400	\$77,104	\$75,400	\$5,704	
Slide Pass	\$11,500	\$10,442	\$11,500	-\$1,008	
Swim Lessons	\$44,000	\$45,177	\$45,000	\$1,077	
Diving Lessons	\$1,000	\$1,161	\$1,000	\$161	
Rental Groups/ B.D. Parties	\$4,000	\$2,271	\$3,000	-\$1,729	
Group Sales	\$6,500	\$5,287	\$6,500	-\$1,213	
Concessions	\$40,000	\$35,709	\$40,000	-\$4,291	
Splash Cash	\$1,000	\$590	\$1,000	-\$418	
Swim Express	\$6,600	\$6,516	\$6,600	-\$84	
Miscellaneous	\$4,000	\$3,121	\$4,000	-\$879	
(Miscellaneous including: Uniforms, Locker, Phone, Pass Change, Lifeguard Training, Fitness Classes)					
Totals	\$310,000	\$286,708	\$305,000	-\$53,658	

<u>2018 Revenue Adopted</u>		<u>2018 Revenue Actuals</u>		<u>2019 Revenue Adopted</u>	
City Budget		City Budget		Budget Actuals	
Buchner	\$105,000	Buchner	\$88,337	Buchner	\$ 100,000
HSAC	\$205,000	HSAC	\$198,143	HSAC	\$ 205,000
Total	\$310,000	Total	\$286,708	Total	\$ 305,000

2019 Pool Program Season

Horeb Springs Aquatic Center – 84 days (-1 day than 2018)

Open: Saturday, June 8

Closing Date: Friday, August 30 at 7:00 pm

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 13 to prepare for the Baby Shark Pool 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 23)
12:30 – 7:00 pm	Open Swim (August 26 -August 30)

*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 (+1 day than 2018)

Open: Saturday, June 8

Closing Date: Sunday, August 25 at 7:00 pm

August 12-16 and August 19-23 open from 2:00 to 7:00 pm

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 20 to prepare for the Under the Sea Pool Party

Hours:

Monday – Saturday:	12:30 – 8:00 pm	Open Swim
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Sunday:	10:00 – Noon	Family Swim
	12:30 – 7:00 pm	Open Swim