



# Summer 2016 Pool Program Trends Analysis & 2017 Pool Program Proposal

**\* Buchner  
Pool**

**\* Horeb Springs  
Aquatic Center**

**\* Carroll  
University**

## Introduction

### Attendance

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

|               | <u>2012</u>   | <u>2013</u>   | <u>2014</u>   | <u>2015</u>   | <u>2016</u>   |
|---------------|---------------|---------------|---------------|---------------|---------------|
| Buchner Pool  | 31,792        | 24,850        | 15,054        | 19,020        | 30,510        |
| Horeb Springs | <u>46,517</u> | <u>35,539</u> | <u>25,993</u> | <u>22,638</u> | <u>20,263</u> |
| Totals        | <b>78,309</b> | <b>60,389</b> | <b>41,047</b> | <b>41,658</b> | <b>50,773</b> |

### 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 2016 patron pool preference: Horeb 56% and Buchner 44%.

|                  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Pool Passes Sold | 1571        | 1295        | 900         | 739         | 851         |

### 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>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Swim Enrollments | 1355        | 1305        | 1041        | 1204        | 1431        |

### 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>2012</u> | <u>2013</u> | <u>2014</u>      | <u>2015</u> | <u>2016</u>           |
|-------------------|-------------|-------------|------------------|-------------|-----------------------|
| Full day closures | 2           | 7           | 4 HSAC/6 Buchner | -           | 0<br>(17 early close) |
| Extended days     | 17          | 2           | 0                | -           | 0                     |

### 2017 New Initiatives

- Synchronized Swim – Buchner Pool
- Bilingual Lessons – Buchner Pool
- Ducky Days – Special Event Horeb Springs
- Happy 50<sup>th</sup> Birthday Buchner: Solid Gold Rock and Roll back to 1967
- Golden Moments – Buchner Pool
- Water Walking Meet Ups
- Private Group Swimming Lessons for Childcare Agencies



### 2016 Aquatic Budget Summary

|                      | Buchner Pool     | Horeb Pool       | Combined Actuals |
|----------------------|------------------|------------------|------------------|
| <b>Revenue*</b>      | <b>\$98,951</b>  | <b>\$196,944</b> | <b>\$295,895</b> |
| <b>Expenses</b>      | <b>\$155,600</b> | <b>\$255,152</b> | <b>\$410,752</b> |
| <b>Balance</b>       | <b>\$56,649</b>  | <b>\$58,208</b>  | <b>\$114,857</b> |
| <b>Recovery Rate</b> | <b>64%</b>       | <b>77%</b>       | <b>72%</b>       |

\*Revenue includes pool pass revenue split between the two pools, Horeb 56%, Buchner 44%, according to patron "pool preference".

|                            | <u>2016 Revenue Actuals</u> |                  |                  |
|----------------------------|-----------------------------|------------------|------------------|
|                            | Buchner Pool                | Horeb Pool       | Combined Actuals |
| <b>Revenue</b>             |                             |                  |                  |
| Pool Passes                | \$41,801                    | \$59,468         | \$101,269        |
| Daily Admissions           | \$28,730                    | \$52,394         | \$ 81,124        |
| Slide Passes               | \$ 0                        | \$11,473         | \$ 11,473        |
| Swim Lessons               | \$12,468                    | \$29,291         | \$ 41,759        |
| Diving Lessons             | \$ 0                        | \$ 926           | \$ 926           |
| Group Sales                | \$ 1,759                    | \$ 4,133         | \$ 5,892         |
| Pool Rentals               | \$ 285                      | \$ 1,142         | \$ 1,427         |
| Birthday Parties           | \$ 0                        | \$ 1,444         | \$ 1,444         |
| Concessions                | \$ 4,498                    | \$34,830         | \$ 39,328        |
| Splash Cash                | \$ 0                        | \$ 1,122         | \$ 1,122         |
| Swim Express               | \$ 6,880                    | \$ 0             | \$ 6,880         |
| Fitness Classes            | \$ 890                      | \$ 0             | \$ 890           |
| Uniforms                   | \$ 182                      | \$ 317           | \$ 499           |
| Locker, Phone, Pass Change | \$ 60                       | \$ 218           | \$ 278           |
| Lifeguard Training         | \$ 1,350                    | \$ 0             | \$ 1,350         |
| Replacement Pass           | \$ 48                       | \$ 76            | \$ 124           |
| Special Events             | \$ 0                        | \$ 110           | \$ 110           |
| <b>Totals</b>              | <b>\$ 98,951</b>            | <b>\$196,944</b> | <b>\$295,895</b> |
| <b>Expenses</b>            |                             |                  |                  |
| Personnel Services         | \$ 93,613                   | \$133,356        | \$226,969        |
| Contracted Services        | \$ 42,193                   | \$ 66,670        | \$108,863        |
| Supplies                   | \$ 5,457                    | \$ 30,971        | \$ 36,428        |
| Capital Outlay             | \$ 14,337                   | \$ 24,154        | \$ 38,491        |
| <b>Totals</b>              | <b>\$155,600</b>            | <b>\$255,151</b> | <b>\$410,751</b> |

### Aquatic Program Revenue Recovery Summary (12 Year)

| 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        |
| <b>2016</b> | <b>\$295,895</b> | <b>\$410,752</b>    | <b>72.0</b> |

## 2017 Revenue Plan

Buchner Pool  
Horeb Springs Aquatic Center



|  | <b>2016<br/>Projection</b> | <b>2016<br/>Actuals</b> | <b>2017<br/>Projection</b> | <b>Impact<br/>+/-</b> | <b>Fee Notes</b> |
|--|----------------------------|-------------------------|----------------------------|-----------------------|------------------|
| Pool Pass  | \$130,000                  | \$101,269               | \$130,000                  | -\$28,731             |                  |
| Daily Admiss.  | \$78,000                   | \$81,124                | \$82,000                   | \$3,124               |                  |
| Slide Pass   | \$11,500                   | \$11,473                | \$11,500                   | -\$27                 |                  |
| Swim Lessons   | \$40,000                   | \$41,759                | \$42,000                   | \$1,759               |                  |
| Diving Lessons   | \$1,500                    | \$926                   | \$1,000                    | -\$574                |                  |
| Rental Groups/<br>B.D. Parties   | \$4,000                    | \$2,872                 | \$6,000                    | -1,128                |                  |
| Group Sales  | \$6,000                    | \$5,891                 | \$6,500                    | -\$109                |                  |
| Concessions  | \$40,000                   | \$39,328                | \$40,000                   | -\$672                |                  |
| Splash Cash  | \$3,000                    | \$1,122                 | \$2,000                    | -\$1,878              |                  |
| Swim Express   | \$7,500                    | \$6,880                 | \$7,000                    | -\$620                |                  |
| Miscellaneous  | \$4,500                    | \$3,251                 | \$4,000                    | -\$1,249              |                  |
| (Miscellaneous including: Uniforms, Locker, Phone, Pass Change, Lifeguard Training, Fitness Classes) |                            |                         |                            |                       |                  |
| <b>Totals</b>  | <b>\$326,000</b>           | <b>\$295,895</b>        | <b>\$332,000</b>           | <b>-30,105</b>        |                  |

| <b><u>2016 Revenue Adopted</u></b> |                  | <b><u>2016 Revenue Actuals</u></b> |                  | <b><u>2017 Revenue Adopted</u></b> |                   |
|------------------------------------|------------------|------------------------------------|------------------|------------------------------------|-------------------|
| <b>City Budget</b>                 |                  | <b>City Budget</b>                 |                  | <b>Budget Actuals</b>              |                   |
| <b>Buchner</b>                     | <b>\$110,000</b> | <b>Buchner</b>                     | <b>\$98,951</b>  | <b>Buchner</b>                     | <b>\$ 112,000</b> |
| <b>HSAC</b>                        | <b>\$216,000</b> | <b>HSAC</b>                        | <b>\$196,944</b> | <b>HSAC</b>                        | <b>\$ 220,000</b> |
| <b>Total</b>                       | <b>\$326,000</b> | <b>Total</b>                       | <b>\$295,895</b> | <b>Total</b>                       | <b>\$332,000</b>  |

## **Proposed 2017 Pool Program Season**

### **Horeb Springs Aquatic Center** – 78 days (-5 days than 2016)

Open: Friday, June 9

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

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 15 to prepare for Ducky Days

Hours:

Monday – Friday:

\*12:30 – 4:30 pm & 6:15 – 8:00 pm    Open Swim (June 19-June 30, July 3 – August 11)  
12:30 – 8:00 pm                            Open Swim (June 9 – June 18, July 4, August 12 -August 27)  
\*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** – 70 full days & 10 limited days (+1 day than 2016)

Open: Thursday, June 9

Closing Date: Sunday, August 27 at 7:00 pm

August 14-18 and August 21-25 open from 2:00 to 6:00 pm

Throwback Weekend: Saturday, August 26, 12:30 to 8:00 pm and Sunday, August 27, 12:30 to 7:00 pm

Pool will be closed from 5:00 to 6:00 pm on Saturday, July 22 (Rain Date: Saturday, July 29) to prepare for the “The Solid Gold Rock and Roll Party” with DJ Express

Hours:

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

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