



Summer 2019 Pool Program Trends Analysis & 2020 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>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Buchner Pool	19,020	20,263	15,462	16,893	16,989
Horeb Springs	<u>22,638</u>	<u>30,510</u>	<u>28,303</u>	<u>29,484</u>	<u>26,303</u>
Totals	41,658	50,773	43,765	46,377	43,292

Pool Passes

The Ultimate Group Pass continues to be the most popular pass sold; this pass includes slide usage at HSAC.

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Pool Passes Sold	900	739	854	818	763

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>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Swim Enrollments	1204	1431	1436	1519	1452

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>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Full day closures	-	0 (17 early close)	0 (11 early close)	2 (9 early close)	2 (7 early close)
Extended days	-	0	0	0	0
		<u>Max</u>	<u>Avg</u>	<u>Min</u>	
June average temperatures		74	61	49	
July average temperatures		81	70	58	
August average temperatures		74	64	50	

2020 New Initiatives

- Superhero Swim Spectacular – Special Event Horeb Springs



2019 Aquatic Budget Summary

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue*	\$92,828	\$201,123	\$293,405
Expenses	\$172,400	\$233,826	\$406,226
Balance	\$79,571	\$32,702	\$112,273
Recovery Rate	53.8%	86%	72.2%

2019 Revenue Actuals

	Buchner Pool	Horeb Pool	Combined Actuals
Revenue			
Pool Passes	\$31,619	\$59,761	\$ 91,380
Daily Admissions	\$33,312	\$53,196	\$ 86,509
Slide Passes	\$ 0	\$ 10,692	\$ 10,692
Swim Lessons	\$12,164	\$35,682	\$ 47,847
Diving Lessons	\$ 0	\$ 1,020	\$ 1,020
Group Sales	\$ 1,451	\$ 7,240	\$ 8,691
Birthday Parties	\$ 0	\$ 2,712	\$ 2,712
Concessions	\$ 5,045	\$29,987	\$ 35,032
Swim Express	\$ 5,670	\$ 0	\$ 5,670
Fitness Classes	\$ 1,598	\$ 0	\$ 1,598
Locker, Phone, Pass Change	\$ 335	\$ 759	\$ 1,094
Lifeguard Training	\$ 1,350	\$ 0	\$ 1,350
Totals	\$ 92,828	\$201,123	\$293,405

Expenses

Personnel Services	\$ 99,458	\$138,390	\$237,849
Contracted Services	\$ 12,000	\$ 16,650	\$ 28,650
Utilities	\$ 33,374	\$ 36,852	\$ 70,227
Machinery/Equipment	\$ 2,965	\$ 10,229	\$ 13,194
Other Expenses	\$ 6,406	\$ 28,703	\$ 35,109
Capital Outlay	\$ 18,195	\$ 3,000	\$ 21,195
Totals	\$172,400	\$233,826	\$406,226

Aquatic Program Revenue Recovery Summary

Year	Revenue Actuals	Expenditure Actuals	Recovery %
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	\$293,405	\$406,226	72.2

2020 Revenue Plan

Horeb Springs Aquatic Center



	2019 Projection	2019 Actuals	2020 Projection	Impact +/-	Fee Notes
Pool Pass	\$111,000	\$91,380	\$60,000	-\$19,620	Reflects one pool
Daily Admiss.	\$76,400	\$86,509	\$45,000	\$10,109	Reflects one pool
Slide Pass	\$11,500	\$10,692	\$11,500	-\$808	
Swim Lessons	\$45,000	\$47,847	\$40,000	\$2,847	Buchner to North HS
Diving Lessons	\$1,000	\$1,020	\$1,000	\$20	
Rental Groups/ B.D. Parties	\$3,000	\$2,719	\$3,000	-\$281	
Group Sales	\$6,500	\$8,691	\$5,500	\$2,191	
Concessions	\$40,000	\$35,032	\$35,000	-\$4,968	
Swim Express	\$6,600	\$5,670	\$0	-\$930	No Buchner
Miscellaneous (Miscellaneous including: Uniforms, Locker, Phone, Pass Change, Lifeguard Training, Fitness Classes)	\$4,000	\$3,845	\$4,000	-\$879	
Totals	\$305,000	\$293,405	\$205,000	-\$12,319	

<u>2019 Revenue Adopted</u> <u>City Budget</u>		<u>2019 Revenue Actuals</u> <u>City Budget</u>		<u>2020 Revenue Adopted</u> <u>Budget Actuals</u>	
HSAC	\$205,000	HSAC	\$201,123	HSAC	\$ 205,000
Buchner	\$100,000	Buchner	\$92,828		