

VENETA CITY COUNCIL AGENDA ITEM SUMMARY

Title/Topic: **2019 POOL SEASON REPORT**

Meeting Date: October 28, 2019
Department: Public Works

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ISSUE STATEMENT

This is a summary report of the 2019 pool season entries, revenue, and expenditures for Council review. Where noteworthy or informative, comparisons are provided to data from past years.

BACKGROUND

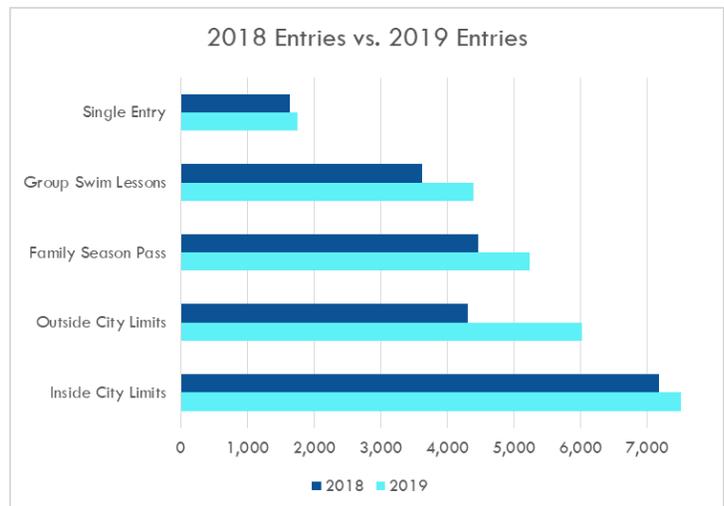
Built in 2010, the Veneta Community Pool is an outdoor facility open each summer from June through August. Pool programming includes swimming lessons for age 6 months and up, private swim lessons, swim team, and three special events.

Additional access is provided through lap swim, open swim, family swim times, and private rentals.

New to the 2019 pool season was the addition of the multi-use pool. A revised daily activity schedule was implemented to accommodate new programming intended to increase patron use, specifically for families with young children, play groups, and daycares.

Other changes included additional instruction time for private lessons, a slight modification to morning group lesson start times, and the

use of the entire pool for our noon lap swimmers (no longer sharing the pool with other water activities).



POOL USAGE

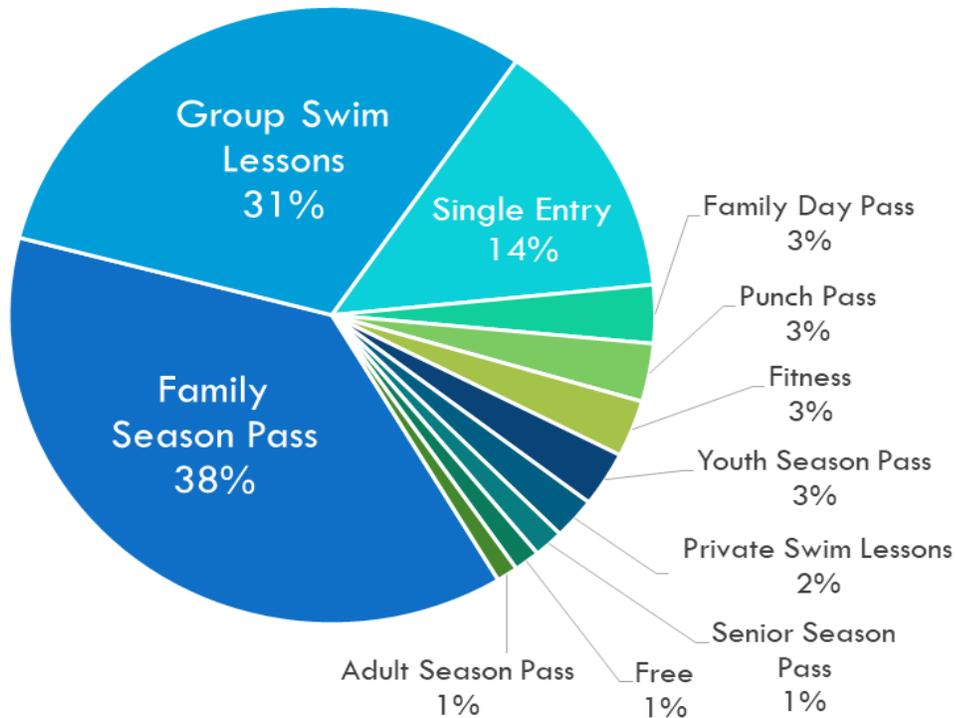
The number of pool entries increased by 24% with the greatest increase in entries from people living outside of city limits. Similar to the 2018 season, the greatest number of entries was associated with a family season pass & group swim lessons.

GROUP SWIM LESSON PARTICIPANTS	
8 classes per session	
2 week courses	
Session 1	110
Session 2	133
Session 3	118
Session 4	118

Group swim sessions increased by 100 participants from 2018 to 2019, with the most significant increases in the beginners and advanced swim levels. Private swim instruction increased by 22% mainly from a significant increase from participants living outside of city limits. A change in programming allowed for additional lessons to be

available weekday mornings and afternoons, as well as the addition of a lesson time on Saturday afternoons.

Entry Summary 2019

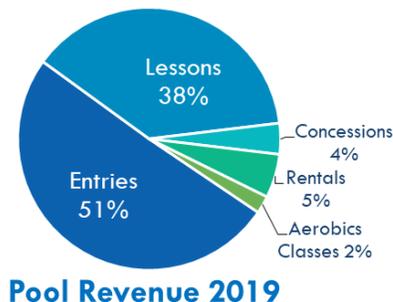


REVENUE

As with prior years, the majority of revenue comes from group lessons, family season passes, and single entries. Overall pool revenue of \$67,553, up 26% from the 2018 season. (This is based on financial report data. The figures included in the table below come from the cash register which has proven to be more inaccurate.)

There were some categories which did see more dramatic fluctuations. Revenue from entries increased by 28%. Revenue from group swim lessons increased by 45%, equating to a total increase of \$13,518. Private instruction rates were increased for 2019 by \$4.00 per lesson, which combined with the additional participation equated to a 58% increase in this revenue category.

Revenue from aerobic classes and concessions had a minimal decrease, while private facility rental revenue increased by 18%.



Pool Revenue 2019

REVENUE	2018	2019	% Change
Revenue from entries	\$ 26,841	\$ 34,361	28%
Revenue from lessons	\$ 17,830	\$ 25,881	45%
Revenue from concessions	\$ 3,320	\$ 2,590	-22%
Revenue from aerobics classes	\$ 1,639	\$ 1,468	-10%
Revenue from rentals	\$ 3,101	\$ 3,666	18%
TOTAL REVENUE:	\$ 52,731	\$ 67,966	26%

The first week of the season was the most productive and brought in significantly more revenue than any other week. This is primarily due to the sale of season passes and swim lesson registration. The following weeks of the 2019 saw increased revenue over the prior season.

In 2019, Mondays and Wednesdays were the biggest revenue generators, whereas Mondays and Saturdays were the biggest revenue generators in 2018. This is primarily due to swim lesson registration. Roughly half of all revenue is received between noon and 3:30pm with the biggest spike at 1:30pm, coinciding with the start of open swim hours. Smaller revenue spikes occur at the start of private swim lesson and family swim hours.

SPECIAL EVENTS

As in previous years, the City organized and marketed three summer fun events at the pool in 2019: Summer Solstice Party on June 22nd; Night Waves Teen Party on July 19th; and Family Fun Night on August 2nd. Normal swim rates applied for the three events, and season or punch passes could cover entry. Family Fun Night brought in the most revenue with \$329.25 and approximately 200 people in attendance; Summer Solstice, \$188.00 with 135 people in attendance; and the Teen Party trailed with \$138.00 and 55 youth in attendance.

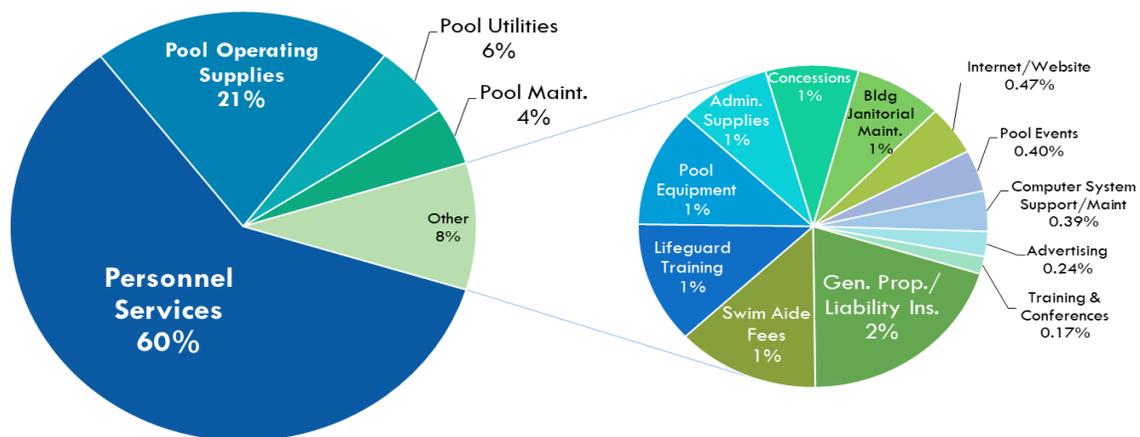
EXPENDITURES

Expenses continue to outpace revenue. While revenue did increase by 24%, expenses increased by 26% with the bulk of the increase due to personnel costs. PERS contributions increased by 10% and workers' compensation and FICA benefits increased by 6%.

Wages increased by 27% and this is mainly due to the annual minimum wage increase from \$10.75 to \$11.25, as well as the need to staff the addition of the multi-use pool. Health and life insurance increased by 158%, primarily because the Pool Manager became a full-time, regular employee for the City as a Human Resources Specialist/Program Manager, thus eligible for benefits. The City restructured and combined the two positions into one, and as a result, the increase in health and life insurance benefits are reflected in the summer pool expenses while the employee is primarily managing the pool.

Expenses	2018	2019
PERSONNEL:		
Wages	\$ 68,241	\$ 82,278
W/C and FICA Benefits	\$ 6,491	\$ 7,260
Health/Life Insurance	\$ 2,663	\$ 6,885
PERS	\$ 4,120	\$ 4,951
TOTAL PERSONNEL EXPENSES:	\$ 81,515	\$ 101,374

Pool Expenditures 2019



Personnel expenses accounted for 60% of all expenditures with the other primary expenditures being operating supplies, maintenance, and utilities. The grand total for all expenses came to \$170,046.00

COST RECOVERY

Given the rapidly increasing expenses with a relatively minimal increase in revenues, it is not surprising that the pool is continuing to recover less and less of its costs. In 2019, the pool recovered 40% of its costs, down from 46% for the 2018 pool season.

