

2023-2024 Aquatics Division

Business and Operational Plan



February 16, 2023

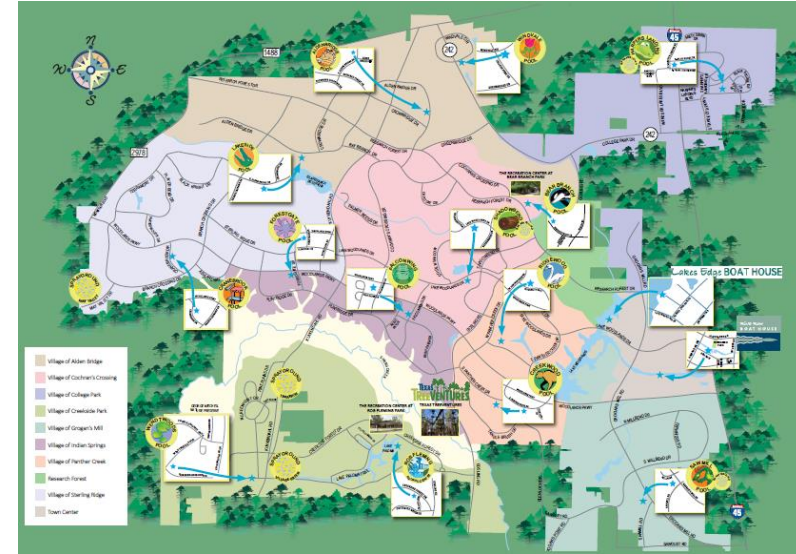
Overview

- Business and Operational Plans – assist in managing 50% cost recovery
- Plans developed/presented on a bi-annual basis
- Review use numbers, operation, competition and expenses
- 2023-2024 Plan findings and recommendations



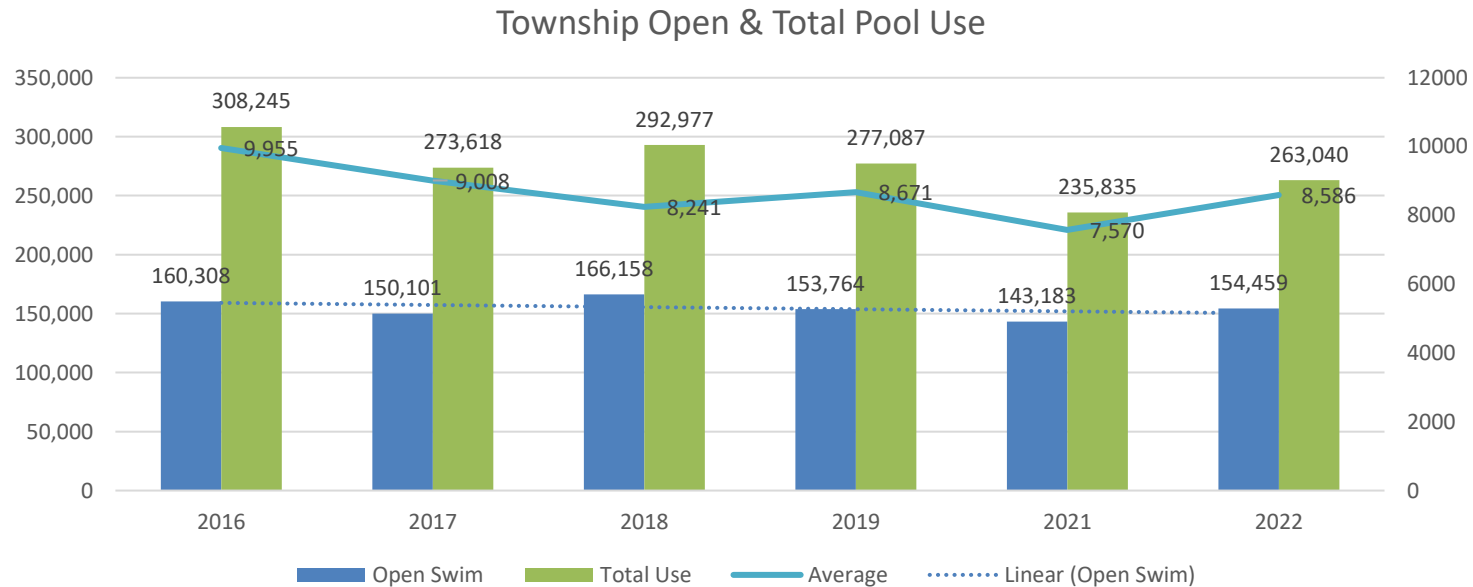
Aquatics Division

- Award-winning team consists of three (3) divisions – Programs, Lifeguards, and Operations
- Programs are budgeted out of Recreation Division
- 14 pools, 5 spraygrounds, 3 year-round fountains
- Texas Public Pool Council 2021 Class 1 (Population 75,000+) Agency of the Year
- Texas Public Pool Council's 2022 State Lifeguard Championship
- Texas Recreation and Parks Society's East Region Lone Star Programming Award 2022 – Lazy River 5K



Pool Attendance

- From 2016 to 2022
 - Open Use Decreased 3.65%
 - Total Use Decreased 14.67%
- From 2021 to 2022
 - Open Use Increased 7.88%
 - Total Use Increased 11.54%

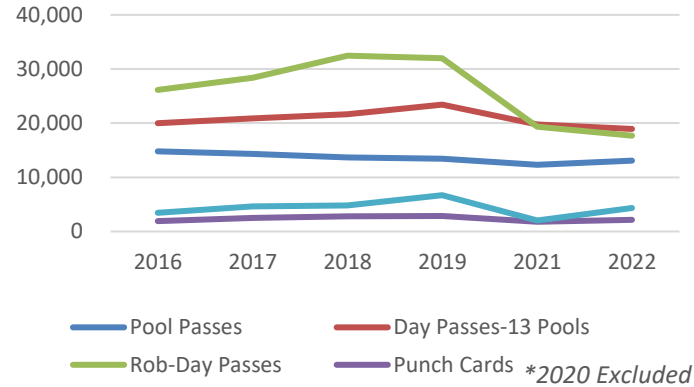


Pool Revenue

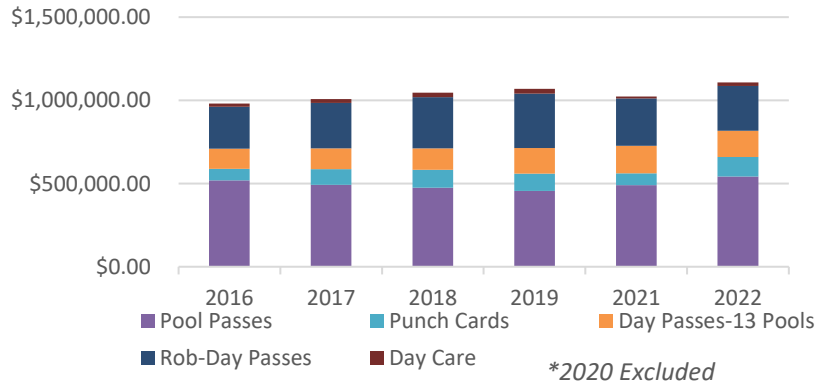
Pass Sales 2016-2022

- Number of Pool Passes decreased 11.53%
- *Village Pool Day Passes decreased 5.21%*
- *Rob Fleming Day Passes decreased 32.3%*
- Punch Cards increased 11.71%
- Day Care passes increased 25.28%

2016-2022 Pool Pass Sales



2016-2022 Revenue Pool Passes



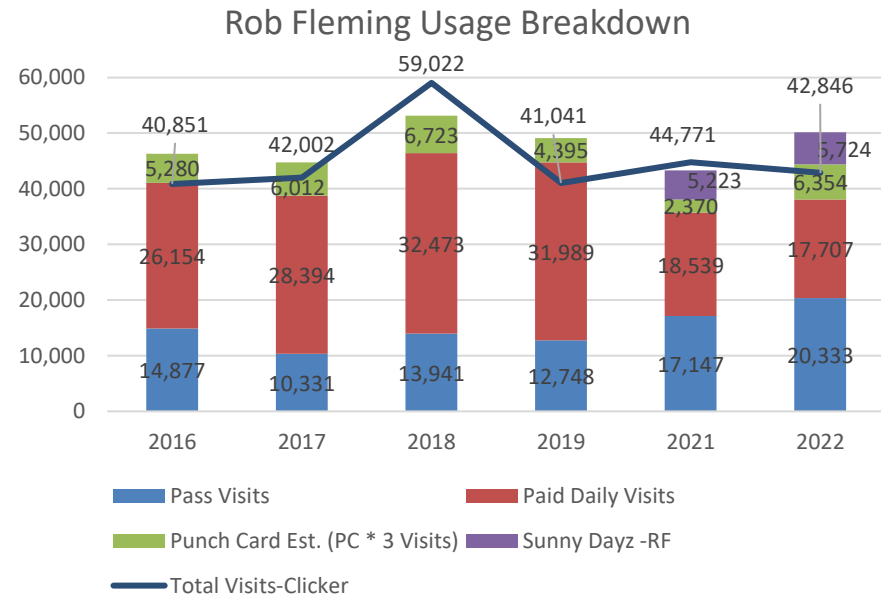
Pass Revenue 2016-2022

- Pool Pass Revenue increased 4.6%
- *Village Pool Day Pass increased 31.11%*
- *Rob Fleming Day Pass increased 6.6%*
- Punch Cards increased 65.95%



Rob Fleming Aquatic Center

- From 2016 to 2022
 - Rob Fleming Total Users ~ 45,000
 - Pass Visits Increased 59.5%
 - Paid Daily Visits Decreased 44.65%
- 2022
 - *50% of all visits were Resident Pool Pass*
 - 48% of all visits were Paid Daily (50% R/NR)



Historical Cost Recovery

AQUATICS DIVISION BUDGET COST RECOVERY

	TOTAL REVENUE	TOTAL EXPENSES	C/R%
2022	\$1,344,765.00	\$2,565,444.00	52.4%
2021	\$1,195,446.14	\$2,406,522.80	49.7%
2020	\$345,493.25	\$1,604,796.86	21.5%
2019	\$1,234,975.25	\$2,247,644.80	54.9%
2018	\$1,184,915.77	\$2,226,636.03	53.2%
2017	\$1,177,927.77	\$2,373,850.30	49.6%

2023 Budget-Impacts

Budget/Post Budget Actions

- Seasonal wage increases
- Pool Chemicals (\$66,000)
- September 2022-Lakeside Pool Heater/new Pool Technician (\$54,000)
 - Need to review Lane Rental Fees to account for the increase
- Total additional expenses - \$120,000
- Fund transfers from Recreation to Aquatics (\$50,000)
 - Revised Projected 2023 Cost Recovery - 47%
 - Policy - 50%



Key Business Plan Findings

- Direct costs for providing lap lane rentals have increased with the addition of Lakeside, the Pool Tech, and utility usage/price increases resulting in the need for increased fees for this service.
- Direct costs for providing pool rentals have increased due to Lifeguard wage increases requiring increased fees for this service.
- Pool Membership Fees were originally set to increase in 2022 as a part of the 2021-2022 Aquatics Business Plan and the 2021 Fee Study. The increase from \$45 to \$50 was delayed in 2022 to better evaluate the impact of the increase to \$45. Findings indicate \$50 is a competitive price point.
- Saturday mornings from 10 a.m. to Noon show the second lowest average attendance times across all the pools for 2016-2022.
- Harper's Landing and Windvale are the lowest attended pools that are not already on the Noon to 6 p.m. schedule.



Key Business Plan- Proposed Actions

	Potential Revenue	Impact on Cost Recovery	Cost Recovery
Orginal Budget- No Changes			47.00%
Schedule Modification			
Modify Hours of Harper's Landing & Windvale Pool to Noon to 6 p.m.	\$43,000	0.66%	47.66%
Modify Saturday hours for all pools to Noon opening	\$44,000	0.68%	47.68%
Fee Modification			
Lap Lane Rental from \$7 to \$11- Effective September 2023	\$34,000	0.72%	47.72%
Resident Pass from \$45 to \$50/Non-Resident from \$150 to \$160	\$61,500	1.97%	48.97%
Rental Fees- Tier A: \$350 Resident; \$550 Non-Resident ; Tier B: \$400 Resident; \$600 Non-Resident; Tier C: \$750 Resident; \$900 Non-Resident; RFAC: \$1450 Resident; \$1,650 Non-Resident	\$9,000	0.30%	47.30%
All Options Impact on Cost Recovery			
Orginal Budget + All Options	\$191,500	4.33%	51.33%

Recommendation

- Accept 2023-2024 Aquatics Division Business and Operational Plan
- Board to determine action. If modifications to current pool fees and/or operating hours are desired, schedule a public hearing on Township Order 020-09 for February 22, 2023.

