



Town of Chino Valley

Aquatic Center Rate Study 2018

This report is prepared to meet the requirements of ARS 9-499.15

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Introduction

The Town of Chino Valley last reviewed and increased its Aquatic Center rates on October 23, 2012. Resolution 12-1001 adopted the current rates.

Since the Aquatic Center opened the Town's General Fund has subsidized the operation of the facility each year. The annual subsidy averages about \$150,000 per year.

When the Aquatic Center last raised the pool rates in 2012, the minimum wage was \$7.65 an hour. Last year, the minimum wage was raised to \$10.00 an hour. This January, the minimum wage was raised to \$10.50 an hour. Voter approved referendum will push the minimum wage to \$12.00 an hour by 2020, further pushing the subsidy higher.

In order to keep the subsidy from increasing each year, staff is recommending a gradual rate increase over the next three years to coincide with the increases of minimum wage and generate additional fund to make capital repairs and replacements.

Over the last several years the Town has replaced the Aquatics Center roof, pool pump heater, chlorine unit, pool sweeper, and resurfaced the parking lot. In the next few years the slide needs resurfacing and painting the showers and offices also are in need of repainting.

Therefore, staff is recommending an increase in Aquatics Center user fees each year until 2020.

Current Aquatic Center User Fees

The chart below summarizes the current Aquatic Center User Fees and attendance.

Town of Chino Valley			
Aquatics Center Fee Schedule			
	2016 Season	2017 Season	Current Fees
Daily Use			
Ages 0-5 Child	1,690	1,814	\$1.00
Ages 6-17 Youth	5,174	5,983	\$2.50
Ages 18-54 Adult	2,672	2,974	\$3.50
Ages 55 & Older	678	908	\$3.00
Family - 5 immediate Family Members	254	438	\$12.50
	10,468	12,117	
Season Passes			
Ages 0-5 Child	0	11	\$45.00
Ages 6-17 Youth	1	0	\$85.00
Ages 18-54 Adult	1	0	\$130.00
Ages 55 & Older	1	2	\$95.00
Family - 5 immediate Family Members	39	37	\$200.00
Family - Additional	8	13	\$20.00
	50	63	
Learn to Swim			
Youth 8 sessions, 30 minutes	163	191	\$45.00
Adult 4 sessions, 1 hour			\$45.00
Fitness Program Lessons - 9 sessions 1 hour	90	95	\$45.00
Private Lessons - 9 Session 1 hour			\$20.00
	253	286	
Aquatic Facility Rental			
Aquatic Facility, 2 hour minimum, 1 - 200 guests	11	21	\$140.00
Lifeguards, minimum 3, 2 hour minimum	10	20	\$72.00
Aquatic Facility, 2 hour minimum, 201-400			\$140.00
Lifeguards, minimum 3, 2 hour minimum			\$96.00
Slide Rental	8	16	\$30.00
	29	57	

Aquatic Center Financial History

The table below summarizes the Aquatic Center operating results for the last three fiscal years.

Town of Chino Valley						
Operating Results by Fiscal Year						
Fiscal Years Ending 6/30/15 - 6/30/17						
	6/30/2015		6/30/2016		6/30/2017	
Revenue						
Entrance Fees	\$44,205	62%	\$34,082	60%	\$48,525	64%
Concessions	\$11,727	16%	\$9,585	17%	\$13,803	18%
Program Fees	\$13,345	19%	\$10,478	18%	\$11,830	16%
Facilities Use Fees	\$2,201	3%	\$2,750	5%	\$2,027	3%
Total Revenue	\$71,478	100%	\$56,895	100%	\$76,184	100%
Revenue % Increase						
Expenditures						
Personnel	\$99,861	48%	\$108,035	51%	\$94,139	37%
Benefits	\$6,932	3%	\$11,567	5%	\$13,074	5%
Operating Expenses	\$101,749	49%	\$92,421	44%	\$130,656	52%
Capital					\$14,675	6%
Total Expenditures	\$208,542	100%	\$212,022	100%	\$252,544	100%
Net Loss	(\$137,063)		(\$155,127)		(\$176,360)	

Proposed Aquatic Center User Fees

The table below summarizes the proposed rates for the next three seasons.

Town of Chino Valley				
Aquatics Center Fee Schedule				
	Current Fees	Proposed 2018 Season	Proposed 2019 Season	Proposed 2020 Season
Daily Use				
Ages 0-2 Child		\$0.00	\$0.00	\$0.00
Ages 3-17 Child		\$3.00	\$3.25	\$3.50
Ages 0-5 Child	\$1.00	n/a	n/a	n/a
Ages 6-17 Youth	\$2.50	n/a	n/a	n/a
Ages 18-54 Adult	\$3.50	\$4.00	\$4.25	\$4.50
Ages 55 & Older	\$3.00	\$3.00	\$3.25	\$3.50
Family - 5 immediate Family Members	\$12.50	\$14.00	\$15.00	\$16.00
Season Passes				
Ages 0-2 Child		\$0.00	\$0.00	\$0.00
Ages 3-17 Child		\$85.00	\$90.00	\$100.00
Ages 0-5 Child	\$45.00	n/a	n/a	n/a
Ages 6-17 Youth	\$85.00	n/a	n/a	n/a
Ages 18-54 Adult	\$130.00	\$140.00	\$150.00	\$160.00
Ages 55 & Older	\$95.00	\$85.00	\$90.00	\$100.00
Family - 5 immediate Family Members	\$200.00	\$225.00	\$225.00	\$250.00
Family - Additional	\$20.00	\$25.00	\$25.00	\$30.00
Learn to Swim				
Youth 8 sessions, 30 minutes	\$45.00	\$45.00	\$50.00	\$55.00
Adult 4 sessions, 1 hour	\$45.00	\$45.00	\$50.00	\$55.00
Fitness Program Lessons - 9 sessions 1 hour	\$45.00	\$45.00	\$50.00	\$55.00
Private Lessons - 9 Session 1 hour	\$20.00	\$20.00	\$25.00	\$30.00
Aquatic Facility Rental				
Aquatic Facility, 2 hour minimum, 1 - 200 guests	\$140.00	\$150.00	\$160.00	\$170.00
Lifeguards, minimum 3, 2 hour minimum 1 - 200 guests	\$72.00	\$80.00	\$90.00	\$100.00
Aquatic Facility, 2 hour minimum, 201-400	\$140.00	n/a*	n/a*	n/a*
Lifeguards, minimum 3, 2 hour minimum	\$96.00	\$130.00	\$150.00	\$170.00
Slide Rental	\$30.00	\$40.00	\$50.00	\$60.00
*Aquatic Facility Rental is 2 hour minimum regardless of number of guests				
** change to 5 guards 200-400 guests				

Aquatic Center Pro Forma Projection

The table below summarizes the financial impact of the proposed fee increase. Note the Town will continue to subsidize the operation of the Aquatic Center.

Town of Chino Valley				
Operating Results				
Budget 6/30/18 and Projected 6/30/18 with Fee Increase				
	Budget 6/30/2018		Projected 6/30/18 With Fee Increase	
Revenue				
Entrance Fees	\$49,000	64%	\$55,000	67%
Concessions	\$13,000	17%	\$13,000	16%
Program Fees	\$12,000	16%	\$12,000	15%
Facilities Use Fees	\$2,000	3%	\$2,000	2%
Total Revenue	\$76,000	100%	\$82,000	100%
Revenue % Increase				
Expenditures				
Personnel	\$81,197	38%	\$81,197	38%
Benefits	\$15,503	7%	\$15,503	7%
Operating Expenses	\$109,100	51%	\$109,100	51%
Capital	\$10,000	5%	\$10,000	5%
Total Expenditures	\$215,800	100%	\$215,800	100%
Net Loss	(\$139,800)		(\$133,800)	

Rate Change Calendar

Town of Chino Valley		
Aquatic Center Rate Change Calendar 2018		
Date	Item	Requirement
2/13/2018	Department Presents written report to Council	
2/13/2018	Council Adopts Notice of Intention to increase rates and hold a public hearing	At least 60 days prior to public hearing
2/23/2018	File copy of report and Notice of Intention to increase rates with the Town Clerk and post on website	At least 60 days prior to public hearing
4/24/2018	Adopt Resolution	At least 60 days after notice of intent
5/24/2018	New Rate becomes effective	30 days after adoption

Other Community Comparison

Town of Chino Valley Aquatics Center Fee Schedule			
	Chino Valley Proposed 2018 Season	Prescott Valley	Williams
Daily Use			
Ages 0-2 Child	\$0.00	\$3.25	7 & under \$1.00
Ages 3-17 Child	\$3.00	\$3.25	8-18 \$3.00
Ages 0-5 Child	n/a	\$3.25	9-54 \$4.00
Ages 6-17 Youth	n/a	\$3.25	55+ \$3.00
Ages 18-54 Adult	\$4.00	\$4.25	
Ages 55 & Older	\$3.00	\$3.25	
Family - 5 immediate Family Members	\$14.00	n/a	
Season Passes			
Ages 0-2 Child	\$0.00		
Ages 3-17 Child	\$85.00		
Ages 0-5 Child	n/a		
Ages 6-17 Youth	n/a		\$120.00
Ages 18-54 Adult	\$140.00		\$140.00
Ages 55 & Older	\$85.00		\$120.00
Family - 5 immediate Family Members	\$225.00	\$320.00	\$200.00
Family - Additional	\$25.00		
Learn to Swim			
Youth 8 sessions, 30 minutes	\$45.00	\$40.00	\$30.00
Adult 4 sessions, 1 hour	\$45.00		
Fitness Program Lessons - 9 sessions 1 hour	\$45.00	\$45.00	
Private Lessons - 9 Session 1 hour	\$20.00	\$17.00	
Aquatic Facility Rental			
Aquatic Facility, 2 hour minimum, 1 - 200 guests	\$150.00	\$95/hr + 3 guards	
Lifeguards, minimum 3, 2 hour minimum 1 - 200 guests	\$80.00	\$12/hr/guard	
Aquatic Facility, 2 hour minimum, 201-400	n/a*		
Lifeguards, minimum 3, 2 hour minimum	\$130.00		
Slide Rental	\$40.00		
*Acquatic Facility Rental is 2 hour minimum regardless of number of guests			
** change to 5 guards 200-400 guests			