

Bringing *Fun* to Life

Veteran's Memorial Building Commission



Thursday, December 11, 7:30pm
Indianola Activity Center
2204 W 2nd Avenue, Indianola, Iowa

AGENDA

- 1) Call to Order—7:30pm
- 2) Vacant Commission Seat
- 3) Annual Report
- 4) City Council Work Session Update
- 5) YMCA Staffing Partnership/Recruitment
- 6) 3-5 Year Facility Maintenance Plan
- 7) 2015 Season Dates/2015 Operating Hours
- 8) WCPP Grant Award
- 9) Wal-Mart Grant Application
- 10) Commission Member Comments
- 11) Next Meeting—Set Date
- 12) Adjournment

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DATE: December 11, 2014
TO: Veteran's Memorial Building Commission
FROM: Jeff Lucas
RE: 2014 Veteran's Memorial Aquatic Center Annual Report

The Veteran's Memorial Aquatic Center was once again a popular amenity for the Indianola community. Over 23,000 people visited the facility in 2014. I went into this season with two goals in mind: 1) maximize the customer experience, 2) maximize our facility efficiency. Without a doubt, those two goals were achieved. We know we still have items we can improve upon.

The customer experience is important to me. The facility needs/needed a fresh outlook. Things needed cleaned up. Staff needed re-energized. Operations needed streamlined, and a plan for the future needs/needed developed. All of those items were addressed, and/or being addressed this off-season.

Maximizing our efficiency is not only important, it's our duty. Being a responsible steward of tax dollars is my duty. Many repairs were made to the facility during the off-season. By making those concrete and gutter repairs, approximately \$30,000 in chemical and utility costs were saved, ultimately offsetting the cost of the repairs in one year.

Attendance wise - 2014 was the worst season in our 17 year history. The #1 factor is weather, but other factors exist. Although the numbers were less than ideal, we still have had much discussion, within the City, about where we are as a facility. Strengths? Weaknesses? Challenges? Where can we get additional funding? Etc.

Realistically, 2014 was a great year to sit on your deck enjoying family and friends. While it was great weather for outdoor play, it was not ideal for Veteran's Memorial Aquatic Center. Many financial numbers will accompany this letter. I invite you to dive into those numbers and ask me for any clarification. I would be delighted to answer any questions you have.

Sincerely,

Jeff Lucas
Recreation Coordinator—Aquatics and Special Events
Indianola Parks and Recreation
2204 W 2nd Avenue
Indianola, Iowa 50125
jlucas@cityofindianola.com

Veterans Memorial Aquatic Center 2014 Annual Report

Hours of Operation

	May	June	July	Aug	2014	2013	2012	2011	2010	2009
Hours of Operation	6	166.5	186	67	425.5	516	489.5	529	387	490.5
Number Full Days Open	1	18	24	6	49	63	76	76	53	56
Number Days Closed	0	1	2	4	7	3	6	7	4	4
Number Days Closed Early	0	11	5	6	22	27	15	15	22	30
Snack Bar Operating Hours					323.5	403.25	430	482	393	470.75

Attendance

Attendance	2014	2013	2012	2011	2010	2009	2008	2007
General Admissions	7,633	9,946	13,265	12,158	12,439	11,468	12,161	14,496
Nonresident General Admissions	246	389	253	418	239	657	740	828
Group Rate (NR)	(251) 294	(53) 312	(68) 437	(2) 615	(9) 204	(31) 280	(27) 855	(70) 756
Punch Pass Admissions	782	1283	1,303	893	1,290	978	1,011	1,083
Spectator Admissions (Full price in 2014)	0	614	558	446	422	471	508	567
2 & Under (Free Admission)	80	412	68	280	140	265	460	982
Free Admission Coupon	160	43	15	45	21	49	47	37
City Wellness Admissions	46	58	87	77	76	44	57	110
Season Pass Admissions	10,230	14,271	24,388	20,264	20,105	17,698	23,444	25,490
Open Swim Totals	19,177	27,016	40,374	35,196	34,936	31,910	39,283	44,349
Other Use								
Red Cross Swim Lessons	518	665	624	575	575	600	625	629
Other Aquatic Lessons	0	0	0	4	10	51	0	13
Tot Swim	1,078	1,271	2,230	2,035	1,590	1,369	1,060	966
Noon Hour Lap Swim/Water Walk	374	720	1,407	1,229	737	723	796	660
Youth Swim Team (No longer host - moved to Y)	0	72	61	42	65	30	85	67
Mighty Minnows	116	195	177	200	178	200	159	158
Guard Start	0	0	0	0	11	4	0	0
Doggie Dive	45	50	48	39	74	Rain - 0	75	96
Family Dive-In Movie - IDPH no longer allows	0	0	0	185	210	165	185	140
Cardboard Boat Races	150	135	90	150	160	115	75	
Youth Triathlon	0	0	0	29	32	32	29	
Club Wet Teen Parties	0	0	0	18	134	236	288	494
Pool Party Rentals	1,640	1,856	1,954	2,156	2,260	1,919	2,660	2,128
Total Attendance	23,098	31,980	46,965	41,858	40,972	37,940	45,320	49,700

Punch Card and Season Pass Sales

Punch Card	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Resident 10 punch	35	99	67	74	122	81	76	85	84	113	57
Resident 20 punch	16	26	37	28	36	35	24	33	41	42	33
Nonres 10 punch	23	2	21	23	18	35	36	41	33	32	26
Nonres 20 punch	4	1	6	3	9	8	17	17	10	14	10
Totals	78	128	131	128	185	159	153	176	168	201	126
Season Pass	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Individual (28)	135	101	101	156	121	148	183	156	155	78	101
Family (51)	253	253	266	284	344	350	363	353	285	256	307
PreSeas Ind (12)	0	51	67	59	40	38	53	57	70	69	71
PreSea Family (20)	0	117	147	143	101	110	110	129	186	195	222
Individual key card	7	13	35	23	36	21	24	25	18	28	13
Family key card	23	38	35	39	26	26	25	17	16	20	37
Total	418	573	651	704	668	693	758	737	730	646	751