

City of Calistoga

Staff Report

TO: Honorable Mayor and City Council
FROM: Olivia Lemen, Recreation Manager
DATE: October 4, 2011
SUBJECT: Presentation of 2011 Pool Season

APPROVAL FOR FORWARDING:

Richard Spitler (Signed by S. Seaborn)
Richard Spitler, City Manager

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ISSUE: Review of the third season at the pool.

RECOMMENDATION: Receive presentation.

BACKGROUND: The 3rd season of the Calistoga Community Pool ended on September 18th. The pool was open for a total of 18 weeks this season, opening on Saturday May 14th. The programs offered at the pool fall into the following categories:

- Adult Fitness
- Recreation Swimming
- Swim Lessons
- Special Events and Activities

As with the past two years, a survey is currently being distributed through out the community in English and Spanish to provide the community to offer feedback and suggestions for the upcoming year. More information about the pool survey can be found at www.calistogarecreation.com.

The survey results along with City Council feedback will be presented to the CPAC for utilization in the planning of the 2012 season and improve even more on what was already become a staple in the fabric of Calistoga's community.

Adult Fitness

Water Aerobics and Lap Swimming are an important part of our programming. On average, the water aerobics classes had 17 participants per class, offered 8 different times per week. This is a well attended class and during the 2011 season class offerings were increased to include a Monday and Wednesday evening class. This class continues to be successful and it will continue next season. Lap swimming was offered for a total of 23 hours per week, usually in-between a program or in conjunction with another program. This is down from 2010 due to attendance and the goal of maximizing pool usage and costs.

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Recreation Swimming

Recreation Swimming or Rec Swim continues to be our most attended program at the pool. We averaged 80 people per weekday rec swim and 132 people per weekend rec swim. We offered 36 hours of rec swim a week during the high summer months. Spring and fall schedules decreased this to Friday – Sunday only, but the averages were similar by the end of the season. This season, we saw a 29% increase in non-resident visitors during rec swim hours. Folks coming from down valley as well as visitors staying in Calistoga and looking for a place to swim for them and their kids.

Swim Lessons

Our swim lesson season started this year by hosting the 2nd and 3rd grade students from the Calistoga Elementary School. 130 students walked to the pool for 4 days in May to take lessons which were sponsored by the Calistoga Community Pool Project (CCPP). In addition, the CCPP provided each student with a 50% off coupon to come back and take a full session during the summer months. During this summer we hosted over 300 kids in swim lessons for a total of over 430 kids this season! Evening lessons were offered Spring and Summer and then a morning and evening option were offered during the summer months. The lessons numbers are fairly consistent between 2010 and 2011, but are down from the first season. We will utilize the email and phone numbers obtained through our computer system to encourage all participants to give feedback through the survey.

The CCPP also sponsored another scholarship program through the Family Center to distribute \$30 off coupons to families interested in taking swim lessons at the pool. We had 58 families redeem these coupons. CCPP reimburses the City for all coupons used.

Special Events and Activities

This is the area where we have made the most changes through the various seasons based on feedback and community needs. The various events we hosted this summer included:

- *Monthly Teen Night with the Teen Center* – averaged 30+ kids – host almost 50 during the July Teen Night. This was a dramatic increase from last year.
- *Monthly Friday Night Family Nights* - saw an increase in attendance over the 2010 season. Averaged 30 people.
- *Diving Class* – This was a new program this year. It was very popular and well received. We will look at increasing this program in the future and providing more pool time and space in 2012. This was a fee based program.

- 78 • *Lifeguard Training Certification Course and Jr. Lifeguard Training* – Both
79 of these are fee based programs which provide opportunities for teens to
80 learn basic lifesaving skills. Jr. Lifeguarding is for ages 11-14 and the
81 standard Lifeguard Training is the course required by anyone 15 + to
82 become a lifeguard at the pool.
- 83 • *Vamos a Nadar en Familia* – This is the 3rd year we have hosted this
84 program in conjunction with the CAPP. It is a 1 day, family water safety
85 class, open to the community and offered in English and Spanish. The
86 cost for participants is only \$5 per family. In this program they learn
87 basic rescue and swimming skills, receive nutrition and healthy snack
88 tips and receive a 50% off coupon for swim lessons. We had over 100
89 attendees this year. This was up from last year.

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91 2011 was a strong season for the pool. We are starting to see trends since we
92 now have a few seasons under our belt. We will receive feedback through the
93 survey to develop and enhance the future seasons and also maintain the popular
94 and well attended programs.