

City of Calistoga

Staff Report

TO: Community Pool Advisory Committee
FROM: Olivia Lemen, Recreation Manager
DATE: October 21, 2011
SUBJECT: Review of 2011 Pool Season

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2 **ISSUE:** Review of the third season at the pool.

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4 **RECOMMENDATION:** Receive presentation and provide feedback.

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

- 10 • Adult Fitness
- 11 • Recreation Swimming
- 12 • Swim Lessons
- 13 • Special Events and Activities

14
15 As with the past two years, a survey is currently being distributed through out the
16 community in English and Spanish to provide the community to offer feedback
17 and suggestions for the upcoming year. More information about the pool survey
18 can be found at www.calistogarecreation.com.

19 **Adult Fitness**

20 Water Aerobics and Lap Swimming are an important part of our programming.
21 On average, the water aerobics classes had 17 participants per class, offered 8
22 different times per week. This is a well attended class and during the 2011
23 season class offerings were increased to include a Monday and Wednesday
24 evening class. This class continues to be successful and it will continue next
25 season. Lap swimming averaged 9 swimmers per time block which averages
26 about 4 swimmers per hour. Lap swimming was offered for a total of 23 hours
27 per week, usually in-between a program or in conjunction with another program.
28 This is down from the 2010 schedule due to attendance and the goal of
29 maximizing pool usage and costs.

30 **Recreation Swimming**

31
32 Recreation Swimming or Rec Swim continues to be our most attended program
33 at the pool. We averaged 80 people per weekday rec swim and 132 people per
34 weekend rec swim. We offered 36 hours of rec swim a week during the high
35 summer months. Spring and fall schedules decreased this to Friday – Sunday
36 only, but the averages were similar by the end of the season. This season, we
37

38 saw a 29% increase in non-resident visitors during rec swim hours. Folks
39 coming from down valley as well as visitors staying in Calistoga and looking for a
40 place to swim for them and their kids.

41

42 **Swim Lessons**

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

55

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

60

61 **Special Events and Activities**

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

- 65 • *Monthly Teen Night with the Teen Center* – averaged 30+ kids – host
66 almost 50 during the July Teen Night. This was a dramatic increase from
67 last year.
- 68 • *Monthly Friday Night Family Nights* - saw an increase in attendance over
69 the 2010 season. Averaged 30 people.
- 70 • *Diving Class* – This was a new program this year. It was very popular
71 and well received with 8 participants in the first class and 4 in the second.
72 We will look at increasing this program in the future and providing more
73 pool time and space in 2012. This was a fee based program.
- 74 • *Lifeguard Training Certification Course and Jr. Lifeguard Training* – Both
75 of these are fee based programs which provide opportunities for teens to
76 learn basic lifesaving skills. Jr. Lifeguarding is for ages 11-14 and the
77 standard Lifeguard Training is the course required by anyone 15 + to
78 become a lifeguard at the pool. There were 10 participants in this class.
- 79 • *Vamos a Nadar en Familia* – This is the 3rd year we have hosted this
80 program in conjunction with the CCPP. It is a 1 day, family water safety
81 class, open to the community and offered in English and Spanish. The
82 cost for participants is only \$5 per family. In this program they learn
83 basic rescue and swimming skills, receive nutrition and healthy snack

84 tips and receive a 50% off coupon for swim lessons. We had over 100
85 attendees this year. This was up from last year.

86

87 2011 was a strong season for the pool. We are starting to see trends since we
88 now have a few seasons under our belt. We will receive feedback through the
89 survey to develop and enhance the future seasons and also maintain the popular
90 and well attended programs.

91

92

93 **ATTACHMENT:**

94 1) Raw Attendance Numbers (4 pages)

95 2) Daily Attendance Revenue

96

June 2011

	Date	AM Lap	AM WaterX	Mid Lap	Rec Total	PM WaterX	PM Lap	Special Event	What was the weather like?
Wed	6/1								
Thur	6/2					9	5		
Fri	6/3	4							Rain
Sat	6/4	9	14		2				Rain
Sun	6/5			16	4				Rain
Mon	6/6	2	13	2					Rain
Tues	6/7			2	51				Sunny
Wed	6/8	3	13	3	56		14		
Thu	6/9			8	108	16		56	Sunny
Fri	6/10	7	19	6	124			44	Hot
Sat	6/11		17	15	109				warm
Sun	6/12			9	144				Sunny/Hot
Mon	6/13	4	21	12	82				hot
Tue	6/14				233	13	11		hot
Wed	6/15	8	17		200	22	7		hot
Thu	6/16			8	178				hot
Fri	6/17	10	21	9	152	14	9		warm
Sat	6/18		24	14	149			40	hot
Sun	6/19	21			246				hot
Mon	6/20	8	18	9	161	23	14		
Tue	6/21			8	233	17	11		extra hot
Wed	6/22	12	16	5	178				
Thur	6/23			6	149	16	5		hot
Fri	6/24	6	23	11	142			66	warm
Sat	6/25	24	14	14	141				hot
Sun	6/26			23	218				hot
Mon	6/27	6	14	9	123	13	9		cool
Tues	6/28			3	3				Rain
Wed	6/29	4	12	7					cloudy
Thur	6/30				123	13	8	27	warm
Daily Average		9	17	9	132	16	9	47	

July

	Date	AM Lap	AM WaterX	Mid Lap	Rec Total	PM WaterX	PM Lap	Special Event	What was the weather like?
Fri	7/1	6	26	15	140				warm
Sat	7/2		18	12	258				
Sun	7/3			32	272				Hot!!
Mon	7/4		21	10	205				Hot!!
Tue	7/5			4	149	20	20		Hot!!
Wed	7/6	6	18	9	90				
Thu	7/7			8	130	16	11		
Fri	7/8	2	25	10	114			38	Swell
Sat	7/9		19	11	97				warm
Sun	7/10			30	181				hot
Mon	7/11	1	26	17	103	13	10		toasty
Tue	7/12			9	62	19	8		warm
Wed	7/13	7	22	8	43				
Thu	7/14			10	119	9	9		
Fri	7/15	4	25	11	94				warm
Sat	7/16		17	13	122				
Sun	7/17			13	121				cool
Mon	7/18	6	17	12	78	8	11		fantastic
Tue	7/19			15	69	13	5		warm
Wed	7/20	7	12	8					hot
Thu	7/21			9	177	11	4		hot
Fri	7/22	2	17	10	123				hot
Sat	7/23		18	9	124				warmish
Sun	7/24			24	194				hot
Mon	7/25	5	13	11	79	15	13		warm
Tue	7/26			12	83	23	2		hotlike
Wed	7/27	7	13	11	92				hot
Thu	7/28				80				
Fri	7/29	4	24	11	112				warm
Sat	7/30		16		108				
Sun	7/31			13	158				hot
Daily Average		5	19	13	126	15	9	38	

Aug-11

	Date	AM Lap	AM WaterX	Mid Lap	Rec Total	PM WaterX	PM Lap	Special Event	What was the weather like?
Mon	8/1	4	13	21	48	7	5		
Tue	8/2			11	86	16	6		
Wed	8/3	6	11	14	58				
Thu	8/4				95				
Fri	8/5	11	22	12					
Sat	8/6		19	15	135				hot
Sun	8/7			21	83				too hot
Mon	8/8	4	9	14	65	5	9		warm
Tue	8/9			10	90	24			hot
Wed	8/10	5	10	14	75				
Thu	8/11			11	55	24	2		very hot
Fri	8/12	7	16	12	94			50	
Sat	8/13		11	15	120				Hot
Sun	8/14			12	126				hot
Mon	8/15	3	11	7	78	15	8		
Tue	8/16			8	43		12		hot
Wed	8/17	6	14	10		20			
Thu	8/18			13	50		2		warm
Fri	8/19	5	15	6					
Sat	8/20		15	12	60				cool
Sun	8/21			12	63				
Mon	8/22	6	13						
Tue	8/23					25	11		hot
Wed	8/24	5	20						
Thu	8/25					19			hot
Fri	8/26	7	11		85				
Sat	8/27		10		90				hot
Sun	8/28			20	96				too hot
Mon	8/29	6	11						hot
Tue	8/30					18	2		warm
Wed	8/31	5	16						
Daily Average		6	14	13	81	17	6	50	

Sep-11

	Date	AM Lap	AM WaterX	Mid Lap	Rec Total	PM WaterX	PM Lap	Special Event	What was the weather like?
Thu	9/1					16	1		warm
Fri	9/2	4	17		95				hot
Sat	9/3		17	16	149				warm
Sun	9/4			19	155				hot
Mon	9/5		15	13	125	20	4		hot
Tue	9/6								
Wed	9/7	3	12				6		
Thu	9/8					15			
Fri	9/9	5	18		50			18	
Sat	9/10				57				hot
Sun	9/11				35				
Mon	9/12	7	14						
Tue	9/13					16			warm
Wed	9/14	9	11				10		mild
Thu	9/15					12			warm
Fri	9/16	9	18		57		3	20	hot
Sat	9/17		21	17	64				
Sun	9/18								
Mon	9/19								
Tue	9/20								
Wed	9/21								
Thu	9/22								
Fri	9/23								
Sat	9/24								
Sun	9/25								
Mon	9/26								
Tue	9/27								
Wed	9/28								
Thu	9/29								
Tue	9/30								
Wed	10/1								
Daily Average		6	16	16	87	16	5	19	

Monthly Summary of Pool Numbers

2009 Year	May		June 4-30		July		August		September 1-27		Summer Totals		
	#	\$	#	\$	#	\$	#	\$	#	\$	#s	Daily	
Resident Passes	0	\$0	129	\$7,584	65	\$2,395	32	\$1,107	10	\$351	236	\$11,437	
Resident Daily Visits	0	\$0	3306	\$7,998	3065	\$8,723	2035	\$5,994	1131	\$3,460	9537	\$26,175	
Non-Resident Passes	0	\$0	5	\$189	12	\$498	0	\$0	0	\$0	17	\$687	
Non-Resident Daily Visits	0	\$0	326	\$1,480	471	\$2,151	367	\$1,704	219	\$1,062	1383	\$6,397	
Monthly Total	0	\$0	3766	\$17,251	3613	\$13,767	2434	\$8,805	1360	\$4,873	11173	10920	\$44,696
2010 Year	May 15-31		June		July		August		September 1-6		Summer Totals		
Resident Passes	53	\$3,741	109	\$4,301	52	\$1,755	20	\$66	0	\$0	234	\$10,463	
Resident Daily Visits	639	\$1,726	2921	\$8,053	2452	\$7,452	1052	\$3,149	442	\$1,330	7506	\$21,710	
Non-Resident Passes	5	\$216	15	\$661	4	\$216	1	\$40	0	\$0	25	\$1,133	
Non-Resident Daily Visits	90	\$398	525	\$2,467	933	\$4,284	522	\$2,465	151	\$702	2221	\$10,316	
Monthly Total	787	\$6,081	3570	\$15,482	3441	\$13,707	1595	\$6,320	593	\$2,032	9986	9727	\$43,622

2011 Year	Pre-Sale		May 14-31		June		July		August		September 1-18		Summer Totals		
	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#s	Daily	
Resident Passes	48	\$5,016	23	\$1,192	86	\$3,212	49	\$1,665	26	\$882	9	\$315	193	\$7,266	
Resident Daily Visits			336	\$983	2656	\$7,282	2613	\$7,455	1239	\$3,584	508	\$1,495	7362	\$20,799	
Non-Resident Passes			5	\$202	2	\$94	4	\$188	2	\$94	1	\$40	14	\$618	
Non-Resident Daily Visits			96	\$446	729	\$3,362	1128	\$5,285	655	\$3,077	254	\$1,230	2862	\$13,400	
Monthly Total	48	\$5,016	460	\$2,823	3473	\$13,950	3794	\$14,593	1922	\$7,637	772	\$3,080	10469	10214	\$47,099

Swim Lessons

	Spring		Summer 1		Summer 2		Summer 3		Summer 4		Summer 5		Fall	
	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$
2009	N/A	N/A	50	\$2,160	62	\$2,210	90	\$4,260	98	\$4,460	72	\$3,540	81	\$4,940
2010	14	\$560	69	\$3,240	71	\$3,640	69	\$3,300	37	\$1,650	36	\$1,560	37	\$1,635
2011	21	\$770	57	\$2,870	75	\$3,495	60	\$2,430	53	\$1,610			36	\$911

333
\$2122.50 received in coupons
302

Totals	Visitors	Lessons
2009	\$44,696	\$21,570
2010	\$43,622	\$15,585
2011	\$47,099	\$14,208

* includes coupon amount