

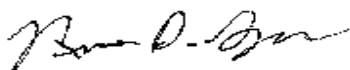
# City of Calistoga

## Staff Report

**TO:** Honorable Mayor and City Council  
**FROM:** Olivia Lemen, Recreation Manager  
**DATE:** January 21, 2014  
**SUBJECT:** Presentation of 2013 Pool Season

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APPROVAL FOR FORWARDING:




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Richard Spitler, City Manager

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

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4 **RECOMMENDATION:** Receive presentation.

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6 **BACKGROUND:** The Calistoga Community Pool closed on October 20<sup>th</sup> for the  
7 2013 season. The pool was open for a total of 28 weeks again this season  
8 including 5 week pre-season April 8<sup>th</sup> – May 10<sup>th</sup> and 5 weeks post season  
9 September 16<sup>th</sup> – October 20<sup>th</sup>. This was the same as the previous year. In  
10 addition to the 28 weeks of programming the City offered, Calistoga High School  
11 hosted a swim team for students which began on January 28<sup>th</sup>. This year  
12 included the first ever home swim meet.

13  
14 The City offered programs fall into the following categories:

- 15 • Pre- and Post- Seasons
- 16 • Adult Fitness
- 17 • Recreation Swimming
- 18 • Swim Lessons
- 19 • Special Events and Activities

20  
21 **Pre- and Post- Season**

22 The Calistoga High School continues to support their newly formed swim team  
23 which begins to practice the last week of January and runs through May each  
24 year. This commitment includes covering all of the operational costs for the pool  
25 usage beyond the City's regular season which begins in May. Because of the  
26 high school use, the City was able to offer a 5 week pre-season which included  
27 lap swimming and water exercise for adults and swim lessons for kids. 56 pre-

28 season passes were sold which was down from the year prior when 68 pre-  
29 season passes were sold.

30

31 During the Fiscal Year 2013/2014 budget process, the City Council decided to  
32 extend of the 2013 season by adding an additional 5 weeks after the regularly  
33 schedule closure date of September 15<sup>th</sup> , with the stipulation that it was a  
34 separate season and the community contributed by paying for a post-season  
35 pass or daily drop-in during that time. 37 post-season passes were sold, which  
36 was down from the year prior when 57 post-season passes were sold.

37

### 38 **Adult Fitness**

39 Water Aerobics and Lap Swimming are an important part of the pool  
40 programming. On average, the water aerobics classes had 16 participants per  
41 class and were offered 6 different times per week. These numbers includes the  
42 Aqua Zumba class which was added new this season. This is a steady and  
43 consistent group and are a driving force for the pre- and post- seasons. All water  
44 exercise classes continue to be successful and we will look at adding some  
45 additional classes next season. Lap swimming was offered for an average of 28  
46 hours per week, usually in-between a program or in conjunction with another  
47 program.

48

### 49 **Recreation Swimming**

50 Recreation Swimming or rec swim continues to be our most attended program at  
51 the pool. We averaged 95 people per weekday rec swim and more than 180  
52 people per weekend rec swim. We offered 36 hours of rec swim a week during  
53 the high summer months. Beginning July 1, 2013 City Council approved a new  
54 policy which allowed all Calistoga youth ages 17 and younger to swim for free. A  
55 total of 1867 youth took advantage of this opportunity for a general fund subsidy  
56 of \$3734 which was far less than projected. Attendance numbers were relatively  
57 consistent from the 2012 to 2013 season.

58

### 59 **Swim Lessons**

60 The swim lesson season started this year by hosting the 2<sup>nd</sup> – 5<sup>th</sup> grade students  
61 from the Calistoga Elementary School. Over 220 students walked to the pool for  
62 4 days in May to take lessons which were sponsored by the Calistoga  
63 Community Pool Project (CCPP). In addition, the CCPP provided each student  
64 with a \$20 off coupon to come back and take a full session during the summer  
65 months. During this summer we hosted over 330 kids in swim lessons for a total  
66 of over 550 kids through our swim lesson program this season! The CCPP  
67 continues to sponsor scholarships through the Family Center to distribute \$30 off  
68 coupons to families interested in taking swim lessons at the pool. We had 65  
69 families redeem these coupons. CCPP reimburses the City for all coupons used.

70

71 Additionally, a Youth Swim Club was introduced this season providing the  
72 advanced swimmers with a place to learn pre-competitive swimming skills. This  
73 program was very successful and ended the season with more than 15  
74 swimmers who participated in a fun meet in Lake County.

75

76 **Special Events and Activities**

77 The various events we hosted this summer included:

- 78 • *Monthly Teen Night* – averaged 30+ kids. This program is offered in  
79 collaboration with the Boys and Girls Club Teen Center.
- 80 • *Monthly Family Float Nights* - Averaged 40 people per event.
- 81 • *Lifeguard Training Certification Course*– This is a fee based certification  
82 class which provides opportunities for teens to learn basic lifesaving skills  
83 and provides them with the certification needed to apply to work at the  
84 Calistoga Community Pool as a lifeguard.
- 85 • *Vamos a Nadar en Familia* – This is the 5<sup>th</sup> year we have hosted this  
86 program in collaboration with the CCP. It is a 1 day, family water safety  
87 class, open to the community and offered in English and Spanish. The  
88 cost for participants is only \$5 per family. In this program they learn  
89 basic rescue and swimming skills, receive nutrition and healthy snack  
90 tips and receive a \$25 off coupon for swim lessons. We had over 100  
91 attendees this year. This was up from last year.

92  
93 A survey was distributed the last month of operation and was reviewed by the  
94 Calistoga Pool Advisory Committee (CPAC). Committee members reviewed  
95 comments in conjunction to the attendance and usage to make  
96 recommendations for the upcoming 2014 season. Some of the changes to look  
97 for in the upcoming season include:

- 98 • More water exercise class options and expanding the popular Aqua  
99 Zumba class;
- 100 • Increasing the Youth Swim Club both in season, hours and hosting their  
101 own meet;
- 102 • Increasing the Adult swimming community through clinics and coached  
103 workouts;
- 104 • Improved water quality of lap pool;

105  
106 Overall, 2013 was a consistent season – the community continues to enjoy and  
107 utilize the pool. The beginning of the 2014 season promises to be a big year for  
108 us. With the current closure of the St. Helena pool, we will be hosting both the  
109 Calistoga and St. Helena High School swim teams during the winter months and  
110 possible other programs which are displaced during the construction period. This  
111 will provide us with an opportunity increase the visibility and exposure of our  
112 facility and promote the amazing programs we already offer. Additionally, we  
113 have a great staff team already in place to offer high quality programming to the  
114 community and outside support to provide fee assistance for rec swimming and  
115 swim lessons which makes the pool accessible for all.