

City of Calistoga

Staff Report

TO: Community Resources Commission
FROM: Calistoga Pool Advisory Committee
DATE: October 21st, 2009
SUBJECT: 2009 Pool Season Debrief

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

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4 **RECOMMENDATION:** Receive presentation, discuss and make
5 recommendations for future programming.

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7 **BACKGROUND:** The CPAC met on September 29th to debrief the 2009
8 swimming season. There are a number of different areas that were discussed as
9 we evaluated the overall success of the first swim season and the possibilities of
10 enhancement for future seasons. They fall into the categories of:

- 11 • Swim Lessons
- 12 • Special Events and Activities
- 13 • Marketing
- 14 • Youth Swim Team
- 15 • Facility Enhancements
- 16 • Other

17 Attached to this staff report is a detail of attendance and revenue from the
18 season. These numbers gave us a framework to evaluate future programming.
19 Also, the suggestion came up to run another survey, similar to the one run this
20 past spring, to get the feedback from the community about this past season and
21 what they would like to see in the future.

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23 By the time the survey comes back, we should have ample feedback to move
24 forward with planning the 2010 season and improve even more on what was
25 already a great season!

26 **Swim Lessons**

27 Recap: This summer we hosted over 400 kids in swim lessons. We tried
28 different times of day and days of the week including attempting to run a
29 Saturday Session (only 1 registered so we cancelled the session and added that
30 person into evenings classes). Evenings were the most popular with $\frac{3}{4}$ the
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1 participants attending evening lessons. We also added a fall session which
2 started August 31st and finished on September 10th. We had a great response to
3 our swim lessons overall and I believe we will continue to see growth in years to
4 come.

5 2010: We will continue our swim lesson program by adding in at least one Spring
6 session in addition to our summer sessions to give families a jump start on the
7 swimming season. We will prepare for the heavy interest in evening lessons with
8 more staffing and schedule adjustments (reduce overlap with water aerobics).
9 We will also utilize our morning pool time differently since our morning lessons
10 were not as popular and will offer fewer classes.

11 **Special Events and Activities**

12 Recap: This season did not see a lot of special events or activities and this will
13 probably be our largest area of growth next year. Some of the special things we
14 did do with mild success were Adult Stroke Clinics, Inner Tube Water Polo,
15 Lifeguard Olympics, Grand Opening Weekend BBQ, and Birthday Parties. All
16 events were publicized at the pool and various locations. Initially this was an
17 area of concern for our pool neighbors. We had positive feedback at the
18 beginning of the season and have heard no complaints throughout the entire
19 summer. An email was sent out in the end of August to receive their feedback on
20 the first swimming season and the impact it may have had on them, and I didn't
21 receive one response to that email.

22 2010: Although specific dates have not been established for next year, special
23 events and activities will be included in detail into the activity guide this spring to
24 help promote all summer long. The ideas and plans for inclusion for next year
25 include:
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- 27 • Monthly Teen Night Swim
- 28 • Monthly Friday Night Family Nights (Flick and float, Float night, ect)
- 29 • Birthday Party Packages
- 30 • Full Facility Rental Packages
- 31 • Inner Tube Water Polo League
- 32 • Lifeguard Olympics
- 33 • Regular Water Polo Clinics
- 34 • Swim and Stroke Clinics
- 35 • Lifeguard Training Certification Course
- 36 • Water Safety Instructor Certification Course

37 **Marketing**

38 Recap: Marketing was a little later than would be ideal due to the circumstance
39 of the pool construction right up to the last minute. The activity guide included
40 aquatic information but it was general and did not include specific details or
41 dates. Since the goal of this entire first year was to sample different programs
42 and be able to change programs due to participant needs it did not make sense
43 to invest in a glossy marketing piece.
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45 2010: With one full season behind us, we will have a totally different approach to
46 marketing the pool. The plan thus far includes:

- 1 • Activity Guide created by the city will include; all pool schedules for
2 spring, summer and fall, prices, opening date, closing date, schedule
3 change dates, swim lesson dates and prices, and beginning schedules
4 and registration dates, rental and birthday party info, and special events.
- 5 • Create a separate simple document which shows directions, location,
6 prices and contact info to put in businesses and bed and breakfasts to
7 promote the pool to visitors. (Recommended: Tri-fold size since most
8 local businesses have flyer racks in this size)
- 9 • Promote email distribution list and Facebook page as another way to
10 send out information.
- 11 • Promote individual programs through other means (For example:
12 newspapers, school, city web site, community boards around town and
13 in St. Helena)
- 14 • Explore feasibility of a Lincoln Ave. banner, permanent direction signs
15 around town, and new light post banners.

16 17 **Youth Swim Team**

18 Recap: Without a doubt the one program that has been asked about the most is
19 a youth swim team. At this time the school is not interested, nor able, to host a
20 school swim team so we will look at the availability of doing one.

21 2010: The easiest way to get this going is to partner with another team that is
22 already established. We can use their charter and they basically contract with
23 the city to run a team at our pool. I have had various conversations with teams
24 and will be working quickly to establish some opportunities. We will be looking to
25 run a summer league team which begins swimming in the spring and who swims
26 through the end of the summer.

27 28 **Facility Enhancements**

29 Recap: Seeing that this was a new facility, usage on the facility as a whole was
30 good and had little impact. We did learn some things that needed to be
31 addressed.

32 2010 and Beyond: The following is a list of things that have come up which are
33 either being addressed or should be explored at some time:

- 34 • Geo-Thermal / Solar – Grants written this summer and other options are
35 being monitored.
- 36 • Additional Shade needed – Large sail type structures were quoted at \$38-
37 \$48k to cover entire corner by baby berm; other idea suggested was
38 renting umbrellas for lawn.
- 39 • Windows in office are dangerous – Design plan to change windows is
40 complete and an alternative window is selected. Will be exploring cost in
41 off-season.
- 42 • Need a counter at registration window – will be exploring cost and
43 feasibility in off-season
- 44 • Additional permanent signage – Will be created and installed in off-
45 season.
- 46 • Snack Bar – Exploring cost of different temporary and permanent options.

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1 **Other**

2 Recap: Vamos a Nadar en Familia was very successful this summer and we had
3 very positive reviews of the over 100 participants who attended. We saw a lot of
4 those families return to the pool through swim lessons or rec swim through all
5 summer long.

6 2010: Although we did not reapply for the same grant, we will explore other
7 funding opportunities to continue and expand this program. Additional
8 opportunities that we will be exploring are:

- 9 • Vamos a Nadar en Familia at Calistoga as well as other pools in the valley
- 10 • Swim lessons/classes through the school
- 11 • Other scholarship or subsidy programs to utilize the pool

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15 **Attachments:** Pool Usage, 2009

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Pool Usage and Attendance At-A-Glance

	Total Monthly Revenue	Total Monthly Resident Usage	Total Non-Resident	Total Passes Sold	Average Rec Swim Attendance	Highest Attendance Day	Lowest Attendance day	Swim Lesson Enrollment
June	\$29,458	3306	326	164	144	256	64	S1- 50, S2 - 62
July	\$28,478	3065	471	77	111	270	42	S3 - 90, S4 - 98
August	\$14,027	2035	367	32	88	168	20	S5 - 72, S6 - 32
September	\$5,557	1134	338	10	42	155	6	