

TOWN OF ASHLAND

Carter Park Pool Report

2011

Carter Park Pool

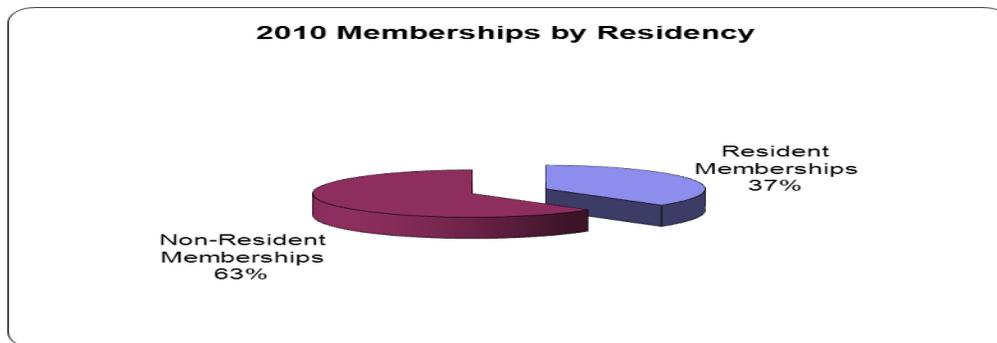
General Overview

The swimming pool is designed to provide safe summer outdoor recreation and instruction in swimming and water safety. The pool complex at Carter Park includes a recreational swimming pool, baby pool, and restrooms. Qualified personnel serve as pool manager, and the lifeguards are trained through the American Red Cross. Pool attendees pay an annual fee or pay a daily gate fee for admission to the pool complex.

Pool Memberships

The sale of pool memberships began on April 1, 2011. The Town sold 239 pool membership packages in 2011 for a total of 846 individual pool members. The memberships sold are up compared to 2009 and 2010 along with the total number of members.

Regular membership packages break down as follows:



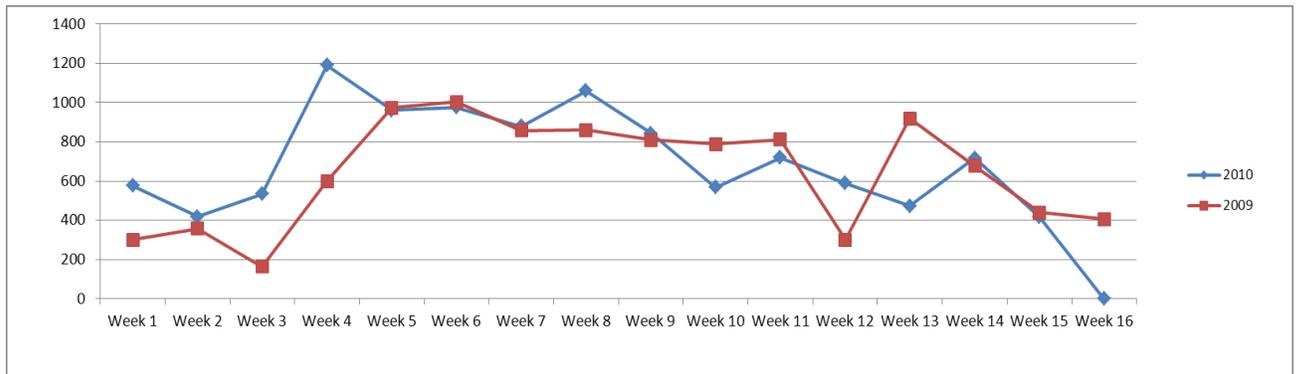
	2008		2009			2010		
Resident Family Members	236	34.2%	262	33.9%	293	34.6%		
Resident Individual Members	13	1.9%	16	2.1%	18	2.1%		
Resident Senior Members	1	0.1%	1	0.1%	3	0.4%	37.1%	
Non-resident Family Members	421	60.9%	477	61.8%	511	60.4%		
Non-resident Individual Members	16	2.3%	16	2.1%	16	1.9%		
Non-resident Senior Members	4	0.6%	0	0.0%	5	0.6%	62.9%	
	691	100.0%	772	100.0%	846	100.0%		

Total Revenue raised through pool membership sales and daily pool entry fees was \$67,885.00, which is up slightly from \$61,255.00 in 2009. Total expenditures were approximately \$106,825 for the 2010 Pool season. Based on this information revenues covered approximately 63.5% of expenditures. Based on experience the goal for aquatic facilities should be somewhere in the 60-70% range. Due to the age of the pool the Town's repair and maintenance costs are higher than they should be.

Attendance

2010 was the third year attendance figures were kept at Carter Park Pool. The pool complex ended the year with an attendance total of 10,918. The pool was open 86 of 87 possible days, and the average daily attendance was 108 patrons on days the pool was open.

Total Weekly Attendance



Weekly attendance generally follows temperature and weather patterns. Total attendance at the pool was up by 655 patrons throughout the year.

Staffing

The pool used twenty (20) lifeguards and two assistant pool managers throughout the year to guard the pool. In addition, there were seven (7) employees hired as gate guards this season. Including the Pool Manager, there were thirty (30) seasonal employees working at the pool throughout the year. Ten of the thirty employees were Town of Ashland residents. The average wage for pool employees other than the Pool Manager was \$8.13 per hour, or a \$.06 decrease from 2009.

Miscellaneous

Staff continued the policy of two guards always in the stand during 2011, and feel it has been an effective step in improving both the actual and perceived safety of patrons at the pool. Although extensive repairs were necessary, the pool was able to open as scheduled for Memorial Day weekend. Twelve new lounge chairs as well as six new picnic tables with umbrellas were added this season in addition to or to broken pieces.