

TOWN OF ASHLAND

Carter Park Pool Report

2009

Carter Park Pool

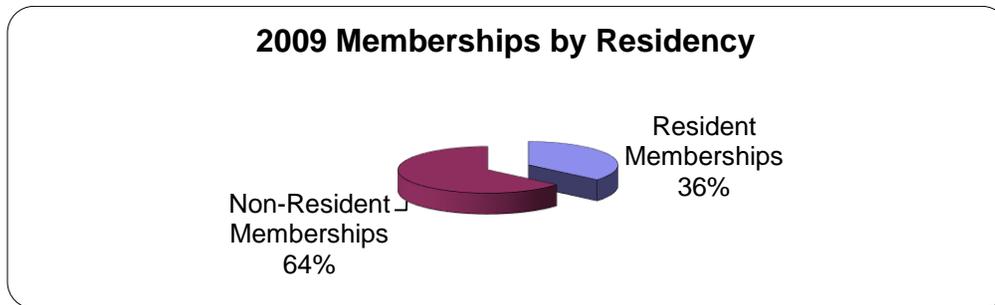
General Overview

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, 2009. The Town sold 210 pool membership packages in 2009 for a total of 772 individual pool members. The memberships sold are flat compared to 2008, but the total number of members is up significantly. This is likely due to poor conditions in the economy when larger families look to the pool as a relatively cheap family activity for the summer

Regular membership packages break down as follows:



	2008		2009		
Resident Family Members	236	34.2%	262	33.9%	
Resident Individual Members	13	1.9%	16	2.1%	
Resident Senior Members	1	0.1%	1	0.1%	36.1%
Non-resident Family Members	421	60.9%	477	61.8%	
Non-resident Individual Members	16	2.3%	16	2.1%	
Non-resident Senior Members	4	0.6%	0	0.0%	63.9%
Total	691	100.0%	772	100.0%	

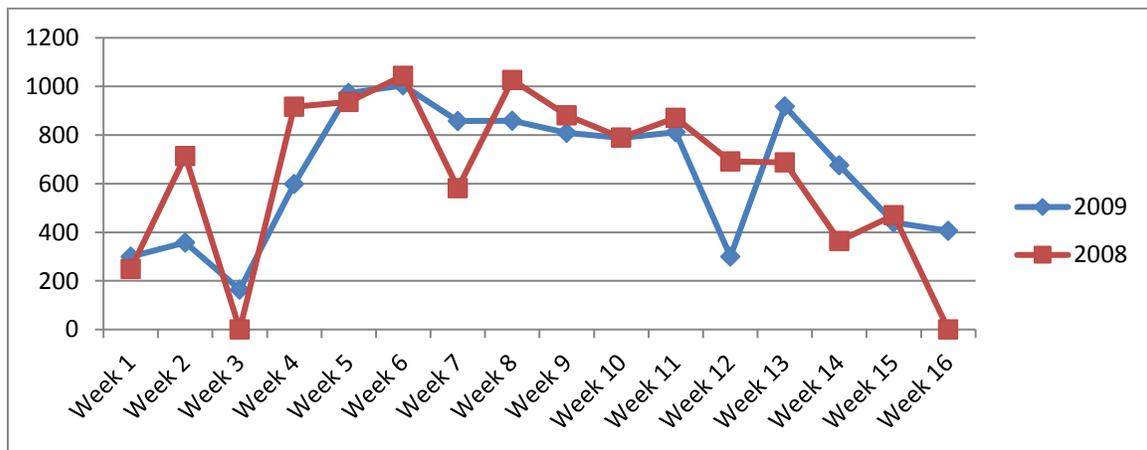
Total Revenue raised through pool membership sales and daily pool entry fees was \$61,255.00, which is down slightly from \$63,126.00 in 2008. Total expenditures were approximately \$109,185 for the 2009 Pool season. Based on this information revenues covered approximately 56.1 of expenditures. Based on experience the goal for aquatic facilities should be somewhere in the 65-70% range. Due to the age of the pool the Town's repair and maintenance costs are higher than they should be and the economy has

reduced revenues over the past two years. Both of these factors hinder reaching the 65-70% goal.

Attendance

2009 was the second year attendance figures were kept at Carter Park Pool. The pool complex ended the year with an attendance total of 10,263. The pool was open 90 of 108 possible days, and the average daily attendance was 97 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 40 patrons throughout the year.

Staffing

The pool used nineteen (19) 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 twenty-nine (29) seasonal employees working at the pool throughout the year. Twelve of the twenty-nine employees were Town of Ashland residents. The average wage for pool employees other than the Pool Manager was \$8.19 per hour, or a \$.81 increase over 2008. This number is up significantly due to increases in the Federal minimum wage with which the Town was forced to comply.

Miscellaneous

Staff continued the policy of two guards always in the stand during 2009, and feel it has been an effective step in improving both the actual and perceived safety of patrons at the pool. The pool staff and management faced a few challenges during the 2009 year. There were a few instances of unruly behavior which, upon review, staff believes were handled in a professional manner. In addition, there was one incident of severe vandalism at the pool after hours which required the pool to be closed for one day.