

TOWN OF ASHLAND

Carter Park Pool Report

2008

# Carter Park Pool

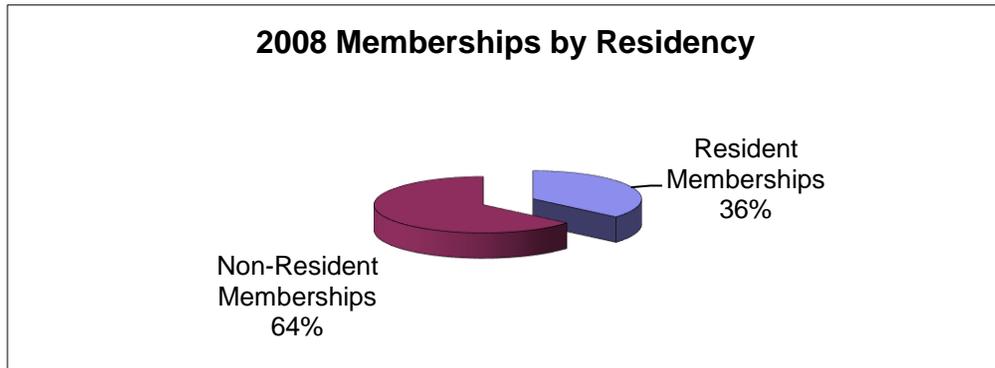
## General Overview

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, 2008. The Town sold 211 pool membership packages in 2008 for a total of 691 individual pool members. These numbers are down significantly from 2007 when the Town sold 250 pool memberships packages for a total of 889 individual pool members. This is likely due to poor conditions in the economy when families look to cut discretionary expenditures, and possibly due to an increase in the price of pool membership. It does appear as though a number of families decided to forgo family memberships, and instead purchase individuals memberships for a child to save on cost.

Regular membership packages break down as follows:



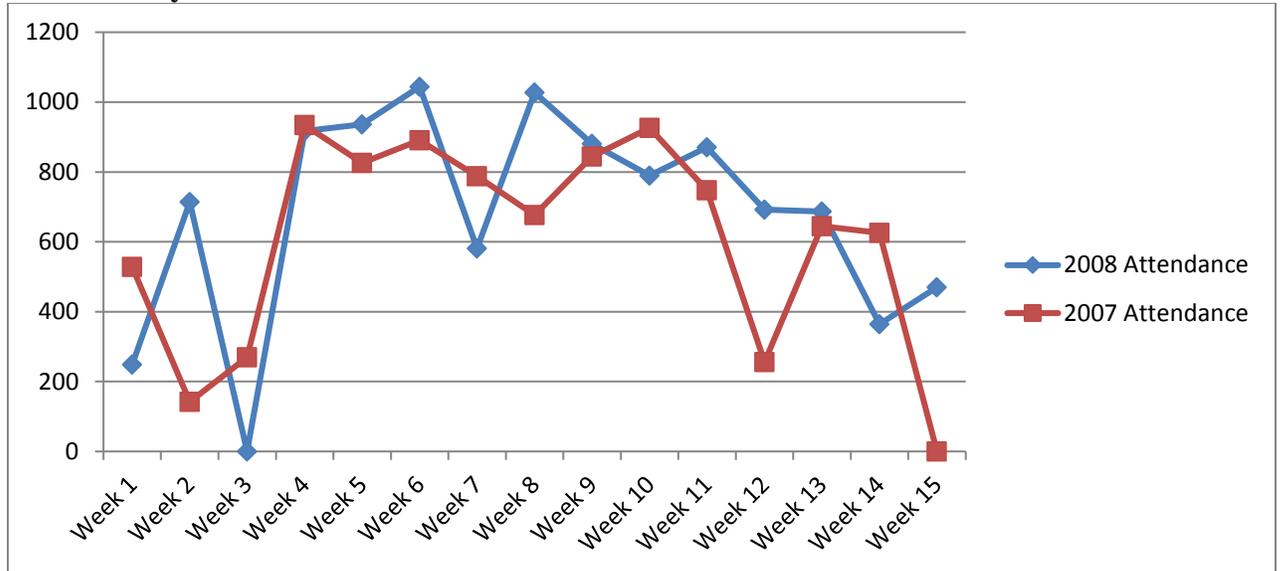
	2007		2008		
Resident Family Members	283	31.8%	236	34.2%	
Resident Individual Members	12	1.3%	13	1.9%	
Resident Senior Members	2	0.2%	1	0.1%	36.2%
Non-resident Family Members	563	63.3%	421	60.9%	
Non-resident Individual Members	28	3.1%	16	2.3%	
Non-resident Senior Members	1	0.1%	4	0.6%	63.8%
Total	889	100.0%	691	100.0%	

Total Revenue raised through pool membership sales and daily pool entry fees was \$63,126.00, which is down slightly from \$64,336.61 in 2007.

### Attendance

2008 was the second year attendance figures were kept at Carter Park Pool. The pool complex ended the year with an attendance total of 10,223. The pool was open 84 of 101 possible days, and the average daily attendance was 121 patrons on days the pool was open.

### Total Weekly Attendance



Weekly attendance generally follows temperature and weather patterns. Interestingly, total attendance at the pool was up by 1,122 patrons throughout the year, but total memberships sold and total pool members were down significantly.

### Staffing

The pool used twenty-one (21) lifeguards and two assistant pool managers throughout the year to guard the pool. In addition, there were five (8) employees hired as gate guards this season. This number is up significantly from 2007, but is due to a number of employees only working for a short period of time and then leaving employment with the pool. Including the Pool Manager, there were thirty-three (33) seasonal employees working at the pool throughout the year. Eleven of the thirty-three employees were Town of Ashland residents. The average wage for pool employees other than the Pool Manager was \$7.38 per hour, or a \$.50 increase over 2007. 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 2008, 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 2008 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.