

TOWN OF ASHLAND

Carter Park Pool Report

2007

Carter Park Pool

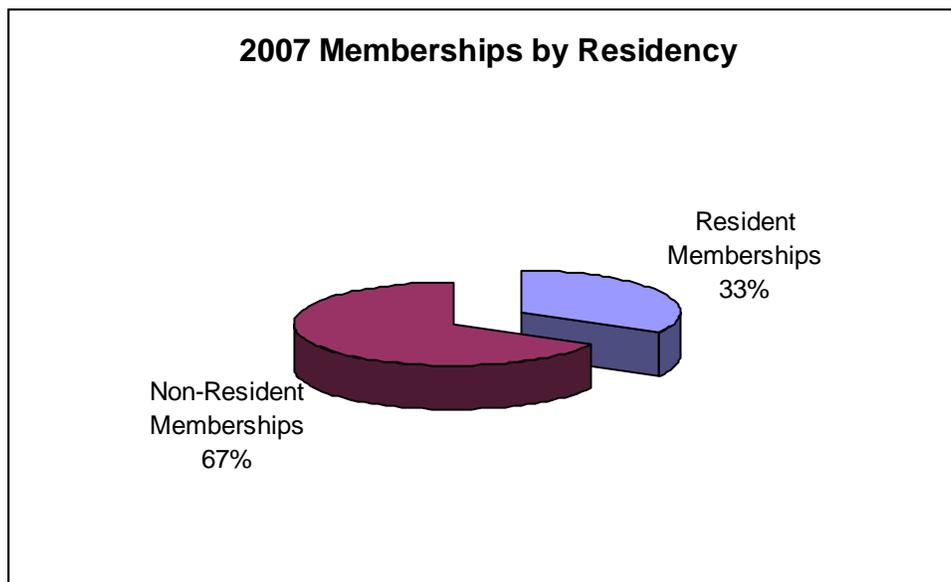
General Overview

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, 2007. The Town sold 250 pool memberships packages in 2007 for a total of 889 individual pool members.

Regular membership packages break down as follows:

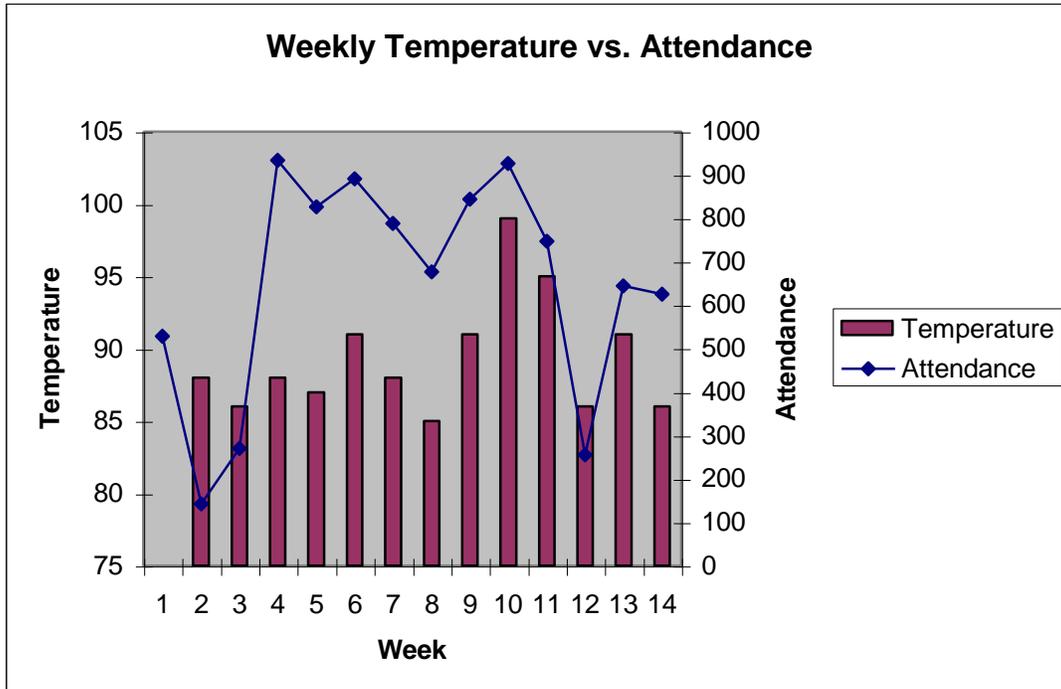


Resident Family Members	283	31.8%
Resident Individual Members	12	1.3%
Resident Senior Members	2	0.2%
Non-resident Family Members	563	63.3%
Non-resident Individual Members	28	3.1%
Non-resident Senior Members	1	0.1%
Total	889	100.0%

Total Revenue raised through pool memberships sales and daily pool entry fees was \$64,336.61.

Attendance

2007 was the first year attendance figures were kept at Carter Park Pool. The pool complex ended the year with an attendance total of 9,750. Average daily attendance was 115 patrons on days the pool was open.



As the chart above illustrates, weekly temperature is related to weekly attendance. The only major deviations are in Weeks 1 and 2. In week 1, temperature statistics were not kept, and in week two the pool had to close early on a number of occasions, decreasing attendance significantly.

Staffing

The pool used seventeen (17) lifeguards and two assistant pool managers throughout the year to guard the pool. In addition, there were five (5) employees hired as gate guards this season. Including the Pool Manager, there were twenty-five (25) seasonal employees working at the pool throughout the year. Seven of the twenty-five employees were Town of Ashland residents. The average wage for pool employees other than the Pool Manager was \$6.88 per hour.

Miscellaneous

Staff took a number of pro-active steps to improve operations at the pool during 2007. A policy was implemented requiring two-guards to be in the stand at all times when the pool was in use. In addition, staff made a few changes to the Pool Rules for Carter Park intended to increase safety.