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recommendation  
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1/11/2017

**Memorandum**

To: Mike Geisel, City Administrator  
 From: Tom McCarthy, Director of Parks, Recreation and Arts  
 Date: January 10, 2017  
 Subject: Chesterfield Family Aquatic Center Amended Hours

Mike, I would like to bring the following recommendation to change the end of the pool season weekly hours forward to the Parks, Recreation and Arts Committee of Council with your approval.

As you are aware, the Chesterfield Family Aquatic Center goes to amended hours when school is back in session the last three weeks of the pool season. Currently the Aquatic Center opens at 4pm Monday – Friday. Staff has analyzed the revenue and expenses for this time frame over the course of four years, (2013, 2014, 2015, 2016).

The Aquatic Center continually loses money each week from the daily admission and concession operations. See Chart below.

4 Year Pool Admission Trend							4 Year Concession Trend			Total Profit / Loss
Year	Week	People	Passes	Revenue	Pool Staff Expense	Profit/Loss	Staff Expense	Revenue	Difference	Profit / Loss
2016	8/15 - 8/18	342	368	\$677.00	\$3,013.00	\$2,336.00	\$270.00	\$270.00	\$0.00	\$2,336.00
	8/22 - 8/25	196	224	\$434.00	\$3,013.00	\$2,579.00	\$360.00	\$222.00	\$138.00	\$2,717.00
	8/29 - 9/1	277	302	\$542.00	\$3,013.00	\$2,471.00	\$360.00	\$362.00	\$2.00	\$2,469.00
Totals		815	894	\$1,653.00	\$9,039.00	\$7,386.00	\$990.00	\$854.00	\$136.00	\$7,522.00
2015	8/17 - 8/20	203	208	\$466.50	\$3,013.00	\$2,546.50	\$180.00	\$177.50	\$2.50	\$2,549.00
	8/24 - 8/27	139	174	\$273.50	\$3,013.00	\$2,739.50	\$360.00	\$208.00	\$152.00	\$2,891.50
	8/31 - 9/3	216	278	\$441.00	\$3,013.00	\$2,572.00	\$360.00	\$316.75	\$43.25	\$2,615.25
Totals		558	660	\$1,181.00	\$9,039.00	\$7,858.00	\$900.00	\$702.25	\$197.75	\$8,055.75
2014	8/11 - 8/14	325	427	\$740.00	\$3,013.00	\$2,273.00	\$360.00	\$407.80	\$47.80	\$2,225.20
	8/18 - 8/21	426	580	\$790.50	\$3,013.00	\$2,222.50	\$0.00	\$0.00	\$0.00	\$2,222.50
	8/25 - 8/28	395	464	\$770.50	\$3,013.00	\$2,242.50	\$0.00	\$0.00	\$0.00	\$2,242.50
Totals		1146	1471	\$2,301.00	\$9,039.00	\$6,738.00	\$360.00	\$407.80	\$47.80	\$6,690.20
2013	8/12 - 8/15	179	206	\$509.50	\$3,013.00	\$2,503.50	\$360.00	\$200.05	\$159.95	\$2,663.45
	8/19 - 8/22	213	246	\$584.50	\$3,013.00	\$2,428.50	\$360.00	\$314.20	\$45.80	\$2,474.30
	8/26 - 8/29	467	560	\$1,124.00	\$3,013.00	\$1,889.00	\$360.00	\$483.10	\$123.10	\$1,765.90
Totals		859	1012	\$2,218.00	\$9,039.00	\$6,821.00	\$1,080.00	\$997.35	\$82.65	\$6,903.65

In researching other municipalities on what they do for the last three weeks, we have found that majority of them are closed during the week. These municipalities are Ballwin, Des Peres, Ellisville, Maryland Heights and Manchester.

I would like to recommend adjusting the hours to being closed Monday-Thursday. We would still be open Friday from 4:00pm -7:30pm, Saturday, Sunday and Labor Day 11:00am-7:30pm during the last three weeks of the pool season.

Monday – Thursday: Closed  
 Friday: 4pm – 7:30pm  
 Saturday/Sunday/ Holidays: 11am – 7:30pm.

As always it would be great to sit down to discuss this if you have questions or concerns.