



Memorandum

To: Mike Geisel, City Administrator



From: Thomas McCarthy, Director of Parks, Recreation and Arts

Date: November 12, 2019

Subject: Chesterfield Family Aquatic Center

As we approach the end of 2019, we use this time to analyze our operations of the Chesterfield Family Aquatic Center. With having a full year of bringing the operations of the Aquatic Center in house, we have a better understanding of operations and programming. As we prepare for 2020, a few big changes will be that in 2020, there will be 108 days of summer in lieu of the usual 101 days; the Governor signed new legislation stating Public Schools cannot go back any earlier than 2 weeks prior to Labor Day.

Bringing in the operations of the Aquatic Center in house was a very positive move. We were able to control the certification used, staffing, programming, maintenance and cleanliness. These changes will allow for deeper overview and understanding in preparation for the 2020 season. We evaluated our hours of operation, policies, fees and charges, programming and staff needs.

Hours of Operation

We would like to recommend keeping our current hours Monday through Friday from 12:00 p.m. -7:00 p.m. With a small adjustment of closing the Lazy River at 6:15pm due to the lower attendance and letting the River Walk program start at 6:30 p.m. The earlier time frame for the walkers has been requested over the years and we should see an increase of usage for the river walkers at this earlier time. On the weekend days of Saturday and Sunday we are recommending opening an hour later, at 12:00 p.m., and closing the pool at 6:30 p.m. instead of 7:00 p.m. Typically in the evening there are only a handful of people and it is just not cost effective. The last two weekends in August we would recommend closing on Saturday and Sundays at 6:00 p.m. By this time of the season the attendance has dropped drastically in the evenings.

We are also recommending new pool hours of operation at the end of the season Monday – Friday beginning August 17 due to half of our pool staff going back to school the week of August 17. The governors back to school change does not affect our kids that go to private high schools and colleges. With the 50% guard loss we are unable to maintain the safety requirements to open during the week. We will operate solely on Saturdays and Sundays from 12 p.m. – 6 p.m. for the last three weeks. We will still have River Walk in the mornings and evenings.

Other Cities hours of operation are below.

City	Monday - Thursday	Friday	Saturday	Sunday
Ballwin	11:30-7:30	11:30-9:30	11:30-7:30	11:30-7:30
Manchester	12:00-7:30	12:00-8:30	11-7:30	12-7:30
O'Fallon	11-6	11-7	11-7	11-6
Wentzville	12-6:30	12-6:30	11-7	11-7
St Peters	12-7	12-7	12-7	12-7
St Charles	11-7	11-7	11-7	11-7
Ellisville	11:30-7:30	11:30-7:30	11:30-7:30	11:30-7:30
Chesterfield	12-7	12-7	12-6:30	12-6:30

Policy

With taking the operations in house, we realized there are times where we have very low attendance toward the later part of the day. Mostly due to cooler temperatures or a cloudy day. Implementing an attendance policy will allow for us to close the pool if the amount of people drops below 20. As at this point, we are losing a substantial amount of money. With your approval I will put together an attendance policy for the committee's approval.

Fees and Charges

In order to offset the expenses of the rising minimum wage and the cost of operating the pool, we would like to adjust our season pool passes to the following rates on the grid below. The last time the Pool pass rates were changed was back in 2016.

Season Pass	Chesterfield 2019	Chesterfield 2020
Resident Youth	\$80	\$95
Resident Adult	\$90	\$110
Resident Senior	\$80	\$95
Family	\$200	\$240
Additional Child	\$10	\$20
Non-Resident Youth	\$130	\$145
Non-Resident Adult	\$150	\$160
Non-Resident Senior	\$130	\$145
Family	\$340	\$360
Additional Child	\$20	\$30

Current Fee structure in the chart below for other cities. Numbers in Red are updated fees for 2020. Black fees are from cities that have not given me their updated fees as of November 13, 2019

Season Pass	Chesterfield	Aqua Port	Ellisville	Ballwin	Manchester	Clayton	O'Fallon
Res -Youth	\$80	\$75	\$70	\$97	\$75	\$89	\$80
Res Adult	\$90	\$100	\$80	\$125	\$100	\$119	\$110
Res Senior	\$80	\$75	\$70	\$97	\$75	\$89	\$85
Family	\$200	\$160	\$185	\$235	\$205	\$209	\$195
Add'l Child	\$10	NA	\$10	NA	\$25	NA	\$25
Non Res Youth	\$130	\$100	\$120	\$153	\$115	\$189	\$110
Non Res Adult	\$150	\$140	\$150	\$216	\$150	\$239	\$140
Non Res Senior	\$130	\$100	\$120	\$153	\$115	\$189	\$110
Family	\$340	\$240	\$260	\$364	\$295	\$479	\$240
Add'l Child	\$20	NA	\$10	NA	\$25	NA	\$50

Our last recommendation for pool fee increases for 2020 season would be the pool after hour rental fees. In the past we have had only one pool rental option and that was for the entire pool. We would like to offer residents only the option to rent portions of the pool out which will make it more appealing to many residents based on their needs. This past summer we had many interested residents wishing to rent the pool, but they only needed a portion of the pool because of the age of their kids or the group they were wanting to rent the pool for. The fees below would be for residents only, we are recommending doing away with Non-resident pool rentals due to the stress it puts on the staff and the extra hours that are needed to staff these rentals.

Pool Rental	Rental Price – 2-hours Rental 2019	Rental Price – 2-hours Rental 2020
Entire Facility 1-300 people	\$600/\$780	\$1300
Leisure 1-100 people	NA	\$750
Leisure / Comp 1-175 people	NA	\$1,050
Leisure / Lazy and big slides 1-200 people	NA	\$1,100
Comp / Lazy and big slides 1-175 people	NA	\$725
Competition Pool and Slides 1-100 people	NA	\$600
Competition Pool 75 people	NA	\$500

*Exceed number of People, add \$5 fee for each additional person.

With your approval I would like to move this forward to the Parks, Recreation & Arts Committee at their meeting on November 18th, and then on to the full Council at their next meeting for their approval.