



# **City of Grand Island**

**Tuesday, August 23, 2005**

**Council Session**

## **Item H2**

**Consideration of Request from Connie VanWie of 10 Kuester Lake Road, Regarding Pool Facilities**

**Staff Contact:**

## SUPPORT FOR A COMMUNITY POOL

We need facilities for our cities youth in competitive sports, fitness and exercise for all ages and aquatic therapy for our citizens with special needs. It's time to bring our swimming facilities up to standards for a city of our size.

Irene Abernathy	Lawrence Huwaldt	Jim Cannon
Bill Marshall	Michael Schuster	Less Hake
Five Points Bank	Michelle Schuster	Gene Graves
Dr. Steve Anderson	Dr. Michael J. Reilly	Barb Graves
Bosselman Inc.	Sherrel Ostwald	Dr. John Wagoner
Fred Bosselman	Roger Ostwald	Trisha Moon Beem
Dave Powers	Scott VanWie	Fonner Park
Rose Powers	Jana VanWie	Hugh Miner
Jeff Powers	Dr. Bill Marsh	Mike Gloor
Rex Beason	Ann Marsh	Bruce Schreiner
Lisa Beason	Marilyn Huebner	Vickie Schreiner
Jan Amundson	Lourdes Heuermann	Dowding Law Firm
Todd Paulsen	Gery Keck	Vince Dowding
Mary Miller	Jo Keck	Nancy Dowding
Sue Foster	Jim Jeffries	Jennifer Redman
Mid Plains Construction Co.	Kellie Jeffries	Russ Giesenhagen
Andrea Sims	Dr. Tom Werner	Sheree Giesenhagen
Judy Watson	Lynne Werner	Janice Thayer
Steve Hansen	Marie Day Martinez	Neal Gary
Judy Hansen	Su Moffett	Betty Jakob
Arladeane Urbauer	Dr. Barton Urbauer	Melanie Jakob
Lou Scobie	Willard Scobie	Wally Jakob
Tom Dinsdale	Marla Kutz	Renae Siefert
Kim Dinsdale	Bob Kutz	Mildred Panic
Bill Werner	Ruth Bernichon	Bill Panic
Bud Jeffries	Jack Bernichon	Al Panic
Jane Richardson	Shirley Anderson	Dawn Panic
Jeff Richardson	Don Preisendorf	Dr. Dean McGrath
Balz Sports Bar & Café	Donna Preisendorf	Peg McGrath
Judy Seymour	Gordon A. Svoboda	Brian Jensen
Colleen VanLangen	Terri Svoboda	Gina Clark
Nick Osborn	The Boot Barn	Gordon G. Svoboda
Shelly Vlach	Judy Watson	Jack Maloy
Robin Mettenbrink	Teresa Roush	Kim Rerucha
Margaret Morris	Russ Rerucha	Cynthia E. Hansen

Darline Abel  
Helen Tracy  
Howard Tracy  
Janelle K. Brock  
Judy Taylor  
Hunter Mullen  
Dr. Curtis Albers  
Lisa Albers  
Marcy Johnson  
Pat Powers  
Tom Stimson  
Clifford Frymire  
Donna Boersen  
Vivian Dethluff  
Martin Taylor

Betty F. Govier  
Lisa Rerucha  
Judene Schwisow  
Jody Thyfault  
Karen E. White  
Pam Usher  
Elaine Hostler  
Jill Abernethy Johnson  
Roger Schleicher  
Chris Johnson  
Virginia Frymire  
Joe Stecher  
Sheldon Dethluff  
Karly VanWie Olson  
Gene VanWie

Greg Rerucha  
Greg Schaeffer  
Sandra Holder  
Marcia Wiles  
Tom Usher  
Ed Nowka  
June Quaife  
Dan Welch  
Laura Johnson  
Larry Hanson  
Marie Roush  
Jim Powers  
Earl Boersen  
Brenda Huffmann  
Connie VanWie

## Economic Impact

Attendance reports from meet hosts of the Phillips 66 Nationals, U.S. Open, and Olympic Trials Competitions were used to compile the following statistics. Expenses should be adjusted for your locale.

### Participant Attendance

	Swimmers	Coaches	Officials
1999 Spring Nationals	855	270	120
1999 Summer Nationals	1593	580	110
1999 U.S. Open	1135	345	105
2000 Spring Nationals	951	359	107
2000 Olympic Trials	1306	400	175
2000 U.S. Open	637	204	72
2001 Spring Nationals	751	275	80
2001 Summer Nationals	953	277	105
2001 U.S. Open	1165	266	85
<b>AVERAGE</b>	<b>1037</b>	<b>330</b>	<b>106</b>

### Club Attendance

1999 Spring Nationals	240
1999 Summer Nationals	330
1999 US Open	245
2000 Spring Nationals	276
2000 Olympic Trials	380
2000 U.S. Open	195
2001 Spring Nationals	254
2001 Summer Nationals	287
2001 U.S. Open	304
<b>AVERAGE</b>	<b>279</b>

## Advertising Exposure (Program/Signage)

Determine your "cost per impression" by multiplying the number of attendees (including spectators) times the number of sessions. Example: 1,600 attendees x 9 sessions = 14,400 impressions.

\*Check with your local convention or tourism council to determine the amount of money spent by out of town guests. Also find out how many times that money changes hands in the community. Figures may be 5-7 times. The figures are helpful when dealing with city fathers, sponsors, hotels and advertisers.

## Financial Opportunities for Hosts

–USA Swimming works with the local organizing committee (LOC) on all aspects of the competition.

–The LOC has opportunities to generate revenue from the event from areas such as:

- ticket sales
- advertisement sales
- entry fees
- local sponsorships
- concessions

–USA Swimming shall retain signage, merchandise and entitlement rights in all venues where its competitions are held. Any potential conflicts MUST be noted on event applications.

## Profit Information from Past Meets

	2001	2000	1999	1998
Spring Nationals	\$4,776	\$20,029	\$10,518	\$20,226
Summer Nationals/Trials*	\$32,034	\$226,540*	\$43,332	\$49,907
U.S. Open	NA	\$7,000	\$22,229	\$18,250
Zone - West	NA	NA	\$10,860	NA
Zone - East	\$3579	\$3,048	\$12,591	\$9,238
Zone - South	\$16,954	\$8,348	\$12,621	\$4,954
Zone – Central (1)	(\$6,982)	\$15,191	\$11,357	\$1,891
Zone – Central (2)	\$17,752	\$16,257	\$670	\$17,164
Speedo Champions Series				
Spring Average	NA			
Summer Average	\$7,419			

## Hotel Revenues

To determine the average amount spent at these meets for accommodations we use the following formula:

$$\text{Swimmers}(1037) + \text{Coaches}(330) + \text{Officials}(106) \div \text{average \# of people per room}(2.5) \\ \times \text{length of meet in days}(5) \times \text{average cost per room}(\$90) = \text{total hotel income } (\$265,140)$$

## Rental Car Revenue

It is important to consider the income from rental cars also. Prices will vary according to area and type of car. The average daily rate for a rental car/van is \$55. Indications are that most clubs rent one van or two cars. Based on these assumptions this is the formula car rental income for a 6 day meet:

$$\# \text{ clubs}(279) \times \# \text{ of cars}(1.5) \times \text{daily rate}(\$55) \times \# \text{ days}(5) = \text{total rental} \\ \text{car income}(\$115,088)$$

## Food/Miscellaneous Revenue

People attending the meet will also be purchasing meals, souvenirs and miscellaneous items. Using as an average 1037 athletes, 330 coaches and 95 additional personnel spending \$45 per day, the additional impact would reflect as follows:

$$1,367 \text{ people} \times \$45/\text{day} \times 5 \text{ days} = \$307,575$$

## Summary:

1,473 athletes/coaches/officials

\$265,140	Hotels
\$115,088	Rental Cars
<u>\$307,575</u>	Food/Misc.
\$687,803	Total

These figures exclude any airport tax or landing fees paid to the site, city, or special events coordinated with amusement or water slide parks, etc.

Based on the assumption that .5 support people will travel with each athlete (parents, chaperons), consequently an additional impact of \$209,993 can be determined from the formulas used above. (Hotels - \$93,330; Food/Misc. - \$116,663)



DATE: August 11, 2005

TO: Connie VanWie

✓ FROM: Scott Hayden, Recreation Superintendent

RE: Pool Revenues & Expenses

In Kearney we have two outdoor swimming pools, Harmon Pool and Centennial Pool. Harmon Pool was originally built in the 1930's and renovated in 1989. Harmon is a 50 meter pool that includes 3 diving boards, 160 ft. waterslide, and baby pool. Centennial was built in the 1970's and was renovated in 2002. Centennial is a small family pool that has a zero depth entry, four-25 yard lap lanes, watersprays, and floatables.

In reviewing our aquatic budgets for the past 3 fiscal years the following is an average of our typical expenses and revenues. The expenses includes seasonal staff, but not full-time staff.

Expenses: \$143,000

Revenues: \$100,000

If questions, please feel free to call me at 308-233-3228.

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18 EAST 22nd STREET

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POST OFFICE BOX 1180

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KEARNEY, NE 68848-1180

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FAX (308) 234-6399

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VOICE/TDD (308) 233-3215

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## Island Oasis

<b>Year</b>	<b>Total Revenue</b>	<b>Total Expenses</b>	<b>Revenue</b>
<b>1993</b>	\$ 334,952	\$ 259,312	\$ 75,640
<b>1994</b>	\$ 358,119	\$ 271,400	\$ 86,719
<b>1995</b>	\$ 361,611	\$ 256,394	\$ 105,217
<b>1996</b>	\$ 362,641	\$ 296,103	\$ 66,538
<b>1997</b>	\$ 373,768	\$ 301,242	\$ 72,526
<b>1998</b>	\$ 440,447	\$ 338,002	\$ 102,445
<b>1999</b>	\$ 445,951	\$ 347,034	\$ 98,917
<b>2000</b>	\$ 507,760	\$ 394,274	\$ 113,486
<b>2001</b>	\$ 545,572	\$ 394,070	\$ 151,502
<b>2002</b>	\$ 664,324	\$ 559,898	\$ 104,426
<b>2003</b>	\$ 622,949	\$ 501,126	\$ 121,823
<b>2004</b>	\$ 438,618	\$ 463,168	\$ (24,550)



I have not received a letter or report from the Hastings Park and Recreation Department. A letter should be coming soon; they did inform me they made \$30,000.00 on their water park last year.

Thank you,

Connie VanWie