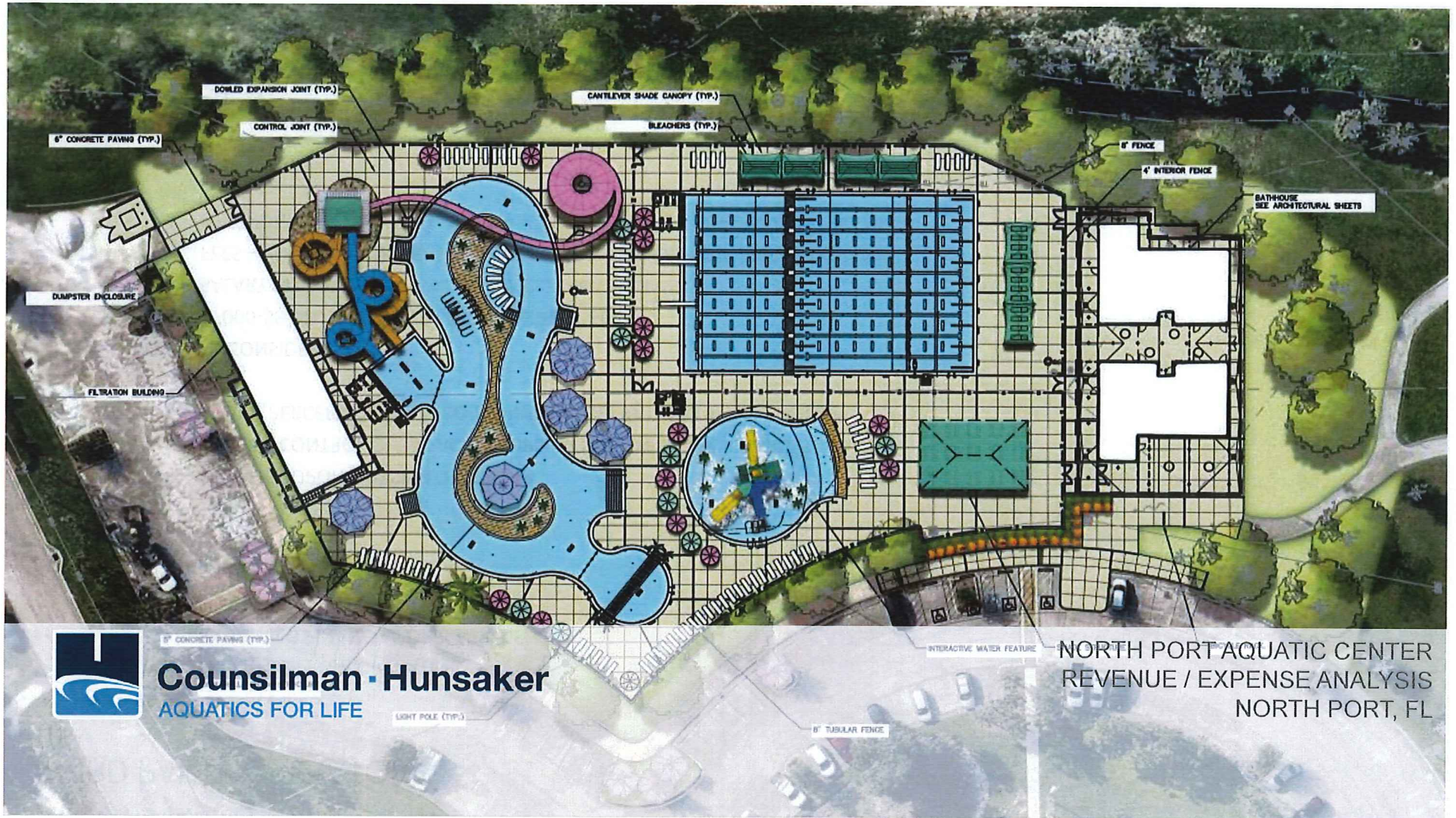




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NORTH PORT AQUATIC CENTER
REVENUE / EXPENSE ANALYSIS
NORTH PORT, FL

THIRD PARTY OPERATOR

- PROS
 - EXPERTISE FROM OPERATOR
 - ENHANCED FINANCIAL OPERATIONS
 - SINGLE CONTRACT
 - SHARED LIABILITY

- CONS
 - RELIANCE UPON OUTSIDE OPERATOR
 - LACK OF CONTROL OVER FACILITY OPERATIONS, FEES AND CHARGES
 - PUBLIC PERCEPTION RELATED TO PRIVATE OPERATION OF THE FACILITY

- ITEMS TO CONSIDER
 - \$7000-\$8,000 PER MONTH MANAGEMENT FEE
 - SALARY STRUCTURE MAY NOT COINCIDE WITH CITY'S
 - FEES – POTENTIAL INCREASE ON ADMISSION, CONCESSION, AND PROGRAMS
 - ATTENDANCE – POTENTIAL INCREASE DUE TO MORE AGGRESSIVE MARKETING



OPTION 3 – COST RECOVERY ANALYSIS

ADULT ADMISSION PRICE	RECAPTURE RATE
\$8.00	52%
\$10.00	60%
\$15.00	80%
\$20.00	100%



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OPTIONS SUMMARY

	ATTENDANCE	REVENUE	EXPENSE	CASHFLOW	RECAPTURE RATE
OPTION 1	69,782	\$559,815	\$911,725	(\$351,910)	61%
OPTION 2	76,760	\$621,482	\$1,127,334	(\$505,852)	55%
OPTION 3	87,228	\$670,990	\$1,283,437	(\$611,447)	52%
OPTION 4	115,052	\$822,031	\$1,923,724	(\$1,101,693)	43%



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REVENUE CATEGORIES/ FEE STRUCTURE

DAILY ADMISSION

MEMBERSHIPS / SEASON PASS

SWIM LESSONS

COMPETITIVE SWIMMING

WATER FITNESS

FOOD AND BEVERAGE

LIFEGUARD COURSES

RENTALS

- **DAILY ADMISSIONS**
 - ADULT – \$8
 - CHILD - \$6
 - SCHOLARSHIP / DISCOUNTS
- **SEASON PASSES (OPTION 1-2)**
 - ADULT - \$86
 - CHILD - \$65
 - SENIOR - \$54
 - FAMILY - \$258
- **ANNUAL PASS (OPTIONS 3-4)**
 - ADULT \$172
 - CHILD - \$129
 - SENIOR - \$108
 - FAMILY - \$516
- **NON-RESIDENT RATES 30% HIGHER**



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EXPENSE ANALYSIS

- PERSONNEL – AQUATIC FT STAFF, LIFEGUARDS, RECREATION ATTENDANTS
- INSURANCE – PROPERTY & LIABILITY
- REPAIR AND MAINTENANCE – PUMPS, MOTORS, LIGHTS, EQUIPMENT REPAIRS
- OPERATING SUPPLIES – OFFICE SUPPLIES, FACILITY EQUIPMENT
- CHEMICALS – CHLORINE/PH BUFFER
- HVAC – HEAT AND COOL SUPPORT SPACES
- ELECTRICITY – PUMPS/MOTORS FOR POOL + LIGHTING
- WATER/SEWER – POOL WATER REPLACEMENT + TOILETS/SHOWERS

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Direct Facility Expense Budget					Option 1	Option 2	Option 3	Option 4
Facility Staff					\$48,188	\$48,188	\$48,188	\$48,188
Aquatic Supervisor					\$32,376	\$32,376	\$32,376	\$32,376
Pool Technician					\$38,729	\$38,729	\$38,729	\$38,729
Assistant Aquatic Supervisor					\$38,729	\$38,729	\$38,729	\$38,729
Head Lifeguard					\$47,717	\$47,717	\$47,717	\$47,717
Full Time Benefits					\$331,890	\$331,890	\$331,890	\$331,890
Summer Employment					\$0	\$165,945	\$293,568	\$879,509
Winter Employment					\$17,000	\$22,000	\$25,000	\$43,000
Training					\$554,629	\$725,574	\$856,197	\$1,460,138
Total Labor					\$0	\$0	\$0	\$0
Contractual Services					\$29,900	\$29,900	\$29,900	\$29,900
Insurance					\$29,900	\$29,900	\$29,900	\$29,900
Repair and Maintenance					\$17,940	\$17,940	\$17,940	\$17,940
Operating Supplies					\$135,878	\$135,878	\$135,878	\$135,878
Chemicals					\$8,162	\$8,162	\$8,162	\$8,162
Utilities					\$86,788	\$100,788	\$100,788	\$100,788
HVAC					\$0	\$20,000	\$40,000	\$60,000
Electricity					\$828	\$828	\$828	\$828
Pool Heating					\$19,685	\$19,685	\$19,685	\$19,685
Data/Communications					\$2,400	\$2,400	\$4,800	\$4,800
Trash Service					\$117,063	\$151,863	\$174,263	\$194,263
Water & Sewer					\$19,685	\$19,685	\$19,685	\$19,685
Total Utilities					\$1,061,155	\$1,214,178	\$1,838,118	\$1,838,118
Total Operating Expenses					\$855,410	\$1,061,155	\$1,214,178	\$1,838,118

PART-TIME PERSONNEL

- RECREATION ATTENDANT
- LIFEGUARDS

Job Description	Hours Per Day				Cost Per Hour		Total Employer Expense			
	Option 1	Option 2	Option 3	Option 4	Hourly Rate	Rate with Benefits	Option 1	Option 2	Option 3	Option 4
<i>Memorial Day to Labor Day</i>										
Recreation Attendant	20	20	20	20	\$12.89	\$16.76	\$33,514	\$33,514	\$33,514	\$33,514
Lifeguard	151	151	151	151	\$15.20	\$19.76	\$298,376	\$298,376	\$298,376	\$298,376
Total	171	171	171	171			\$331,890	\$331,890	\$331,890	\$331,890
<i>September to May</i>										
Recreation Attendant	0	20	20	20	\$12.89	\$16.76	\$0	\$16,757	\$72,657	\$88,812
Lifeguard	0	151	151	151	\$15.20	\$19.76	\$0	\$149,188	\$220,911	\$790,696
Total	0	171	171	171			\$0	\$165,945	\$293,568	\$879,509
Annual Labor Expense							\$331,890	\$497,835	\$625,458	\$1,211,399

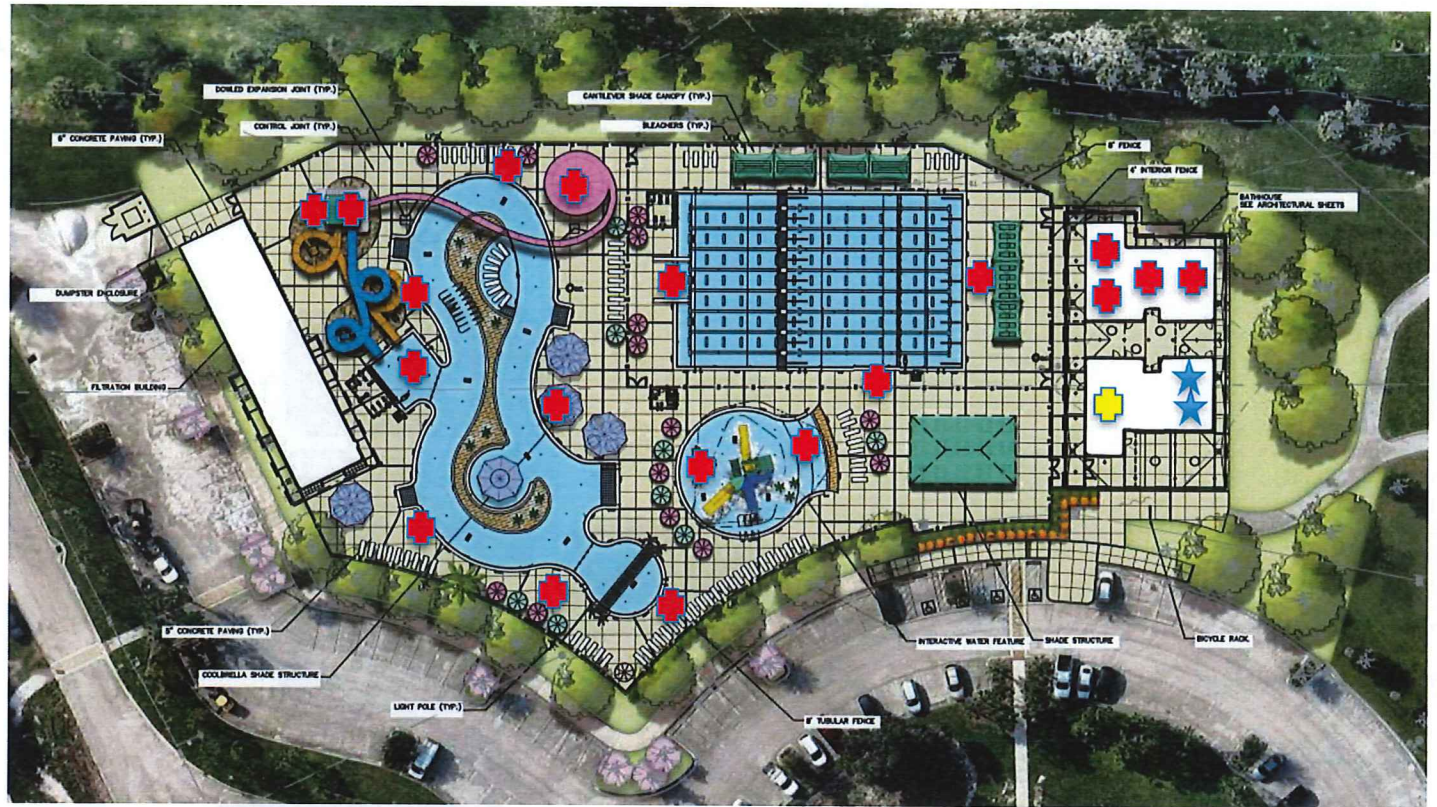


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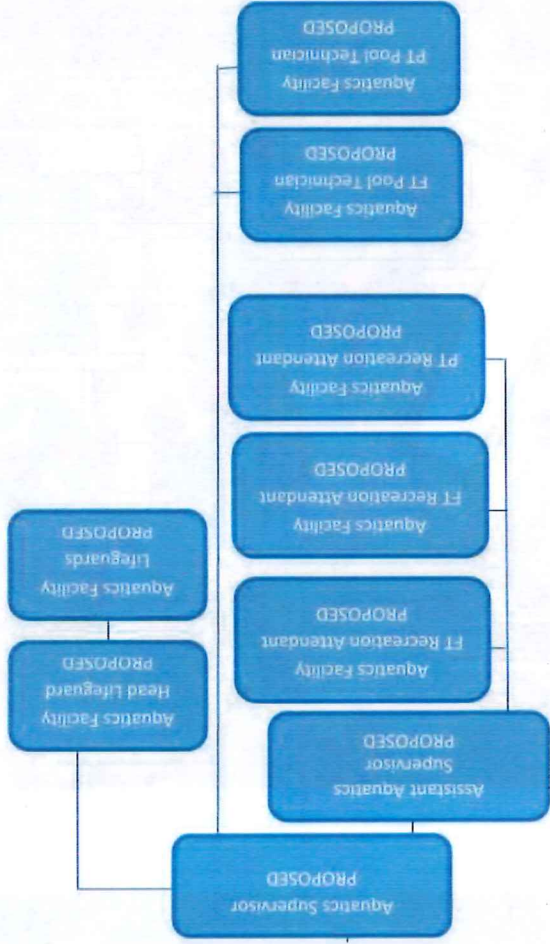


PERSONNEL SUMMARY – FULL FACILITY

- ✚ LIFEGUARD (19)
 - LAP POOL (3)
 - LAZY RIVER (6)
 - CHILDREN'S AREA (2)
 - SLIDE TOWER(4)
 - BREAK (3)
 - FIRST AID (1)
- ★ RECREATION ATTENDANT (2)
- ✚ SUPERVISOR ON- DUTY (1)



ORGANIZATIONAL CHART



OPERATING ASSUMPTIONS

- POOLS FILLED YEAR-ROUND IN ALL FOUR OPTIONS
- \$0.09 PER KWH FOR ELECTRIC USE
- \$3.50/LB CHLORINE COST
- FOUR FULL-TIME POSITIONS (SUPERVISOR, ASSISTANT SUPERVISOR, POOL TECHNICIAN, HEAD LIFEGUARD)
- OVERHEAD CALCULATED AT 30% FOR FULL-TIME AND FOR PART-TIME
- PART-TIME PERSONNEL HOURLY RATES
 - \$13.00 - \$15.20 LIFEGUARD
 - \$12.89 REC ATTENDANT



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OPERATING SCHEDULE OPTIONS

- **OPTION 1**
 - 100 DAY SUMMER SEASON (MEMORIAL DAY TO LABOR DAY)
- **OPTION 2**
 - 100 DAY SUMMER SEASON (MEMORIAL DAY TO LABOR DAY)
 - WEEKENDS APRIL TO OCTOBER
- **OPTION 3**
 - 100 DAY SUMMER SEASON (MEMORIAL DAY TO LABOR DAY)
 - WEEKENDS APRIL TO OCTOBER
 - YEAR ROUND LAP SWIM / PROGRAMS (8 OPEN HOURS PER DAY)
- **OPTION 4**
 - FULL FACILITY ALL YEAR



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REVENUE/EXPENSE ANALYSIS



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AREA PROVIDERS - # SLIDES

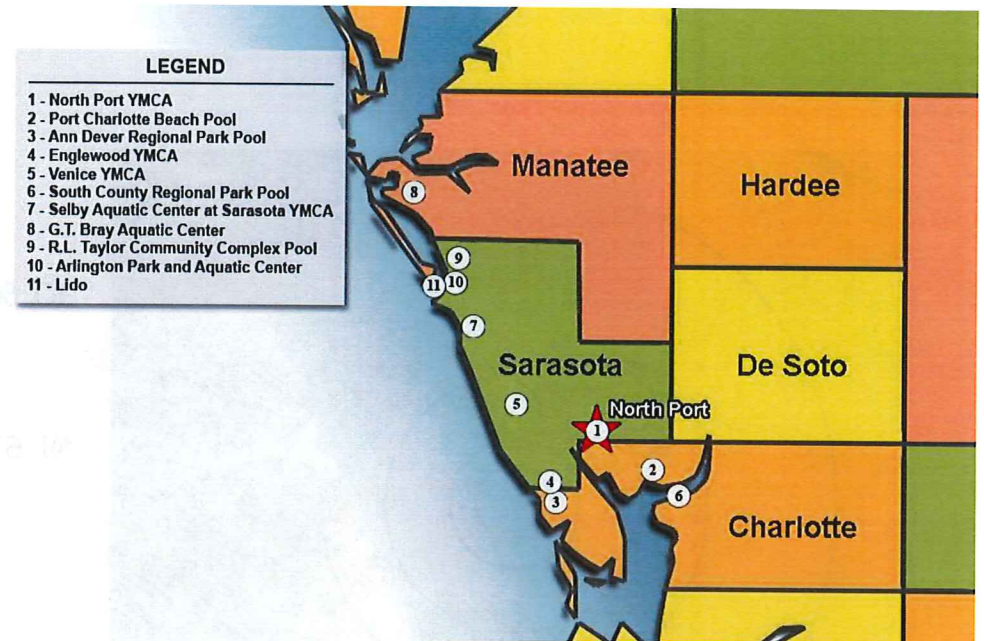
FACILITY
1. PORT CHARLOTTE BEACH POOL
2. ANN DEVER POOL (ENGLEWOOD)
3. ENGLEWOOD YMCA
4. VENICE YMCA
5. SOUTH COUNTY POOL (PUNTA GORDA)
6. SELBY AQUATIC CENTER (SARASOTA YMCA)
7. G.T. BRAY
8. R.L TAYLOR POOL



AREA PROVIDER MAP

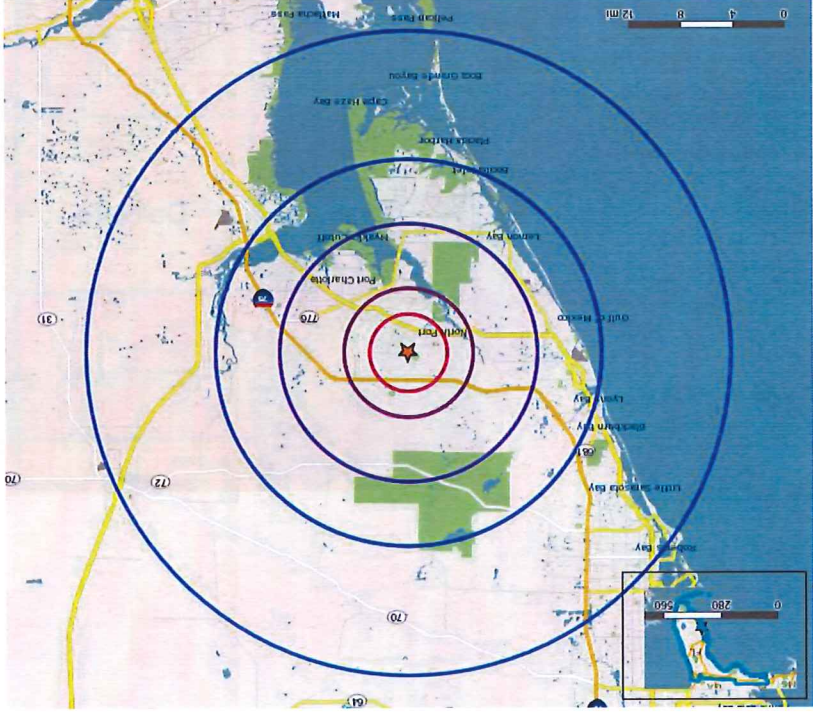
FACILITY	DAILY ADMISSION	SEASON PASS
PORT CHARLOTTE BEACH POOL	\$2-\$3	\$65
ANN DEVER POOL (ENGLEWOOD)	\$2-\$3	\$65 (IND) \$90 (ADULT) \$150 (FAMILY)
ENGLEWOOD YMCA	\$5 -\$15	N/A
VENICE YMCA	\$5 -\$15	N/A
SOUTH COUNTY POOL (PUNTA GORDA)	\$2-\$3	\$65 (IND) \$90 (ADULT) \$150 (FAMILY)
SELBY AQUAIC CENTER (SARASOTA YMCA)	\$8-\$13	N/A
BRADENTON	\$2-\$4	N/A
SARASOTA POOLS	\$2-\$4	\$90 / \$180

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DEMOGRAPHIC OVERVIEW

- POPULATION OF 150,000+ WITHIN 10 MILES
- POPULATION OF 550,000 WITHIN 25 MILES
- MEDIAN AGE WITHIN NORTH PORT IS 42 YEARS
- OVER 15,000 CHILDREN UNDER THE AGE OF 19 IN NORTH PORT
- INCOME LEVELS RANGING FROM 91% TO 107% OF THE NATIONAL AVERAGE





COMMUNITY DESIGN
CONSULTANTS

DEMOGRAPHICS

- AGE STRUCTURE
- JOB DESCRIPTIONS
- ORGANIZATION CHART
- FACILITY COUNCIL MEMBERS
- FACILITY OPERATING SCHEDULE

- FACILITY MANAGEMENT SYSTEMS

GROWTH

- HISTORIC GROWTH AND PROJECTED FUTURE OF
- WATER UTILITIES PROVIDERS AND USER GROUPS



COMMUNITY DESIGN
CONSULTANTS
AQUATICS FOR LIFE

- OPINION OF FACILITY CURRENT PERFORMANCE

- INFLUENCE AND USER'S DEMAND
- WATER DEMAND
- CHEMICAL DEMAND
- TYPICAL DEMAND

- OPINION OF PROBABLE EXCHANGES

- OPINION OF REVENUE
- OPINION OF ATTENDANCE BY USER GROUP
- REVENUE PER STRUCTURE
- REVENUE PER GALLON
- MARKET PENETRATION

- OPINION OF PROBABLE REVENUE



STUDY PROCESS

- MARKET AREA DEMOGRAPHICS
 - POPULATION, AGE, INCOME
- AREA AQUATIC PROVIDERS AND USER GROUPS
- HISTORIC USAGE AND PROJECTED LEVEL OF GROWTH
 - FACILITY MANAGEMENT OUTLINE
 - FACILITY OPERATING SCHEDULE
 - FACILITY CAPACITY LIMITS
 - ORGANIZATION CHART
 - JOB DESCRIPTIONS
 - WAGE STRUCTURE
- OPINION OF PROBABLE REVENUE
 - MARKET PENETRATION
 - SEASONAL USAGE
 - DEVELOP FEE STRUCTURE
 - OPINION OF ATTENDANCE BY USER GROUP
 - OPINION OF REVENUE
- OPINION OF PROBABLE EXPENSES
 - LABOR DEMAND
 - CHEMICAL DEMAND
 - SUPPLY DEMAND
 - MAINTENANCE AND REPAIR DEMAND
 - UTILITY DEMAND
- OPINION OF FACILITY FINANCIAL PERFORMANCE



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AGENDA

- INTRODUCTION
- PROCESS
- DEMOGRAPHICS
- OPERATIONS ANALYSIS
- QUESTIONS AND ANSWERS



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SEE ARCHITECTURAL SHEETS