2022 Summer Aquatics Preview

Park and Recreation Board
March 10, 2022
2022 Summer Aquatics Preview

Purpose

• Provide a recap of 2021 aquatic season operations
• Summarize 2021 operational survey results
• Present the 2022 operational plan
2021 Aquatic Season Recap

Successes

• All aquatic facilities opened with total attendance of 209,637.
• Bahama Beach attendance remained steady at 56k with a .5% increase over 2019.
2021 Aquatic Season Recap

Challenges

- **Staffing**
  - Opening day: 46%*
  - Peak: 75%*
  - Regular season end: 37%*
  - Final weekend: 17%*

  *% of target

- Operating schedules adjusted 4 times to account for staff shortages

- Overall Aquatic Center and Community Pool attendance was down 37% from 2019
2,310 customers completed surveys regarding their opinions on session length, capacity, and admission price.

Responses were gathered from all aquatic center locations.

Approximately 2/3 of respondents were “new” visitors who had not visited an aquatics center in 2019.
2021 Aquatic Center Operational Survey

Session Length

While the majority of all respondents were generally positive about the 2-hour session length, return visitors reported an average stay of 2.75 hours in 2019.

- 10%: I usually don't stay the full 2 hours
- 49%: 2 hours is just right
- 28%: I would like to stay 3 hours
- 13%: I want to stay 4 or more hours

Return visitors reported length of stay in hours in 2019 by location:

- Crawford, 2.97
- Exline, 2.78
- Fretz, 2.64
- Harry Stone, 2.56
- Kidd Springs, 2.72
- Lake Highlands, 2.72
- Samuell Grand, 2.91
- Tietze, 2.56
- Not Specified, 1.75
- Average, 2.74
Overall, 81% of visitors responded positively to the 2021 reduced aquatic center capacities and nearly 1/4 of returning visitors reported they would not be bothered by a capacity increase.
2021 Aquatic Center Operational Survey

Price

A combined 89% considered the 2021 admission price to be a “Bargain” or “Fair Value.”
2022 Aquatic Center Operational Plan

Goals

• Improve customer experience by translating survey feedback and observations into operational improvements.

• Restructure operating schedules to maximize attendance.

• Modify aquatic seasonal staff schedules to prevent burnout as well as modify bonus program to place greater emphasis on referrals and end of season retention.
2022 Aquatic Center Operational Plan

Overview

• Adopt two 3-hour session schedule at aquatic centers.

• Adjust capacity at aquatic centers to maximize attendance while maintaining a positive customer experience.

• Increase aquatic center pricing as we slowly return to 2019 approved pricing structure.
## 2022 Aquatic Center Operational Plan Overview

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aquatic Centers</strong></td>
<td><strong>Bahama Beach</strong>&lt;br&gt;2500</td>
<td><strong>Cove Regional AC</strong>&lt;br&gt;&lt;br&gt;$6 / $63</td>
</tr>
<tr>
<td></td>
<td><strong>Cove Regional AC</strong>&lt;br&gt;400</td>
<td><strong>Community AC</strong>&lt;br&gt;&lt;br&gt;$4 / $45</td>
</tr>
<tr>
<td></td>
<td><strong>Community AC</strong>&lt;br&gt;250</td>
<td><strong>Neighborhood AC</strong>&lt;br&gt;&lt;br&gt;$3 / $27</td>
</tr>
<tr>
<td></td>
<td><strong>Neighborhood AC</strong>&lt;br&gt;80&lt;sup&gt;1&lt;/sup&gt;/120&lt;sup&gt;2&lt;/sup&gt;/170&lt;sup&gt;3&lt;/sup&gt;</td>
<td><strong>Community Pools</strong>&lt;br&gt;&lt;br&gt;$1</td>
</tr>
</tbody>
</table>

1<sup>Weekdays</sup> 2<sup>Weekends</sup> 1<sup>Exline</sup> 2<sup>Harry Stone</sup> 3<sup>Tietze</sup>
2022 Aquatic Season Operational Plan

Details

• Breaks between sessions allow lifeguards an uninterrupted break from surveillance out of the sun.

• All guests must leave the facility between sessions, but those staying for the second session may leave their belongings at their seats and will be the first to re-enter.

• Exploring options for Food Trucks to provide unique concession services during high traffic times between sessions.
2022 Season Schedule

Bahama Beach Waterpark
The Cove Aquatic Centers

Weekend Operations Begin

May 28

Spraygrounds Open Daily

Daily Operations Begin
All locations begin daily operations

June 4

Bahama Beach Waterpark and Aquatic Centers resume weekend only operations staff permitting

Weekend Operations Resume

August 14

Daily Operations End
Community Pools close for the season

August

Spraygrounds Open Weekends Only

September 14

Final day of operation of Aquatic Centers and Bahama Beach Waterpark staff permitting

September 5

Spraygrounds Close

September 25

Daily Operations End
Community Pools close for the season
2022 Aquatic Season Operational Plan
Marketing Plan

• Social Media Channels
  Facebook  Instagram  Twitter
• Website
• Emails to existing customers
• Nextdoor App
• Banners/Yard Signs
• Recreation Center Marquees
• Council Office Distribution Lists
Programs

Swim Lessons

Swim Team

Swim Meets

Water Exercise
Events

Duck Races

Dive-in Movies

Dog Days

Cardboard Boat Race
**Staffing**

- **394 Total Seasonal Staff**
- **249 Water Safety**
- **145 Support**
Bachman Aquatic Center

Coming Summer 2022
2022 Summer Aquatics Preview

Park and Recreation Board
March 10, 2022
Appendix
AQUATIC CENTERS

1. The Cove at Crawford
2. The Cove at Fretz
3. The Cove at Samuell Grand
4. Bachman
5. Exline
6. Harry Stone
7. Kidd Springs
8. Lake Highlands N.
9. Tietze
SWIMMING POOLS

1. Bonnie View
2. Everglade
3. Glendale
4. Grauwyler
5. Jaycee Zaragoza
6. Martin Weiss
7. Pleasant Oaks
8. Tommie Allen
9. Walnut Hill
SPRAYGROUNDS

1. Beckley Saner
2. Campbell Green
3. Danieldale
4. Ferguson
5. Grauwyler
6. Jaycee Zaragoza
7. K.B. Polk
8. Kleberg-Riley
9. Lake Highlands N.
10. Mildred Dunn
11. Nash-Davis
12. Pemberton Hill
13. Ridgewood
14. South Central
15. Umphress
16. Timberglen
17. Willie Mae Butler
Locations

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SPECIAL FACILITIES
- Aquatics Administration
- Bachman Indoor Pool
- Bahama Beach Waterpark
Daily Operations
Operating Schedules

While 59% of 2021 survey respondents were satisfied with 2-hour sessions, extending the sessions to 3 hours would satisfy 87% of respondents and would more closely mirror the average reported length of stay of 2019 return visitors (2.74 hrs).

<table>
<thead>
<tr>
<th></th>
<th>Aquatic Centers</th>
<th>Community Pools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekdays 2021</td>
<td>12:00pm-2:00pm 2:30pm-4:30pm 5:00pm-7:00pm</td>
<td>1:00pm-3:00pm 3:30pm-5:30pm</td>
</tr>
<tr>
<td>Weekdays 2022</td>
<td>12:30pm-3:30pm 4:00pm-7:00pm</td>
<td>1:00pm-6:00pm</td>
</tr>
<tr>
<td>Weekends 2021</td>
<td>10:30am-12:30pm 1:00pm-3:00pm 3:30pm-5:30pm 6:00pm-8:00pm</td>
<td>1:00pm-3:00pm 3:30pm-5:30pm 6:00pm-8:00pm</td>
</tr>
<tr>
<td>Weekends 2022</td>
<td>12:30pm-3:30pm 4:00pm-7:00pm</td>
<td>12:00pm-7:00pm</td>
</tr>
</tbody>
</table>

*Bahama Beach operating hours will remain unchanged. Tue-Sat 10:30am-6:00pm Sun: 12:00pm-6:00pm*
81% of visitors responded positively to the 2021 reduced capacities and nearly \( \frac{1}{4} \) of returning visitors reported they would not be bothered by a capacity increase in 2022.

<table>
<thead>
<tr>
<th></th>
<th>Regular Capacity</th>
<th>2021 Capacity</th>
<th>2022 Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahama Beach</td>
<td>2500</td>
<td>1200</td>
<td>2500</td>
</tr>
<tr>
<td>Regional AC</td>
<td>600</td>
<td>200</td>
<td>400</td>
</tr>
<tr>
<td>Community AC</td>
<td>400</td>
<td>140</td>
<td>250</td>
</tr>
<tr>
<td>Neighborhood AC</td>
<td>200</td>
<td>80</td>
<td>( 80^1 / 120^2 / 170^3 )</td>
</tr>
<tr>
<td>Community Pools</td>
<td>132-218</td>
<td>60</td>
<td>80</td>
</tr>
</tbody>
</table>

\(^1\text{Exline} \quad ^2\text{Harry Stone} \quad ^3\text{Tietze}\)
Daily Operations

Admission Fees

A combined 89% considered the 2021 admission price to be a “Bargain or “Fair Value.” 2022 admission prices will be increased nominally to reflect the longer session time while remaining lower than 2019 prices.

<table>
<thead>
<tr>
<th></th>
<th>The Cove Aquatic Ctrs</th>
<th>Community Aquatic Ctrs</th>
<th>Neighborhood Aquatic Ctrs</th>
<th>Community Pools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Admission</td>
<td>$8 – 12 &amp; Older</td>
<td>$6 – 12 &amp; Older</td>
<td>$4 – 12 &amp; Older</td>
<td>$2 – 12 &amp; Older</td>
</tr>
<tr>
<td>2021 Admission</td>
<td>All Ages $5</td>
<td>All Ages $3</td>
<td>All Ages $2</td>
<td>All Ages $1</td>
</tr>
<tr>
<td>2022 Admission</td>
<td>$6</td>
<td>$4</td>
<td>$3</td>
<td>$1</td>
</tr>
<tr>
<td>Regular Season Pass</td>
<td>$70</td>
<td>$50</td>
<td>$30</td>
<td>N/A</td>
</tr>
<tr>
<td>2021 Season Pass</td>
<td>$56</td>
<td>$40</td>
<td>$24</td>
<td>N/A</td>
</tr>
<tr>
<td>2022 Season Pass</td>
<td>$63</td>
<td>$45</td>
<td>$27</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Bahama Beach pricing will remain unchanged.
48” and taller: $15
Under 48”: $11