



Dallas Park & Recreation

# **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.



TEXAS  
PUBLIC POOL  
COUNCIL

DALLAS  
**Observer**<sup>®</sup>

BEST OF DALLAS<sup>®</sup> /// SPORTS & RECREATION /// 2021

BEST PUBLIC POOL

**Kidd Springs Aquatic Center**

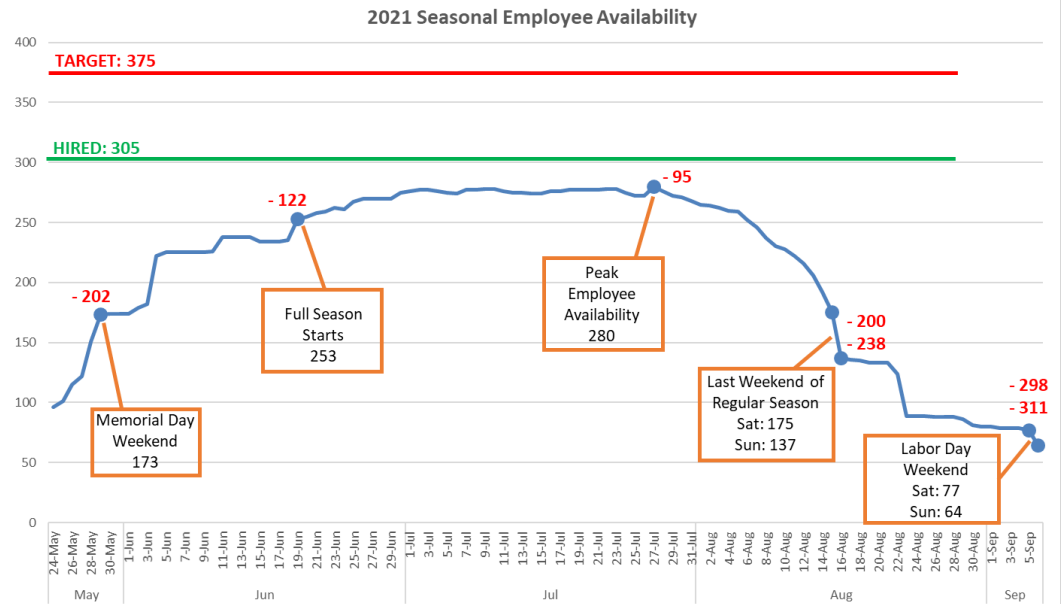
# 2021 Aquatic Season Recap

## Challenges

- Staffing

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

\* % of target



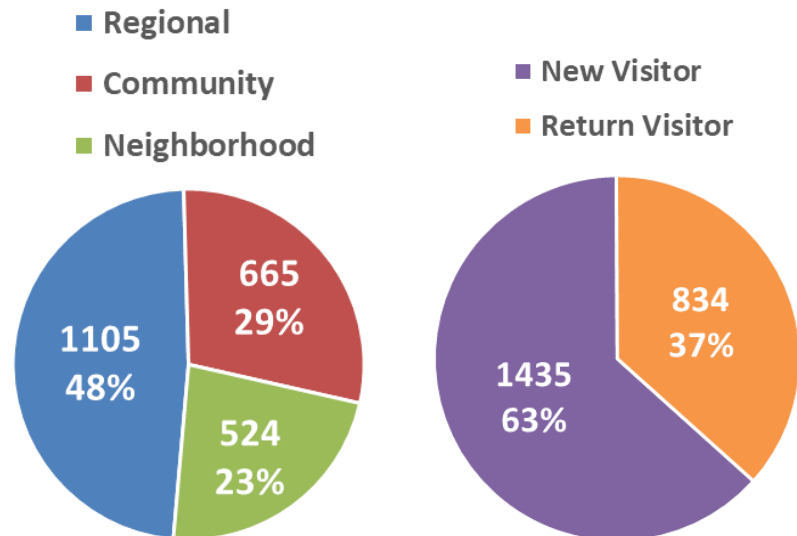
- Operating schedules adjusted 4 times to account for staff shortages
- Overall Aquatic Center and Community Pool attendance was down 37% from 2019

# 2021 Aquatic Center Operational Survey

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

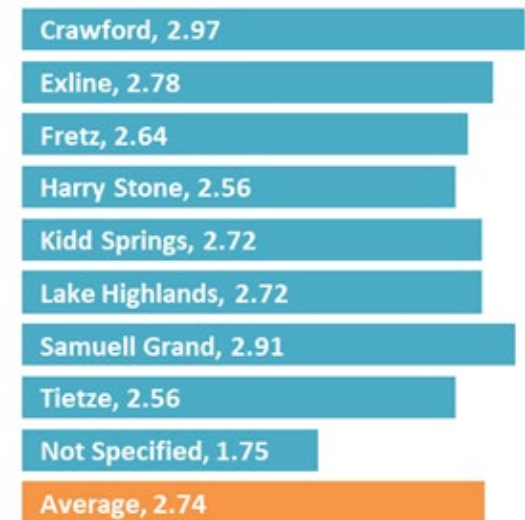
## Session Length

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.



- I usually don't stay the full 2 hours
- 2 hours is just right
- I would like to stay 3 hours
- I want to stay 4 or more hours

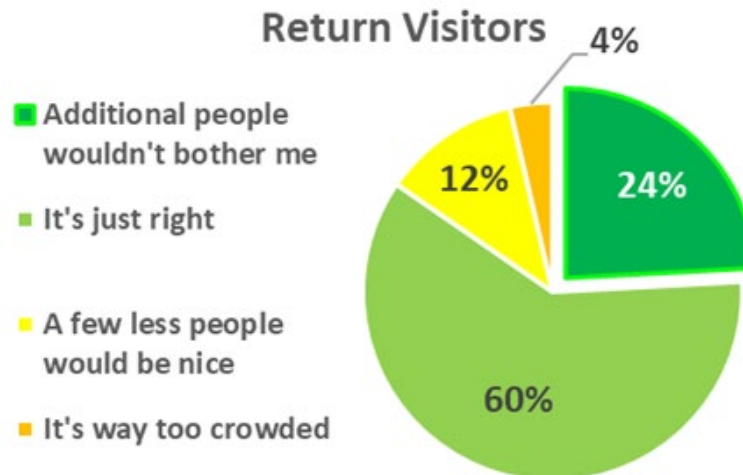
Return visitors reported length of stay in hours in 2019 by location



# 2021 Aquatic Center Operational Survey

## Capacity

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.

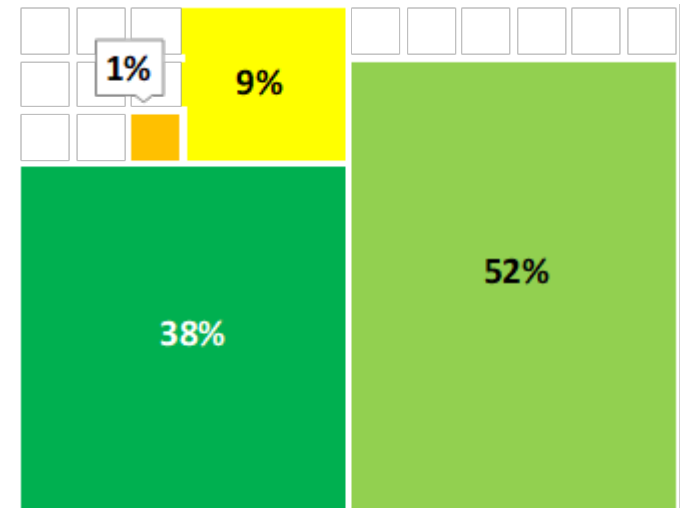


# 2021 Aquatic Center Operational Survey

## Price

A combined 89% considered the 2021 admission price to be a “Bargain” or “Fair Value.”

- It's a bargain!
- Fair value
- A little high
- Too expensive - not worth it.





# 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

## Schedule

### Aquatic Centers

Two 3-hour sessions each day

12:30-3:30pm

4:00-7:00pm

### Community Pools

1:00-6:00pm<sup>1</sup>

12:00-7:00pm<sup>2</sup>

<sup>1</sup>Weekdays <sup>2</sup>Weekends

## Capacity

### Bahama Beach

2500

### Cove Regional AC

400

### Community AC

250

### Neighborhood AC

80<sup>1</sup>/120<sup>2</sup>/170<sup>3</sup>

<sup>1</sup>Exline <sup>2</sup>Harry Stone <sup>3</sup>Tietze

## Price

### Cove Regional AC

\$6 / \$63

### Community AC

\$4 / \$45

### Neighborhood AC

\$3 / \$27

### Community Pools


\$1

Daily / Season Pass

\*\$1 add session option

# 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

June 4

**Daily Operations  
Begin**

All locations begin daily  
operations

**Spraygrounds  
Open Daily**

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

**Spraygrounds Open  
Weekends Only**

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

**Weekend  
Operations End**

September 5

September 25

**Spraygrounds  
Close**

# 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**





Dallas Park & Recreation

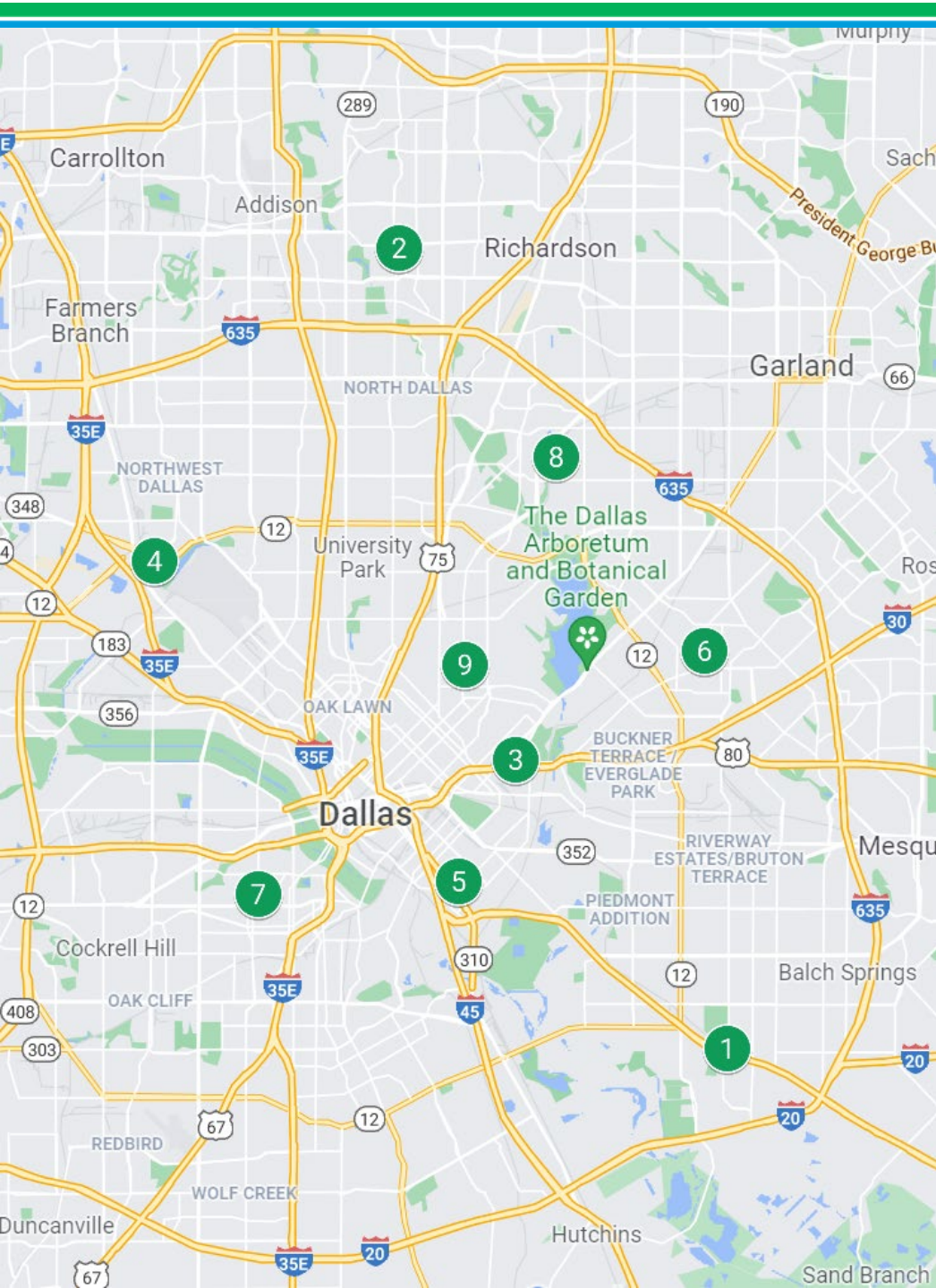
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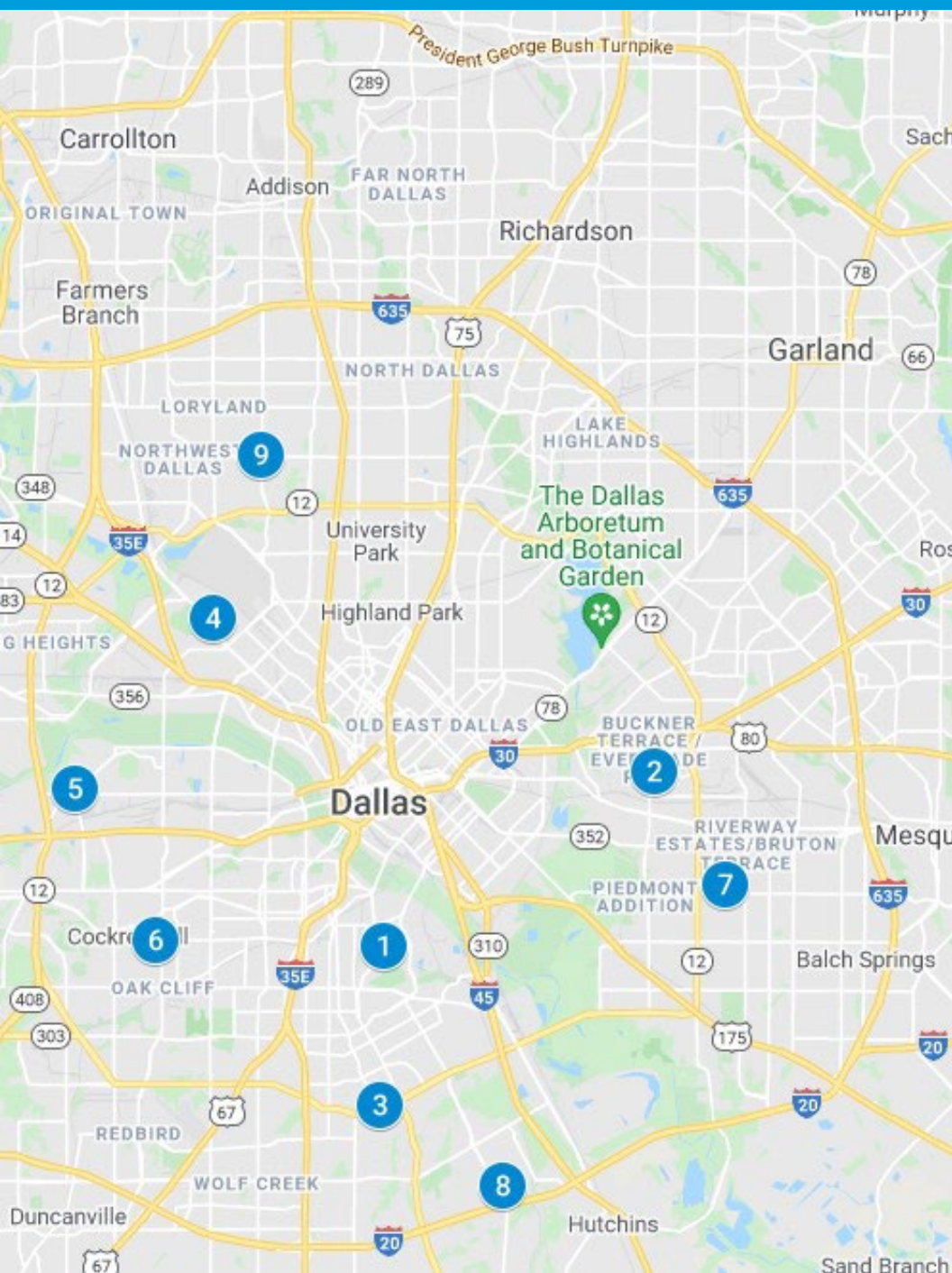
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# Appendix



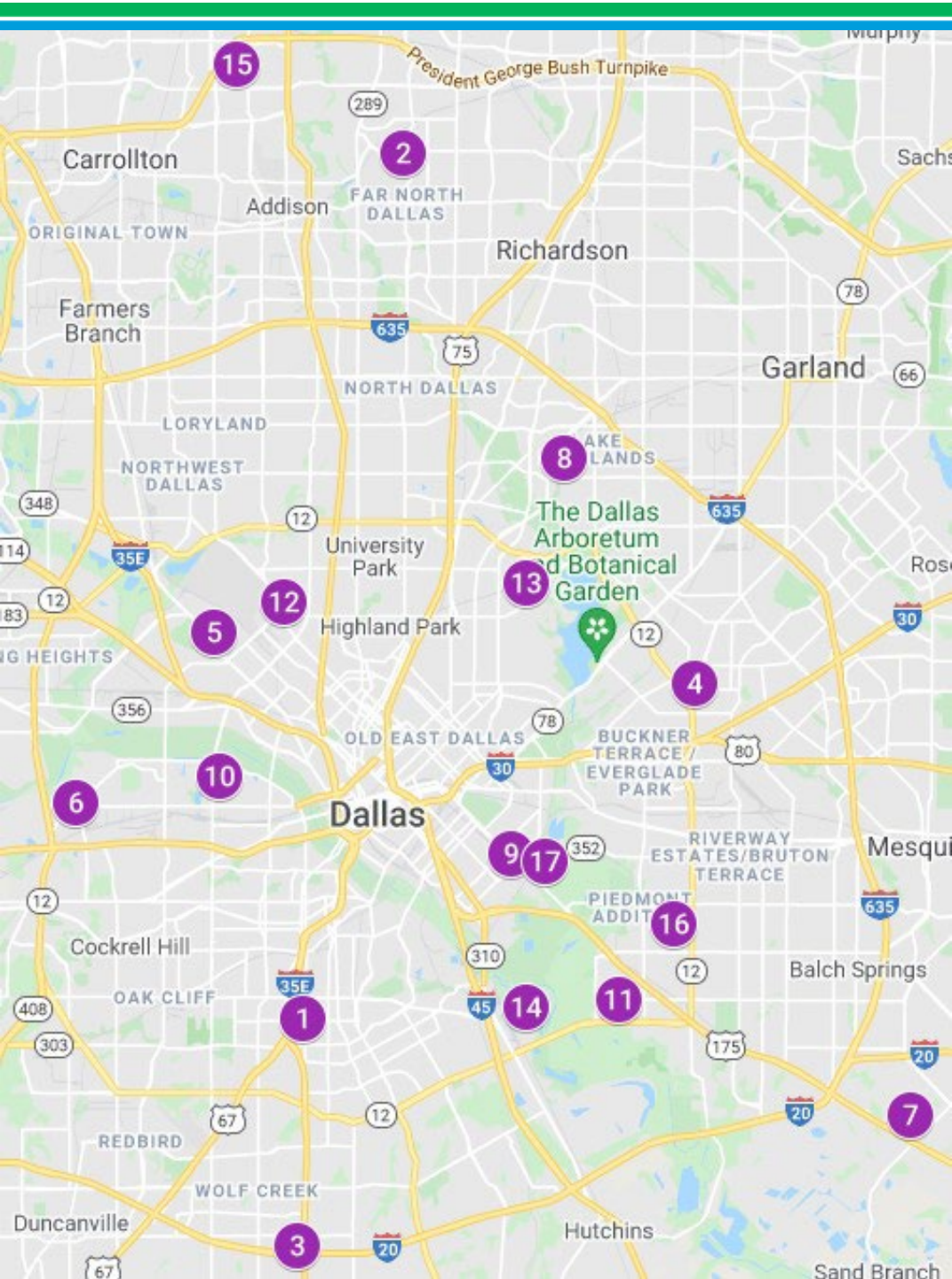
# AQUATIC CENTERS

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



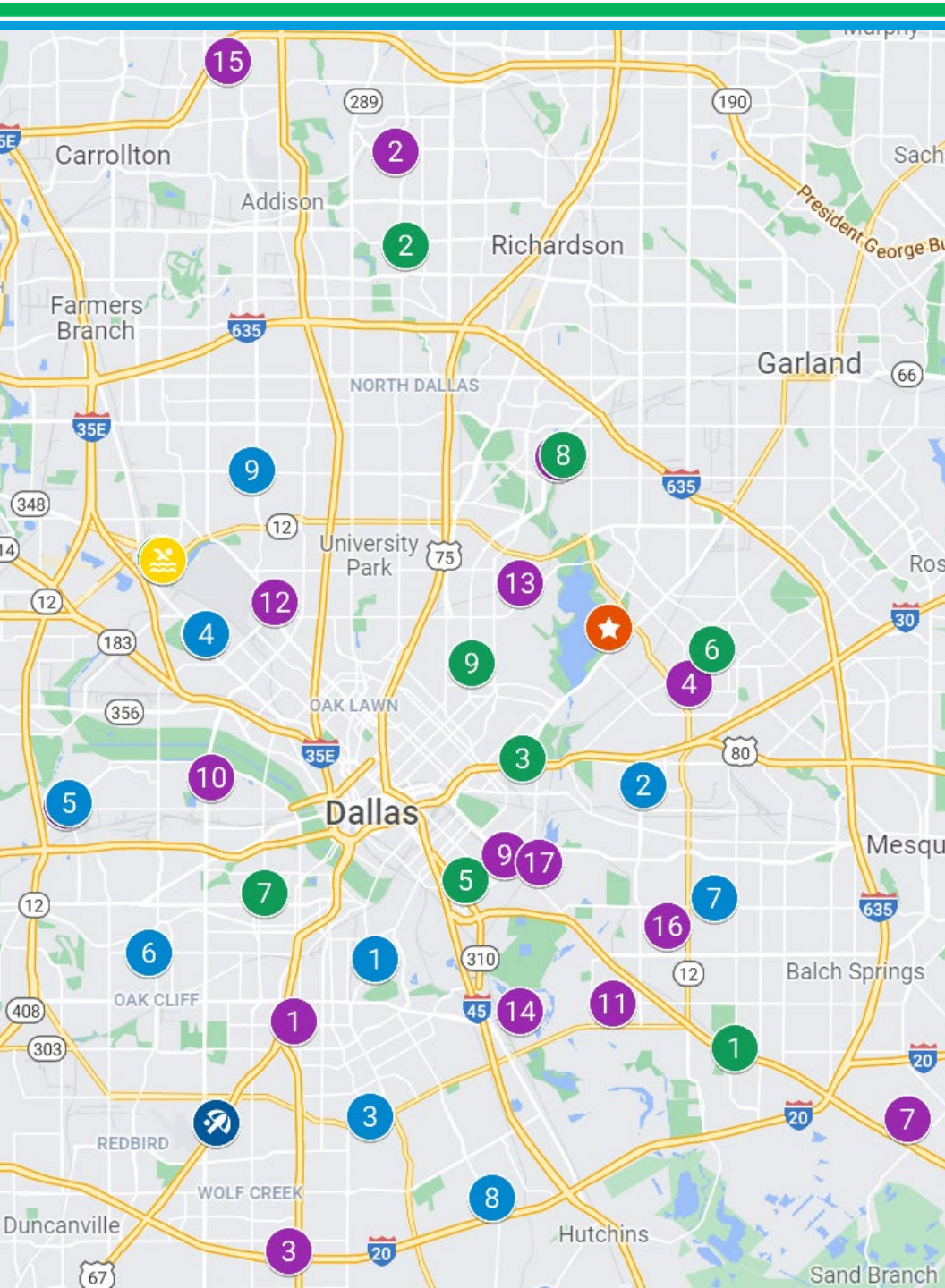
## SWIMMING POOLS

- 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

## AQUATIC CENTERS

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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).

	Aquatic Centers	Community Pools
Weekdays 2021	12:00pm-2:00pm 2:30pm-4:30pm 5:00pm-7:00pm	1:00pm-3:00pm 3:30pm-5:30pm
<b>Weekdays 2022</b>	<b>12:30pm-3:30pm</b> <b>4:00pm-7:00pm</b>	<b>1:00pm-6:00pm</b>
Weekends 2021	10:30am-12:30pm 1:00pm-3:00pm 3:30pm-5:30pm 6:00pm-8:00pm	1:00pm-3:00pm 3:30pm-5:30pm 6:00pm-8:00pm
<b>Weekends 2022</b>	<b>12:30pm-3:30pm</b> <b>4:00pm-7:00pm</b>	<b>12:00pm-7:00pm</b>

\*Bahama Beach operating hours will remain unchanged.  
Tue-Sat 10:30am-6:00pm      Sun: 12:00pm-6:00pm

# Daily Operations Capacity

81% of visitors responded positively to the 2021 reduced capacities and nearly 1/4 of returning visitors reported they would not be bothered by a capacity increase in 2022.

	Regular Capacity	2021 Capacity	2022 Capacity
Bahama Beach	2500	1200	2500
Regional AC	600	200	400
Community AC	400	140	250
Neighborhood AC	200	80	80 <sup>1</sup> / 120 <sup>2</sup> / 170 <sup>3</sup>
Community Pools	132-218	60	80

<sup>1</sup>Exline <sup>2</sup>Harry Stone <sup>3</sup>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.

	The Cove Aquatic Ctrs	Community Aquatic Ctrs	Neighborhood Aquatic Ctrs	Community Pools
Regular Admission	\$8 – 12 & Older \$6 – 11 & Under	\$6 – 12 & Older \$4 – 11 & Under	\$4 – 12 & Older \$2 – 11 & Under	\$2 – 12 & Older \$1 – 11 & Under
2021 Admission	All Ages \$5	All Ages \$3	All Ages \$2	All Ages \$1
<b>2022 Admission</b>	<b>\$6</b>	<b>\$4</b>	<b>\$3</b>	<b>\$1</b>
Regular Season Pass	\$70	\$50	\$30	N/A
2021 Season Pass	\$56	\$40	\$24	N/A
<b>2022 Season Pass</b>	<b>\$63</b>	<b>\$45</b>	<b>\$27</b>	<b>N/A</b>

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