

2023 Pool Membership Analysis													
2021 & 2022 Historical Data			(25% Reduction)	(~ 29% Increase)	Pool Accounts			2022	2021				
Category	2021	2022				Memberships	\$222,051.59	\$145,128.56					
Membership Revenue	\$145,128.56	\$222,051.59				Daily Admissions	\$30,937.75	\$56,886.84					
Total Individual Members	2584	3092				Swim Team	\$15,967.22	\$14,184.00					
Resident Indiv Memb	2433	2891				Swim Lessons	\$50,475.50	\$38,409.25					
Non-Resident Indiv Memb	151	201				Sponsor Revenue	\$2,050.00	\$0.00					
Avg Membership Cost Per Person	\$56.16	\$71.81				Events, Programs & Rentals	\$9,378.50	\$7,320.85					
Daily Admission Revenue	\$56,886.84	\$30,937.75				Concessions	\$10,833.10	\$9,000.00					
Daily Admissions	6099	4354				Total Revenue	\$341,693.66	\$270,929.50					
Avg Daily Cost Per Person	\$9.33	\$7.11											
Model #3									Early Bird	Regular	Based on \$50	Savings vs EB	Savings vs Reg.
Cost Per Resident Membership	\$50.00					Family of 6+	\$318	\$343	\$300		\$18	\$43	
Cost Per Non-Resident Membership	\$70.00					Family of 5	\$302	\$327	\$250		\$52	\$77	
# of 12 months and under who will have to purchase r	50	50				Family of 4	\$285	\$310	\$200		\$85	\$110	
Estimated Increase in Resident memberships	120%	3469				Family of 3	\$267	\$292	\$150		\$117	\$142	
Estimated Increase in Non-Res memberships	125%	251				Family of 2	\$251	\$276	\$100		\$151	\$176	
Estimated reduction in Daily Rev	80%	\$24,750.20				Individual Adult	\$141	\$166	\$50		\$91	\$116	
Estimated Swim Team Revenue (Unchanged)		\$15,967.22				Individual Student	\$82	\$107	\$50		\$32	\$57	
Estimated Increase in Swim Lesson Rev	115%	\$58,046.83				Senior Couple	\$109	\$134	\$100		\$9	\$34	
Estimated Sponsor Revenue (Unchanged)		\$2,050.00				Senior Individual	\$82	\$107	\$50		\$32	\$57	
Estimated Increase in Events/Programs/Rentals	115%	\$10,785.28				Babysitter/Plus 1	\$123	\$123	\$100		\$23	\$23	
Estimated Increase in Concession Stand Rev	120%	\$12,999.72											
Estimated Resident Membership Revenue		\$175,960.00				Synopsis	Est. Total Rev	2022 Rev	Net				
Estimated Non-Resident Membership Revenue		\$17,587.50				Model #3 - \$50 Memberships	\$318,146.74	\$341,693.66	-\$23,546.92				
Total Estimated Revenue		\$318,146.74				Synopsis	Est. Total Rev	2023 Budget*	Net	Est Cost Recovery			
						Model #3 - \$50 Memberships	\$318,146.74	\$480,682.00	-\$162,535.26	66.19%			
						*Please note this includes the \$50k in Capital and doesnt include the projected \$50k in unspent appropriations.							

2022 Municipality Membership Pricing Comparisons

Memberships

Pricing is listed as resident / non-resident for comparisons.

Type	Gahanna (EB)		Grandview		Groveport		Hilliard		Pickerington		Upper Arlington		Westerville	
	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res
Individual	\$160	\$185	\$120	\$210	\$84	\$168	\$105	\$190	\$90	\$113	\$127	\$193	\$80	\$140
Individual Student													\$80	\$140
Senior Ind	\$100	\$125	\$65	\$110	\$42	\$84	\$30	\$40			\$105	\$160	\$45	\$78
Senior Couple			\$100	\$140	\$63	\$126					\$149	\$215		
Family 2	\$250	\$275	\$190	\$290	\$147	\$294	\$145	\$230	\$160	\$200	\$182	\$275	\$130	\$225
Family 3	\$300	\$325	\$235	\$350	\$200	\$400	\$180	\$265	\$210	\$263	\$242	\$363	\$160	\$277
Family 4	\$325	\$350	\$270	\$400	\$247	\$494	\$195	\$280	\$240	\$300	\$286	\$407	\$180	\$312
Family 5	\$350	\$375	\$290	\$430			\$210	\$295	\$275	\$344			\$190	\$330
Family 6+			\$305	\$110					\$300	\$375			\$210	\$347
Plus 1	\$90						\$85	\$125	\$80		\$66	\$99	\$70	\$124

Type	Average (Doen't Incl. Bex)		Bexley		Diff		Cost (\$50R & \$70NR)		Diff vs Avg		Diff Bex Current vs \$50/\$70	
	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res	Res	Non-Res
Individual	\$109	\$171	\$166	\$208	-\$57	-\$99	\$50	\$70	\$59	\$101	\$116	\$138
Individual Student	\$80	\$140	\$107	\$134	-\$27	-\$54	\$50	\$70	\$30	\$70	\$57	\$64
Senior Ind	\$65	\$100	\$107	\$134	-\$43	-\$70	\$50	\$70	\$15	\$30	\$57	\$64
Senior Couple	\$104	\$160	\$134	\$168	-\$30	-\$64	\$100	\$140	\$4	\$20	\$34	\$28
Family 2	\$172	\$256	\$276	\$345	-\$104	-\$173	\$100	\$140	\$72	\$116	\$176	\$205
Family 3	\$218	\$320	\$292	\$365	-\$74	-\$147	\$150	\$210	\$68	\$110	\$142	\$155
Family 4	\$249	\$363	\$310	\$378	-\$61	-\$129	\$200	\$280	\$49	\$83	\$110	\$98
Family 5	\$263	\$355	\$327	\$408	-\$64	-\$145	\$250	\$350	\$13	\$5	\$77	\$58
Family 6+	\$272	\$277	\$343	\$429	-\$71	-\$157	\$300	\$420	-\$28	-\$143	\$43	\$9
Plus 1	\$78	\$87	\$123	\$153	-\$45	-\$75	\$50	\$70	\$28	\$17	\$73	\$83

2022 Pool Memberships - Cost Recovery Analysis		
Pool	General Cost Recovery %	City Expectation/Subsidy
Grandview	Cover what they can	City will cover whatever the pool doesn't
Upper Arlington	100%	Enterprise Fund, so must recover in full
Pickerington	Cover what they can	2019 was the first year the city had to subsidize the pool due to larger projects. City Council now has been very receptive to transferring to help cover big ticket items as they are providing a service to the community, especially now that wages are going up, materials, chemicals, etc are all rising and they want to keep membership rates reasonable.
Dublin	50%	They are required to meet and overall cost recovery of 50%, that is in total over their recreation center operations, programming and outdoor pools. For the pool specifically in 2022, they are projecting to close out the year at 58%. In 2018/2019, they established a maintenance fund, any revenue that they bring in above 50% would be directed to a maintenance fund for improvements in their facilities.
Hilliard	95% recovery, not including FT employees	They do not have a specific standard for this, but have started tracking it in more recent years.