



WAFC Subcommittee Meeting Agenda
Wednesday, June 14, 2023 at 6:00 PM
Whitewater High School Library
534S. Elizabeth Street
Whitewater, WI 53190

1. [Call to Order and Roll Call](#)

2. [Approval of Agenda \(Action Item\)](#)

2.a. [City of Whitewater WAFC Proposal Review](#)

Documents:

[Memo for WAFC Proposed Split Contribution 4 year plan.pdf](#)

2.b. [Concessions and Estimated Pool Costs Memo](#)

Documents:

[Concessions Revenue Estimates.pdf](#)

[Estimated Pool Costs.pdf](#)

2.c. [WAFC Action Plan](#)

Documents:

[Whitewater Aquatic and Fitness Center Action Plan.pdf](#)

2.d. [Agreement Length](#)

2.e. [Committee Preference for Delivery and Receipt of Electronic Information](#)

2.f. [Mediation Discussion](#)

3. [Hearing of Citizen Comments](#)

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time, however, citizens are invited to speak to those issues as designated in the agenda.

4. [Adjourn \(Action Item\)](#)

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information over which they may have decision-making responsibility; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk at least 24 hours prior to the meeting.

From: John Weidl and Eric Boettcher

Date: May 16, 2023

Re: WAFC Proposal Split contribution 4-year plan

The City of Whitewater Common Council made a motion at the common council meeting on 05/16/2023 directing the City Manager and staff to present a 4-year agreement that equally splits the operation and capital costs between the city and school district the following option is being presented.

This option is based on the budgets provided and assumes an Expense Growth rate of 3% per year, Membership Rate (monthly membership fee) Growth of 3% per year, and total Membership growth rates of 5% in 2024 and 2025, and 3% for 2026.

Option Split contribution 4-year plan

Proposal to follow previous agreement format of 50/50 split

- Each entity would contribute \$219,000 in 2024 increased in subsequent years by an inflation rate of 3% per year towards operational expenses.
- An additional \$140,000 split between each organization would be paid to a separate capital fund for capital improvements as detailed in the CIP plan.
- 4-year agreement
- City responsible for any operational deficit.
- This would amount to an estimated surplus of \$1,233 in 2024, a \$23,394 in 2025, \$38,190 in 2026 and \$54,196 in 2027.



2022-2023 Budget

Aquatic Center Special Revenue Fund-247

Split Contribution 4 year Plan

Expense Growth	3%	3%	3%	3%
Membership Growth	1.9%	5%	5%	3%
Rate Growth	3%	3%	3%	3%

REVENUES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
AQUATIC CTR-MEMBERSHIPS									
247-41000-55	FAMILY MEMBERSHIP REVENUE	81,205	203,618	131,790	200,000	210,200	227,300	241,100	255,800
247-41100-55	MONTHLY EFT REVENUE	1,181	669	62,032	8,000	600	600	600	600
247-41200-55	YOUTH MEMBERSHIP REVENUE	-	-	520	-	7,000	7,600	8,100	8,600
247-41250-55	ADULT MEMBERSHIP REVENUE	60,182	699	916	1,000	14,800	16,000	17,000	18,000
247-41300-55	SENIOR MEMBERSHIP REVENUE	432	180	3,698	1,000	9,700	10,500	11,100	11,800
247-41350-55	SILVER SNEAKERS MEMBERSHIP	10,470	14,181	20,180	20,000	19,400	21,000	22,300	23,700
247-41400-55	COUPLE MEMBERSHIP REVENUE	-	-	-	-	-	-	-	-
247-41500-55	COLLEGE STUDENT MEMBERSHIPS	-	-	1,493	-	-	-	-	-
	Total:	153,470	219,346	220,629	230,000	261,700	283,000	300,200	318,500
AQUATIC CTR-PASSES									
247-42000-55	ADULT DAY PASSES	19,860	43,428	56,651	70,000	52,000	56,200	59,600	63,200
247-42100-55	YOUTH DAY PASSES	4,630	18,777	31,888	38,000	28,100	30,400	32,300	34,300
247-42200-55	SENIOR DAY PASSES	-	-	-	-	-	-	-	-
247-42300-55	GROUP RATES	4,837	11,491	9,152	14,000	11,800	12,800	13,600	14,400
	Total:	29,327	73,697	97,692	122,000	91,900	99,400	105,500	111,900
AQUATIC CTR-CLASSES									
247-43000-55	SWIM LESSONS	4,738	15,716	18,000	21,000	17,800	19,300	20,500	21,700
247-43100-55	SUMMER SCHOOL SWIM LESSONS	(942)	-	-	-	-	-	-	-
247-43200-55	LAND FITNESS CLASSES	4,271	7,668	4,000	5,000	8,400	9,100	9,700	10,300
247-43300-55	WATER CLASSES	2,376	1,175	2,500	3,000	1,400	1,500	1,600	1,700
247-43350-55	MERMAID CLASSES	-	-	-	-	-	-	-	-
	Total:	10,443	24,560	24,500	29,000	27,600	29,900	31,800	33,700
AQUATIC CTR-RENTALS									
247-44000-55	MEETING ROOM RENTALS	1,507	1,991	6,500	7,000	3,900	4,400	4,700	5,000
247-44050-55	OFFICE SPACE RENTALS	3,000	-	-	-	-	-	-	-
247-44100-55	WHITWATER SCHOOL DIST RENTAL	-	1,075	1,200	1,200	3,900	4,400	4,700	5,000
247-44105-55	J HAWKS RENTALS	1,030	583	1,000	1,000	2,100	2,400	2,500	2,700
247-44200-55	BIRTHDAY PARTIES	111	142	19,000	20,000	3,100	3,500	3,700	3,900
	Total:	5,648	3,792	27,700	29,200	13,000	14,700	15,600	16,600
AQUATIC CTR-OTHER INCOME									
247-45000-55	LIFE GUARD REIMB WHS	-	-	-	-	10%	5%	3%	3%
247-45050-55	DONATIONS	200	-	5,000	6,400	-	-	-	-
247-45100-55	GIFT CERTIFICATES	-	-	-	-	-	-	-	-
247-45400-55	CONCESSIONS STAND	10,669	20,771	54,000	25,000	20,100	21,700	23,000	24,400
247-45500-55	PRO-SHOP INCOME	277	469	4,000	4,500	600	600	600	600
247-45505-55	MISC INCOME-ONE TIME REV	-	2,500	-	-	-	-	-	-
247-45600-55	GIFT CARDS/CERTIFICATES	607	724	1,500	2,000	800	900	1,000	1,100
247-45700-55	STATE SALES TAX	-	-	-	-	-	-	-	-
	Total:	11,753	24,465	64,500	37,900	21,500	23,200	24,600	26,100
AQUATIC CTR-OTHER FIN SOURCES									
247-49275-55	TRANSFER IN	-	-	-	-	-	-	-	-
247-49280-55	WUSD CONTRIBUTION	90,500	115,500	115,500	128,000	219,000	225,600	232,400	239,400
247-49290-55	GENERAL FUND TRANSFER	103,000	128,000	128,000	128,000	219,000	225,600	232,400	239,400
	Total:	193,500	243,500	243,500	256,000	438,000	451,200	464,800	478,800
	Total Operating Revenue:	404,141	589,360	678,521	704,100	853,703	901,400	942,500	985,600
	Facility Generated Revenue	210,641	345,860	435,021	448,100	415,700	450,200	477,700	506,800

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
EXPENSES									
	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
WAC- MANAGEMENT									
247-55100-111	SALARIES/PERMANENT	68,535	85,028	86,008	96,970	98,936	101,904	104,961	108,110
247-55100-112	WAGES/OVERTIME	-	-	-	-	-	-	-	-
247-55100-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-
247-55100-150	MEDICARE TAX/CITY SHARE	1,040	1,258	1,352	1,476	1,504	1,549	1,596	1,644
247-55100-151	SOCIAL SECURITY/CITY SHARE	4,446	5,381	5,779	6,310	6,432	6,625	6,823	7,028
247-55100-152	RETIREMENT	4,436	5,381	5,591	6,594	6,728	6,929	7,137	7,351
247-55100-153	HEALTH INSURANCE	4,851	12,313	7,200	11,933	11,933	12,291	12,660	13,040
247-55100-154	HSA-HRA CONTRIBUTIONS	-	-	-	1,250	1,250	1,250	1,250	1,251
247-55100-155	WORKERS COMPENSATION	552	1,054	2,667	3,007	2,117	2,181	2,246	2,313
247-55100-156	LIFE INSURANCE	-	5	-	-	-	-	-	-
247-55100-158	UNEMPLOYMENT COMPENSATION	316	-	-	-	-	-	-	-
247-55100-211	PROFESSIONAL DEVELOPMENT	2,023	1,162	-	-	484	498	513	528
	Total:	86,199	111,583	108,596	127,539	129,383	133,227	137,186	141,266
WAC-FRONT DESK									
247-55150-112	WAGES/OVERTIME	-	-	-	-	-	-	-	-
247-55150-113	WAGES/TEMPORARY	64,883	84,507	58,356	61,952	68,712	70,773	72,897	75,083
247-55150-150	MEDICARE TAX/CITY SHARE	929	1,207	846	898	996	1,026	1,057	1,089
247-55150-151	SOCIAL SECURITY/CITY SHARE	3,973	5,161	3,618	3,841	4,260	4,388	4,520	4,655
247-55150-155	WORKERS COMPENSATION	2,448	2,384	1,810	1,921	1,470	1,514	1,560	1,607
247-55150-158	UNEMPLOYMENT COMPENSATION	1,101	-	-	-	-	-	-	-
	Total:	73,334	93,258	64,630	68,612	75,439	77,702	80,033	82,434
WAC-FITNESS									
247-55200-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-
247-55200-114	WAGES/PART-TIME/PERMANENT	32,460	41,898	43,988	25,700	70,205	72,311	74,480	76,714
247-55200-150	MEDICARE TAX/CITY SHARE	462	603	638	373	1,018	1,049	1,080	1,112
247-55200-151	SOCIAL SECURITY/CITY SHARE	1,975	2,579	2,727	1,593	4,353	4,483	4,618	4,756
247-55200-152	RETIREMENT	-	87	-	-	-	-	1	2
247-55200-155	WORKERS COMPENSATION	1,032	1,299	1,364	797	1,502	1,547	1,594	1,642
247-55200-158	UNEMPLOYMENT COMPENSATION	-	-	-	-	-	-	-	-
	Total:	35,928	46,466	48,717	28,463	77,077	79,390	81,772	84,227
WAC-AQUATIC									
247-55300-112	WAGES/OVERTIME	-	139	-	-	-	-	-	-
247-55300-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-
247-55300-114	WAGES/PART-TIME/PERMANENT	102,510	103,926	170,202	181,396	245,715	253,086	260,679	268,499
247-55300-150	MEDICARE TAX/CITY SHARE	1,490	1,489	2,468	2,630	3,563	3,670	3,780	3,893
247-55300-151	SOCIAL SECURITY/CITY SHARE	6,369	6,367	10,553	11,247	15,234	15,691	16,162	16,647
247-55300-152	RETIREMENT	-	1,020	-	-	-	-	-	-
247-55300-153	HEALTH INSURANCE	-	-	-	-	-	-	-	-
247-55300-155	WORKERS COMPENSATION	3,979	3,183	5,278	5,625	5,258	5,415	5,578	5,745
247-55300-158	UNEMPLOYMENT COMPENSATION	107	-	-	-	-	-	-	-
	Total:	114,456	116,124	188,500	200,897	269,770	277,863	286,199	294,785
WAC-MAINTENANCE									
247-55400-111	SALARIES/PERMANENT	3,381	12,608	-	-	4,500	4,635	4,774	4,917
247-55400-113	WAGES/TEMPORARY	-	75	-	-	-	-	-	-
247-55400-114	WAGES/PART-TIME/PERMANENT	-	-	-	-	-	-	-	-
247-55400-150	MEDICARE TAX/CITY SHARE	45	182	-	-	65	67	69	71
247-55400-151	SOCIAL SECURITY/CITY SHARE	192	780	-	-	277	285	294	302
247-55400-152	RETIREMENT	209	817	-	-	290	299	308	317
247-55400-153	HEALTH INSURANCE	-	497	-	-	176	181	187	193
247-55400-155	WORKERS COMPENSATION	37	392	-	-	139	143	148	152
247-55400-156	LIFE INSURANCE	0	4	-	-	1	1	1	2
247-55400-250	CONTRACTED SERVICES	-	-	-	-	-	-	-	-
	Total:	3,865	15,354	-	-	5,448	5,611	5,780	5,953

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
WAC-ADMIN EXPENSES									
247-55500-220	INSURANCE	-	-	-	-	-	-	-	-
247-55500-224	SOFTWARE/HARDWARE MAINTENANCE	1,355	4,483	4,719	8,445	4,331	4,461	4,594	4,732
247-55500-225	TELECOM/INTERNET/COMMUNICATIONS	4,087	4,563	4,668	4,766	4,516	4,651	4,791	4,935
247-55500-246	CLEANING & SUPPLIES	26	8,170	2,000	5,500	9,247	9,525	9,810	10,105
247-55500-310	FITNESS & OPERATING SUPPLIES	3,843	1,616	2,200	2,000	2,878	2,965	3,054	3,145
247-55500-312	SUPPLIES-CHECKS	-	-	-	-	-	-	-	-
247-55500-320	CHAMBER DUES & EXPENSES	-	274	-	275	-	-	-	-
247-55500-650	CREDIT CARD PROCESSING FEES	44	57	150	152	78	80	83	85
247-55500-652	BANK CHARGES	7	10	-	10	5	5	5	6
247-55500-654	PERMITS & FEES	1,005	1,005	2,500	1,050	1,035	1,066	1,098	1,131
247-55500-656	MEMBER KEY TAGS	885	1,386	1,000	1,100	1,428	1,471	1,515	1,560
247-55500-658	FAMILY PARTNERSHIP PAYOUTS	-	-	-	-	-	-	-	-
	Total:	11,251	21,563	17,238	23,298	23,518	24,224	24,950	25,699
WAC-POOL EXPENSES									
247-55600-310	OFFICE & OPERATING SUPPLIES	109	1,410	-	250	3,171	3,267	3,365	3,466
247-55600-342	WSI CLASS EXPENSE	-	634	-	100	653	673	693	714
247-55600-344	LIFEGUARD CLASS EXPENSE	1,663	1,695	1,000	1,500	1,954	2,013	2,073	2,135
247-55600-346	GENERAL POOL MAINTENANCE	12,963	12,001	16,000	14,000	12,000	12,360	12,731	13,113
247-55600-348	POOL EQUIPMENT	8,676	4,167	5,000	5,050	5,302	5,461	5,625	5,793
247-55600-350	POOL CHEMICALS	18,840	18,000	18,000	18,180	18,540	19,096	19,669	20,259
	Total:	42,250	37,907	40,000	39,080	41,620	42,869	44,155	45,480
WAC-UTILITIES/HVAC									
247-55700-221	WATER/SEWER UTILITIES	22,613	27,529	28,000	28,280	26,235	27,022	27,833	28,668
247-55700-222	ELECTRIC UTILITIES	74,473	82,711	80,000	80,800	79,595	81,983	84,443	86,976
247-55700-223	NATURAL GAS	68,776	74,817	55,000	60,000	62,965	64,854	66,799	68,803
247-55700-244	HVAC SUPPLIES	7,790	9,068	3,500	3,535	8,995	9,265	9,543	9,829
247-55700-355	REPAIR/MAINT SUPPLIES	2,400	7,489	2,500	2,525	9,864	10,160	10,465	10,779
	Total:	176,052	201,614	169,000	175,140	187,654	193,283	199,082	205,054
WAC-OTHER EXPENSES									
247-55800-310	OFFICE & OPERATING SUPPLIES	17,483	19,601	10,000	10,100	20,846	21,472	22,116	22,779
247-55800-324	MARKETING	5,463	5,144	8,000	8,080	8,000	8,240	8,487	8,742
247-55800-341	JANITORIAL/CLEANING SUPPLIES	535	1,055	500	505	1,087	1,119	1,153	1,187
247-55800-342	CONCESSION SUPPLIES	6,203	12,166	40,000	15,000	11,754	12,106	12,470	12,844
247-55800-344	LAND FITNESS SPECIAL EVENTS	-	194	-	-	200	206	212	219
247-55800-346	PRO-SHOP INVENTORY	456	654	2,000	750	674	694	715	737
247-55800-600	SALES TAX EXPENSE	-	-	-	-	-	-	-	-
247-55800-913	GENERAL FUND TRANSFER	-	-	-	-	-	-	-	-
	Total:	30,140	38,815	60,500	34,435	42,561	43,838	45,153	46,507
	Total Operating Expenses:	573,474	682,684	697,181	697,464	852,470	878,007	904,310	931,404
	Total Operating Revenue:	404,141	589,360	678,521	704,100	853,703	901,400	942,500	985,600
	Total Operating Expenses:	573,474	682,684	697,181	697,464	852,470	878,007	904,310	931,404
	Total Operating Net:	(169,333)	(93,324)	(18,660)	6,636	1,233	23,394	38,190	54,196

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
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CAPITAL REVENUES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
247-49285-55	WUSD CAPITAL IMPROVE CONT	50,000	50,000	50,000	50,000	70,000	72,100	74,263	76,491
247-49295-55	GENERAL FUND CAP IMPROVE CONT	50,000	50,000	50,000	50,000	70,000	72,100	74,263	76,491
	Total Capital Revenue:	100,000	100,000	100,000	100,000	140,000	144,200	148,526	152,982

CAPITAL EXPENSES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget
247-55800-810	CAPITAL EQUIPMENT	9,990	18,275	-	-	-	-	-	-
247-55800-820	CAPITAL IMPROVEMENTS	-	-	25,000	-	-	-	-	-
	Total Capital Expenses:	9,990	18,275	25,000	-	-	-	-	-

	Total Capital Revenue:	100,000	100,000	100,000	100,000	140,000	144,200	148,526	152,982
	Total Capital Expenses:	9,990	18,275	25,000	-	-	-	-	-
	Total Capital Net:	90,010	81,725	75,000	100,000	140,000	144,200	148,526	152,982



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MEMORANDUM

To: Common Council and WUSD
 From: John Weidl, City Manager
 Date: 5/23/2023
 RE: Pool Cost Estimates

The attached chart below lists the monthly concession revenues since 2017. Prior to COVID, concessions averaged \$53,000 in revenue annually from 2017-2019. The table shows that revenues suffered greatly during COVID. The months highlighted in orange show the timeframe when the facility reopened without any COVID restrictions. The months highlighted in yellow show the timeframe when the high school implemented their closed campus for the 2022-2023 school year. Bottom line, post WUSD policy changes, concession revenue fell 79% over the same timeframe in comparison to 2018-2019.

CONCESSIONS STAND REVENUES													Total
	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	
2023									\$ 963.00	\$1,293.00	\$ 1,283.00	\$1,307.00	\$ 4,846.00
2022	\$ 1,022.25	\$ 1,252.11	\$1,176.85	\$ 926.79	\$ 929.97	\$1,216.20	\$1,841.34	\$3,010.90	\$2,462.90	\$2,102.94	\$ 2,316.68	\$2,512.52	\$ 20,771.45
2021	\$ 2,251.85	\$ 2,577.57	\$2,930.35	\$1,679.78	\$ 222.21	\$ 345.20	\$ 55.64	\$ 122.78	\$ 208.80	\$ 251.58	\$ 23.44	\$ -	\$ 10,669.20
2020	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1.84	\$ -	\$ -	\$ -	\$2,578.76	\$5,503.30	\$5,130.21	\$ 13,214.11
2019	\$ 4,495.62	\$ 4,953.45	\$6,784.03	\$6,437.30	\$ 1,840.85	\$2,128.61	\$3,420.51	\$5,308.43	\$5,170.35	\$6,273.35	\$ 4,914.97	\$ 4,713.68	\$ 56,441.15
2018	\$ 4,266.27	\$ 4,573.26	\$5,707.06	\$5,558.13	\$ 2,103.51	\$2,646.13	\$4,363.26	\$5,460.38	\$5,586.07	\$5,434.02	\$ 4,164.85	\$ 4,206.70	\$ 54,069.64
2017	\$ 3,248.10	\$ 3,866.71	\$5,159.87	\$5,128.54	\$ 2,442.80	\$ 2,205.06	\$3,691.24	\$4,484.60	\$4,372.65	\$6,289.81	\$ 4,715.61	\$5,780.24	\$ 51,385.23
WAFAC reopens with no restrictions.													
Whitewater High School Closed Campus Time Frame													
Sept - April 8-Month School Year Concession Comparison													
2018-2019 No Restrictions	\$ 44,338	Decrease %											
2020-21 Covid	\$ 484	-98%											
2021-2022 Reopened	\$ 18,835	-57%											
2022-2023 Closed Lunch	\$ 9,224	-51%											

In Summary below shows the decrease in revenue by percentage during the 8-month time frame of the school year based on the revenues provide in the table.

2021/22 and 2022/23 School Year Revenue Comparison

2021-2022 – School Year Reopen – \$18,835.00
 2022-2023 Current School Year with closed campus restrictions - \$9,224.00
 -Difference of \$9611.00
 *This shows a 51% decrease in Revenue.

2022/23 and 2018/2019 School Year Revenue Comparison

2018-2019 - School Year open (pre-Covid) - \$44,338.00
 2022-2023 Current School Year with Restrictions - \$9,224.00
 -Difference of \$35,114.00
 *This shows a 79% decrease in revenue compared to 2018-2019.



MEMORANDUM

To: Common Council and WUSD
 From: John Weidl, City Manager
 Date: 5/23/2023
 RE: Pool Cost Estimates

Attached is a spreadsheet that divides out the annual costs of utilities based on the following pool sizes and percentage breakdown. Heating the pool water and powering the mechanical room are the most significant costs to the facility. The fitness center accounts for \$12,012 in utilities (5% for gas and 10% for electric) based on comparative costs to other facilities. The breakdown of utility costs was based on the following:

- Lap Pool is 250,000 gallons (77% of utility cost) and 9,000 square feet
- Leisure Pool is 75,000 gallons (23% of utility cost) and 8,000 square feet

Estimated Pool Costs					
Utility	2022 Costs	Utility Costs Pool	Leisure Pool 8,000 Square Feet 75,000 Gallons (23%)	Lap Pool 9,000 Square Feet 250,000 Gallons (77%)	Fitness Area 4,500 square feet NA
Water	\$ 27,530	\$ 27,530	\$ 6,332	\$ 21,198	
Chemicals and Contract	\$ 29,889	\$ 29,889	\$ 6,874	\$ 23,015	
Electric	\$ 82,711	\$ 74,440	\$ 17,121	\$ 57,319	\$ 8,271.10
Gas	\$ 74,816	\$ 71,075	\$ 16,347	\$ 54,728	\$ 3,740.80
Estimated Total Cost Per Area			\$ 59,881	\$ 200,472	\$ 12,011.90
Total of Leisure and Lap Pool			\$ 260,353		

Annual Lap Pool Cost

The estimated annual cost of for the School District to operate the lap pool and provide staffing based on current programming levels would cost approximately \$230,472. An additional annual \$140,000 in capital contribution based on the proposed City's provided CIP plan would total \$370,472 per year.

Lap Pool Cost

Lap Pool Only	
Lap Pool Utilities	\$ 200,472
Staffing	\$ 30,000
Capital	\$ 140,000
	\$ 370,472

- Lap pool utilities alone cost is estimated at \$118,250 per year.
- Staffing school district programs \$30,000.
- Full Capital based on City CIP plan \$140,000

Total Annual Cost \$370,442

City proposed 50/50 Split Option

The proposed annual cost for each entity to support the current facility would require \$219,000 each towards operations and \$70,000 each to operate the facility.

50/50 Split	
Operational	\$ 219,000
Capital	\$ 70,000
	\$ 289,000

- Each entity would contribute \$219,000 operationally
- Annual Contribution of \$70,000 towards Capital Improvements

Total Annual cost \$289,000 each entity

Total Combined both entities – \$578,000

Conclusion

Based on the provided City staff research, continuing the partnership as proposed by the City of Whitewater Common Council results in a decreased cost of operations for WUSD as opposed to WUSD running the lap pool for their usage alone without the benefit of the existing partnership.

Whitewater Aquatic and Fitness Center Action Plan

The Whitewater Aquatic and Fitness Center Action plan will fall under our Marketing and Business & Operating Plan for the facility. Reporting of the progress of these goals and action steps will be incorporated as part of the Marketing progress report.

Goal #1: Lifeguard Recruitment and Retention

Action Step 1) Develop and implement Lifeguard incentives program in conjunction with Friends of the Aquatic Center Group. This would be a clear step and incentive program with benchmarks that would be used to entice new lifeguards to join and reward those who work a certain number of hours per season (1st Semester, 2nd Semester, Summer)

The Friends of the Whitewater Aquatic and Fitness Center are generously offering a limited time incentive program for new qualified WAFC lifeguards. This group will provide full training reimbursement to qualified WAFC employees. In addition, they are offering a \$250.00 sign on bonus to new lifeguards who qualify. 18- 20-hour weeks and a signed agreement is the first requirement of eligibility.

Timeline: Next 1-3 months planning - Implementation this fall semester 2023
Targeting goal of 4 new lifeguards through this school program by December 31 of 2023 and 4 additional by Jun1 of 2024.

Action Step 2) Develop and Promote Lifeguard Training program for 2023-2024 school year. This includes lining up Lifeguard Training Instructor and coordinating with Whitewater High School to provide LGI training program for High School Students.

Timeline: 1-3 months planning – Implementation for September 5, of the 2023-2024 school year

Action Step 3) Research, develop and implement a Junior Lifeguard program as a feeder program to WAFC Lifeguard Training Program.

Timeline: 2025 early year planning to be implemented for the Spring/Summer of 2025 as part of Summer School Program and continue as another offering within our swim lesson program. This program will require facility to be staffed with an adequate number of fully trained and certified lifeguards. The program is structured by a mentee/mentor relationship. This allows the junior lifeguards to shadow and experience the duties of a lifeguard while receiving training through structured activities and hands on observations. In addition, the program will require lifeguards on duty while participants complete water drills and skills.

Goal #2: Increase Aquatic Center Membership

Overall Target Membership –40 annual memberships per year. Keep an average of 950 primary members per month

Overall Goal – Increase membership Revenue by 5% annually through 2024 & 2025

Action Step 1) Reinvigorate corporate members by redeveloping and implementing the program. This has been added to our marketing plan and operational plan. We currently have a

relationship with Generac, First Citizens bank, WWUSD and City of Whitewater employees. Numbers of active members participating in our corporate membership programs can be found within our operational plan

Timeline: In Progress next 30 days and to continue to promote and develop over next 3-6 months.

Current corporate accounts include: City of Whitewater, Whitewater Unified School District, First Citizens bank, Generac. Our goal is to add 2 new corporate membership groups by December 2023 and an additional 1 corporate account every year.

Corporate Fitness Challenges for each corporate membership group will be used to increase membership numbers within each of the membership groups, the goal is to increase these membership groups by 3% each year.

Action Step 2) Membership Drives – Continue to increase membership drives following the set promotion schedule produced by the marketing plan. Update quarterly as part of the marketing plan and audit quarterly.

Timeline: 1-3 months and ongoing with quarterly reporting. The goal is to grow monthly memberships by 5 to 10 prime members each month and retain 1-2 of these members as annual members each month.

Action Step 3) Incentive and referral program

a. Survey the membership regarding what incentives would motivate people to join- This would include the following but limited to: What incentive could we give you to stay/or become a member? What incentive could we provide you to refer a member?

Timeline: Questioner completed May 24, 2023 and will continue to be used to survey membership to add additional incentives. 1st incentive program to be launched on July 1, 2023 based on membership feedback.

- b. Coordinate a monthly survey for programs, membership and concession/pro shops to evaluate our incentive and referral programs
- c. Continue to modify through our marketing and business plan update

Timeline: Ongoing through quarterly reporting. Currently using social media post to ask these survey questions to our community. In addition, we will be using SurveyMonkey to survey our current members.

Action Step 4) Develop a free trials program development to entice members to get a free trial month with sign up for monthly payment. This would be trial program that they could use facility for a month and then continue with program as card on file would be charged monthly charge until member gives notice.

Timeline: Next 30 days to promote over summer months. This was completed May 28 ,2023

Action Step 5) Membership Retention program will initiate follow up program to contact and recruit members whose memberships have expired. Goal is to determine:

- Why they are leaving

- What changes or class offerings could be provided for them to renew.
- What incentive could be offered to entice them to renew.
- Request to renew

Timeline: by July 31st

Overall membership goal of increasing by 20 annual members will be the target detailed within Business and Marketing plan that will address these specific target market goals moving forward.

Goal #3: Operations within Budget

Action Step 1) For 2024 and 2025 budget years, operate facility within the budget constraints of all expense areas of the budget. This includes all staffing, program and supply budgets. This will involve checking in with progress of budget on monthly basis to assure facility is on track with allocated budget. Reduced contributions will require a reduction in staffing hours and services to stay within budget. Use of parton use reports during specific times will be used to determine facility staff scheduling.