

REXBURG RAPIDS

2012 SEASON REPORT

PROPOSED CHANGES FOR 2013 SEASON



Open Swim Admissions

2012 Season Admissions - 5/28 to 9/3

	Daytime	Evening	Total
Fitness	259		259
Special Needs Groups	616		616
Age 0-3	2,209	206	2,415
Age 4-59	36,089	3,825	39,914
Age 60+, Veterans, & Armed Services	551	47	598
Non-Swimmer	1,746	202	1,948
Evening Group Discount		40	40
Evening Exclusive Groups (20)		3,889	3,889
Evening Non-Exclusive Groups (24)		1,467	1,467
Punch Pass	3,086		3,086
Total	44,556	9,676	54,232
Slide Pass (48" or taller or pass swim test)	16,424	-	16,424

2011 Season - 6/24 to 9/5

	Daytime	Evening	Total
Total	45,267	9,624	54,891

2012 Season Revenues

Account	Description	2011 Actual	2012 Budget	2012 Actual	2012 %YTD	2011 vs 2012
REXBURG RAPIDS FUND REVENUE						
23-350.00	ADMISSIONS-FITNESS	786	1,000	296	29	-490
23-350.10	ADMISSIONS-DAYTIME	192,712	241,000	181,899	75	-10,813
23-350.15	ADMISSIONS-DAYTIME SLIDE	7	15,000	23,633	157	23,626
23-350.20	ADMISSIONS-EVENING	28,520	35,000	16,643	47	-11,877
23-350.30	RENTAL-EVENING EXCLUSIVE	5,721	8,000	17,500	222	11,779
23-350.35	ADMISSION-EVENING NO-EXL GROUP	2,338	3,000	6,199	206	3,861
23-350.40	ADMISSION-PUNCH PASS	15,356	19,000	16,257	85	901
23-350.45	ADMISSION-FITNESS PUNCH PASS	180	300	375	125	195
23-352.00	SALES-CONCESSIONS	13,382	13,000	35,900	320	22,518
23-352.10	INVENTORY-SALES	10,445	12,000	9,667	80	-778
23-352.20	EMPLOYEE UNIFORM SALES	894	1,000	632	63	-262
23-352.30	SHAVED ICE SALES (15%)			2,060		2060
23-353.00	LESSONS - SWIM/FITNESS	33,333	36,000	45,313	125	11,980
23-371.00	INTEREST INCOME					
23-372.00	RENTAL-PARTY ROOM/SHELTERS	1,310	2,000	2,779	138	1,469
TOTAL OPERATING REVENUE		\$ 304,984	\$ 386,300	\$ 359,153	93%	\$ 54,169
23-376.00	CONTRIBUTIONS	99,200				-99200
23-399.99	FUND BALANCE CARRYOVER		21,800			
TOTAL REXBURG RAPIDS REVENUE		\$ 404,184	\$ 408,100	\$ 359,153	88%	\$ (45,031)

12,813 Daytime Comparison

3,763 Evening Comparison

2012 Season Personnel Expenses

Account	Description	2011 Actual	2012 Budget	2012 Actual	%YTD 100	2011 vs 2012
REXBURG RAPIDS FUND EXPENSE						
23-440.15	MANAGER & ASSISTANT WAGES	-19,211	-20,000	-22,706	113	-3,495
23-440.152	BUILDING MAINTENANCE LABOR			-616		-616
23-440.16	SWIM/FITNESS TEACHERS WAGES	-6,427	-7,500	-12,238	163	-5,811
23-440.17	LIFE GUARD WAGES	-71,501	-97,000	-96,844	99	-25,343
23-440.171	CASHIER WAGES	-11,504	-16,000	-17,200	107	-5,696
23-440.172	MAINT.WAGES-done by life guard	-11,454	-16,000	-446	2	11,008
23-440.173	CPO WAGES		-5,000			
23-440.174	CONCESSIONS WAGES			-7,142		-7,142
23-440.175	MARKETING/PT WAGES			-4,329		-4,329
23-440.20	BENEFITS	-11,897	-16,000	-16,193	101	-4,296
TOTAL PERSONNEL EXPENSE		\$ (131,994)	\$ (177,500)	\$ (177,714)	100%	\$ (45,720)

2012 Season Operations & Total Expenses

Account	Description	2011 Actual	2012 Budget	2012 Actual	2012 %YTD	2011 vs 2012
REXBURG RAPIDS FUND EXPENSE						
23-440.26	UNEMPLOYMENT BENEFITS			-612		-612
23-440.27	UNIFORMS	-9,918	-14,000	-3,048	21	6,870
23-440.30	SUPPLIES	-7,831	-11,000	-8,395	76	-564
23-440.31	EQUIPMENT/SUPPLIES TO SELL	-11,024	-11,000	-5,932	53	5,092
23-440.32	CHEMICALS	-13,742	-15,000	-29,888	199	-16,146
23-440.33	CONCESSION SUPPLIES			-19,052		-19,052
23-440.34	JANITORIAL SUPPLIES	-1,089	-1,500	-1,542	102	-453
23-440.41	PERMITS	-880	-1,000	-225	22	655
23-440.42	DRUG TESTS & BACKGROUND CHECKS	-3,324	-3,500	-3,719	106	-395
23-440.45	ADVERTISING/MARKETING	-8,757	-10,000	-9,780	97	-1,023
23-440.46	INSURANCE		-5,000	-4,693	93	-4,693
23-440.47	TRAVEL, TRAINING & MEETINGS	-10,709	-8,000	-3,817	47	6,892
23-440.48	BANKING/CC CHARGES	-6,269	-9,000	-7,155	79	-886
23-440.49	SALES TAX	-13,953	-19,000	-16,633	87	-2,680
23-440.51	TELEPHONE & INTERNET	-266	-1,000	-1,358	135	-1,092
23-440.52	POWER	-15,652	-26,000	-37,987	146	-22,335
23-440.53	NATURAL GAS	-30,069	-47,000	-46,256	98	-16,187
23-440.58	WATER/SEWER/GARBAGE	-4,464	-7,000	-7,199	102	-2,735
23-440.60	BUILDING & GROUNDS REPAIRS	-1,810	-3,000	-9,804	327	-7,994
23-440.64	COMPUTER PROGRAM MAINTENANCE	-93	-1,000	-5,045	504	-4,952
TOTAL OPERATIONS EXPENSE		\$ (139,850)	\$ (193,000)	\$ (222,140)	115%	\$ (82,290)

23-440.98	CONTINGENCY/CAPITAL/DEPRECIATN		-37,600			
TOTAL REXBURG RAPIDS EXPENSE		\$ (271,844)	\$ (408,100)	\$ (399,854)	98%	\$ (128,010)

2012 Season Net Profits

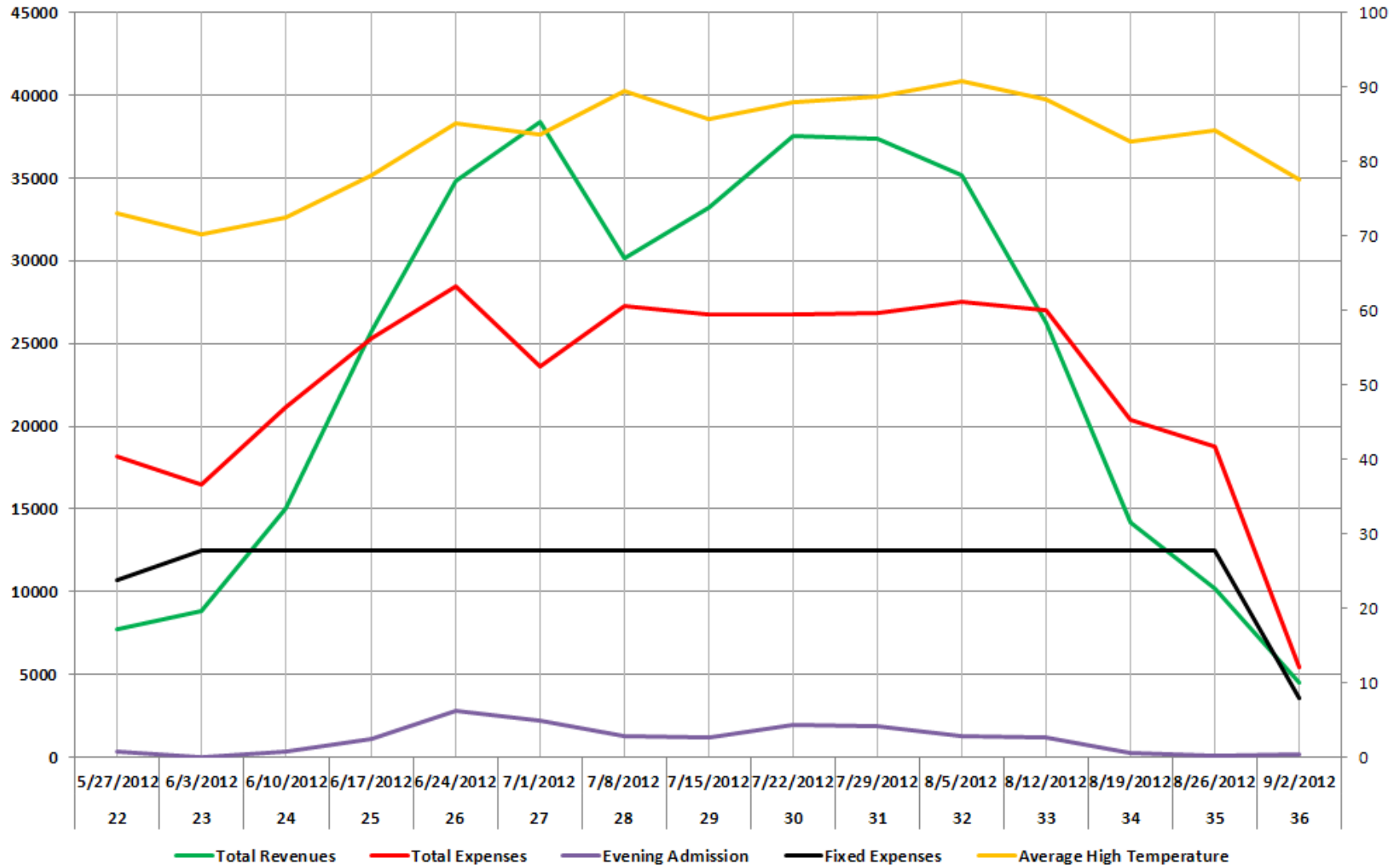
	Description	2011 Actual	2012 Budget	2012 Actual		2011 vs 2012
	REXBURG RAPIDS FUND NET INCLUDING TRANSFER	132,340	0	-40,701		-173,041
	LESS FUND TRANSFER IN /CARRYOVER	-99,200	-21,800	0		99,200
	ADD BACK CONTINGENCY		37,600	0		
	REXBURG RAPIDS FUND OPERATING NET	\$ 33,140	\$ 15,800	\$ (40,701)		\$ (73,841)

CARRYOVER BALANCE

\$ 132,340

\$ 91,639

Weekly Revenues and Expenses



Weekly Revenues and Expenses Chart Analysis

Non-Peak Season

- **Lost \$ 24,300** first 3 weeks of **Non-Peak Pre-Season** - 5/28 to 6/16
- **Lost \$ 15,700** last 2 weeks of **Non-Peak Post-Season** - 8/19 to 9/3

Peak Season 9 Weeks - 6/17 to 8/18

- A strong correlation exists with air temperatures as expected
- **5% of revenues are from evening admissions** (Evening reservations excluded)
- Made a **profit 8 weeks in a row** during peak season

- **Average Revenues/Expenses per week (peak season):**

Revenues	\$ 33,200	• Must average \$ 4,400/day in revenues to make a profit
Fixed Expenses	\$ 12,500	• Must average 679 paying patrons/day to break even
<u>Variable Expenses</u>	<u>\$ 14,100</u>	
Total Expenses	\$ 26,600	

Average Profit/Week \$ 6,600

Explanation of Operating Loss for 2012 Season

Explanation of Operating Loss for 2012 Season

Season	Revenues	Expenses	Profit/Loss	Savings Projected in 2013 Season
Non-Peak Pre-Season - 5/28 to 6/16	31,550	55,850	(24,300)	24,300
Peak Season - 6/17 to 8/18	298,700	239,420	59,280	3,623
Non-Peak Post-Season - 8/19 to 9/3	28,900	44,580	(15,680)	750
Net Gain (Loss) When Pool is in Operation			\$ 19,300	\$ 28,673

Winter Power Bill		19,500		8,815
Winter Gas Bill		18,400		16,200
Winter City Utilities		2,900		-
Pre-Season Labor/Hiring/Training		19,200		-
Pre-Season/Winter Expenses 09/04/11 to 05/27/12		\$ 60,000	\$ (60,000)	\$ 25,015
Total Operating Net Gain (Loss)			\$ (40,700)	\$ 53,688

- John Millar to discuss the Winter Utility Savings Options

Concessions Report

2012 Season	
Revenues	\$ 35,900
Expenses	
Concession Supplies	\$ 19,052
Wages/Benefits	\$ 7,906
Sales Tax	\$ 2,154
Total Expenses	\$ 29,112
Concessions Profit	\$ 6,788
Shaved Ice Profit Sharing (15%)	\$ 2,060
Total Profits	\$ 8,848

- Food was allowed in the park in the 2012 Season

2011 Season	
Total Profits	\$ 10,520

- Food was not allowed in the park in 2011 Season

Writeoff of 2011 Receivables	\$ 9,368
-------------------------------------	-----------------

Evening Exclusive Group & Non-Exclusive Group Rentals

Exclusive Nights			
Month	Nights Offered	Nights Reserved	Percentage Reserved
June	8	2	25%
July	9	7	78%
August	14	11	79%
Total	31	20	

- Non-Exclusive Group Rentals totaled **24** for the Season

REXBURG RAPIDS

PROPOSED CHANGES FOR 2013 SEASON



Scheduled Hours for Peak* Open Swim

	2012 Peak Schedule		Proposed 2013 Peak Schedule	
	Daytime	Evening	Daytime	Evening
Monday:	1 – 5:30	5:30 – 8	12:30 – 5:30	5:30 – 8
Tuesday:	1 – 5:30	Exclusive	12:30 – 5:30	Exclusive
Wednesday:	1 – 5:30	5:30 – 8	12:30 – 5:30	Exclusive
Thursday:	1 – 5:30	Exclusive	12:30 – 5:30	Exclusive
Friday:	1 – 5:30	5:30 – 8	12:30 – 5:30	5:30 – 8
Saturday:	1 – 5:30	5:30 – 8	12:30 – 5:30	5:30 – 8

*Peak Open Swim Season would run from June 15th to start of Madison School Year

Scheduled Hours for Non-Peak* Open Swim

	2012 Non-Peak Schedule		Proposed 2013 Non-Peak Schedule	
	Daytime	Evening	Daytime	Evening
Monday:	2 – 5:30	Exclusive	2:30 – 5:30	5:30 – 8:00
Tuesday:	2 – 5:30	Exclusive	2:30 – 5:30	Exclusive
Wednesday:	2 – 5:30	Exclusive	2:30 – 5:30	Exclusive
Thursday:	2 – 5:30	Exclusive	2:30 – 5:30	Exclusive
Friday:	2 – 5:30	Exclusive	2:30 – 5:30	Exclusive
Saturday:	1 – 5:30	5:30 – 8	2:30 – 5:30	5:30 – 8:00

*Non-peak schedule would run from the start of the Madison School Year to Labor Day September 2

A Non-Peak schedule in the preseason is not recommended

Proposed Changes for 2013 Season

- **Open pool Saturday June 15th**
 - Start to heat pool June 8th (Gas bill 5/31 to 6/29/12 was \$12,555)
 - **Expand Exclusive nights** to be Tuesday, Wednesday, & Thursday
 - Offer the first two hours of **exclusive group rentals** from 6 to 8 pm for \$900
 - Allow them to add an **extra hour** from 8 to 9 pm for \$300 (Extra hour only available 6/15 to 6/30 and 8/1 to 8/15)
 - **Change free admission age to 0 to 2 years old** -Require diaper and liner for 0-2 age group or 3 year olds that are not potty trained*
 - Biggest complaint - requiring potty trained 3 year olds to wear diaper & liner
 - Our pool managers have assured us that changing the age will not be a threat to our pool in the form of fecal accidents
- * Would create a new policy to allow those 3 years old in free if they are not potty trained, as long as they provide or purchase a diaper and liner.

Proposed Changes for 2013 Season

- **Eliminate open fitness hours** and offer classes instead
- Change **Shelter Reservation** rates:
 - Large Shelter \$30/Hour
 - Small Shelter \$20/ Hour
- Change **Evening Non-Exclusive Group** rate for 200 or less people as follows:
 - \$275 per group with the Small Shelter
 - \$300 per group with the Large Shelter
- **Move non-peak schedule** in August to 2:30 to 5:30