ITEM B

# CITY OF LA VISTA
## MAYOR AND CITY COUNCIL REPORT
## JUNE 17, 2008 AGENDA

| Subject: | Type: | Submitted By: |
|---|---|---|
| PRESENTATION – MUNICIPAL AQUATIC FACILITY CONCEPTUAL PLAN | RESOLUTION<br>ORDINANCE<br>▶ RECEIVE/FILE | BRENDA GUNN<br>CITY ADMINISTRATOR |

### SYNOPSIS

Craig Roy from Water's Edge Aquatic Design (WEAD) will present the municipal aquatic facility plan being recommended by the Swimming Pool Advisory Committee.

### FISCAL IMPACT

The updated conceptual plan is currently estimated at $7.1 million.

### RECOMMENDATION

It is recommended that the Mayor & Council provide staff with general direction regarding their satisfaction with the plan as proposed, any additional information they would like assembled or anything else they would like prior to determining what concept will be placed on the November ballot.

### BACKGROUND

One of the items identified as an early priority in the City's Park & Recreation Master Plan was the need to assess the city's current and future aquatic requirements. La Vista's municipal swimming pool was originally built and owned by a private developer in 1962, just two years after the City was incorporated. Later acquired by the City, the pool is a traditional style of pool and has been renovated and rehabilitated numerous times over the past 40+ years.

Over the past several years a number of factors, including frequency and types of repairs, compliance with current standards and codes, and meeting the needs of a growing community, made it evident that the City needed a plan for aquatic services. In the summer of 2005, the City utilized the professional services of Water's Edge Aquatic Design (WEAD), Lenexa, Kansas to review and evaluate the City's existing pool facilities and provide recommendations for improvement. Their study and findings were presented to the City Council at the February 7, 2006 City Council meeting.

Following the evaluation and analysis of the existing facility, improvements considered in the report ranged from aesthetic suggestions to code issues and life safety items, as well as meeting the needs of La Vista's growing population. Based on the findings, four possible options were identified: immediate improvements, basic renovation, major/enhanced renovation and pool replacement.

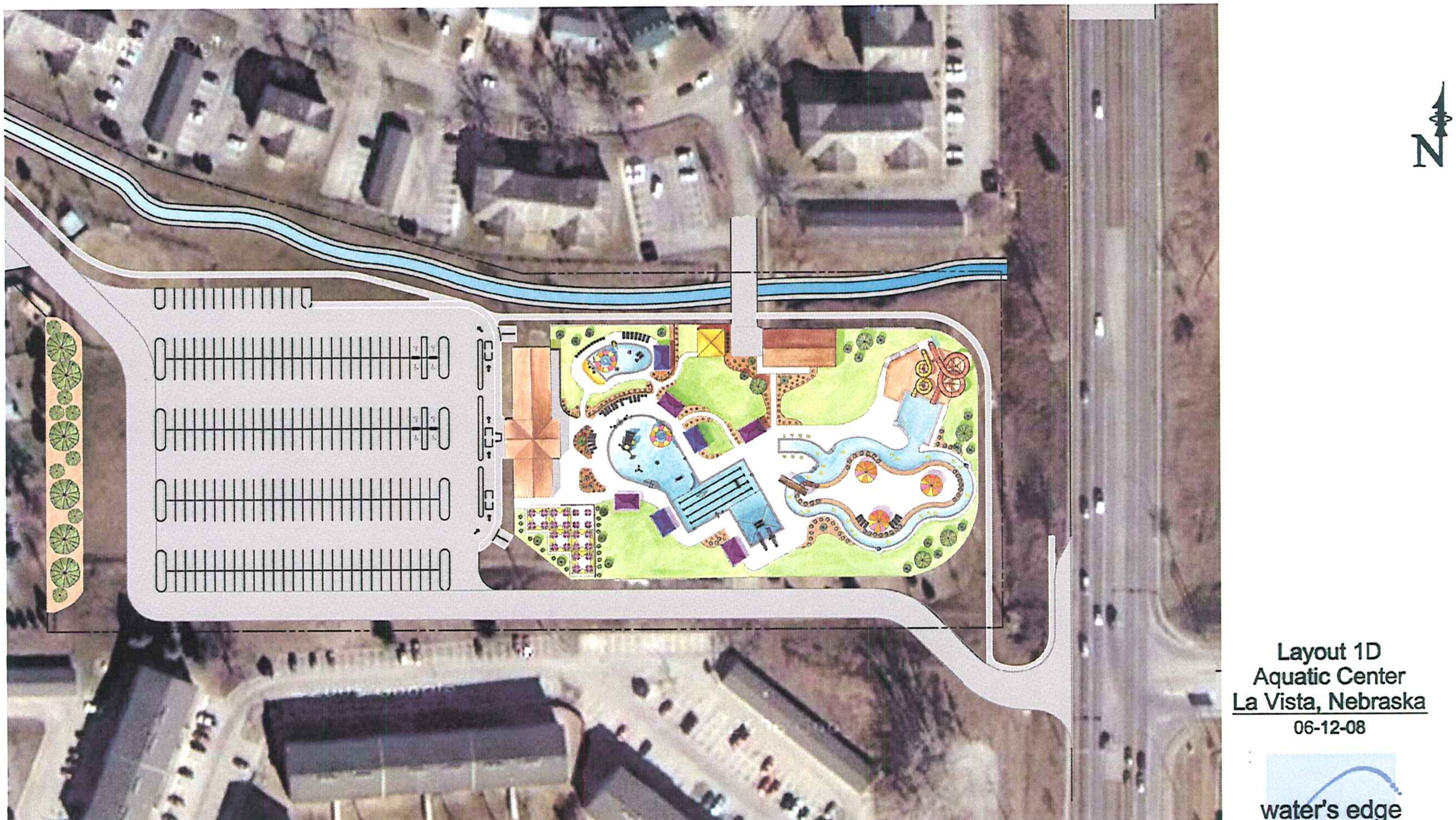
Immediate improvements address safety and health related issues. Basic renovations bring the pool into compliance with current codes and prolong the life of the facility. Major/enhanced renovation means adding fun features that expand the recreation, instruction, competition, therapy, or other community goals. The new pool alternative was presented for comparison to the renovation options and determination if the renovation options are practical as compared to complete pool replacement. The immediate safety concerns that were identified were addressed prior to the opening of the swimming pool for the 2006 season.

The pool has served the community well, but does not meet the needs of La Vista's growing population and warrants some significant improvements and/or enhancements. As the Mayor and City Council contemplated moving forward in making decisions regarding the future of the pool, they felt it important to gather information from the community. To accomplish this, the Mayor appointed an ad hoc committee to study the issue.

The Committee met several times since August 2006 to develop the conceptual plan currently being presented to the Mayor and Council. A number of public input opportunities were also made available during the process including an open house, focus groups and open meetings with public comment periods. An initial conceptual plan was unveiled to the public in the summer of 2007. The Committee then took the next several months to see how the community received the plan and to await the results of the National Citizen Survey which asked two questions about the conceptual plan. Based on the feedback from the citizen survey the Committee worked to reduce the cost of the project, while providing the amenities that are popular with the residents. The result is the plan being presented to the Mayor and Council which is being recommended unanimously by those in attendance at the May 28, 2008 Committee meeting. *(A copy of the minutes from this meeting are included on the Consent Agenda).*

The Park & Recreation Advisory Board met on June 11 to consider the concept being proposed. There was a split vote on recommending the proposal. Those voting nay indicated that they are satisfied with the plan with the exception of the diving area that was added back into the plan. They don't want to reduce the amount of water, they would rather see it in the addition of another lap lane. *(A copy of the Park & Recreation Advisory Board meeting minutes are also on the Consent Agenda).*

| | | |
|---|---|---|
| Wading Pool | 1,166 | S.F. |
| Shallow-Lap-Diving Pool | 7,441 | S.F. |
| Lazy River-Plunge Area | 5,864 | S.F. |
| Total Water Surface Area | 14,471 | S.F. |
| Concrete Deck Area | 27,800 | S.F. |
| Grass Deck Area | 35,280 | S.F. |




Layout 1D
Aquatic Center
La Vista, Nebraska
06-12-08

water's edge
aquatic design LLC

| | | |
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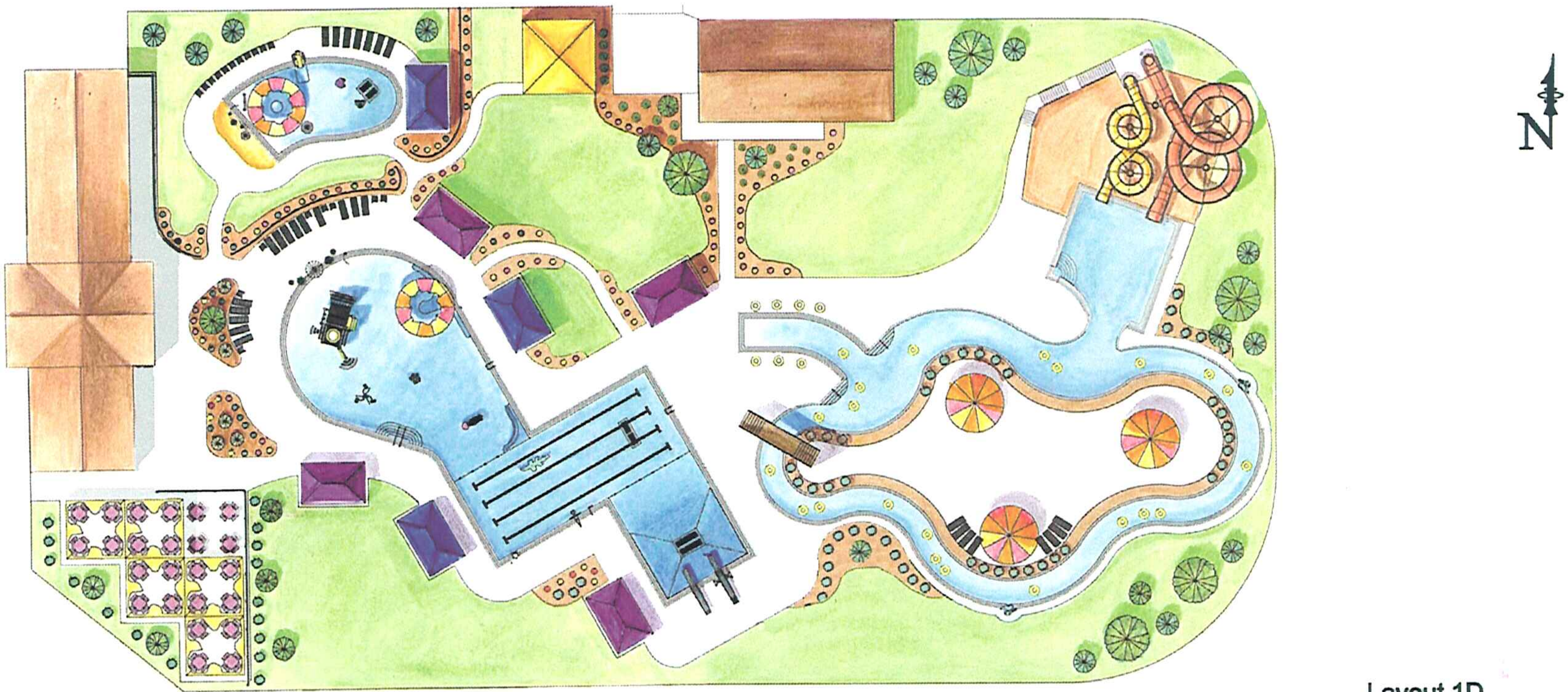


Layout 1D
Aquatic Center
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water's edge aquatic design LLC

**La Vista, NE**
**Key Characteristics**
**6/12/2008**

| Item | Layout 1D |
|---|---|
| Surface Areas: | |
| Wading Pool | 1,166 |
| Shallow/Lap Pool | 6,161 |
| Lazy River | 4,546 |
| Plunge Pool | 1,318 |
| Diving Pool | 1,280 |
| Total | 14,471 |
| Maximum Patron Load | 1,480 |
| Estimated Operating Expense | $ 343,000 |
| Estimated Project Cost: | $ 7,140,000 |

WATER'S EDGE AQUATIC DESIGN, LLC
AQUATIC CENTER "OPINION OF PROJECT COST"

# La Vista, NE Outdoor Aquatic Center - Layout 1D

6/12/2008

| Total Pool Surface Area | 14,471 |
|---|---|

| PROJECT ITEMS | | Base Pool |
|---|---|---|
| SITE WORK | $ | 1,005,200 |
| SITE FURNISHINGS | $ | 26,100 |
| POOL DECK AND BASIN STRUCTURE | $ | 674,200 |
| POOL DECK EQUIPMENT | $ | 112,000 |
| MAINTENANCE AND SAFETY EQUIPMENT | $ | 13,600 |
| WATER FEATURES | $ | 569,000 |
| SUNSHADES | $ | 114,700 |
| BATHHOUSE-CONCESSIONS | $ | 770,000 |
| FILTER BUILDING | $ | 207,000 |
| POOL CHEMICAL SYSTEMS | $ | 20,000 |
| POOL MECHANICAL | $ | 680,000 |
| POOL FINISH | $ | 63,300 |
| ELECTRICAL | $ | 334,800 |
| ALLOWANCES | $ | 90,000 |
| GENERAL CONDITIONS (Bonding, Insurance, Supervision) | $ | 233,800 |
| SUBTOTAL | $ | 4,913,700 |

| | | | |
|---|---|---|---|
| LOCATION FACTOR AND WAGE RATES | 0% | $ | - |
| INFLATION FOR 2009 BID | 5% | $ | 245,700 |
| SUBTOTAL | | $ | Base Pool<br>5,159,400 |
| CONTRACTORS PROFIT AND OVERHEAD | 15% | $ | 773,900 |
| BIDDING & CONSTRUCTION CONTINGENCIES | 10% | $ | 593,300 |
| TOTAL OPINION OF CONSTRUCTION COST | | $ | Base Pool<br>6,526,600 |
| ENGINEERING/ARCHITECTURAL FEES | 8.5% | $ | 554,800 |
| QUALITY CONTROL TESTING | 0.75% | $ | 48,900 |
| SITE SURVEY ($3,500 TO $4,500) | | $ | 4,500 |
| SOIL INVESTIGATION ($2,500 TO $4,000) | | $ | 4,000 |
| TOTAL OPINION OF PROJECT COST | | $ | Base Pool<br>7,138,800 |

| | | |
|---|---|---|
| TOTAL OPINION OF PROJECT COST<br>INCLUDING ALL ALTERNATE BID POOL/ITEMS | $ | 7,138,800 |

NOTES:
Project costs only include items listed.
Other costs such as land purchase, bonding fees, promotional materials, etc. are not included.

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# La Vista, Nebraska
# Summary of Expense and Revenue Projections
# La Vista Aquatic Center - Layout 1D
# June 12, 2008

| | Scenario 1 | Scenario 2 | Scenario 3 |
|---|---|---|---|
| **Total Revenues** | $ 343,000 | $ 343,000 | $ 428,000 |
| **Total Expenses** | $ 343,000 | $ 343,000 | $ 343,000 |
| **Projected Profit/(Loss):** | **$ -** | **$ -** | **$ 85,000** |

Comments and Summary of Scenarios

Comments: 1. The patron loading has little impact on the overall operating expense of a facility. The staffing requirements, utility costs, operating requirements, etc. will not change significantly with increased attendance. Thus, each scenario assumes the same operating expense.

2. Used historical sales data to predict ratio's of resident/non-resident sales. Non-resident membership sales are 50% of resident membership sales. Non-resident daily admission sales are 2.5 times resident admissions sales.

3. Estimated daily attendance is based on 60% daily passes and 40% members, which is close to the ratio using figures from the existing pool in year 2006.

Scenario 1: Required sales for break even operation using existing fee structure.

Scenario 2: Required sales for break even operation using revised fee structure. Fee structure is the same as Papio Bay.

Scenario 3: Sales projection using revised fee structure. Used slightly higher fee structure than Papio Bay for residents.

# Expense Projection

| Personnel Costs | | Staff No. | Total Hours | $/hour | Total Cost |
|---|---|---|---|---|---|
| Manager working 100 days | | 1 | 1107 | $ 14.00 | $ 15,498 |
| Assistant Manager No. 1 | | 1 | 852 | $ 12.00 | $ 10,224 |
| Assistant Manager No. 2 | | 1 | 908 | $ 12.00 | $ 10,896 |
| Lifeguard/Crew Leader | | 18 | 852 | $ 9.00 | $ 138,024 |
| Cashier | | 2 | 777 | $ 7.00 | $ 10,878 |
| Concessions | | 2 | 852 | $ 7.00 | $ 11,928 |
| Swim Instructor - Lifeguards | | 10 | 104 | $ 9.00 | $ 9,360 |
| Park Attendants | | 4 | 700 | $ 7.00 | $ 19,600 |
| Rental Lifeguards | | | | $ - | $ - |
| Exercise Class Teachers | | | | $ - | $ - |
| FICA @ 7.65% | | | | | $ 17,320 |
| Sub-Total | | | | | **$ 243,728** |
| **Chemicals** | | | units/day | $/unit | Total Cost |
| Chlorine (assumed sodium hypo), gallons/day | | | 125 | $ 1.30 | $ 14,625 |
| pH Adjustment (assumed acid), gallons/day | | | 17 | $ 1.80 | $ 2,754 |
| Other Chemical Adjustment Costs | | | 8 | $ 1.00 | $ 720 |
| Sub-Total | | | | | **$ 18,099** |
| **Administration** | | | | | Total Cost |
| Office Supplies | | | | | $ 1,000 |
| Promotion | | | | | $ 5,000 |
| Maintenance | | | | | $ 18,000 |
| Cleaning Supplies | | | | | $ 2,500 |
| Postage | | | | | $ 2,500 |
| Telephone | | | | | $ 2,500 |
| Trash Disposal | | | | | $ 1,000 |
| Clothing | | | | | $ 1,500 |
| Sub-Total | | | | | **$ 34,000** |
| **Utilities** | | | | | |
| Water | | | Gallons | $/gallon | Total Cost |
| Fill Pool | | | 400,000 | $ 0.0008 | $ 320 |
| Backwash Filters | | | 180,000 | $ 0.0008 | $ 144 |
| Pool Make-up | | | 1,198,000 | $ 0.0008 | $ 958 |
| Clean-up | | | 225,000 | $ 0.0008 | $ 180 |
| Dressing Room & Concessions | | | 500,000 | $ 0.0008 | $ 400 |
| Sub-Total | | | | | **$ 2,002** |
| Natural Gas | BTU/hr | days | Therms/day | $/Therm | Total Cost |
| Wading Pool Heater | 500,000 | 45 | 4,099 | $ 0.72 | $ 2,951 |
| Shallow/Lap/Diving Pool Heater | 1,850,000 | 45 | 15,165 | $ 0.72 | $ 10,919 |
| Lazy River Pool Heater | 1,670,000 | 45 | 13,689 | $ 0.72 | $ 9,856 |
| Domestic Water Heater | 400,000 | 90 | 864 | $ 0.72 | $ 622 |
| Sub-Total | | | | | **$ 24,348** |

| Electrical | Units | hours/day | kWh/day | $/kWh | Total Cost |
|---|---|---|---|---|---|
| Wading - Recirc Pump | 5 hp | 24 | 112 | $ 0.073 | $ 735 |
| Wading - Features Pump | 5 hp | 10 | 47 | $ 0.073 | $ 306 |
| Shallow/Lap/Diving - Recirc Pump | 15 hp | 24 | 336 | $ 0.073 | $ 2,206 |
| Shallow/Lap/Diving - Features Pump | 15 hp | 10 | 140 | $ 0.073 | $ 919 |
| Lazy River - Recirc Pump | 20 hp | 24 | 448 | $ 0.073 | $ 2,941 |
| Lazy River - Sprays | 0.5 hp | 10 | 5 | $ 0.073 | $ 31 |
| Lazy River Jets Pump 1 | 15 hp | 10 | 140 | $ 0.073 | $ 919 |
| Lazy River Jets Pump 2 | 15 hp | 10 | 140 | $ 0.073 | $ 919 |
| Lazy River Jets Pump 3 | 15 hp | 10 | 140 | $ 0.073 | $ 919 |
| Raft Slide Pump | 20 hp | 10 | 187 | $ 0.073 | $ 1,225 |
| Open Flume Slide Pump | 15 hp | 10 | 140 | $ 0.073 | $ 919 |
| Bathhouse Lighting | 8,000 watts/hr | 10 | 80 | $ 0.073 | $ 526 |
| Pool Lighting | 55,000 watts/hr | 3 | 165 | $ 0.073 | $ 1,084 |
| Pool Security Lighting | 2,000 watts/hr | 9 | 18 | $ 0.073 | $ 118 |
| Parking Lot Lighting | 6,500 watts/hr | 9 | 58.5 | $ 0.073 | $ 384 |
| Concession Equipment | 40,000 watts/hr | 24 | 960 | $ 0.073 | $ 6,307 |
| Sub-Total | | | | | **$ 20,458** |
| **Summary of Expenses** | | | | | Total Cost |
| Personnel Costs | | | | | $ 243,728 |
| Chemicals | | | | | $ 18,099 |
| Administration | | | | | $ 34,000 |
| Water | | | | | $ 2,002 |
| Natural Gas | | | | | $ 24,348 |
| Electrical | | | | | $ 20,458 |
| **Total Expenses** | | | | | **$ 342,636** |

# Revenue Projection

| Item | Scenario 1 No. | Scenario 1 Days | Scenario 1 Fee | Scenario 1 Total | Scenario 2 No. | Scenario 2 Days | Scenario 2 Fee | Scenario 2 Total | Scenario 3 No. | Scenario 3 Days | Scenario 3 Fee | Scenario 3 Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Resident Rates** | | | | | | | | | | | | |
| Family Memberships | 235 | -- | $90 | $ 21,150 | 155 | -- | $175 | $ 27,125 | 180 | -- | $185 | $ 33,300 |
| Individual Memberships: | | | | | | | | | | | | |
| Adult | 120 | -- | $60 | $ 7,200 | 80 | -- | $85 | $ 6,800 | 90 | -- | $90 | $ 8,100 |
| Youth | 300 | -- | $50 | $ 15,000 | - | -- | $0 | $ - | 230 | -- | $80 | $ 18,400 |
| Daily Passes: | | | | | | | | | | | | |
| Adult | 4,935 | -- | $3.00 | $ 14,805 | 3,300 | -- | $5.25 | $ 17,325 | 3,780 | -- | $5.25 | $ 19,845 |
| Youth | 12,340 | -- | $2.00 | $ 24,680 | 8,450 | -- | $4.25 | $ 35,913 | 9,450 | -- | $4.25 | $ 40,163 |
| Subtotal | | | | **$ 82,835** | | | | **$ 87,163** | | | | **$ 119,808** |
| **Non-Resident Rates** | | | | | | | | | | | | |
| Family Memberships | 120 | -- | $150 | $ 18,000 | 80 | -- | $215 | $ 17,200 | 90 | -- | $280 | $ 25,200 |
| Individual Memberships: | | | | | | | | | | | | |
| Adult | 60 | -- | $90 | $ 5,400 | 40 | -- | $95 | $ 3,800 | 50 | -- | $140 | $ 7,000 |
| Youth | 150 | -- | $80 | $ 12,000 | - | -- | $0 | $ - | 120 | -- | $120 | $ 14,400 |
| Daily Passes: | | | | | | | | | | | | |
| Adult | 12,340 | -- | $4.00 | $ 49,360 | 8,250 | -- | $8.00 | $ 66,000 | 9,450 | -- | $8.00 | $ 75,600 |
| Youth | 30,850 | -- | $4.00 | $ 123,400 | 21,230 | -- | $6.00 | $ 127,380 | 23,630 | -- | $6.00 | $ 141,780 |
| Subtotal | | | | **$ 208,160** | | | | **$ 214,380** | | | | **$ 263,980** |
| **Rental Programming** | | | | | | | | | | | | |
| Lane Rentals | - | -- | $0 | $ - | - | -- | $0 | $ - | - | -- | $0 | $ - |
| Pool Party Rentals | - | -- | $0 | $ - | - | -- | $0 | $ - | - | -- | $0 | $ - |
| Night Rentals | - | -- | $0 | $ - | - | -- | $0 | $ - | - | -- | $0 | $ - |
| **Concessions** (15% profit) | 890 | 85 | $3 | **$ 34,043** | 610 | 85 | $3 | **$ 23,333** | 680 | 85 | $3 | **$ 26,010** |
| **Swim Lessons** | | | | | | | | | | | | |
| Resident | 240 | -- | $25 | **$ 6,000** | 240 | -- | $25 | **$ 6,000** | 240 | -- | $25 | **$ 6,000** |
| Non-Resident | 240 | -- | $50 | **$ 12,000** | 240 | -- | $50 | **$ 12,000** | 240 | -- | $50 | **$ 12,000** |
| **Fitness Classes** | | | | | | | | | | | | |
| Water Exercise | - | -- | $0 | $ - | - | -- | $0 | $ - | - | -- | $0 | $ - |
| Current Resistance | - | -- | $0 | $ - | - | -- | $0 | $ - | - | -- | $0 | $ - |
| **Total Revenue** | | | | **$ 343,038** | | | | **$ 342,875** | | | | **$ 427,798** |
| **Summary:** | | | | | | | | | | | | |
| Total Memberships Sold | | | | 985 | | | | 355 | | | | 760 |
| Total Daily Passes Sold | | | | 60,465 | | | | 41,230 | | | | 46,310 |
| Average Daily Passes Sold Per Day (85 days) | | | | 711 | | | | 485 | | | | 545 |
| Estimated Membership Users Per Day | | | | 474 | | | | 323 | | | | 363 |
| Total Estimated Average Daily Attendance | | | | 1,186 | | | | 808 | | | | 908 |
| Total Estimated Yearly Attendance | | | | 100,777 | | | | 68,718 | | | | 77,185 |

## Summary/Comparison of Similar Facilities
### June 12, 2008

| Facility | La Vista, NE | | | | Papillion, NE | Mahoney Sate Park | Clive, IA | W. Des Moines, IA | Derby, KS | Marshalltown, IA | Cedar Falls, IA |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Population Summaries: | | | | | | | | | | | |
| City Population (2005 census) | 15,692 | | | | 20,431 | - | 13,851 | 52,768 | 20,543 | 25,977 | 36,471 |
| 5-mile radius (2000 census) | 162,481 | | | | 116,425 | 3,944 | 126,591 | 116,492 | 40,520 | 28,448 | 52,229 |
| 10-mile radius (2000 census) | 567,412 | | | | 472,945 | 12,694 | 288,083 | 307,214 | 205,296 | 33,395 | 116,244 |
| 15-mile radius (2000 census) | 660,751 | | | | 657,530 | 40,589 | 391,957 | 396,937 | 399,686 | 43,854 | 140,657 |
| Notes | Existing | | Proposed | | | | | Two Pools | | | |
| Square Feet of Water Surface Area | 4,267 | | 14,471 | | 14,000 | 19,000 | 16,027 | 35,660 | 28,627 | 17,400 | 17,741 |
| | Yr. 2005 | Yr. 2006 | Scenario 2 | Scenario 3 | Yr. 2006 | Yr. 2006 | Yr. 2006 | Yr. 2005 | Yr. 2005 | Yr. 2005 | Yr. 2006 |
| Total Revenue | $27,382 | $28,929 | $343,000 | $428,000 | $338,643 | $805,380 | $497,755 | $569,445 | $592,617 | $235,651 | $489,577 |
| Total Expenses | $78,078 | $105,114 | $343,000 | $343,000 | $320,128 | $218,700 | $396,561 | $544,154 | $397,405 | $229,721 | $280,524 |
| Profit/(Loss) | ($50,696) | ($76,185) | $0 | $85,000 | $18,515 | $586,680 | $101,194 | $25,291 | $195,212 | $5,930 | $209,053 |
| Average Daily Attendance | 90 | 118 | 808 | 908 | 813 | 1,322 | 824 | 1,866 | 1,556 | 777 | 1,385 |
| Annual Attendance | 6,866 | 9,400 | 68,680 | 77,180 | 65,000 | 105,782 | 68,346 | 136,198 | 132,295 | 66,070 | 117,689 |
| Penetration Rates*: | | | | | | | | | | | |
| City population | 0.57% | 0.75% | 5.15% | 5.79% | 3.98% | - | 5.95% | 3.54% | 7.58% | 2.99% | 3.80% |
| Population within 5-miles radius | 0.06% | 0.07% | 0.50% | 0.56% | 0.70% | 33.53% | 0.65% | 1.60% | 3.84% | 2.73% | 2.65% |
| Population within 10-mile radius | 0.02% | 0.02% | 0.14% | 0.16% | 0.17% | 10.42% | 0.29% | 0.61% | 0.76% | 2.33% | 1.19% |
| Population within 15-mile radius | 0.01% | 0.02% | 0.12% | 0.14% | 0.12% | 3.26% | 0.21% | 0.47% | 0.39% | 1.77% | 0.98% |
| Unit Rate Summaries: | | | | | | | | | | | |
| Total Revenue/sq. ft. of water | $6.42 | $6.78 | $23.70 | $29.58 | $24.19 | $42.39 | $31.06 | $15.97 | $20.70 | $13.54 | $27.60 |
| Total Expenses/sq. ft. of water | $18.30 | $24.63 | $23.70 | $23.70 | $22.87 | $11.51 | $24.74 | $15.26 | $13.88 | $13.20 | $15.81 |
| Total Revenue/attendee | $3.99 | $3.08 | $4.99 | $5.55 | $5.21 | $7.61 | $7.28 | $4.18 | $4.48 | $3.57 | $4.16 |
| Total Expenses/attendee | $18.30 | $24.63 | $4.99 | $4.44 | $4.93 | $2.07 | $5.80 | $4.00 | $3.00 | $3.48 | $2.38 |
| Resident Rates | | | | | Yr 2008 | Yr 2007 | Yr 2006 | Yr 2005 | Yr 2005 | Yr 2005 | Yr 2006 |
| Family Memberships | | $90.00 | $175.00 | $185.00 | $175.00 | $250.00 | $110.00 | $110.00 | | $150.00 | $140.00 |
| Individual Memberships: | | | | | | | | | $55.00 | | |
| Adult | | $60.00 | $85.00 | $90.00 | $85.00 | | $80.00 | $80.00 | N/A | $75.00 | $85.00 |
| Youth | | $50.00 | N/A | $80.00 | N/A | | $80.00 | $80.00 | N/A | $75.00 | $65.00 |
| Daily Passes: | | | | | | | | | | | |
| Adult | | $3.00 | $5.25 | $5.25 | $5.25 | $7.00 | $7.00 | $7.00 | $6.00 | $4.00 | $4.00 |
| Youth | | $2.00 | $4.25 | $4.25 | $4.25 | $6.00 | $4.00 | $4.00 | $5.00 | $4.00 | $3.00 |
| Non-Resident Rates | | | | | | | | | | | |
| Family Memberships | | $150.00 | $215.00 | $280.00 | $215.00 | N/A | $140.00 | $140.00 | N/A | N/A | $160.00 |
| Individual Memberships: | | | | | | | | | | | |
| Adult | | $90.00 | $95.00 | $140.00 | $95.00 | N/A | $115.00 | $115.00 | N/A | N/A | $95.00 |
| Youth | | $80.00 | N/A | $120.00 | N/A | N/A | $115.00 | $115.00 | N/A | N/A | $70.00 |
| Daily Passes: | | | | | | | | | | | |
| Adult | | $4.00 | $8.00 | $8.00 | $8.00 | N/A | $7.00 | $7.00 | N/A | N/A | $4.00 |
| Youth | | $4.00 | $6.00 | $6.00 | $6.00 | N/A | $4.00 | $4.00 | N/A | N/A | $3.00 |

Notes:

1. Penetration Rate is a percentage calculated by the following formula: (Average Daily Attendance/Population)*100
2. For Papillion and Mahoney State Park only total annual attendance is known. Calculated average daily attendance by assuming 80 days open (same as LaVista in year 2006).
3. For Derby and Marshalltown only total annual attendance is known. Calculated average daily attendance by assuming 85 days open.
4. Clive and West Des Moines family memberships are based on 2 people. Must add $35 for each additional resident and $45 for each additional non-resident.

2008 Swimming Pool Rate Comparisons

| | Papio Bay | Mahoney | Funplex | Plattsmouth Twin River Park | Fremont | Columbus Pawnee Plunge Park | Seward | Beatrice | Clive, IA | Ames, IA | West Des Moines, IA |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Resident Rates** | | | | | | | | | | | |
| Family Memberships | $175.00 | $250.00 | | $165.00 | | $200.00 | $135.00 | $130.00 | $84.80 1 person | $134.00 6 max | |
| 6-10 people | | $300.00 | | | | | | | $116.60 2 person | | |
| 11-15 people | | $350.00 | | | | | | | $37.10 each add'l | | |
| Individual Memberships | | | | | | | | | | | |
| Adult | $85.00 11 & up | $100.00 | | $85.00 | $75.00 | $100.00 | $65.00 | $65.00 | $84.80 | $53.00 | |
| Youth | | $80.00 | | $65.00 | $65.00 | $75.00 | | $45.00 | | $46.00 | |
| Senior (55+) | | | | | $65.00 | $75.00 | | | | $46.00 > 61 | |
| Daily Passes: | | | | | | | | | | | |
| Adult | $5.25 | $7.00 | | $4.25 | | $7.00 | $5.00 | $5.00 | $7.42 | $3.50 | $7.00 |
| Youth | $4.25 | $6.00 | | $3.25 | | $5.00 | $4.00 | $4.00 | $4.24 | $3.00 | $4.00 |
| Senior (55+) | | | | | | $5.00 | $4.00 >65 free | $3.00 | $5.30 | $3.00 | $5.00 |
| Family | | | | | | $25.00 | | | | | |
| **Non-Resident Rates** | | | | | | | | | | | |
| Family Memberships | $215.00 | $250.00 | | | $200.00 | $200.00 | $160.00 | $130.00 | $121.90 1 person | $149.00 6 max | |
| 6-10 people | | $300.00 | | | | | | | $148.40 2 person | | |
| 11-15 people | | $350.00 | | | | | | | $47.70 each add'l | | |
| ($15.00 for each over 6) | | | | | | | | | | | |
| Individual Memberships | $95.00 11 & up | | | | | | | | | | |
| Adult | | $100.00 | | | | $100.00 | $75.00 | $65.00 | $121.90 | $68.00 | |
| Youth | | $80.00 | | | $65.00 | $75.00 | | $45.00 | | $61.00 | |
| Senior (55+) | | | | | | $75.00 | | | | $61.00 >61 | |
| Daily Passes: | | | | | | | | | | | |
| Adult | $5.25 | $7.00 | | | | $7.00 | $5.00 | | $7.42 | $3.50 | $7.00 |
| Youth | $4.25 | $6.00 | | | | $5.00 | $4.00 | | $4.24 | $3.00 | $4.00 |
| 55 and older | $4.25 | | | | | $5.00 | $4.00 >65 free | | $5.30 | $3.00 >61 | $5.00 |
| Family | | | | | | $25.00 | | | | | |
| Twilight Prices (after 5:30) | | | | | | | | | | | |
| Adult | $3.75 | | | | | | | $2.00 | | | |
| Youth | $3.25 | | | | | | | $2.00 | | | |
| 55 and older | $3.25 | | | | | | | $2.00 | | | |
| **Rental Programming** | | | | | | | | | | | |
| Pool Party Rentals | | | | | | | | | | | |
| 5-10 Children | $9.99 ea | | | | | | | | | | |
| 11-15 Children | $9.49 ea | | | | | | | | | | |
| 16-20 Children | $8.99 ea | | | | | | | | | | |
| 21-25 Children | $8.49 ea | | | | | | | | | | |
| 26-30 Children | $7.99 ea | | | | | | | | | | |
| 31+ Children | $7.49 ea | | | | | | | | | | |
| Parties of 10 and under | | | | $75.00 | | | | | | | |
| Parties of 11 - 25 | | | | $125.00 | | | | | | | |
| Private Rental (8:00-10:00 pm) | | | | $250.00 | | | | | | | |
| 1-30 swimmers | | | | | | | | | | $74.00 /hr | |
| 31-50 swimmers | | | | | | | | | | $89.00 /hr | |
| 51-100 swimmers | | | | | | | | | | $104.00 /hr | |
| 100+ | | | | | | | | | | $119.00 /hr | |
| Night Rentals | | | | | | | | | | | |

2008 Swimming Pool Rate Comparisons

| | Papio Bay | Mahoney | Funplex | Plattsmouth Twin River Park | Fremont | Columbus Pawnee Plunge Park | Seward | Beatrice | Clive, IA | Ames, IA | West Des Moines, IA |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Mid-Season Passes** | | | | | | | | | | | |
| (July 15th and later) | | | | | | | | | | | |
| Individual | $60.00 | | | | | | | | | | |
| Family | $110.00 | | | | | | | | | | |
| **Punch Card (10 Visits)** | | | | | | | | | | | |
| Youth 3-16 | $38.25 | | | | | | | | | | |
| Adult 17 & Older | $47.25 | | | | | | | | | | |
| **Punch Card (6 Visits)** | | | | | | | | | | | |
| Youth 4-17 | | | | | | | | | $15.00 | | |
| Adult 18 - 61 | | | | | | | | | $17.50 | | |
| Older Adult (Ages 62+) | | | | | | | | | $15.00 | | |
| **Big Deal Pass** | | | | | | | | | | | |
| General (3 - 61 yrs, over 46") | | | $26.70 w/tax | | | | | | | | |
| Group of 20 or more | | | $21.35 w/tax | | | | | | | | |
| Jr/Sr (3+ and under 46", 62+) | | | $18.14 w/tax | | | | | | | | |
| Group of 20 or more | | | $13.86 w/tax | | | | | | | | |
| **Wild Ride Pass (unlimited rides)** | | | | | | | | | | | |
| General (3 - 61 yrs, over 46") | | | $21.35 w/tax | | | | | | | | |
| Group of 20 or more | | | $17.07 w/tax | | | | | | | | |
| Jr/Sr (3+ and under 46", 62+) | | | $15.99 w/tax | | | | | | | | |
| Group of 20 or more | | | $12.79 w/tax | | | | | | | | |
| **Wet & Wild Ride Pass (waterpark)** | | | | | | | | | | | |
| General (3 - 61 yrs, over 46") | | | $15.99 w/tax | | | | | | | | |
| Group of 20 or more | | | $11.72 w/tax | | | | | | | | |
| Jr/Sr (3+ and under 46", 62+) | | | $10.65 w/tax | | | | | | | | |
| Group of 20 or more | | | 9.58 w/tax | | | | | | | | |
| **Group Discounts** | | | | | | | | | | | |
| 15 - 24 patrons | | | | | | $100.00 | | | | | |
| 25 - 34 patrons | | | | | | $145.00 | | | | | |
| 35 - 44 patrons | | | | | | $190.00 | | | | | |
| 45 - 54 patrons | | | | | | $235.00 | | | | | |
| 55 - 64 patrons | | | | | | $275.00 | | | | | |
| 65 - 74 patrons | | | | | | $315.00 | | | | | |
| 75 + patrons (+ $2.00/person over) | | | | | | $315.00 | | | | | |
| Family Night | | | | | | | | | | | |
| Wed & Sunday - 6:30-8:30 p.m. | | | | | | | | | | | $10.00 Per family |