

INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: **Tukwila Pool MPD Board President**

FROM: **Rick Still, Parks and Recreation Director**

DATE: **May 8, 2012**

SUBJECT: **2012 First Quarter Report**

ISSUE

2012 First Quarter Review of attendance and related revenue for the Tukwila Pool.

FINANCIAL IMPACT

No Financial Impact

BACKGROUND

The attached 2012 first quarter Tukwila Pool Statistical Report presents a breakdown in pool users by Total Attendance, Pass Sales, one time visits (or Drop-ins) and rental groups uses; a revenue breakdown by major revenue categories as well as a historical perspective regarding revenue. The attached document also compares revenues earned to revenue goals for the quarter, by revenue type.

The information included in the attached document is based on when revenues are earned (when a booking or lesson takes place) not when revenues are received (rung in). As such it is not comparable with revenue reports that reflect revenues received.

DISCUSSION

The 2012 first quarter Tukwila Pool Statistical Report is a summary of data collected on a monthly basis, you will see the quarterly report as Attachment A with pages 2 – 4 showing monthly reports containing the information used to generate the quarterly report. The first quarter report demonstrates revenue generated in the first quarter of 2012 is comparable to that of the first quarter of 2011.

RECOMMENDATION

For Information Only

ATTACHMENT

The 2012 first quarter Tukwila Pool Statistical Report.

Tukwila Metropolitan Parks District
Tukwila Pool Fee Revenues
1st Quarter 2012

ATTACHMENT A

Row #	Program Fee Type	Resident		Non Resident		Total		2012 proposed revenue	% of 2012 proposed revenue	2011 actual	
		#	\$	#	\$	#	\$			#	\$
1	Adult Drop-in					761	\$3,044.00			1029	\$4,116
2	Youth Drop-in					664	\$1,992.00			618	\$1,854
3	Sr Drop-in					468	\$1,404.00			610	\$1,830
4	Adult H2OX Drop-in					43	\$258.00			44	\$264
5	Sr. H2OX Drop-in					22	\$110.00			39	\$195
6	Misc. Drop-ins					14	\$35.00			28	\$56
7	Subtotal Drop-ins					1,972	\$6,843.00	\$7,200	95%	2368	\$8,315
8	Youth 1 Month Pass	4	\$112	2	\$62	6	\$174			0	\$0
9	Adult 1 Month Pass	6	\$234	6	\$258	12	\$492			2	\$78
10	Sr. 1 Month Pass	1	\$28	7	\$217	8	\$245			17	\$500
11	Youth 3 Month Pass	1	\$66	1	\$73	2	\$139			0	\$0
12	Adult 3 Month Pass	4	\$420	1	\$115	5	\$535			7	\$670
13	Sr. 3 Month Pass	2	\$132	6	\$438	8	\$570			11	\$775
14	Youth 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0
15	Adult 6 Month Pass	0	\$0	1	\$206	1	\$206			2	\$374
16	Sr. 6 Month Pass	1	\$121	0	\$0	1	\$121			2	\$254
17	Youth 12 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0
18	Adult 12 Month Pass	2	\$616	0	\$0	2	\$616			0	\$0
19	Sr. 12 Month Pass	2	\$356	5	\$1,025	7	\$1,381			11	\$2,165
20	Youth 10 Punch Pass	5	\$135	1	\$27	6	\$162			7	\$189
21	Adult 10 Punch Pass	20	\$720	20	\$720	40	\$1,440			38	\$1,368
22	Senior 10 Punch Pass	13	\$351	23	\$621	36	\$972			29	\$783
23	Youth 20 Punch Card	1	\$54	0	\$0	1	\$54			1	\$54
24	Adult 20 Punch Card	1	\$72	4	\$288	5	\$360			5	\$360
25	Senior 20 Punch Pass	4	\$216	9	\$486	13	\$702			14	\$756
26	Adult H2OX 10 visit	2	\$104	3	\$156	5	\$260			4	\$208
27	Sr. H2OX 10 visit	3	\$126	2	\$84	5	\$210			5	\$210
28	Adult H2OX 20 visit	1	\$104	0	\$0	1	\$104			1	\$104
29	Sr. H2OX 20 visit	1	\$84	0	\$0	1	\$84			2	\$168
30	Subtotal Pass Sales	74	\$4,051	91	\$4,776	165	\$8,827	\$7,900	112%	158	\$9,016
31	All Pass Scans	1,226		2,222		3,448				3534	
32	Swim Lessons	1,131	\$6,421	1,216	\$7,610	2,347	\$14,031			2,281	\$12,799
33	Private Lessons	0	\$0	3	\$75	3	\$75			0	\$0
34	Semi Private Lessons	0	\$0	0	\$0	0	\$0			6	\$180
35	Subtotal Lessons	1,131	\$6,421	1,219	\$7,685	2,350	\$14,106	\$17,800	79%	2287	\$12,979
36	Total Programs	Drop-ins, Pass Sales & Lessons				7,770	\$29,776.00	\$33,040	90%	8,189	\$30,310
37	One Time Rentals	3	\$330	9	\$1,231	430	\$1,561			665	\$1,800
38	Rentals -Special Int. Grps	0	\$0	26	\$10,466	14,956	\$10,466			15620	\$9,738
40	Lockers					408	\$102			588	\$147
41	Subtotal Rentals	3	\$330	9	\$11,697	12	\$12,129	\$12,600	96%	16,873	\$11,685
42	Vending						\$354	\$300.00	0.66%		\$0
43	Donations						\$12.50	\$0.00	0.00%		\$282
44	Subtotal Other						\$366	\$300.00	122%		\$282
45	Estimated Visits					23,156				25,062	
46	Total Revenue Earned					\$42,271.40		\$45,800	92%	\$42,276.42	

Tukwila Metropolitan Parks District
Tukwila Pool Fee Revenues
January 2012

Attachment A, Page 2

Row #	Program Fee Type	Resident		Non Resident		Total		2012 proposed revenue	% of 2012 proposed revenue	2011 actual			
		#	\$	#	\$	#	\$			#	\$		
1	Drop-ins Adult Drop-in					174	\$696.00			301	\$1,204		
2	Youth Drop-in					134	\$402.00			149	\$447		
3	Sr Drop-in					124	\$372.00			216	\$648		
4	Adult H2OX Drop-in					5	\$30.00			12	\$72		
5	Sr. H2OX Drop-in					5	\$25.00			15	\$75		
6	Misc. Drop-ins					3	\$6.00			9	\$18		
7	Subtotal Drop-ins					445	\$1,531.00	\$2,200	70%	702	\$2,464		
8	Pass Sales	Youth 1 Month Pass	0	\$0	1	\$31	1	\$31			0	\$0	
9		Adult 1 Month Pass	4	\$156	2	\$86	6	\$242			0	\$0	
10		Sr. 1 Month Pass	1	\$28	1	\$31	2	\$59			6	\$177	
11		Youth 3 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
12		Adult 3 Month Pass	1	\$105	0	\$0	1	\$105			2	\$105	
13		Sr. 3 Month Pass	0	\$0	2	\$146	2	\$146			6	\$417	
14		Youth 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
15		Adult 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
16		Sr. 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
17		Youth 12 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
18		Adult 12 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
19		Sr. 12 Month Pass	0	\$0	1	\$205	1	\$205			2	\$410	
20		Youth 10 Punch Pass	3	\$81	1	\$27	4	\$108			1	\$27	
21		Adult 10 Punch Pass	8	\$288	7	\$252	15	\$540			15	\$540	
22		Senior 10 Punch Pass	2	\$54	7	\$189	9	\$243			11	\$297	
23		Youth 20 Punch Card	1	\$54	0	\$0	1	\$54			0	\$0	
24		Adult 20 Punch Card	1	\$72	2	\$144	3	\$216			2	\$144	
25		Senior 20 Punch Pass	2	\$108	4	\$216	6	\$324			4	\$216	
26		Adult H2OX 10 visit	0	\$0	1	\$52	1	\$52			1	\$52	
27		Sr. H2OX 10 visit	0	\$0	0	\$0	0	\$0			1	\$42	
28		Adult H2OX 20 visit	0	\$0	0	\$0	0	\$0			0	\$0	
29		Sr. H2OX 20 visit	0	\$0	0	\$0	0	\$0			2	\$168	
30		Subtotal Pass Sales	23	\$946	29	\$1,379	52	\$2,325	\$2,300	101%	53	\$2,595	
31		All Pass Scans	370		640		1,010				1106		
32		Lessons	Swim Lessons	264	\$1,452	280	\$1,680	544	\$3,132			776.00	\$3,735
33			Private Lessons	0	\$0	0	\$0	0	\$0			0	\$0
34			Semi Private Lessons	0	\$0	0	\$0	0	\$0			0	\$0
35		Subtotal Lessons	264	\$1,452	280	\$1,680	544	\$3,132	\$5,300	59%	776	\$3,735	
36		Total Programs	Drop-ins, Pass Sales & Lessons				1,999	\$6,988.00	\$9,800	71%	2,584	\$8,794	
37	Rentals		#	#	Visits					Visits			
38		One Time Rentals	1	\$110	3	\$355	135	\$465			75	\$330	
40		Rentals -Special Int. Grps	0	\$0	7	\$2,959	5,573	\$2,959			6524	\$3,491	
41	Lockers					0	\$0			0	\$0		
41	Subtotal Rentals	1	\$110	3	\$3,314	4	\$3,424	\$4,100	84%	6,599	\$3,821		
42	Other	Vending				\$90.60	\$100.00	0.71%			\$0		
43		Donations				\$8.00	\$0.00	0.00%			\$204		
44	Subtotal Other					\$98.60	\$100	99%			\$204		
45	Estimated Visits					7,707				9,183			
46	Total Revenue Earned					\$10,510.60	\$14,000	75%		\$12,818.75			

Tukwila Metropolitan Parks District
Tukwila Pool Fee Revenues
February 2012

Attachment A, Page 3

Row #	Program Fee Type	Resident		Non Resident		Total		2012 proposed revenue	% of 2012 proposed revenue	2011 actual			
		#	\$	#	\$	#	\$			#	\$		
1	Drop-ins Adult Drop-in					286	\$1,144.00			319	\$1,276		
2	Youth Drop-in					243	\$729.00			194	\$582		
3	Sr Drop-in					176	\$528.00			165	\$495		
4	Adult H2OX Drop-in					7	\$42.00			9	\$54		
5	Sr. H2OX Drop-in					12	\$60.00			13	\$65		
6	Misc. Drop-ins					5	\$15.00			7	\$14		
7	Subtotal Drop-ins					729	\$2,518.00	\$1,900	133%	707	\$2,486		
8	Pass Sales	Youth 1 Month Pass	2	\$56	1	\$31	3	\$87			0	\$0	
9		Adult 1 Month Pass	2	\$78	1	\$43	3	\$121			1	\$39	
10		Sr. 1 Month Pass	0	\$0	3	\$93	3	\$93			5	\$146	
11		Youth 3 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
12		Adult 3 Month Pass	1	\$105	1	\$115	2	\$220			5	\$565	
13		Sr. 3 Month Pass	2	\$132	1	\$73	3	\$205			1	\$66	
14		Youth 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
15		Adult 6 Month Pass	0	\$0	1	\$206	1	\$206			1	\$187	
16		Sr. 6 Month Pass	0	\$0	0	\$0	0	\$0			2	\$254	
17		Youth 12 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0	
18		Adult 12 Month Pass	1	\$308	0	\$0	1	\$308			0	\$0	
19		Sr. 12 Month Pass	2	\$374	2	\$410	4	\$784			4	\$784	
20		Youth 10 Punch Pass	1	\$27	0	\$0	1	\$27			1	\$27	
21		Adult 10 Punch Pass	5	\$180	6	\$216	11	\$396			11	\$396	
22		Senior 10 Punch Pass	5	\$135	7	\$189	12	\$324			10	\$270	
23		Youth 20 Punch Card	0	\$0	0	\$0	0	\$0			1	\$54	
24		Adult 20 Punch Card	0	\$0	1	\$72	1	\$72			0	\$0	
25		Senior 20 Punch Pass	2	\$108	2	\$108	4	\$216			6	\$324	
26		Adult H2OX 10 visit	0	\$0	1	\$52	1	\$52			1	\$52	
27		Sr. H2OX 10 visit	1	\$42	2	\$84	3	\$126			1	\$42	
28		Adult H2OX 20 visit	0	\$0	0	\$0	0	\$0			0	\$0	
29		Sr. H2OX 20 visit	0	\$0	0	\$0	0	\$0			0	\$0	
30		Subtotal Pass Sales	24	\$1,545	29	\$1,692	53	\$3,237	\$2,400	135%	50	\$3,206	
31		All Pass Scans	409		754		1,163				1132		
32		Lessons	Swim Lessons	359	\$1,973	444	\$2,664	803	\$4,637			456	\$2,499
33			Private Lessons	0	\$0	0	\$0	0	\$0			0	\$0
34			Semi Private Lessons	0	\$0	0	\$0	0	\$0			0	\$0
35		Subtotal Lessons	359	\$1,973	444	\$2,664	803	\$4,637	\$5,900	79%	456	\$2,499	
36		Total Programs	Drop-ins, Pass Sales & Lessons				2,695	\$10,392.00	\$10,340	101%	2,295	\$8,191	
37	Rentals		#	#	Visits						Visits		
38		One Time Rentals	0	\$0	1	\$270	60	\$270			215	\$710	
39		Rentals -Special Int. Grps	0	\$0	9	\$4,071	5,507	\$4,071			4584	\$3,131	
40	Lockers					400	\$100			4	\$1		
41	Subtotal Rentals	0	\$0	1	\$4,341	1	\$4,341	\$4,200	103%	4,803	\$3,842		
42	Other	Vending					\$114.95	\$100.00	0.69%		\$0		
43		Donations					\$4.50	\$0.00	0.00%		\$35		
44	Subtotal Other					\$119.45	\$100	119%		\$35			
45	Estimated Visits					8,262				7,094			
46	Total Revenue Earned					\$14,852.45	\$14,500	102%		\$12,067.50			

Tukwila Metropolitan Parks District
Tukwila Pool Fee Revenues
March 2012

Attachment A, Page 4

Row #	Program Fee Type	Resident		Non Resident		Total		2012 proposed revenue	% of 2012 proposed revenue	2011 actual	
		#	\$	#	\$	#	\$			#	\$
1	Adult Drop-in					301	\$1,204.00			409	\$1,636
2	Youth Drop-in					287	\$861.00			275	\$825
3	Sr Drop-in					168	\$504.00			229	\$687
4	Adult H2OX Drop-in					31	\$186.00			23	\$138
5	Sr. H2OX Drop-in					5	\$25.00			11	\$55
6	Misc. Drop-ins					6	\$14.00			12	\$24
7	Subtotal Drop-ins					798	\$2,794.00	\$3,100	90%	959	\$3,365
8	Youth 1 Month Pass	2	\$56	0	\$0	2	\$56			0	\$0
9	Adult 1 Month Pass	0	\$0	3	\$129	3	\$129			1	\$39
10	Sr. 1 Month Pass	0	\$0	3	\$93	3	\$93			6	\$177
11	Youth 3 Month Pass	1	\$66	1	\$73	2	\$139			0	\$0
12	Adult 3 Month Pass	2	\$210	0	\$0	2	\$210			0	\$0
13	Sr. 3 Month Pass	0	\$0	3	\$219	3	\$219			4	\$292
14	Youth 6 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0
15	Adult 6 Month Pass	0	\$0	0	\$0	0	\$0			1	\$187
16	Sr. 6 Month Pass	1	\$121	0	\$0	1	\$121			0	\$0
17	Youth 12 Month Pass	0	\$0	0	\$0	0	\$0			0	\$0
18	Adult 12 Month Pass	1	\$308	0	\$0	1	\$308			0	\$0
19	Sr. 12 Month Pass	0	\$0	2	\$410	2	\$410			5	\$971
20	Youth 10 Punch Pass	1	\$27	0	\$0	1	\$27			5	\$135
21	Adult 10 Punch Pass	7	\$252	7	\$252	14	\$504			12	\$432
22	Senior 10 Punch Pass	6	\$162	9	\$243	15	\$405			8	\$216
23	Youth 20 Punch Card	0	\$0	0	\$0	0	\$0			0	\$0
24	Adult 20 Punch Card	0	\$0	1	\$72	1	\$72			3	\$216
25	Senior 20 Punch Pass	0	\$0	3	\$162	3	\$162			4	\$216
26	Adult H2OX 10 visit	2	\$104	1	\$52	3	\$156			2	\$104
27	Sr. H2OX 10 visit	2	\$84	0	\$0	2	\$84			3	\$126
28	Adult H2OX 20 visit	1	\$104	0	\$0	1	\$104			1	\$104
29	Sr. H2OX 20 visit	1	\$84	0	\$0	1	\$84			0	\$0
30	Subtotal Pass Sales	27	\$1,578	33	\$1,705	60	\$3,283	\$3,200	103%	55	\$3,215
31	All Pass Scans	447		828		1,275				1,296	
32	Swim Lessons	509	\$2,996	492	\$3,266	1,000	\$6,262			1,049	\$6,565
33	Private Lessons	0	\$0	3	\$75	3	\$75			0	\$0
34	Semi Private Lessons	0	\$0	0	\$0	0	\$0			6	\$180
35	Subtotal Lessons	509	\$2,996	495	\$3,341	1,003	\$6,337	\$6,600	96%	1055	\$6,745
36	Total Programs	Drop-ins, Pass Sales & Lessons				3,076	\$12,414.00	\$12,900	96%	3,310	\$13,325
37	One Time Rentals	2	\$220	5	\$606	235	\$826			375	\$760
38	Rentals -Special Int. Grps	0	\$0	10	\$3,436	3,876	\$3,436			4512	\$3,117
40	Lockers					8	\$2			584	\$146
41	Subtotal Rentals	2	\$220	5	\$4,042	7	\$4,264	\$4,300	99%	5,471	\$4,023
42	Vending						\$148.35	\$100.00	0.58%		\$0
43	Donations						\$0.00	\$0.00	0.00%		\$43
44	Subtotal Other						\$148.35	\$100	148%		\$43
45	Estimated Visits					7,187				8,197	
46	Total Revenue Earned					\$16,826.35		\$17,300	97%	\$17,390.17	