



City Council Chamber  
735 Eighth Street South  
Naples, Florida 34102

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**City Council Workshop Meeting – October 17, 2011 – 8:29 a.m.**

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Mayor Barnett called the meeting to order and presided.

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**ROLL CALL..... ITEM 1**

**Present:**

Bill Barnett, Mayor  
John Sorey, III, Vice Mayor

**Council Members:**

Douglas Finlay  
Teresa Heitmann  
Gary Price, II  
Samuel Saad, III  
Margaret Sulick (absent)

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**Also Present:**

William Moss, City Manager  
Robert Pritt, City Attorney  
Jessica Rosenberg, Deputy City Clerk  
Roger Reinke, Assistant City Manager  
Robert Middleton, Utilities Director  
Roger Jacobsen, Code & Harbor Manager  
Melanie Large, Administrative Specialist  
David Lykins, Community Services Director  
Michael Leslie, Asst. Community Services Dir.  
Mercedes Puente, Park Manager  
Marlene Chaplin, Assistant Dockmaster

Penny Taylor  
Henry Kennedy  
Bradie Allen  
David Bolduc

**Media:**

Other interested citizens and visitors.

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**SET AGENDA ..... ITEM 2**

**ACCLAMATION to SET THE AGENDA / 6-0 (Finlay-yes, Heitmann-yes, Price-yes, Saad-yes, Sorey-yes, Sulick-absent, Barnett-yes).**

**PUBLIC COMMENT ..... ITEM 3**

(8:30 a.m.) **David Bolduc, 2039 Snook Drive**, questioned the benefits of fluoridated water, submitting his research supporting the opinion that topical application is more effective than the addition of the chemical to drinking water. (It is noted for the record that a copy of the research material is contained in the file for this meeting in the City Clerk's Office.) Mayor Barnett noted that the issue would in fact return to Council for further consideration.

**INTEGRATED WATER RESOURCES PLAN UPDATE ..... ITEM 4**

The IWRP will guarantee a secure and safe water supply to meet the needs of the City's water customers for at least the next 20 years. Into the third year of implementation, the Plan provides for the construction of Aquifer Storage and Recovery (ASR) Wells to store reclaimed and surface water, and construction of an intake structure to pump surface water from the Golden Gate Canal through a water transmission line from the Golden Gate Canal to the City's Wastewater Treatment Plant site. Surface water will be blended

**with reclaimed water for distribution through the reclaimed water distribution system for landscape irrigation. The presentation will provide an update regarding permits, the testing of the ASR wells, and the construction of the intake structure and transmission line.** (8:33 a.m.) Utilities Director Robert Middleton utilized an electronic presentation to provide an update and summarize his October 10 memorandum dealing with the City's Integrated Water Resources Plan (IWRP) (excerpted text of the presentation is appended hereto as Attachment 1 and the memorandum as Attachment 2). (It is noted for the record that a printed copy of the aforementioned electronic presentation is contained in the file for this meeting in the City Clerk's Office.)

Following the presentation, Mr. Middleton clarified the following points in response to questions by Council:

- Although 10-million gallons of water per day may be extracted by the City from the Golden Gate Canal (GGC), 2-million gallons per day of excess City irrigation (reclaimed, reuse or alternative) water is now being placed within the two existing ASR (aquifer storage and recovery) wells for cycle-testing purposes. A maximum of 4-million gallons per day is expected with total capacity anticipated to reach between 400- and 600-million gallons. Construction of the two remaining permitted wells (total of four) is being delayed due to the fact that the Florida Department of Environmental Protection (FDEP) storage requirements are expected to be met with the first two ASR wells; more will be known following cycle-tests 3 and 4.
- The amount of recovery of water is as yet unknown although the goal is 2- to 4-million gallons per day per well assuming the City has sufficient customer demand to utilize this amount. Testing cannot be maximized until the transmission main from the GGC has been completed.
- The permit for the City to withdraw 10-million gallons per day from the GGC is restricted should the water elevation during dry season drop lower than 2.5 feet upstream of Weir #1 (located just downstream of the City's intake structure and pump station which is located in the southeast corner of the Bear's Paw Country Club property); water extraction must cease at that time. This level has occurred on average 60 days per year over the past 20 years.
- With regard to easements for the construction of the GGC transmission main, two of the three remaining involve property underlying the Gordon River; the third presented title issues. The City continues to negotiate with the Naples Airport Authority (NAA) towards obtaining easements necessary involving municipal airport property.

Vice Mayor Sorey explained that in the past, 260-million gallons per day of GGC water had emptied into Naples Bay although currently that figure is closer to 200-million gallons per day. Future plans of the Big Cypress Basin Board involve diverting 60-million gallons per day to Rookery Bay, which has a high salinity level, via Henderson Creek. Collier County has not pursued an allocation, although it has residents awaiting such service when available, and the majority of any remaining flow is to be diverted to the North Belle Meade watershed. The goal is to lower the amount of water to 60-million gallons per day into Naples Bay, which should mimic the 12 square miles of land that was the watershed area prior to the construction of the GGC, which transports water from roughly 1,000 square miles of land to the estuary. He further noted that a drought will have more of an impact to the level of water in the GGC than any of the aforementioned diversions; the City's withdrawal will take priority over the diversion to Henderson Creek or Belle Meade as it is to be utilized for irrigation and therefore less potable water will be needed, Mr. Sorey said.

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In response to Council Member Finlay, Director Middleton reported that the City's plans to expand its irrigation water system to north of Central Avenue, including Park Shore and Gulf Shore Boulevard, is due to comparatively higher irrigation water demands in those areas. The distribution plan should be completed during the current fiscal year and construction should begin the following year; the water supply should however be available prior to moving forward, Mr. Middleton added.

Vice Mayor Sorey then assured Council Member Saad that the nutrient levels of the GGC water are much lower than City stormwater runoff.

**TRANSIENT LIVE-ABOARDS AT THE CITY DOCK ..... ITEM 5**

**Currently, transient boaters mooring at the City Dock are limited to four consecutive nights due to requirements contained in the State of Florida's Submerged Land Lease. A discussion will determine whether approval will be requested of the State to extend the allowed transient live-aboard period to seven nights.** (9:31 a.m.) City Manager William Moss briefly reviewed the October 1 memorandum by Code & Harbor Manager Roger Jacobsen Attachment 3). Mr. Jacobsen then utilized an electronic presentation (excerpted text of which is appended hereto as Attachment 4), noting that most facilities throughout Florida allow longer stays than occur either at the City Dock or around Naples Bay. (It is noted for the record that a printed copy of the entire electronic presentation is contained in the file for this meeting in the City Clerk's Office.) Should the City pursue extended stay arrangements for transient vessels, this would then classify them as live-aboard, Mr. Jacobsen said, necessitating the establishment by the City of the duration of this type of dockage. He indicated that although many requests are received from boaters wishing to stay a week, they must currently be denied. Mr. Jacobsen also noted a letter from a boater who had indicated patronizing at least 38 local businesses during a particular stay (a copy of which is contained in the file for this meeting in the City Clerk's Office).

Mr. Jacobsen reported that the Florida Department of Environmental Protection (FDEP) had indicated that it would be willing to review a preliminary proposal, depending upon the number of additional days requested by the City. If met with approval, a formal application could then be made, he added. Discussion followed during which the consensus below was forthcoming.

***Consensus for Code & Harbor Manager to contact the FDEP with regard to seeking up to 14 consecutive night stays for transient live-aboards at the City Dock and in the mooring ball field.***

**BUSINESS PLAN – RIVER PARK COMMUNITY POOL OPERATIONS..... ITEM 6**

**A new \$1.5 million swimming pool is planned for the River Park Community Center to replace a 50-year-old pool. The discussion will summarize a proposed business plan for the operation of the new pool.** (9:49 a.m.) Community Services Director David Lykins utilized an electronic presentation (excerpted text of which is appended hereto as Attachment 5) in providing a brief overview of the business plan as introduced in his October 6 memorandum (Attachment 6). (It is noted for the record that a printed copy of the entire electronic presentation is contained in the file for this meeting in the City Clerk's Office.) Mr. Lykins reviewed the following as contained in the proposed plan:

- Aquatic programs;
- Potential participants/user groups;
- Selected pool design;
- Facility schedule;
- Staff schedule;
- Lifeguard requirements (at least one must be on duty when the public pool is open);
- Marketing plan;

- Operational cost estimates;
- Operational revenue estimates; and
- 5-year facility cost data.

In response to various questions posed by Council, Bradie Allen, an aquatics management consultant who had aided staff in developing the presentation, explained industry standards relative to the necessary number of lifeguards. With varying shapes of pools and additional equipment such as slides, overlapping zones are now utilized for determining lifeguard coverage, she said. The City's layout would require at least three lifeguards on duty at all times if the entire pool is being utilized so as to allow lifeguard zones to overlap so that each swimmer may be observed at all times by at least one of the lifeguards.

A brief discussion of the projected costs for operation and maintenance of the facility ensued during which City Manager William Moss explained that the figures had been based on past costs as well as estimates provided by chemical contractors. Director Lykins added that the aggregate cost of operating the current pool over the past few years has been approximately \$115,000 to \$120,000 per year. Additionally, he maintained that the pool is in fact a neighborhood facility although the entire community is welcome to utilize it.

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**Recess: 10:25 a.m. to 10:35 a.m. It is noted for the record that the same Council Members were present when the meeting reconvened and discussion of Item 6 continued.**

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Responding to Council Member Finlay, Mr. Moss pointed out that in the past, revenue from the pool has been roughly \$2,000 per year, and that currently there is no known demand for programming; staff may be able to create this demand but success of such an endeavor is unknown, he added. In addition, Mr. Lykins confirmed for Mr. Finlay that swim/exercise programs for seniors had been included within the proposed business plan although demand remains unknown. Mr. Finlay then expressed his continued support of the project although cautioning that the figures presented represent additional expenditures from the General Fund.

Vice Mayor Sorey maintained that the pool should be viewed and marketed as a community amenity. It should also be welcoming to users from both inside and outside the City, particularly young people who must be taught to swim. He then recommended that the new facilities be maintained as a cost center with an admission charge, albeit based on ability to pay, and be fitted with a separate electrical meter. Council Member Price agreed that teaching youngsters to swim should be a priority but also maintained that the pool as proposed is 50% greater in cost than it should be; he also asserted that the facility should be open to the community but no user fee charged at that time. This project is not a cost center and will not generate revenue, he concluded. Director Lykins pointed out that the business plan included a user fee to those who reside outside of Collier County, and Mr. Sorey advised that differing scenarios should be researched in regard to charging a user fee.

**Public Comment:** (11:00 a.m.) **Penny Taylor, 995 13<sup>th</sup> Street North**, stated that she supports a community pool that will allow youngsters to continue to learn to swim, that it should be viewed as an investment in the future. This is an important decision, she cautioned, pointing out that building a facility that will minimize the financial outflow into the future is very important.

Director Lykins then confirmed for Council Member Heitmann that staff had in fact contacted 15 similar pool facilities around the state; all but three were publically owned and operated and all operate at a deficit, he said. Ms. Allen noted that within the state, only two pool facilities realize a profit and those are operated by Disney. Additionally, she reminded Council that Florida leads the country in drowning deaths and therefore instructional programs are an important

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commitment. Mrs. Heitmann then indicated continued support of a community pool although expressing concern that the design necessitates four lifeguards. Council Member Saad agreed, stating that he had also not been aware of this until that day's discussion. Mr. Lykins clarified that such staffing had not yet been discussed in detail.

Mayor Barnett stated that he did not believe this project should be compared with other facilities operated by the City. It should be open to the entire community, reminding Council that the current pool has been in operation for 50 years without any major renovations. He stressed that no admission whatsoever should be charged.

Council agreed to proceed with the pool as currently designed and that staff would continue to work on the business plan, developing equitable alternatives. Mr. Lykins added that staff would be returning with the construction contract sometime in November.

***Consensus to proceed per discussion.***

**REVIEW OF ITEMS ON THE 10/19/11 REGULAR MEETING AGENDA..... ITEM 7**  
(11:23 a.m.) Council Member Heitmann requested all previously proposed traffic calming measures with regard to Item 9 (budget amendment for South Golf Drive speed humps), and Vice Mayor Sorey noted recommendations regarding Item 10 (rescheduling of 2012 Council meetings).

**CORRESPONDENCE / COMMUNICATIONS .....**  
(11:25 a.m.) Council Member Finlay questioned the use of cost centers for the City's parks and recreational facilities and City Manager William Moss explained that the greatest issue is the same staff performing multiple functions at multiple facilities. Vice Mayor Sorey supported a work order system of tracking the main operations within the City structure. Mr. Finlay then commended the City's website, noting the broad range of information made available in that manner. Council Member Saad agreed, although noting that the website could be more organized. He continued by urging that in light of the disbanding of the Economic Development Council (EDC), the City must develop ways in which to be more competitive in attracting business as well as an educated and qualified workforce. Mayor Barnett confirmed that Council Member Sulick was doing well following surgery that day.

**ADJOURN .....**  
11:35 a.m.

\_\_\_\_\_  
Bill Barnett, Mayor

\_\_\_\_\_  
Tara A. Norman, City Clerk

Minutes prepared by:

\_\_\_\_\_  
Vicki L. Smith, Technical Writing Specialist

Minutes Approved: November 16, 2011

Excerpted text Item 4 / 10/17/11 Workshop / IWRP:

**Presentation Outline**

- Project goals and benefits
- Achievements to date
- Storage zone development:
  - progress and findings to date
    - Cycle 1
    - Cycle 2
    - Future activities

**Project goals and benefits**

**Project goals:**

The City of Naples is implementing an aquifer storage and recovery (ASR) system to reduce potable water demands. The ASR system will use reclaimed water and excess surface water from the Golden Gate Canal as replacement water to meet irrigation needs.

**Project benefits**

Implementation of the reclaimed water / surface water ASR system will afford the City of Naples the following:

- Reduce potable water demands
- Extend the useful life of the City's water treatment facility
- Maximize use of reclaimed water
- Optimize use of excess surface water
- Reduce surface discharge to Naples Bay

**Achievements to date**

Two 24-inch diameter ASR wells have been constructed, tested, and permitted for cycle testing

Two monitor wells have been constructed to monitoring performance of ASR wellfield

Surface facilities constructed to connect ASR Well No. 1 with WRF to initiate storage zone development

Construction of surface facilities is ongoing to tie-in the second ASR well

Key permitting questions that needed to be answered were addressed during which have allowed testing:

1. Where is the 10,000 mg/L TDS interface (i.e., USDW) located at the project site?
2. Does a suitable zone exist for ASR using reclaimed / surface water below the USDW?
3. Is there reasonable confinement between the storage zone and the USDW?
4. Is the storage zone and confinement present throughout the site?
5. How will monitoring be used to protect the USDW?

**Storage zone development:**

**Progress and findings to date:**

The FDEP authorized use of reclaimed water for development of storage zone (i.e., cycle testing)

Cycle testing plan designed to assess system performance and develop the storage zone

- Perform a series of recharge and recovery cycles to demonstrate system performance (i.e., cycle testing)
- Initial two cycles are small-scale cycles designed to evaluate the functionality of the surface facilities

- Subsequent cycles are designed to fully “flush” the storage zone and prepare the system for operation
- The ASR system is utilized as part of the City’s reclaimed water system during development of the storage zone which optimizes use of resources
- At times, wet weather conditions impact the ability to recover stored water during development of storage zone

Development of storage zone will be accomplished via a series of recharge and recovery events (cycles)

- Proposed storage zone development plan
  - Cycle 1 (completed)
    - ▶ Recharge from Jun-30 thru Jul-16 (rate = 1.95 mgd)
    - ▶ Recovery from Jul-17 thru Aug-11 (rate = 0.10 mgd)
  - Cycle 2 (90% complete)
    - ▶ Recharge from Aug-11 thru Sep-12 (rate = 2.08 mgd)
    - ▶ Recovery from Sep-12 thru Oct-? (rate = ongoing)
  - Cycle 3 (pending) – inject 400-600 MG per well with short recovery period
  - Cycle 4 (pending) – inject 400-600 MG per well with extended recovery period similar to typical operation
  - Operation – apply for operating permit and commence operation

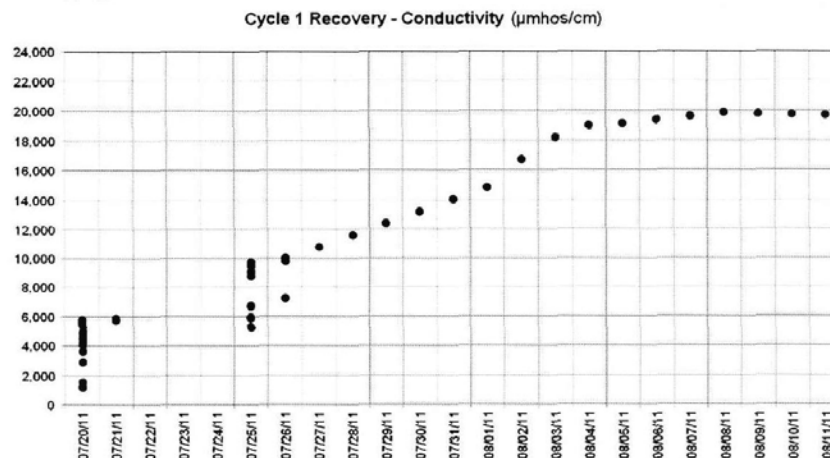
Cycle 1 – recharge of ASR-1 proceeded as planned with no upsets during testing (rate = 1.95 mgd)

- recovery from ASR-1 was restricted due to wet weather conditions
- a total of approximately 30,008,000 gallons was left in the storage zone for “flushing” purposes

Although preliminary, the initial cycle using ASR-1 was completed as planned

- Annual rainfall through September 2011 was ~29.47 inches
- Recharged 31,121,000 gallons or 96% at 1.95 mgd
- Recovered 1,113,000 gallons or 4% at 0.10 mgd
- **Balance = 30,008,000 gallons**

Shape of recovery curve observed from ASR-1 during the initial cycle was very encouraging

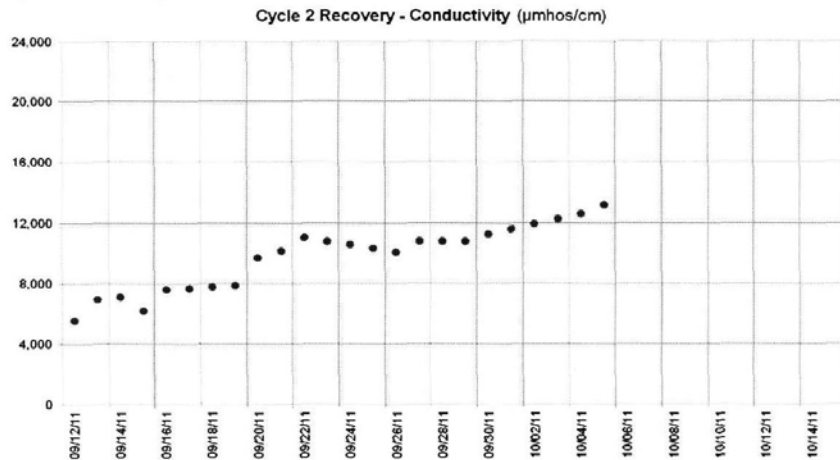


Cycle 2 – recharge of ASR-1 again proceeded as planned with injection rates of 2.08 mgd

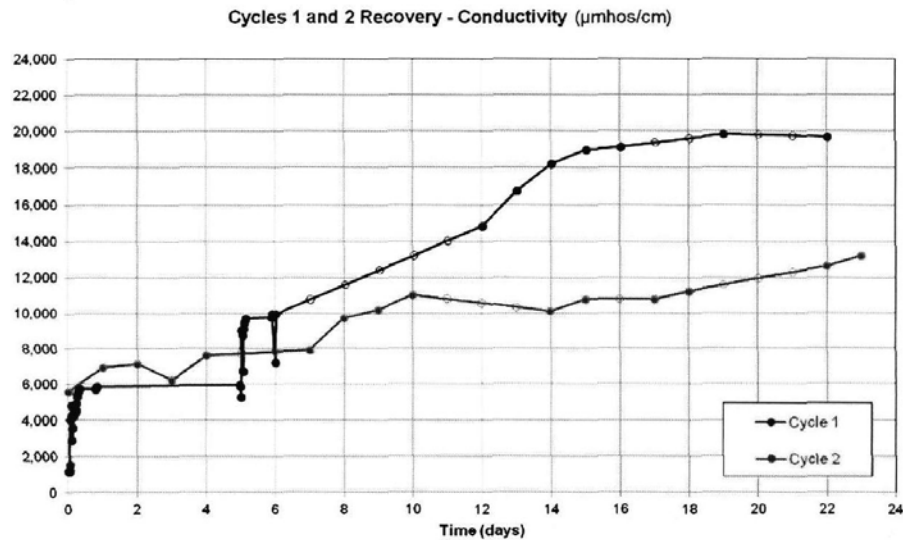
Cycle 2 – as with the first cycle, recovery from ASR-1 has been limited due to wet weather conditions

Cycle 2 – the second cycle was extended to take advantage of excess reclaimed water  
Ten year period of record show typical distribution (**monthly rainfall average of 4.04 inches**)

Cycle 2 recovery data showed improvement with successive cycles as anticipated



While preliminary, the successive cycles have confirmed improvement in recovery efficiency



Status of FDEP permitting:

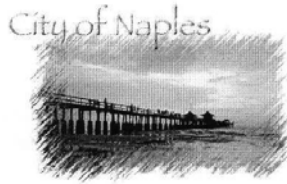


- Obtain well construction / testing permits – completed;
- Submit well completion reports – completed;
- Request permission to commence ASR cycle testing – completed; and
- Submit operating permit with cycle testing results.

Bidding of pumping and piping from the Golden Gate Canal (GGC) to the water reclamation facility started

Golden Gate Canal Intake and Transmission Main:

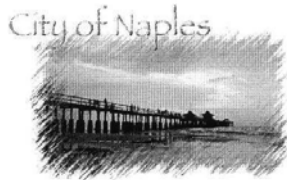
1. Obtained easements from Bear's Paw and Coconut River Estates. Remaining easements required from Caribbean Ventures, Natures Point, River Reach and Naples Airport.
2. Intake Structure construction September 2011 through March 2012.
3. Transmission main construction February 2012 through October 2012.
4. Obtained all required permits: Environmental Resources Permit (SFWMD), Right of Way Permit (SFWMD), Golden Gate Canal Consumptive Use Permit (10 mgd) and City of Naples Building Permits.



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date:** October 17, 2011

|  |   |  |
|--|---|--|
| Agenda Item:   | 4 | Prepared By: Bob Middleton, Utilities Director<br>Date: October 10, 2011 Department: Utilities |
| <b>SUBJECT:</b><br>Status Report on the Integrated Water Resource Plan.  |   |  |
| <p><b>BACKGROUND:</b></p> <p>On October 1, 2008, City Council adopted the Integrated Water Resources Plan (IWRP) to provide a sustainable water supply source for a 20-year planning period. The IWRP evaluated ten (10) alternatives to meet the projected 20-year water supply needs of the City. City Council adopted a modified Alternative 2 that provides strategic direction for the development of future water supply and storage facilities including aquifer storage and recovery (ASR), use of water from the Golden Gate Canal for distribution through the irrigation (reclaimed) system, and the development of brackish groundwater wells with treatment by a new reverse osmosis water treatment plant if ultimately required. City Council agreed to meet, at a minimum, annually to review the status and progress of the Integrated Water Resources Plan, to revise the long-term capital improvement program, to develop the annual budget, and to modify strategic objectives in order to accomplish the goals of the Plan.</p> <p>During the May 18, 2009 Workshop, City staff summarized activities to date and provided a longer term business plan; summarized the action plan to design, test, and implement an ASR well field; summarized the action plan to obtain and deliver the alternate water supply to irrigation customers within the Five-Year Capital Improvement planning period; and presented a Five-Year CIP required to implement the Integrated Water Resources Plan. The original Five-Year Capital Improvement Program provided an estimated \$67.5 million program that would have required a utility revenue bond issue with the five-year planning period. The revised CIP for the five-year period is \$20 million. This may allow implementation of the essential elements of the Plan with the use of cash flow and fund balance without a bond issue within the five-year planning period.</p> <p>On November 9, 2009, March 15, 2010, and November 15, 2010 presentations were provided to City Council by Utilities Director Bob Middleton and Albert Muniz of Hazen and Sawyer, the Utility's consulting engineer on the ASR program. The presentations summarized the work completed on ASR Well 1 and ASR Well 2 and provided an update on the IWRP.</p> <p>The purpose of this presentation is to provide an update on progress related to the ASR well construction, the Golden Gate Canal Intake/Transmission main, the Class V ASR Well Permit and the status of the application to the South Florida Water Management District for a Water Use Permit (permit to withdraw from the Golden Gate Canal). Implementation of the plan is currently on schedule. The following is a brief update on key elements of the plan:</p> <ul style="list-style-type: none"> <li>• Construction of ASR Well 1 began in August 2009, and was completed in March 2010. The storage zone location was approved by the Florida Department of Environmental Protection (FDEP) between 1,080 feet and 1,340 feet. Casing was installed to 1,080 feet and grouted in place. Developing of the storage zone (cycle testing) for ASR Well 1 began on June 30, 2011 with recharging until July 16, 2011 and recovery from July 17, 2011 to August 11, 2011.</li> </ul> |   |  |



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

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Agenda Item:

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**BACKGROUND (cont.):**

Cycle test 2 began on August 11, 2011 with recharging until September 12, 2011. Recovery for cycle test 2 began on September 12, 2011 and is currently ongoing.

- The FDEP Class V Permit was received on August 23, 2010. A Class V Permit is required to allow cycle testing of the new ASR well to confirm water storage and retrieval capabilities. This Permit authorizes well construction and cycle testing for all four (4) ASR Wells including additional monitoring wells. On January 28, 2011, the approval to proceed with cycle tests 1 and 2 for ASR Wells 1 and 2 was received from FDEP.
- Construction of ASR Well 2 began in August 2010, and was completed on January 24, 2011. Construction included the conversion of the original exploratory well to a storage zone monitoring well at 1,080 feet deep and installation of an intermediate monitoring well above the 10,000 TDS level at 780 feet deep. Monitoring wells are a requirement by FDEP to monitor water quality during the cycle testing process and operation of the ASR wells. Construction of ASR Well 3 and 4 has not been scheduled at this time pending cycle test results of Wells 1 and 2.
- On September 16, 2009, City Council awarded a Professional Services Agreement to Camp, Dresser & McKee, Inc. (CDM) to begin the design of the Golden Gate Canal Intake/Transmission Main to pump water from the Golden Gate Canal to the Wastewater Treatment Plant. On May 18, 2011, City Council amended the Professional Services Agreement with CDM to provide Construction Administration Services for the Golden Gate Canal Intake/Transmission Main project. The design of the Golden Gate Canal Intake/Transmission Main was completed on March 15, 2011. The project was publically advertised on March 18, 2011 and bids were received on April 19, 2011. The project was awarded by City Council to Stevens and Layton, Inc. on May 18, 2011. The construction of the Golden Gate Canal Intake Structure is schedule to be completed by March 30, 2012 and the construction of the Transmission Main is scheduled to be completed by October 30, 2012.

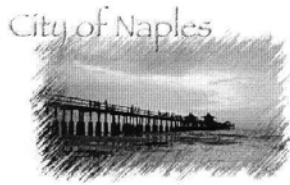
On June 21, 2010, the South Florida Water Management District (SFWMD) issued the City's 20-Year, Water Use Permit (WUP). The SFWMD indicated that a 20-year permit was issued for the City's current allocation from the Lower Tamiami Aquifer because of the aggressive plan to provide alternative water supply for the reclaimed water irrigation system. SFWMD has requested that the City submit a separate Water Use Permit Application for the 10 million gallon per day allocation from the Golden Gate Canal. This will allow SFWMD to track water withdrawals from the Golden Gate Canal separately from the potable water withdrawals from the Lower Tamiami Aquifer. On May 9, 2011, the SFWMD issued a 20-year WUP for the 10 million gallon per day allocation from the Golden Gate Canal.

Reviewed by Department Director  
Bob Middleton

Reviewed by Finance  
N/A

Reviewed by City Manager  
A. William Moss

City Council Action:



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date: October 17, 2011**

|  |  |                          |
|--|--|--------------------------|
| Agenda Item:   | Prepared By: Roger Jacobsen, Code and Harbor Manager |                          |
| 5  | Date: October 1, 2011                                | Department: City Manager |
| <b>SUBJECT:</b>  |  |                          |
| Discussion of transient live-aboards at the Naples City Dock.  |  |                          |
| <b>BACKGROUND:</b>   |  |                          |
| <p>During the August 15, 2011 City Council Workshop, Council Member Finlay raised the question of extending the stay of "transient" vessels at the City Dock. Vice Mayor Sorey asked that a discussion be brought back before them and City Council concurred.</p> <p>Live-aboards (stays over more than 4 nights) ended at the City Dock in 2004-2005. At that time, the City of Naples was in negotiations with the Florida Department of Environmental Protection (FDEP) for a new Submerged Land Lease, and limiting the duration of live-aboards was one of the conditions. Boaters mooring at the City Dock may not stay on their vessels more than 4 consecutive nights. This restriction is contained in the current Submerged Land Lease and applies to transient boaters, as well as those with rental agreements, and to slips as well as mooring balls. If City Council wishes to pursue a longer stay than currently in the lease, a request must be made to the FDEP for an evaluation.</p> <p>A Power Point presentation will provide the timeline of events that has occurred regarding live-aboard vessels at the City Dock. In addition, a message from a recent visitor to the City Dock is provided for your information.</p> <p>This is a general discussion concerning live-aboards at the Naples City Dock. In the event City Council desires to explore increasing the length of stays at the City Dock, staff recommends authorization to explore a period of 7 nights (not to exceed) with FDEP staff.</p> |  |                          |
| Reviewed by Department Director  | Reviewed by Finance                                  | Reviewed by City Manager |
| Roger Reinke   | N/A  | A. William Moss          |
| City Council Action:   |  |                          |

Excerpted text of Item 5 / 10/17/11 Workshop / Transient live-aboards at City Dock:

**DEFINITION**

**DEP – LIVE-ABOARD**

The term live-aboard is defined as a vessel docked at a facility and inhabited by a person or persons for (5) consecutive days or a total of (10) days within a 30 day period. If live-aboards are authorized by Paragraph 1 of the Submerged Land Lease, in no event shall such live-aboard status exceed (6) six months within any (12) twelve month period, nor shall any such vessel constitute a legal or primary residence.

**HISTORY**

1988 – Live-aboard definition in leases

2003 – Natural Resource Division inquires as to including live-aboards

2004 - 2005 – All live-aboards terminated

2005 – DEP and the City of Naples open communication regarding lease renewal and live-aboards

2006 – The City of Naples decides to remove live-aboards in order to obtain a new lease

**Comparisons**

| <u>MARINA</u>    | <u>NO. OF NIGHTS</u> |
|------------------|----------------------|
| • Marathon       | No stipulation       |
| • Delray Beach   | 7                    |
| • Ft. Lauderdale | No stipulation       |
| • Gulfport       | 12                   |
| • Miami          | 10                   |
| • Clearwater     | 8/30                 |
| • Ft Myers       | 15                   |
| • Ft. Pierce     | 10                   |
| • Key West       | 4 months             |
| • St. Augustine  | No stipulation       |
| • St. Petersburg | 3 months             |
| • Titusville     | 10                   |
| • Palm Beach     | No stipulation       |
| • Vero Beach     | 30                   |

**NAPLES CITY DOCK**

- MOORING BALLS - \$10 per night - 176 separate vessels
- SLIPS - \$1.75 per foot per night - 384 separate vessels

These were vessels that people stayed aboard, not wet storage.

**THE QUESTION**

Is the City of Naples interested in extending the stay of a transient vessel, and if so, for what time period?

Excerpted text of Item 6 / 10/17/11 Workshop / Business Plan – Pool Operations:

**River Park Aquatic Center Proposed Operational Business Plan:**

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- Section 6: PROPOSED LIFEGUARD REQUIREMENTS
- Section 7: MARKETING PLAN
- Section 8: OPERATIONAL COST ESTIMATES
- Section 9: OPERATIONAL REVENUE ESTIMATES
- Section 10: 5-YEAR FACILITY COST DATA

**PROPOSED AQUATIC PROGRAMS**

- Learn to Swim Lessons
- Special Needs Swim Program
- Water Exercise Classes:
  - Zumba
  - Water Aerobics
  - Senior Exercise Classes

•Arthritis Foundation Classes

•Senior Stretch and Exercise

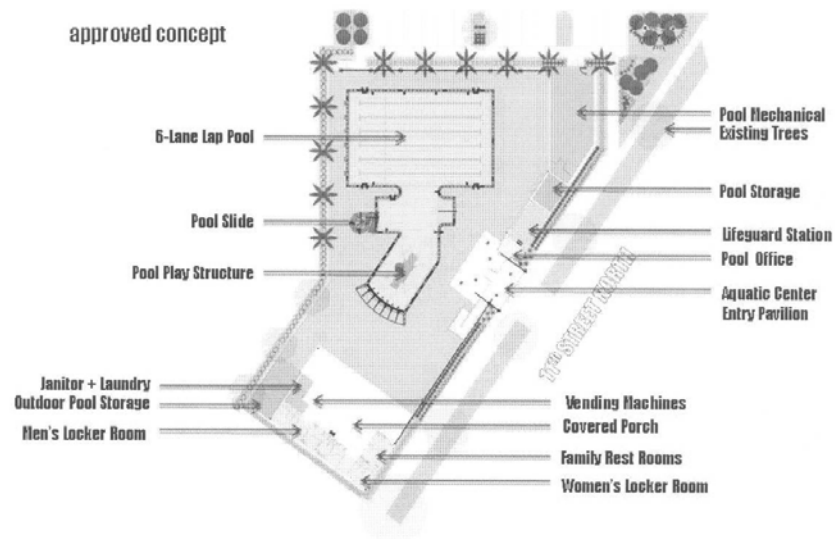
•Rehabilitation and Strengthening

- Recreational "Fun" Open Swim
- Exercise and Lap Swimming/Training
- Health Related Classes
- Swimming Classes and Camps
- Snorkel Classes and Camps
- Lifeguard and WSI Training
- Junior Lifeguard Program
- Scuba Diving Lessons and Camps
- Birthday Parties (Rental)
- Form a River Park youth swim team to compete with other recreation centers
- High School Swim Practice (Rental)
- College Winter Swim Team Practice (Rental)
- Special Events:
  - Family "Dive In" Movie Night in the Pool
  - Pool Safety Day
- Form a River Park youth swim team to compete with other recreation centers
- High School Swim Practice (Rental)
- College Winter Swim Team Practice (Rental)
- Special Events:
  - Family "Dive In" Movie Night in the Pool
  - Pool Safety Day
- Fire Department Trainings
- Police Department Trainings
- Home School PE Classes
- Employee Initiatives
- Personal Water Safety
- Basic Water Safety
- Home Pool Safety
- Parent Orientation to Swim Lessons

POTENTIAL PARTICIPANTS / USER GROUPS

- Children and Adults from the Neighborhood
- Children and Adults from the surrounding Community
- Elementary and Middle School age children
- Special Needs Children and Adults
- After School Participants
- Schools Out Funday Participants
- Spring Break/Christmas Break Camp Participants
- Summer Camp Participants (Estimated over 500 children each summer)
- Arthritis Foundation
- Day Care Centers
- Recreational Swimmers
- Exercise and Lap Swimmers
- Master Swimmers
- Tri-Athletes
- High School Swim Team Practices
- College Swim Team Winter Practices
- Home School
- Group Homes
- American Red Cross
- Collier County Health Department
- Sunrise Community
- Missing and Exploited Children
- Naples Community Hospital
- Physician Regional Health Care System
- WIC
- Girl Scouts
- Boy Scouts

SELECTED DESIGN



**BORRELLI + PARTNERS**  
ARCHITECTURE PLANNING LANDSCAPE INTERIORS

PROPOSED FACILITY SCHEDULE

- Summer Schedule, School Holidays/Days Off:
  - (From the last day of school to the first day of school)
  - Open Monday – Friday 9am – 6pm
  - Open Saturday & Sunday 10am – 5pm
- Non-Summer Schedule:
  - (From the first day of school to the last day of school)
  - Open Monday – Friday 2pm – 6pm
  - Open Saturday & Sunday 10am – 5pm
- Rentals, swim team practices, maintenance, etc., will be in addition to the above regular hours of operation.

Note: all hours are weather permitting

PROPOSED LIFEGUARD SCHEDULE

- Summer Schedule, School Holidays/Days Off:
  - Monday – Friday: up to 3 Guards on deck 8:30am – 6:30pm plus Full Time Pool Coordinator works 40 hours per week
  - Saturday & Sunday: up to 4 Guards on deck 9:30am – 5:30pm
- Non-Summer Schedule:
  - Monday – Friday: up to 3 Guards on deck 1:30pm – 6:30pm plus Full Time Pool Coordinator works 40 hours per week
  - Saturday & Sunday: up to 4 Guards on deck 9:30am – 5:30pm

Note: Number of guards "On Deck" depends on actual number of users in the pool, programs being offered, etc.

- Summer Schedule, School Holidays/Days Off:
  - Monday – Friday: up to 3 Guards on deck 8:30am – 6:30pm plus Full Time Pool Coordinator works 40 hours per week
  - Saturday & Sunday: up to 4 Guards on deck 9:30am – 5:30pm
- Non-Summer Schedule:
  - Monday – Friday: up to 3 Guards on deck 1:30pm – 6:30pm plus Full Time Pool Coordinator works 40 hours per week
  - Saturday & Sunday: up to 4 Guards on deck 9:30am – 5:30pm

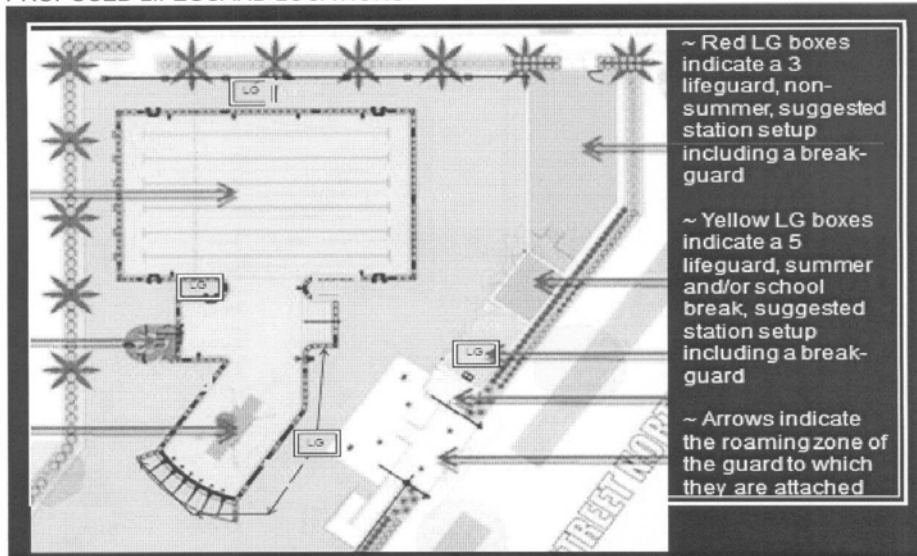
Note: Number of guards "On Deck" depends on actual number of users in the pool, programs being offered, etc.

PROPOSED LIFEGUARD REQUIREMENTS

- ENTIRE FACILITY OPEN FOR PUBLIC USE AND LESS THAN 50 USERS ARE PRESENT (depending on ages and uses):
  - A minimum of THREE and maximum of FOUR lifeguards on deck:
    - 1 guarding slide and slide pool
    - 1 guarding children's area
    - 1 guarding lap pool
- ENTIRE FACILITY OPEN FOR PUBLIC USE AND MORE THAN 50 USERS ARE PRESENT (depending on ages and uses):
  - A minimum of FOUR and maximum of SIX lifeguards on deck:
    - 1 guarding slide and slide pool
    - 1 or 2 guarding children's area
    - 1 or 2 guarding lap pool



PROPOSED LIFEGUARD LOCATIONS



MARKETING PLAN

- Update information in the Community Services brochures/fliers/etc.
- Update information on the City of Naples Website.
- Contact local day care centers and nursing homes to promote programs and activities.
- Work with Lake Park and Gulfview Schools to create youth recreational swim team and learn to swim programs.
- Work with Naples Daily News and other local publications to advertise programs as advertising budget allows.
- Release Public Service Announcements regularly to local television/radio stations, local magazines/newspapers, etc.
- Create a quarterly newsletter for mail out/email to member/mailling list and other potential participants.

ANNUAL COST ESTIMATES

- Staff
  - Pool Coordinator (Full Time) \$ 35,000
  - Pool Coordinator Benefits \$ 11,000
    - New FTE position to start mid-year 2011/12
  - Lifeguards (Part Time) \$110,000
    - See Exhibit #1 for Lifeguard Expense Detail
- Utilities
  - (Electric, Water, Sewer, Phone) \$ 45,000
- Supplies, Chemicals, Equipment etc. \$ 55,000
- TOTAL ESTIMATED EXPENSES \$256,000

EXPENSE ISSUES / CONCERNS

- Staff projections are based on hiring a full time Pool Coordinator to plan, organize and manage the pool operations. It is anticipated to hire this position mid-year of 2011/12 budget year.

- Lifeguards are part time positions and the estimated costs are based on the proposed YEAR ROUND facility schedule operation with reduced seasonal hours.
- Utility and chemical costs are based on estimates provided by the pool contractor and may actually decrease or increase.

**OPERATIONAL COST:**

- Staffing – 61%;
- Chemicals / supplies – 21%; and
- Utilities – 18%

**ANNUAL REVENUE ESTIMATES**

|                          |           |
|--------------------------|-----------|
| ■ Classes/Programs       | \$ 16,000 |
| ■ Learn to Swim Lessons  | \$ 10,000 |
| ■ Rentals/Special Events | \$ 6,800  |
| ■ Aquatic Camps          | \$ 6,500  |
| ■ Admission/Membership   | \$ 4,000  |
| ■ Concession Sales       | \$ 2,700  |

■ TOTAL REVENUES \$ 46,000\*

\*A projected increase of **\$44,000** from previous annual revenues

➤ See Exhibit #2 for a full revenue detail plan

**OPERATIONAL REVENUE:**

- Classes – 35%;
- Lessons – 22%;
- Rentals – 15%;
- Camps – 14%;
- Memberships – 9%; and
- Concession – 5%

**REVENUE ISSUES / CONCERNS**

- The River Park Pool has been a free facility for fifty years and there have been minimal revenues collected (approximately \$2,000 per year).
- Revenue projections remain conservative until after a full year of operation of the new facility.
- Outside groups have submitted revenue projections to City Council which are considered by staff to be unrealistic and unachievable.
- A survey of 15 local pools results show that all 15 pools operate at a loss. See Exhibit #3 for complete survey results.

**5-YEAR FACILITY COST PROJECTION**

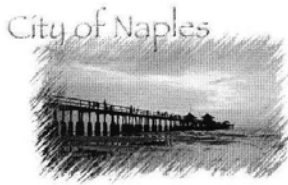
|                             | YEAR 1    | YEAR 2    | YEAR 3    | YEAR 4    | YEAR 5    |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|
| <b>REVENUE PROJECTIONS:</b> |           |           |           |           |           |
| PROGRAMS/RENTALS/ETC        | \$43,300  | \$45,000  | \$50,000  | \$55,000  | \$60,000  |
| CONCESSION SALES            | \$ 2,700  | \$ 3,500  | \$ 5,000  | \$ 5,500  | \$ 6,000  |
| REVENUES TOTAL              | \$46,000  | \$48,500  | \$55,000  | \$60,500  | \$66,000  |
| <b>EXPENSE PROJECTIONS:</b> |           |           |           |           |           |
| STAFFING:                   |           |           |           |           |           |
| FT POOL COORD/BENEFITS      | \$ 46,000 | \$ 46,000 | \$ 46,000 | \$ 46,000 | \$ 46,000 |
| PT LIFEGUARDS               | \$110,000 | \$110,000 | \$110,000 | \$110,000 | \$110,000 |
| UTILITIES AND SUPPLIES      | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 |
| EXPENSES TOTAL              | \$256,000 | \$256,000 | \$256,000 | \$256,000 | \$256,000 |
| NET PROFIT/(LOSS)           | \$210,000 | \$207,500 | \$201,000 | \$195,500 | \$190,000 |

Options

- Proceed with construction of a new facility with expanded programming recognizing operations will require an annual commitment of funding from the City's General Fund.
- Reconsider construction of a new facility by renovating the existing pool shell, sealing cracks, replacing piping and installing modernized pump and filtration equipment. Operate the pool seasonally (May – September). An annual commitment of funding from the City's General Fund will be required but less than Option 1.
- Accept Option 2 (renovated facility) and lease operation of the facility.

Special Thanks to:

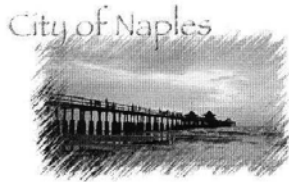
- Bradie Allen who assisted with the background information and survey data.
  - Over 25 years experience in the field of private and public aquatics management.
  - Joined Collier County Parks & Recreation Department in 1993 and worked at each of the County's four year-round aquatic facilities including the million-gallon Sun N' Fun Waterpark for the first two years of operation. Duties included all aspects of day-to-day operations: program development and implementation; ensuring superior customer service; expense and revenue projections and budget management of up to \$3.5 million annually; recruitment, interviewing, hiring, training, evaluating and disciplining staff of up to fifty direct-reports; daily preventive maintenance and pump house operation; liaison between the County Health Department and consistent, safe operations at each complex.
  - National Pool and Spa Association Certified Pool Operator, a National Recreation and Park Association Aquatic Facility Operator and an Instructor Trainer for the American Red Cross.



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date:** October 17, 2011

|   |  |
|---|--|
| Agenda Item:<br>6   | Prepared By: David M. Lykins, Director<br>Date: October 6, 2011 Department: Community Services |
| <b>SUBJECT:</b><br>Discussion of a proposed business plan for the River Park Pool.  |  |
| <b>BACKGROUND:</b><br>During the Capital Improvement Program Budget Workshop with City Council on June 13, 2011, staff presented a final conceptual design for the River Park Pool and received consensus for proceeding forward with final drawings to build a new pool in the River Park neighborhood at an anticipated cost of \$1.15 million, the project amount supported by City Council. Staff was asked by City Council to return at a future date with a proposed business plan for the future operation of the facility.<br><br>Challenges affecting the preparation of an achievable business plan are as follows. <ol style="list-style-type: none"><li>1. The pool has operated in excess of 50 years as a free access neighborhood pool strictly for recreational use. Daily admission fees have never been charged.</li><li>2. The pool is located in the middle of a residential neighborhood and is surrounded on three sides by apartment rental units.</li><li>3. The pool generally operates during the summer months of June, July and August. Just prior to the month of June and immediately following the month of August, the facility opened in the afternoon as a part of the River Park Center Recreation Sampler Program, and on holidays and weekends as weather permitted and lifeguards were available.</li><li>4. The primary users of the pool live in the River Park, River Park East and Jasmine Cay neighborhoods, all within walking distance to the pool. Supplemental users included youth enrolled in the City's summer day camp programs.</li><li>5. The location and size of the facility restricts options for designing, building, and operating anything other than a neighborhood pool. A regional pool with any intense programming or competitive swim meets is considered in conflict with the surrounding neighborhood.</li><li>6. No previous business plans have been prepared or implemented. As a result, there is no basis or beneficial historical data existing that contributes toward determining future demand, program success or revenue potential.</li></ol><br>It must be recognized that the River Park pool has not operated as a revenue generating facility. Due to budgetary challenges, it is understood times have changed and a new business model must be considered as specialized recreational facilities are improved or replaced. |  |



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date: October 17, 2011**

**Page Two**

Agenda Item:

6

**BACKGROUND (cont.):**

The approach utilized in the creation of a business plan consisted of the following considerations.

1. Primary purpose and users; neighborhood impacts and neighborhood support.
2. Program need, demand and potential.
3. Availability of local facilities providing similar opportunities or services.
  - A. Golden Gate – 6.69 miles (10 minutes) from River Park
  - B. Regional Park – Livingston Road – 10.15 miles (15 minutes) from River Park
4. Availability of full function competitive swimming facility.
  - A. Norris Pool – Livingston Road – 7.51 miles (12 minutes) from River Park
  - B. YMCA Pool – Pine Ridge Road – 5.90 miles (10 minutes) from River Park
5. Operational and staffing needs.
6. Cost recovery potential.

Research of local and regional swimming facilities agreeing to share information confirmed that pool operations operate at a deficit. The majority, if not all of the facilities surveyed generate revenues of approximately 20% to 30% of the overall expense. The public facilities surveyed were not able to offer exact costs as pool operations were generally combined with other recreational facilities, similar to the accounting and budgeting methods used by the City of Naples.

The staff presentation will summarize a proposed plan for operating the new facility. It is staff's opinion, based on the proposed plan, that the facility will not generate any significant revenue to offset annual operational costs.

Options City Council may wish to consider are:

1. Proceed with construction of a new facility with expanded programming recognizing operations will require an annual commitment of funding from the City's General Fund.
2. Reconsider construction of a new facility by renovating the existing pool shell, sealing cracks, replacing piping and installing modernized pump and filtration equipment. Operate the pool seasonally (May – September). An annual commitment of funding from the City's General Fund will be required but less than Option 1.
3. Accept Option 2 (renovated facility) and lease operation of the facility.

Reviewed by Department Director  
Dave Lykins  
City Council Action:

Reviewed by Finance  
N/A

Reviewed by City Manager  
A. William Moss

**River Park Pool**  
**Lifeguard Expense Projection Detail Plan**

**Exhibit #1**  
**10-17-11**

Year 1: 12 full months of operation

ZONE 1: 6 Lap Lane Swimming Area  
ZONE 2: Instructional/Catch Pool Area  
ZONE 3: Zero Entry Play Area

**MAINTENANCE:**

Pool/Pump-room specific: vacuuming, gutter cleaning, skimming, stainless polishing, ladder/slide/stair/LG chair cleaning/PM, bottom/side brushing, tile/grout cleaning, chemical tracking/testing/adjustments/shocking, chemical feeder monitoring/calibrating, filter basket emptying, filter backwashing/sand or DE changes, general pump performance checks and maintenance: proper GPMs/turnover rates, lubrication, bolt tightening, checking for gasket/seal leaks, pitting/cavitation, etc., lighting checks/replacements, heater/cooling function checks, play/spray feature cleaning/PM, etc. Seasonal operating fluctuations and/or unforeseen repairs will result in increases and/or decreases in the actual weekly totals expended. Deck/landscape/locker-room maintenance/repairs, where CPO/AFO certification is not required, were NOT included in these projections.

| <u>Location</u> | <u>Cost</u> | <u>Frequency</u>    | <u>Annually</u> |
|-----------------|-------------|---------------------|-----------------|
| <u>Zone 1:</u>  | \$10/hr.    | 5.5hr/wk./52wk./Yr. | \$2,800         |
| <u>Zone 2:</u>  | \$10/hr.    | 3hr/wk./52wk./Yr.   | \$1,500         |
| <u>Zone 3:</u>  | \$10/hr.    | 2hr/wk./52wk./Yr.   | \$1,000         |
|                 |             |                     | <b>\$5,300</b>  |

**INSTRUCTIONAL:**

While most classes will be offered by contracted instructors there will be an occasion for the full time staff and part time lifeguards to teach specialized classes (the following are examples of classes lifeguards may teach).

| <u>Location</u>  | <u>Type</u>    | <u>Cost</u> | <u>Frequency</u>  | <u>Annually</u> |
|------------------|----------------|-------------|-------------------|-----------------|
| <u>Zone 1-2:</u> | WaterWalk      | \$10/hr.    | 3hr/wk./52wk./Yr. | \$1,500         |
| <u>Zone 1:</u>   | Deep Water     | \$11/hr.    | 3hr/wk./52wk./Yr. | \$1,700         |
| <u>Zone 1:</u>   | Jr. Guard      | \$11/hr.    | 9hr/5Xwk./1XYr.   | \$ 500          |
| <u>Zone 1-2:</u> | Swim & Snorkel | \$16.82/hr. | 3hr/5Xwk./2XYr.   | \$ 500          |
|                  |                |             |                   | <b>\$4,200</b>  |

**LIFEGUARDING:**

Arrival and departure times of the 5 full-facility summer/holiday week and 3 non-summer daily guards would be staggered to allow for opening setup and closure cleanup. Non-Summer hours allow for one week annual maintenance closure, all guards still work in maintenance.

| <u>Location &amp; Type</u>                | <u>Cost</u> | <u>Frequency</u>                     | <u>Annually</u>  |
|---|-------------|--------------------------------------|------------------|
| <u>Full-facility, summer/holiday wks:</u> | \$10/hr.    | 5G: M-F, 9A-6P, S/S, 10A-5P=14wk/Yr. | \$ 41,000        |
| <u>Rotation, summer/holiday wks:</u>      | \$10/hr.    | 1G: 10A-6P+S/S, 11A-5P=14wk/Yr.      | \$ 6,500         |
| <u>Full-facility, non-summer:</u>         | \$10/hr.    | 3G: 2P-6P+S/S, 10A-5P=38wk/Yr.       | \$ 38,000        |
| <u>Rotation, non-summer:</u>              | \$10/hr.    | 1G: 3P-6P+S/S, 11A-5P=38wk/Yr.       | \$ 4,500         |
| <u>Pre/post reg. hr. programs:</u>        | \$10/hr.    | 1G: 12hrs/wk=598hrs/Yr.              | \$ 5,800         |
| <u>Pre/post reg. hr. rentals:</u>         | \$10/hr.    | 2G: 20hrs/Yr.                        | \$ 200           |
| <u>Lead guard hourly increase:</u>        | \$1/hr.     | 2G: M-F, 9A-6P, S/S, 10A-5P=14wk/Yr. | \$ 1,500         |
| <u>Lead guard hourly increase:</u>        | \$1/hr.     | 2G: 2P-6P+S/S, 10A-5P=38wk/Yr.       | \$ 2,500         |
|   |             |                                      | <b>\$100,000</b> |

**SPECIAL EVENTS:**

| <u>Location</u>  | <u>Type</u>   | <u>Cost</u>  | <u>Frequency</u> | <u>Annually</u> |
|------------------|---------------|--------------|------------------|-----------------|
| <u>Zone 1-3:</u> | Movie Nights  | \$114avg/hr. | 2hr/2XYr.        | \$450           |
| <u>Zone 1-3:</u> | Party Service | \$10/hr.     | 2hr/4XYr.        | \$ 80           |
|                  |               |              |                  | <b>\$530</b>    |

**Total: \$110,000**

**River Park Pool**  
**Revenue Projection Detail Plan**

Exhibit #2

10-17-11

Year 1: 12 full months of operation

| <u>Programming/Scheduling Revenue Plan</u>   | <u>Cost</u> | <u>Avg. Sales/Month</u> | <u>Annually</u> |
|--|-------------|-------------------------|-----------------|
| <b>General Admission/Memberships</b>   |             |                         |                 |
| Daily Admission Resident: Adult/Supervisory  | \$0         | 50/Month                | \$ 0            |
| Daily Admission Resident: Child or Senior  | \$0         | 200/Month               | \$ 0            |
| Daily Admission Non-Res: Adult/Supervisory   | \$2         | 10/Month                | \$ 240          |
| Daily Admission Non-Res: Child/Senior  | \$1         | 20/Month                | \$ 240          |
| Annual Family Membership:<br>(up to 2 adults, 2 children under 18yrs): includes 1 decorative tile project (\$100 value),<br>daily admission, 2 Funbrella rentals; 2 swim lessons; all water exercise classes | \$150       | 12/Yr                   | \$ 1,800        |
| 3 Month Membership:<br>Includes 1 Funbrella rental; daily admission, 2 swim lessons; all water exercise classes  | \$75        | 24/Yr                   | \$ 1,800        |
| <b>TOTAL</b>   |             |                         | <b>\$ 4,000</b> |
| <b>ARC Learn to Swim Lessons</b> (staff and/or contractual instructors)  |             |                         |                 |
| Swim FL/Safe & Healthy Children of Collier County (Grant Awarded to River Park)  |             |                         | \$ 2,880        |
| Levels 1-4 (8 X meet, 159 in 2009, 75% in-house)   | \$40        | 159/Yr.                 | \$ 6,300        |
| Private 1 on 1 instruction (in-house, per ½ hr.)   | \$30        | 30/Yr.                  | \$ 900          |
| <b>TOTAL</b>   |             |                         | <b>\$10,000</b> |
| <b>Classes/Programs</b> (16 yrs and up or 13 yrs w/ paid adult)  |             |                         |                 |
| Zumba 6wks/1 classes wk.   | \$65        | 45/Yr.                  | \$ 3,000        |
| Zumba 6wks/2 classes wk.   | \$90        | 20/Yr.                  | \$ 1,800        |
| Zumba Drop-in  | \$12        | 20/Yr.                  | \$ 240          |
| Water Walk Exercise:   |             |                         |                 |
| Walk: 6wks/1 class wk.   | \$25        | 2/Month \$50/8 Months   | \$ 400          |
| Walk: 6wks/2 classes wk.   | \$35        | 2/Month \$70/8 Months   | \$ 560          |
| Walk: Drop-in  | \$5         | 4/Month \$40            | \$ 480          |
| Deep Water Exercise:   |             |                         |                 |
| Deep: 6wks/1 class wk.   | \$25        | 1/Month \$25/8 Months   | \$ 200          |
| Deep: 6wks/2 classes wk.   | \$35        | 1/Month \$35/8 Months   | \$ 280          |
| Deep: Drop-in  | \$5         | 2/Month \$10            | \$ 120          |
| ARC LG Train. (in-house : may change, new ARC fees)  | \$155       | 6/ea. Course X 2/Yr.    | \$ 1,860        |
| ARC WSI Train. (in-house : may change, new ARC fees)   | \$150       | 6/ea. 1/Yr.             | \$ 1,000        |
| Swim Team-summer   | \$225       | 10/summer               | \$ 2,250        |
| SwimFL Team-annual (\$125+\$42/mo/7addtnl.mo.)   | \$419       | 5/Yr.                   | \$ 2,090        |
| Stroke Clinic (4 ½ hr. sessions, include video assessment)   | \$100       | 6/Yr.                   | \$ 600          |
| Early Bird Lap Swim (offered M/W/F 6-7:30am-3 mo. pass)  | \$60        | 20/Yr.                  | \$ 1,200        |
| <b>TOTAL</b>   |             |                         | <b>\$16,000</b> |
| <b>Aquatic Camps</b>   |             |                         |                 |
| Jr. Guard (full day M/W/F)   | \$100       | 12/Yr.                  | \$ 1,200        |
| Jr. Guard (full day M-F)   | \$125       | 4/Yr.                   | \$ 500          |
| Swim & Snorkel (9AM-12PM, M-F)   | \$100       | 24/Yr.                  | \$ 2,400        |
| No School Swim Day (6 full days annually)  | \$40        | 6/day X 6 yr            | \$ 1,400        |
| Spring Break (5 full days)   | \$100       | 10/Yr.                  | \$ 1,000        |
| <b>TOTAL</b>   |             |                         | <b>\$ 6,500</b> |

# River Park Pool Revenue Projection Detail Plan

**Rentals/Special Events** (pre/post normal hours: 1 guard included, additional guard if necessary, based on number of participants in party)

|   |                               |       |    |       |
|---|-------------------------------|-------|----|-------|
| ZONE 1:   | 6 Lap Lane Swimming Area      |       |    |       |
| ZONE 2:   | Instructional/Catch Pool Area |       |    |       |
| ZONE 3:   | Zero Entry Play Area          |       |    |       |
| Zone 1 (2 hr. min. or Z1 + another Z ea for 1hr.)     | \$40                          | 4/Yr. | \$ | 320   |
| Zone 2 or 3 (2 hr. min. for each or 1 Z ea for 1 hr.) | \$35                          | 8/Yr. | \$ | 560   |
| 1st Guard   | \$25/hr.                      | 6/Yr. | \$ | 150   |
| Additional Guard                                      | \$25/hr.                      | 5/Yr. | \$ | 120   |
| Whole facility, 2 hour min., pre-opening/post closing | \$95/hr.                      | 5/Yr. | \$ | 1,000 |

College Swim Team Visits:

|  |       |       |    |       |
|--|-------|-------|----|-------|
| 2 practices @ 1.5 hrs ea/day 10-30 swimmers/5 days | \$600 | 4/Yr. | \$ | 2,400 |
|--|-------|-------|----|-------|

|   |      |           |         |    |     |
|---|------|-----------|---------|----|-----|
| <u>Funbrella/Shade Structures:</u> 2.5 hours (during reg. hrs.) | \$25 | 1.5/Month | \$37.50 | \$ | 450 |
|---|------|-----------|---------|----|-----|

|                       |       |      |    |     |
|-----------------------|-------|------|----|-----|
| <u>Party Service:</u> | \$150 | 4/Yr | \$ | 600 |
|-----------------------|-------|------|----|-----|

For up to 10 kids; balloons/table cloths/cups/napkins; craft; pool games; prizes/goodie bag; staff organizer for 2 hours; free swim (Agency Cost: Staff organizer/lifeguard \$20, craft: \$2ea, prizes: \$3 ea, decorations \$15)

|                                      |       |       |    |       |
|--------------------------------------|-------|-------|----|-------|
| <u>Decorative Pool Tile Project:</u> | \$100 | 12/Yr | \$ | 1,200 |
|--------------------------------------|-------|-------|----|-------|

(12X12) tile, stencil, glaze & brush use, kiln firing, installation on pool building wall (or equal surface)

**TOTAL \$ 6,800**

Concession Sales

**TOTAL \$ 2,700**

---

**TOTAL REVENUES \$46,000.00**



