

2015 Season Report

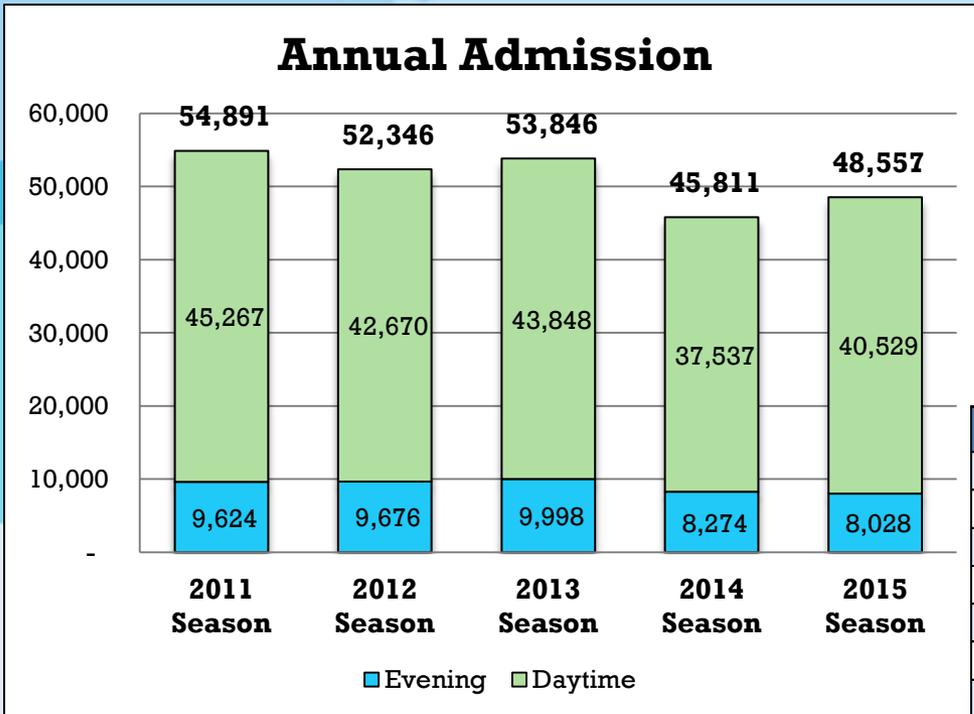


Marketing Overview

- 2015 Commercial
 - <https://www.youtube.com/watch?v=MYYRWGqvajc>
- Free Dive-In Movies @ Riverside Park
- Cross Promotions with Papa Johns, Coke
- Rexburg Rapids Reached up to 34% of Madison's Population

Area	% of Admission	Population Reach
Bonneville (Idaho Falls)	33.5%	13.7%
Madison (Rexburg)	29.6%	34.6%
Jefferson (Rigby)	7.1%	11.7%
Bingham (Blackfoot)	5.3%	5.2%
Fremont (St. Anthony)	5.0%	17.3%
Other Parts of Idaho	10.90%	
Out of State	8.5%	

Annual Admission



2015 Season - 6/13 to 8/29	Daytime	Evening	Total
Special Needs Groups	639	-	639
Age 0-2	1,862	176	2,038
Age 3-59	31,852	2,249	34,101
Age 60+, Veterans, & Armed Services	622	127	749
Non-Swimmer	1,614	127	1,741
Party Package (30)	300	-	300
Evening Group Discount	-	143	143
Evening Exclusive Groups (23)	-	4,472	4,472
Evening Non-Exclusive Groups (12)	-	733	733
Punch Pass	3,640	-	3,640
Total	40,529	8,028	48,557
Slide Pass Sales	16,083	-	16,083

⦿ 2015 Est. Local Economic Impact (External to Rexburg Rapids) – **\$1.17 million**

Weather & Daily Revenue

- 3 Non-Operating “Bad” Weather Days
- Strong correlation between daily weather and daily revenue

Weather (on operating days)	2014	2015
Average High	79	83
Days Under 70	12	3
Days w/Precipitation (Inches)	22	15
Average Precipitation (Inches)	0.21	0.15
Total Precipitation (Inches)	4.56	2.21
Mean Daily Revenue	\$3,534.06	\$3,955.48
Correlation	0.75	0.77

*.77 correlation means for every 1 change in weather there is a .77 relationship change to revenue

Season Revenues

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Forecast	2015 %YTD	2014 vs 2015	
REXBURG RAPIDS FUND REVENUE										
23-350.00	ADMISSIONS-FITNESS	786	296						0	
23-350.10	ADMISSIONS-DAYTIME	192,712	182,035	183,772	159,654	188,000	169,000	90%	9,346	
23-350.15	ADMISSIONS-DAYTIME SLIDE	7	23,633	26,008	21,268	26,000	23,400	90%	2,132	11,478
23-350.20	ADMISSIONS-EVENING	28,520	16,643	19,134	10,959	20,000	10,000	50%	-959	
23-350.30	RENTAL-EVENING EXCLUSIVE	5,721	17,500	15,175	15,499	18,000	21,300	118%	5,801	
23-350.35	ADMISSION-EVENING NO-EXL GROUP	2,338	6,199	4,145	4,489	5,000	2,800	56%	-1,689	3,153
23-350.40	ADMISSION-PUNCH PASS	15,356	16,257	16,517	13,782	17,000	21,200	125%	7,418	
23-350.45	ADMISSION-FITNESS PUNCH PASS	180	375						0	
23-352.00	SALES-CONCESSIONS	13,382	35,900	36,583	36,187	38,000	41,200	108%	5,013	
23-352.10	INVENTORY-SALES	10,445	9,667	6,899	5,805	7,500	5,900	79%	95	
23-352.20	EMPLOYEE UNIFORM SALES	894	632	406	1,083	600	900	150%	-183	
23-352.30	SHAVED ICE SALES (15%)		2,060	2,471	1,897	2,500		0%	-1,897	
23-353.00	LESSONS - SWIM/FITNESS	33,333	45,313	61,048	72,878	65,000	74,600	115%	1,722	
23-371.00	INTEREST INCOME				53		200		147	
23-372.00	RENTAL-PARTY ROOM/SHELTERS	1,310	2,779	2,594	2,300	3,000	2,200	73%	-100	
23-374.00	MISCELLANEOUS REVENUES			3,071	84		300		216	
23-375.00	SALE OF ASSETS			2,550					0	
TOTAL OPERATING REVENUE		\$ 304,984	\$ 359,289	\$ 380,373	\$ 345,938	\$ 390,600	\$ 373,000	95%	\$ 27,062	
23-376.00	CONTRIBUTIONS/MOVIE SPONSORSHIP	99,200					1,300		1,300	
23-390.10	FUND TFR - GENERAL FUND - CAPITAL			50,000	50,000	50,000	50,000		0	
23-399.99	FUND BALANCE CARRYOVER					106,800			0	
TOTAL REXBURG RAPIDS REVENUE		\$ 404,184	\$ 359,289	\$ 430,373	\$ 395,938	\$ 547,400	\$ 424,300	78%	\$ 28,362	

Personnel Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Forecast	2015 %YTD	2014 vs 2015
REXBURG RAPIDS FUND EXPENSE									
23-440.15	MANAGER & ASSISTANT WAGES	-19,211	-22,706	-21,335	-21,682	-23,000	-20,800	90%	882
23-440.152	BUILDING MAINTENANCE LABOR		-616	-2,737	-1,366	-2,000	-3,600	180%	-2,234
23-440.16	SWIM/FITNESS TEACHERS WAGES	-6,427	-12,238	-13,675	-21,771	-15,000	-18,900	126%	2,871
23-440.17	LIFE GUARD WAGES	-71,501	-96,844	-84,653	-81,784	-90,000	-94,400	105%	-12,616
23-440.171	CASHIER WAGES	-11,504	-17,200	-11,139	-11,899	-12,000	-10,800	90%	1,099
23-440.172	MAINT. WAGES-done by life guard	-11,454	-446	-32	-762		-700		62
23-440.174	CONCESSIONS WAGES		-7,142	-4,774	-4,600	-5,000	-5,300	106%	-700
23-440.175	MARKETING/PT WAGES		-4,329	-2,853	-4,727	-3,000	-5,900	197%	-1,173
23-440.20	BENEFITS	-11,897	-16,193	-15,703	-18,139	-18,500	-20,000	108%	-1,861
23-440.25	WORKMANS COMP CLAIMS SURCHARGE			-620	-640	-1,100	-900	82%	-260
23-440.251	WORKMANS COMP REFUND			486	1,613	1,700	1,400	82%	-213
23-440.26	UNEMPLOYMENT BENEFITS		-612	-1,878		-2,000		0%	0
23-440.27	UNIFORMS	-9,918	-3,018	-3,750	-4,174	-3,000	-3,700	123%	474
TOTAL PERSONNEL EXPENSE		\$ (141,912)	\$ (181,344)	\$ (162,663)	\$ (169,931)	\$ (172,900)	\$ (183,600)	106%	\$ (13,669)

Operating and Total Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Forecast	2015 %YTD	2014 vs 2015
REXBURG RAPIDS FUND EXPENSE									
23-440.30	SUPPLIES	-7,831	-7,969	-10,498	-9,687	-9,000	-9,000	100%	687
23-440.31	EQUIPMENT/SUPPLIES TO SELL	-11,024	-5,932	-2,778	-1,601	-4,000	-1,800	45%	-199
23-440.32	CHEMICALS	-13,742	-29,888	-28,367	-30,853	-30,000	-34,200	114%	-3,347
23-440.33	CONCESSION SUPPLIES		-19,052	-16,593	-18,867	-19,000	-19,000	100%	-133
23-440.34	JANITORIAL SUPPLIES	-1,089	-1,542	-2,168	-673	-2,000	-1,600	80%	-927
23-440.41	PERMITS	-880	-225	-225	-414	-200	-200	100%	214
23-440.42	DRUG TESTS & BACKGROUND CHECKS	-3,324	-3,719	-3,363	-4,352	-3,700	-5,100	138%	-748
23-440.43	HIRED WORK			-1,766	-504	-1,500	-300	20%	204
23-440.45	ADVERTISING/MARKETING	-8,757	-9,780	-6,862	-6,093	-9,000	-7,100	79%	-1,007
23-440.46	INSURANCE		-4,693	-6,103	-7,571	-6,600	-6,600	100%	971
23-440.47	TRAVEL, TRAINING & MEETINGS	-10,709	-4,015	-5,739	-5,465	-5,000	-8,400	168%	-2,935
23-440.48	BANKING/CC CHARGES	-6,269	-7,155	-7,857	-8,209	-8,000	-8,700	109%	-491
23-440.49	SALES TAX	-13,953	-16,633	-15,547	-13,601	-16,800	-15,200	90%	-1,599
23-440.51	TELEPHONE & INTERNET	-266	-1,358	-1,303	-999	-1,400	-800	57%	199
23-440.52	POWER	-15,652	-37,987	-33,937	-32,758	-35,000	-24,700	71%	8,058
23-440.53	NATURAL GAS	-30,069	-46,256	-25,048	-39,544	-28,000	-42,000	150%	-2,456
23-440.58	WATER/SEWER/GARBAGE	-4,464	-7,199		-50				50
23-440.60	BUILDING & GROUNDS REPAIRS	-1,810	-9,725	-17,473	-15,457	-12,000	-27,200	227%	-11,743
23-440.61	EQUIPMENT REPAIRS						-1,100		
23-440.64	COMPUTER PROGRAM MAINTENANCE	-93	-5,045	-4,658	-3,759	-5,300	-3,900	74%	-141
TOTAL OPERATIONS EXPENSE		\$ (129,932)	\$ (218,173)	\$ (190,285)	\$ (200,457)	\$ (196,500)	\$ (216,900)	110%	\$ (16,443)
23-440.701	SECURITY SYSTEM/CAMERAS					-2,000			0
23-440.702	BOILER 3-WAY TEMP CONTROL VALVE						-6,600		-6,600
23-440.79	BAD DEBT WRITEOFFS		-9,368						0
23-440.95	SHOP EXPENSES				-13,005	-3,200	-3,200		9,805
23-440.98	CONTINGENCY/CAPITAL/DEPRECIATN					-172,800			0
TOTAL REXBURG RAPIDS EXPENSE		\$ (271,844)	\$ (408,885)	\$ (352,948)	\$ (383,393)	\$ (547,400)	\$ (410,300)	75%	\$ (26,907)

Net Profits & Comparisons

Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Forecast	2015 %YTD	2014 vs 2015
REXBURG RAPIDS FUND NET INCLUDING TRANSFER	132,340	-49,596	77,425	12,545		14,000		1,455
LESS FUND TRANSFER IN /CARRYOVER	-99,200		-50,000	-50,000		-50,000		0
ADD BACK CONTINGENCY								0
REXBURG RAPIDS FUND OPERATING NET	\$ 33,140	\$ (49,596)	\$ 27,425	\$ (37,455)		\$ (36,000)		\$ 1,455
CARRYOVER BALANCE	\$ 132,340	\$ 82,744	\$ 110,169	\$ 72,714		\$ 36,714		

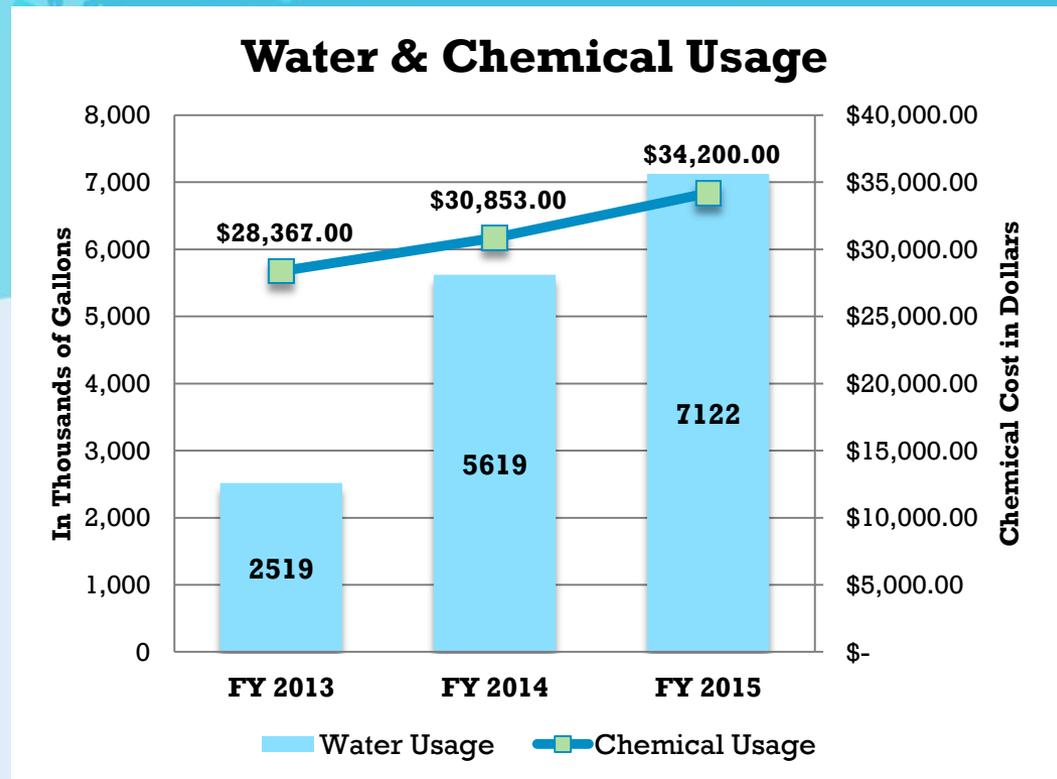
- ◎ 2015 Net Loss – \$(36,000)
 - Capital Repairs – Boiler (Over \$23,000)
 - Water Loss

Water & Chemical Usage

Total Usage in Thousands of Gallons

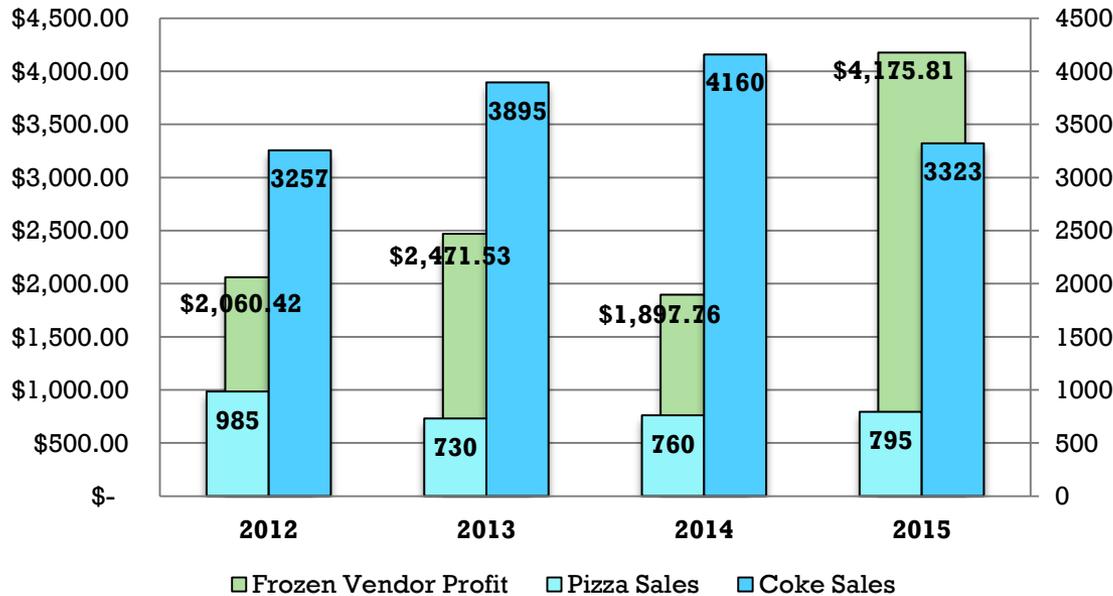
	FY 2013	FY 2014	FY 2015
Oct-April	444	755	150
May	16	3	39
June	424	663	752
July	731	1645	2575
Aug	520	2052	1926
Sep	384	501	1680
Total	2519	5619	7122

- Chemical increase – \$3347.00
- Water Increase – 1.5 million Gallons
 - Increased cost from 2013 to 2015 of over \$7,000



Concessions Report

Concessions Growth



2015 Season

Total Revenues	\$ 41,200.00
Expenses	
Concession Supplies	\$ 19,000.00
Wages/Benefits	\$ 5,300.00
Sales Tax	\$ 2,332.08
Total Expenses	\$ 26,632.08
Concessions Profit	\$ 14,567.92
Shaved Ice Profit Sharing (15%)	\$ -
Total Profit	\$ 14,567.92

Year	Total Profit
2011	\$ 10,520.00
2012	\$ 8,848.00
2013	\$ 15,105.00
2014	\$ 11,905.00
2015	\$ 14,567.92

- **New Vendors– Papa John’s, ICEE**
 - Frozen Vendor Profit went up \$2278.05 when losing Snoasis and gaining **ICEE**
 - Pizza stayed about the same
- **Total 2015 Profit was \$14,567.92**

Capital Replacement Transfer-In

- **\$50,000** is transferred annually from the general fund into the Rexburg Rapids Fund for **future capital replacement and maintenance needs (\$150,000 in capital reserve after 2015)**
- Transfer is only to be made if cash from the general fund is available at year end
 - Money is kept as a **separate Fund Balance Carryover** and not included with the Fund Balance for Operations
- This helps **provide stability to the general fund** by not requiring substantial transfers in future years when capital replacement or maintenance needs arise

2016 Season



2016 Schedule

- ◉ **Season Duration – June 11th to August 27th**
- ◉ **2016 Classes**
 - 5 Sessions of Swim Lessons, 2 Sessions Kids Swim Club & Water Aerobics, Junior Lifeguard Camp, *No Lap Swim*
- ◉ **Double Dip Monday Nights**
- ◉ **4 Free Dive-In Movie nights @ Riverside Park**
 - Presented by the City of Rexburg & Rexburg Rapids
 - Local sponsors for each

Plans & Proposals

◎ Switch to “Rec1” Software

- Better online reservations, shopping cart, customer accounts, and registrations
- Approximately same cost as current software

◎ Start selling season passes

- Average punch pass usage is 76%
- 2014 Pass Sales – 215 (20% Employee Benefit Passes)
- 2015 Pass Sales – 299 (29% Employee Benefit Passes)

Proposed Season Passes

Season Pass	Through May 31	After May 31
Individual	\$ 80.00	\$ 90.00
2nd Family Member	\$ 70.00	\$ 80.00
3rd Family Member	\$ 60.00	\$ 70.00
Each Additional Family Member	\$ 50.00	\$ 60.00

Family defined as immediate family members living in the home

Expires September Each Year

Sample Costs	Through May 31	After May 31
Family of 7	\$ 410	\$ 480
Cost/Person	\$ 59	\$ 69
day cost/entry w/slide	\$ 7	\$ 7
Breakeven Admissions per/person	8	10
Family of 4	\$ 260	\$ 300
Cost/Person	\$ 65	\$ 75
day cost/entry w/slide	\$ 7	\$ 7
Breakeven Admissions per/person	9	11
Individual	\$ 80	\$ 90
day cost/entry w/slide	\$ 7	\$ 7
Breakeven Admissions per/person	11	13

Future Recommendations

- ◉ Sell season pass memberships (2016)
- ◉ Monitor market in surrounding areas for plans for new parks
- ◉ Research and add a new feature (i.e. new slide or pool area, hot tub, other waterpark type features)
 - Admission will tend to decline until that point
- ◉ Increase admission rates in 2016 by \$.50 cents (see proposed fee sheet for specifics)

Appendix

