

2016 Season Report



Marketing Overview

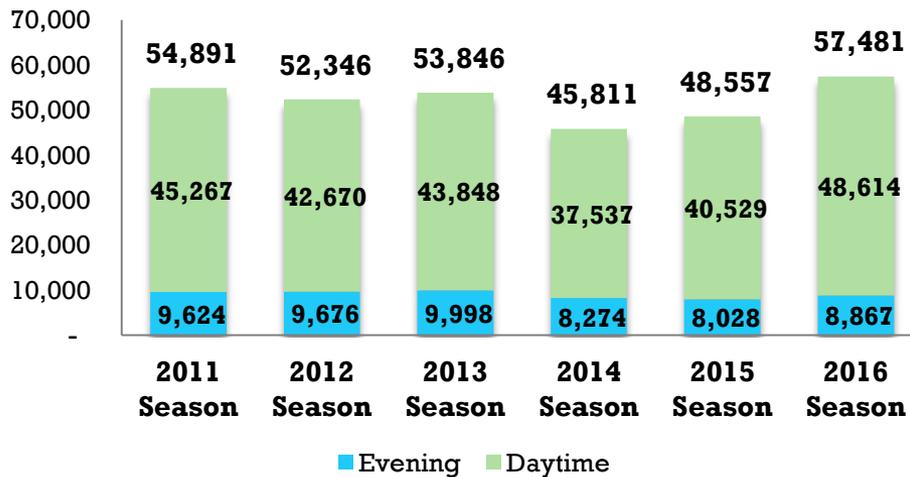
- ◉ Commercials-Cable One (multiple television stations)/Stay-N-Play (KIDK)
- ◉ Paramount 5 and Teton Vu Drive In ads
- ◉ Publishing-Idaho falls Magazine & Bear Brochures along Yellowstone corridor
- ◉ Free Movies in the Park – Beehive Credit Union
- ◉ Cross Promotions with Coke and Kiwi Loco
- ◉ Social Media-Website/Twitter/Instagram/Facebook (7,366 likes)

Rexburg Rapids Reached up to 34% of Madison's Population

Area	% of Admission	Population Reach
Bonneville (Idaho Falls)	30.2%	13.7%
Madison (Rexburg)	31.3%	34.6%
Jefferson (Rigby)	9.8%	11.7%
Bingham (Blackfoot)	5.3%	5.2%
Fremont (St. Anthony)	5.4%	17.3%
Other Parts of Idaho	15.75%	
Out of State	2.2%	

Annual Admission

Annual Admission



2016 Season - 6/4; 11 to 8/27	Daytime	Evening	Total
Special Needs Groups	467	-	467
Age 0-2	7,285	229	7,514
Age 3-59	31,739	2,217	33,956
Age 60+, Veterans, & Armed Services	713	41	754
Non-Swimmer	1,623	114	1,737
MISC. Admissions	2,715		2,715
Party Package (38)	380	-	380
Evening Group Discount	-	112	112
Evening Exclusive Groups (30)	-	5,100	5,100
Evening Non-Exclusive Groups (19)	-	1,054	1,054
Season Passes (108)	377		377
Punch Pass	3,315	-	3,315
Total	48,614	8,867	57,481
Slide Pass Sales	15,816	-	15,816

⦿ 2016 Est. Local Economic Impact – **\$1.9 million**

Weather & Daily Revenue

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

Weather (on operating days)	2015	2016
Average High	83	88
Days Under 70	3	2
Days w/Precipitation (Inches)	15	11
Average Precipitation (Inches)	0.15	0.05
Total Precipitation (Inches)	2.21	0.51
Mean Daily Revenue	\$3,955.48	\$4,191.48
Correlation	0.77	0.74

*.74 correlation means for every 1 change in weather there is a .74 relationship change to revenue

Season Revenues

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Forecast	2016 %YTD	2015 vs 2016
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	168,825	188,000	187,500	100%	18,675
23-350.15	ADMISSIONS-DAYTIME SLIDE	7	23,633	26,008	21,268	23,395	26,100	23,700	91%	305
23-350.20	ADMISSIONS-EVENING	28,520	16,643	19,134	10,959	9,923	16,000	11,600	73%	1,677
23-350.30	RENTAL-EVENING EXCLUSIVE	5,721	17,500	15,175	15,499	21,225	16,400	30,500	186%	9,275
23-350.35	ADMISSION-EVENING NO-EXL GROUP	2,338	6,199	4,145	4,489	2,796	5,000	4,900	98%	2,104
23-350.40	ADMISSION-PUNCH PASS	15,356	16,257	16,517	13,782	21,202	16,000	16,200	101%	-5,002
23-350.45	ADMISSION-FITNESS PUNCH PASS	180	375					100		100
23-350.46	ADMISSION-SEASON PASS							4,200		4,200
23-352.00	SALES-CONCESSIONS	13,382	35,900	36,583	36,187	41,144	39,000	46,200	118%	5,056
23-352.10	INVENTORY-SALES	10,445	9,667	6,899	5,805	5,845	6,900	7,900	114%	2,055
23-352.20	EMPLOYEE UNIFORM SALES	894	632	406	1,083	843	600	1,200	200%	357
23-352.30	SHAVED ICE SALES (15%)		2,060	2,471	1,897					0
23-353.00	LESSONS - SWIM/FITNESS	33,333	45,313	61,048	72,878	74,549	75,000	81,200	108%	6,651
23-371.00	INTEREST INCOME				53	160	200	900	450%	740
23-372.00	RENTAL-PARTY ROOM/SHELTERS	1,310	2,779	2,594	2,300	2,144	2,700	2,300	85%	156
23-374.00	MISCELLANEOUS REVENUES			3,071	84	250		200		-50
23-375.00	SALE OF ASSETS			2,550						0
TOTAL OPERATING REVENUE		\$ 304,984	\$ 359,289	\$ 380,373	\$ 345,938	\$ 372,301	\$ 391,900	\$ 418,600	107%	\$ 46,299
23-376.00	CONTRIBUTIONS/MOVIE SPONSORSHIP	99,200				1300				-1,300
23-390.10	FUND TFR - GENERAL FUND - CAPITAL			50,000	50,000	50,000	70,000	70,000		20,000
23-399.98	FUND BAL CAPITAL REPLACEMENT									0
23-399.99	FUND BALANCE CARRYOVER						74,400			0
TOTAL REXBURG RAPIDS REVENUE		\$ 404,184	\$ 359,289	\$ 430,373	\$ 395,938	\$ 423,601	\$ 536,300	\$ 488,600	91%	\$ 64,999

Personnel Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Forecast	2015 %YTD	2015 vs 2016
REXBURG RAPIDS FUND EXPENSE										
23-440.10	FT BUILDING MAINT SALARY							-500		-500
23-440.15	MANAGER & ASSISTANT WAGES	-19,211	-22,706	-21,335	-21,682	-20,729	-21,700	-22,600	104%	-1,871
23-440.152	BUILDING MAINTENANCE LABOR		-616	-2,737	-1,366	-3,517	-1,400	-1,700	121%	1,817
23-440.16	SWIM/FITNESS TEACHERS WAGES	-6,427	-12,238	-13,675	-21,771	-18,901	-22,000	-23,000	105%	-4,099
23-440.17	LIFE GUARD WAGES	-71,501	-96,844	-84,653	-81,784	-94,387	-85,000	-108,400	128%	-14,013
23-440.171	CASHIER WAGES	-11,504	-17,200	-11,139	-11,899	-10,735	-12,000	-14,000	117%	-3,265
23-440.172	MAINT.WAGES-done by life guard	-11,454	-446	-32	-762	-670				670
23-440.174	CONCESSIONS WAGES		-7,142	-4,774	-4,600	-5,300	-4,800	-6,000	125%	-700
23-440.175	MARKETING/PT WAGES		-4,329	-2,853	-4,727	-5,866	-4,200	-6,900	164%	-1,034
23-440.20	BENEFITS	-11,897	-16,193	-15,703	-18,139	-19,923	-18,000	-18,200	101%	1,723
23-440.25	WORKMANS COMP CLAIMS SURCHARGE			-620	-640	-919	-900	-1,100	122%	-181
23-440.251	WORKMANS COMP REFUND			486	1,613	1,418	1,400	-100	-7%	-1,518
23-440.26	UNEMPLOYMENT BENEFITS		-612	-1,878			-1,800		0%	0
23-440.27	UNIFORMS	-9,918	-3,018	-3,750	-4,174	-3,670	-4,000	-3,900	98%	-230
TOTAL PERSONNEL EXPENSE		\$(141,912)	\$(181,344)	\$(162,663)	\$(169,931)	\$(183,199)	\$(174,400)	\$(206,400)	118%	\$ (23,201)

Operating and Total Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Forecast	2015 %YTD	2015 vs 2016
REXBURG RAPIDS FUND EXPENSE										
23-440.30	SUPPLIES	-7,831	-7,969	-10,498	-9,687	-8,781	-9,500	-12,200	128%	-3,419
23-440.31	EQUIPMENT/SUPPLIES TO SELL	-11,024	-5,932	-2,778	-1,601	-1,752	-2,000	-3,700	185%	-1,948
23-440.32	CHEMICALS	-13,742	-29,888	-28,367	-30,853	-34,176	-31,000	-28,300	91%	5,876
23-440.33	CONCESSION SUPPLIES		-19,052	-16,593	-18,867	-18,868	-19,600	-20,700	106%	-1,832
23-440.34	JANITORIAL SUPPLIES	-1,089	-1,542	-2,168	-673	-1,578	-1,000	-1,400	140%	178
23-440.35	SWIM CLUB SUPPLIES							-2,400		
23-440.41	PERMITS	-880	-225	-225	-414	-225	-400	-300	75%	-75
23-440.42	DRUG TESTS & BACKGROUND CHECKS	-3,324	-3,719	-3,363	-4,352	-5,050	-4,300	-3,500	81%	1,550
23-440.43	HIRED WORK			-1,766	-504	-252	-1,000	-800	80%	-548
23-440.45	ADVERTISING/MARKETING	-8,757	-9,780	-6,862	-6,093	-7,073	-7,500	-6,100	81%	973
23-440.46	INSURANCE		-4,693	-6,103	-7,571	-6,545	-5,600	-5,600	100%	945
23-440.47	TRAVEL, TRAINING & MEETINGS	-10,709	-4,015	-5,739	-5,465	-8,190	-5,400	-8,500	157%	-310
23-440.48	BANKING/CC CHARGES	-6,269	-7,155	-7,857	-8,209	-8,631	-8,300	-10,600	128%	-1,969
23-440.49	SALES TAX	-13,953	-16,633	-15,547	-13,601	-15,062	-16,000	-16,700	104%	-1,638
23-440.51	TELEPHONE & INTERNET	-266	-1,358	-1,303	-999	-751	-1,000	-700	70%	51
23-440.52	POWER	-15,652	-37,987	-33,937	-32,758	-24,695	-35,000	-28,700	82%	-4,005
23-440.53	NATURAL GAS	-30,069	-46,256	-25,048	-39,544	-41,941	-39,000	-31,800	82%	10,141
23-440.58	WATER/SEWER/GARBAGE	-4,464	-7,199		-50	-30				30
23-440.60	BUILDING & GROUNDS REPAIRS	-1,810	-9,725	-17,473	-15,457	-26,317	-18,000	-3,900	22%	22,417
23-440.61	EQUIPMENT REPAIRS					-343		-7,700		-7,357
23-440.64	COMPUTER PROGRAM MAINTENANCE	-93	-5,045	-4,658	-3,759	-3,851	-4,400	-5,300	120%	-1,449
TOTAL OPERATIONS EXPENSE		\$(129,932)	\$(218,173)	\$(190,285)	\$(200,457)	\$(214,111)	\$(209,000)	\$(198,900)	95%	\$ 15,211
23-440.701	SECURITY SYSTEM/CAMERAS						-5,500	-8,300		-8,300
23-440.702	BOILER 3-WAY TEMP CONTROL VALVE					-6,590		-22,300		-15,710
23-440.79	BAD DEBT WRITEOFFS		-9,368							0
23-440.95	SHOP EXPENSES				-13,005	-64	-4,500	0		64
23-440.98	CONTINGENCY/CAPITAL/DEPRECIATN						-142,900			0
TOTAL REXBURG RAPIDS EXPENSE		\$(271,844)	\$(408,885)	\$(352,948)	\$(383,393)	\$(403,964)	\$(536,300)	\$(435,900)	81%	\$ (31,936)

Net Profits & Comparisons

Description	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Forecast	2015 %YTD	2015 vs 2016
REXBURG RAPIDS FUND NET INCLUDING TRANSFER	132,340	-49,596	77,425	12,545	19,637		52,700		33,063
LESS FUND TRANSFER IN /CARRYOVER	-99,200		-50,000	-50,000	-50,000		-70,000		-20,000
ADD BACK CONTINGENCY									0
REXBURG RAPIDS FUND OPERATING NET	\$ 33,140	\$ (49,596)	\$ 27,425	\$ (37,455)	\$ (30,363)	\$ -	\$ (17,300)		\$ 13,063
CARRYOVER BALANCE	\$ 132,340	\$ 82,744	\$ 110,169	\$ 72,714	\$ 42,351		\$ 25,051		

- ⦿ **2016 Net Operating Loss (\$17,300)**
 - \$25,051 Carryover Balance Remaining

Net Profits (Loss) Explained

- **Revenues and admissions highest ever**
 - Due in part to fee increases
- **Water leak was fixed** part way through the season-Reduced gas bill and chemical usage
- Cashier Wages higher than normal with new crew and new Point of Sale Software Training
- Hope to reduce lifeguard expenses going forward
- Boiler repair very large again this year-hope to minimize going forward w/ new maintenance position

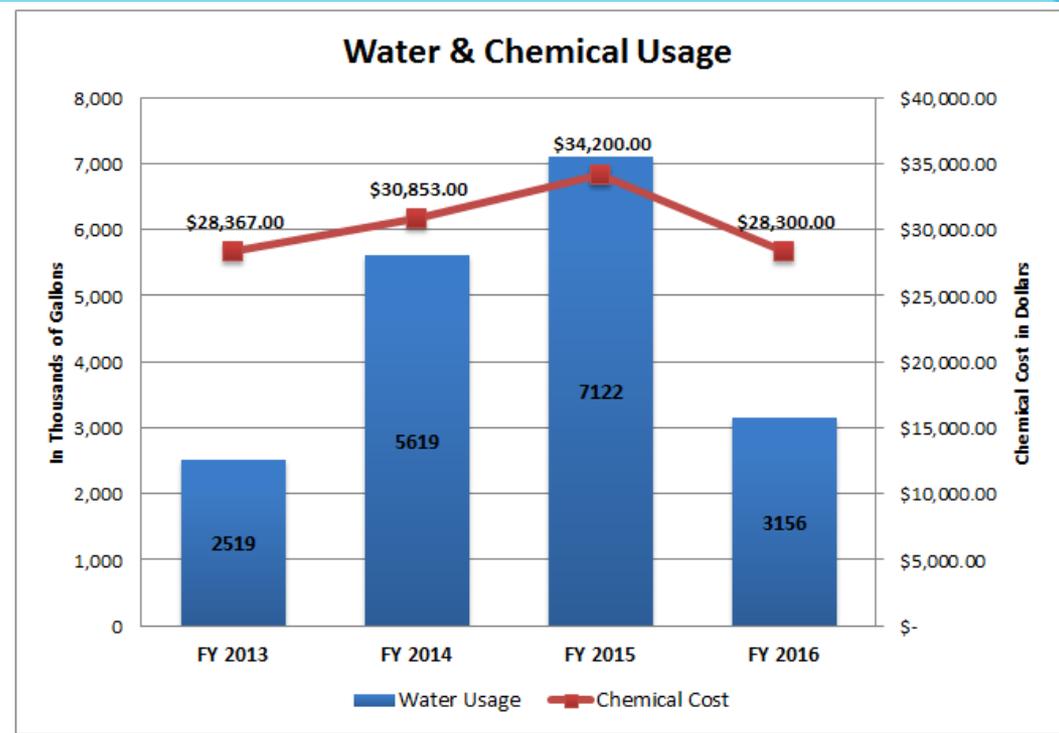
Water & Chemical Usage

Total Usage in Thousands of Gallons

	FY 2013	FY 2014	FY 2015	FY 2016
Oct-April	444	755	150	193
May	16	3	39	8
June	424	663	752	962
July	731	1645	2575	1144
Aug	520	2052	1926	626
Sep	384	501	1680	223
Total	2519	5619	7122	3156

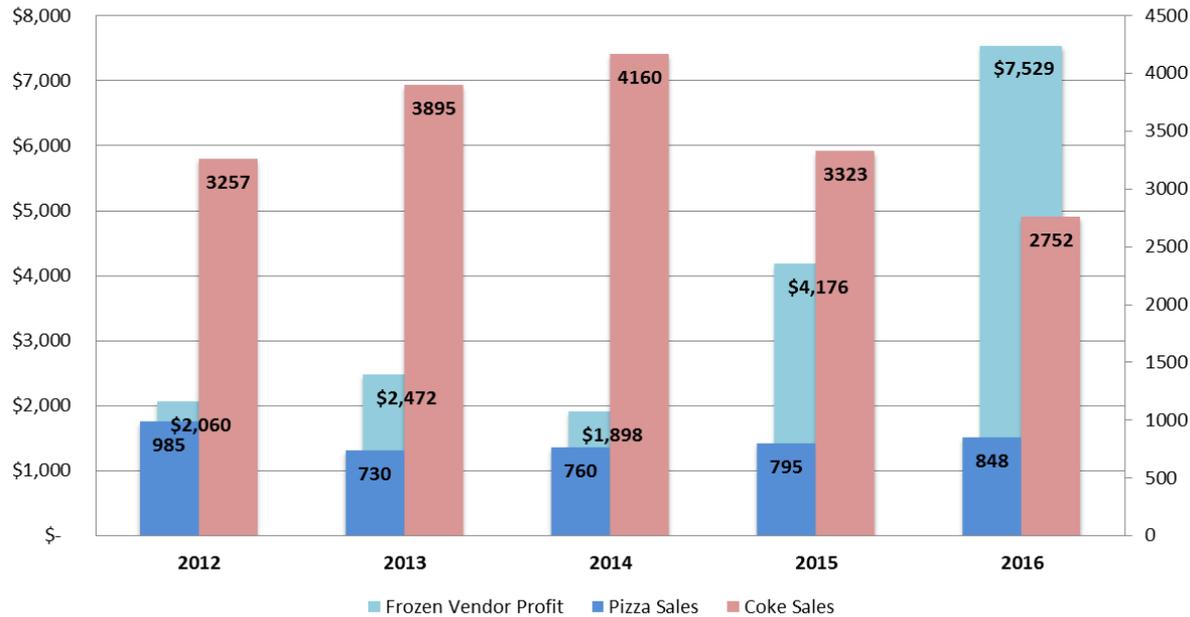
⦿ Chemical Decrease – \$5,900.00

⦿ Water Decrease – 3.9 million gallons



Concessions Report

Concessions Growth



2016 Season

Total Revenues	\$ 46,173
Expenses	
Concession Supplies	\$ 20,698
Wages/Benefits	\$ 6,000
Sales Tax	\$ 2,614
Total Expenses	\$ 29,312
Concessions Profit	\$ 16,861
Shaved Ice Profit Sharing (15%)	\$ -
Total Profit	\$ 16,861

Year	Total Profit
2011	\$ 10,520
2012	\$ 8,848
2013	\$ 15,105
2014	\$ 11,905
2015	\$ 14,568
2016	\$ 16,861

Capital Replacement Transfer-In

- **\$70,000** was transferred in 2016 from the general fund into the Rexburg Rapids Fund for future capital replacement and maintenance needs (\$220,000 in capital reserve after 2016)
- 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

Exclusive Rentals

2016 Exclusive Reservations

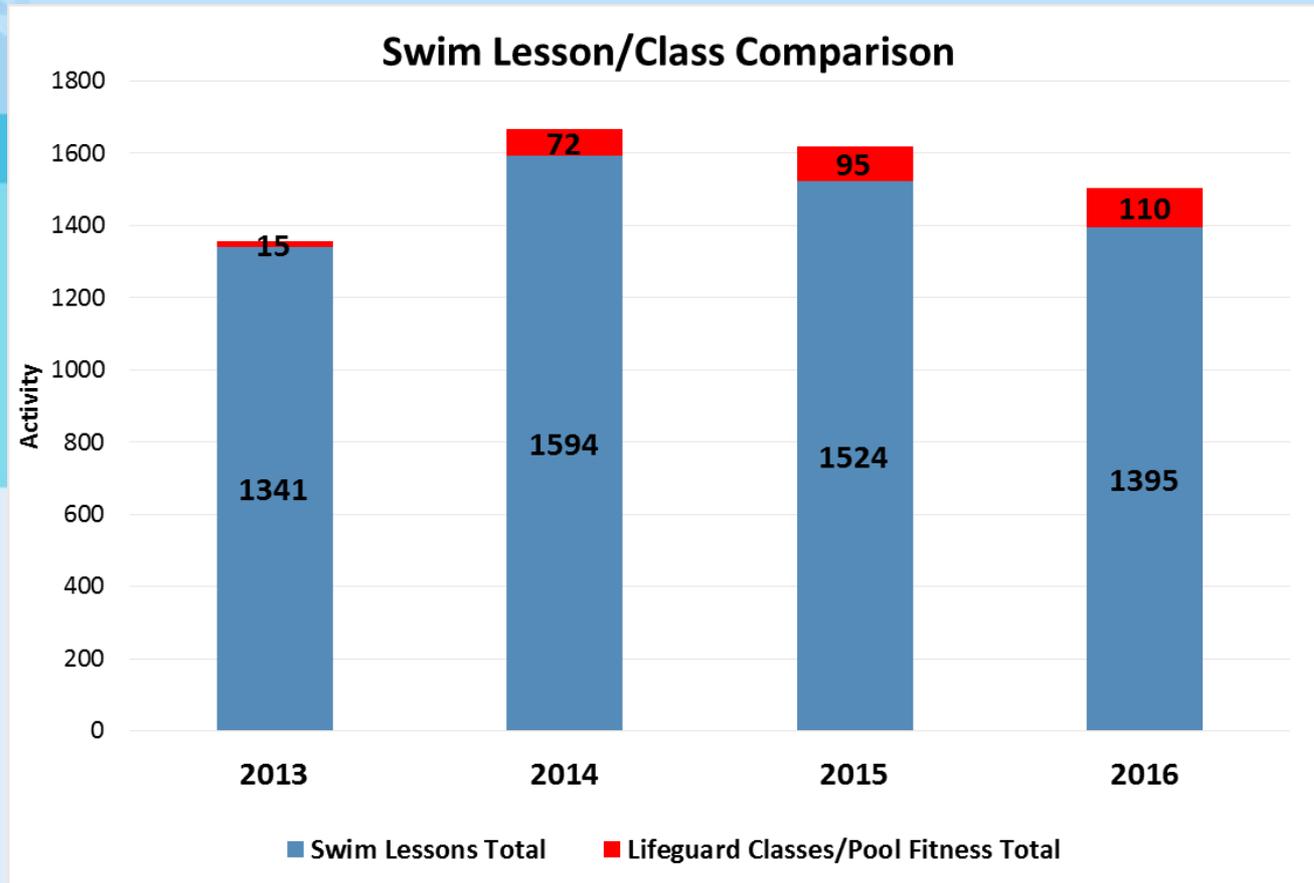
Month	Total Offered- Tuesday, Wednesday, Thursday, Saturday	Reserved	Percentage Reserved	Weekdays Offered	Weekdays Reserved	Weekday Percentage Reserved	Prior Year
June	12	5	42%	9	3	33%	2
July	20	15	75%	12	11	92%	13
August	16	12	75%	12	10	83%	8
Total	48	32	67%	33	24	73%	23

# of Nights that were the 3 Hour Rental	8
Party Package Rental (Time Slots)	38
Shelter Rental	22 6 large, 16 small

2016 Non-Exclusive Group Reservation

Venue	Reservations Made	Prior Year
Small Group Shelter	10	7
Large Group Shelter	9	5
Total	19	12

Swim Lesson/Classes



- 64% of eligible spots filled for swim lessons and classes
- Swim Club-100% of spots filled

2015 Proposed Items Reviewed

Season Pass Review

Season Passes Sold	Total Revenue	Average Cost	Total Scans	Average Scans Per Person
66	\$ 4,252.00	\$ 64.42	374	6

Swim Club Review

- Moving the rock wall to east side
- Adding starting blocks w/covers

Swim Club Participants	Cost to Register	Total Revenue
47	\$ 75.00	\$ 3,525.00

2017 Season



2017 Schedule

- ⦿ **Season Duration – June 10th to August 26th**
 - Train employees as if opening on June 3rd in case of good weather
- ⦿ **Considerations:**
 - Add Saturday night as an exclusive option
 - Add a condensed swim session the first few weeks of June

Future Recommendations

- Add jingles and improved mascot (Tommy the Turtle) for bathroom breaks, closing, etc.
 - To minimize fecal incidents
- More emphasis on overall cleanliness of facility
- Switch to **solution chlorination** system
 - Cost estimate less than \$5,000
 - Liquid is cheaper than pellets
 - Limits access to pump room & need to change out as often