

REXBURG RAPIDS 2014 SEASON REPORT PROPOSED CHANGES FOR 2015 SEASON



2014 Marketing Video

- Things to Do in Rexburg Marketing Video
 - <http://rexburg.org/pages/rec>
- Will be making one just for Rexburg Rapids in the summer of 2015

Admissions

2014 Season - 6/14 to 9/1			
	Daytime	Evening	Total
Fitness	-	-	-
Special Needs Groups	439	-	439
Age 0-2	2,070	251	2,321
Age 3-59	29,847	2,606	32,453
Age 60+, Veterans, & Armed Services	842	57	899
Non-Swimmer	1,510	109	1,619
Party Package (57)	570	-	570
Evening Group Discount	-	140	140
Evening Exclusive Groups (23)	-	3,889	3,889
Evening Non-Exclusive Groups (20)	-	1,222	1,222
Punch Pass	3,140	-	3,140
Total	38,418	8,274	46,692
Slide Pass (48" or taller or pass swim test)	14,476	-	14,476

Admissions & Weather

	Daytime	Evening	Total	Slide Pass
2014 Season - 6/14 to 9/1	38,418	8,274	46,692	14,476
2013 Season - 6/15 to 9/2	44,064	9,998	54,062	17,739
2012 Season - 5/28 to 9/3	44,556	9,676	54,232	16,424
2011 Season - 6/24 to 9/5	45,267	9,624	54,891	-

Weather Excluding Sundays	2013	2014	% of 2013
Average High	85	79	93%
Days Under 70	3	12	400%
Days w/Precipitation (Inches)	12	22	183%
Average Precipitation (Inches)	0.07	0.21	293%
Total Precipitation (Inches)	0.85	4.56	536%

Average of days it actually rained

- Poor weather was almost exclusively the reason for the drop in admissions

2014 Season Revenues

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Budget	2014 Actual	2013 %YTD	2013 vs 2014
REXBURG RAPIDS FUND REVENUE								
23-350.00	ADMISSIONS-FITNESS	786	296					0
23-350.10	ADMISSIONS-DAYTIME	192,712	182,035	183,772	195,000	159,909	82%	-23,863
23-350.15	ADMISSIONS-DAYTIME SLIDE	7	23,633	26,008	25,000	21,268	85%	-4,740
23-350.20	ADMISSIONS-EVENING	28,520	16,643	19,134	19,000	10,869	57%	-8,265
23-350.30	RENTAL-EVENING EXCLUSIVE	5,721	17,500	15,175	20,000	15,499	77%	324
23-350.35	ADMISSION-EVENING NO-EXL GROUP	2,338	6,199	4,145	7,000	4,489	64%	344
23-350.40	ADMISSION-PUNCH PASS	15,356	16,257	16,517	17,000	13,782	81%	-2,735
23-350.45	ADMISSION-FITNESS PUNCH PASS	180	375					0
23-352.00	SALES-CONCESSIONS	13,382	35,900	36,583	38,000	36,187	95%	-396
23-352.10	INVENTORY-SALES	10,445	9,667	6,899	9,500	5,805	61%	-1,094
23-352.20	EMPLOYEE UNIFORM SALES	894	632	406	700	1,083	155%	677
23-352.30	SHAVED ICE SALES (15%)		2,060	2,471	2,500	1,897	76%	-574
23-353.00	LESSONS - SWIM/FITNESS	33,333	45,313	61,048	48,000	72,960	152%	11,912
23-371.00	INTEREST INCOME					53		53
23-372.00	RENTAL-PARTY ROOM/SHELTERS	1,310	2,779	2,594	3,000	2,300	77%	-294
23-374.00	MISCELLANEOUS REVENUES			3071		84		-2,987
23-375.00	SALE OF ASSETS			2550				-2,550
TOTAL OPERATING REVENUE		\$ 304,984	\$ 359,289	\$ 380,373	\$ 384,700	\$ 346,185	90%	\$ (34,188)
23-376.00	CONTRIBUTIONS	99,200						
23-390.10	FUND TFR - GENERAL FUND - CAPITAL			50,000		50,000		
23-399.99	FUND BALANCE CARRYOVER				89,400			
TOTAL REXBURG RAPIDS REVENUE		\$ 404,184	\$ 359,289	\$ 430,373	\$ 474,100	\$ 396,185	84%	\$ (34,188)

CITY OF

REXBURG

America's Family Community

2014 Season Personnel Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Budget	2014 Actual	2014 %YTD	2013 vs 2014
REXBURG RAPIDS FUND EXPENSE								
23-440.15	MANAGER & ASSISTANT WAGES	-19,211	-22,706	-21,335	-23,500	-21,682	92%	-347
23-440.152	BUILDING MAINTENANCE LABOR		-616	-2,737	-1,500	-1,366	91%	1,371
23-440.16	SWIM/FITNESS TEACHERS WAGES	-6,427	-12,238	-13,675	-13,000	-21,771	167%	-8,096
23-440.17	LIFE GUARD WAGES	-71,501	-96,844	-84,653	-95,000	-81,784	86%	2,869
23-440.171	CASHIER WAGES	-11,504	-17,200	-11,139	-16,000	-11,900	74%	-761
23-440.172	MAINT.WAGES-done by life guard	-11,454	-446	-32		-762		-730
23-440.174	CONCESSIONS WAGES		-7,142	-4,774	-6,500	-4,600	71%	174
23-440.175	MARKETING/PT WAGES		-4,329	-2,853	-1,000	-4,727	473%	-1,874
23-440.20	BENEFITS	-11,897	-16,193	-15,703	-17,100	-18,139	106%	-2,436
23-440.25	WORKMANS COMP CLAIMS SURCHARGE			-620	-700	-640	91%	-20
23-440.251	WORKMANS COMP REFUND			486	1,700	1,613	95%	1,127
23-440.26	UNEMPLOYMENT BENEFITS		-612	-1,878	-2,000		0%	1,878
23-440.27	UNIFORMS	-9,918	-3,018	-3,750	-3,000	-4,174	139%	-424
TOTAL PERSONNEL EXPENSE		\$(141,912)	\$(181,344)	\$(162,663)	\$(177,600)	\$(169,932)	96%	\$ (7,269)

2014 Season Operations & Total Expenses

Account	Description	2011 Actual	2012 Actual	2013 Actual	2014 Budget	2014 Actual	2014 %YTD	2013 vs 2014
REXBURG RAPIDS FUND EXPENSE								
23-440.30	SUPPLIES	-7,831	-7,969	-10,498	-8,000	-9,687	121%	811
23-440.31	EQUIPMENT/SUPPLIES TO SELL	-11,024	-5,932	-2,778	-6,000	-1,601	27%	1,177
23-440.32	CHEMICALS	-13,742	-29,888	-28,367	-30,000	-31,356	105%	-2,989
23-440.33	CONCESSION SUPPLIES		-19,052	-16,593	-19,500	-18,983	97%	-2,390
23-440.34	JANITORIAL SUPPLIES	-1,089	-1,542	-2,168	-1,500	-673	45%	1,495
23-440.41	PERMITS	-880	-225	-225	-200	-414	207%	-189
23-440.42	DRUG TESTS & BACKGROUND CHECKS	-3,324	-3,719	-3,363	-3,700	-4,352	118%	-989
23-440.43	HIRED WORK			-1,766	-1,500	-504	34%	1,262
23-440.45	ADVERTISING/MARKETING	-8,757	-9,780	-6,862	-9,000	-6,093	68%	769
23-440.46	INSURANCE		-4,693	-6,103	-7,600	-7,571	100%	-1,468
23-440.47	TRAVEL, TRAINING & MEETINGS	-10,709	-4,015	-5,739	-3,000	-5,114	170%	625
23-440.48	BANKING/CC CHARGES	-6,269	-7,155	-7,857	-7,300	-8,204	112%	-347
23-440.49	SALES TAX	-13,953	-16,633	-15,547	-16,800	-13,601	81%	1,946
23-440.51	TELEPHONE & INTERNET	-266	-1,358	-1,303	-1,500	-999	67%	304
23-440.52	POWER	-15,652	-37,987	-33,937	-30,000	-32,758	109%	1,179
23-440.53	NATURAL GAS	-30,069	-46,256	-25,048	-35,000	-39,544	113%	-14,496
23-440.58	WATER/SEWER/GARBAGE	-4,464	-7,199		-7,600	-50	1%	-50
23-440.60	BUILDING & GROUNDS REPAIRS	-1,810	-9,725	-17,473	-9,000	-15,625	174%	1,848
23-440.64	COMPUTER PROGRAM MAINTENANCE	-93	-5,045	-4,658	-6,000	-3,759	63%	899
TOTAL OPERATIONS EXPENSE		\$(129,932)	\$(218,173)	\$(190,285)	\$(203,200)	\$(200,888)	99%	\$(10,603)
23-440.79	BAD DEBT WRITEOFFS		-9,368					
23-440.95	SHOP EXPENSES				-4,200	-4,200	100%	-4,200
23-440.98	CONTINGENCY/CAPITAL/DEPRECIATN				-89,100			
TOTAL REXBURG RAPIDS EXPENSE		\$(271,844)	\$(408,885)	\$(352,948)	\$(474,100)	\$(375,020)	79%	\$(22,072)

2014 Season Net Profits

Description	2011 Actual	2012 Actual	2013 Actual	2014 Budget	2014 Actual	2013 vs 2014
REXBURG RAPIDS FUND NET INCLUDING TRANSFER	132,340	-49,596	77,425	0	21,165	-56,260
LESS FUND TRANSFER IN /CARRYOVER	-99,200		-50,000		-50,000	
ADD BACK CONTINGENCY						
REXBURG RAPIDS FUND OPERATING NET	\$ 33,140	\$ (49,596)	\$ 27,425	\$ -	\$ (28,835)	\$ (56,260)

CARRYOVER BALANCE	\$ 132,340	\$ 82,744	\$ 110,169	\$ 110,169	\$ 81,334	
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- Net loss \$(28,835)

2014 Net Loss Explained

- Natural Gas up \$14,496 from prior year
 - Much cooler summer
 - Water leak may have also contributed
 - Will be testing for potential leak first week of November with sounding equipment from IRWA
- Chemicals up \$2,989 from prior year
 - Water leak may have also contributed to this
- Admission down by 7370 patrons
 - Much cooler summer

2014 Water Loss

Total Usage in Thousands of Gallons

Month	2013	2014	Difference	% of 2013
Nov-April	393	695	302	177%
May	16	3	-13	19%
June	424	663	239	156%
July	731	1645	914	225%
Aug	520	2052	1532	395%
Sep	384	501	117	130%
Oct	60	160	100	267%
Total	2528	5719	3191	226%

Concessions Report

2014 Season	
Revenues	\$ 36,187
Expenses	
Concession Supplies	\$ 18,983
Wages/Benefits	\$ 5,147
Sales Tax	\$ 2,048
Total Expenses	\$ 26,179
Concessions Profit	\$ 10,008
Shaved Ice Profit Sharing (15%)	\$ 1,897
Total Profits	\$ 11,905

2013 Season	
Total Profits	\$ 15,105

2012 Season	
Total Profits	\$ 8,848

2011 Season	
Total Profits *	\$ 10,520

Evening Exclusive Group & Party Package Rentals

Month	Offered	Reserved	Percentage Reserved
June	6	2	33%
July	15	13	87%
August	12	8	67%
Total	33	23	70%

- **8 of the rentals were the 3 hour option**
- **Includes 1 Saturday morning reservation**
- **57 Party Room Packages**

Non-Exclusive Group

- **Evening Non-Exclusive Group** rate for 200 or less people as follows:
 - \$275 per group with the Small Shelter
 - \$300 per group with the Large Shelter

Venue	Reservations Made
Small Group Shelter	10
Large Group Shelter	10
Total	20

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**
- 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

REXBURG RAPIDS 2015 SEASON



2015 Open Swim Schedule

- No Schedule Changes
- Saturday June 13 –
Saturday August 29
- Continue to offer Double
Dip Monday Nights

	Proposed 2015 Schedule	
	Daytime	Evening
Monday:	12:30 – 5:30	5:30 – 8
Tuesday:	12:30 – 5:30	Exclusive
Wednesday:	12:30 – 5:30	Exclusive
Thursday:	12:30 – 5:30	Exclusive
Friday:	12:30 – 5:30	5:30 – 8
Saturday:	12:30 – 5:30	5:30 – 8

2015 Classes

- **Fitness/Lap Swim**
 - Two 5 week sessions
 - Mon & Wed – Session 1
 - Tues & Thurs – Session 2
- **Swim Club**
 - Two 5 week sessions
 - Mon & Wed – Session 1
 - Tues & Thurs – Session 2
- **Water Aerobics/Walking**
 - One Session/Date TBA
- Classes will be advertised in the Summer Recreation Guide, and emailed to **Race and Swim Lesson Registrants**