



Counsilman Hunsaker
AQUATICS FOR LIFE

**Borough of Tipton, PA
Swimming Pool Study
May 19, 2020**

COUNSILMAN-HUNSAKER

49 years of experience

32 team members

4 locations: St. Louis, L.A., Denver, Dallas



Counsilmán/Hunsaker & Associates

1970



COUNSILMAN/HUNSAKER
AND ASSOCIATES

1993



COUNSILMAN • HUNSAKER
The Ultimate Aquatic Advantage

2005



Counsilmán • Hunsaker
AQUATICS FOR LIFE

2013



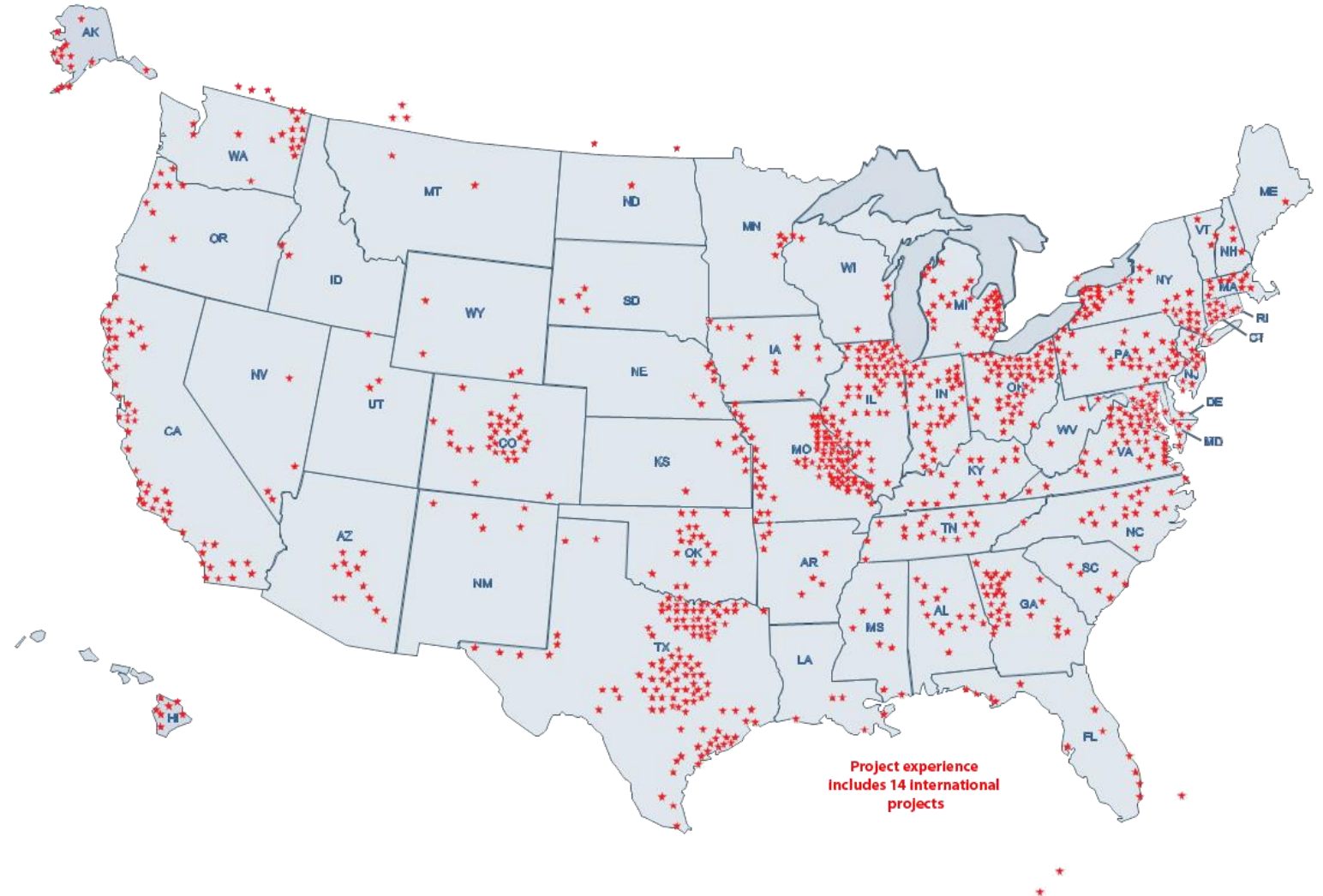
PROJECT EXPERIENCE

1000+ aquatic facility designs

200+ aquatic facility studies

30+ athletic business awards

11+ world-record facilities



Feasibility Study Process



Needs Assessment

- Evaluate area providers
- Research area demographics
- Identify user groups
- Site analysis



Facility Program & Space Requirements

- Develop schematic design options for programming
- Develop project cost estimates



Operations & Business Plan

- Opinion of revenue
- Opinion of operating expenses
- Determine cash flow



MARKET OVERVIEW

Demographics Dashboard

Total City
Population

2,023

Growth Rate

-0.12%

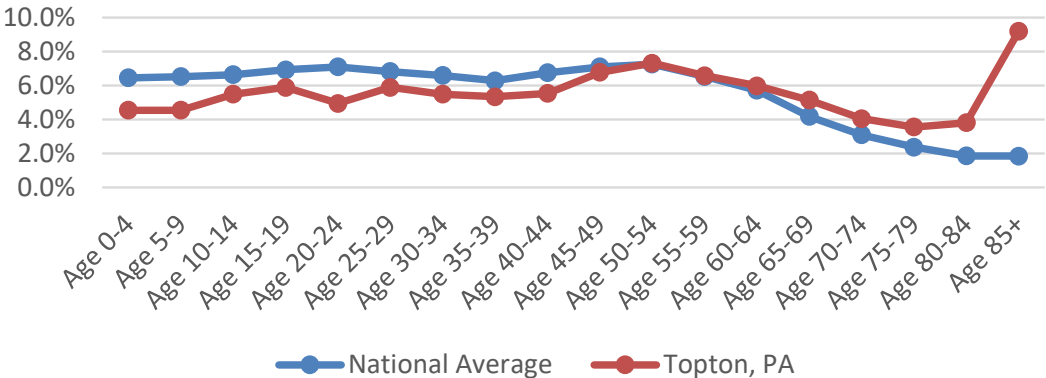
30-Minute Drive
Time Population

326,324

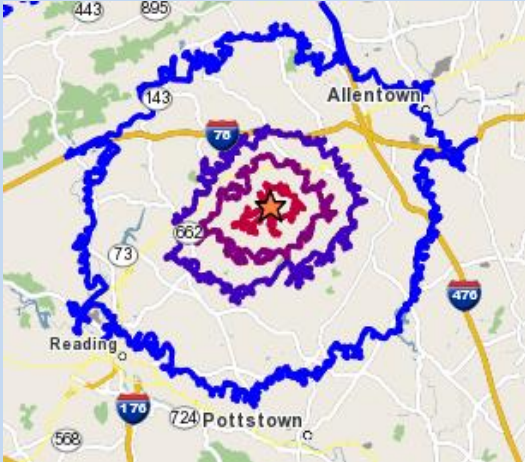
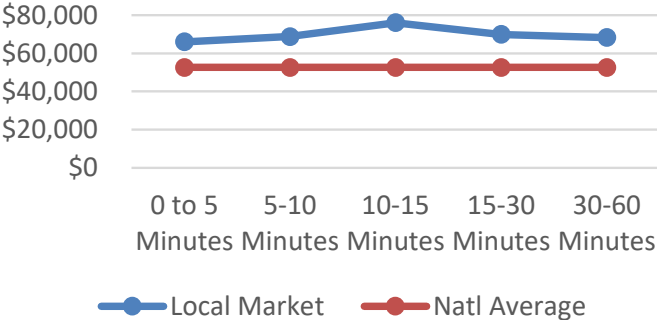
Growth Rate

1.52%

Market Area
Age Distribution

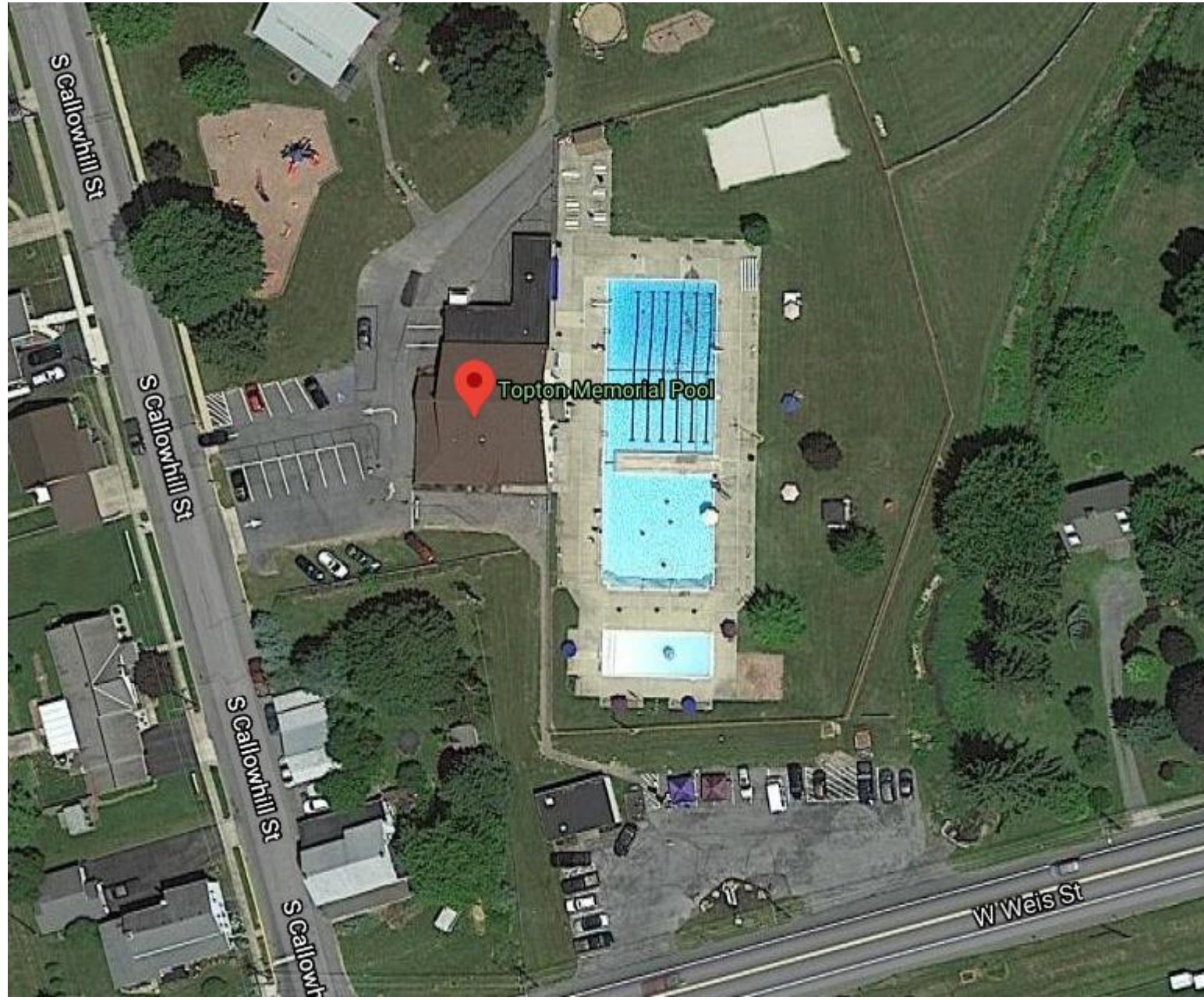


Market Area Income



EXISTING POOL

SITE



EXISTING POOL

- There were observable cracks in the pool surface, and several areas where the concrete has been patched in recent years. The pool shell is from the original construction in 1956 making it 64 years old. Staff report the concrete shell is only 3 inches thick, well below the current standard for a concrete pool shell design.
- The paint has worn off of the concrete surface in several places exposing the concrete pool shell and is a safety concern with sharp edges for the pool guests' feet.
- The island in the pool was installed in 2006 during the last renovation and staff report it has created water loss at the expansion joint. Staff uses flex seal to mitigate water loss during the swim season.
- The deck is in poor condition, showing significant heaving and settling around the perimeter of the pool. Large cracks exist around skimmer baskets, ladders and throughout the entire deck area. There are several areas where the uneven concrete poses a safety and trip hazard to pool guests.



EXISTING POOL

- Sodium Hypochlorite (liquid chlorine) is the sanitizer used for this facility and muriatic acid was observed as the pH buffer. These two chemicals are located together within the pump rooms for both the main pool and children's pool. A separate dedicated and ventilated chemical storage room for both the sanitizer and pH buffer is recommended and is the current industry standard.
- The main pool uses Mer-Made sand filters for its filtration. This system was installed during the 2006 renovation. Staff report these filters do not have any noticeable leaks. CH typically assigns a lifespan of 15-20 years for a pool's mechanical system. These filters should be replaced during the pool's next renovation or replacement.
- Staff report that some of the pool's original piping has been replaced over the years. If some of the original cast iron piping is still in use that could be a cause of the pool's water loss. All piping and should be replaced in a renovation.
- The current industry and CH design standard is for the perimeter overflow system and the main drain to be able to handle 100% of the pool's flow. The current overflow system configuration, size and number of gutter dropouts and return piping do not allow for this standard.



EXISTING POOL

- While the existing tot pool does have shallow water and a mushroom feature, a renovation could make it better meet the modern expectation for a children's pool with interactive children's water features. The tot pool does not have a mechanical system that meets industry design standards, and there is no Ultraviolet Treatment (UV) System on the pool. It has the original pool filter from the 1990s. UV has been shown to be highly effective against chlorine resistant pathogens like *Cryptosporidium* and *Giardia*; as well as the vast majority of bacteria, viruses, yeast, and mold.
- Staff report the diving board and waterslide are functional for their recreational purposes, though a larger waterslide would be welcome by staff and pool users. A 14-foot to 22-foot-tall waterslide with open and enclosed flumes should be considered as a future addition to the Community Park Pool.



EXISTING POOL FINANCIALS

Revenues		2019			2020
Account Code / Description		Budgeted	YTD	Remaining	Budgeted
	300.000 Fund Surplus	\$ -		\$ -	\$ -
1	341.000 Interest Earnings	\$ 80.00	\$ 192.07	\$ 112.07	\$ 200.00
2	367.110 Ticket Sales - Seasonal	\$ 34,000.00	\$ 33,491.50	\$ (508.50)	\$ 34,000.00
3	367.120 Ticket Sales - Daily	\$ 26,000.00	\$ 30,187.00	\$ 4,187.00	\$ 28,000.00
4	367.130 Pool Side Café Sales	\$ 12,000.00	\$ 13,603.50	\$ 1,603.50	\$ 13,000.00
5	367.140 Swim Lessons / Rentals	\$ 750.00	\$ 1,095.00	\$ 345.00	\$ 1,000.00
6	392.010 Transfer General Fund	\$ -	\$ -	\$ -	\$ -
7	380.000 Miscellaneous Revenue	\$ 300.00	\$ 72.00	\$ (228.00)	\$ 150.00
8	387.000 Contributions - Swim Team/ Grant/ Donations	\$ 350.00	\$ 259.39	\$ (90.61)	\$ 300.00
Total Revenues		\$ 73,480.00	\$ 78,900.46		\$ 76,650.00



EXISTING POOL FINANCIALS

Expenses		2019			2020
Account Code / Description		Budgeted	YTD	Remaining	Budgeted
9	452.110 Swim Team Contribution	\$ 1,100.00	\$ 1,100.00	\$ -	\$ 1,100.00
10	452.115 Salaries - Tipton Memorial Pool	\$ 36,000.00	\$ 35,871.40	\$ 128.60	\$ 37,000.00
11	452.116 Salaries - Pool Side Café	\$ 7,000.00	\$ 9,511.34	\$ (2,511.34)	\$ 7,500.00
12	452.186 Clothing Allowance - Uniforms / Staff Equipment	\$ 2,500.00	\$ 4,325.00	\$ (1,825.00)	\$ 2,500.00
13	452.192 FICA	\$ 3,289.50	\$ 3,555.24	\$ (265.74)	\$ 3,404.25
14	452.194 Unemployment Compensation	\$ 2,000.00	\$ 2,323.72	\$ (323.72)	\$ 2,200.00
15	452.195 Workers Compensation	\$ 750.00	\$ 701.00	\$ 49.00	\$ 750.00
16	452.210 Office & Cleaning Supplies	\$ 500.00	\$ 442.00	\$ 58.00	\$ 500.00
17	452.222 Chemicals	\$ 5,500.00	\$ 4,456.92	\$ 1,043.08	\$ 6,000.00
18	452.229 Pool Side Café Supplies	\$ 750.00	\$ 948.84	\$ (198.84)	\$ 750.00
19	452.230 Pool Side Café - Pepsi / Beverage Orders	\$ 1,250.00	\$ 1,704.79	\$ (454.79)	\$ 1,500.00
20	452.231 Pool Side Café - Food / Ice Cream Orders	\$ 5,750.00	\$ 6,276.60	\$ (526.60)	\$ 6,000.00
21	452.316 Professional Services - Water Testing	\$ 1,250.00	\$ 1,380.00	\$ (130.00)	\$ 1,400.00
22	452.341 Advertising	\$ 100.00	\$ -	\$ 100.00	\$ 100.00
23	452.351 Insurance - Property	\$ 92.00	\$ 76.00	\$ 16.00	\$ 80.00
24	452.352 Insurance - Liability	\$ 100.00	\$ 40.00	\$ 60.00	\$ 50.00
25	452.372 Maintenance & Repairs	\$ 2,500.00	\$ 3,712.42	\$ (1,212.42)	\$ 2,000.00
26	452.454 Music / Entertainment Vendors	\$ 1,050.00	\$ 1,050.00	\$ -	\$ 1,050.00
27	452.457 Permits, Licenses, Professional Reporting	\$ 82.00	\$ 82.00	\$ -	\$ 82.00
28	452.750 Equipment Purchases	\$ 1,000.00	\$ 262.28	\$ 737.72	\$ 2,000.00
29	489.100 Miscellaneous Expense	\$ 500.00	\$ 165.03	\$ 334.97	\$ 500.00
Total Expenses		\$ 73,063.50	\$ 77,984.58		\$ 76,466.25
Surplus/Deficit		\$ 416.50	\$ 915.88		\$ 183.75



KICKOFF MEETING NOTES

MEETING NOTES

- Current pool operations
 - Lap lanes are heavily used during morning and evening hours
 - Saturday mornings have 4-5 swimmers
 - Swim team averages 50 swimmers per summer, lose swimmers to year-round swimming in Parkland or Boyertown
 - Swim practice from 8:00 a.m. to noon, evening practice two nights a week
 - Membership Rates: Non-Borough \$300/family, Resident \$250/family
 - Daily rate is \$10/\$8 (adult/child)
 - 5,200 total visits during the summer of 2019



MEETING NOTES

- Pool Improvements
 - Improve entrance to pool area
 - Year-round swimming preferred by community
 - Tri-valley swimming needs home pool for meets
 - Scouts in area need pool for swim badges
 - Area to rent out the pool for private parties
 - Family friendly environment needed
 - Separation of swimming pools
 - Need amenities to cater to 12-15-year-olds
 - Need new lifeguard room and check-in area
 - Concession stand
 - Wet deck/adult lounge area
 - Zero entry, create an experience: get new people and keep them
 - Individual pools for specific activities/groups, attractions that are going to be lasting



MEETING NOTES

- Task force list of facility preferences
 - Gymnasium for multiple sports
 - Available for practices
 - Fitness classes
 - Weight Room
 - Game Room: pool table, foosball, Ping-Pong, ski ball, shuffle tables, video games
 - Archery
 - Theater Room with Stage
 - Classrooms (cooking, art, etc.)
 - Ropes course
 - Trampoline room
 - Bowling Alley
 - Rock climbing
 - Rentable Party Room
 - Vending Machines
 - Youth Hang Out Area
 - Move Library to building
 - Tennis Courts
 - Handball Courts



MEETING NOTES

- Future opportunity
 - Potential partnership with Tri-Valley YMCA
 - Lehigh Valley Hospital has showed interest in an indoor pool
 - Biggest concern for the Borough is the sustainability factor



AQUATIC TRENDS

WHAT IS A FAMILY AQUATIC CENTER?

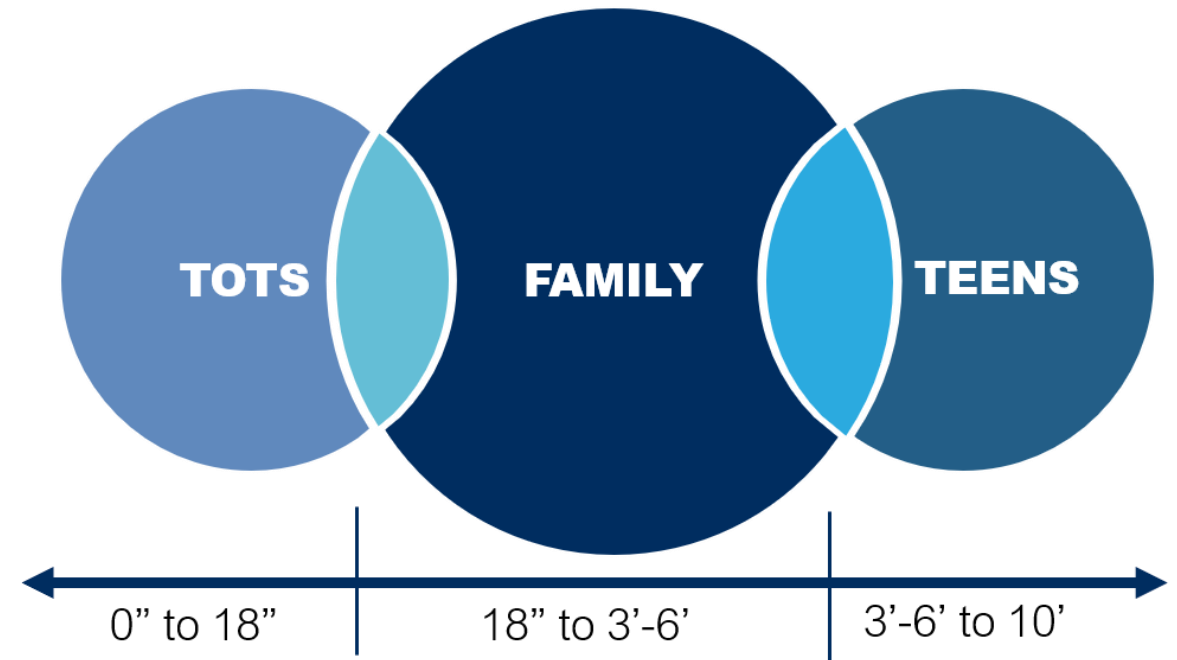
More fun features (water slides, lazy rivers, and children's play features)

Zero-beach entry to 3'-6" Depth Pool

Teen features (drop slides, diving boards, etc.)

More amenities (seating, concessions)

Areas for lesson programming, lap swimming, and recreation



AQUATIC USER GROUPS

Recreation



Competition



Instruction



Wellness & Therapy



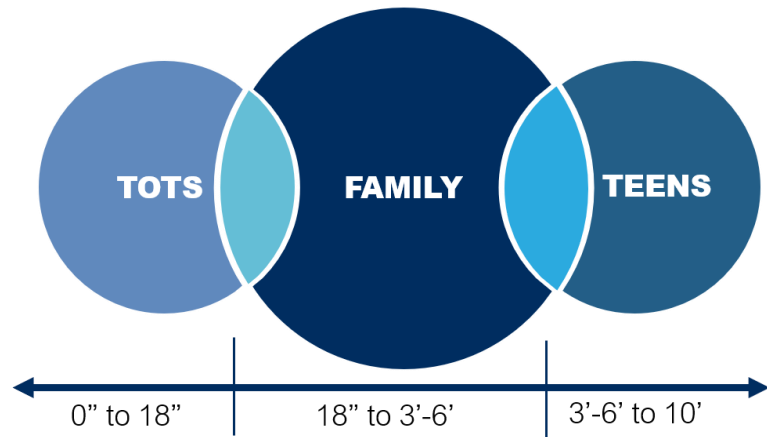
RECREATION

Recreational Swimmers

Tots

Families

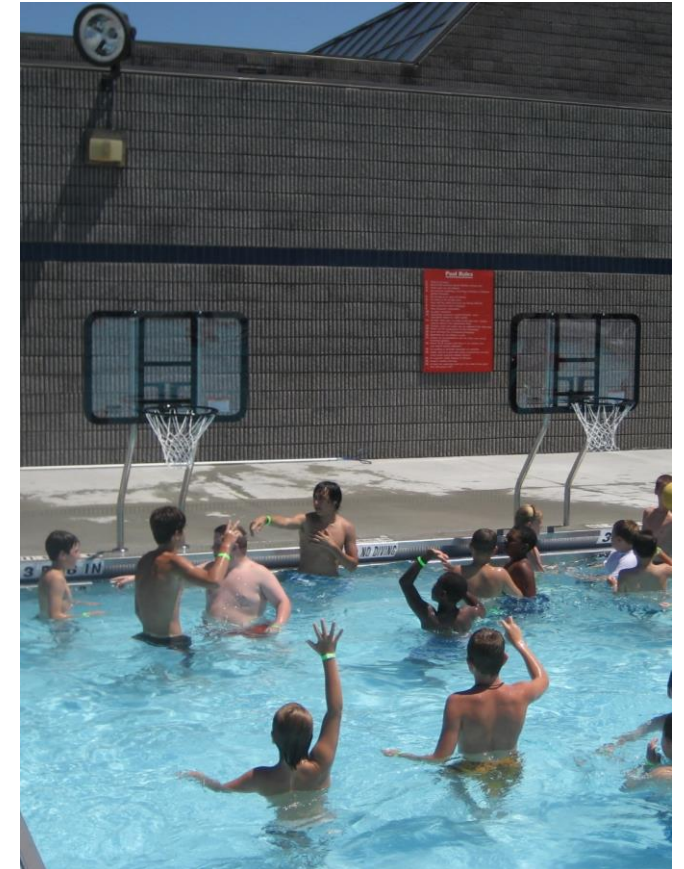
Teens



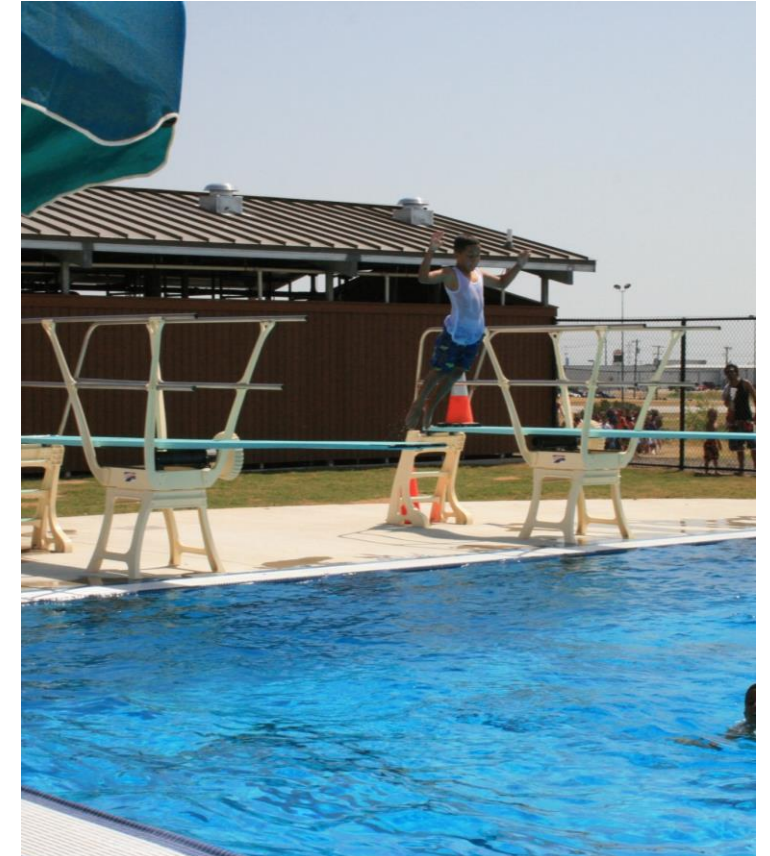
WATERSLIDES



SHALLOW WATER AMENITIES



DEEP WATER AMENITIES





Zero-Depth Entry



Aquatic Play Structures



Vertical Water Sprays



Water Floatables



Moving water



Current Channel



Lazy River



Vortex



Climbing Walls (manufactured)



Climbing Walls (custom rockwork)



Zip Line



Kiddie Waterslides



Waterslides



Waterslides

AQUATIC USER GROUPS

Recreation



Competition



Instruction



Wellness & Therapy



AQUATIC FIELDS OF PLAY



AQUATIC USER GROUPS

Recreation



Competition



Instruction



Wellness & Therapy



INSTRUCTION

Learn to swim

Water safety instruction, lifeguard instruction

Life safety skills

Survival swimming

Scuba

Other aquatic skills



AQUATIC USER GROUPS

Recreation



Competition



Instruction



Wellness & Therapy



WELLNESS AND THERAPY

Fastest growing aquatic user group

Dedicated pools

Therapy programs

Water exercise classes

Water aerobics classes

Fitness classes



COMMUNITY INPUT

SURVEY QUESTIONS

- For what purposes do you currently use the Topton Pool?
- How many times did you visit the Topton Pool during the summer of 2019?
- If you did not visit the pool during the summer of 2019, please explain why.
- What is your favorite amenity of the Topton Pool?
- What is your least favorite amenity of the Topton Pool?
- If the Topton Pool were to be renovated or replaced, what features would you most like to see?
- If the Topton Pool were to be renovated or replaced, what recreational features would you most like to see?
- If the Topton Pool were to be renovated or replaced, what types of programs would you like to see offered?
- Are there any other comments that you would like to add?

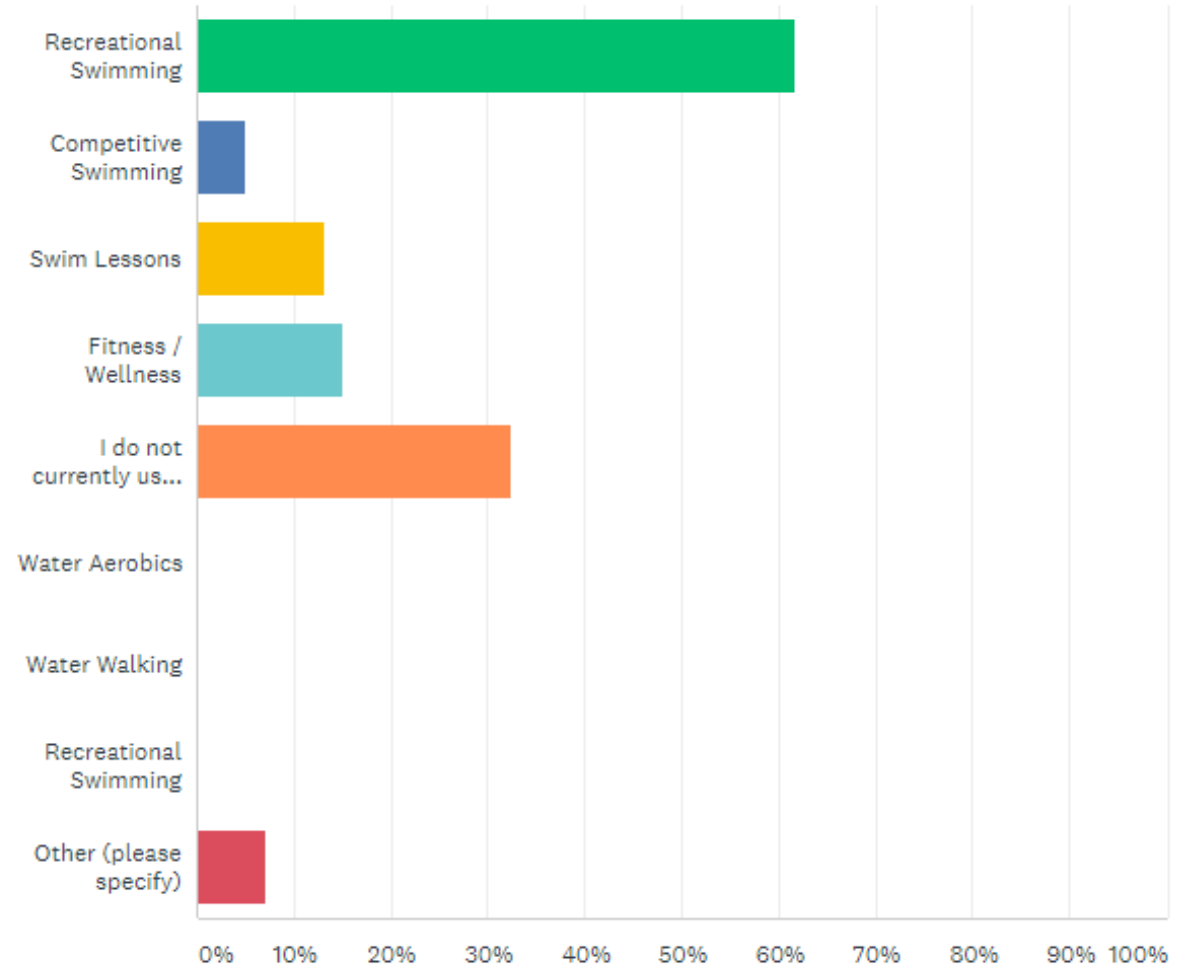


Q1

For what purposes do you currently use the Tipton Pool? Please check all that apply.

Answered: 99 Skipped: 1

- Majority of respondents indicated they use the Tipton Pool for recreational swimming
- Swimming lessons and fitness next highest response rate

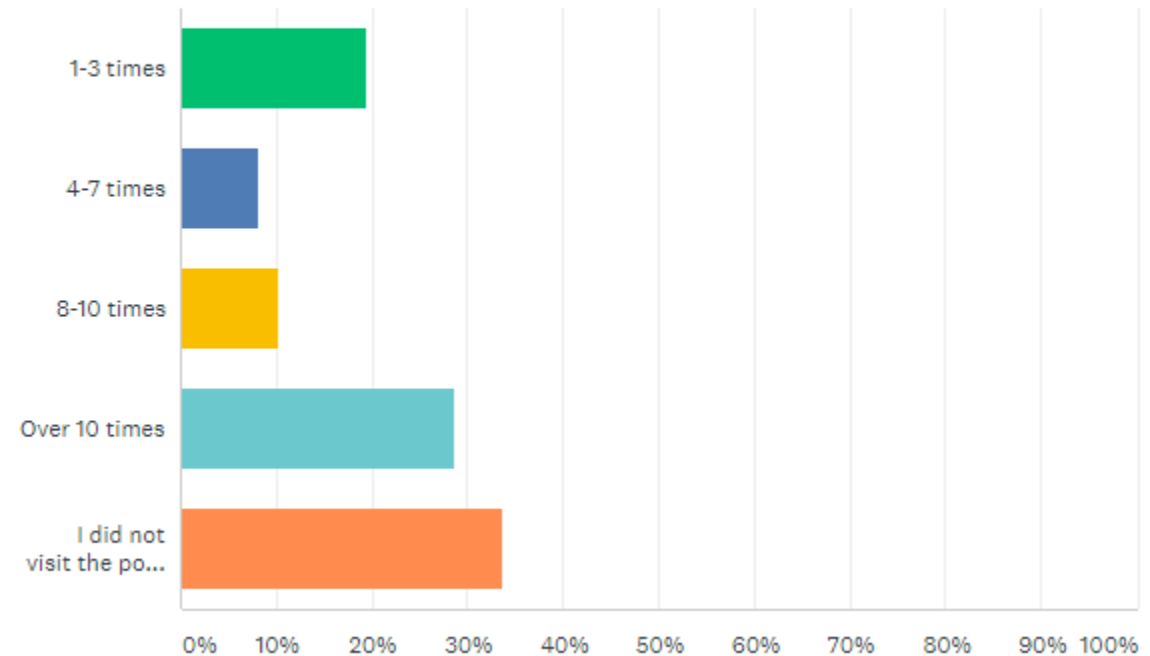


Q2

- Majority of respondents indicated they do not visit the Topton Pool during the summer season
- Approximately 30% of respondents visit it more than 10 times per season

How many times did you visit the Topton Pool during the summer of 2019?

Answered: 98 Skipped: 2



Q3: If you did not visit the pool during the summer of 2019, please explain why.

Just too busy last summer

Cost of family season pass.

Have pool at home

When they "redesigned" the pool...I did not care to go back.

Kids have all grown up.

Only use this pool for my son to go see his friends

I am not a big swimmer. Going forward as my grandchildren are getting older I might take them

Senior Citizen and no longer swim

I would visit the pool if there would be packages. I feel the price is to much for one visit. I come with my nephews but don't swim. Why charge the same amount for everyone if they are only coming to watch someone.



Q4: What is your favorite amenity of the Tipton Pool?

Lap lanes for people who are interested in swimming laps without interruption

Always clean, my daughter loves the kids area.

It's nice to have a snack bar and my children Love the slide and diving board.

I like that there is a firm divider between the shallow and deep end. Some pools just have ropes and it's nice to have a definite barrier. My kids also like the snack shop, sliding board, and diving board.

Allowing the daycare to bring the children swimming during the week. My grand daughter love it!

The big, wide steps at the shallow end are great for little kids and lounging parents.

I used to enjoy the social aspect of family nights.

I like how kid friendly it is for my two year old, how clean it is and very convenient for us because we live down the street

Local events that take place there

Middle school field trips



Q5: What is your least favorite amenity of the Tipton Pool?

I wish there were a few more shaded areas for when you are sitting out of the pool.

Not enough shade to keep little ones out of the sun

Snack area

Wish the main pool didn't have the divider on the middle.

The size, needs a diving board that can be used for competitive diving

Nothing unfavorable!

In ability to see all children when entering and exiting since it's through the bathrooms

No chairs. Not enough seating

Tiny parking lot

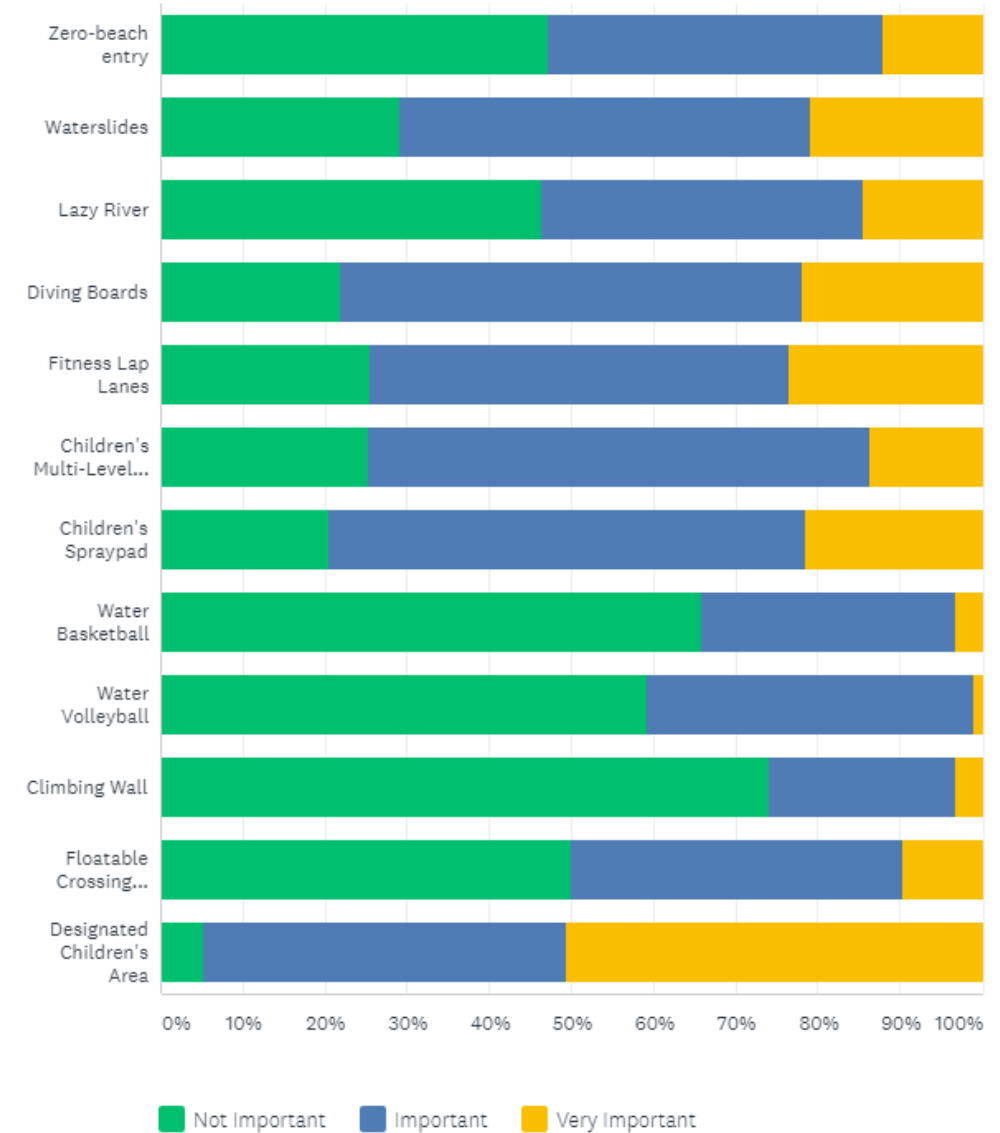


Q6

- Including a designated children's area was considered important/very important to over 90% of respondents
- Children's amenities as a whole received favorable ratings, while waterslides and a diving board ranked important/very important for 70% of respondents
- Fitness lap lanes was preferred by 75% of respondents

If the Topton Pool were to be renovated or replaced, what recreational features would you most like to see?

Answered: 99 Skipped: 1

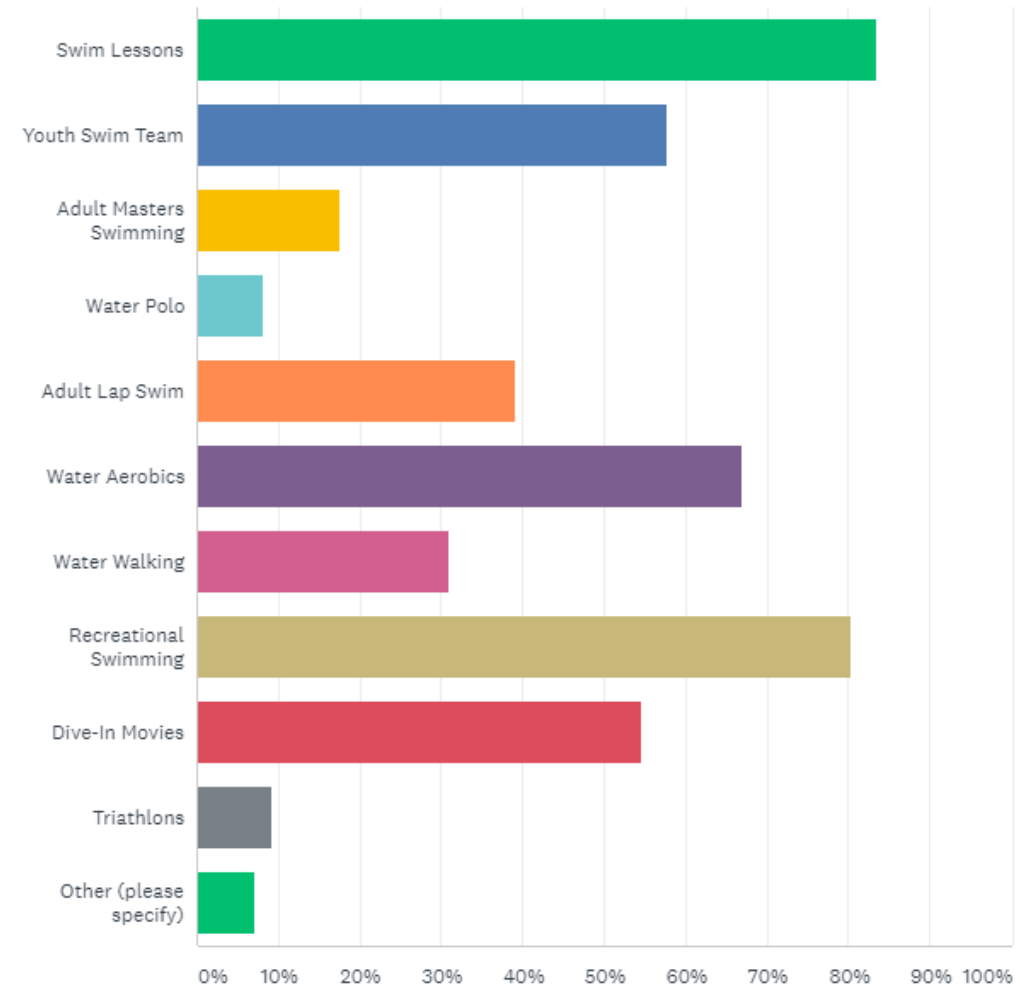


Q7

- Swimming lessons and recreational swimming were the two highest rated activities that respondents preferred for the Topton Pool
- Water aerobics, youth swim team and dive-in movies were preferred by over 50% of respondents

If the Topton Pool were to be renovated or replaced, what types of programs would you like to see offered. Please check all that apply.

Answered: 97 Skipped: 3

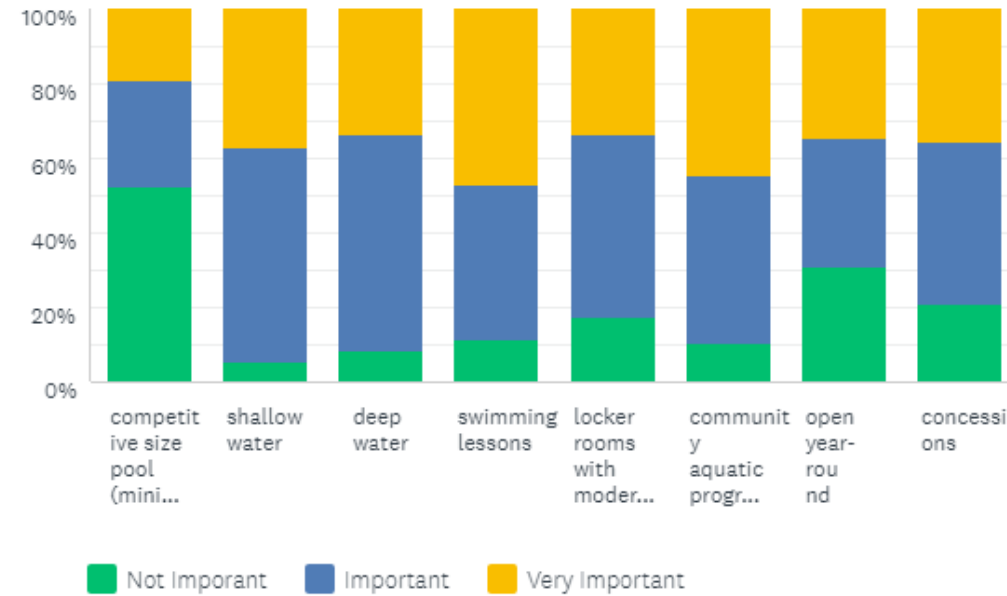


Q8

- Respondents preferred features in the following order:
 - Shallow water
 - Deep water
 - Aquatic programs
 - Swim lessons
 - New locker rooms
 - Concessions
 - Indoor facility open year-round
 - Competition pool

If the Topton Pool were to be renovated or replaced, what features would you most like to see?

Answered: 98 Skipped: 2



Q9: Are there any other comments that you would like to add?

I do think it's time for a major overhaul that's for sure. And I would personally love for it to be more kid friendly and have more things to do.

We are members of the pool every summer and spend a lot of time there. My biggest issue is the lack of shade. Also a renovation of the bathrooms/ locker room would be great! The current space is very tight especially since that is how you enter & exit the pool besides using the facility.

What we have seems like it is adequate. We should only renovate if it can be supported without a huge tax increase.

A year round pool would be a great addition to the community. It would provide families with activities to together and other members of the community all year.

please consider reducing membership price. if you lower the cost more people would join. it is actually cheaper to get your own pool and not leave your home and deal with the crowds. Lower prices makes it better to deal with.

It would be interesting to have some other fitness options in addition to swimming.

Great staff: keep up the good work!

I saw this on the library's FB page, and I do not think a new community center should include the library, which is what they were musing.

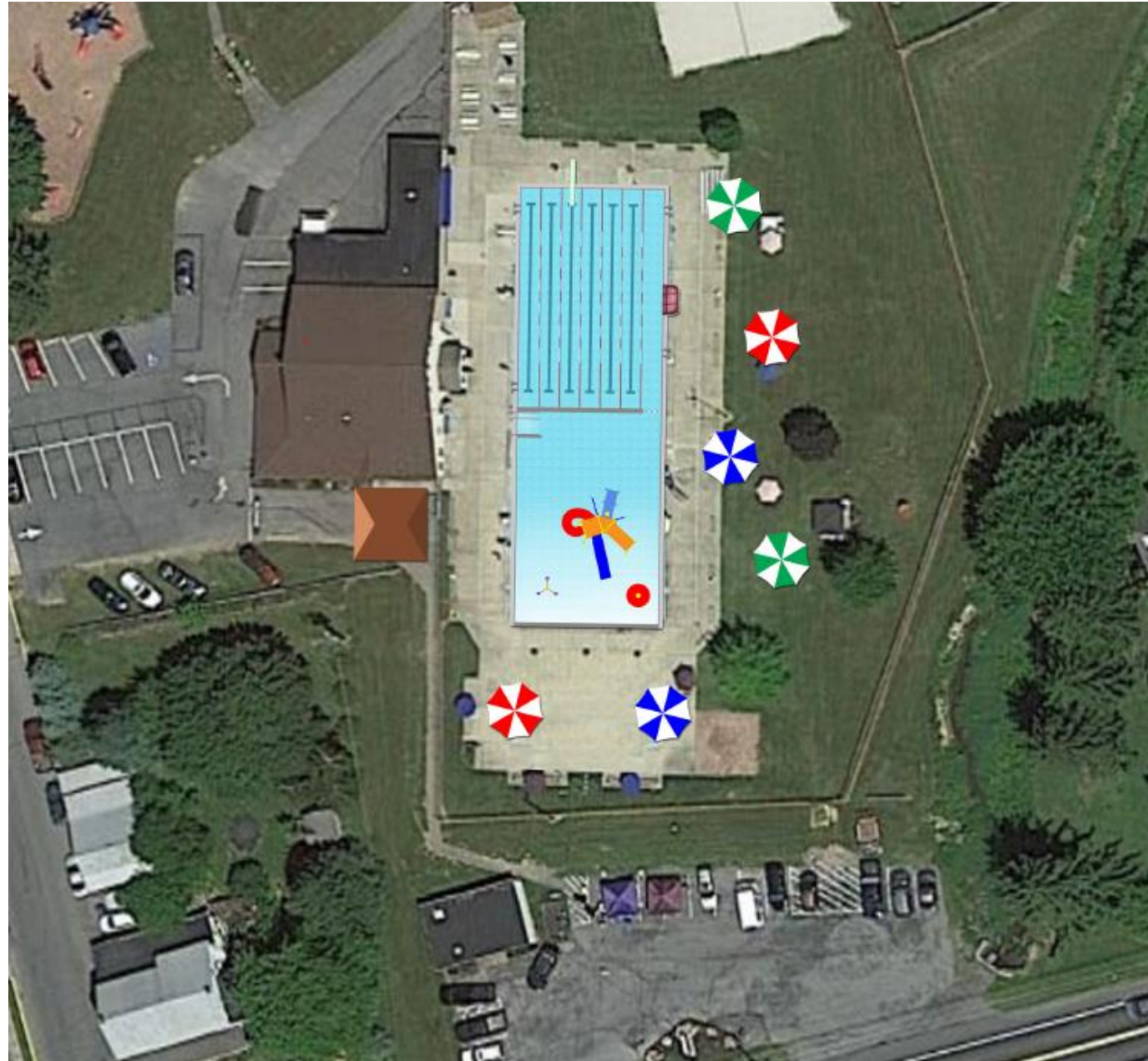
Love the staff and management. Keep That!



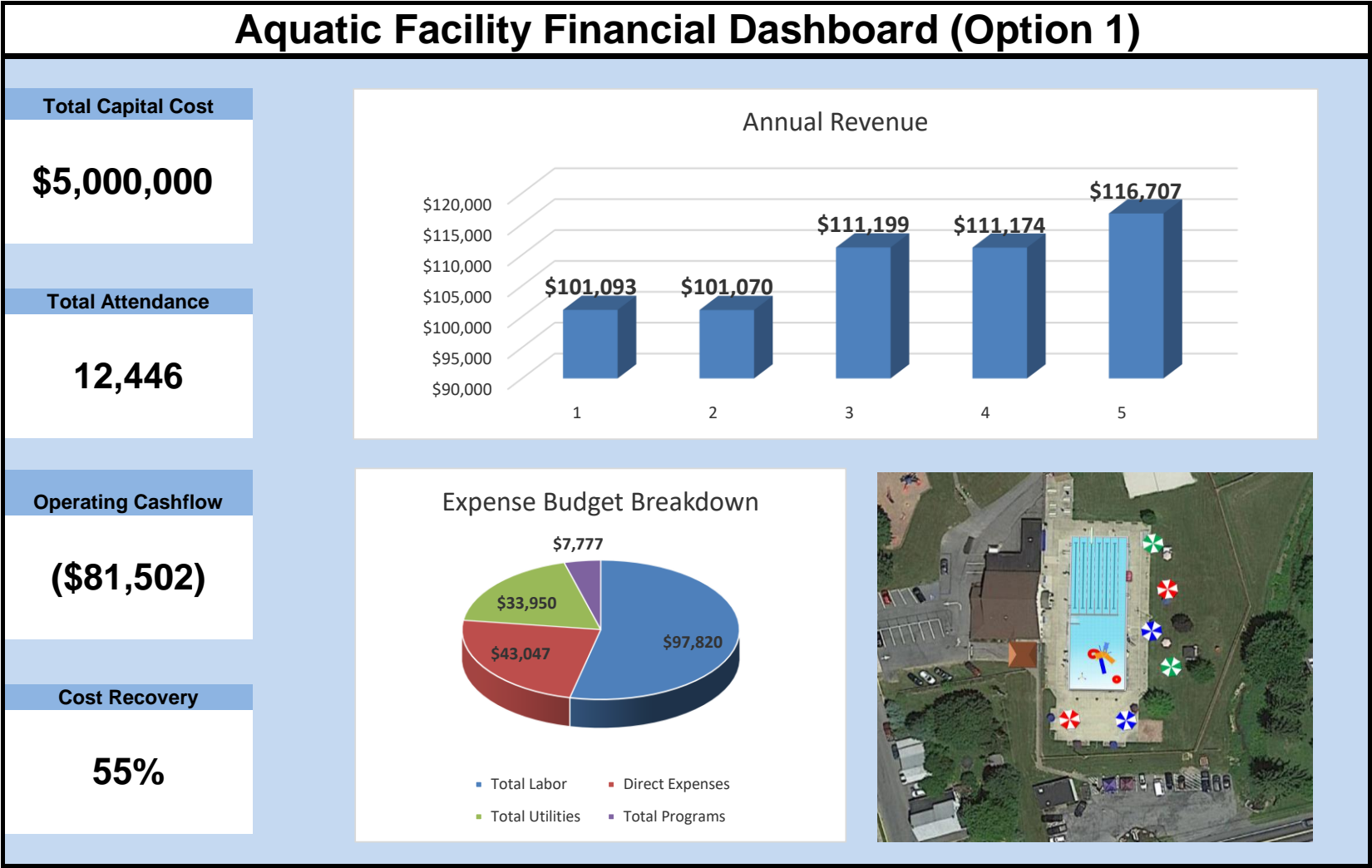
OPTIONS OVERVIEW

OPTION 1

- 7,286 SF Leisure Pool
 - Zero-beach entry
 - Children's play structure
 - 6, 25-yard lap lanes
 - 1-meter diving
 - Climbing wall
- Shade structures
- Renovated support building



OPTION 1 OVERVIEW

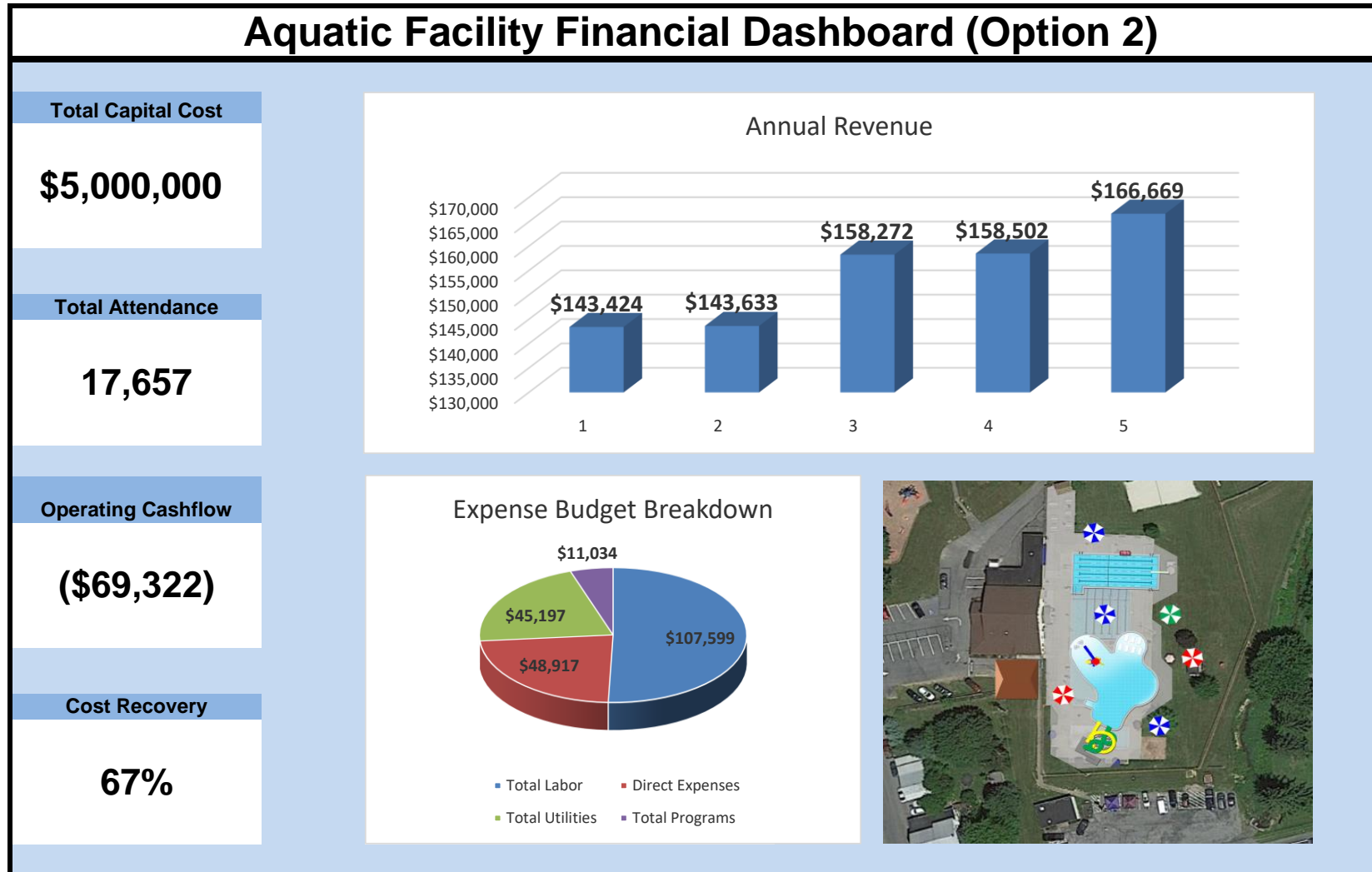


OPTION 2

- 4-lane, 25-yard lap pool
 - 1-meter diving
 - Climbing wall
- 4,415 SF leisure pool
 - Zero-beach entry
 - Children's play structure
 - Waterslide tower
 - Adult lounge area
- Shade structures
- Renovated support building



OPTION 2 OVERVIEW

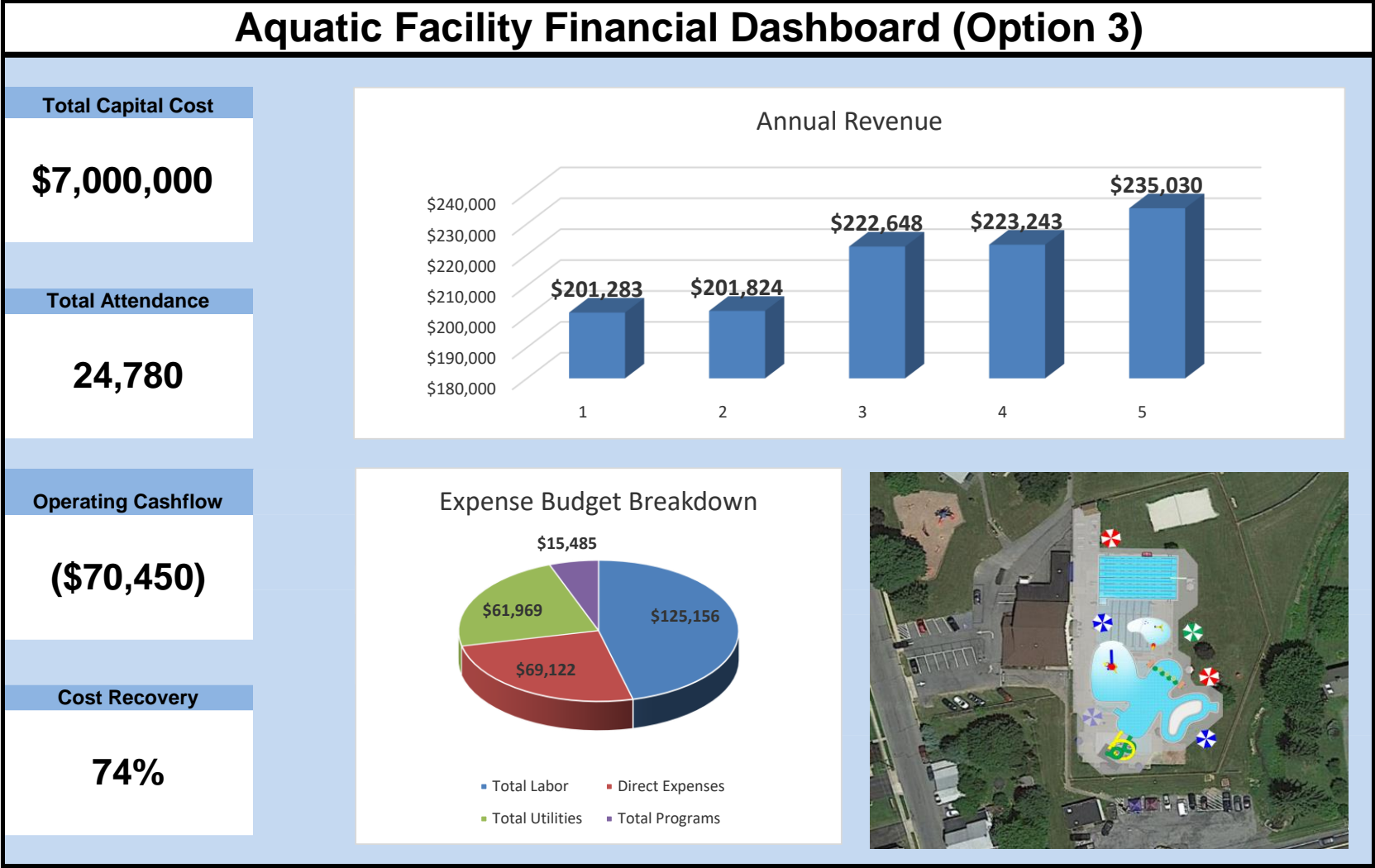


OPTION 3

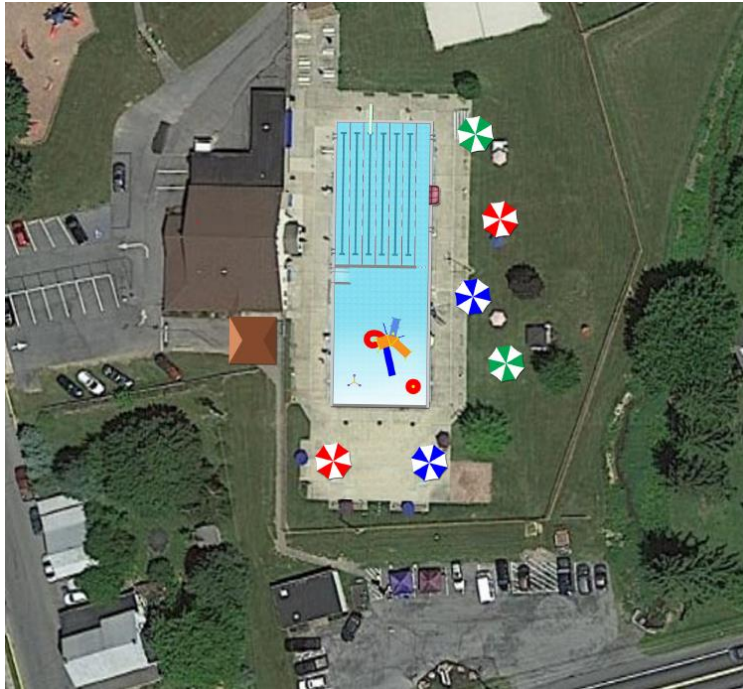
- 6-lane, 25-yard lap pool
 - 1-meter diving
 - Climbing wall
- 5,901 SF leisure pool
 - Zero-beach entry
 - Children's play structure
 - Waterslide tower
 - Floatable crossing activity
 - Current channel
- Separate children's pool
- Shade structures
- Renovated support building



OPTION 3 OVERVIEW



OPTIONS OVERVIEW



OPTIONS SUMMARY

Summary Dashboard

	Total Capital Cost	Total Revenue	Total Expense	Cost Recovery
Option 1	\$5,000,000	\$101,093	\$182,595	55%
Option 2	\$5,000,000	\$143,424	\$212,746	67%
Option 3	\$7,000,000	\$201,283	\$271,733	74%





Counsilmans Hunsaker
AQUATICS FOR LIFE

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