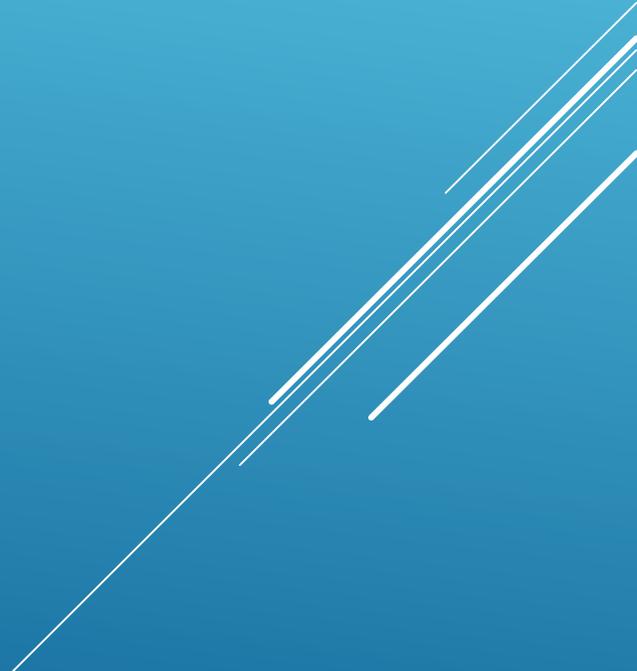




GOODMAN POOL

February Facilities, Planning and Fees

TYPES OF POOL FEES

- ▶ Season Pass
 - ▶ Daily admissions
 - ▶ Program fees
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

SEASON PASSES

Description	Admission to the pool for a season (annual)
Main categories	Family pass and individual adult pass
Authority to charge fees	Madison General Ordinance 8.43
Amount of fee	Family pass- \$185, Individual- \$85
History of fee	Family pass- unchanged in last 5 years Individual pass- increased \$5 in 2019
How fee is determined	Based on market research of nearby pools
How is equity addressed	Area non-profits fund scholarship program

DAILY ADMISSIONS

Description	One time fee to enter the pool (daily)
Main categories	Adult entry and youth entry fee
Authority to charge fees	Madison General Ordinance 8.43
Amount of fee	Adult \$6, Youth \$3
History of fee	Adult- increased by \$1 in 2020 Youth- unchanged in the last 5 years
How fee is determined	Based on market research of nearby pools
How is equity addressed	Area non-profits fund scholarship program

PROGRAM FEES

Description	Fee to attend programs hosted by the Goodman Pool
Main categories	Swimming lessons, Goodman Waves Swim Team, Lifeguard certification
Authority to charge fees	Madison General Ordinance 8.43
Amount of fee	Swim lesson- \$50 for 8 40 minute lessons Goodman Waves- \$190 for an 8 week season Lifeguarding- \$250 for a 30 hour certification class
History of fee	Swim lessons- increased from \$48 to \$50 in 2019 to cover the cost of Red Cross accreditation. Goodman Waves- remains unchanged in last 5 years. In 2019, the cost of the swim suit was no longer included due to a loss of non-profit funding support. Lifeguarding- has remained unchanged in 5 years
How fee is determined	Based on market research of nearby pools
How is equity addressed	Area non-profits fund scholarship program

REVENUE REPORTING

Fee type	2018 revenue	2019 revenue	2020 revenue
Season passes	\$38,127.14	\$42,501.59	\$150.00
Daily admissions	\$123,753.33	\$133,043.40	\$41,648.00
Programs Fees	\$65,929.28	\$77,967.25	\$6,000.00

FEE STRUCTURE QUESTIONS

- ▶ Do we have a demographic breakdown of pool users?
 - ▶ No, most of our pool users enter through a daily admission. We do not gather demographic information from them. We do keep demographics for scholarship applicants as we have mechanism to gather that data.
- ▶ How does the scholarship program work?
 - ▶ Applicants either fill out a paper form or submit an online form to apply, then pool staff processes the application and sends an email confirming the registration. The applicant picks up their swipe card at the pool.
- ▶ Can the swimsuit language be clarified?
 - ▶ The language can be removed. It was inserted to explain that the City stopped covering the cost for non-scholarship swim team participants in 2019 due to a loss in non-profit funding.