



Swim Pool Utility Operation & Budget Overview

Cranford, NJ

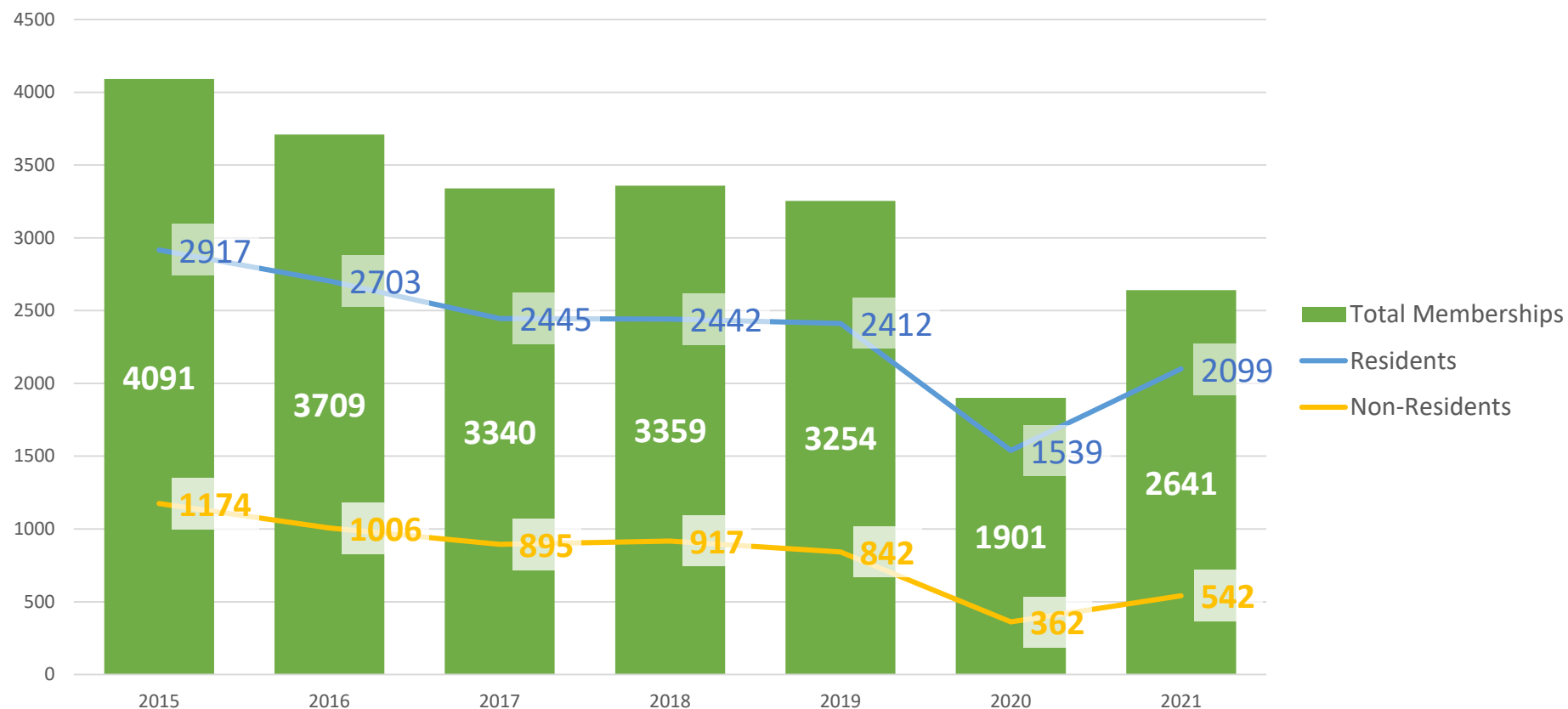
October 25, 2021



Membership Overview

Dating back to 2015 the Swim Utility membership has seen a regular decline, year over year; while 2020 was an outlier, membership to date in 2021 have not returned to previous years counts

Membership Trends 2015 - Present



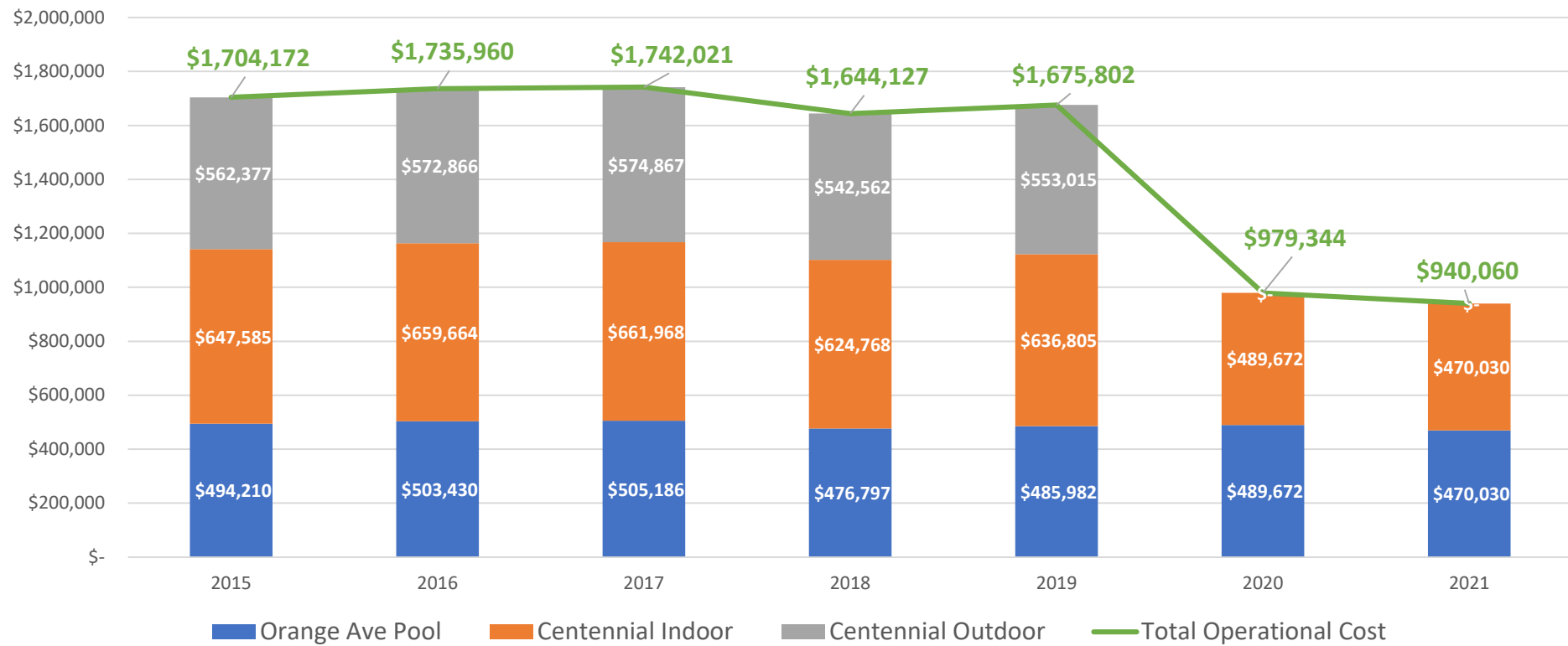
The Township's population has averaged ~25k dating back to 2015 indicating less than 25% of residents, historically, are members of the pool



Operating Cost Comparison

Through 2019, the average operating cost for the three pools for the Utility was ~\$1.7m with the indoor pool accounting for 38%, Centennial outdoor 33% and Orange Ave 28.5% of the cost*

Distribution of Pool Operating Costs



2020 operating cost also accounts for the ~\$37k in refunds issues post COVID shutdown

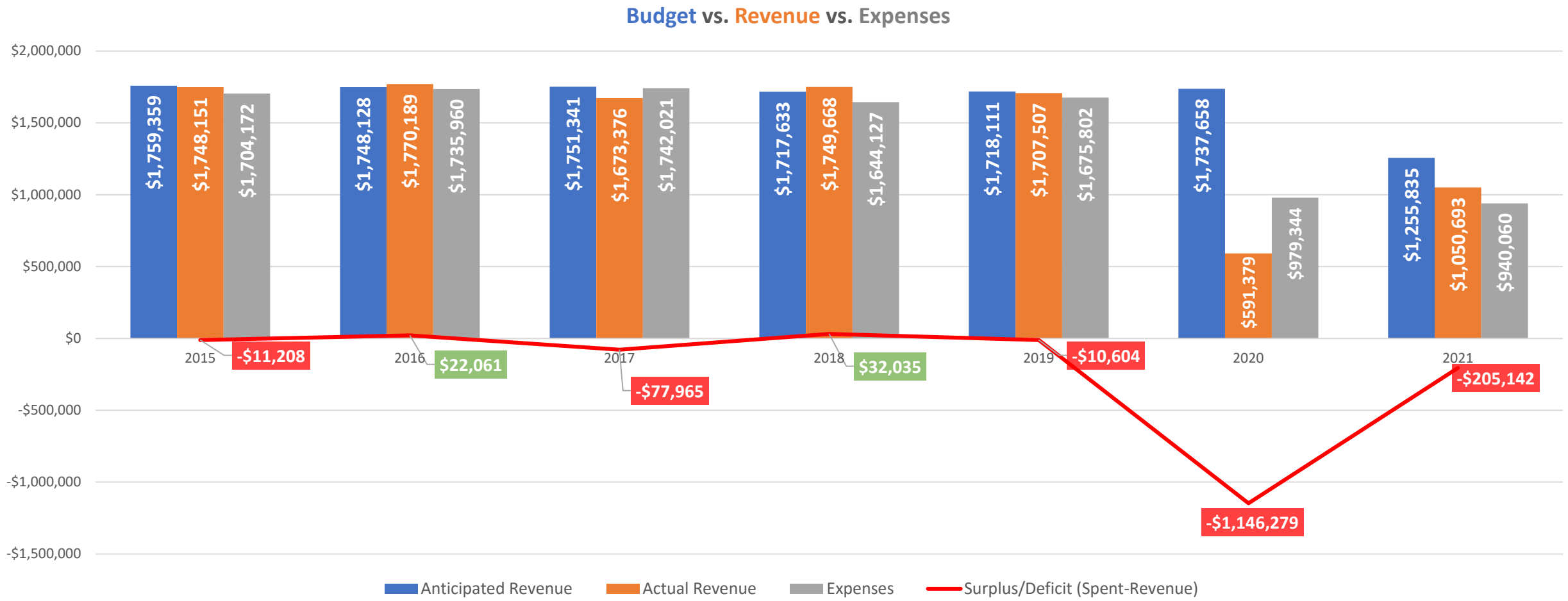
2020 & 2021 are reflective of only Orange Ave and Centennial Indoor pool remaining open

*2020 & 2021 split 50%/50% split between Centennial Indoor and Orange Ave Pool



Revenue Trends Overview

The Swim Pool Utility is only allowed to budget based on the revenue from the previous year

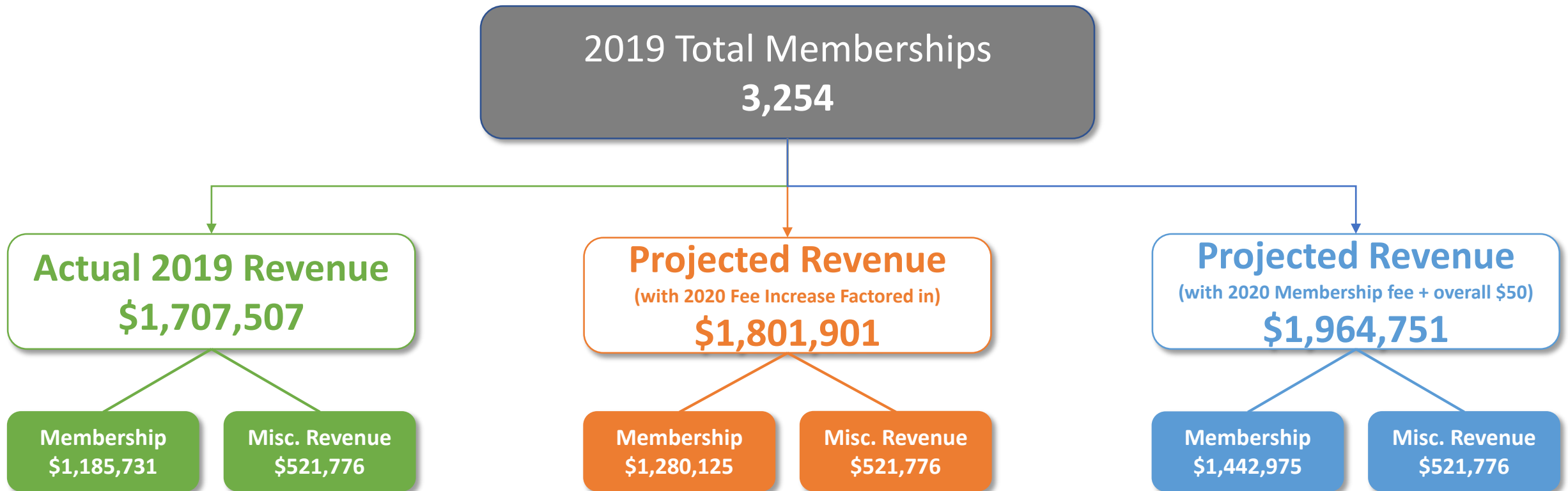


-\$xx is Anticipated Revenue – Actual Revenue



2019 Projection

Membership fees were raised in 2020, prior to the COVID pandemic, if these increases were applied to 2019 membership levels, the township would have been able to avoid taking a loan from the township



Fee Increase Example	2019 Fees	2019 + 2020 Fee Increase	2019 Fees + 2020 Fee Increase + \$50
Summer Resident (4+)	\$365.00	\$400.00	\$450.00



2022 Fee Increase

As anticipated Pool Memberships Fees for 2022 need to be increased across the board

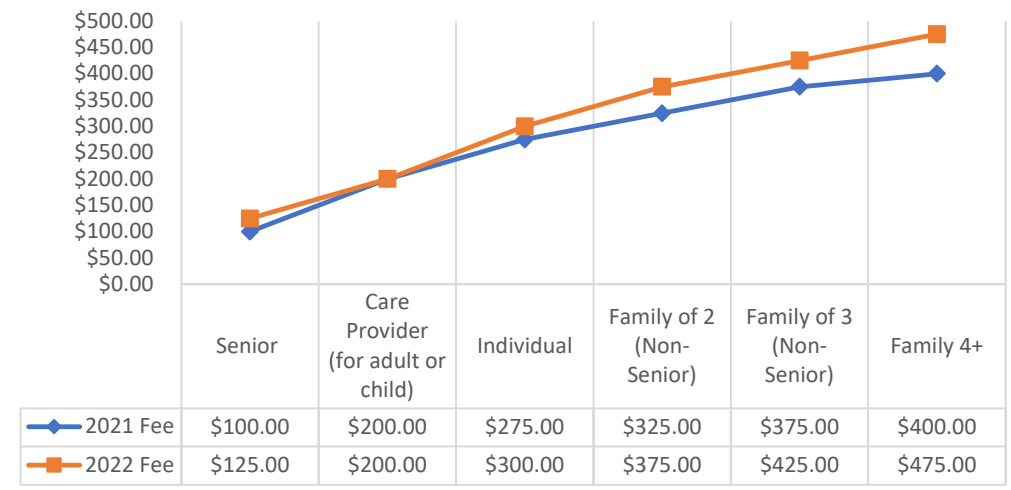


In 2020, prior to the pandemic, fee increases were approved to account for increases in operation costs and the impact in the increase in minimum wage

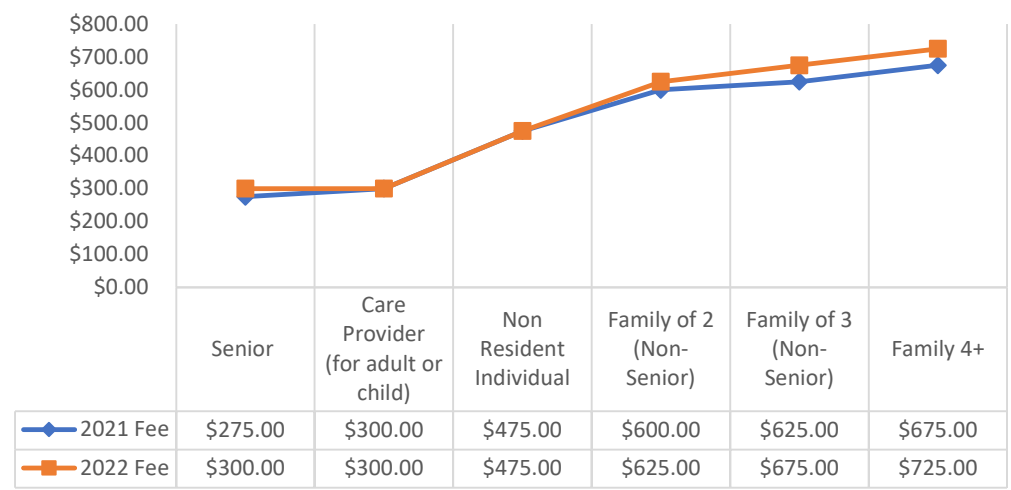
These fees were increased enough to avoid a scenario where increased would need to be increased again in 2021

Based on the financial state of the Pool Utility, in order to remain an independent entity, fees must be increased again for all the same reasons plus the impact of the pandemic over the last 24-months

RESIDENT SUMMER MEMBERSHIP FEES



NON-RESIDENT SUMMER MEMBERSHIP FEES





2022 Fee Comparison

Even with the fee increase Cranford is a more competitive option than other memberships in surrounding towns



Cranford remains a more affordable option compared to surrounding towns

Other municipal pool membership fees are reflective of access to a single pool, not three pools plus a fitness center

2022 Summer Fees Comparison						
Membership Type	Clark	Springfield	Summit	Mountainside	Westfield	Cranford
Res Individual	\$ 290.00	\$ 225.00	\$ 160.00		\$ 199.00	\$ 300.00
Non Res Individual	\$ 390.00	\$ 375.00	\$ 320.00		\$ 385.00	\$ 475.00
Res Family	\$ 450.00	\$ 425.00	\$ 395.00		\$ 440.00	\$ 475.00
Non Res Family	\$ 625.00	\$ 600.00	\$ 790.00		\$ 722.00	\$ 725.00
Res Couple	\$ 390.00	\$ 425.00			\$ 310.00	\$ 375.00
Non Res Couple	\$ 550.00	\$ 600.00			\$ 583.00	\$ 625.00
Res Senior	\$ 180.00	\$ 125.00	\$ 70.00		\$ 90.00	\$ 125.00
Non Res Senior	\$ 235.00	\$ 235.00	\$ 320.00		\$ 155.00	\$ 275.00
Babysitter			\$ 160.00		\$ 200.00	\$ 300.00
Daily (Weekday) Guest Pass	\$ 10.00		\$ 9.00		\$ 10.00	\$ 10.00
Weekend Guest Pass	\$ 12.00		\$ 10.00			\$ 15.00



2022 Revenue Comparison & Marketing Campaign

Assuming 2021 Memberships the fee increase will help to achieve the financial independence expected of the Pool utility, but an increase in membership, resident and non-resident, will be necessary to meet revenue expectations

Notes

2021

Operating Costs
\$1.1M

Total
Memberships
2,571

Total Revenue
\$824,200

- Only Orange Ave was opened
- COVID was still prevalent
- Non-Resident membership drive was delayed to give residents preference

2022

Anticipated Operation
Costs
\$1.1M

Total Memberships
TBD

Needed Revenue
\$1.7M

- Proposing to open all three pools for summer 2022 season
- Vigorous marketing campaign including mailing, flyers and grassroots membership drive
- Reduce weekday morning hours
- Increase fees to swim teams and swim lessons

2021 Memberships	2021 Total Revenue	Fee Increase Revenue	Operation Rev Gap
2,571	\$721,300	\$102,900	~\$900,000