



Swim Pool Utility Operation & Budget Overview

Cranford, NJ

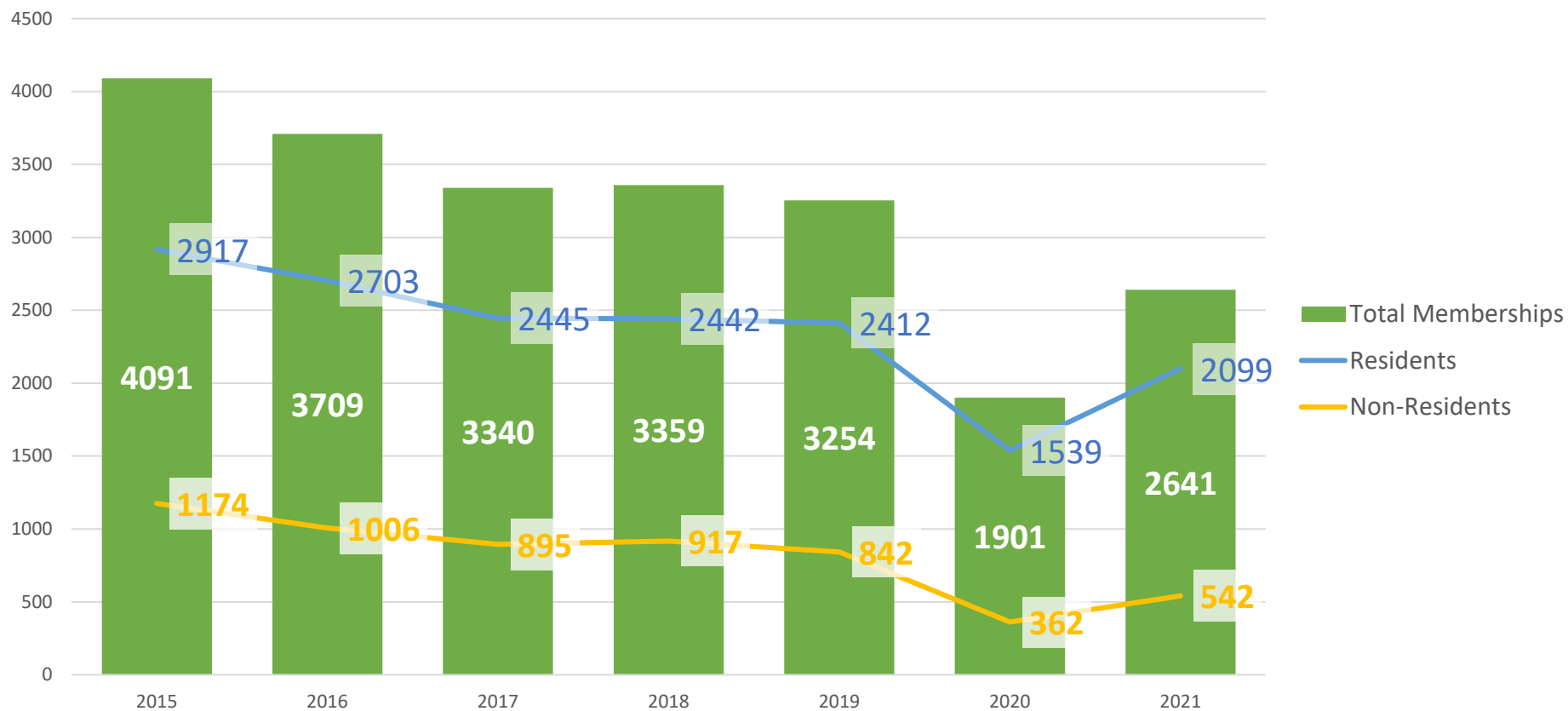
October 25, 2021



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



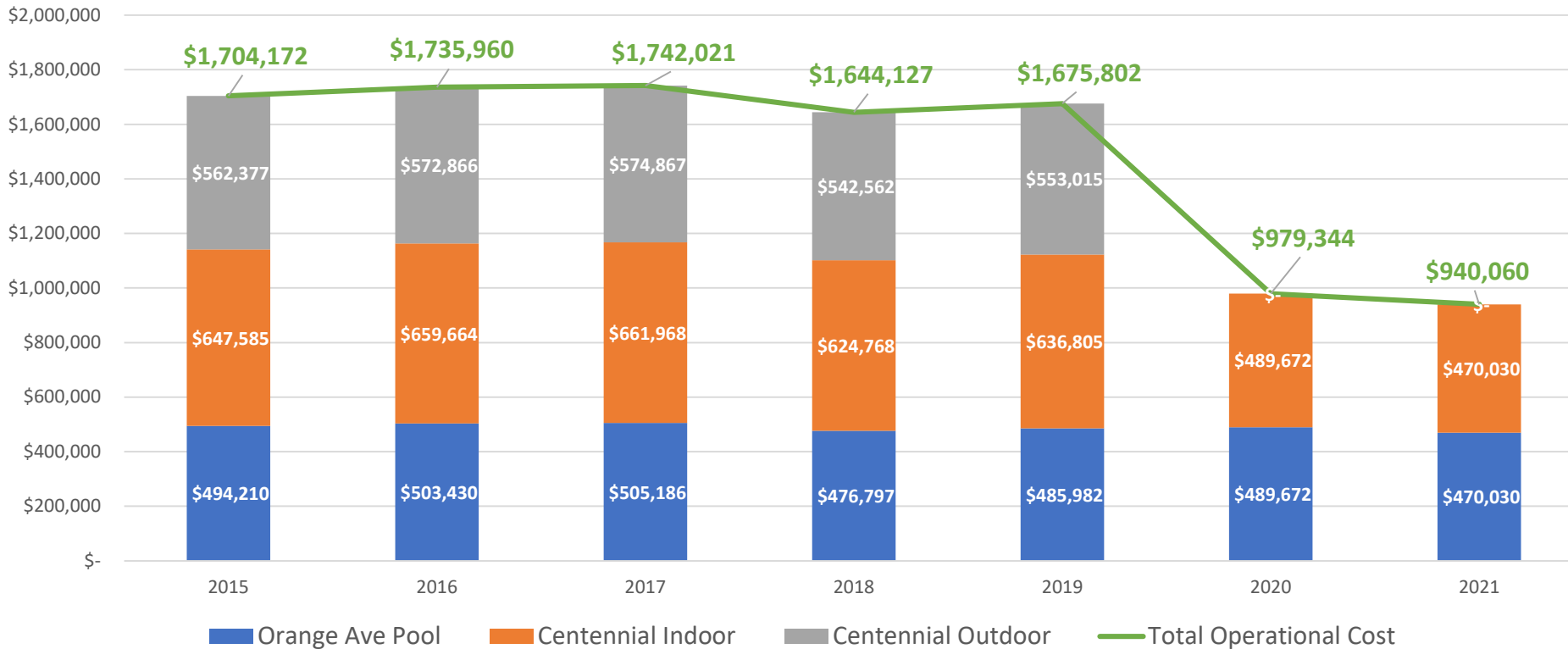
The Township's population has averaged ~25k dating back to 2015 indicating less than 25% of residents, historically, are members of the pool



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

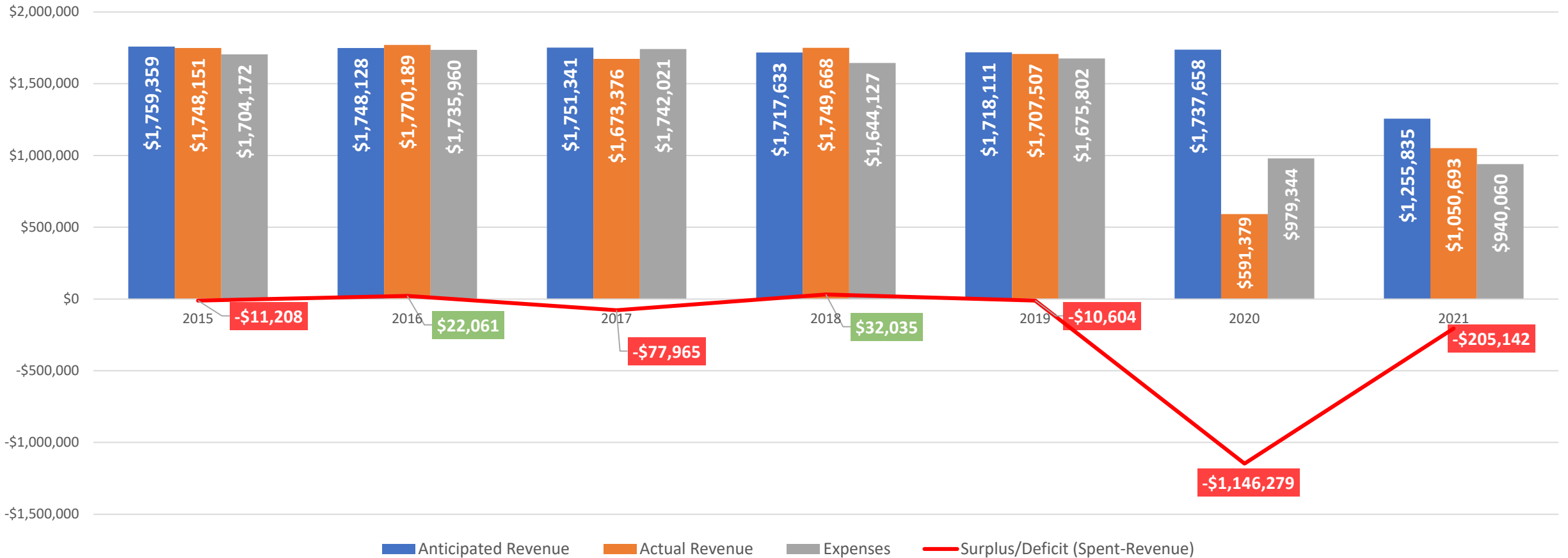
*2020 & 2021 split 50%/50% split between Centennial Indoor and Orange Ave Pool



Revenue Trends Overview

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

Budget vs. Revenue vs. Expenses

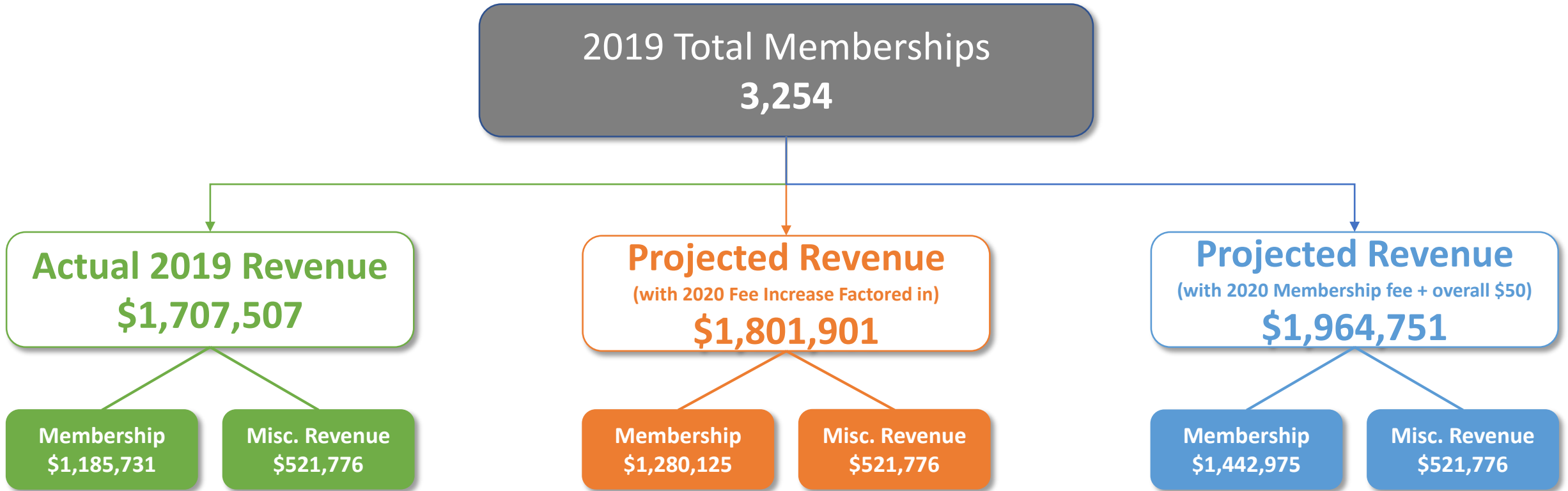


-\$xx is Anticipated Revenue – Actual Revenue



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