

City of St. Ann, Missouri

Jack Rehagen Municipal Pool
Aquatic Facility Study

July 26, 2021



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STUDY

DESIGN

OPERATE

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Counsilman-Hunsaker

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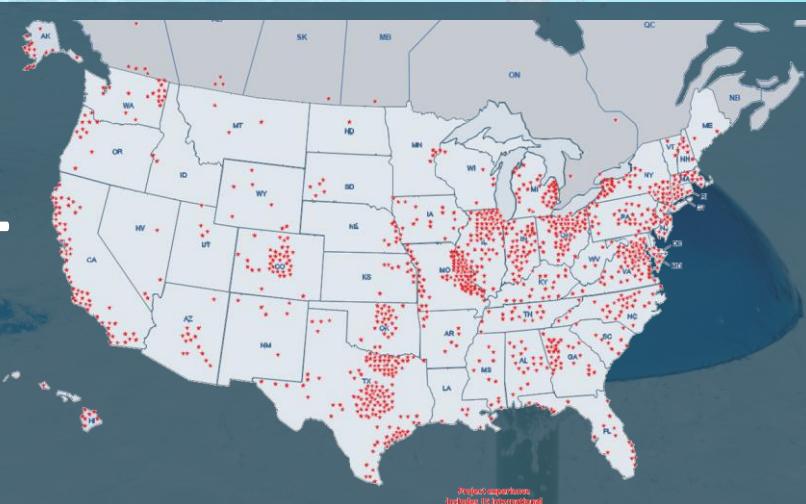
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- AQUATICS EXPERTS
- INDUSTRY TRENDSETTERS
- PERFECTED PROCESS
- ST. LOUIS-BASED FOR 50 YEARS

Study Overview

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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

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Aquatic Study

- Identify the City's current and future need for indoor / outdoor aquatics based on the following:
 - City leadership direction
 - Community input
 - Value of aquatics in the St. Ann community
 - Local, state and national trends
 - Operational vision
- Define a strategy that addresses needs for short and long-term aquatic improvements to support the City
- Develop a “right-sized” approach to aquatics for the City for the initial capital investment and on-going operational expenses



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Kickoff Notes

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Kickoff Notes

- The Jack Rehagen Municipal Pool was constructed in the 1980s and consists of five bodies of water:
 - 7,000 sf outdoor leisure pool
 - 900 sf outdoor children's pool
 - 650 sf outdoor waterslide catch pool
 - Indoor pool
 - Indoor spa
- The outdoor pool is run as a traditional seasonal swimming pool from Memorial Day to Labor Day and offers recreational swimming, summer swim lessons, but does not offer any competitive swimming activities.
- The indoor pool is open year-round and primarily offers water fitness classes and warm-water exercise.
- The pool complex has an annual subsidy of approximately \$250,000.
- The City of St. Ann currently partners with the City of Overland whose residents received the resident rate at the pool.



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Kickoff Notes

- The primary goals of the study include:
 - Recommended aquatic features to make the pool more family-oriented that caters to the local community of St. Ann and Overland
 - Develop several options for consideration that provide a variety of modern aquatic amenities that fits within the existing footprint of the municipal pool
 - Determine the financial implications of a renovated or replaced municipal pool (capital and operational)
 - Explore ways to make the indoor pool more financially sustainable (as aquatic or non-aquatic amenity)



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Market Overview

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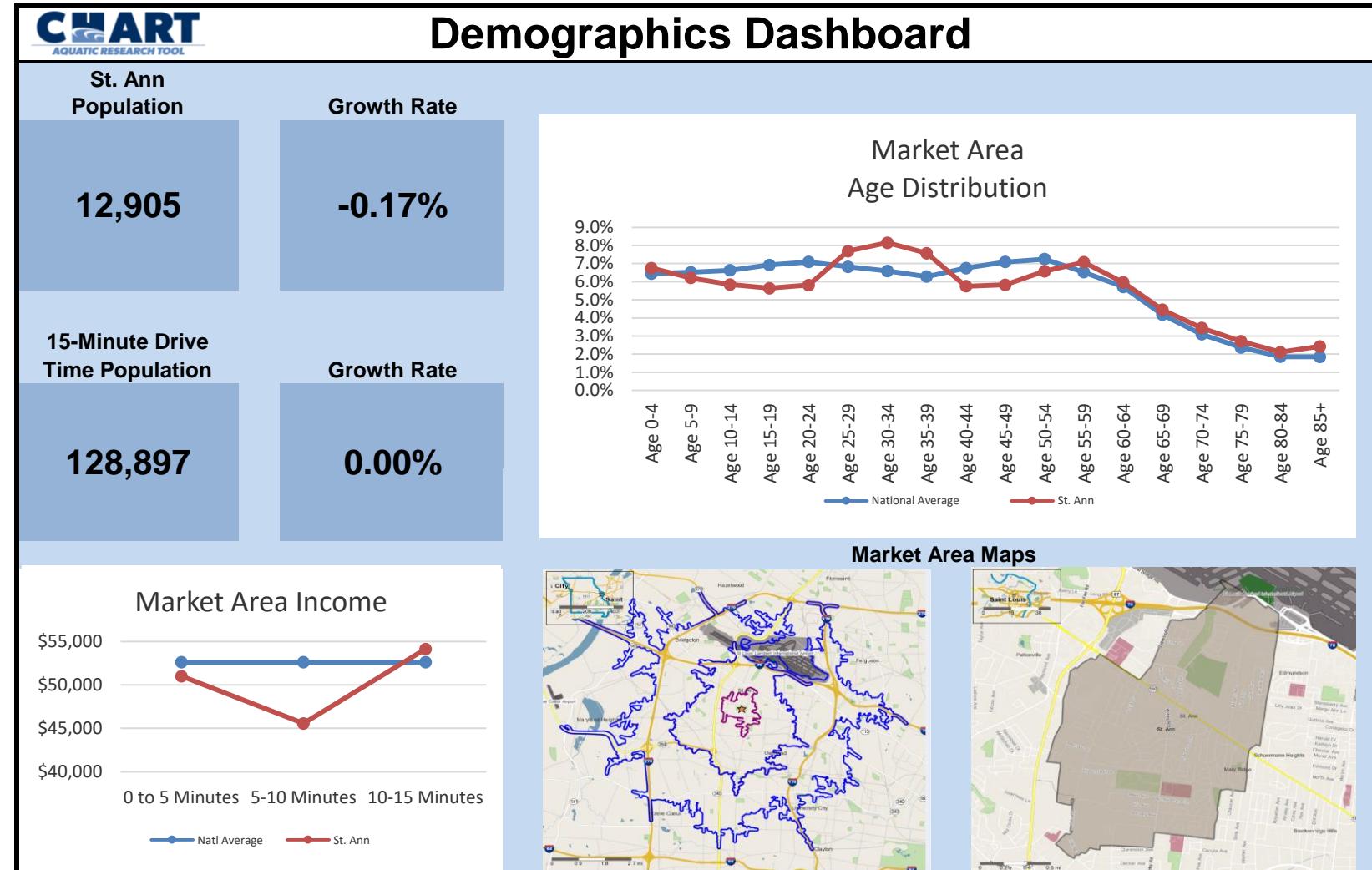
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Market Overview

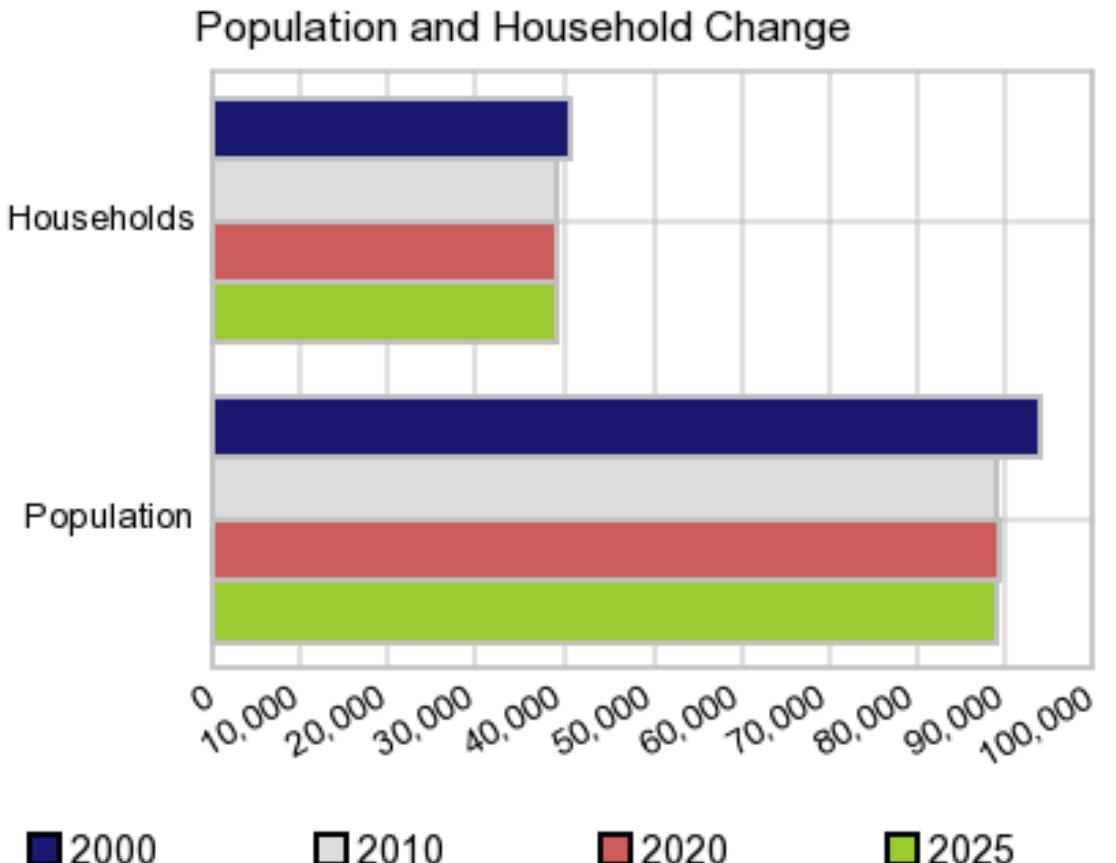
- St. Ann population: 12,905
- 15-minute population: 128,897
- Above average number of adults ages 25-39
- Above average number of children ages 0-4
- Below average household income within 10-minutes of pool



Market Overview

The number of households in the study area in 2000 was 58,058 and changed to 55,871 in 2010, representing a change of -3.8%. The household count in 2020 was 55,919 and the household projection for 2025 is 55,857, a change of -0.1%.

The population in the study area in 2000 was 134,227 and in 2010 it was 128,927, roughly a -3.9% change. The population in 2020 was 128,897 and the projection for 2025 is 128,305 representing a change of -0.5%.

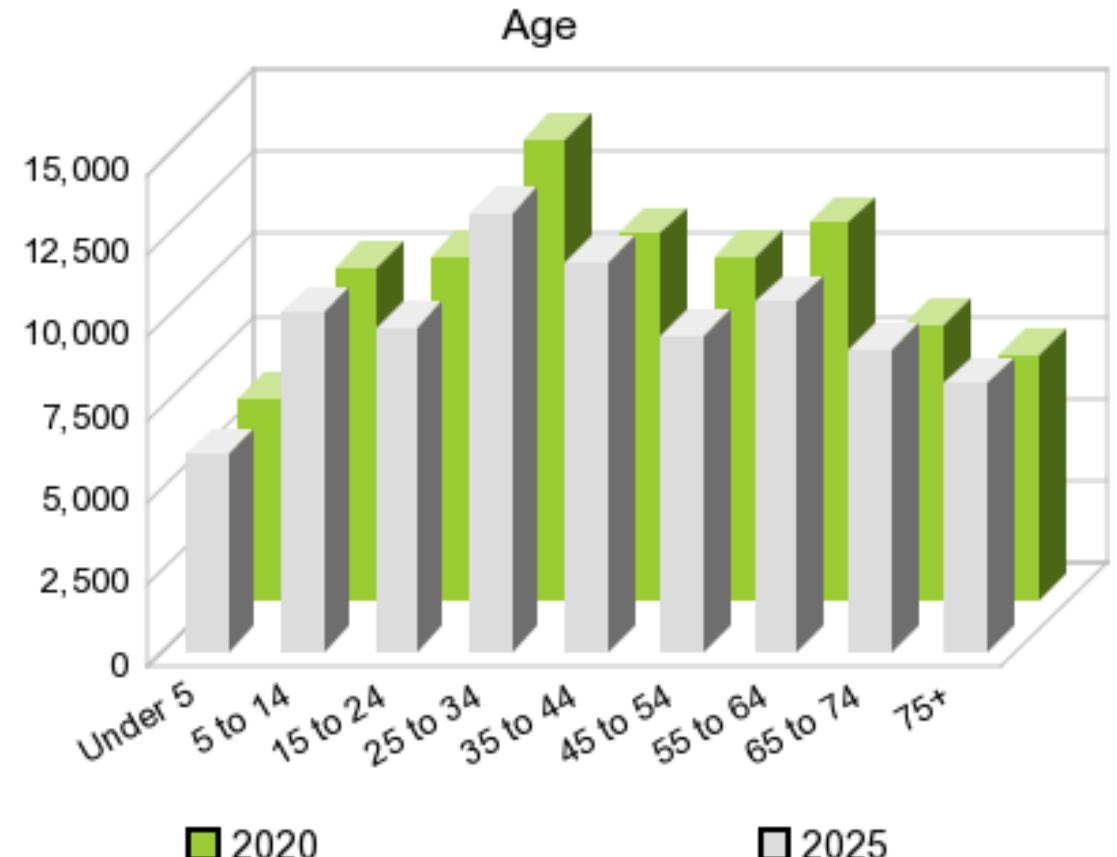


Market Overview

In 2000, the median age of the total population in the study area was 36.8, and in 2010, it was 37.6. The median age in 2020 is 37.7 and it is predicted to change in five years to 38.4 years.

In 2020, females represented 52.5% of the population with a median age of 39.4 and males represented 47.5% of the population with a median age of 36.0 years.

In 2020, the most prominent age group in this geography is Age 25 to 34 years. The age group least represented in this geography is Age 15 to 19 years.



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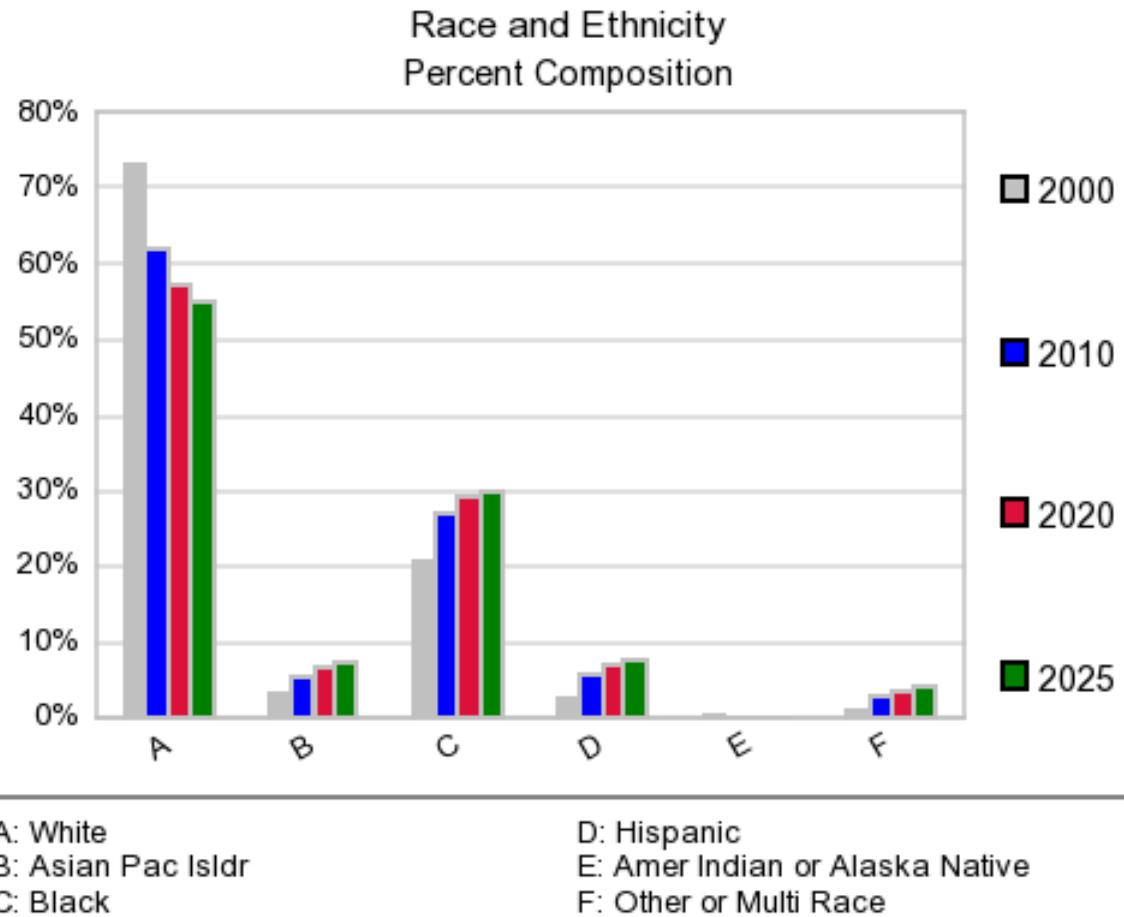
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Market Overview

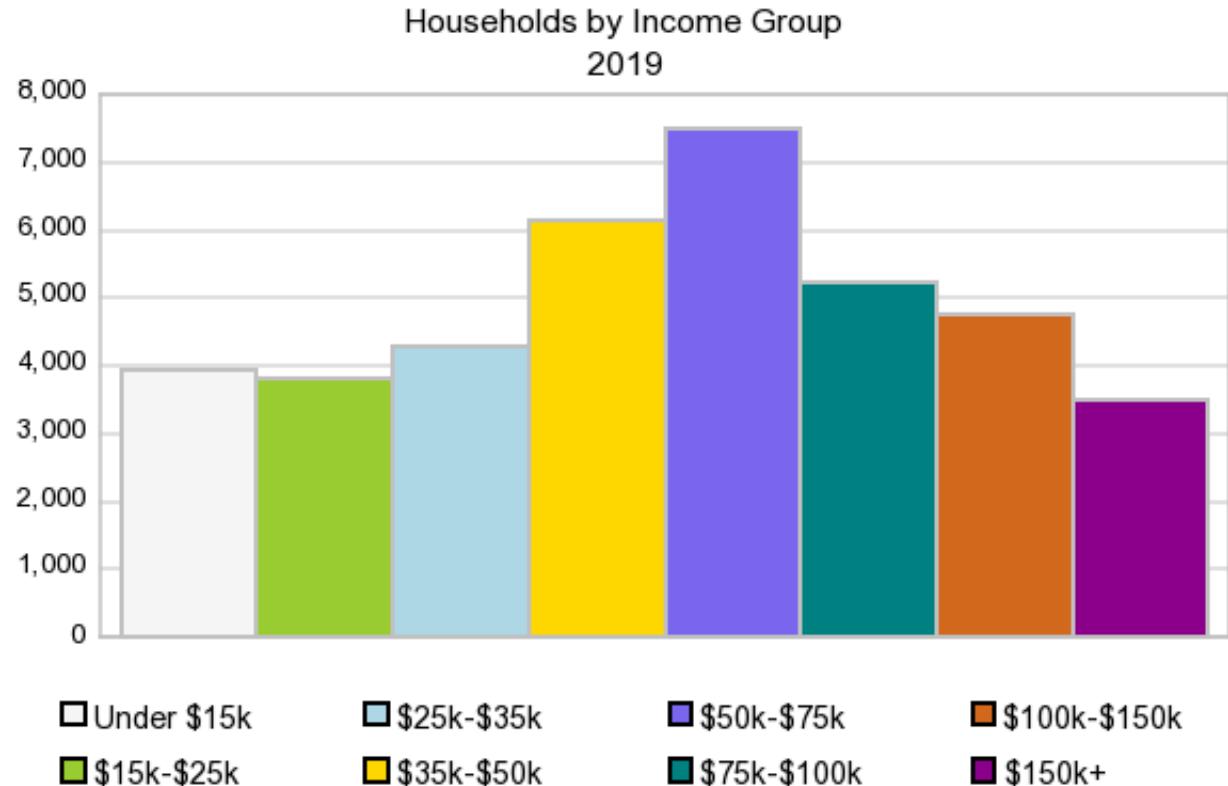
In 2020, the predominant race/ethnicity category in this study area is White. The race & ethnicity category least represented in this geography is American Indian, Alaska Native.

Minorities make up over 45% of the market area. According to the CDC, African-American children drown at a rate nearly three times higher than their Caucasian peers. Currently, 70% of African-Americans and 60% of Hispanic/Latino children are unable to swim. By 2025, the combined percentage of these will be close to 40% of the market area surrounding St. Ann.



Market Overview

In 2020 the predominant household Current Year income category in this study area is \$50K - \$75K, and the income group that is least represented in this geography is \$150K +.



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Market Overview



Wapelhorst Aquatic Facility
St. Charles, MO



Blanchette Aquatic Facility
St. Charles, MO



Maryland Heights Aqua Port
Maryland Heights, MO



RiverChase Recreation Center
Fenton, MO



Alligator Creek Aquatic Center
O'Fallon, MO



Hurricane Harbor – Six Flags
St. Louis, MO



Collinsville Aqua Park
Collinsville, IL



Bangert Swimming Pool
Florissant, MO

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Market Overview



White Birch Bay Aquatic Center
Hazelwood, MO



North Country Recreation
Complex
St. Louis, MO



St. Vincent Community Center
and Waterpark
St. Louis, MO



Splash at Wabash
Ferguson, MO



Bridgeton Crossing Family Aquatic
Park
Bridgeton, MO



Chesterfield Family Aquatic Center
Chesterfield, MO

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Options for Consideration

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Planning Metrics

Analysis of existing
Jack Rehagen Pool
operation

CH recommends 220
square feet of water
per 1,000 residents
(6,000 sf minimum
when looking at St.
Ann + Overland)

Adequate capacity
based on City's goal
to recover majority
of operational costs

Ensure proper ratios
of capacity holders,
children's areas and
thrill amenities for
the swimming pool

Look at feasibility of
continuing to
operate the existing
indoor pool

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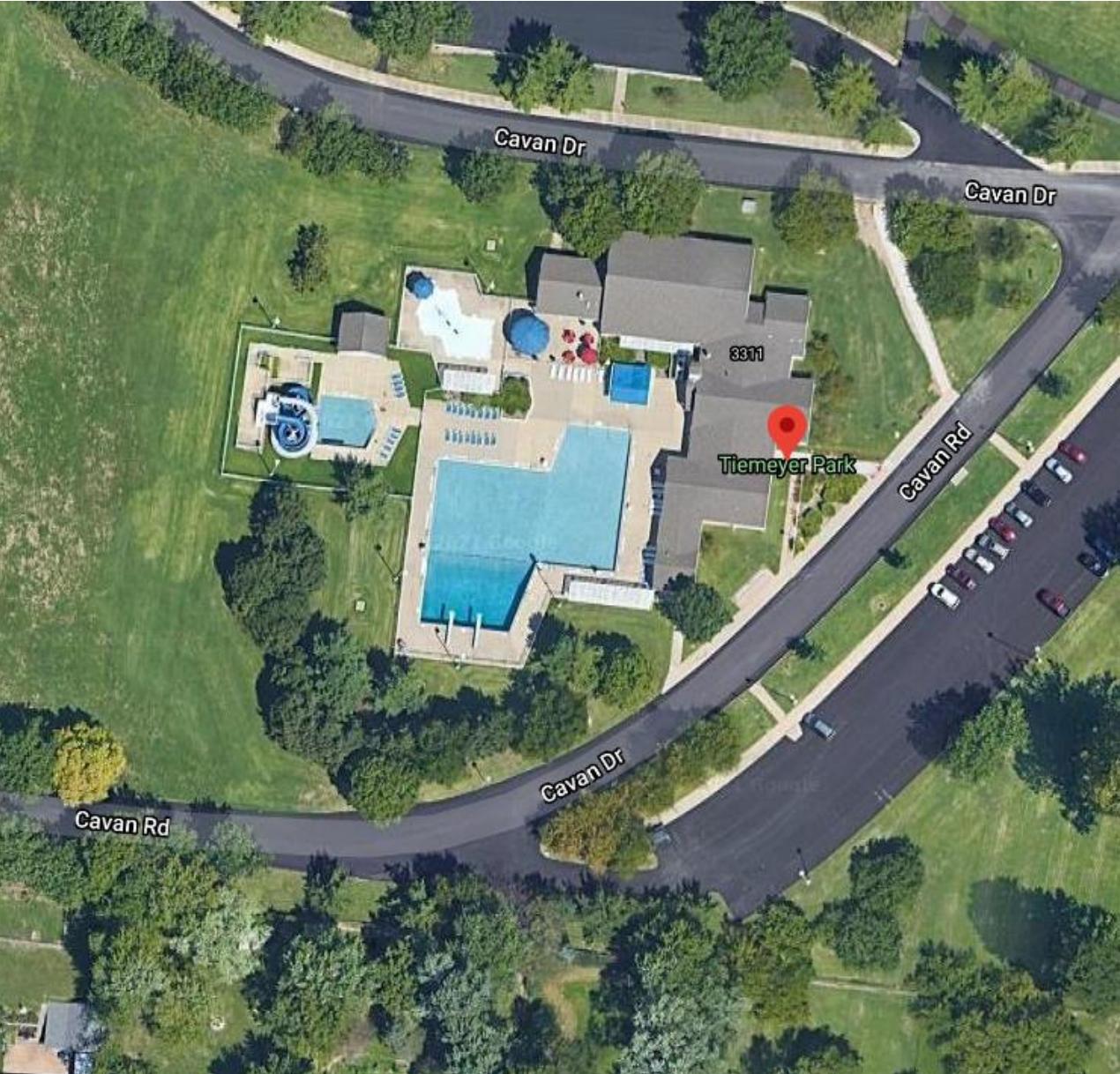
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Jack Rehagen Municipal Pool

- 7,000 sf outdoor lap / leisure pool
 - Open recreational swimming area
 - Lap lanes
 - 1-meter diving boards
- 900 sf children's pool
- 700 sf waterslide plunge pool
- Indoor programming pool
- Indoor spa



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Jack Rehagen Municipal Pool

Facility Observations

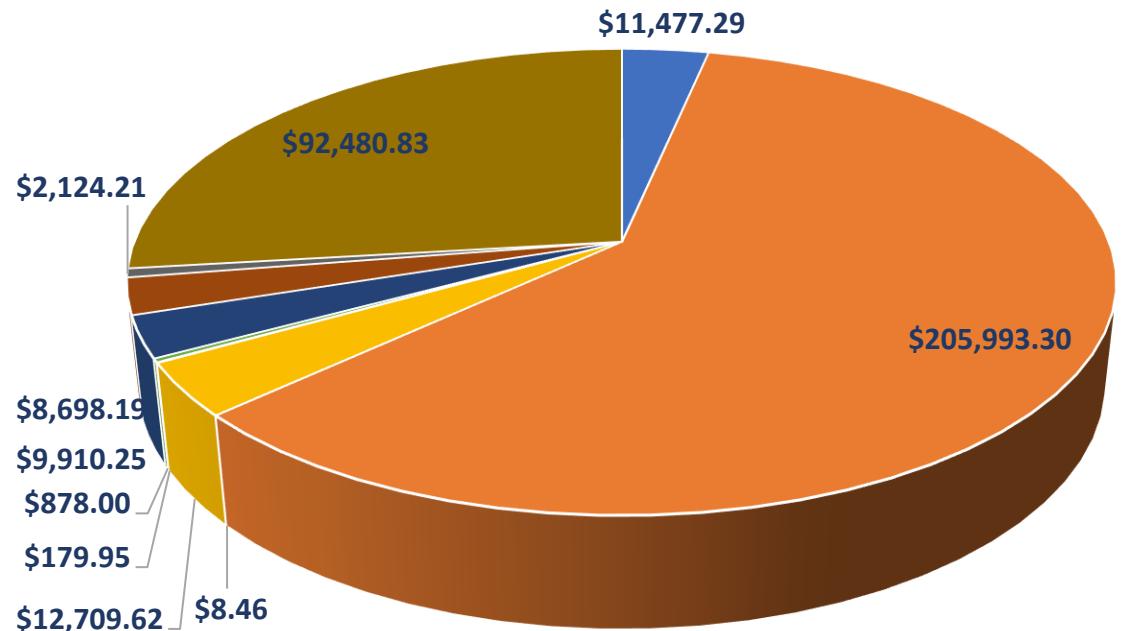
- Indoor Pool
 - Ideal pool for indoor, shallow water, fitness classes
 - Ability to teach year-round swim lessons
 - Does not have lap lanes or a regulation competition course
 - Lack of recreational amenities for broader community appeal
- Outdoor Pool
 - Provides outdoor recreational swimming during the Memorial Day to Labor Day summer season
 - Aging facility that will need ongoing repair and maintenance to keep it operational for the future
 - Lack of functional shallow water and children's amenities
 - Waterslides and 1-meter diving provide thrill amenities and recreational value



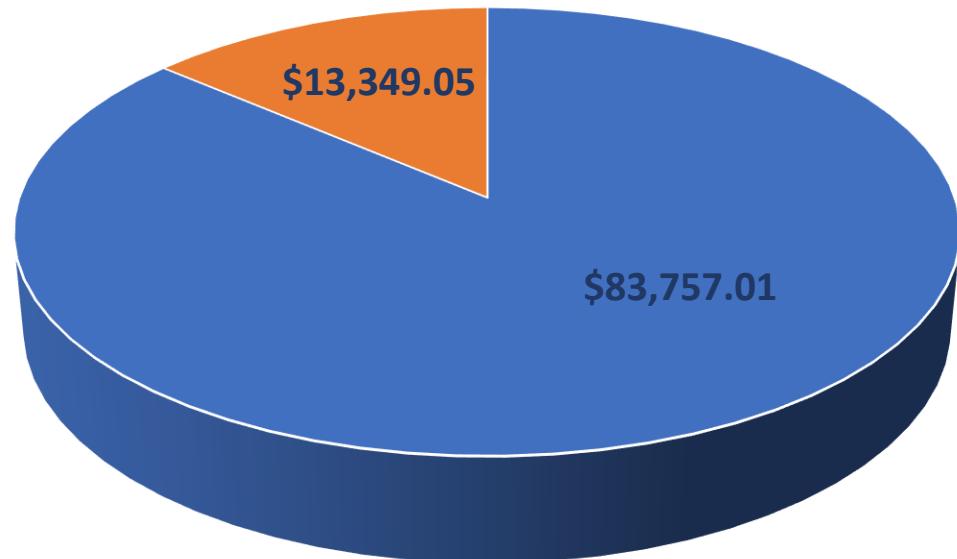
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Revenue / Expense (2019)

2019 Pool Expenses



2019 Pool Revenue



■ Salaries Pool

■ Misc

■ Supplies

■ Management Contract
■ FICA
■ Utilities

■ Advertising
■ Chemicals

■ Maintenance
■ Concessions

■ Admissions
■ Concessions

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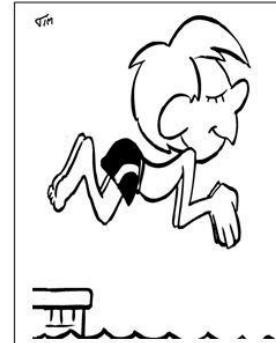
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Fee Structure

- Resident / Non-Resident pricing structure
- Admission rates
 - Daily / season pass
 - \$3.00/\$4.00 on low end of outdoor swimming fees
- Age-based / height-based admission pricing
- Value-based pricing
 - Number of amenities
 - Length of guest stay
 - Number of potential guests
 - Admission pricing
- Below market program fee rates for adult fitness programs and swim lessons



Swimming fees: No Refunds / Cash or Check Only

Children (2 & under)	Resident Free	<u>Non Resident</u> Free
Youth (3-17 yrs.)	Resident \$3.00	<u>Non Resident</u> \$7.00
Adult (18-61 yrs.)	Resident \$4.00	<u>Non Resident</u> \$8.00
Senior (62 +)	Resident Free	<u>Non Resident</u> \$5.00

Resident privilege card/membership card required for resident rate.

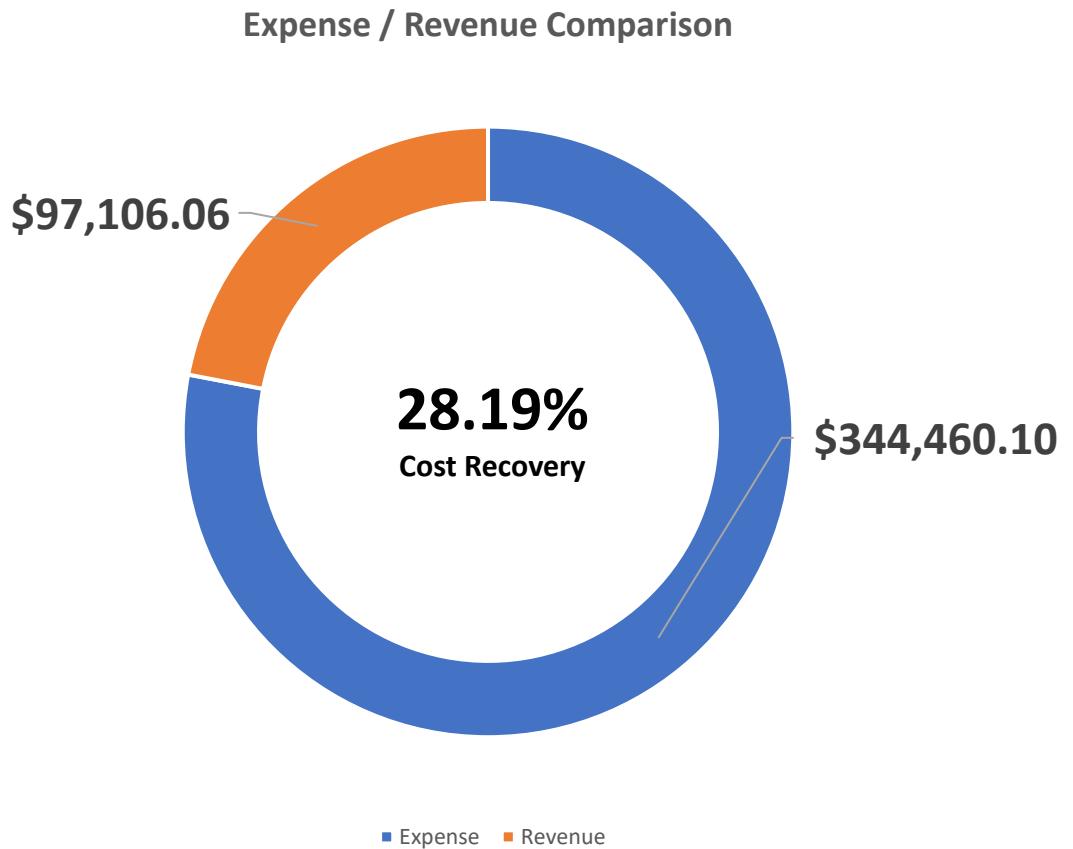
Silver sneakers & Access Renew members FREE: Must present card

May 2021



Revenue / Expense (2019)

- \$59,665 (61.4%) of revenue is from seasonal operation (5/28-9/6) of swimming pool.
- Management contract accounts for 60% of total expenses
- Utilities are 2nd highest expense category (27%)
- A 28% cost recovery is within the expected range due to the following factors:
 - Inability for indoor pool to serve numerous aquatic user groups (fitness and instruction only)
 - Age of outdoor pool with lack of modern amenities and functional shallow water with a zero-beach entry
 - Lack of multiple capacity holders, children's areas and thrill amenities
 - Relatively low population of St. Ann and Overland
 - Below average household income figures limits ability of surrounding community to pay for aquatic programs



Indoor Pool Options

Options	Observations
Continue to operate	<ul style="list-style-type: none"> ▪ Subsidized amenity ▪ Minimal usage ▪ Inability to reach all aquatic user groups
Divest to outside management	<ul style="list-style-type: none"> ▪ Ability to reduce subsidy ▪ Offer more swim programs for surrounding community (primarily swimming lessons) ▪ Increased program fees compared to current ones ▪ Outside entity operating facility
Repurpose space	<ul style="list-style-type: none"> ▪ Provides new amenity for community ▪ Lower annual subsidy than indoor pool ▪ Lack of indoor water in St. Ann



Outdoor Pool Options

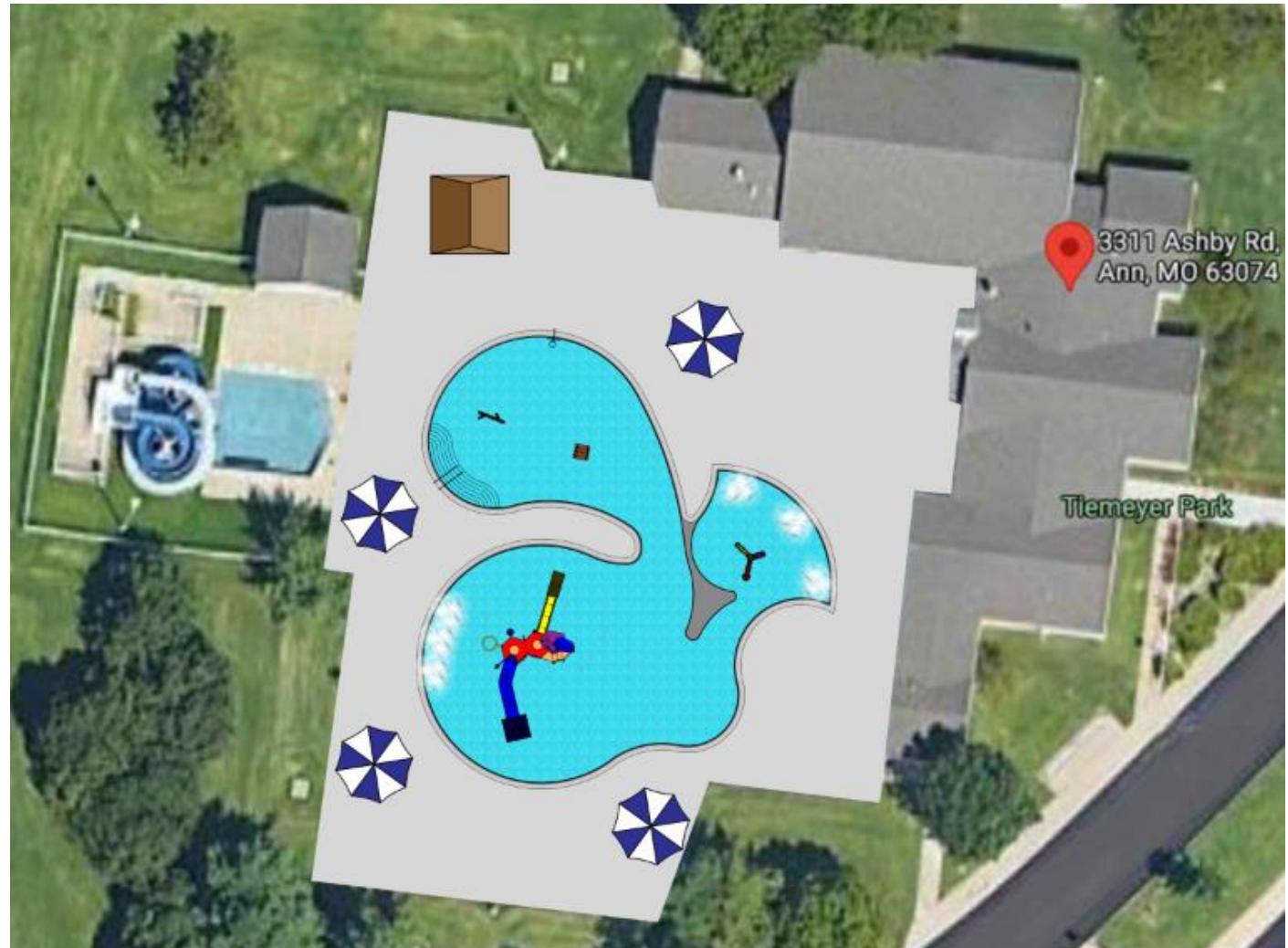
Options	Observations
Continue to operate	<ul style="list-style-type: none"> ▪ Subsidized amenity ▪ Increasing maintenance costs ▪ Lack of modern aquatic facility amenities
Outdoor pool renovation	<ul style="list-style-type: none"> ▪ Incorporate modern aquatic facility amenities ▪ Ability to reduce subsidy ▪ Broader community appeal ▪ Increased admission fee ▪ Increased number of amenities to maintain ▪ Higher number of lifeguard staff required
Close Pool	<ul style="list-style-type: none"> ▪ Lack of outdoor aquatics in the City of St. Ann ▪ Inability to teach seasonal swimming lessons ▪ Eliminate pool subsidy

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Option 1

- 6,994 sf leisure pool
 - Zero-depth entry
 - Dual waterslide tower
 - Open recreational swimming area
 - Multi-level play structure
 - Water sprays / features
- Existing waterslide tower and plunge pool
- Shade structures
- Group pavilion



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Option 1

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OPINION OF PROJECT COST: Option 1					
Description	Unit	Amount	Cost per Unit	Opinion of Cost	Opinion of Cost
Support Spaces		1,299	195	\$253,333	\$253,333
Outdoor Pool Mechanical Room	Sq. Ft.	1,299	195	\$253,333	
Outdoor Aquatic Center		20,991	121	\$2,537,668	\$2,537,668
Outdoor Leisure Pool	Sq. Ft.	6,994	260	\$1,818,440	
Children's Play Structure	Allowance	1	200,000	\$200,000	
Play Structure Mechanical	Allowance	1	50,000	\$50,000	
Spray Features	Allowance	1	50,000	\$50,000	
River Mechanical	Allowance	1	50,000	\$50,000	
Shade Structures	Qty.	4	10,000	\$40,000	
Shade Pavillion	Qty.	1	20,000	\$20,000	
Outdoor Deck	Sq. Ft.	13,988	10	\$145,475	
Overhead Lighting	Sq. Ft.	20,991	5	\$109,153	
Fencing	Linear Ft.	600	91	\$54,600	
Unit		Sq. Ft.	Cost	Opinion of Cost	Opinion of Cost
Total Building Construction Costs		22,290	\$125	\$2,791,001	\$2,791,001
Demolition Allowance				\$200,000	\$200,000
Site Construction Costs (parking, landscaping, utilities, walks)				\$111,451	\$111,451
Furniture, Fixtures, Equipment				\$134,000	\$134,000
Subtotal				\$3,236,452	\$3,236,452
Escalation Allowance (1 year)		3.5%		\$113,276	\$113,276
Contingency (Design / Construction)		10.0%		\$334,973	\$334,973
Design Fees, Surveys, Permitting		10.0%		\$368,470	\$368,470
Opinion of Probable Cost				\$4,053,171	\$4,053,171
Total Estimated Project Costs:			\$182	\$4,053,171	\$4,100,000
Estimate Current as of:			5/26/2021		
			Source: Counsilman-Hunsaker		



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Option 2

- 6,222 sf leisure pool
 - Dual waterslide tower
 - Current channel / lazy river
 - Open recreational swimming area
- 4,839 sf children's pool
 - Zero-depth entry
 - Multi-level play structure
 - Water sprays / features
- Shade structures
- Group pavilion



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Option 2

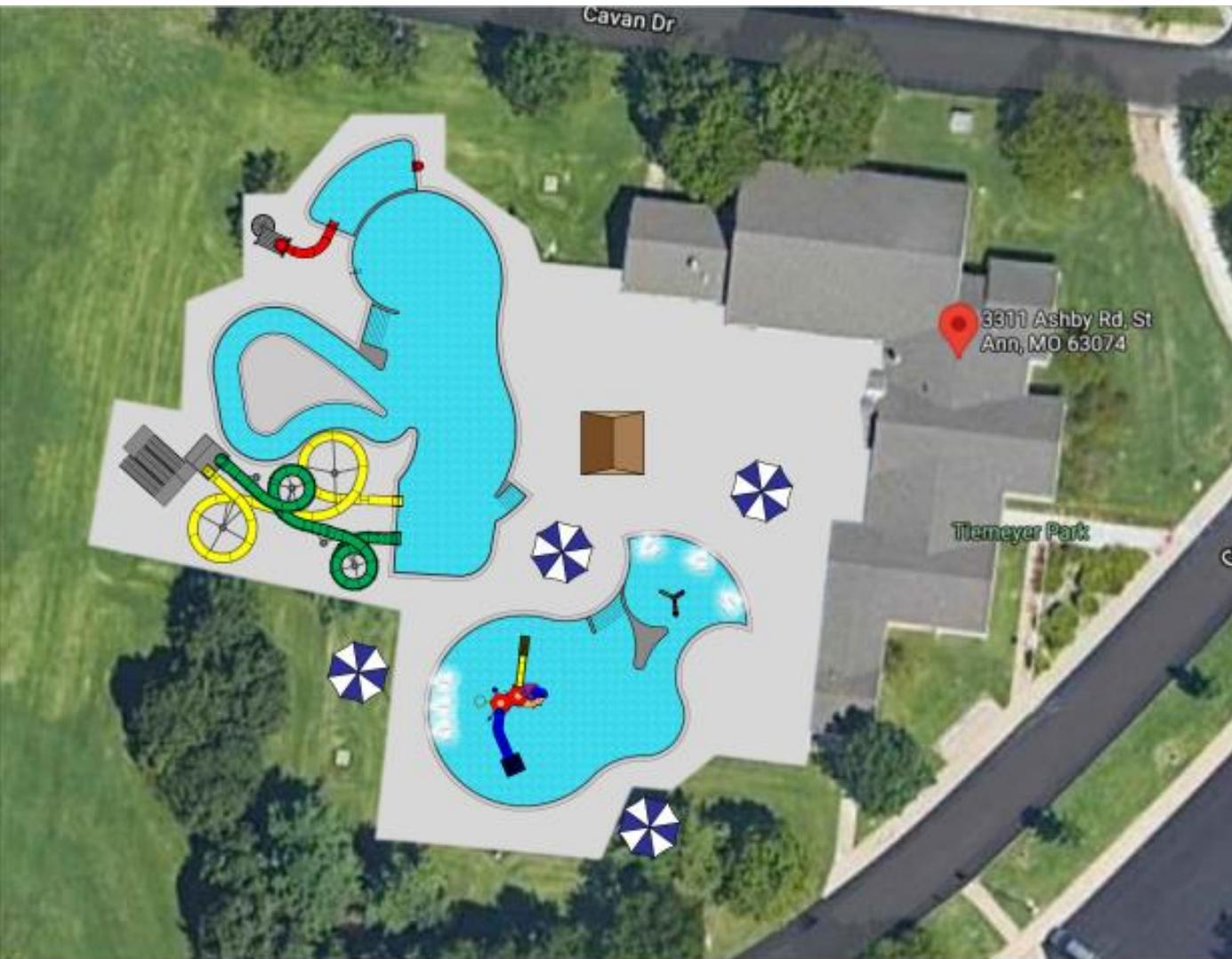
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- Shade structures
- Group pavilion

OPINION OF PROJECT COST: Option 2					
Description	Unit	Amount	Cost per Unit	Opinion of Cost	Opinion of Cost
Support Spaces		1,880	195	\$366,628	\$366,628
Outdoor Pool Mechanical Room	Sq. Ft.	1,880	195	\$366,628	
Outdoor Aquatic Center		33,196	127	\$4,211,369	\$4,211,369
Outdoor Leisure Pool	Sq. Ft.	6,222	260	\$1,617,720	
Children's Play Structure	Allowance	1	200,000	\$200,000	
Play Structure Mechanical	Allowance	1	50,000	\$50,000	
Spray Features	Allowance	1	50,000	\$50,000	
River Mechanical	Allowance	1	50,000	\$50,000	
Waterslide Tower	Allowance	1	400,000	\$400,000	
Waterslide Mechanical	Allowance	1	50,000	\$50,000	
Tot Pool	Sq. Ft.	4,839	260	\$1,258,140	
Shade Structures	Qty.	4	10,000	\$40,000	
Shade Pavillion	Qty.	1	20,000	\$20,000	
Outdoor Deck	Sq. Ft.	22,124	10	\$230,090	
Overhead Lighting	Sq. Ft.	33,196	5	\$172,619	
Fencing	Linear Ft.	800	91	\$72,800	
Unit		Sq. Ft.	Cost	Opinion of Cost	Opinion of Cost
Total Building Construction Costs		35,076	\$131	4,577,997	4,577,997
Demolition Allowance				\$200,000	\$200,000
Site Construction Costs (parking, landscaping, utilities, walks)				\$175,381	\$175,381
Furniture, Fixtures, Equipment				\$211,000	\$211,000
Subtotal				\$5,164,377	\$5,164,377
Escalation Allowance (1 year)		3.5%		\$180,753	\$180,753
Contingency (Design / Construction)		10.0%		\$534,513	\$534,513
Design Fees, Surveys, Permitting		10.0%		\$587,964	\$587,964
Opinion of Probable Cost				\$6,467,608	\$6,467,608
Total Estimated Project Costs:				\$184	\$6,467,608
Estimate Current as of:				5/26/2021	\$6,500,000
Source: Counsilman-Hunsaker					

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Option 3

- 7,126 sf leisure pool
 - Dual waterslide tower
 - Current channel / lazy river
 - Open recreational swimming area
 - Deep water area with waterslide, climbing wall
- 4,839 sf children's pool
 - Zero-depth entry
 - Multi-level play structure
 - Water sprays / features
- Shade structures
- Group pavilion



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Option 3

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 - Water sprays / features
- Shade structures
- Group pavilion

OPINION OF PROJECT COST: Option 3					
Description	Unit	Amount	Cost per Unit	Opinion of Cost	Opinion of Cost
Support Spaces		2,009	195	\$391,811	\$391,811
Outdoor Pool Mechanical Room	Sq. Ft.	2,009	195	\$391,811	
Outdoor Aquatic Center		35,910	128	\$4,604,325	\$4,604,325
Outdoor Leisure Pool	Sq. Ft.	7,126	260	\$1,852,760	
Children's Play Structure	Allowance	1	200,000	\$200,000	
Play Structure Mechanical	Allowance	1	50,000	\$50,000	
Spray Features	Allowance	1	50,000	\$50,000	
Drop Slide	Allowance	1	75,000	\$75,000	
Climbing Wall	Allowance	1	50,000	\$50,000	
River Mechanical	Allowance	1	50,000	\$50,000	
Waterslide Tower	Allowance	1	400,000	\$400,000	
Waterslide Mechanical	Allowance	1	50,000	\$50,000	
Tot Pool	Sq. Ft.	4,839	260	\$1,258,140	
Shade Structures	Qty.	4	10,000	\$40,000	
Shade Pavilion	Qty.	1	20,000	\$20,000	
Outdoor Deck	Sq. Ft.	23,932	10	\$248,893	
Overhead Lighting	Sq. Ft.	35,910	5	\$186,732	
Fencing	Linear Ft.	800	91	\$72,800	
Unit			Sq. Ft.	Cost	Opinion of Cost
Total Building Construction Costs		37,919	\$132	\$4,996,136	\$4,996,136
Demolition Allowance				\$200,000	\$200,000
Site Construction Costs (parking, landscaping, utilities, walks)				\$189,596	\$189,596
Furniture, Fixtures, Equipment				\$228,000	\$228,000
Subtotal				\$5,613,732	\$5,613,732
Escalation Allowance (1 year)		3.5%		\$196,481	\$196,481
Contingency (Design / Construction)		10.0%		\$581,021	\$581,021
Design Fees, Surveys, Permitting		10.0%		\$639,123	\$639,123
Opinion of Probable Cost				\$7,030,357	\$7,030,357
Total Estimated Project Costs:			\$185	\$7,030,357	\$7,100,000
Estimate Current as of:			5/26/2021		
			Source: Counsilman-Hunsaker		

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Expense Analysis

Facility Staff

Projected annual payroll expenses are listed by summer and winter classifications reflecting benefits and taxes. Scheduling employees is determined by programming demand and management procedure. Wherever possible, pay rates were determined by local job classifications and existing wage scales for City of St. Ann employees. Cost for swim instructors and other employees associated with program income were factored in as cost against net programming revenue.

Direct Facility Expenses

Direct expense are day-to-day products used to operate aquatic centers. Office supplies, program supplies, custodial supplies, repair supplies, and chemicals are included. In determining annual chemical expense, chemical treatment assumes the use of calcium hypochlorite and muriatic acid (pH buffer). Chemical use can depend on bather load and chemical balance of the water.

Heating/Dehumidification

Total costs include energy, energy demand, and delivery charges. Caution must be used when comparing this cost with operating expenses of other facilities across the country.

Electricity

The calculations are based on utility rate information. A figure of \$0.10 cents per kWh was estimated, including both demand and energy costs.

Water and Sewer

Water and sewer services will be needed for domestic use and compensation for evaporation and backwashing purposes. Backwash water and domestic water will be released to the sanitary system. This does not include landscape irrigation.

Insurance

Insurance denotes liability for more people and more structure based on visits and labor.

Capital Replacement Fund

The manufacturers of some types of mechanical equipment recommend annual maintenance programs to ensure proper performance of their equipment. Much of this work will be performed by outside contractors. In addition, for daily operation of the facility, miscellaneous items will need to be repaired by outside firms. The capital replacement fund sets money aside for repairs/replacement.

Direct Facility Expense Budget			
	Option 1	Option 2	Option 3
Facility Staff			
Full Time Employment	Not Included	Not Included	Not Included
Part-Time Management	\$14,364	\$14,364	\$14,364
Lifeguard Personnel	\$97,632	\$109,836	\$134,244
Front Desk Personnel	\$11,124	\$22,248	\$22,248
Personnel Equipment Cost	\$1,558	\$1,869	\$2,181
Training	\$4,000	\$5,000	\$6,000
Total Labor	\$128,678	\$153,317	\$179,037
Direct Facility Expenses			
Insurance	Not Included	Not Included	Not Included
Repair and Maintenance	\$10,200	\$16,200	\$17,600
Credit Card Fees	\$1,716	\$3,796	\$4,131
Operating Supplies	\$6,120	\$9,720	\$10,560
Chemicals	\$10,229	\$20,170	\$22,981
Advertising	\$4,000	\$5,800	\$6,400
Direct Expenses	\$32,264	\$55,686	\$61,672
Utilities			
HVAC	\$2,027	\$2,933	\$3,134
Electricity	\$21,725	\$41,779	\$44,701
Pool Heating	\$4,467	\$5,481	\$7,114
Water & Sewer	\$6,295	\$8,097	\$9,132
Total Utilities	\$34,514	\$58,289	\$64,082
Programs			
Program Supplies	\$2,000	\$2,000	\$2,000
LG Class Materials	\$779	\$935	\$1,090
Food and Beverage	\$9,324	\$13,345	\$14,552
Part-Time Program Staff	\$6,898	\$7,158	\$7,417
Total Programs	\$19,001	\$23,438	\$25,059
Total Operating Expenses	\$214,457	\$290,730	\$329,850
Capital Replacement Fund	\$20,300	\$32,400	\$35,200
Total Expense	\$234,757	\$323,130	\$365,050
Estimate Current as of:	5/26/2021		

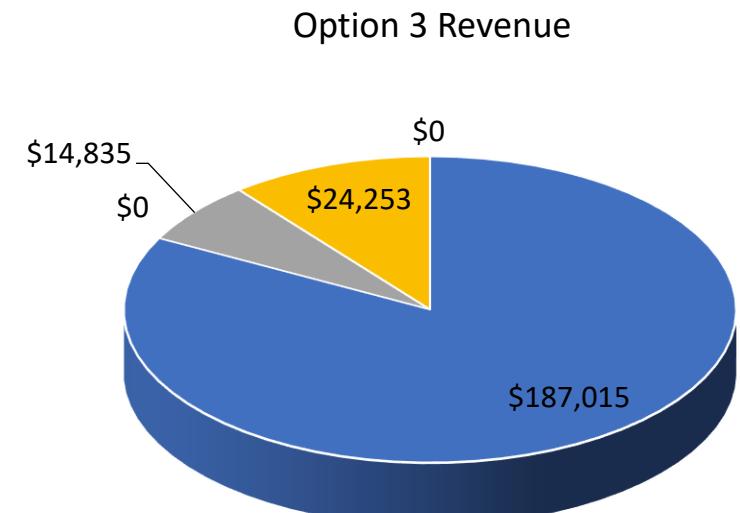
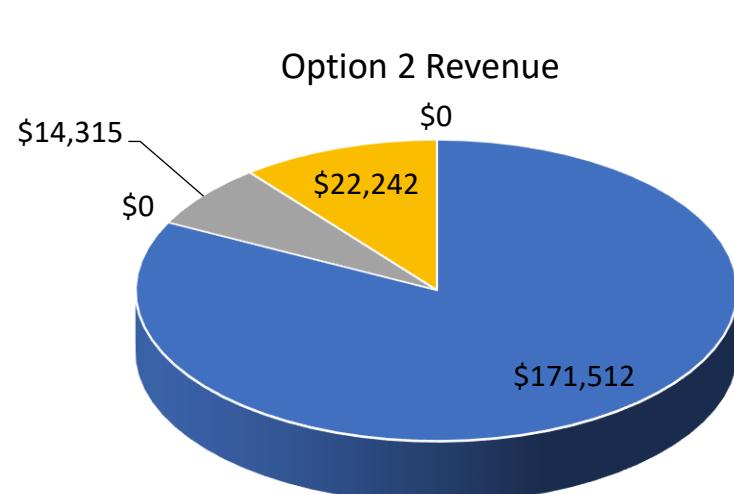
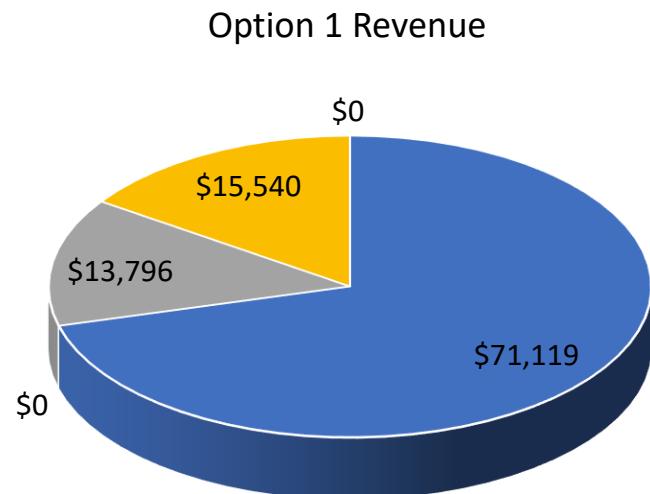
Source: Counsilman-Hunsaker



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Revenue Analysis



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Financial Summary

- Project Cost
- Attendance
- Revenue
- Expense
- Cashflow
- Recapture Rate

Option 1

Project Cost	\$4,053,171				
Attendance	23,090				
Revenue	\$100,456	\$101,481	\$112,272	\$112,880	\$119,199
Expense	\$212,457	\$217,893	\$224,914	\$230,392	\$236,991
Operating Cashflow	(\$112,001)	(\$116,412)	(\$112,642)	(\$117,512)	(\$117,792)
Recapture Rate	47%	47%	50%	49%	50%
Capital Replacement Fund	\$20,300	\$20,300	\$20,300	\$20,300	\$20,300
Cash Flow	(\$132,301)	(\$136,712)	(\$132,942)	(\$137,812)	(\$138,092)

Option 2

Project Cost	\$6,467,608				
Attendance	32,052				
Revenue	\$208,069	\$208,994	\$230,465	\$230,961	\$243,069
Expense	\$288,730	\$295,958	\$305,244	\$312,606	\$321,370
Operating Cashflow	(\$80,660)	(\$86,964)	(\$74,780)	(\$81,644)	(\$78,301)
Recapture Rate	72%	71%	76%	74%	76%
Capital Replacement Fund	\$32,400	\$32,400	\$32,400	\$32,400	\$32,400
Cash Flow	(\$113,060)	(\$119,364)	(\$107,180)	(\$114,044)	(\$110,701)

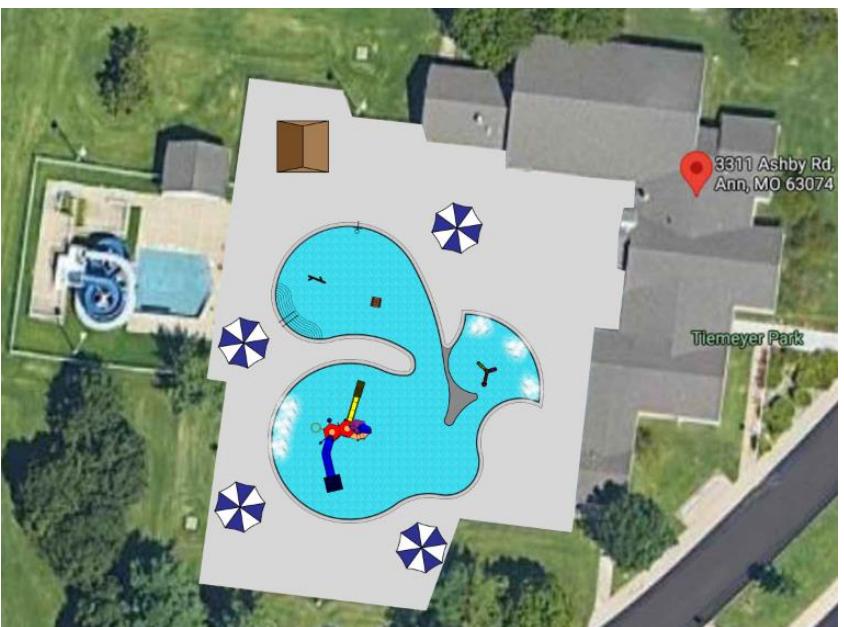
Option 3

Project Cost	\$7,030,357				
Attendance	34,759				
Revenue	\$226,103	\$227,013	\$250,270	\$250,751	\$263,831
Expense	\$327,850	\$336,015	\$346,408	\$354,753	\$364,606
Operating Cashflow	(\$101,748)	(\$109,002)	(\$96,138)	(\$104,002)	(\$100,775)
Recapture Rate	69%	68%	72%	71%	72%
Capital Replacement Fund	\$35,200	\$35,200	\$35,200	\$35,200	\$35,200
Cash Flow	(\$136,948)	(\$144,202)	(\$131,338)	(\$139,202)	(\$135,975)

*revenue assumes fee increase in years 3 and 5

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Options Summary



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City of St. Ann, Missouri

Jack Rehagen Municipal Pool
Aquatic Facility Study

July 26, 2021



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