BOROUGH OF PEN ARGYL WEONA PARK

Swimming Pool Feasibility Study

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WEONA PARK POOL FEASIBILITY STUDY

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EXECUTIVE SUMMARY

Weona Park Swimming Pool, situated in in a lovely historic park, was a wonderful asset enjoyed by many since about 1926. As outlined in the Study, the age and the condition of the Pen Argyl Swimming Pool and bathhouse contributed to its closing by the Pen Argyl Borough Council in 2013. A renovation of the former facility to the comparable size would be far too expensive because of the excessive pool size and associated code compliance impacts mandating increases in the size of the bathhouse and related support facilities.

This Feasibility Study was engaged to determine if the community is ready to support a smaller aquatic facility. Would there be entertainment features, if so what type? What might the entrance fees be?

Public participation was an integral part of this study. Residents had the opportunity to participate in a citizen survey (24% return rate), meetings as well as a review of the study (in a PowerPoint format) on the Borough's website. Comments were encouraged and received. The comments can be found in the Appendices. This feasibility study reflects these opinions and best practices for the design and development of safe, enjoyable, and cost-effective aquatic facilities.

The service area identified for swimming pools is approximately a 20 minute drive or approximately 10 miles. There are approximately seven community pools whose service area intersects with that of the Weona Park Pool. Three pools, Banger, Nazareth, and Palmer have greatest degree of intersection with the Weona Park Swimming Pool. It is important to be aware of the competition for memberships and users due to the proximity of the pools to one another as well as the features and programs that are offered.

Pen Argyl Borough is a very small community with a population of approximately 3,568 residents. Including Plainfield and Wind Gap in their "Prime Service Area" area will increase the population base to about 12,430 potential users. The results of the Demand Analysis indicate that approximately 22% of this population base (2,735) could support the pool and produce a small profit.

The study offers three design concepts for the aquatic facilities. The study oversight committee selected Option One for refinement. The Probable Cost of Construction budget includes a leisure pool, bathhouse, water features, umbrellas, water sprayground/ice rink, landscaping, contingencies, and soft costs. The cost shown in an "all-in" price. When ultimately designed, the Project costs may be altered by selecting different water feature elements or reducing the number of these features, eliminating the ice rink and water/spray playground components, and finally, reassessing the pool water surface area. The project can also be phased, to reduce initial development costs.

It is interesting to note that a combination spray playground and ice rink is included as an option in each concept. The water spray ground and ice rink combination utilize the same basic footprint. Spray features are removed to provide a safe flat surface for ice skating. A separate chilled water system is provided to allow for the ice sheet to be used from November to March with temperatures approaching 40, to a maximum of 50 degrees F. The piping for the spray ground is winterized when the area used for the ice rink. This spray playground and ice rink combination provides the opportunity for more public use of the park throughout the year. The following table provides a quick review of the 3 design options, key features, and anticipated costs.

Design Concepts & Estimated Construction Costs			
	Design Options		
Features	**1**	**2**	**3**
Pool size	3800 SF	4085 SF	4085 SF
Specific Features			
Beach Access	✓	✓	✓
Shallow water play zone with interactive water feature	✓	✓	✓
Flume style water slide with splash-down-zone	✓	✓	
Integral benches w/water jets & shade structures	✓	✓	✓
Lap swimming area	3-lanes	2-lanes	
Lazy river			✓
Bathhouse with concessions area	✓	✓	✓
Adjacent water spray ground / ice rink combination	✓	✓	✓
Total Order of Magnitude	**$3,280,019**	**$3,951,654**	**$3,435,146**
Optional Pool Water Features			
Water slide	✓	✓	
Tumble Bucket	✓	✓	
Total Optional Features	**$288,125**	**$288,125**	
Water Spray ground / Ice Rink	$808,900	$808,900	$808,900
Total Order of Magnitude Costs for all options	$4,088,919	$5,135,679	$4,244,046
COVID-19 Contingency 2021 Impact 20%-25% (25% indicated)	**$1,022,230**	**$1,238,920**	**$1,061,010**
Total Estimated 2021 Costs with COVID-19 Impact	**$5,111,150***	**$6,374,600***	**$5,305,060***

Option Selected by Committee

The Order of Magnitude Estimates illustrated in this chart represent the initial estimates developed prior to the selection of **Option One as the solution for refinement and design and estimating enhancement. These numbers do not reflect the final costs associated with the refined **Option One** estimates published in Chapter IX of the study and are relative to the cost increases currently being experienced throughout the construction industry.*

The spreadsheet shown below depicts the operational and management budget for Option One. The largest revenue generator in this budget are the entrance fees. Market aquatic services to the Prime Service area to at minimum maintain the estimates but strive to exceed them. This budget will need to be reviewed in-lieu of any impact that the COVIC-19 Pandemic may have on it. The budget, at its development, was a conservative budget.

REVENUE - ESTIMATED - Conservative	YEAR 1	*YEAR 2*	*YEAR 3*	*YEAR 4*	*YEAR 5*
TOTAL REVENUE	**$ 218,924**	**$ 230,643**	**$ 233,165**	**$ 248,372**	**$ 264,668**
EXPENSES - ESTIMATED	**YEAR 1**	**YEAR 2**	**YEAR 3**	**YEAR 4**	**YEAR 5**
TOTAL EXPENSES	**$180,067**	**$180,277**	**$180,994**	**$ 178,585**	**$179,680**
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
PROFIT/LOSS	$ 38,857	$ 50,366	$ 52,170	$ 69,787	$ 84,988

Operating an aquatic facility as simply a service to a community is no longer an option for many communities. Municipalities must run their aquatic facilities as a business, following best practices and using sound business principals to compete for patrons with popular programming and services that will entice patrons to support and become repeat, long-term customers. Profitability is the watchword for success and having a staff that understands that patron comfort and satisfaction is critical to any successful

business is the course of action that must be adopted to bring a positive outcome for Weona Park's new Aquatic Facilities.

This feasibility study was prepared as a "snapshot in time". WALLOVER AQUATICS International, LLC *(***WA***q)* in conjunction with WALLOVER ARCHITECTS *incorporated (***WA***i)* developed the feasibility study according to the Department of Conservation and Natural Resources (DCNR) guidelines.

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I. PURPOSE, GOALS, and OBJECTIVES

A. PROJECT HISTORY

In its "heyday", the Weona Park Pool was the pride of Pen Argyl Borough residents. This exceptionally large pool provided many hours of enjoyment with readily available access to other Weona Park amenities. As the pool and its facilities began to show their age (87 years in 2013), the pool no longer met the current needs of the users nor did it offer a safe environment for its patrons. Attendance dropped from approximately 27,000 patrons in 2006 to 7,200 annual visitors in the year of its closing. Less than 5% of the households in Pen Argyl Borough purchased a 2013 Season Pass. The pool had been and, could likely continue to be a serious financial burden on the Borough of Pen Argyl and its residents. (Operating the pool as a business, striving for minimal profit, would be a financial benefit to the Borough and its residents.)

Brief history of the Weona Park Pool.

- In 1926, Pen Argyl Borough built an unfiltered, concrete walled pool with a sand bottom in the natural drainage area of Weona Park which served as the community "swimming hole".
- Seven years later, in 1933, a bathhouse was built as a WPA Project and a basic filtration system was added.
- There were renovations to the pool in 1967 and again 1987.
- A DCNR funded Pool Feasibility Study was conducted in 2006. It stated that due to the age and construction of the pool and bathhouse, a major renovation would be required to meet current ADA regulations as well as the standards of the Commonwealth of Pennsylvania Bathing Place Manual and the State recognized ANSI/NSPI standards.

The Weona Park Pool has been closed since the fall of 2013. In November of 2013, the Borough Council voted to close the Pool beginning with the 2014 swim season. The closing of the pool was based on the following factors:

- Original pool, built in 1926, required major renovations
- Declining usage
- Health and safety concerns
- Increasing financial burden for operation
- Major financial commitment to renovate current pool facilities or to build a smaller pool and a new bathhouse

Six years later, the community has expressed a desire to revisit the feasibility of having a swimming pool in Weona Park. The community sentiment expressed in the in 2006 was to retain the overall size and shape of the pool to the greatest extent possible, and to update the existing bathhouse due in large part to a sentimental attachment to the structure.

Today's community group (as their mission) now envisions a totally new pool, smaller in scale to respond to community needs and responsive to current trends in swimming pool design and operation.

The location of the existing pool and bathhouse have been assigned as the area for development, and construction is limited to area between the baseball field and the recently constructed pavilion. The architecture of the park also provides a design opportunity to expand the visual presence of the Park, further responding to the historical fabric that had become so endeared to the community and the greater "Slate Belt" region. Weona Park has a strong following and adding a meaningful pool suitable to encourage learn to swim, fitness, exercise, leisure pastimes, and just plain fun is the goal of the pool

to be defined in the study. Filling the void left by the closing original "swimming hole" will only serve to complete the Borough's desire to provide a quality recreational experience for its residents and guests from the surrounding communities and region.

Budgetary concerns for a small community are critical to the success of any new development. Having a pool that is "right-sized' yet affordable for the community, capable of being programmed to generate as much income as possible is the focus of all study recommendations. By evaluating the region and competing aquatic facilities surrounding Pen Argyl, a recommendation to create a "prime service area" including Pen Argyl, Wind Gap, and Plainfield Township is one of the key features of this planning document. Understanding the financial limitations and realities of the Borough, expanding the marketplace for the new pool is of critical importance. The proposed service area expands the population to be served by the pool and improves the income generating potential for the new aquatic facility. This will require a commitment from the Borough for ongoing staffing, marketing, and aggressive and creative programming. Knowing the longstanding history of Weona Park, we are confident this can and will happen.

B. GOALS and OBJECTIVES

The Feasibility Study fulfills the short term goal of identifying the Borough of Pen Argyl's current financial situation and how the pool is impacted. The study will assist the Borough of Pen Argyl in determining the financial support needed to help either renovate the current facility or build a new aquatic center complex. This study can also be used when applying for additional grants of alternative funding sources in support of the project.

The Feasibility Study is designed to be a tool; a guide for creating programs, providing recommendations for pool management and operations, and suggestions on budgeting and creating revenues for the Borough of Pen Argyl. The recommendations in this report are suggestions designed to help meet the unique and specific needs of the Borough of Pen Argyl over a long period of time.

The project goals and objectives are:

Goals		Objectives
Facility Goals	Create a safe and vibrant aquatic facility	Through public participation identify the community's needs and desires for an aquatic facility.
		Provide an organized parking area serving both the proposed aquatic facility and the overall park
		Through public participation identify potential water features and facilities for an aquatic facility.
Finance Goals	Create an aquatic facility that can generate revenue	Design the pool to have areas conducive to learn-to-swim programs, aquatic exercise programs, miscellaneous games, and events.
		Create an estimated budget that shows expenses and the level income needed to at minimum break even.

II. PUBLIC PARTICIPATION

The most successful projects are those that respond to the needs and desires of the community within the "abilities" of the municipality. Several methods have been utilized in obtaining information about the Pen Argyl community.

A. STUDY COMMITTEE

The formation of a "Study Committee" is important to the study process. The committee is a working committee that has assisted in the gathering of local resources and information.

A total of 14 people made up the "Study Committee":

- Two (2) - Pen Argyl Borough Council Members: President, member
- One (1) - Pen Argyl Borough Manager
- One (1) - Public Works Director
- Three (3) - Park Association representatives
- Three (3) - Pen Argyl Borough residents
- One (1) - Northampton County Conservation Coordinator / Wind gap Borough resident
- One (1) – Nazareth Borough Manager
- Two (2) consultants from Wallover Architects, incorporated/Wallover Aquatics International, LLC.

The "Study Committee" worked closely with the consultants to gather and discuss information about the community and the former Weona Park Pool; together discussing solutions for issues with the community and the proposed swimming pool for Weona Park.

B. PUBLIC MEETINGS

The involvement of citizens, local boards and groups is a major component to the planning process. The goals of public meetings are to gather information, feedback, suggestions and concerns from the community at large. Many of the issues discussed were vetted through the Citizen Survey. Two (2) public meetings were held which yielded successful outcomes.

1st Meeting:

- Held on October 8, 2019 with 21 people in attendance
- Goals of the meeting were to educate the public about the study, discuss the survey process, and to identify any pool related issues that the study team wished to consider

2nd Meeting – Due to the **Covid-19 Pandemic**, a PowerPoint presentation of the Swimming Pool Feasibility Study was posted on the Borough of Pen Argyl's website as well as "3-D Virtual Tour" of the proposed concept plan. The study information was posted on the website from February 11th – March 24th, 2021. It was requested that all comments be submitted in writing to the Borough's office. There were five (5) comments submitted. Comments are included in the Appendix.

C. KEY PERSON/FOCUS GROUP MEETING

A Key Person/Focus Group meeting was held. The Study Committee was asked to submit names and contact information for people who were pool members and non-pool members and those who may be able to provide information on funding sources. A meeting was held on October 7, 2019 to discuss the potential future of an aquatic facility in Weona Park.

1. **Meeting Highlights**
   - 15 people participated in the process
     - 21 people were invited to participate in this meeting. Among those represented in this group are residents; municipal and county government officials; Pen Argyl School District; businesses; and the Greater Valley YMCA.
   - Topics discussed included:
     - Potential needs
     - Strategies to get community involvement and support for the project
     - Potential pool components and entertainment features
2. **Challenging Key Issues**
   - Population of potential service area
   - The overlap of service areas from competing facilities in neighboring municipalities
   - Space to be better utilized (original pool too big)
   - Funding to build a pool
   - Operational funds

D. NEEDS ASSESSMENT SURVEY

The "Needs Assessment Survey" (Citizen Survey) is a survey generated to gain valid and random sampling of households within the service area. The survey is an instrument used to identify facility and aquatic needs, potential use of the facility, desired programs and concessions, and potential means to provide support for the facility.

Survey results will be used to develop a plan of action that will assist the Borough in operating a facility that will meet many of the needs of the community. Survey results are provided below. Most questions provide the respondent the opportunity to identify their specific needs or desires where "other" was indicated. The responses to "other" are in the Appendix. The "Citizen Survey" comments for Question #11 are in the Appendix. The returned surveys are in the municipal office.

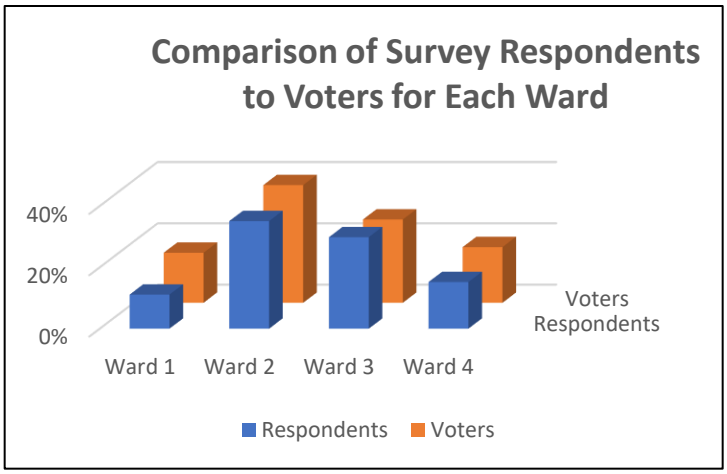
E. SURVEY RESULTS and SUMMARY

In November of 2019, a "Citizen Survey" was randomly mailed out to 50% (713) of the households in Pen Argyl Borough. Approximately 24% (171) of the households participated in the survey and provided input. The survey process is designed to be representative of the entire population.

Additional color-coded surveys were available in the municipal office for those residents that wanted to provide their opinion but did not receive a random survey. Six (6) color-coded surveys were completed.

The "Citizen Survey" process provides opportunities for public input. An analysis of the collected information assists in determining the desire to have a swimming pool to replace the Weona Park Pool that was closed in 2013. There are several basic questions that must be asked of the Pen Argyl's residents to ascertain if the residents of Pen Argyl want a swimming pool in Weona Park. Determining how the pool might be used will aid in the design of the facility to meet those needs and desires.

The survey provides necessary public input and viewpoints imperative to the feasibility study and the future decisions concerning having aquatic facilities at Weona Park. *It is important to note that the number of responses is not consistent with the actual number of returned surveys. Not all questions are answered by all respondents. In addition, some questions provided the respondent with the opportunity to check more than one response.*



Question #1 - Geographic Information

The response to two survey questions help to validate this survey. Question #1 asked the respondent to indicate where their household resides. The following chart compares the number of survey respondents represented in each Ward to the number of voters. The map used for the survey that identifies all four areas is in the Appendix.

Question #2 – Age Groups Represented

Question #3 asked respondents to indicate the number of people in each age group that lived in their household. The matrix to the right compares Pen Aryl's population, by age group, to the age groups represented through the survey. All Age groups are within a 5% range except the 60 to 79 years group. There were 12% more that respond from this age group than represented in the Census. The 60 to 79 years age group typically has more time to respond to surveys.

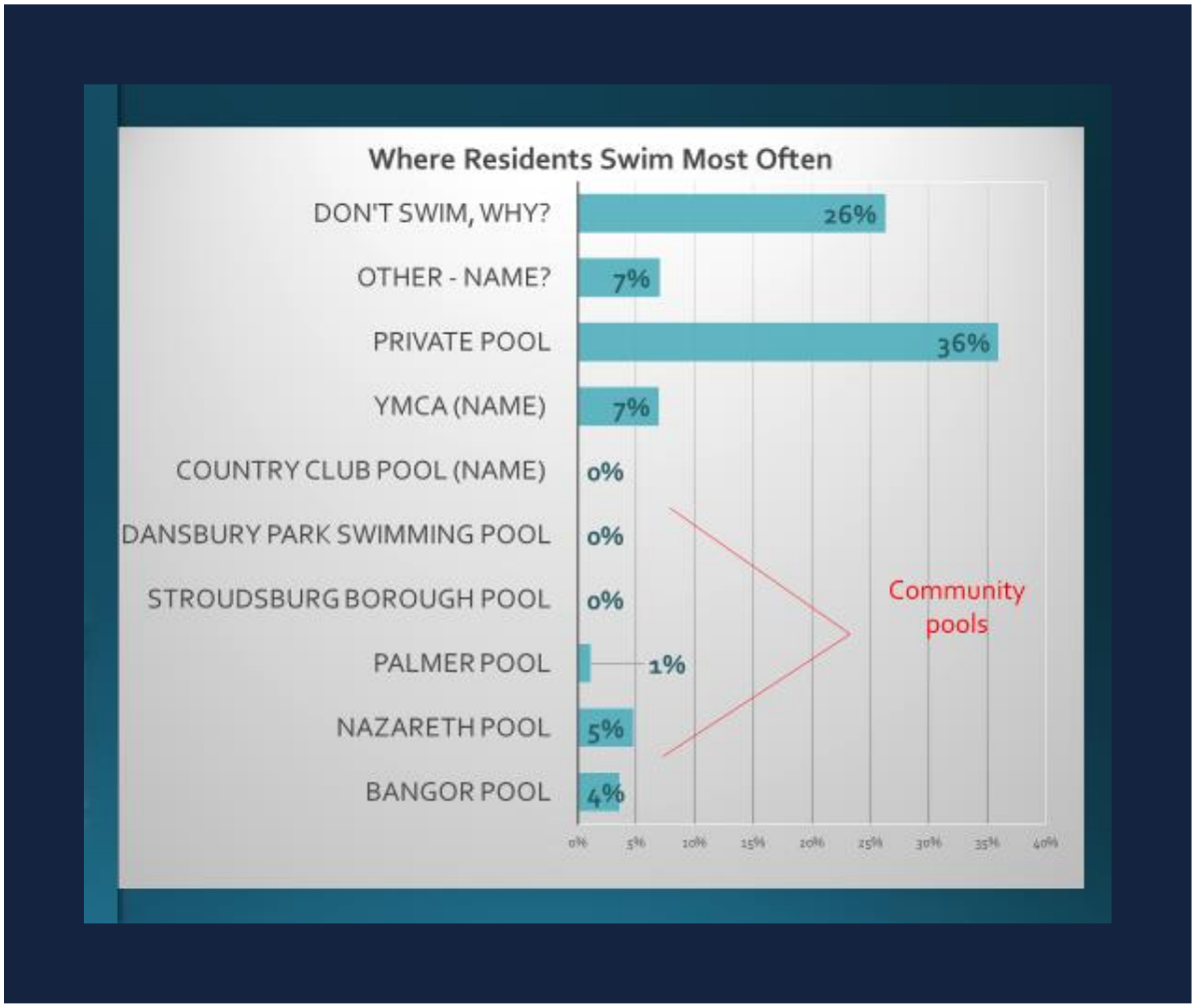
Survey Results & Demographic Comparison				
Survey Respondents		Difference in Age Groups Between Survey & Census	Suburban Stats Data 2020,02019	
Age Group	% of Respondents		% of Pop.	Age Group
0-5	6%	0%	6%	0-5
6-9	7%	0%	7%	6-9
10-14	6%	0%	7%	10-14
15-17	5%	0%	5%	15-18
18-24	5%	-.3%	8%	19-25
25-39	15%	-5%	20%	26-39
40-59	26%	-3%	29%	40-59
60-79	26%	+12%	14%	60-79
80+	4%	0%	4%	80+

The age of individuals is relevant data when considering programming, facility design and amenities, and identification of potential users. Based on the results, the largest age group(s) that is represented in the survey is the group 40-59 and 60-79 years old.

Question #3 – Where Residents Swim Most Often

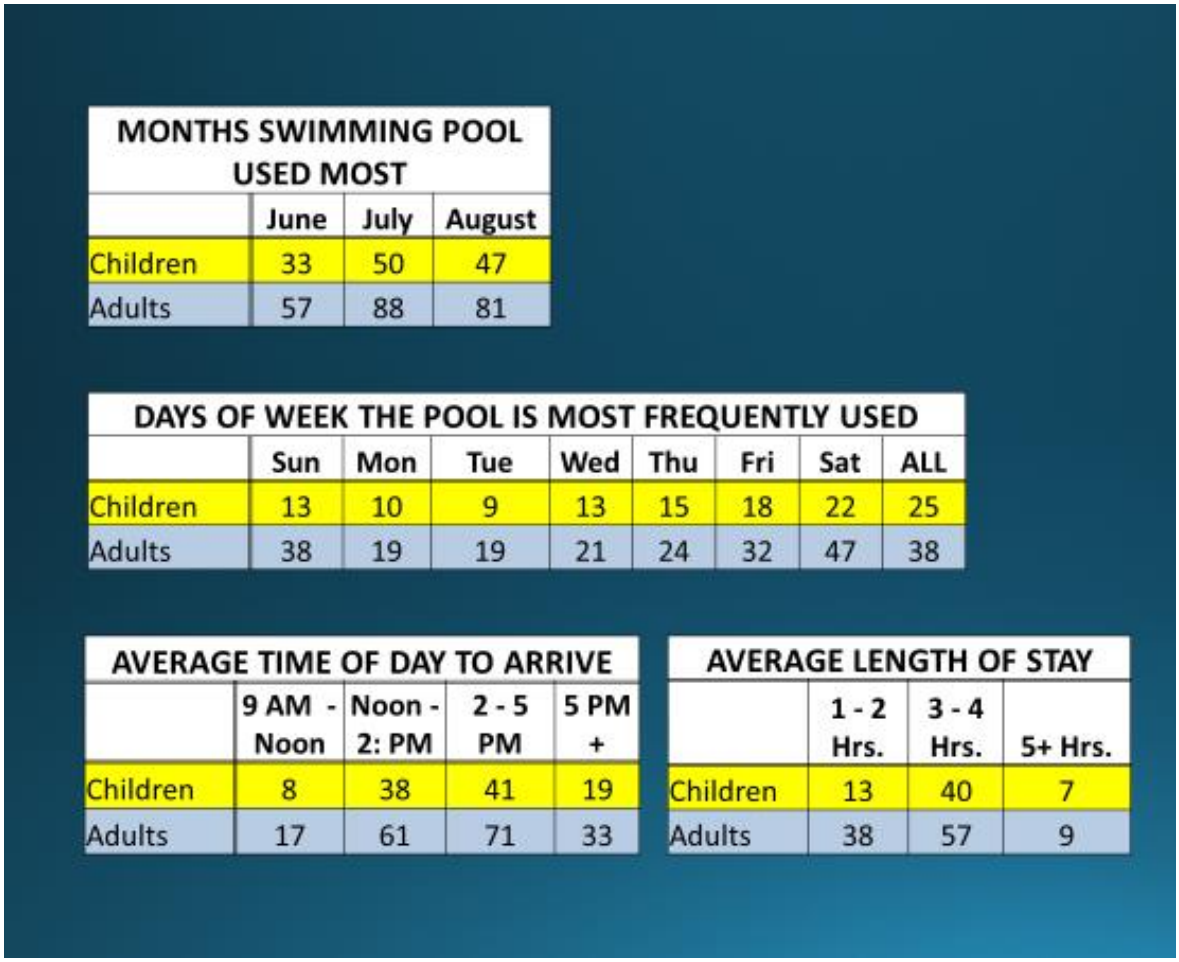
Since the Weona Park Pool was closed in the fall of 2013, it is important to know where the respondents swim most often.

- 35% swim at a private pool -private pool does not indicate if it is the respondents' backyard pool or a friend or family's
- 26% Do not swim
- 10% of the respondents swim at a community pool
    - 5% swim at Nazareth Pool
    - 4% swim at Bangor Pool
    - 1% swim at the Palmer Pool



Question #4 – Pool Use

Identifying when, how often, time of day, and the length of stay when a patron uses the pool is valuable knowledge when estimating revenues and expenses. This information will assist in estimating the revenues and expenses associated with the use of the pool. This may include staffing, admission fees, concessions, and programs / events.



MONTHS SWIMMING POOL USED MOST			
	June	July	August
Children	33	50	47
Adults	57	88	81

DAYS OF WEEK THE POOL IS MOST FREQUENTLY USED								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	ALL
Children	13	10	9	13	15	18	22	25
Adults	38	19	19	21	24	32	47	38

AVERAGE TIME OF DAY TO ARRIVE				
	9 AM - Noon	Noon - 2: PM	2 - 5 PM	5 PM +
Children	8	38	41	19
Adults	17	61	71	33

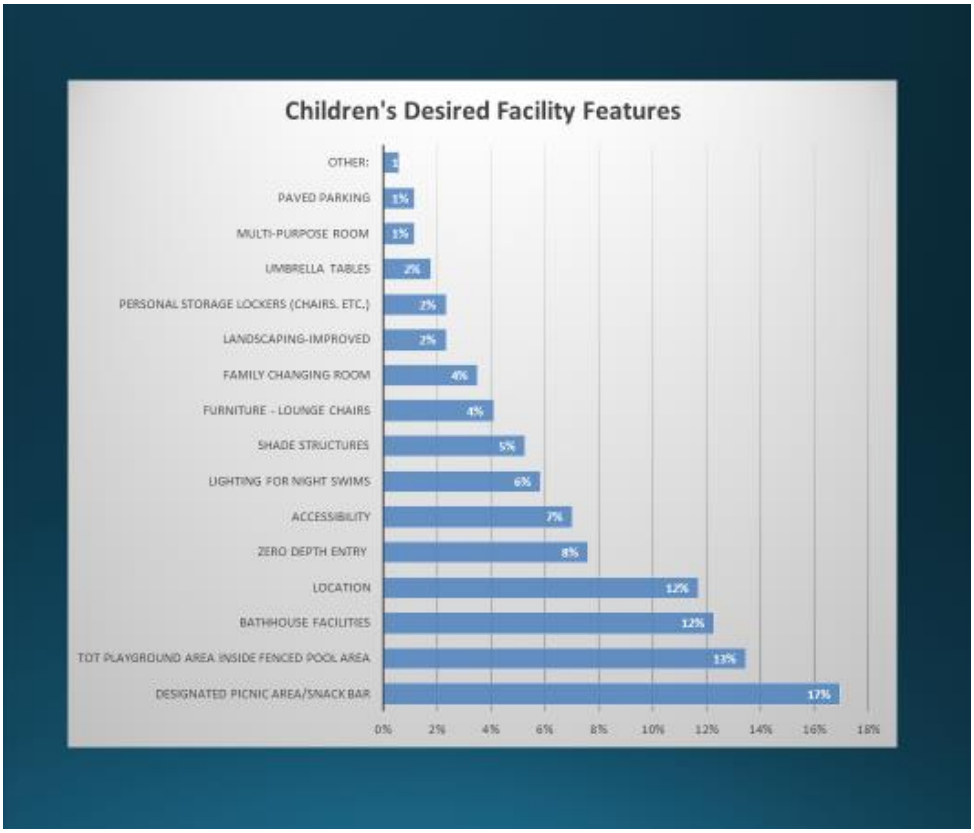
AVERAGE LENGTH OF STAY			
	1 - 2 Hrs.	3 - 4 Hrs.	5+ Hrs.
Children	13	40	7
Adults	38	57	9

Question #5 - Facility Features

Among the most important factors to be considered when designing an aquatic facility are the features that are features that are desired by children and adults. This information will be helpful when creating a concept for the pool.

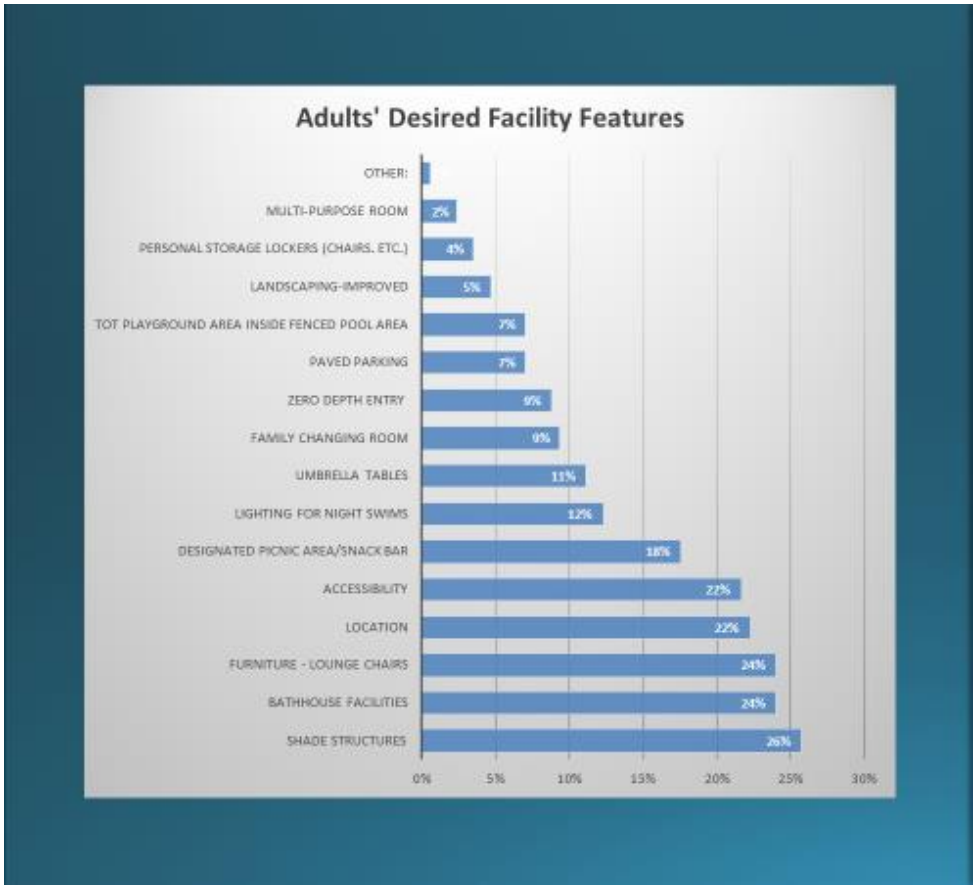
The top three features desired by children are:

1. designated picnic area / snack bar
2. tot playground area inside the fenced pool area
3. bathhouse facilities



The top three features desired by adults are:

1. shade structures
2. bathhouse facilities
3. furniture-lounge chairs



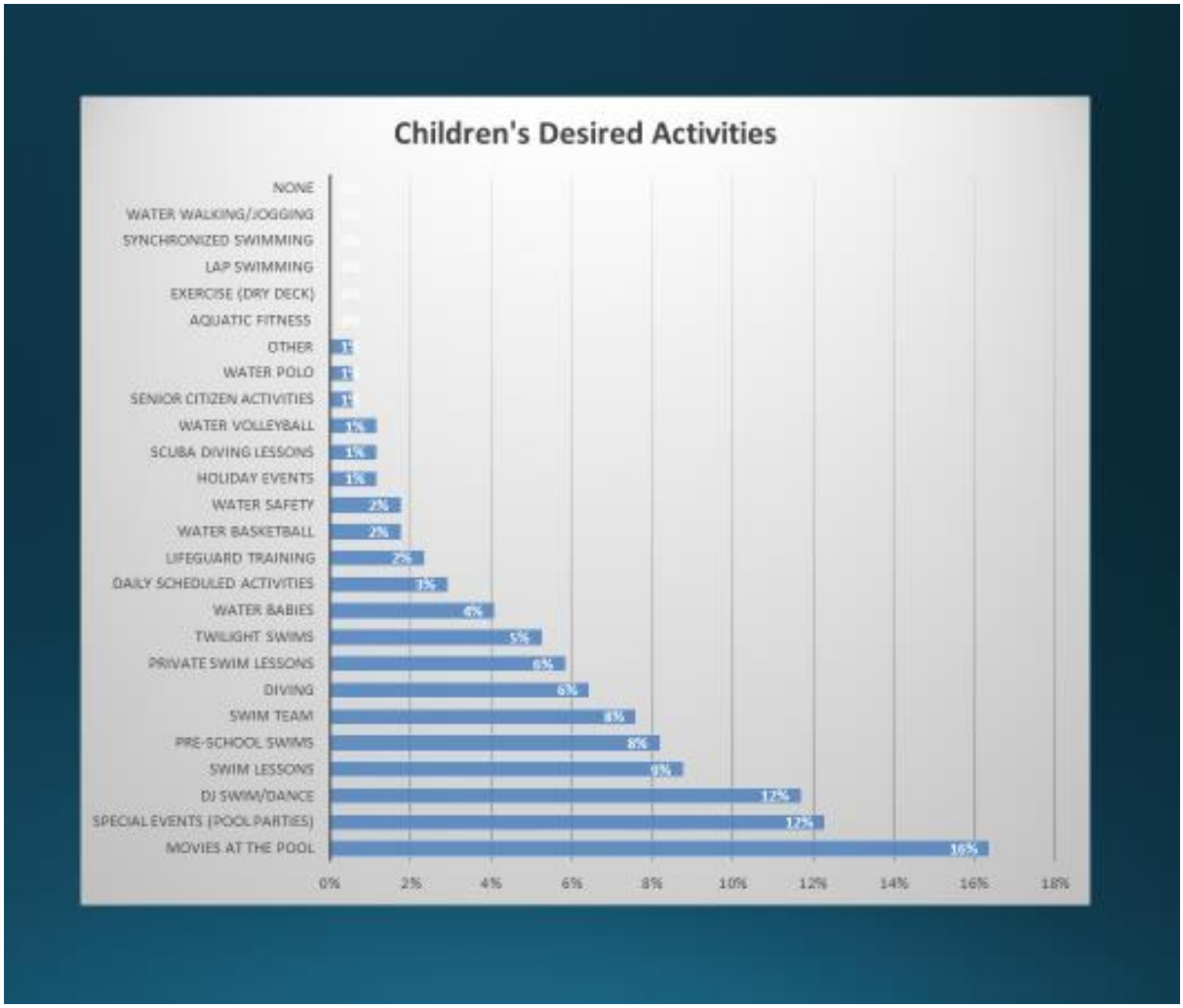
Question #6 – Desired Activities

Determining the need and desire for recreational, instructional, and educational programs and activities for the community is necessary data when considering any type of construction. The facility can be designed or altered to best meet the swimming needs of the community. The following data identifies future program preferences among adults and children. The type of programs that the users would desire is important to meeting their needs. When developing programs begin with the programs that are most desired. The success of program planning will depend on the following.

- type of program offered
- program content
- instructor
- time it is offered
- cost

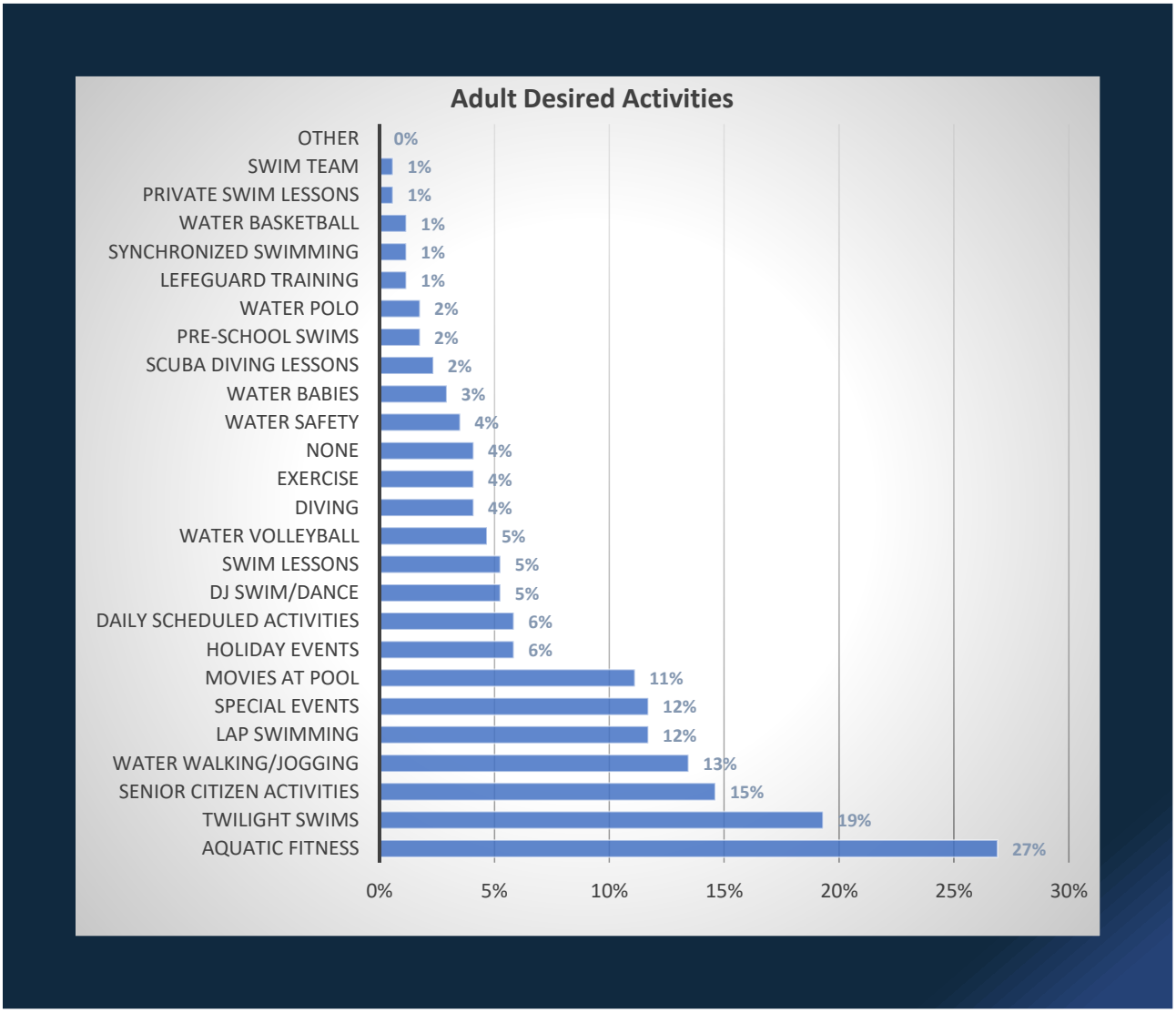
Children's top 3 desired activities are:

1. movies at the pool
2. special events (pool parties)
3. DJ swim / dance



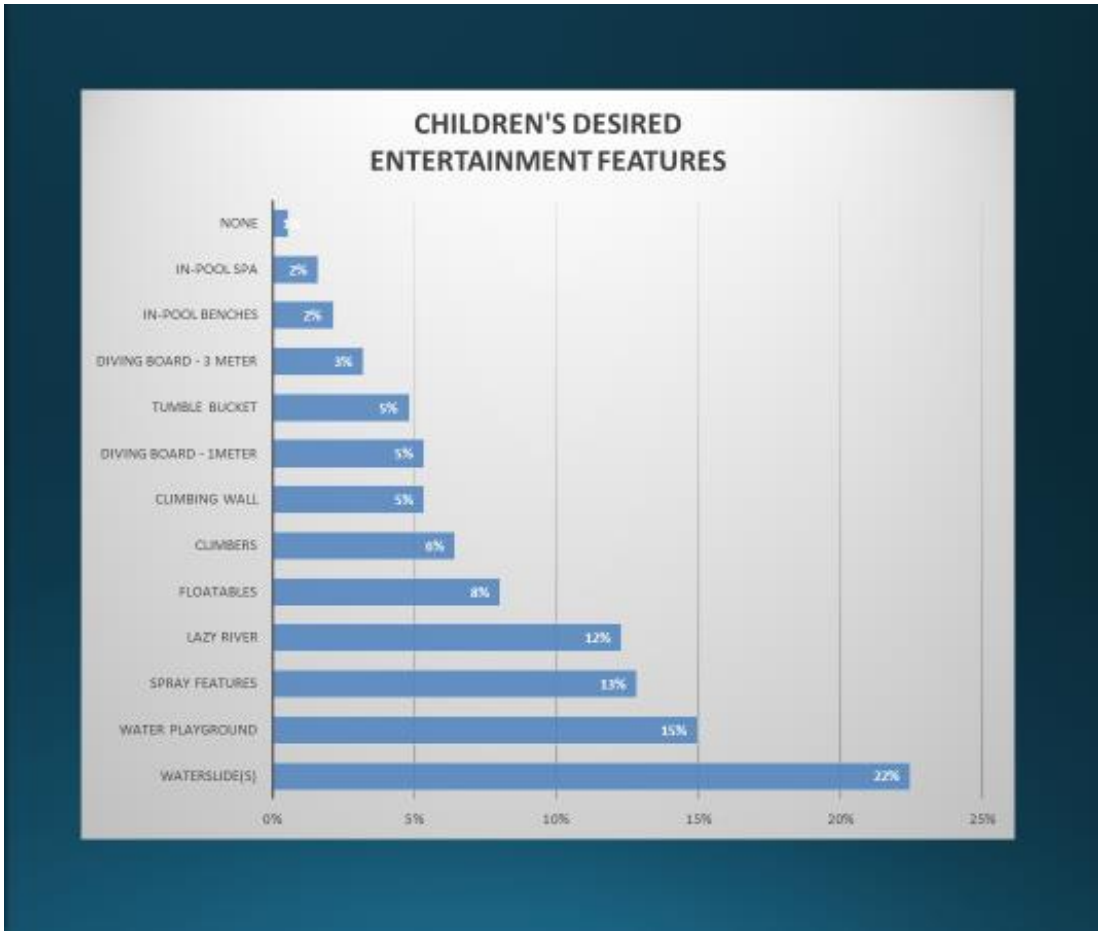
The top 3 activities desired by adults are:

1. aquatic fitness
2. twilight swims
3. senior citizen activities



Question #7 – Entertainment Features

"Entertainment Features" are unique characteristics that can help enhance your facility through increased patronage, resulting in increased revenue. Though "entertainment features" are not necessary, they help enhance existing programs, support training and swimming developments, and aid in the development of unique and fun programming. Independent play can be educational, depending on design.

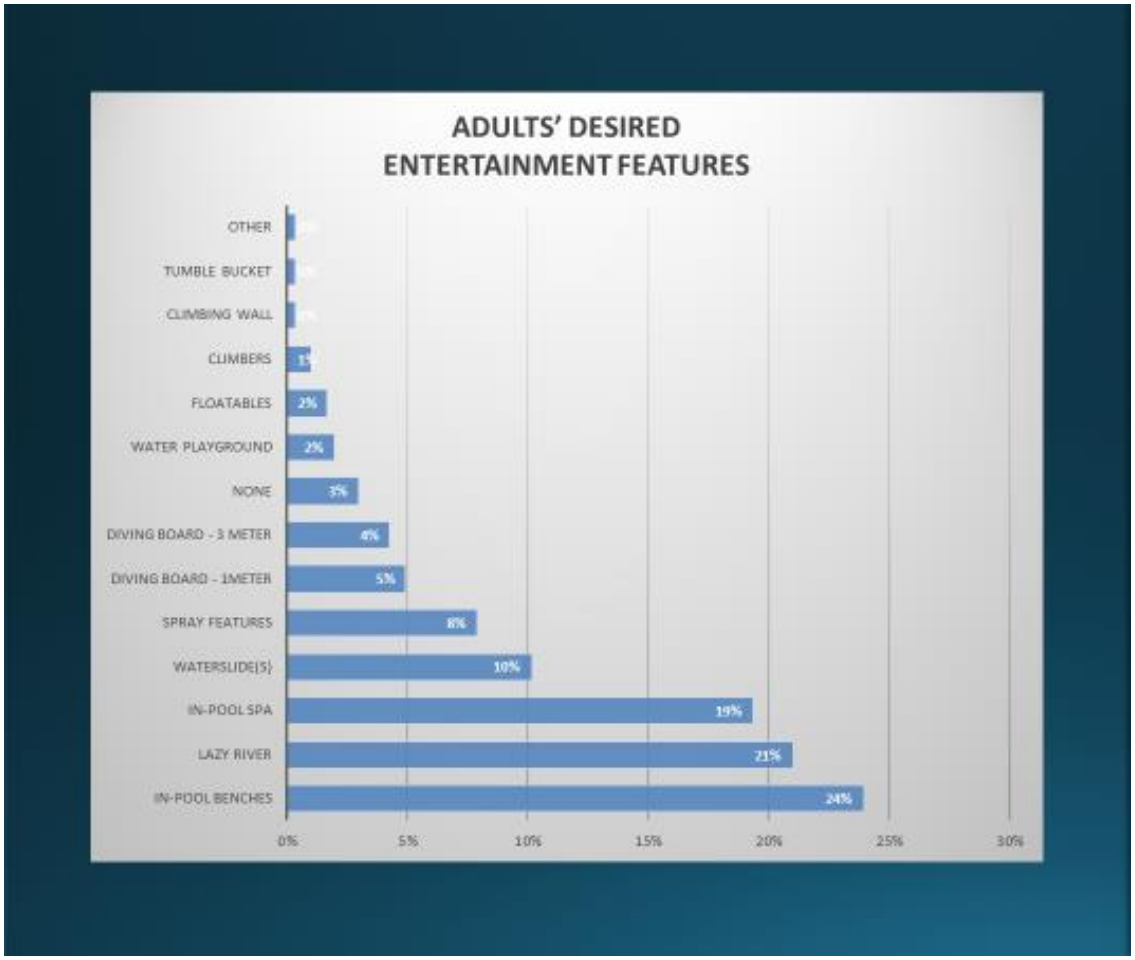


The top three entertainment features desired by children are:

- waterslide
- water playground
- spray features

Adults chose the following as their top 3 entertainment features.

- In-pool benches
- Lazy river
- In-pool spa



Question #8 – Concessions

Swimmers burn a lot of calories and require energy boosts. A successful concession stand (that is well managed) caters to the desires of the swimmers, both children and adults. This matrix provides a starting point for stocking a concession stand.

Baked goods	brownies, cookies, cakes, pies, soft pretzels
Candy	candy bars, chocolate, Kit Kat, penny candy, Skittles, Snickers
Coffee	cappuccino, iced, made to order,
Cold foods	fruit, hoagies, salads, sandwiches, subs
Frozen treats	ice cream, ice cream bars, ice cream sandwiches, ice cream novelties, juice pops, frozen bananas, popsicles, push pops, smoothies, sorbets, frozen yogurt
Carnival-like foods	French fries, funnel cake, soft pretzels
Healthy foods	apples, bananas, cheese, Ealerctz (?) Bars, fresh fruit, fruit cups, fruit salads, granola bars, healthy sandwiches, salads, salad wraps, veggie burgers, veggies/dip, yogurt
Hot foods	BBQ, corndogs, corn-on-the-cob, chicken nuggets, french fries, hamburgers, hotdogs, nachos, onion rings, perogies, pretzels, pizza, sausage sandwiches, sliders, soup
Hot/iced tea	brewed tea, fruit tea, hot coffee, iced coffee, lemonade, made to order coffee, unsweetened tea
Juice	apple, fruit punch, grape, juice boxes, oj, variety, no added sugar
Soda	A-Treat Cream, Coke, ginger ale, Pepsi sprite, (variety), reg & diet, caffeine free
Toddler snack foods	animal crackers, apple sauce, cheese sticks, cookies, crackers, fruit punch, fruit slices, goldfish, veggie sticks
Other:	bagged snacks, chips, hot chocolate, pretzels, sparkling water, vegan options, water
None	3 - Children, 13 - adults

Question #9 – Desired Aquatic Facility

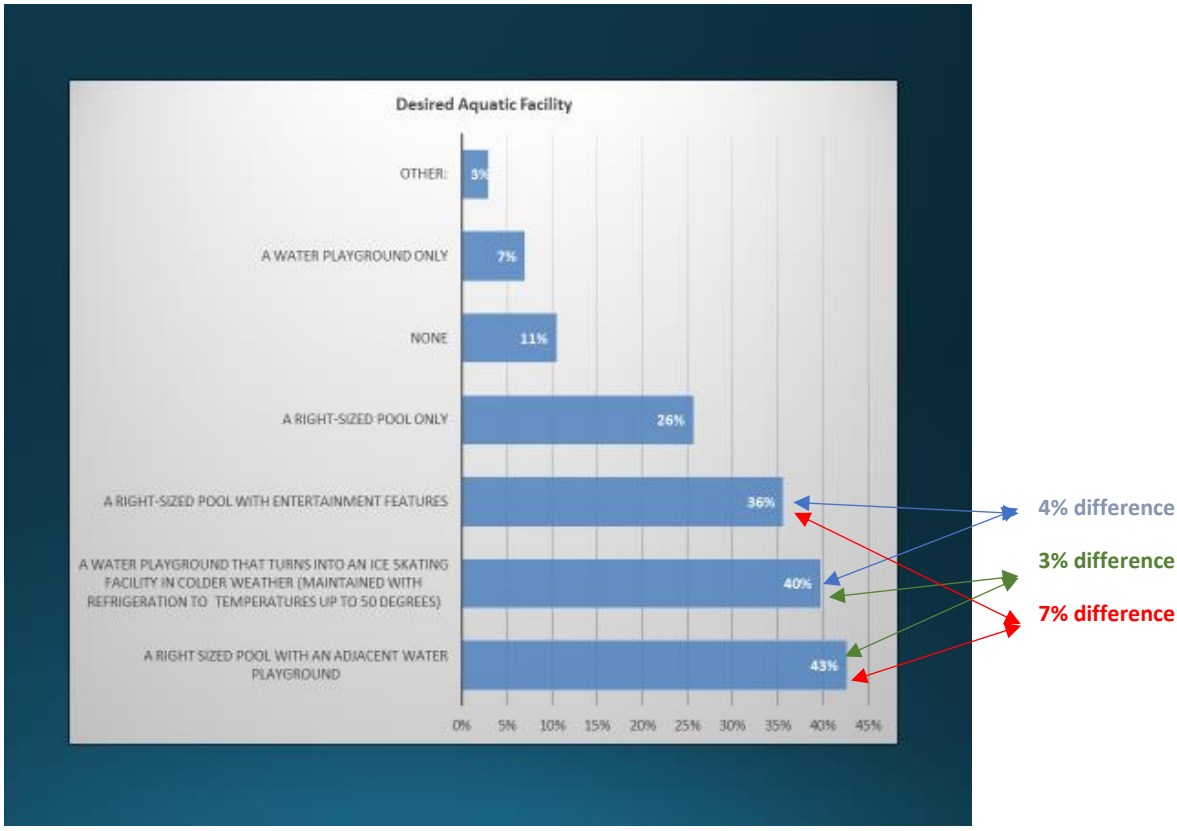
The questions assist in determining what type of facility is desired. Additional things to consider include:

- initial cost to build
- desired programs
- desired entertainment features
- potential revenue generation
- potential operational expenses

The following lists the top 3 desired aquatic facilities:

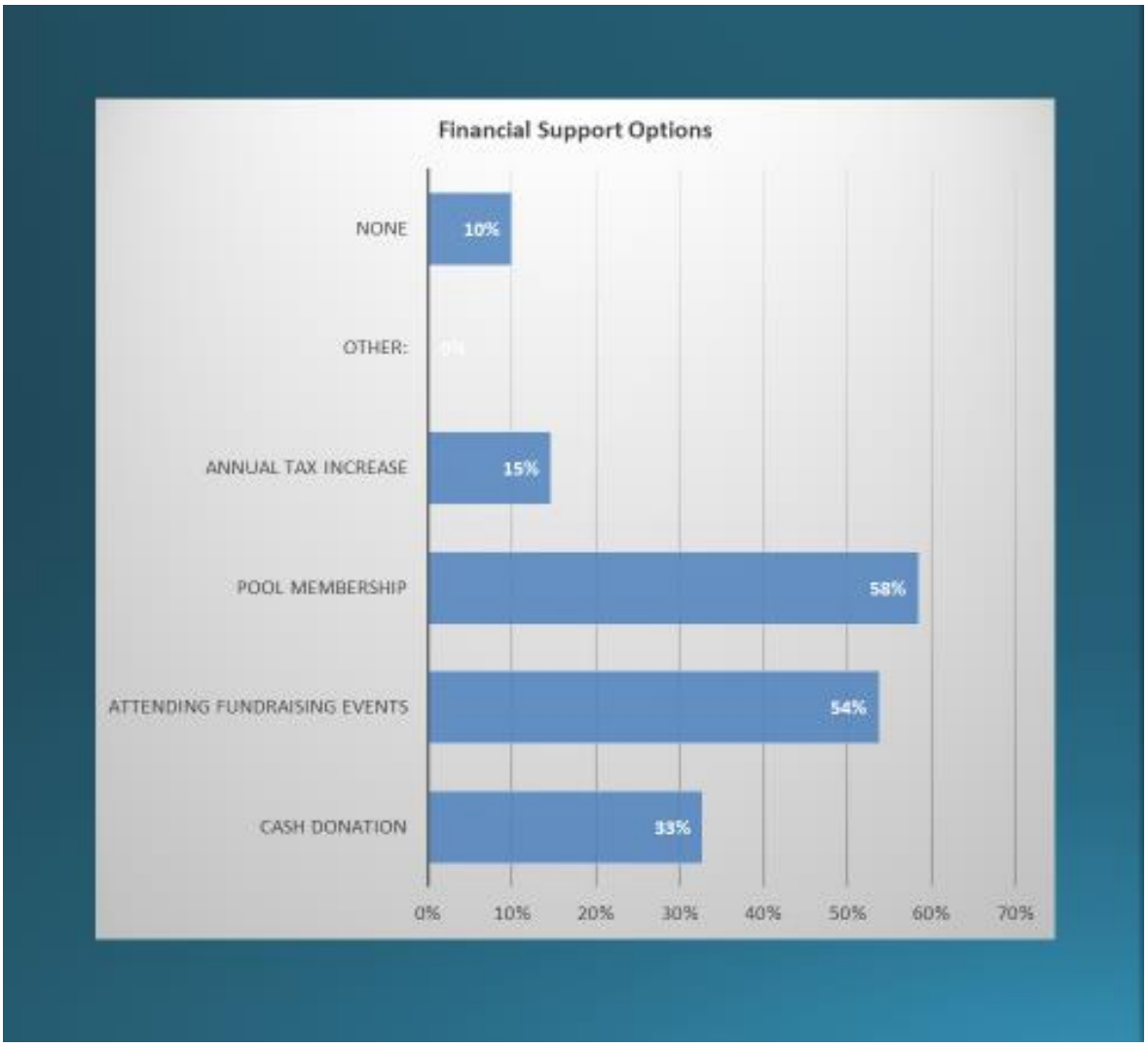
1. a right-sized pool with an adjacent water playground – 43%
2. water playground and ice skating facility – 40%
3. pool with entertainment features – 36%

There is only a 3% difference between #1 and #2. There is only a 7% difference between #1 and #3. There is a 4% difference between #2 and #3, the 3rd most desired facility (pool w/entertainment features) and the 1st.



Question #10 – Financial Support

Financial questions are generally asked to try to ascertain if a facility will be supported by their community. Most municipal aquatic facilities do not support their debt service with operational revenues. This question was asked to determine if the community would support the operations of the aquatic center. This information will be used in conjunction the demand analysis.



1. 54% would attend fundraising events. These events would need to raise major amounts of money *AND* several events (+) would need to be planned and executed.
2. 58% would purchase a membership. Memberships alone will NOT support a facility's debt service and operational expenses.
3. 33% would give a cash donation
4. 15% are in favor of an annual tax increase.
5. 10% indicated they would not support this project.

Question #11 – Comments about aquatic opportunities and facilities for Pen Argyl Borough
This question provides the respondent with the opportunity to express their opinions about the proposed Weona Park Swimming Pool facility.

Statistical summary of the survey comments.

- 75 (approx. 44% respondents provided comments)
- Comments were recorded with the number on the survey and sorted by the type of comment.
- 35 comments were favorable for a swimming pool of some type
- 16 comments were negative
- 4 comments were administrative in nature
- 8 negative comments (taxes)
- 3 water playground comments

The following is corresponding information from the Weona Park Master Site Development Plan, August 2018.

The 2018 "Weona Park Master Site Development Plan" included a "Citizen Survey". The target audience for this survey was all the households in Pen Argyl (1,422). There was a 10.5% return rate (141). The survey predominantly dealt with general park issues and basic demographics (this helps to understand who the respondents are). Two questions were asked about swimming or other water experiences. The results of the "Citizen Survey" in the master site plan provides some support for Question #9 in this study (Weona Park Feasibility Study).

Question 9 asked about "needed recreational additions". Swimming and splash/spray park were included as possible answers out of a total of 27 park facilities that were listed. Respondents were asked to check "all that apply". This question was a general question with no description for any facility listed. Once desired facilities are identified then a feasibility study is typically developed. Swimming received the most responses with 98 while the splash pad/ spray park received 74.

Ice skating only received 7 responses. However, there are some issues associated with ice skating that should be considered or explored further. The ice skating rink proposed in the Weona Park Pool Survey:

- has refrigeration to extend the use of the ice
- supports ice skating up to 50 degrees
- may be programmed because the ice could be maintained for longer time periods
- is a somewhat duel use space because the water spray ground is located within the parameters of the ice ink
- the ice rink would be contained within the current aquatic facility parameters. Thus, an ice skating rink would not take up any space currently available in Weona Park where another desired facility may be located.
- Question 10 specifically addressed the desire for "recreational water experience". 91.7% of the respondents were in favor of a recreational water experience. Four possible responses listed included:
    1. Combination new pool and splash pad park 45.2%
    2. New pool – 32.1%
    3. Splash pad park – 14.3%
    4. No water experience at Weona Park – 8.3%

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III. OPERATIONAL ASSESSMENT

Since the pool has been closed beginning with the 2014 swimming season, much of the information from previous operations is irrelevant. The pool has been managed with the same practices for many years. In 2020 the age of the ***Weona Park Pool is 94 years old, well beyond the typical lifespan of 25 years without any major renovations.***

This study will treat this project as a new pool. Should the Borough decide to move forward with this project, the Weona Park Pool will need to be a completely new and redesigned facility. As such, it will affect all aspects of the management, operations, and the financials of this new facility.

IV. LEGAL ANALYSIS

This study is treating this project as a "new" pool complex. However, the site of a new pool will remain the same location in the Weona Park. Thus, all the legal aspects will remain the same.

- Pen Argyl Borough owns the Weona Park. The Borough has the authority to:
  - Develop/redevelop the facility
  - Operate the proposed aquatic facility

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V. MARKET ANALLYSIS

A. DEMOGRAPHICS

Demographics play an important part in recreation planning. It is used to determine how the Borough of Pen Argyl's study may be tailored to provide a facility for recreational opportunities that fit the community's specific needs and desires. Demographic data provided from the U.S. Census Bureau and the Pennsylvania State Data Center includes information on population, age, households, education, and income. This information is based on the demographic information available at this time and may vary based on the results of the 2020 Census Survey conducted this year (2020).

A "Prime Service Area" has been created for this study. This service area includes the Borough of Pen Argyl, the Borough of Wind Gap, and Plainfield Township. It increases the target population from 3,550 for Pen Argyl to the total population of 12,430 in the Prime Service Area.

1. Population

As we look back, the population of Pen Argyl declined from 3,568 to 3,550, a -0.477% decrease between 2016 and 2017. Northampton County experienced a population growth from 303,405 to 304,807, an increase of 0.462% between 2017 and 2018. (Suburban Stats)

	Population & Projections	
Area	**2019**	**2040 Projections**
Pennsylvania	12,702,379	13,230,170
Northampton County	297,735	309,231
Borough of Pen Argyl	3,550	4,453
Borough of Wind Gap	2,815	3,612
Plainfield Township	6,232	9,024

Projections used in this feasibility study have been identified by the U.S Census Bureau and the SuburbanStats.org.

Lehigh Valley Planning Commission, Projections – Population and Employment

As stated previously, 2020 is the year of the Census Survey, the projections are subject to change based on the tabulations of the Census Survey results. The state and county projections were taken from the *Center for Rural Pennsylvania, Pennsylvania Population Projections 2010-2040, March 2014.* The projections for Pen Argyl, Wind Gap and Plainfield are from the *Lehigh Valley Planning Commission, Population and Projections Report 2017.*

2. Age

The age of the population and numbers in each age group have important implications for recreation programming. Recreation facilities should be managed and programmed to meet the needs of the entire population regardless of age. Refer to the Citizen Survey results for most desired programs.

The chart provided can be used to estimate target audiences when creating programs, as well as to determine who may be using the swimming pool. For example, the adults 25-59 years make up 47.6% of the Prime Service Area's population. This age group includes young adults with families that will account for a large percentage of the memberships at the swimming pool and/or water playground and outdoor ice skating rink. Older adults (60+ years) account for 24.5% of the

population. Keeping statistical information, such as patron age, assists in the future planning and development of programs and activities that support the wants and needs of specific age groups.

The total population for the **Prime Service Area** is 12,430 with the median age being 42.4 years old. This service area is projected to increase in population to 17,089.

			PRIME SERVICE AREA					
AGE GROUPS	**Prime Service Area Total**		**Pen Argyl**		**Wind Gap**		**Plainfield**	
Under 5 years:	677	5.4%	220	6.2%	145	5.3%	312	5.1%
5 to 9 years:	624	5.0%	244	6.8%	151	5.6%	229	3.7%
10 to 14 years:	695	5.6%	264	7.4%	150	5.5%	281	4.6%
15 to 17 years:	274	2.2%	178	5.0%	96	3.5%	0	0.0%
18 and 19 years:	490	3.9%	73	2.0%	51	1.9%	366	6.0%
20 years:	69	0.6%	43	1.2%	26	1.0%	0	0.0%
21 years:	59	0.5%	32	0.9%	27	1.0%	0	0.0%
22 to 24 years:	583	4.7%	132	3.7%	103	3.8%	348	5.7%
25 to 29 years:	805	6.5%	249	7.0%	202	7.4%	354	5.8%
30 to 34 years:	554	4.5%	229	6.4%	160	5.9%	165	2.7%
35 to 39 years:	765	6.2%	250	7.0%	152	5.6%	363	5.9%
40 to 44 years:	867	7.0%	262	7.3%	171	6.3%	434	7.1%
45 to 49 years:	836	6.7%	259	7.3%	214	7.9%	363	5.9%
50 to 54 years:	1072	8.6%	260	7.3%	200	7.4%	612	10.0%
55 to 59 years:	1015	8.2%	246	6.9%	181	6.7%	588	9.6%
60 and 61 years:	157	1.3%	82	2.3%	75	2.8%	0	0.0%
62 to 64 years:	596	4.8%	96	2.7%	102	3.8%	398	6.5%
65 and 66 years:	91	0.7%	54	1.5%	37	1.4%	0	0.0%
67 to 69 years:	396	3.2%	71	2.0%	67	2.5%	258	4.2%
70 to 74 years:	494	4.0%	83	2.3%	113	4.2%	298	4.9%
75 to 79 years:	492	4.0%	98	2.7%	104	3.8%	290	4.7%
80 to 84 years:	406	3.3%	84	2.4%	97	3.6%	225	3.7%
85 years and over:	413	3.3%	59	1.7%	96	3.5%	258	4.2%
Total Population	**12,430**		**3,568**		**2,720**		**6,142**	
Median Age	42.4		36.6		45.3		45.3	
2040 Population Projections	17,089		4,453		3,612		9,024	

**U.S. Census Bureau American Community Survey 2013-2017 (5-year Estimates) and Lehigh Valley Planning Commission **Data.census.gov*

3. Gender

The Prime Service Area is comprised of a total of 6,579 females and 5,851 males. When programming a community swimming pool, programs and activities should respond to the needs of each gender. Historically, females have been the majority of the users during daytime programming. History has shown that "stay at home moms" use the pool more frequently during the summer months than do men. While children are playing or are engaged in other swimming pool activities, parents who have taken their children to the pool may desire to participate in aquatic programs that may be offered. This may work especially well during swim lessons while the children are under the watchful eye of their instructors.

Gender			
Prime Service area	**Male**	**Female**	**Total Pop.**
Pen Argyl	1,702	1,866	3,568
Plainfield	2,837	3,305	6,142
Wind Gap	1,312	1,408	2,720
Prime Service Area Total	5,851	6,579	12,430

**U.S. Census Data*

4. Education

Educational attainment information serves several purposes. First, studies have shown that the more educated residents are, the more they understand and demand recreational services. Second, understanding the number of school age children assists in targeting programming for specific age and/or skill groups. For example, you can determine the number of people in your target audience for programs such as daycare, summer camps, after school programs, and much more. It can give the programmer occasions to support the school district by providing opportunities for enrichment through activities that take place in a recreational setting.

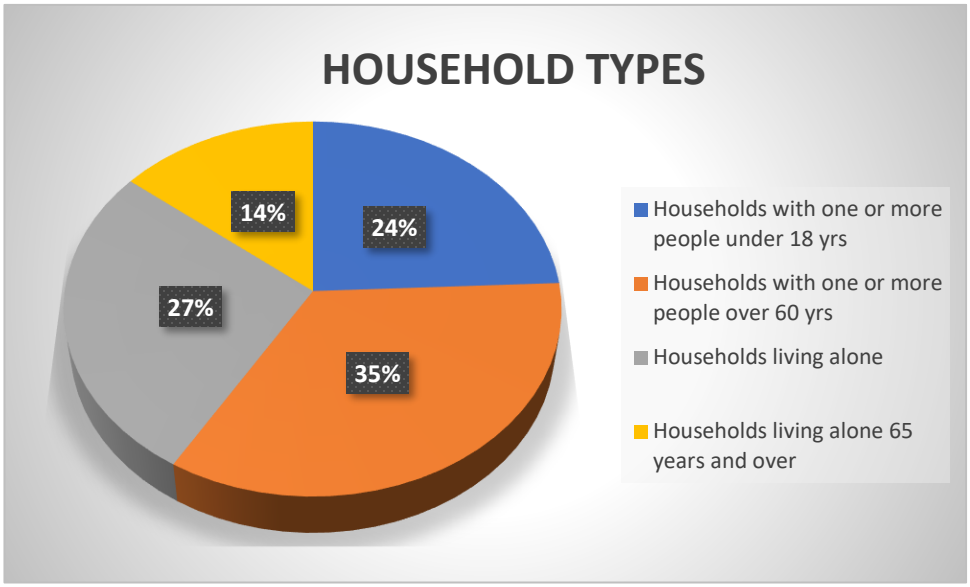
The following table depicts the various educational attainment levels of the residents in Pen Argyl Borough, Wind Gap Borough and Plainfield Township, (the municipalities in the proposed pool's prime service area) as well as the county and state. The three municipalities lead the county and state with the number of high school graduates or higher of persons 25+ years old. The State of Pennsylvania leads the number of persons with a Bachelor's Degree or higher of persons 25+ years old over the county and the municipalities in the prime service area.

Weona Park Pool Education Statistics in Prime Service Area Compared to County and State					
	Prime Service Area				
Educational Attainment	**Pen Argyl**	**Plainfield**	**Wind Gap**	**Northampton County**	**PA State**
High School Graduate or Higher of Person 25 years+	87.7%	87.3%	75.9	61.3%	59.1%
Bachelor's Degree or Higher of Person 25 years+	31.5%	28.5%	15%	29.2%	31.9%

**Information obtained through the U.S. Census Bureau*

5. Household Type

There are four (4) different types of households that are identified within the prime service area. Understanding the different household types may help in establishing a fee structure for the community swimming pool. It also helps in projecting the number of family memberships (families with children under the age of 18). These families will be targeted as a major user audience. Households with people living alone may be targeted for social activities or for opportunities to be in a more social environment.



**Household types from U.S. Census Bureau, Households and Families, 2018 American Community Survey 5-Year Estimates Subject Tables.*

6. Income Level

The average median household income for the Prime Service Area is $55,963. This is lower than the median household ($56,168) income of Pen Argyl residents. Income level is a tool to use when establishing the membership fees for the swimming pool. The Borough of Pen Argyl will need to consider what the average Pen Argyl resident can afford, and what price or tax increases will/can be supported by their residents.

The poverty levels are also provided. Wind Gap has the highest poverty level at 10.8% of its population. Plainfield, at 3.8%, is considerably lower than the other municipalities.

Income Level				
	Prime Service Area *(averages)*	**Pen Argyl**	**Plainfield**	**Wind Gap**
Median Household Income	$55,963	$56,168	$70,437	$41,284
Poverty	8.07%	9.60%	3.8%	10.8%

U.S Census Bureau, Data USA,

7. Ethnicity

Ethnicity is provided for each municipality. The highest percentages are provided. The percentages provided for the Prime Service Area are an average of Pen Argyl, Plainfield and Wind Gap combined.

ETHNICITY							
	White (Non-Hispanic)	Black or African American (Non-Hispanic)	Hispanic or Latino	2 or More Race	Native American	Asian	Other Races
Pen Argyl	93.90%	2.79%	2.23%	0.90%	0.00%	0.00%	0.00%
Plainfield	98.85%	0.37%	0.67%	0.34%	0.02%	0.28%	0.14%
Wind Gap	97.62%	0.46%	1.60%	0.68%	0.04%	0.68%	0.53%
Prime Service Area	**96.79%**	**1.21%**	**1.50%**	**0.64%**	**0.02%**	**0.32%**	**0.22%**
(Average of 3 Municipalities)							

U.S. Census Bureau

B. BUSINESSES and SCHOOLS

The chart to the right lists the most common employment sectors along with the number of people for those who live in the Borough of Pen Argyl, Plainfield Township, and the Borough of Wind Gap. The chart also provides the total number of employees for each municipality.

	Prime Service Area		
	Pen Argyl	Plainfield	Wind Gap
Educational Services, Health Care & Social Assistance	386	789	218
Manufacturing	201		305
Retail Trade	169	524	
Construction		333	

Education for the "Prime Service Area" is provided by the Pen Argyl School District. It consists of 1,629 students. Immaculate Conception is a private school with 180 students, grades PK - 8th grade.

There are no colleges or universities located within the Prime Service Area. There are four significant colleges and universities located in Northampton County.

- Lafayette College
- Lehigh University
- Moravian College
- Northampton Community College.

C. SOCIO-ECONOMIC TRENDS

A multi-municipal comprehensive plan is being developed by the 10 municipalities in the Slate Belt. The Lehigh Valley Planning Commission estimates that the Slate Belt's population will grow by 40% over the next 20 years. Overall, the Slate Belt could expect to add approximately 275 homes per year in the next 20 years. Most of the new homes are expected to be in the townships due to the confined space of the boroughs.

While there is some skepticism from the various municipalities included in this study about these projections, the Weona Park Pool management (should this pool move forward) needs to be aware of when and where growth is taking place in an effort to capture additional members and users for the pool.

SLATE BELT POPULATION GROWTH				
Municipality	**2017 Estimate**	**2040 Projection**	**Percent Growth**	**Projected New Housing by 2040**
Bangor	5,217	6,440	23.44%	463
East Bangor	1,033	1,615	56.34%	194
Lower Mount Bethel	3,080	4,850	57.47%	715
Pen Argyl	**3,550**	**4,429**	**24.76%**	**326**
Plainfield	**6,134**	**8,935**	**45.66%**	**1,194**
Portland	452	834	84.51%	145
Roseto	1,781	2,131	19.65%	139
Upper Mount Bethel	6,834	9,865	44.35%	1,156
Washington	5,190	7,526	45.01%	803
Wind Gap	**2,710**	**3,587**	**32.36%**	**397**
Slate Belt	35,981	50,212	39.55%	5,532
Prime Service Area	**12,394**	**16,951**	**34.26%**	**1,917**
*U.S. Census Bureau American Community Survey 2013-2017 (5-year Estimates) and Lehigh Valley Planning Commission				

D. EMERGING and PROGRAMMATIC TRENDS

The following lists some aquatic trends. These trends include physical elements, fiscal mechanisms, and policies. These statements or concepts deserve discussions as the proposed pool project moves forward.

- Many pools built in the '80's and 90's are still charging a modest $1 - $2 admission. Newer facilities that have entertainment features charge between $5 - $10. The more amenities a facility has the more guests it will attract. Admission fees can be charged at a higher rate when the facility supports longer stays.
- "Flatwater" pools, usually an older rectangular pool with no amenities, although they may have a diving board, have seen a tremendous drop off in use. Lower attendance corresponds to lower income and higher subsidies.
- Various partnership models are being explored to maximize the use of the facility and minimize the subsidy. Partnerships might involve a school district, a Y, social organization, and / or day care center(s). By collaborating with another entity, the management, programming, and facility expenses and revenues can be shared.
- More facilities are incorporating sustainability practices. Environmental sustainability may include LED lighting, regenerative media filtration, variable frequency drive (VFD) to control
- Financial feasibility may include a tiered pricing model (memberships and programs) to maximize revenue through affordability. Marketing against all entertainment venues not just aquatics. (i.e. $12 to swim all day versus theater tickets for about $12.00 for a 2 hour movie.)
- The use of digital signage to advertise memberships, programs, and events as people walk or drive by the aquatic facility.

E. FACILITY TRENDS

- Aquatic entertainment features can be inclusive – available to all ages (young & old) and to people with various levels of abilities and disabilities. There should be something available for all ages to encourage use by as many people as possible.
- Spray sparks have become a common replacement for aging swimming pools. They provide an aquatic experience with lower operating costs. This type of facility typically appeals to ages 2 -12.
- There are a wide variety of entertainment features that are available. There are standing water features such floor fountains, interactive play that are "cause & affect" features, and the element of surprise with a dumping bucket.
- An aquatic facility can be themed. Entertainment features for the pool and / or a water spray ground may be selected to follow a theme.
- Offering a wide array of programs and events that may be wet or dry encourages people to use the facility.

F. COMPARISON of PARTICIPATION TRENDS

1. Participation Trends

A variety of studies have been reviewed to provide a comparison of participation trends. Participation trends for this study includes not only trends for those who swim but also participation trends in aquatic programs. (Please note that although swimming is stated as an outdoor activity, the studies did not indicate where people swam – municipal pool, private pool, lake, ocean, etc.).

<u>Swimming</u>

- Swimming ranked 2nd in the NRPA's (National Recreation and Parks Association) Park Pulse Survey https://www.nrpa.org/publications-research/park-pulse/park-pulse-survey-who-does-not-like-a-good-picnic/
  - Compared to Americans overall, millennials (61%) say going to the pool is among their top three outdoor recreational activities.
- Swimming most indicated activity of interest by non-sports participants. Sporting Goods Manufactures Association (SGMA) (national survey)
- Swimming increased in the United States by 19.36 million participants from 2006 to 2018 *https://www.statista.com/statistics/191621/participants-in-swimming-in-the-us-since-2006/*
- Outdoor swimming – 39.2% of survey respondents swam in 2018. *2020-2024 PA Statewide Comprehensive Outdoor Recreation Plan*
  - Approximately 13% more women than men participated in swimming.
  - Ages 18-34 (47.4%s) swam the most followed by ages 35-64 (39.9%). 24.3% of the older adults participated in swimming.

- Participation and User facts for Weona Park Pool, *Weona Park Pool PowerPoint Presentation at Council Meeting May 6, 2014*
  - Annual patron usage decreased from 27,000 (approx.) in 2006 to 7,200 in 2013
  - 2006 Pool Survey discovered that 50% of the respondents seldom or never use the pool; 37% of the respondents used the pool frequently.
  - 2013 Season Pass sales showed less than 5% of the households used the pool.

Aquatic Programs

- Ages 6-12 ranked swimming on a swim team as 3rd. Physical Activity Council (PAC), 2019 Participation Report
- Swimming for fitness - rankings among 10 outdoor activities. Physical Activity Council (PAC), 2019 Participation Report:
  - Ages 13-17 - 6th
  - Ages 25-44 - 2nd
  - Ages 45-54 - 5th
  - Ages 55-64 - 7th
  - Ages65+ - 4th

Statistical participation information is not available for the Weona Park Swimming Pool. Due to the aging condition of the pool, memberships dropped significantly. Any available information would be 16+ years old.

G. REVIEW of EXISTING MUNICIPAL FACILITIES

The Borough of Pen Argyl has one municipally owned aquatic facility, Weona Park Swimming Pool.

H. INVENTORY of EXISTING FACILITIES (Case Studies)

1. Service Area

It is important to understand the service area of a facility. The service area contains most of your users.

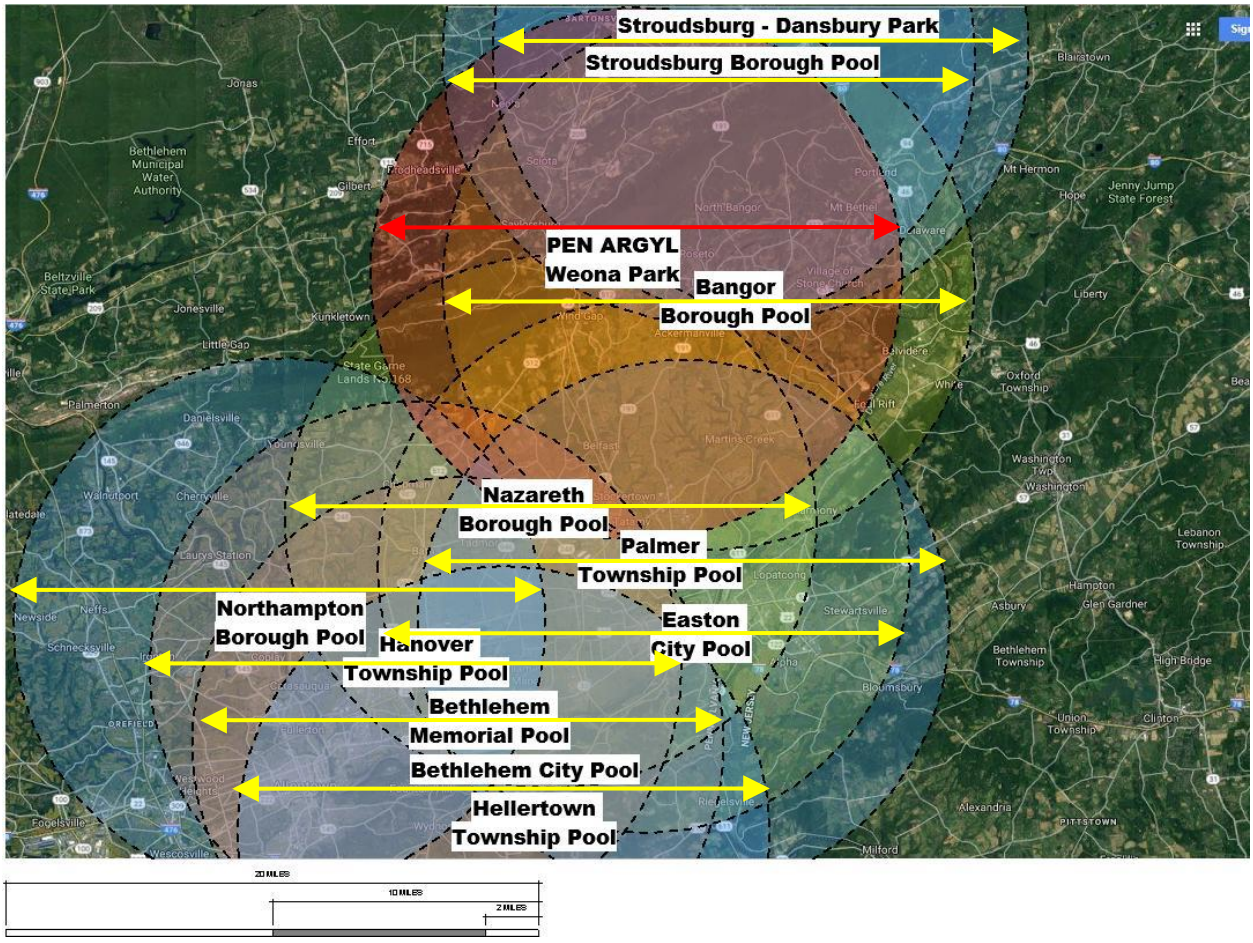
- The typical driving distance to a recreation facility is 20 minutes or approximately 10 miles.
- National Recreation and Park Association Standards suggest that one swimming pool should be available for every 20,000 residents. The number is given to avoid overcrowding.
- It is important to note that although the National Recreation and Park Association Standards suggests one swimming pool for approximately 20,000 residents. It is a recommendation for a pool that is a 6 lane, 25 yds. or approximately 3,400 sq. ft.
- Pen Argyl Borough, with a population of 3,568, would not normally support a municipal swimming pool to allow it to be self-sufficient. This indicates that the pool will need to rely on users from outside the immediate area to support its operations and to help make it financially successful.
- The Prime Service Area will include but would not be limited to: Plainfield Township (6,232 pop) and the Borough of Wind Gap (2,720 pop.) combined with Pen Argyl's population totals 12,520. This is still significantly lower than the suggested 20,000 residents.

- Most successful pools are in denser populated areas than Pen Argyl and supported by surrounding areas with a sparser population.

There are several other pools whose 10 mile radius service area intersect with the Weona Park Swimming Pool service area. The intersections of the various municipal aquatic facilities' service areas may affect the number of users for any of the pools listed as the various pool facilities would be competing for users/members. The chart to the right lists the outdoor community pools whose service areas *intersect* with Weona Park Swimming Pool service area.

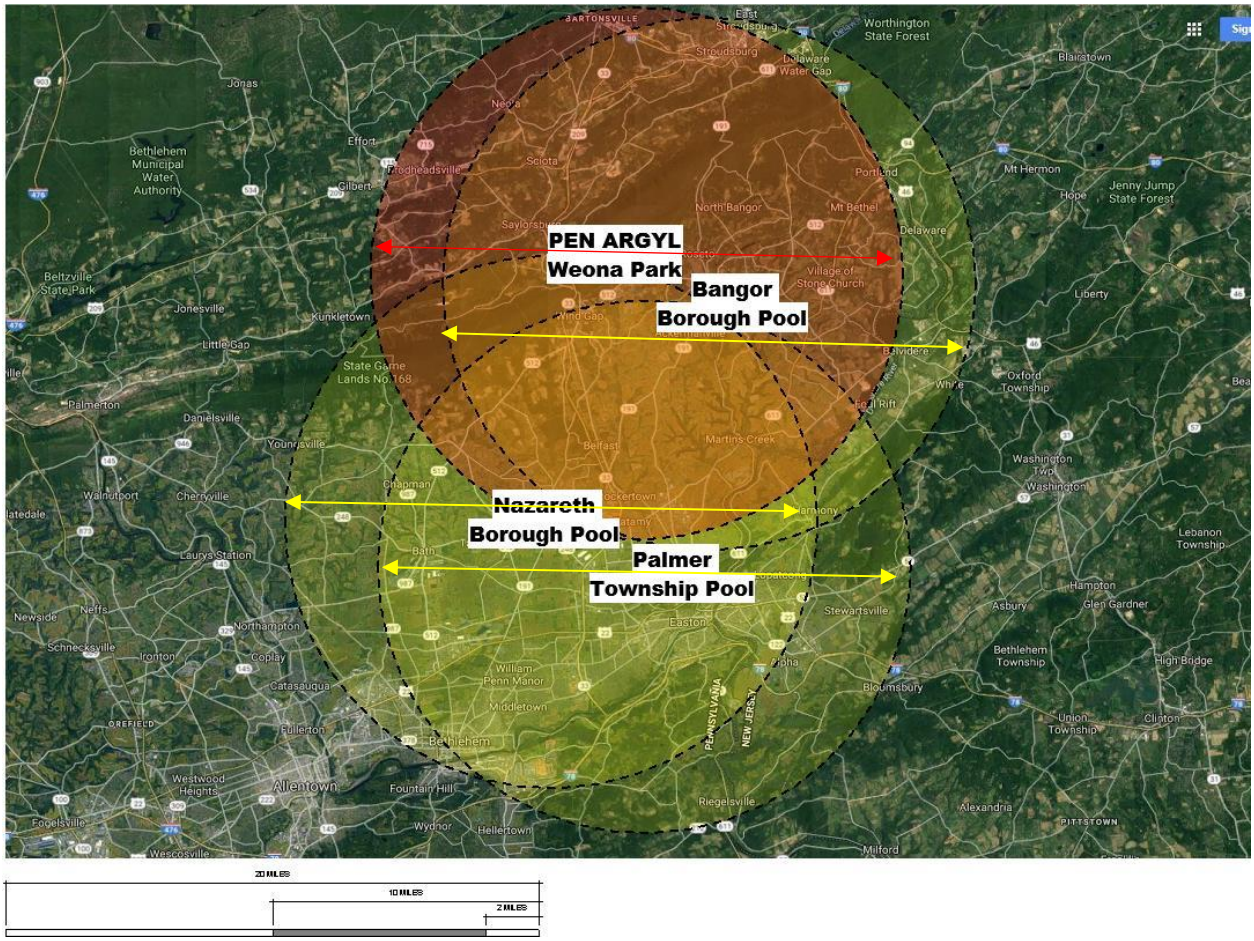
The following map shows how the service areas of the various pools intersect. The map depicts a visual picture of where there may be competition for users. The committee determined that the swimming pools to be used as case studies for this feasibility study are Bangor Pool, Nazareth Pool and Palmer Pool. These are all outdoor municipally owned aquatic facilities.

Outdoor Community Pools	Distance from Pen Argyl Borough (approx.)	
Stroudsburg – Dansbury Park Pool	23 min	12 miles
Stroudsburg Borough Pool	19 min	16 miles
Bangor Borough Pool	8 min	2.9 miles
Nazareth Borough Pool	19 min	11 miles
Palmer Township Pool	23 min	15 miles
Easton City Pool	30 min	21 miles
Northampton Borough Pool	37 min	20 miles



2. Case Studies

Case studies are used to show a comparison to comparable, competing facilities within the vicinity of the proposed Weona Park Swimming Pool. The studies compare membership data, recreational programs, operational data, and facility amenities. The case studies act as a tool to compare facility against facility in a competitive, local market. The following map shows the relationship of these pools to the proposed Weona Park Pool.



The following matrix identifies the case studies and competing facilities. This shows what these nearby facilities have available to area residents. Nazareth Pool was closed in 2014 for demolition of the old facility and the new pool opened in 2015. Palmer Pool rebuilt their 51 year old pool in 2016 and reopened in 2017. Bangor was last renovated in 1997.

Typical, but limited programs are offered at the pools. The programs include swim lessons, pool parties, a doggie swim at the end of the season, and pools are used by summer swim teams.

Covid-19: Bangor and Nazareth Pools closed for the 2020 summer season due to the Covid-19. Palmer remained open except for two days following a positive testing of an employee. Nazareth Pool was only open to Nazareth residents. Bangor is remaining closed for the 2021 Season

Borough of Pen Argyl
Weona Park Swimming Pool Feasibility Study

Case Studies			
	Bangor	**Nazareth**	**Palmer Township**
Location	Borough of Bangor	Nazareth Borough Pool	Charles Chrin Community Center of Palmer Township
	Bangor Veterans Memorial Park	north Broad St. Ext.	4100 Green Pond Road
	Broadway at Tenth Street	Nazareth, PA 18064	Pool Location: 3001 Farmersville Road
	Bangor, PA 18013		Palmer, PA 18045
Phone	610-588-2216	610-759-3522	610-252-2098 (Community Center)
Ownership / Management	Municipal	Municipal	Municipal
Facilities	6 1/2' deepest	8 lane competition area	waterslide
	waterslide	slide for kids over 48" tall	2 drop slides
	mushroom	duck slide kiddie section	beach access
		2 spring boards - 3 meter	6-lane swimming area
		interactive water play features	3 meter spring board
			water spray features
Age / Condition of Pool			
Built in	1937 - 1939 WPA Pool	1937 - 1938 WPA Pool	1965
Age of Pool	72	72	
Latest Renovation	closed for demolition of existing facility and new construction in 1996 / reopened 1997	closed for demolition and new construction in 2014 / reopened 2015	closed for renovations in 2016 / reopened 2017
Condition	aging	piping problems	good
Size	Manager did not know	Over 11,000 sq. ft	Manager did not know
Operation			
Hours			
Monday - Friday	12 PM - 7 PM	12 PM - 7 PM	11:00 AM - 8:00 PM
Saturday & Sunday	11 AM - 7 PM	12 PM - 7 PM	11:00 AM - 8:00 PM
Season	Memorial Weekend	Memorial Day Weekend	Memorial Day Weekend - Labor Day
		Reopens following weekend	Open Weekends only until EASD gets out of School
User Fees			
Daily	$3.00 - $5.00	$6.00 - $8.00	$5.00 - $12.00
Season Pass	$70.00 - $170.00	$75.00 - $100.00	$190.00 - $290.00
Mgr.	*(If fees were higher no one would come)*	Children under 3 yrs - free	
Usage Fees	YMCA rent $500/session/has 2 sessions		
Attendance			
Average High Attendance	300 or less		
Average daily Attendance	100 or less		
Profit/Loss	$ (28,300.00)	2018 $95,939 (down 4.3%)	
	Not exact because the way the budget has been consolidated between other programs/facilities.		
Programs	Summer Pool Party - Aug. 1 - 4 PM Attendance: ???	Swim Lessons	Swim Lessons - Group
	Pooch Plunge - Aug 11 AM - 1 PM	Military Free Swim July 4th	Two Rivers Aquatic Summer Swim Team
		Nazareth Swim Team	
		Party Pool Rentals - 1st time 2019	
Misc.	Nazareth's Pool Renovations did not affect the attendance at Bangor by much, if at all.		Increased taxes in 2017 by 6.5% for pool and expanding the Community Center
If Pen Argyl renovated their pool would it affect your Pool	Yes, definitely (negatively) - Boro Mgr.	Some - not a big impact	No
Covid-19	**Pool closed for 2020 season**	**Pool closed for 2020 season**	**Palmer Pool closed for 2 days in July for the of the 2020 season due to employee testing positive for Covid-19**

The following table is recommendations on how the Weona Park Pool can compete against other facilities within the region.

RECOMMENDATIONS FOR COMPETING WITH LOCAL POOLS	
Recommendation	**Action**
Provide aquatic programs that meet all demographic needs	Examine what other facilities are doing, or not doing and provide the service or program at the Weona Park Pool
Provide services for populations with special needs demographics	Increase partnerships and program possibilities within the service area and the community-at-large
Additional or unique attractions and amenities	Consider including new and exciting features that the survey respondents identified as desirable.
Provide an atmosphere for family togetherness	Additional or more family picnic areas, child's play area, spray park
Provide opportunities for families to spend recreational time together	Offer special events and family programs to encourage use
Provide more attractive concession options	Offer desired concessions as identified by the survey respondents
Boast safety and risk management efforts	Publicize staff safety trainings and special events
	Promote other amenities and programs in Weona Park

VI. PROGRAMMING

Swimming is a lifetime activity that promotes a healthy lifestyle and overall well-being for people of all ages, skill sets, and physical abilities. Encouraging the Weona Park Pool community to live a healthy and safe lifestyle through swim, play, and fitness can be achieved with the community pool.

Programs are essential means for any aquatic facility to encourage facility use, and provide opportunities for education in aquatic safety, learn to swim programs, competition, fitness, social interaction and fun. Program development can provide innovative ways to promote membership to the facility. Programs are also needed to help support the facility through program fees that **are generated through participation and support.**

A. PROGRAMMING for A "NEW" POOL

The Weona Park Pool was closed by the Pen Argyl Council in November of 2013. This study is evaluating the impact of developing a new aquatic facility completely independent of the original swimming pool facility. Past programming opportunities were limited. Some were offered for free. Today's aquatic challenges require a business approach to offering programs.

MOST DESIRED PROGRAMS	
Children	**Adults**
1. Movies at the pool	1. Aquatic fitness
2. Special events (pool parties)	2. Twilight swims
3. DJ swim/dance	3. Senior citizen activities

Desired programs have been identified through the survey process. Consider the most desired programs as a starting point. Typically, if the most desired programs are offered, the programs will be successful. However, good planning practices and appropriately credentialed staff is necessary. The "Most Desired Programs" table lists the top three most desired programs for children and adults. When developing the aquatic programs for the first season the proposed pool may be open, offer these programs.

The next five desired children programs identified in the survey are all swimming related. They include swim lessons, pre-school swims, swim teams and diving. These programs are typically the foundation for most aquatic programs. If a fair fee is charged, learn to swim programs can produce the most revenue.

- 95 percent of Americans overall think it is important for children to learn to swim at an early age
- 80 percent say it is "extremely" or "very" important for children to learn to swim at an early age
- Baby boomers (85 percent) are more likely than Americans overall (80 percent) and millennials (73 percent) to think that it is "extremely" or "very" important for children to pick up this skill set early in life
- Parents (96 percent) and non-parents (95 percent) alike agree that children learning to swim at an early age is important

https://www.nrpa.org/publications-research/park-pulse/park-pulse-survey-just-get-swimming

The swim programs are scheduled as classes and bring the participant back to the pool a couple of days a week and for several weeks. A time commitment is involved with taking classes. This provides "business benefits". An example of some of the benefits may include the following.

- Families will purchase a pool membership to get the best price for swimming lessons. The price for a swimming class is typically offered at a lower price with a membership.
- Parent(s) and other family members may accompany the swim student to the pool and stay for other classes or activities that may be offered for a fee. Or they might enjoy recreational swimming.
- If the concession stand is open purchases may be made for drinks, snacks, brunch, lunch, etc.

The top three programs or activities desired by children are basically special events. The participant only needs to commit to one day or evening for a few hours. However, these events may be offered several times throughout the summer.

Aquatic fitness is also offered as a class that may be attended by adults and teens. Generally, when a class is termed an aquatic fitness class it is basic exercise in a pool. More specific classes can also be developed such as water walking or jogging, aquatic step aerobics, noodle fitness, etc. Once again if the concession stand is open, purchases may be made. Often adults may gather to socialize before or after a session if a conducive and pleasant environment is offered.

B. PROGRAM OPPORTUNITIES & RECOMMENDATIONS

Programming and overall success of any community swimming pool will depend greatly on the relationship between the pool manager(s), The Pen Argyl Borough Council, and the community at large. Relationships between these bodies must be strong with open and free communication, to best deliver the programs and services deemed important and necessary by the community.

1. Program Opportunities

The following table contains recommendations for additional programs, services, and activities that could be introduced to the Weona Park Pool and community. The recommendations identified in the table are for all demographics, including families and persons with special needs.

PROGRAM RECOMMENDATIONS SPECIFIC POPULATIONS		
AGE GROUP	**NEEDS & BENEFITS**	**PROGRAM EXAMPLES**
Children	• Fights childhood obesity • Fosters health & well-being	• Children's fitness programs • Aqua fitness camps • Personal coaching
Teen	• Supports weight loss & a healthy lifestyle • Strengthens growing body	• Hip-Hop aquatics • Teen fitness classes • Water league sports
Young Adult	• Supports pre & post-natal care • Cross training benefits	• Pre & Post Natal Classes • Sport specific training • Water league sports

PROGRAM RECOMMENDATIONS SPECIFIC POPULATIONS		
AGE GROUP	**NEEDS & BENEFITS**	**PROGRAM EXAMPLES**
Adult	• Core strength • Muscle conditioning • Lowers cholesterol • Increase in cardiovascular fitness	• Deep water fitness • Water league sports • Triathlon training
Senior Citizen	• Increases in balance & flexibility • Increase in bone density & strength • Increases daily living functions • Decrease in medications	• Core & More Strength • Water Walking • Deep water, zero impact • Arthritis programs • MS programs • Back-Hob programs
Family	• Encourages family time together • Family focused fitness activities	• Monthly family themed special events • Family Olympics
Special Needs	• Increase in mental & physical strength • Supports motor skills • Supports physical & social interactions	• Special Olympics training • Special needs camps • One-on-one coaching

For additional programming ideas refer to the Survey Results located in Appendix.

2. Program Development

Expanding on aquatic programs is a creative way to help educate the community while promoting a healthy lifestyle. A key element to running a successful program is to know what is happening in your community and around the country. It is also important to know what the pools are doing within your service area. Providing unique, fun, and informative programs will help your pool to be successful.

The following table suggests areas to research and explore to help enhance the aquatic programs at the Weona Park Pool. The intention in researching the proposed areas will allow for creative programming and participant growth.

PROGRAM DEVELOPMENT	
Aquatic Facility Trends	Continually research what is happening around the country. (See Appendix H for Ideas for Activities provided by a participant in the Special Interest Groups Meeting.)
Creative Programming	Examine what is not being done and create something new.
Themed Programs	Special events and programs that are designed around a "theme".
Educational Programs	Programs that educate on aquatic safety and healthy well-being tips.
Target Audience	Know who you are targeting with specific programs.
Spatial Analysis	Examine what programs are being offered within your community. Eliminate duplication of services, where possible, and identify where needs are not being met.
User Fees	Fees need to support your budget and generate income while being competitive. Fees need to be relative to your demographic.

Suggestions for information sources are in the Appendix.

3. Program Management

Pool and program managers have a tedious job of not just maintaining and operating pool facility but meeting the ever-changing needs of the community and pool members. Successful program management will utilize patron and program participant suggestions, identify needs, and appropriately respond to environment and social changes.

Program & Staff Evaluations

Program and staff evaluations are invaluable tools utilized to help collect data and participant feedback, as well as gather information used to better implement and run programs.

- *Program Evaluations* can be implemented after a program has been completed. Data from this evaluation will examine program days and times, program and lesson content, instructor feedback, educational and physical value, value of program versus dollar value, and program management and organization.
- *Staff Evaluations* should be completed by the instructors/guards supervisor and or pool manager. Evaluating staff performance holds just as much value to the employee as it does the manager. Suggestions on areas of improvement and positive feedback aid in the professional development of the staff.
- *Program Calendar* can be utilized to strategically plan for all program elements, including staff training, marketing and promotion, program, and staff evaluations, and for budgeting purposes. A program calendar is a valuable tool that supports all programs through detailed planning. Post the program calendar on the municipal and pool websites. Also post the program calendar on the bullet board at the pool. Keep all program calendars current.

4. Facility Evaluations

Facility evaluations can be done periodically throughout your operating season. Allowing patrons to supply their comments and suggestions about your facility will not only help you to identify patron needs and concerns but will help educate the management of the facility through the perspective of a paying member. Evaluations are successful "if" management acknowledges and improves on the positive and addresses the negatives.

5. Marketing Efforts

Marketing and publicity of your facility and programs are essential to program and overall facility success. It is important to keep your community well informed of programs, activities, upcoming events, and daily facility information. Effective marketing of your pool and programs will help increase the amount of people who utilize the facility and participate in programs and activities.

6. Developing Relationships

Forming new relationships and strengthening existing relationships with agencies and organizations within your community is a good way to get your pool and programs promoted, attended, and sometimes sponsored. Identifying the programs and activities your facilities will offer will help to identify the groups that can be categorized as potential "partners". The following table provides examples for aquatic programmatic areas:

SUGGESTIONS FOR PARTNERSHIPS FOR SPECIFIC PROGRAM AREAS	
PROGRAM AREA	**SUGGESTED PARTNERSHIPS**
Summer Swim Lessons	• Day Care Centers • Summer Camps • YMCA/YWCA • Northampton County Children & Youth
Children's Fitness Classes	• Boys & Girls Clubs • Big Brothers/Big Sisters • Pediatrics Offices • Northampton County Children & Youth
Adult Fitness Classes	• Local churches • Hospitals • Doctor offices • Various business employers
Senior Fitness Classes	• Northampton County Office on Aging • Retirement homes & villages (the "well" elderly) • Church groups
Adapted Programs	• Special Olympics • Exceptional Schools / Special Needs Schools
Water League Sports	• High Schools • Colleges & Universities
Personal Training	• Schools • Local sports teams • Doctors' Offices
Sport Specific Training	• Local school district • Colleges & Universities • Private clubs • Sports Medicine Clinics
Rehabilitation	• Hospitals • Physical Therapists • Sports Medicine Clinics

7. Special Event Opportunities

The following are examples of additional special event programs and activities that could be considered for future events.

SPECIAL EVENT OPPORTUNITIES		
SUMMER THEME PARTIES	**FAMILY PROGRAMS**	**AGE SPECIFIC**
Barn dance	Family Olympics	Senior Social
Mexican fiesta	Family fitness	Teen dances
Tropical paradise	Family snorkel	Parents night out
Caribbean	Games, music, food	All / Family
Beach blanket bingo	Games	All / Family
Gardening party	Social gathering	Seniors / Adults
Christmas in July	Family games, music	All / Family

I. PROGRAM SUMMARY

Establishing Programming Goals will provide a focus which will help in developing programs for the Weona Park Pool. It is suggested that a Pool Committee be formed to accomplish the goals stated below. The goals should be reviewed and revised annually by the Pool Committee. Objectives need to be developed that correspond to each goal that will provide a mechanism to accomplish the goal.

Program Goals	Sample Objectives
Build partnerships and relationships	• Form relationships with community agencies and organizations • Seek out sponsorships
Research and develop programs that meet the identified users' needs and abilities for all ages.	• Use the results of the survey conducted as part of this study) to initially develop programs. • Continue to identify user needs annually (at minimum). • Create wet and or dry programs and events
Develop programs to generate income to assist in offsetting the operational costs of the pool.	• Continue to identify user needs annually (at minimum).

Recommendations for potential future programs and activities are summarized in the table below, highlighting strengths, weaknesses, opportunities, and threats. As programs are developed review the S.W.O.T Program Summary and adjust each area as needed.

S.W.O.T Program Summary			
Strengths	**Weaknesses**	**Opportunities**	**Threats**
• Programs may increase pool usage • Programs can be developed and scheduled to meet the current needs of members • Swim lesson programs assist with drown-proofing	• Other pools in the area may have competing programs • Instructors are often at a premium and may be difficult to find. • Competing pools over more diverse programs and activities • **Many families have their own backyard pool.**	• All age groups and demographics can be planned and programmed for various aquatic needs • Creative programming will create interest in an aquatic facility. • **Must create programs to entice residents to use the community pool as often as possible (especially those who have their own backyard pool.)**	• Potential increase in expenses for staffing and equipment needs. • Potential increase in expenses for marketing programs and activities • Must have enough participants to break even at minimum.

Program every square foot of your water. Determine how much space to allocate for each participant. This will vary based on the participants' age and type of program.

Do not be afraid to charge fairly for it.

Never rest on your laurels.

Consistently develop new and exciting programs to have opportunities for economic growth and long term stability.

To be successful, the pool will need to be a fun welcoming place where people want to go to recreate, learn, exercise, socialize, and to have family bonding time.

Be creative when developing programs and activities for the pool. Think in terms of the pool being an outdoor community center. Programs and activities may take place out of the pool as well as in the pool. Include a variety of programs and activities for people of all ages and abilities. Approach the delivery of aquatic services as a business. This has been our overarching message to all our municipal, higher education, and non-profit clients.

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VII. SITE ANALYSIS (Existing and Proposed New Facilities)

The site under consideration for the development of new right sized, code compliant swimming pool and bathhouse (aquatic facility) is proposed for the existing location of the swimming facility within the Weona Park complex. The original DCNR funded swimming pool feasibility study conducted by **WALLOVER ARCHITECTS *incorporated***, presented in July of 2006, initially identified the overall condition of the existing pool complex while still in operation. (A complete copy of the original report is on file in the office of the Borough Manager.) The Borough ceased operation of the pool in November of 2013 when it became obvious that a safe and efficient swimming facility could no longer be offered for the community. The Borough has offered no aquatics programming since closing the facility. The unfilled pool vessel has continued to decay and efforts to restore the pool structure to its original configuration have not been financially feasible for the Borough to undertake.

Current swimming pool location within Park

A structural analysis of the pool vessel was conducted by the Borough, in conjunction with the URDC Master planning study presented on August 7, 2018 identified and verified the overall poor condition of the original segmented poured-in-place concrete containment vessel.

A. CONSTRUCTABILITY

The URDC Master Plan Study has established a viable location for the pool new pool complex and a series of alternative designs were developed in this study and presented to the study committee for review and comment. As the proposed site is being reprogrammed for the new aquatic development of similar function, no changes or significant modification of the physiographic characteristics of the site will be required. As the proposed swimming facility is not purposely incorporating any deep water (water greater than 5 feet in depth) no water table, flood plain, stream corridor, wetlands issues, or other significant storm water management impact will be created by the development of the new facility. In fact, the percentage of take pervious surface will be reduced from the original facility's from the 2018 URDC Master plan footprint as grass lawn sunning areas are now being proposed. The overall new aquatic development is intended to integrate seamlessly into the existing overall Park fabric.

B. PROPERTY CONTROL

As the proposed pool site is totally engaged by the Weona Park acreage, the ownership of the property is not in question as it remains Borough owned property, and no addition property will be required to undertake the development, no restrictions on the use of the site have been identified that might call into question the viability of the site for the proposed development. The site is readily accessible to the public and additional parking is being proposed directly adjacent to the new aquatic facility encouraging both community and regional use.

C. TRAFFIC and PARKING

As Park Drive (S.R. 512) is located directly to the east of the proposed site, a new parking area incorporating a total of 84 cars including ADA compliance is being proposed. This will require a new PennDot compliant curb cuts for vehicular and safety access to the site. This parking area will serve other elements of Weona Park also and is deemed to be an appropriate number when considering the proposed occupancy of the new pool complex. As the existing swimming pool relied heavily upon the unstructured parking areas serving the Park, having a dedicated parking are meeting all current design standards is warranted and recommended. The proximity to S.R 512 with two access points for the parking lot also promotes safety vehicle access to and from the pool site. The Master Plan also incorporates new walking connection paths between South Main Street and Park Drive making the new lot accessible to other public elements of the park.

D. ENVIRONMENTAL IMPACT

The reduced size of the new overall swimming pool complex will have the added benefit of minimizing the impact of pool related waste by-products. Depending upon the type of filtration system utilized the amount of backwash waste can be significantly reduced. High rate sand filtration has the highest volume of discharge while pressure regenerative filtration (perlite media) has far longer filter runs and lower volume of filter discharge but with a higher first cost. If cartridge filtration is utilized, backwash is virtually eliminated but with a much higher labor and maintenance expense associated with the annual purchase of disposable cartridges. With new construction, building technologies and systems can be incorporated to minimize the impact of new construction on the site. A pre-engineered stainless-steel swimming pool can significantly reduce the carbon footprint of the new facility over the traditional pneumatically placed concrete vessel. By repurposing the stone facade and other finish materials from the demolished bathhouse structure, a positive community benefit from an historical perspective can be achieved while lowering the environmental impact of the transportation of new construction materials. Creative use of the material from the past will skillfully integrate the new construction into the historic fabric of the Park.

E. EXISTING DEVELOPMENT (2019 images)

Countless photographs of the architectural character of Weona Park have been published in previous studies and publications. The unique nature of the stonework associated with the Park Office and other related buildings, including the non-ADA compliant, aging bathhouse structure, have established a unique and identifiable sense of place for the Pen Argyl community. However, since 2013 the bathhouse structure has been relegated to storage of park components on the upper level and a non-functional filtration system housed in the basement. The Borough had effectively placed the filter

system into a dormant state and potentially there may be some value to associated with the "mothballed" equipment.

Carbon steel high rate sand filter vessels (4 total)

Recirculation pumps & fiberglass hair & lint strainers (2 ea.)

In 2013 the Borough carefully placed the filtration, recirculation, and sanitation equipment into a dormant state. The equipment has been well maintained and serviced regularly throughout the recent history of the Park. The 2006 study identified the degree of care the pool related equipment received and as is evident in the way the equipment has been "mothballed", this level of concern for the Borough's property is still a focus of the Borough's staff. However, the effects of time and unconditioned space (summer/winter temperature extremes) clearly have overtaken the bathhouse structure. In addition, the totally inaccessible main level of the bathhouse renders the structure in effective from an ADA perspective without considerable investment in either an elaborate ramp structure or an elevator/lift system, that if left in an unconditioned space, would have a limited service life. As the pool and related facilities currently stand, there is no compliance with the Architectural Barriers Act of 1968, Section 504 of Rehabilitation Act of 1973, and the Americans with Disabilities act of 1990.

Bathhouse structure - exterior looking south-west

Bathhouse structure - exterior looking north-east

The bathhouse structure built in 1933 is a non-descript example of rubble stone veneer over concrete masonry back-up. The building interior is dark and poorly lit both from natural light and supplemental electrical lighting. While the roof line does not indicate any visible structural issues and the natural slate roofing appears intact, the overarching impact the elevated main floor level (ADA compliance) and the questionable condition of the concrete structural floor slab at the main floor, reuse of this building is not recommended. The 2006 study provides and more detailed description the MEP systems.

Steel truss/wood deck structure

Interior circulation – Shower

Interior dressing area - Storage

Interior dressing area – Storage

The overall interior construction techniques utilized in the building are not substantial; and while total interior demolition, and new interior partitioning and thorough MEP improvements are possible, the need for ADA compliance and the potential design impact upon future site development, the recommendation to renovate and reuse this building is not, in our professional opinion, a sound decision. The costs of renovation could reach or exceed that for new one-story construction.

In addition, the building location and orientation severely limits future site development as the structure is off axis with any of the surrounding building structures. Locating a new pool along or perpendicular to the existing building axis severely limits the ability to include a meaningful parking lot on the site to service the new aquatic development. The repurposing of the stone and possibly some of the original slates, could have a positive impact on any new development at the Park.

One major drawback of the original design is the fact that access from the bathhouse exits directly to the pool deck at the deepest area of the pool. From a safety and operations perspective, this orientation is inappropriate and a real safety concern for parents with young non-swimming children or toddlers. Combined with the poor condition of the containment vessel and aging bathhouse structure, providing more conducive circulation patterns for family and leisure-based activities to and from the pool (adjacent parking) and from the support facilities to the actual pool deck is a major focus if the new design solutions.

F. ADJACENT LAND USE and COMMUNITY PRESENCE

As the Weona Park pool has been in service as a concrete vessel since 1926, the community has grown to know the Park as the place to swim. Even before the concrete pool was built by the Borough, a "natural Swimming Hole" was in use at this exact location. The adjacent residential areas have prospered for many years with the Park in its current location and the addition of a new pool and aquatic facility at or near the original location of the pool would not constitute a change in use patterns or occupancy. In fact, the community has voiced its acceptance of more and varied patrons from within Pen Argyl and the neighboring communities. Having a structured parking lot with a direct view of the facility from Park Drive, will encourage new park users without hampering the adjacent neighborhoods and existing park functions. Providing easy parking access to the Park's miniature golf facility would be an added benefit of the new structured parking.

The Park, with its long history of continued use and unique features (the "Carousel" being the crowning jewel), has continued to function even with the closing of the pool in the fall of 2013. The loss of a component of such significance certainly has had a negative impact upon the Park, but community interest in the pool has not diminished over the past seven years. This feasibility study is, in fact, a tribute to the tenacity of the Borough's residents. The development of the new Pen Argyl fire station on the adjacent property to the west of South Main Street has been a positive addition the overall site development process. While not a recreational facility, a dedicated municipal use is not an inappropriate use considering the proximity of safety services to the proposed swimming pool and the Park in general.

In short, no negative impact can be attributed to the development of a new aquatic recreational facility on the proposed site within Weona Park.

G. EXISTING SWIMMING POOL CONTAINMENT VESSELS and RELATED SYSTEMS

The 2006 Weona Park Swimming Pool Feasibility Study provides a complete breakdown of the factors impacting the continued operation of the pool at that time. At the time of our initial on-site observation for the current study, it was obvious that no major improvements to either the pool or the bathhouse were undertaken by the Borough in the intervening years. In fact, the filter room equipment was the same components that we observed and commented upon in the 2006 study, only now in a decommissioned state. Please refer to the 2006 evaluation for the complete assessment of the pool operations and deficiencies.

In 2019, six years after the Borough's closing of the facility, the concrete containment vessel has continued to degrade to the point where *renovation is not an option*. The water-tight integrity of the shell is compromised, and the concrete material has far exceeded its useful life and is no longer a candidate for restoration. The following photographs taken in 2019 at the inception of the current study, clearly shows the pool vessel exhibiting open control joints, decayed sealants, significant structural cracks in vertical

Main pool floor structure

Decayed deep end and apparent water table

Deep water adjacent to bathhouse entry

Control joint failure and multiple joints in decay

Non-compliant demising wall at Main & Tot Pool

Tot Pool decay with inadequate deck area

Non-functional Skimmers

Non-complaint decaying access

compromised pool finishes, decayed skimmer units, and invasive plant materials have taken root in various areas within the pool structure, most notable in the deep end and in the limited drain assemblies. These conditions combine to render the pool vessel unusable in our professional opinion. Complete removal of the concrete structure and existing base material and backfilling and compaction with controlled fill material to bring the base of the pool excavation to surrounding finished grades will be necessary to produce a site suitable for new construction. Restoration of the surrounding area will enhance the Park and support the proposed functions identified in the URDC Master planning document.

Until the time of its closing in November of 2013, this swimming pool has been in continual operation since 1926 when the pool was "lined" with the current concrete structure. Before 1933, the concrete pool was unfiltered and filled by natural sources similar the original "swimming hole". A few notable renovations have occurred including the installation of a filtration and recirculation system along with the construction of WPA vintage bathhouse structure in 1933. No other significant renovations have need noted in the history of the facility. The current Neptune Benson high-rate sand filters installed in 1988 were serviced by If Its Water in early 2000s throughout closing in 2013 with limited upgrades to the sanitation system, a new chemical control system and miscellaneous piping upgrades. The carbon steel vertical cell filters, the schedule 80 PVC piping, and single lever backwash linkage clearly date the system to that time. No other major improvements have been noted except of the addition of the Strantrol water chemistry controllers (out of date and no longer available in the marketplace) and the inclusion of vacuum safety switches on the main drain suction lines to respond the ANSI/NSPS-1-2003 Standard for Public Swimming Pools; ANSI/APSC/ICC 7-2013 Standard for Suction Entrapment Avoidance in Swimming pools, Wading Pools & Spas.

Prior to these improvements, sanitation of the pool water in many municipal facilities, including Pen Argyl, was achieved with the use of elemental gas chlorination. Low first cost and aggressive sanitation was the primary reason for utilizing gas, but it came with several drawbacks; the highly acidic nature (low pH) of the gas chlorine (concentrated hypochlorous acid) required large quantities of pH buffering

agents to raise the pH of the pool water to a safe operational conditions (a pH of 7.4 to 7.6). Also, highly toxic gas leaks were commonplace, and for the safety of staff, the recommendation was made during the original feasibility study for the removal of elemental gas chlorine (CL_2) to be replaced with liquid chlorine in the form of Sodium Hypochlorite (NaOCl). If Its Water, of Downingtown, PA was to oversee this transition to the safer and more easily handled materials for the Borough around 2005/2006. However, this transition was never performed, and elemental gas chlorine was in use until the time of the pool closing in 2013.

H. NEW AQUATIC FACILITIES DESIGN CRITERIA (On Existing Site)

The development of a new aquatic recreational facility must respond the specific wants and need of the community to be served. Without question, there is a highly vocal and enthusiastic segment of the Pen Argyl community supporting the restoration of swimming to Weona Park. The following design concepts have been developed based upon the most desired elements as defined through the need's assessment data collection process conducted in in this study. However, the realities of current construction costs, the impact of State Prevailing Wage laws, and the unprecedented impact of Covid-19 on the general and construction economies requires the careful and thoughtful approach to the economic realities of operating a swimming pool or aquatic facility.

I. SERVICE AREA and USER DEMAND (Demand Analysis)

Defining a viable service area to determine the overall Project scope and scale was the Planning and Design team's first task. In most cases, the current population base of the Pen Argyl community, 3,568 residents, would be deemed to be insufficient to support a substantial capital investment in a new swimming facility without the prospect of recovering sufficient revenues through operation to cover operating expenses and some debt service. The planning team has identified two of Pen Argyl's adjacent municipalities as target markets for the new facility. The Borough of Wind Gap with a current population of 2,720 residents, and Plainfield Township with 6,142 residents combine to create a Prime Service Area of 12,430 residents. While this represents the area of what is most likely to be potential regular users, this assumption does not anticipate any financial commitment from either of these two outlying municipalities. We believe Pen Argyl will assume the liability for the costs associated with the new aquatic facility development.

One issue to note is the Lehigh County Planning Commission anticipated growth for the Prime Service Area for the year 2040 expands to 17,089 residents: Pen Argyl-4,453 residents, Wind Gap-3,612 residents and Plainfield Township-9,024 residents. These assumptions are largely attributable to migration from the larger surrounding communities such as Allentown, Bethlehem, and Easton. This data has been the source of some controversy, and decisions based upon these projections should be used with caution.

Determining length of season, finding adequately skilled staff, selecting the most cost-effective solutions while still meeting the ever changing and more restrictive building codes were also all considerations when attempting to "right size" the Project. Prior to the early 1980s, the National Recreation and Parks Association there should be a minimum of one pool for every 20,000 residents. At that time, the minimum size of the standardized community pool equated to approximately 3,400 SF (a six lane 25-yard pool) plus a small wading pool. Over the years the NRPA has advanced new facility sizing guidelines that are viewed to be more responsive to actual user practices. The key factors for establishing projected user demand and a recommended water surface area are as follows:

1. **FREQUENCY OF USE:**
   - Frequent User: 30 times/season (avg.)
   - Regular User: 10 to 15 times/season (min./max.)
   - Occasional User: 3-4 times/season (min./max.)
2. **LEVELS OF USE:** Minimum use/Probable use/Optimum use/Maximum use
   - Frequent Users: **1.5%** to 5% of the population
   - Regular Users: **5%** to 10% of the population
   - Occasional Users: **5%** to 15% of the population
3. **AVERAGE DAILY ATTENDANCE:** (assumes a 90-day season)

Prime service area:	12,430 Residents	Total Users (low end)
Frequent Users:	**187** to 622 patrons	**5,610** patrons/year
Regular Users:	**622** to 1,243 patrons	**9,330** patrons/year
Occasional Users:	**622** to 1,865 patrons	**2,488** patrons/year
Total Users (low):		**17,428** patrons/year
Average daily attendance (low):		**194 patrons/day**
Frequent Users:	187 to **622** patrons	**18,660** patrons/year
Regular Users:	622 to **1,243** patrons	**18,645** patrons/year
Occasional Users:	622 to **1,865** patrons	**7,460** patrons/year
Total Users (high):		**44,765** patrons/year
Average daily attendance (high):		**497 patrons/day**

The actual number of individuals in the pool varies throughout the day. Most standards assume the number of individuals within the pool at any given time represents 25% to 30% of the total attendees. Using this assumption, if full attendance is achieved (500 patrons) the actual number of swimmers in the pool would range between 125 and 150 bathers. The Commonwealth of Pennsylvania now recognizes the 2015 International Swimming Pool and Spa Code (2015 ISPSC) and the 2015 International Building Code as the governing codes for the design and construction of new aquatic facilities and all supporting buildings associated with the Project. These are the standards to which all subsequent design concepts and recommendations have adhered.

For the purposes of this study and the selected design option, table 403.1 of the 2015 ISPSC dictates that pools with a deck are at least equal to the water surface are must use 12 SF/user to establish occupancy levels. With a water surface area for the main pool of 3,354 square feet (based upon the final design option) the main pool occupancy is 280 patrons plus an additional 104 patrons for the water spray ground, totaling 384 patrons. The additional dry deck area of the water spray ground would allow for an additional 141 patrons bringing the maximum number of daily users to approximately **495 patrons**, nearly identical to the recommended usage demand identified above. The NRPA use factor projections are consistent the various designs presented to the Borough's study committee for consideration.

The key features for design consideration relate to leisure activities and fitness. Competitive swimming was not a factor in the need's assessment process. Requests for lap swimming and exercise were a requested feature, but no consideration for the traditional 25-yard or 25-meter lap pool was noted. The community clearly indicated that in-pool fun and leisure-based features such as a water slide, tumble bucket, a zero-depth/beach access entry, a lazy river, and in-pool shade and seating were the types of amenities desired for the new facility. In addition, a non-standing water spray ground feature was requested as a desired amenity which could also be accessed after pool hours of operation have ceased for the day.

The design team has also identified the potential development of a seasonal ice rink that could extend the overall use of the facility well beyond the typical 90 to 100-day summer season. The development of a combination water spray ground/ice rink has been developed and successfully promoted by Custom Ice, Inc., of Burlington, Ontario, Canada. Other manufactures are capable of this type of structure, but the suggested firm has the greatest level of expertise in the design and installation of this specific feature. By incorporating a chiller system below the water play-ground surface, an area of ice can be prepared for winter use with the added benefit of additional income generation. The incorporation of an ice sheet can provide Weona Park and additional three to four months of programmed activities at the Park. A positive aspect of this element of the development is that phasing can be proposed to enable the initial development to stabilize financially before an additional cost is incurred by the Park and Borough. As existing restrooms on the site can be utilized for the patrons, only a small filter building for the water spray ground and a warming hut/pavilion have been proposed for the possible expanded winter activity.

J. COVID -19 and SAFE SPORTS

The CDC has indicated that swimming pools with both primary and secondary sanitation systems are some of the safest environments currently available to the public. Accordingly, the conceptual estimates do include both low pressure Ultraviolet (UV) light treatment and the Clear Comfort Hydroxyl-radical secondary sanitation treatment to supplement traditional chlorinated swimming pool sanitation. As the site has sufficient waste-water capacity for the original swimming pool with a calculated volume of the of 860,000 gallons of filtered water, the new pool can be aggressively filtered down to a 4 hour (or less) turnover rate without concern for overtasking the Borough's sewage treatment facilities. Aggressive filtration rates combined with through sanitation and properly balanced pool water will produce an environment that can be as safe as possible for the patrons of the pool. As there is much we do not know at this point about the virus, installing equipment and systems that have been tested and verified to be effective in virus control is a sound decision for any current or future operators of a swimming pool facilities, both indoor and outdoor.

Bathhouse ventilation and air quality can also be improved with the addition of a powered ventilation system incorporating Cold Plasma Bi-polar Ionization and UV in the supply air system. Cold Plasma Bi-polar Ionization bombards conditioned (treated) air with massive amounts of positive and negative ions, which in their natural state, kill virus, molds, bacteria, and other airborne pathogens rendering "clean" the treated air and all vertical and horizontal surfaces which come into contact with the ion charged air. Systems produce by Global Plasma Solutions (www.globalplasmasolutions.com) have been independently tested and Covid-19 is one of the virus strains for which this system has been tested. All indications point to positive results for the effectiveness of this product on controlling the spread of virus in buildings treated with this system.

In building design, providing more space for "social distancing" comes at a cost. Simply adding more square footage is not a realistic solution for dealing with the temporal restrictions associated with the current pandemic. This will ultimately be controlled and mitigated over time, and designing bigger buildings is not the answer; smart *design is*. Providing the opportunity for large quantities of natural ventilation and light, particularly in damp and wet spaces such as bathhouses and shower rooms, selecting building materials that do not promote the growth of molds, bacteria, and other organic pathogens, and promoting the positive flow of water (from the cleaning process, showering, wet suits,

and wet kids) to waste should be in the forefront of any bathhouse design. Ample circulation, individualized showers and visually screened dressing areas are simple solutions that can be incorporated into most building programs. A building that is readily cleanable and easy to maintain should be the goal of any new construction.

Recent changes in how dressing and private areas of swimming pools have been brought about by USA Swimming's SafeSport initiative. The problems associated with inappropriate contact and interactions between coaches and swimmers was the source for these far-reaching changes in thinking regarding dressing and locker room design. While primarily related to the competitive sports arena, designing spaces in municipal facilities that encourage parent and child interactions and promote a safe area for kids to transition from street clothes to swimwear is mandatory. Sight lines and privacy issues have been largely responsible for the elimination of the gang shower in most if not all new school sports facilities.

The use of family changing rooms in conjunction with individualized shower stalls and dressing spaces directly adjacent to each shower can provide a simple and direct means for greater privacy within the traditional dressing room. Proximity of administrative staff areas to the main dressing areas with ample auditory control and direct access in the event of an unforeseen event can also enhance the user acceptance and appreciation of the facility design. The number one complaint of most pool users (*especially mothers*) is the condition and cleanliness of the restroom, showers, and dressing facilities in the bathhouse.

By carefully addressing the design of the support spaces at the new Weona Park swimming facility, a positive experience can be provided for all patrons. This is an important consideration if the new facility is going to attract and maintain as many patrons as possible from the Pen Argyl community and the surrounding municipalities in their target market. ***If a culture of fun and positive family and friend time can be created, the new Pen Argyl Weona Park Swimming Pool can be a grand success.***

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VIII. GREEN DESIGN / Sustainable Design Issues

A. RENEWABLE ENERGY SOURCES

With trends in construction focusing on sustainable design and "Green" technologies, innovative design and creative use of materials are commonplace aspects of new construction. However, swimming pools and aquatic facilities are not known within the industry for energy efficiencies, as the requirements for moving large quantities of water continuously throughout the operating season is not analogous to energy efficient operation. However, utilizing technologies such as Variable Frequency Drives (VFDs) to control pump operation and multiple cell high efficiency condensing boilers can enable municipalities to take advantage of favorable energy rates by programming when to operate filters at maximum capacity and control the amount of heat energy wasted to the environment.

The traditional "green" energy sources most cited, solar, wind, geothermal, and passive planting and screening do not offer the seasonal aquatic facility many economical options for consideration. Solar heating of domestic water has not proven effective in the Pennsylvania geographic region. The extensive number of solar arrays and need to heat and store large quantities of water simply is not a cost-effective technology for many small to medium sized communities. The use of high efficiency natural gas fired condensing boilers, if properly sized and designed, can provide efficient use of local natural resources.

The project site, nestled against a mountain range running east to west to the north of the site, is not a suitable location for wind power as a constant and sufficient flow of breezes to power turbines is not available. The extensive tree canopy at the Weona Park property simply does not present a good candidate for this technology. Geothermal, while a reasonable candidate for larger projects, the costs associated with these systems including drilling, interconnecting piping, extensive areas of disturbance for the well fields, heat pump arrays, etc. do not offer a cost effective alternative for water heating when considering the low cost and clean burning properties of natural gas.

B. SUSTAINABLE DESIGN PRACTICES

Unheated, unconditioned bathhouse structures are excellent candidates for natural ventilation and daylighting. Using tried and true design techniques for developing natural flows of air throughout this building type can be a highly effective means to provide bather comfort. Of course, building codes must be met, but using roof monitors, clerestory glazing, installing screened operable sash mounted high enough to maintain privacy in the dressing areas can all be effective in providing sufficient ventilation and daylighting within the building for operation during daylight hours. Using photocell controls can effectively limit the use of artificial lighting. If night swimming is to be programmed, normal lighting design will be required.

The feasibility study format does not provide sufficient building information for an effective discussion of carbon footprints, or cost comparisons of competing materials or energy audits as a fully developed building design has not generated. The study in not an architectural design commission therefore, the discussions herein are limited specifically to building materials that would be considered appropriate for consideration in any future aquatic facility development.

C. SUITABLE RENEWABLE MATERIALS

Renewal resources for main structural supports for roof assemblies such as engineered wood products, including glue-lam beams, engineered trusses, TJIs, and other similar products are renewable building component that fare well in the bathhouse environment. The visual warmth and aesthetic impact on the patron can have a profound effect upon the way on which one uses a building or facility. When considering masonry materials, integral color block or concrete masonry units sourced for a local supplier, can have positive impact upon the carbon footprint and is an excellent choice to limit ongoing maintenance expense. Eliminating painting and upkeep of exterior finishes also reduces the annual labor and maintenance costs related to the overall aquatic facility. The architectural design team must consider any Owner requested sustainable technologies and evaluate the economic benefit to the project and community. Balancing wants and needs against the economic reality of current construction costs, especially considering the impact of Covid-19 on the manufacturing industry and the distribution supply chain throughout the United States, must be a part of any future design exercise. Balancing the cost benefit of "Green" design against convention construction techniques along with the reality of available funding is a challenge for all within the design community.

D. SUSTAINABLE DESIGN BENEFITS

Being good stewards of the built-environment is a task designers and municipalities must address, but understanding the impact of specifying materials that are eco-friendly at the expense of the community's ability to develop, fund, and effectively operate a prosperous aquatic facility must be balanced and fully vetted in the actual design phase of any future project. Providing appropriate pool systems with consideration given to economical operation and sufficient quality to produce long life cycles is of critical importance in any aquatic development. Making smart decisions and blending construction technologies, both new and old, can produce outstanding results that are affordable to construct and operate.

IX. LAYOUT and DESIGN (Proposed New Facilities / Concepts and Selected Option)

A. DESIGN OPTIONS

The design process is colored by many competing demands and harsh economic realities. The current population and the ensuing tax base of the Borough of Pen Argyl has a limit on the amount of Capital Development the municipality can incur. Tax increases, while generally unpopular in today's COVID impacted economy, is one source of funding for capital improvement projects. The identification of outside funding sources in the form of Federal and State funded grants, corporate and private donations, and local fund-raising campaigns all play an important role in insuring that sufficient capital is available to initiate the design and construction process.

With ever increasing manufacturing and construction costs, finding the correct blend of size, scope, and standard of quality is the charge of the design firm. Being respectful of the economic reality of a small community must be at the forefront of the design solutions offered in any study. Bring realistic is as important as is being creative and innovative. We believe the following solutions reflect that blend of design creativity and economic restraint.

1. **Option One** presents a pool with distinct functional and programmable areas within a single body of water featuring the following items identified through the citizen's survey process:
    - Beach access shallow water play zone with interactive water features
    - Adult in-pool relaxation area with integral benches incorporating hydro-jets and perimeter shade structures
    - 3-lane lap swimming area for exercise, teaching and fitness classes
    - Flume style water slide and splash-down zone
    - Adjacent non-standing water spray ground and winter use ice rink
    - The interactive water spray features can be programmed for after pool closure use.
    - Appropriately sized bathhouse with entry control, integral office with first-aid area, staff room, mechanical space, pool filter/equipment room, and concession area serving both the pool and general park area.

The bathhouse construction is intended to utilize salvaged stone from the 1933 bathhouse structure to provide a link to the past by providing a unique design feature. The roof structure will pay homage to the framing style of the adjacent pavilion creating a greater sense of visual unity throughout the Park. These design features are common to all three pool options while the configuration many vary.

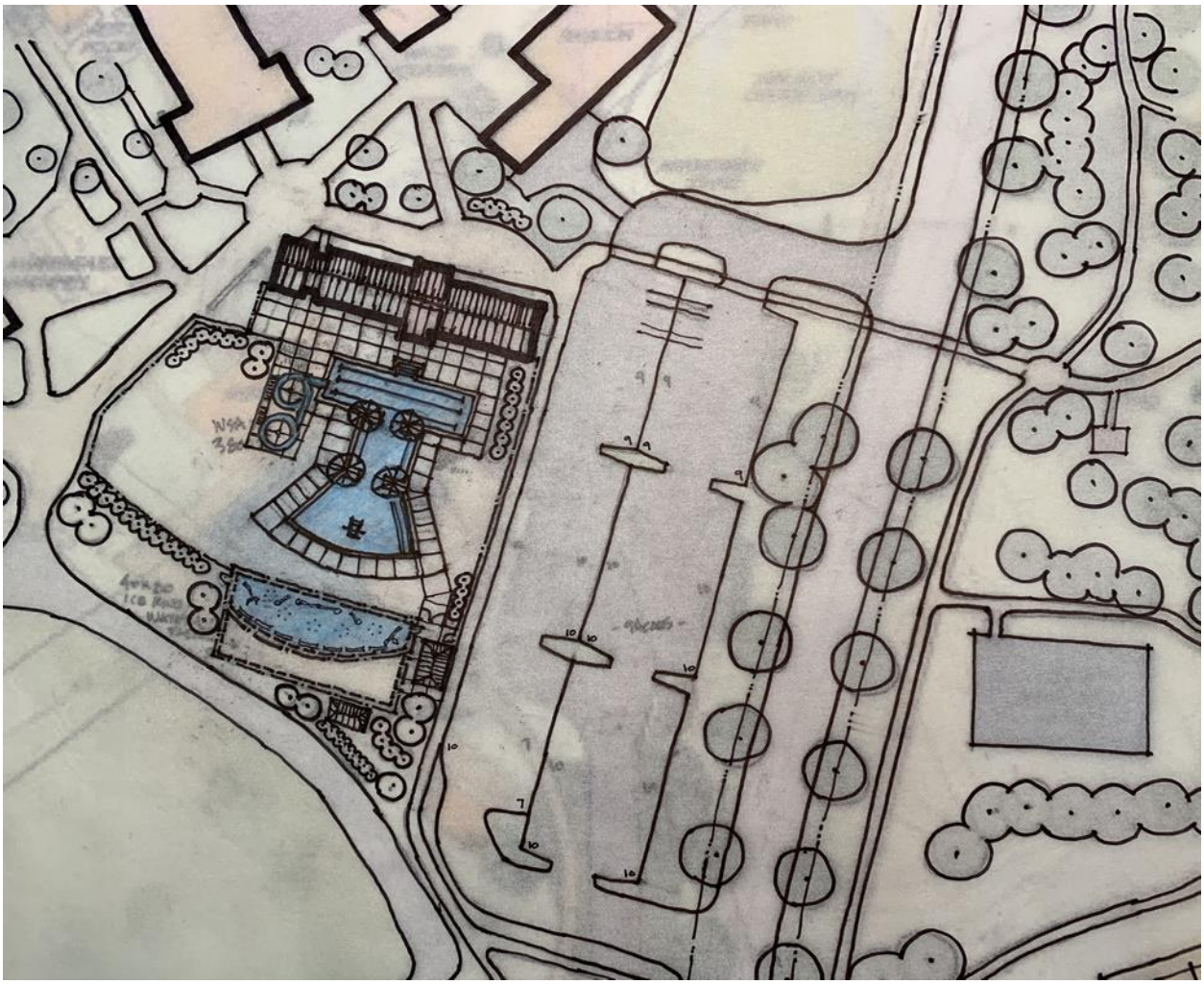
2. **Option Two** also presents of pool with distinct functional and programmable areas within a single body of water featuring the items also identified through the citizen's survey process.
    - Pool design provides lager footprint and a more inward focus with bathhouse screening view from Park Drive
    - Beach access shallow water play zone with interactive water feature
    - Large in-pool relaxation area with integral benches incorporating hydro-jets, teaching also suitable in this area
    - 2-lane lap swimming area for exercise, teaching and fitness classes
    - Flume style water slide and splash-down zone

- Adjacent non-standing water spray ground and winter use ice rink
- The interactive water spray features can be programmed for after pool closure use.

3. **Option Three** presents a pool with a totally different approach to functional and programming areas. As the desire for a pool featuring a Lazy River function ranked highly in the need's assessment survey, this concept responds to this request. In addition, the Carousel featured in the Park provided a geometry to be explored from a design perspective. Full ADA accessibility for the Pool was achieved.

   - Pool design provides geometric shape that allows for a perimeter current channels and an ADA access ram that conforms to the pool radius.
   - Walk-in stair access to a shallow water play zone with integral shade structures.
   - In-pool relaxation areas with integral benches incorporating hydro-jets flanking walk-in stairs at the pool entry
   - No lap swimming area for exercise provided, but the current channel provides the opportunity for water-walking against the current within the lazy river creating programming and scheduling options for greater use/
   - In pool teaching and exercise area can be programmed in the main pool area
   - Adequate room for the addition of the non-standing water spray ground and winter use ice rink as a Phased Development option.

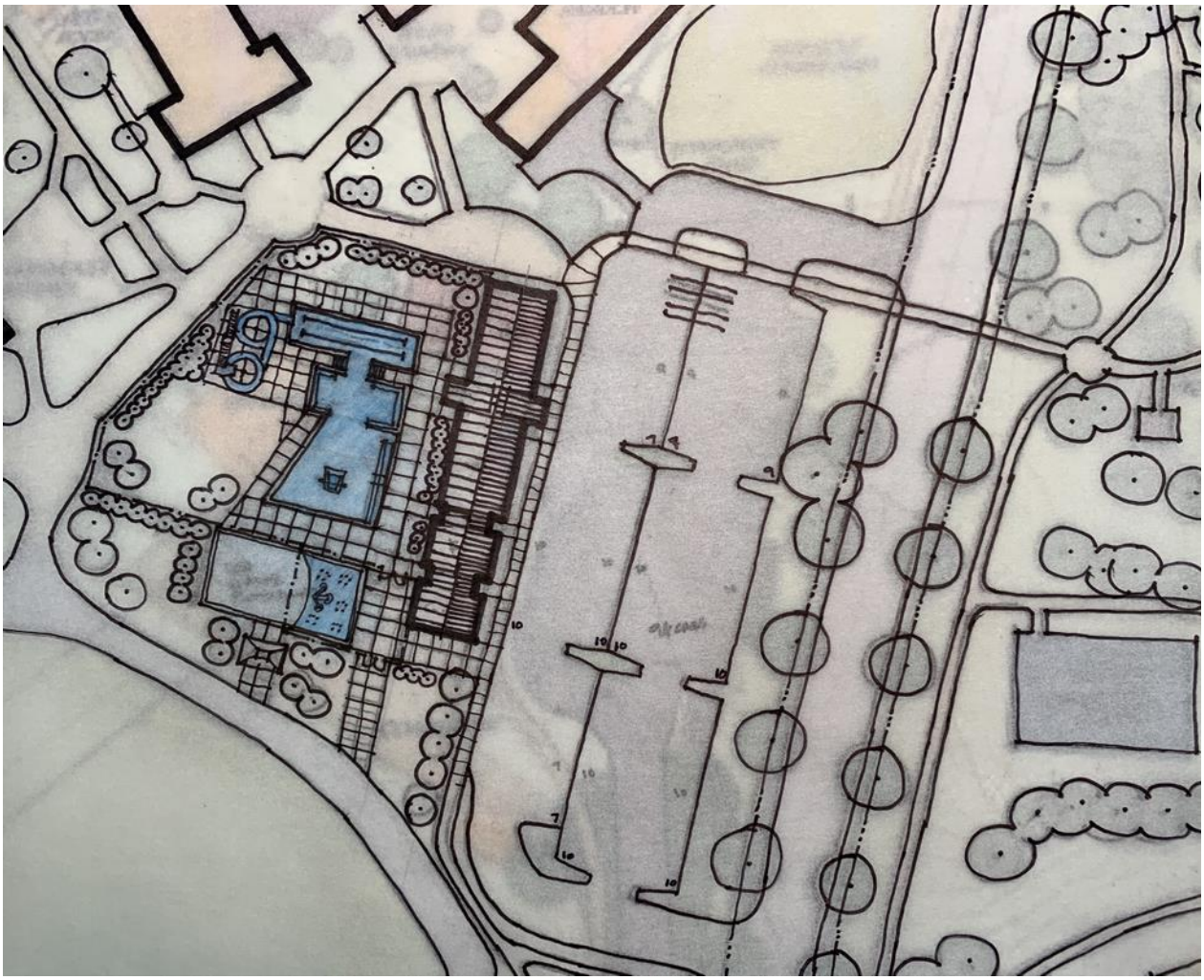
Option One: ***Study Committee Selected Option***



Conceptual Order of Magnitude Construction Costs Option One: (Pool & Spray Park pricing indicated)

FUNCTION	**Area/Volume**	**Cost/SF/Unit:**	**Allowance:**	**Total Cost:**
New Leisure Pool	3800 SF	$ 285.00	$ -	$ 1,083,000.00
New Bathhouse, Filter Room, & Concessions	3900 SF	$ 310.00	$ -	$ 1,209,000.00
New Parking lot	80 spaces	$ 1,500.00	$ -	$ 120,000.00
Site work and Landscaping	7-1/2%	$ 2,412,000.00	$ -	$ 180,900.00
Contingency	15%	$ 2,592,900.00	$ -	$ 388,935.00
Soft Costs (Architecture, Engineering & Legal)	10%	$ 2,981,835.00	$ -	$ 289,184.00
Total Order of Magnitude Costs for Option One				**$ 3,280,019.00**
Optional features for consideration (includes contingency and soft costs)				
Waterslide	1		$ 150,000.00	$ 187,500.00
Tumble Bucket	1		$ 80,500.00	$ 100,625.00
Subtotal Pool Features				**$ 288,125.00**
40 x 80 Ice Rink Water Playground	3200		$ 267,500.00	$ 334,375.00
Site Lighting	6	$ 3,200.00	$ 19,200.00	$ 24,000.00
Custom color	3200	$ 0.75	$ 2,400.00	$ 3,000.00
Line kits	1	$ 300.00	$ 300.00	$ 375.00
Goals	2	$ 700.00	$ 1,400.00	$ 1,750.00
Goal crease	2	$ 410.00	$ 820.00	$ 1,025.00
Winter Ice shed w/ fire pit	320	$ 250.00	$ 80,000.00	$ 100,000.00
Filter building water playground	200	$ 225.00	$ 45,000.00	$ 56,250.00
Subtotal Rink Elements				**$ 808,900.00**
Total Order of Magnitude Costs for Option One w/ all options				**$ 4,088,919.00**

Option Two: (Pricing with & without phased Spray Park development indicated)

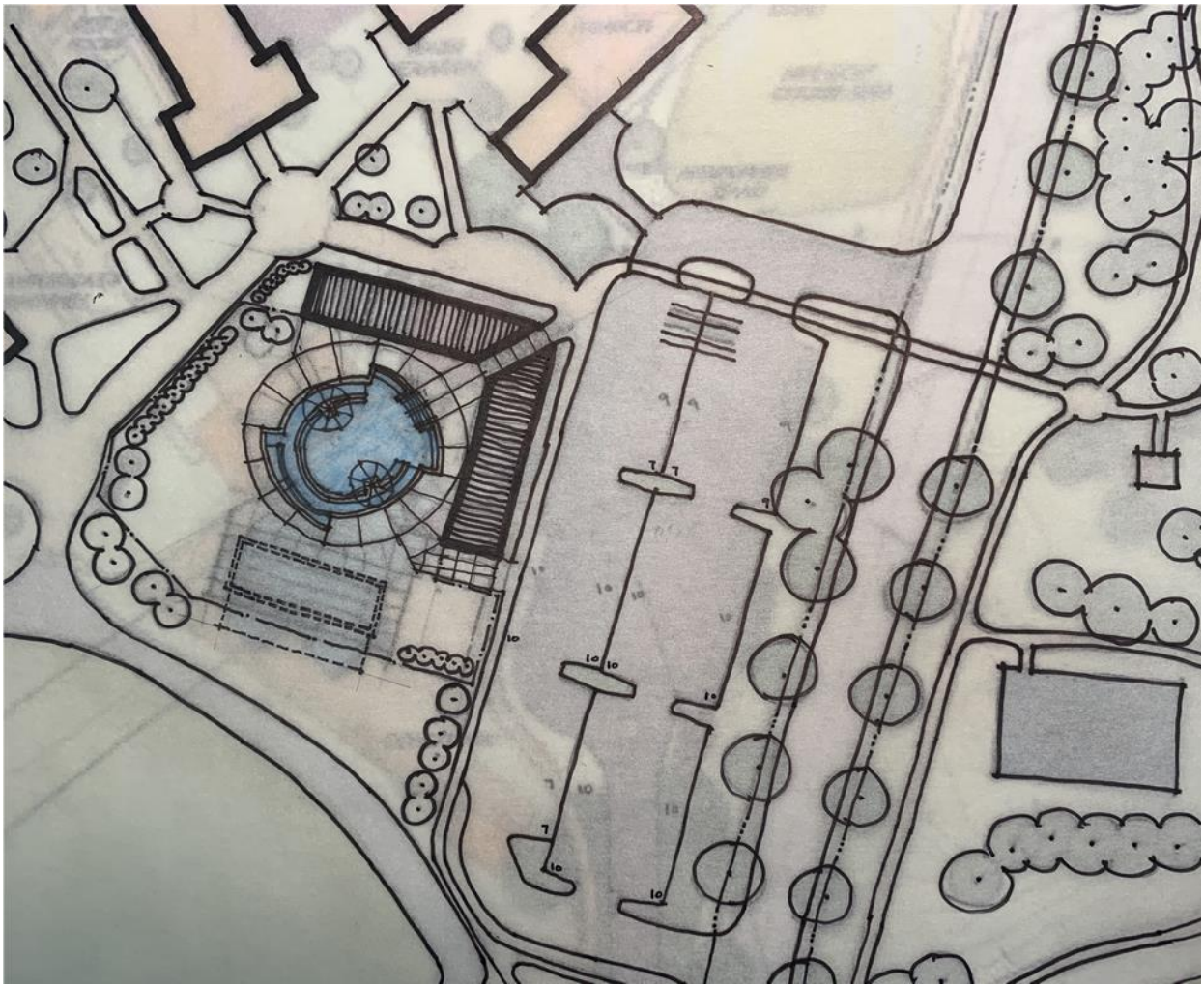


Conceptual Order of Magnitude Construction Costs Option Two (Pool and Spray park)**:**

FUNCTION	Area/Volume	Cost/SF/Unit:	Allowance:	Total Cost:
New Leisure Pool	4085 SF	$ 295.00	$ -	$ 1,083,000.00
New Lap Pool - 2 lane 14'x68'	982 SF	$ 285.00	$ -	$ 271,320.00
New Bathhouse, Filter Room, & Concessions	4200 SF	$ 310.00	$ -	$ 1,302,000.00
New Parking lot	85 spaces	$ 1,500.00	$ -	$ 127,500.00
Site work and Landscaping	7-1/2%	$ 2,905,895.00	$ -	$ 217,942.00
Contingency	15%	$ 3,123,837.00	$ -	$ 388,935.00
Soft Costs (Architecture, Engineering & Legal)	10%	$ 3,592,413.00	$ -	$ 359,241.00
Total Order of Magnitude Costs for Option One				**$ 3,951,654.00**
Optional features for consideration (includes contingency and soft costs)				
Waterslide	1		$ 150,000.00	$ 187,500.00
Tumble Bucket	1		$ 80,500.00	$ 100,625.00
Subtotal Pool Features				**$ 288,125.00**
Total Order of Magnitude Costs for Option Two w/ all pool options				**$ 4,239,779.00**
Subtotal all Rink Elements				$ 808,900.00
Total Order of Magnitude Costs for Option Two w/ all pool & rink options				**$ 5,138,679.00**

(Excluding site demolition costs)

Option Three: (Lazy River "Caurosel" concept)

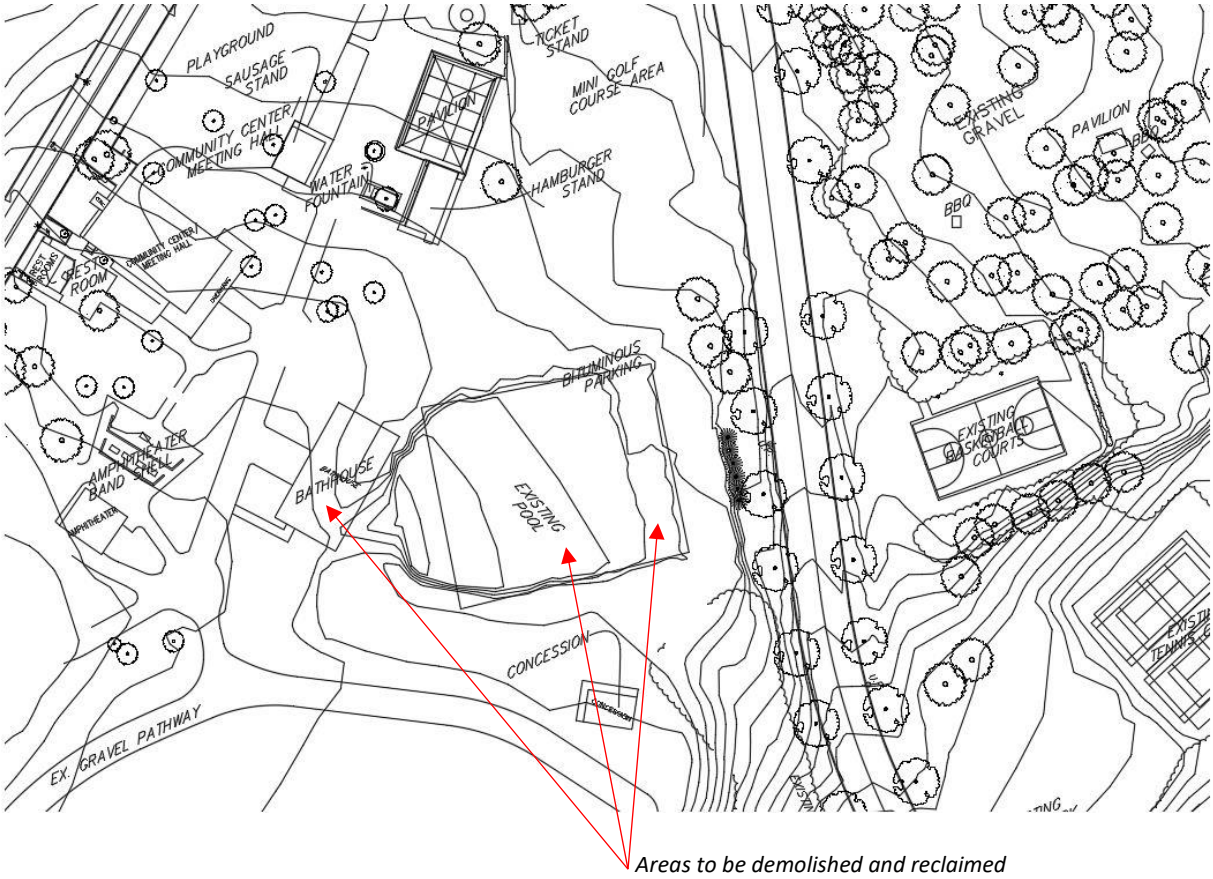


Conceptual Order of Magnitude Construction Costs Option Three: (Pool & Spray Park/Rink pricing indicated)

FUNCTION	Area/Volume	Cost/SF/Unit:	Allowance:	Total Cost:
New Leisure Pool	4085 SF	$ 295.00	$ -	$ 1,205,075.00
New Bathhouse, Filter Room, and Concessions	3850 SF	$ 310.00	$ -	$ 1,193,500.00
New Parking lot	85 spaces	$ 1,500.00	$ -	$ 127,500.00
Site work and Landscaping	7-1/2%	$2,526,075.00	$ -	$ 189,456.00
Contingency	15%	$2,715,531.00	$ -	$ 407,330.00
Soft Costs (Architecture, Engineering & Legal)	10%	$3,122,860.00	$ -	$ 312,286.00
Total Order of Magnitude Costs for Option Three				**$ 3,435,146.00**
Optional features for consideration (includes contingency and soft costs)				
Subtotal all Rink Elements				**$ 808,900.00**
Total Order of Magnitude Costs for Option Two w/ all options				**$ 4,244,046.00**

Costs inclusive of ice rink and water spray ground – possible phased development

Site Reclamation and initial Developmental Costs:



Existing Bathhouse and Swimming Pool Demolition

The removal and stabilization of the existing swimming pool and bathhouse site can be accomplished at any time by the Borough. A State funded grant application will most likely be a potential source of the funding strategy. However, expending funds that may not qualify for grant reimbursement must be considered. The open pool with its vertical wall in the deep end presents a safety concern in the event of an unauthorized individual trespassing within the pool area. The possibility of having a local contractor donate time and/or material to remove the pool and bathhouse structure should be explored. Taking this first step could be the catalyst to ignite local interest and excitement for the development of the new pool complex. The current relationship the Borough enjoys with URDC, the author of the Weona Park Master Sirte Development Plan, could enable the Municipality to develop proper demolition and site reclamation documents for bidding or securing in-kind services.

Weona Park: New Pool Options - Order of Magnitude Site Development Costs (pre-construction)

FUNCTION	Area/Volume	Cost/SF/Unit:	Allowance:	Total Cost:
Existing Bathhouse Demolition	3,780 SF	$10.50	$ -	$ 39,700.00
Existing Pool and Tot Pool Floor Demolition	21,650 SF	$2.10	$ -	$ 45,500.00
Existing Pool and Tot Pool Wall Demolition	5,500 SF	$2.00	$ -	$ 11,000.00
Site Restoration (loose cubic yards)*	5,600 CY	$14.50	$ -	$ 81,200.00
Contingency		$177,400.00		$ 26,600.00
Soft Costs (Architecture, Engineering and Legal)		$204,000.00		$ 20,400.00
Total Projected Order of Magnitude Costs for Site Development				**$ 224,400.00**

*Assumes 10-mile haul cycle, 30 MHP, structural compaction

Option One - Design Refinements and Detailed Design Analysis:

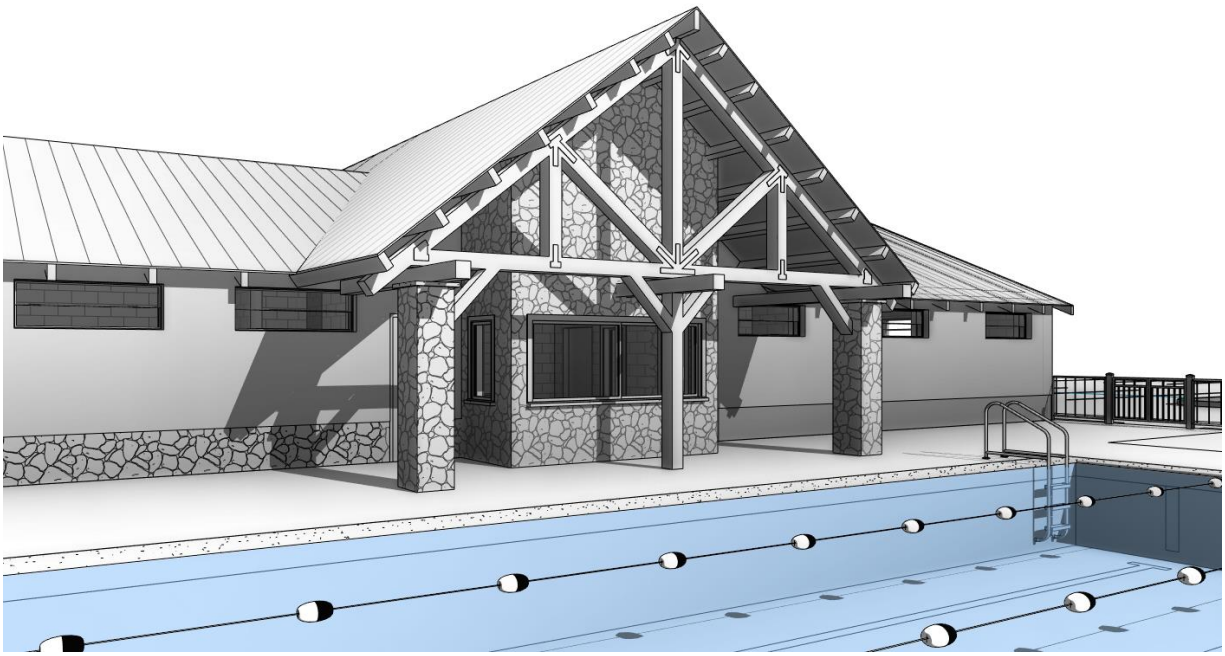
Upon presenting the three individual design concepts for the Study Committee's review, the pros and cons and merits of each soultion were discussed and thoroughly reviewed. The combination of size, features, and site orientation were deemed by the committee to be most responsive the Community desires as identifreid in the need's assessment survey. The intial concept was selected for refinement and an expanded evaluation. The overall budget figures for each option were also reviewed and the desire to limit the oveall project cost to the approximate range of four million dollars was a signigiant factor in the Committee's decision.

The following key elements and components have been refined through the conceptual design process. As noted, the 2015 IBC and the 2015 ISPSC we consulted and the design as presented, is consistent with the dictates for these codes. It should be noted that a conceptual design process does not constitute a thorough and complete schematic design normally associated with an architectural commission, but the comprehensive expertise and understanding of the Aquatics industry that **WALLOVER ARCHITECTS'** commands, gives weight to the recommnedation proposed herein. The design process has carefully followed the data collected through the research performed in developing this study, and responds directly to community desires as we understand them.

Key Facility Components:

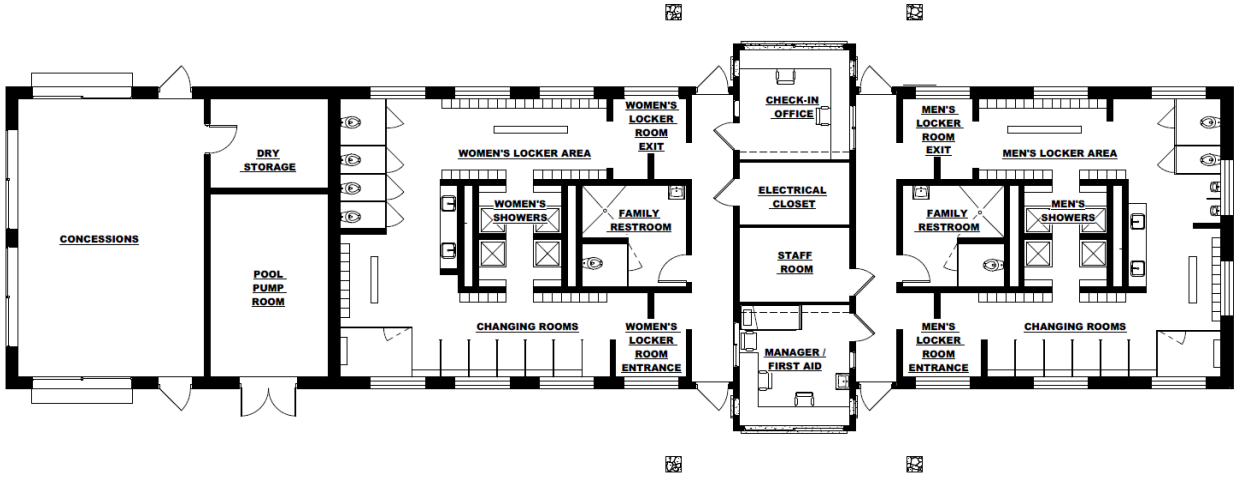
- **Leisure Pool Area:** **3,354** **Square Feet**
- **Leisure Pool Perimeter:** **343.25** **Linear Feet**
- **Bathhouse Structure Area:** **4,072** **Square Feet**
- **Paved Pool Deck Area:** **5, 604** **Square Feet**
- **Splash Pad Area:** **1,250** **Square Feet**
- **Seasonal Ice Rink:** **2,938** **Square Feet** (includes Water Splash Pad area)
- **Seasonal Rink Perimeter:** **180** **Linear Feet**
- **Paved Spray Ground Area:** **1342** **Square Feet**
- **Leisure Pool Patrons:** **280** **Patrons**
- **Spray Pad Patons:** **104** **Patrons**
- **Spray Pad Sun Deck Patrons:** **141** **Patrons**
- **Warmng Hut Area:** **320** **Square Feet**
- **Spray Pad Filter Building Area:** **200** **Square Feet**
- **Parking:** **84** **Cars**
- **Total Area of Site Development:** **85,153** **Square Feet/1.955 Acres**

The architecture of the various existing Weona Park structures provides a template for defining the form and visual appearance of the buildings associated with the new Pen Argyl aquatic center. The prominence of the roof framing of the adjacent pavilion stucture, and the potential reuse of some of the stone rubble façade from the original bathhouse can combine to create a strong sense of entry for the new bathhouse structure. By combining these details and providing a similar roofing system, a strong sense of visual unity throughout the Park can be achieved while providing an identifiable visual queue for patrons entering the site from the new parking area or other access points around the Park.

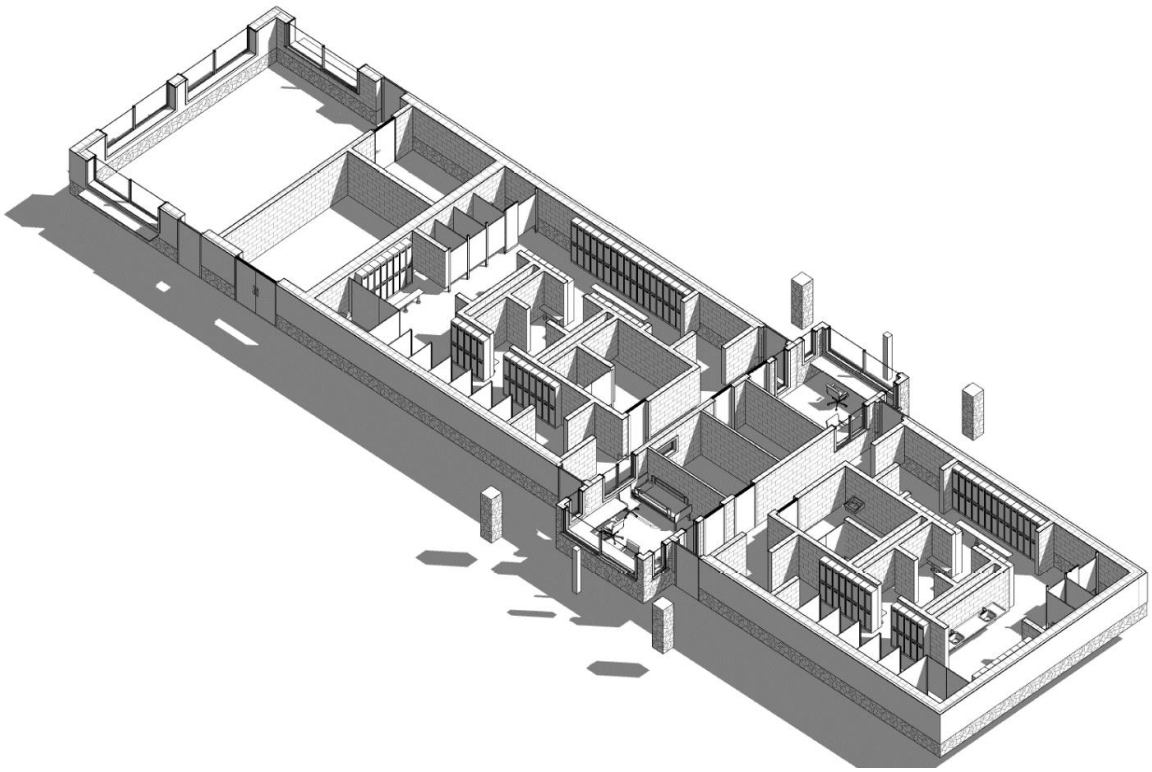


Perspective view of Bathhouse pool entry from pool deck

The new bathouse incorporates the latest thinking regarding family changing faclities and privacy in the actual shower and dressing areas within the men's and women's locker rooms. A center core of reception/control, a staff break room, mechanical and electical equipment, and the Manager's first-aide office is flanked by circulation corridors family changing rooms (one each for fathers and mothers) and complete shower and dressing facilities. Coin operated recycled plastic kit lockers provide ample personal storage space for patrons while providing low maintenance, vandal resistant building components. Integral counter/sink assemblises and recycled plastic toilet and shower partitions follow that dictate for longevity and reduced capital expenditures for upkeep and maintenance. The building will feature painted masonry surfaces, exposed natural wood framing and roof decking, ample ventilation and a combination of natural and artifical LED based lighting. The building will be unheated to respond to the proposed seasonal use and to control annual operating costs.

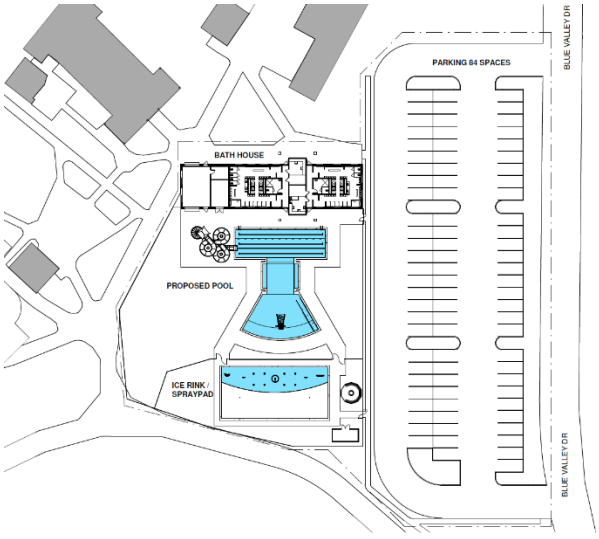


Floor Plan of Bathhouse and Support Spaces (NTS)



Axonometric view of the building floor plan

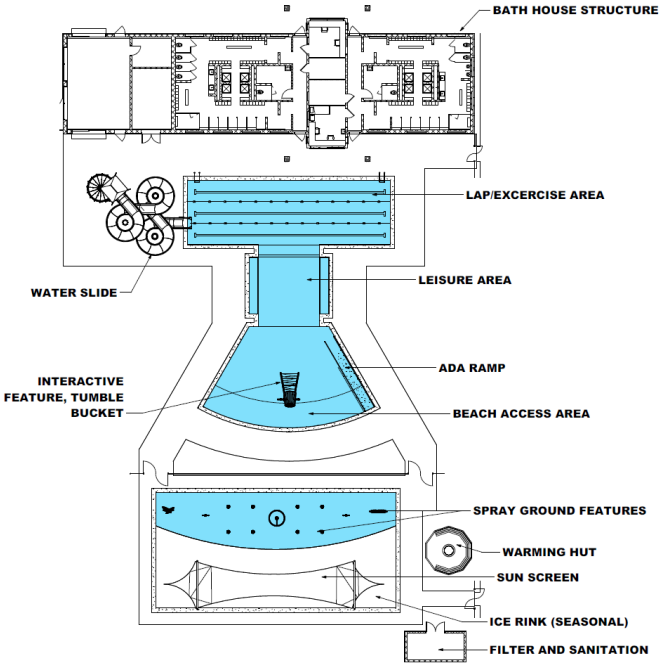
The new swimming pool is anticipated to be constructed utilizing pneumatically-placed concrete incorporating a stainless-steel perimeter overflow recirculating gutter system with an enhanced plaster and ceramic tile (accents, racing lanes and targets, and beach entry) interior finish. *(A detailed discussion of these systems was throughly evaluated in the original 2006 feasibility study, and as they are still the standard for commercial swimming pool coststruction, these systems still remain valid for use.)* The potential for the pool to be constructed utilizing a pre-engineered system, such as the Myrtha stainless-steel/vinyl pool should not be overlooked during the subsequent design phase.



Site Plan (nts)

These systems offer reduced maintence and outstanding water qulaity as the lining is an inert material and does not release trace minerals (calcium) into the pool water which requires continual monitoring. In additon, the Myrtha Pool offers a 25-year warranty on the pool structure and two 10-year warranties for watertight intergity provided the pool is properly mainteined and verified by the manufacturer after the first ten-years of operation. Bardford Pools is another manufacturer of engineered swimming pools with the only major difference being the attachment of the lining system. The Myrtha system's lining is intimately bonded to the stainless steel wallpanels whereas the Bradford pool features a loose lining. Similar warranties exsit for both engineered pool

manufactures, while the concrete vessel only carries a one-year from the date of Substantial Completion waranty. However, if properly detailed and reinforced, the concrete vessel can offer a significant operational lifespan, as was evidenced in the original Pen Argyl pool.



The leisure pool featues three distinct zones of use and programming opportunities. The regular-shaped lap lane area allows for exercise swimming at predetermined times. This area of the pool maintans sufficient water depth to be conducive to water aerobics and exercise for individuals of all ages and teaching for adults and older children just learning to swim. And, with a lap line removed, the waterslide can be utilized by all parons for fun and excitement with sufficnet depth at the flume outfall to provide safe use. The water slide element can take many forms and the design process can identiy a desired size and cost solution for an effective and enjoyable feature to attract new patrons from within the PenArgyl community and beyond.

The center section of the pool features in-pool bench seating and sun screening to encourage relaxaction and conversation. The integrated benches will feature hydro-tharapy jets that will enhance the patron experince. In addition, the relatively constant depth in this area can easily be used for teaching the youngest of swimmers as the benches can be used to provide a sense of safety for the new learners.

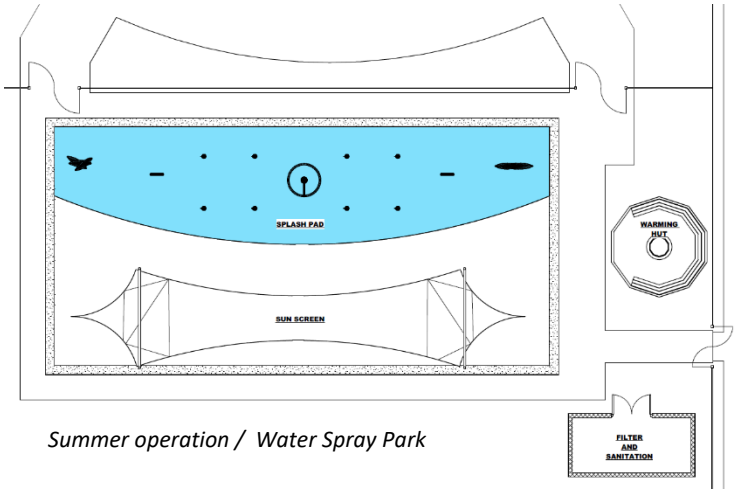
The final section of the pool is the beach access, interactive play feature area. The beach access provides an easily accessible shallow water play zone along with a dedicated ADA compliant access ramp for the entire pool vessel. A timed “tumble bucket” feature will provided kids of all ages with a thoroughly exciting and enjoyable delgue of water. The shallow area also can be supplemented with additional spray features, gutter spray jets, floor pop jets, etc., to encourage playful activities away the deeper water of the lap swimming area. Having the leisure area separation encourages mothers to actively engage their children as they play in the shallow zone and provide a buffer between safe play area and deeper water areas of the pool.

The overall concept is designed to take on a relaxed resort feel rather than the tradidtional retangular lap pool with diving boards, starting blocks and the water slide “after thought”. Each zone is purpose driven and integrated into a unified swimmng facility that responds to the actual functions identified in the study. A facility designed for the family, with ample functional areas to promote active programming for different times of the day to attact a larger audience both from within Pen Argyl and the surrounding communities. The opportunity to spin off patrons to the minature golf concession or the Carousel is an added benefit

Extending the Season

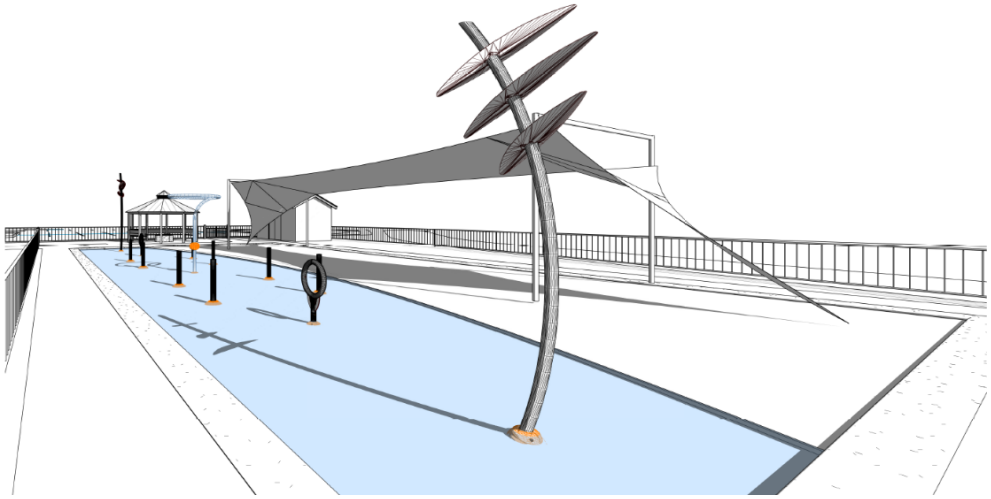
The prospect of income generation beyond a 90 to 100-day summer season for an aquatic center has been an ongoing area of contention for many Pennsylvania municipalities and private swimming pool operators.

Having an interactive non-standing water spray park that is usable beyond the normal swimming season or hours of operation in-season is gaining traction in many communities. The elimination of a certified lifeguard and the associated costs further enhance the desirability of this type of facility.



Summer operation / Water Spray Park

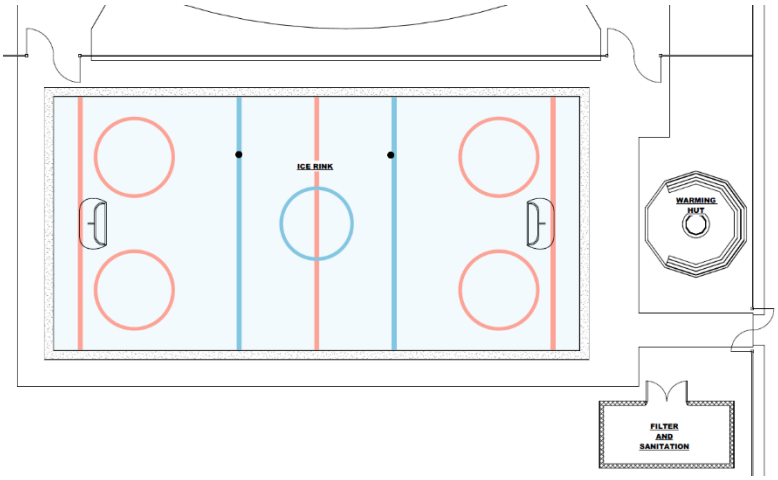
The concept designs have taken this idea even further. The 1,250 square foot spray pad incorporates interactive and fixed spray features that will enable Weona Park to offer something far different than its current competition. The gated area can be programmed for income generaton in season or as a community service when the pool is closed from May to October as weather permits. The spray pad can be incorporated as an incentive for membership (included in annual membership), charged as an additional daily fee with pool admittance during peak hours of opertion, or charged independently with use of color-keyed wrist bands to identify spray pad users only. There are numerous methods of determining fee structure for spray pad use that can be addressed as the Borough evaluates usage of this attraction.



Perspective view of Water Spray Park

A unique aspect of the spray pad design is the potential to remove all imbedded items at the end of the season, cap all fittings flush with the deck, charge the underground lines with antifreeze or thoroughly drain all supply and drain lines, and flood and freeze the area to provide cold weather ice skating at Weona Park. The design features a rectangular curbed deck area of approximately 3,000 square feet that can be flooded, frozen, and maintined as a three to four month ice skating rink. A warming hut has been proposed to provde patrons a place to sit by a fire, change into skates, and enjoy a winter pastime that has been far too long ingnored.

Age group ice hockey can be provided for beginners in the smaller rink setting, programmed for specific days and times and a variety of other winter programs can be provided to enhance the user expertience at the Park. If the infrastructure for the system is installed in the initial construction, the rink can be develped at a later time allowing for a phased development as funds become available. The area to the south of the main pool and at the edge of the baseball field would be an ideal location for this feature as it is directly adjaecent to the proposed parking lot.



Winter operation / Ice Rink

If the Borough elects to waive this element of the recommended design, the non-standing water spray pad can easily be maintained in the proposed location. If the 1,250 square foot pad is deemd to be "too small", the elimination of the ice component would provide ample space for expansion. Subsequent design phases can validate and determine if the ice component is a viable element for development. This option was offered as an idea of how to potentially gain extended use for this investment in public recreation.

Another viable approach might be to focus on the Water Spray Park and Ice sheet as an **Initial Phase** of development to indicate to the community positive movement on behalf of Weona Park. By reclaiming the original pool site and initiating construction on the Water Spray Park and Ice Sheet, a new activity can be initiated at a far lower first cost to the Borough. Funding sources other than the Pennsylvania DCNR and the federal Land and Water Conservation Act may be explored to offer an initial infusion of capital into the Park while fundraising and the more tradiditonal DCNR Grant application prrocess for the aquatic facilities are undertaken.

Estimate of Probable Construction Cost

The following estimates of probable construction cost are based upon recently received bids in June of 2020 for a project of similar scope and scale in the central Pennsylvania. A number of quotations were received and we selected the median number to be most reflective of a wider segment of the regional swimming pool construction industry. The numbers have been updated to reflect prevailing wage bidding. In addition, the effects of inflation must be considered. Knowing that a number of grant application periods might be involved, with an anticipated spring 2021 DCNR application, the earlist the architectural firm selection process might be initiated would be in late 2021 or early 2022. This obviously impacts constuction estimating and future budgeting. These dates assume the Borough has secured the necessary matching funds to initiate the overall Project. A 4.5% to 5% annual inflation multipler is utilized to project future constuction costs from 2021 to 2025. Currently, the swimming pool industry has been experiencing rapid price escalation in PVC, stainless and reinforcing steel, concrete and other key manufactured components of swimming pool construction. The impact of Covid-19 has been clearly evident in the construction industry.

The architectural design and planning phase, the Land Development Approval Process including preliminary and final plan approvals, Public Water Supply (Deleware River Basin Commission) approvals and, NPDES Permits (if required for the existing site) can take up to 12 to 18 months. If starting design in 2022, the earliest the actual costruction could start would be the spring or early summer of 2023. Accordingly, the earliest projected opening of the new pool complex would be spring of 2024 assuming 10 to 12 months for construction. If funding permits, an earlier start would have a positive impact on the total cost of construction for this Project.

The Estimate of Probable Construction Cost reflects a combination of all General Construction trades related to the development of a Municipal Aquatic facility including site, general trades including specialty swimming pool construction, plumbing, mechanical, and electrical trades. The general trades represent approximately 83% of the total construction budget with plumbing, HVAC, and electrical at 6%, 3%, and 8% respectively making up the balance of the overall costs. These number do vary from project to project, but statistically these figures should provide the Borough with an accurate expectation of the funds required to design and construct a state of the art municipal pool. The estimated site reclamation costs are presented as a separate line item to allow the Borough to eliminate this potential liability in the short term rather than waiting to include this work within the scope of a larger Project.

Weona Park: New Pool Option One - Order of Magnitude Construction Costs

FUNCTION	Area/Unit:	Cost/SF/Unit:	Allowance:	Total Cost:
Basic Aquatic Center Components				
New Leisure Pool	3354	$ 260	$ -	$ 872,040
New Bathhouse, Filter Room, & Concessions	4072	$ 335	$ -	$ 1,364,120
New Parking Lot (Actual No. reduced for ADA)	84	$ 1,500	$ -	$ 126,000
Concrete deck work	5,604	$ 18	$ -	$ 100,872
Water Side ***(Possible Alternate)***	1		$ 150,000	$ 150,000
Tumble Bucket	1		$ 80,500	$ 80,500
Umbrellas/sunshading ***(Possible Alternate or Subsequent Addition)***	4	$ 22,313		$ 89,250
Pool underdrain system		$ 10	$ 33,003	$ 31,863
Subtotal General Construction without Alternates:				**$ 2,814,645**
Site Work/Utilities/Landscaping	3.0%	$ 2,814,645	$ -	$ 84,439
Stainless-steel Gutter Upcharge ***(Possible Alternate)***	343.25	$ 100	$ -	$ 34,325
Contingency	15%	$ 2,899,084	$ -	$ 434,863
Soft Costs (Architecture, Engineering, & Legal)	10%	$ 3,249,508	$ -	$ 324,951
Total General Construction without Alternates				**$ 3,574,458**
Subtotal General Construction with Alternates:				**$ 3,172,659**
Contingency	15%	$ 3,899,409	$ -	$ 584,911
Soft Costs (Architecture, Engineering and Legal)	10%	$ 909,862	$ -	$ 90,986
Total General Construction with Alternates				**$ 3,848,557**
FF&E for Pool Complex (similar with or without aternates)	10%			$ 324,951
Total Pool Project Cost without Alternates				**$ 3,899,409**
Total Pool Project Cost with Alternates				**$ 4,173,508**
Spray Pad & Rink Components (Total costs includes contingency & soft cost)				
Splash Pad Features	1250		$ 170	$ 265,625
40 x 80 Ice Rink Water Playground	2940		$ 267,500	$ 334,375
rink options lighting	6	$ 3,200	$ 19,200	$ 24,000
rink options custom color	3200	$ 1	$ 2,400	$ 3,000
rink options line kits	1	$ 300	$ 300	$ 375
rink options goals	2	$ 700	$ 1,400	$ 1,750
rink options goal crease	2	$ 410	$ 820	$ 1,025
Winter Ice Shed w/ Firepit	320	$ 275	$ 88,000	$ 110,000
Spray Pad Filter Building	200	$ 225	$ 45,000	$ 56,250
Summer sunscreen element	1		$ 90,000	$ 112,500
Subtotal Spray Pad/Rink Elements				**$ 908,900**
Total Project (Pool & Splash Pad/Rink) without Alternates				**$ 4,808,309**
Total Project (Pool & Splash Pad/Rink) with Alternates				**$ 5,082,408**
Site Demolition & Reclamation Estimated Costs				$ 224,400.00
Total Pool Project Cost without Alternates including site reclamation				**$ 4,123,809**
Total Pool Project Cost with Alternates including site reclamation				**$ 4,397,908**
Total Project (Pool & Splash Pad/Rink) without Alternates including site reclamation				**$ 5,032,709**
Total Project (Pool & Splash Pad/Rink) with Alternates including site reclamation				**$ 5,306,808**

The following chart identifies the impact of inflation over the next five year period as the fundraising and grant application process along with the design and approval phases unfold. A 3.5% per annum inflationary factor has been utilized which is consistent wth recent trends regarding inflation. However, the impact of the pandemic on construction process has been somewhat random in impact most notable on PVC, stainless steel and manufactured goods. Other items have been adversely impacted, also, but as the construction industry stabilizes, these number should represent a viable picture of the overall cost of inflation as it related to the overall Project costs. Budgeting and fundraising should anticipate these increased costs regardless of when grant applications are filed and long-term financing is arranged.

Weona Park: New Pool Option One - *Inflation Impact*

3.5% Per annum Inflation factor applied to 2020 Estimate					
2020	2021	2022	2023	2024	2025
$ 4,123,809	$ 4,268,143	$ 4,417,527	$ 4,572,141	$ 4,732,166	$ 4,897,792
$ 4,397,908	$ 4,551,834	$ 4,711,149	$ 4,876,039	$ 5,046,700	$ 5,223,335
$ 5,032,709	$ 5,208,854	$ 5,391,164	$ 5,579,855	$ 5,775,150	$ 5,977,280
$ 5,306,808	$ 5,492,546	$ 5,684,785	$ 5,883,753	$ 6,089,684	$ 6,302,823

X. FINANCIAL ANALYSIS

The key to a successful pool is to maintain a budget that allows operators to maintain the facility and to update programming, aesthetics, and equipment. Some of the elements of a highly successful facility are:

- pleasant, enthusiastic, responsible, certified staff
- wide range of programs, activities, and events
- multi-purpose facility with several amenities
- services provided by the facility (concessions, rentals, swimming supplies shop, etc.)
- aesthetics
- user fees priced for value
- continual facility maintenance

Since this pool has been closed for 6 years as of 2020, the last budget of 2013 does not provide any significant information for projecting revenues and expenses for this study. The Weona Park pool operated a loss and was subsidized by the Borough. The budget was prepared for the selected Option One pool design concept. Lifeguard staffing was determined using the Model Aquatic Health Code 2016. (It is the standard of care that pool operators should follow for staffing recommendations).

A. OPERATION and MAINTENANCE BUDGET - ESTIMATED

Descriptions are provided to describe the line items for revenues and expenses.

1. Revenues

Entrance Fees

Entrance fees are typically the largest source of revenue for an aquatic facility. It is important to structure the entrance fees so that the season pass is always a better rate. It is critical to establish fees that are high enough to provide sufficient income yet low enough to entice users.

It can be helpful to look to the case studies to estimate entrance fees. It is also important to know whether that facility operates at a profit or loss. Some municipalities role some expenses into other line items in their park budget. Palmer Pool is the newest pool and charges between $5.00 and $12.00 for daily admission. Season passes range from $190 to $290.

Higher entrance fees are typically charged for a pool design with pleasing aesthetics, entertainment features, certified and competent staff, and use of the water spray ground (no extra charge). The fees established and used in the Estimated Entrance Fees – Mid table create sufficient revenue to avoid having to subsidize the pool operations with money from the General Fund.

The percentage of the Prime Service Area population that is served by the Estimated Entrance Fees – Mid Frequency of Use and the calculations is **22%.** The demand analysis frequency of use ranges from 11.5% to 30% of the population.

The Estimated Entrance – Mid Entrance Fees table estimates that 2,763 people or 22% of the Prime Service Area will use the Weona Park Pool. These people will use the pool multiple times throughout the season.

DEMAND ANALYSIS			
FREQUENCY OF USE			
	Low	**Mid**	**High**
Frequent Users	**1.5%**	3%	5%
Regular User	5%	7%	10%
Occasional Users	5%	10%	15%

The revenue portion of this budget should be something that you strive for on a yearly basis. Since the entrance fee is the largest revenue generator, create strategies to assist you in reaching or exceeding those estimates for daily and membership fees. Market your facility to the entire Prime Service Area. If needed, market to the surrounding areas also.

Programs and Events

Offering programs creates interest and support for the Weona Park Pool, spray ground and ice rink. Charging a fee, even a minimal fee, gives value to the program(s). They can also help to offset the cost of the program(s).

ESTIMATED ENTRANCE FEES -MID END

BASED on DEMAND ANALYSIS

				Regular Use			Occassional Use		
	Entrance Fee	Est. Sales	Total Est. Season Sales	Est. Sales for Regular Use	Equals Admission Fee for 5% POP	10-15 Uses/Season	Est. Sales for Occassional Use	Equals Admission Fee for 10% POP	3 - 4 Uses/Season
Daily Entrance Fees									
Age 2 and under	Free			Free			Free		
Youth	$ 10.00	354	$ 22,913	146	$ 1,458	$ 14,581	208	$ 2,083	$ 8,332
Adult	$ 12.00	1126	$ 87,450	464	$ 5,565	$ 55,650	663	$ 7,950	$ 31,800
Sr. Citz.	$ 10.00	378	$ 24,486	156	$ 1,558	$ 15,582	223	$ 2,226	$ 8,904
Daily Totals			**$ 134,849**	**765**		**$ 85,813**	**1093**		**$ 49,036**
Season Passes (1X Fee)				**Frequent Use**					
					No Calculation 1 Time Fee				
Youth	$ 150.00	62	$ 9,374	62	$ 9,374				
Adult	$ 175.00	199	$ 34,781	199	$ 34,781				
Family	$ 275.00	76	$ 21,029	76	$ 21,029				
Sr Citz.	$ 150.00	47	$ 7,012	47	$ 7,012				
Sr. Citz. - Couple	$ 225.00	20	$ 4,508	20	$ 4,508				
Season Totals			**$ 76,704**	**736**	**$ 76,704**				
Total Entance Fees			**$ 211,553**						
Estimated POP to Use Pool	# of Families Xs 3.2								
Households Avg. Size 3.2		245							
Population Totals		2518							
Est. Total POP to Use Pool		2763							
Prime Service Area POP	12,430								
% of Prime Service Area		**22%**							

Age Group Descriptions
Age 2 and under: Free
Youth: 3 - 18
Adult 19 and older
Senior 60+
Family: Mother, Father, and their children under

A program budget spreadsheet has been created to identify possible programs based on the results of the survey. The spreadsheet proves for the expenses, revenue, and profit/loss. All the programs produce a profit for the listed fees charged, wages paid, equipment and supplies and most importantly the number of participants (minimum). There is room for some growth in many of the programs or

another program or class may be offered. Always pay attention to the minimum number needed to make a profit or breakeven. The program budget spreadsheet is in the Appendix.

Birthday Parties

Birthdays, if properly organized and advertised, may produce a considerable amount of revenue. Parents enjoy having parties for their children when they do not have too much to do other than invite the attendees, provide additional supervision for the children, and pay the bill. Agencies that are very successful at booking parties do because they purchase themed supplies in bulk each year. They have simple menus with fees established based on the menu and the number of children. (It is important to limit the number of children for a party to be able to make sure they are well supervised.) Weona Park Pool has the activity center and pavilion that might be available for food and cake, opening presents, and maybe some games. A pop-up decorated tent could also be provided within the pool area. The equation for the budget was 1 birthday party for $150. Five (5) parties were included in the first year and additional parties were every year thereafter.

Snack Bar

Snack bars a basic operation at most municipal swimming facilities. If managed properly, they can be profitable. It all depends on pricing, meeting the clients' needs and desires, and having staff that is not willing to give food away to their friends. A snack bar can be accomplished in several ways.

<u>Municipally Operated:</u>

- Must have a snack bar facility with necessary equipment (refrigerator(s), freezer, grill, kitchen exhaust hood, display and storage shelving, etc.) This can be expensive initially.
- Hire knowledgeable staff person to purchase items, manage facility, hire, and oversee employees.
- If managed properly it could return a profit of 30 – 45%.

<u>Lease Facility:</u>

- Lease facility to a concessionaire. Some municipalities negotiate a percentage of the profits. (Your programming and special events increases their sales.)
- Negotiate for concessionaire to fit out facility.
- Concessionaire is responsible to manage the facility, purchase items, hire and oversee employees.

<u>Current Park Concessions (outside of pool area)</u>

- Coordinate efforts with current facility.
- Offer/advertise what food items are available.
- "Runners" could be hired to take orders and deliver food orders.

<u>Food Trucks</u>

- Contract with food trucks to provide food.
- Different food trucks can be used on different days or to support a special event.
- Food Trucks operators would manage and staff their truck

<u>Vending Machines</u>

- Can rent or purchase vending machines
- Use for packaged snacks and drinks

Fundraising

Create a fundraising event specific to the pool that is also an event that will draw people to the pool. It will act as a marketing tool as well. Have a fun annual event that people will come to expect. Always advertise the event and how the money will be used. Determine in advance the minimum amount of money you would like to raise. $5,000 dollars is the amount used as a placeholder for this budget.

Other Sources of Income

Interesting and unique sources of revenue may be identified after the proposed facility is up and running smoothly. It is important to consistently look for opportunities to generate additional income. The following are examples of some resources to help identify additional income opportunities.

- Talk with successful aquatic facility operators to identify their most successful and creative income generator
- Identify your memberships' needs (products, services, events, etc.
- Identify other ways to use the aquatic facilities when the pool is closed for the season (i.e. ice rink)
- Professional and local organizations
- Local businesses

2. EXPENSES

Personnel

Staffing for the pool is determined by using the "zone coverage" method. Guards are needed not only to scan, but to ensure the patrons' behavior is safe. A slide and gate attendant do not need to be lifeguard certified. With proper training, they can rotate between jobs. Extra guards will be needed to rotate in when guards take a break. The maintenance personnel are shown as seasonal. Should the spray ground and the ice rink become a reality the maintenance people could become fulltime and service all three facilities.

Weona Park Pool Wages & Benefits							
		# Staff*	# Hours	Salary	Hourly		Total Wages
Summer Aquatic Director	Seasonal	1	1,005		$ 18		$ 18,090
Assistant AD & Lifeguard	Seasonal	1	1,005		$ 13		$ 13,065
Head Lifeguard	Seasonal	1	1,005		$ 12		$ 12,060
Assistant Head Lifeguard	Seasonal	1	1,005		$ 12		$ 12,060
Lifeguard	Seasonal	3	1,005		$ 11		$ 33,165
Gate/ Slide Attendant	Seasonal	2	1,005		$ 8		$ 8,040
Maintenance / Custodial	Seasonal	1	1,005		$ 20		$ 20,100
Total Staff Wages		**10**					**$ 116,580**
Tax & Benefits					@	15%	$17,487

Determining what the operational hours are, helps in determining the costs for the pool staff. Based on the hours of operation, the total number of hours the pool would be opened is established.

- This reflects the pool opening for the Memorial weekend and then closing for the next two weeks (during the week only – open on weekends) until school is out for the summer. Then it is open through Labor Day weekend.
- This does not consider days that the pool is closed to inclement weather.

PROPOSED OPERATIONAL HOURS										
							Weekly		Seasonal	
Hours of Operation	Days	Open		Close		Daily Hrs.	Days	Total Hrs.	Weeks	Total Hrs.
	Monday – Friday	9:00	AM	9:00	PM	12	5	60	13	780
	Saturday	9:00	AM	7:00	PM	10	1	10	15	150
	Sunday	1:00	PM	6:00	PM	5	1	5	15	75
Weekly Total Hours								**75**		
Seasonal Total Hours										**1,005**

Additional line item explanations for expenses are shown in the following table.

Expenses	
Personnel	Pool staffing wages
Taxes	Taxes on wages. social security
Administration	Insurance, equipment lease/rentals, office supplies, training
Supplies & Materials	Mechanical, custodial, concessions (pending operation of concession stand) retail items (if sold), fundraising supplies
Pool Chemicals	Sanitation, pH chemicals
Public Relations	Publicity, marketing
Public Utilities	Water, electric
Professional Development	Guard training
PA Clearances	With all that USA Swimming has been through with inappropriate behavior by some coaching staff, it is important to have each staff person cleared via the Act 34 process, it provides procedures for obtaining PA State Police background clearance.
Capital Improvement and Reserve	Set aside profits for future development, renovations, replacements, and maintenance
Maintenance Equipment	Maintenance staff will need to purchase small equipment that may be needed for small pool repairs and, etc.

This budget is a beginning in understanding the financial ramifications of operating a pool. It is conservative. It will change. Use it as a guide when making decisions. A great effort will need to be put forth to rein in expenses and increase revenues. This can be achieved with the right talented people in place.

REVENUE - ESTIMATED - Conservative	YEAR 1	*YEAR 2*	*YEAR 3*	*YEAR 4*	*YEAR 5*
Entrance Fees	$ 211,495	$ 222,069	$ 224,184	$ 237,635	$ 251,893
Programs-Net	$ 5,219	$ 5,480	$ 5,532	$ 5,864	$ 6,216
Special Events-Net	$ 1,460	$ 2,044	$ 2,248	$ 3,373	$ 5,059
Birthday Parties	$ 750	$ 1,050	$ 1,200	$ 1,500	$ 1,500
Net Snack Bar	TBD	TBD	TBD	TBD	TBD
Fundraising	$ 5,000	$ 5,000	$ 5,000	$ 5,000	$ 5,000
TOTAL REVENUE	**$ 218,924**	**$ 230,643**	**$ 233,165**	**$ 248,372**	**$ 264,668**
EXPENSES - ESTIMATED	**YEAR 1**	**YEAR 2**	**YEAR 3**	**YEAR 4**	**YEAR 5**
Personnel	$ 116,580	$ 116,580	$ 116,580	$ 113,985	$ 113,985
Taxes - Wage	$ 17,487	$ 17,487	$ 17,487	$ 17,098	$ 17,098
Administration:	$ 6,000	$ 6,210	$ 6,427	$ 6,652	$ 6,885
Supplies & materials	$ 10,000	$ 10,000	$ 10,000	$ 10,350	$ 10,712
Pool Chemicals	$ 8,000	$ 8,000	$ 8,000	$ 8,000	$ 8,000
Public Relations	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 2,000
Public Utility	$ 15,000	$ 15,000	$ 15,000	$ 15,000	$ 15,000
Professional Development	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000
PA Clearances	$ 500	$ 500	$ 500	$ 500	$ 500
Capital Improvements and Reserve	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000
Maintenance Equipment - small	$ 2,000	$ 2,000	$ 2,500	$ 2,500	$ 2,500
TOTAL EXPENSES	**$180,067**	**$180,277**	**$180,994**	**$ 178,585**	**$179,680**
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
PROFIT/LOSS	$ 38,857	$ 50,366	$ 52,170	$ 69,787	$ 84,988

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XI. ECONOMIC IMPACT

A community with a quality park can enjoy the resulting economic impact. A park with an aquatic facility in a community is deemed a valuable amenity.

- Park amenities including swimming pools, spray grounds, and ice rinks can enhance land values.
- New amenities or capital improvement projects in the park such as a swimming pool, spray ground, and ice rink can increase the work force. Managers, instructors, maintenance staff are typically hired for seasonal jobs. Skills learned can also be used in other businesses. Businesses will benefit by the revenue generated by selling building supplies.
- Businesses will also benefit from selling supplies need for instruction of an activity, athletic equipment, sport specific apparel, food, etc.
- Programs and event will also Parks and some of their amenities will produce revenues. Many managers of aquatic facilities are now operating their facilities as a business. Charging a fair fee, that includes a profit margin, will entice people to participate in programs and activities. It will also help to ensure the facility remains a vital amenity for the community.
- People often utilize swimming pools and ice rinks as a source of exercise. People who exercise directly affect their healthcare costs. Exercise now, save money later.
- Offering programs and activities provides something to do and helps to keep vandalism down.

National Parks and Recreation

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XII. TOTAL PROJECT COSTS and PHASED CAPITAL DEVELOPMENT PROGRAM

Total Project Costs adjusted in this chapter to reflect Covid-19 impact

A. PROJECT GOALS

The Pen Argyl design concepts for Weona Park's Aquatic Facilities are designed to promote an active use of the Park far beyond the traditional 90 to 100-day summer swimming season. Combining a State-of-the-Art leisure and exercise pool with waterplay/spray area that can extend seasonal use from early May to late October was the one of the primary goals established for this aspect of the Park's desired aquatic design. The design and construction of a traditional competition swimming pool was not a desired outcome for the Pen Argyl community. As an option for consideration, the water spray area which does not require extensive bathhouse construction, is not labor intensive from a staffing perspective, as higher cost lifeguards are not required for daily operation, was included as a supplemental function to support programming opportunities for the main pool. If need be, this element of the Park could be designed and installed as an early phase of the overall park aquatic facilities development. As an early construction phase, a far lower initial capital expenditure would be incurred by Pen Argyl Borough to impart a new element for Weona Park.

B. PHASING STRATEGIES

The extended May to October season will provide Pen Argyl residents with children the opportunity to use and enjoy this element of the Park along with other active elements of the facility as weather permits. A major aspect of the water spray area is that it can be designed to be transformed into a winter use element. Incorporating water fixtures with quick release mounting systems can produce a flat uninterrupted surface suitable for flooding and subsequent freezing. The ice sheet is designed to maintain skateable ice even at temperature as high as 40 degrees F. If developed, this element of the Park can potentially operate from late November-early December to mid-March, leaving only two to three shoulder months where programming, and in the case of the ice sheet, income generation, would not be available to the Borough. If the ice sheet concept is undertaken, it must be developed in concert with the water spray area as both elements share the same concrete surface, some underground piping, sanitary and domestic water service, and electrical distribution infrastructure.

While a higher first cost would be incurred for constructing all elements proposed development, the water spray area's economic impact upon the Park could still prove considerable. Existing food services can extend operations, producing greater income for the Park's operating budget and other programmed seasonal events can be planned and implemented. Weather permitting, the miniature golf may also be able to function over a longer season including more weekends as use patterns change due to more patrons using the Park more frequently in the shoulder seasons.

While the buying power of the Borough will be far greater with a larger overall Project on a cost-per-square-foot basis, the lower cost of the reduced scope initial phase might enable the Borough administration to show the community that a strong commitment to Weona Park exists. In addition to the actual costs for the water and support features, the Borough will be required to undertake the site reclamation work in the initial Project. This work will include the demolition of the existing pool, bathhouse, and the surrounding site improvements that will require alteration to develop the overall site.

C. COST IMPLICATIONS S WATER PLAY AREA and ICE SHEET

The pre-COVID estimate for this site related work was approximately $224,400.00. Allowing for the recommended contingencies of 20-25% of the estimated construction cost, the site work based on current construction values should be in the range of **$269,300.00 to $280,500.00** plus the cost of the actual water/ice feature.

With an estimated order of magnitude cost of $908,900.00 (Chapter IX, page 13) for the water playground and ice sheet, the anticipated impact of the Covid-19 would raise the anticipated construction cost to approximately **$1,090,700.00 to $1,137,250.00 for Phase One Development**. **The total overall Phase One Development, including site preparation work, would increase the and overall initial Project cost to $1,417,750.00.** This phased construction approach provides Pen Argyl options to begin work with a lower threshold for securing Project funding.

D. POOL and BATHHOUSE DEVELOPMENT PHASE

The feasibility study has provided three pool and bathhouse options of varying size and function for consideration. The study committee selected the Option One configuration for further design and estimating refinement as the preferred solution. A 3D fly-by computer rendering was developed along with a series of perspective renderings clearly identifying the various specific programming areas for exercise, adult leisure, a flume style water slide, and beach access activity area featuring a tumble-bucket tower for younger children. Each element was sized to respond to the potential number of users who would routinely use a municipal swimming pool. The size of the pool and bathhouse was also chosen to maintain control of the overall construction budget to enable the Borough to secure funding to potentially undertake the Project in a single phase. Not overburdening the community's ability to secure necessary funding or limit its ability to borrow sufficient capital to complete the work was a major design consideration of the study.

E. COST IMPLICATIONS for POOL and BATHHOUSE

The Option One Swimming Pool and Bathhouse pre-COVID estimates identified in the report (Chapter IX, page 13) including community desired options and all related soft costs totals approximately **$4,173,510.00**. Applying the recommended contingencies of 20% to 25% of the overall estimated construction cost due to the current unstable construction climate, the estimated total project costs increase in the range of **$5,008,200.00** to **$5,216,900.00**.

> *(Please note, the original Order of Magnitude Construction Costs identified on pages 13 and 14 of Chapter IX, do not reflect the Covid-19 estimated additional contingencies identified herein and in the executive summary. The original study was finalized prior to the development of the executive summary and the final printing. The inflationary impact chart published on page 14 of chapter IX can be updated simply by multiplying each value by 1.2 or 1.25 depending upon which Covid-19 impact contingency most accurately reflects current construction market trends.)*

The options for phasing are flexible and can be put into action based upon the degree of funding success achieved by the Borough of Pen Argyl. Without question, the pool and bathhouse will have the

greatest impact on the largest number of potential users and provide a far higher potential for income generation from memberships, daily attendance fees, lessons, programs, and retail or food concessions. The swimming pool components will also have a much greater impact on the existing parks elements surrounding the proposed area for the pool. Creating a Project that restores swimming to the Weona Park experience for the Community was the primary focus of the work of this study.

F. FUTURE PHASING SCHEDULE

Only the Borough can determine when to initiate the specific phases of the Project Development based upon local financial support of the residents, businesses, and foundations that might provide donations or grants for the Project. An investment exceeding five-million-dollars is a significant sum for any municipality to consider for public recreation. ***However, we believe a viable municipal swimming facility will only serve to increase property values and improve the overall quality of life for the residents of this community. When coupled with the historical significance of Weona Park, making the decision to move forward with the swimming pool development will only enhance the overall health and vitality of the Pen Argyl community and the surrounding Slate Belt area.***

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XIII. FINANCIAL OPTIONS

More than one funding source will likely be needed to construct the new Weona Park Swimming Pool facility. The community indicated the following methods of financial support of the pool.

- 54% would attend fundraising events. These events would need to raise major amounts of money *AND* several events (+) would need to be well planned and executed.
- 58% would purchase a membership. The Borough should strive to have the revenues cover the operational expenses. Not many community pools are able to cover the operational expenses and pool debt through pool revenues.
- 33% would give a cash donation
- 15% are in favor of an annual tax increase.
- 10% indicated they would not support this project.

Often creativity is needed when designing a facility or creating a program to have your application for funding "stand out". Think about what the focus is of the different grants and how your project could address their focus. While your entire project may be submitted for funding, it is also possible to identify specific areas of the project that might better meet the available funding.

For example, select aquatic features for the pool and or spray playground that offer educational opportunities. Work with educators to select the features. Identify the educational opportunities through signage. Identify if this facility will serve low-income kids.

No cash value is not provided. It is impossible to identify the amount of funding you may receive. Grants are competitive in nature and available funding may vary from year to year.

POSSIBLE SOURCE OF FUNDING for POOL & POOL RELATED FACILITIES	FUNDING AREAS /TARGET AUDIENCE
Pa DCNR	Community Parks & Recreation (Planning & Implementation Grants)
Community Development Block Grants (CDBG)	Funds communities addressing local economic and development needs.
Wells Fargo Regional Foundation	Neighborhood planning and Implementation grants
Waste Management Community Involvement and Charitable Giving	"Support to organizations that have been approved by the IRS as a 501(c) 3 charity and public organizations where any donations requested will be used exclusively for public purposes."
AARP Community Challenge Grants	Supports community projects benefiting people of all ages and abilities and supports local government.
Santander Inclusive Community Plan (ICP)	Includes a focus on Affordable Housing and Healthy Neighborhoods.

OTHER POSSIBLE SOURCE OF FUNDING	
Kaboom Grant (Serve kids from low-income population)	Playground and Playspace Grants Creative Play Grants (STEM)
AARP Community Challenge Grants	Supports community projects benefiting people of all ages and abilities and supports local government.
Pa DCED	Greenways, Trails, & Recreation Program Grants

OTHER POSSIBLE SOURCE OF FUNDING	
Pa DCNR	Community Parks & recreation (Planning & Implementation grants
PRPS Get Outdoor PA Mini Grant	Funding for training and equipment for quality outdoor programs to amplify the program's benefits.
Aetna Foundation Cultivating Healthy Communities	Supports community efforts to become healthier places to live, work, learn, play, and pray.
Home Depot Community Impact Grants (Not accepting applications currently, as of April 2020. Suggest watching for future acceptance of applications.	Provides grants in the form of Home Depot gift cards for the purchase of tools, materials, or services to 501(c) organizations using volunteers to improve the community.
PRPS RecTAPGrant	Grants for technical assistance service to provide advice and assistance on maintenance, recreation, park, recreation, and trail issues.
Fulton Forward Foundation	Impact gifts of $20,000 or more to 501(c)3 organizations for advancing economic empowerment.
PNC Foundation Grants	Grant focus must include science, math, reading, vocabulary building, the arts, financial education, or social/emotional development. Incorporate opportunities for PNC volunteers in classroom or non-classroom activities.
Santander Inclusive Community Plan (ICP)	Includes a focus on Affordable Housing and Healthy Neighborhoods.

XII. SUMMARY OF FINDINGS and RECOMMENDATIONS

Due to age and condition of the Weona Pak Swimming pool, new concepts were created to reflect the community's needs and desires. The small aquatic facility is situated within the boundaries of the original pool complex. Also included within the boundaries of the original facility is the option for a combination of a water spray ground and integral ice rink. (Of course, the Borough could also opt for just the water spray ground.)

2013 was the last year of operations for the Weona Park Swimming Pool. Attendance was waning for several years. Management and operation methodologies remained basically the same for many years. Policies and procedures were not written, as is the case with many pools.

The feasibility study proposes a new state-of-the-art, right-sized aquatic facility at the location of the original pool complex. Creating written policies and procedures specific to the new facility design will ensure consistent operations and be a point of reference as staff changes throughout the years. Establishing an appropriate fee schedule is a mandatory consideration to ensure adequate funds to cover operating expenses.

The service area for the pool needs to capture as many households as possible within a reasonable distance. The prime service area was created to provide the Borough with a target audience of potential users. The success of Pen Argyl's pool depends on a larger population base than that of the Borough's current population.

While an increase in the population for pool users is good, any tax support needed for the pool would come from Pen Argyl residents. It becomes important to operate the pool as a business and at a minimum, it must break even. Revenue generation will be an important aspect for the financial success of the pool.

The following worksheet, in a matrix format provides, "at a glance" information for accomplishing the recommendations. This is intended to be a working document. Keeping the goals and objectives in the forefront. As a facility is developed and operated this recommendations worksheet should be revised and updated to reflect the community's thinking on the development of the aquatic facility.

Study Area	Goals	Objectives
Operations/Management	Provide professional management of pool and all operations	• Provide leadership and support to staff • Provide professional management in all operational areas • Hire certified lifeguards. • Hire certified program instructors where appropriate (i.e. learn to swim, aquatic fitness classes)
	Develop or contract a "policies & procedures" manual	• Provides standard policies & procedures as well as those that may be unique to the Pen Argyl Pool • Provides written information that all staff can refer to and use • See Appendix for elements of a policy and procedure manual
	Develop a membership plan	• Develop membership criteria and identify levels of membership and corresponding fees • Consider value pricing

Study Area	Goals	Objectives
Operations/Management	Effectively publicize the aquatic facility and all its amenities	• Develop a written marketing plan (all-inclusive of pool, spray ground, and ice rink)
	Coordinate Concessions	Research and decide how to provide concessions to best meet your needs.
	Coordinate and cooperate with local schools and agencies to provide programs for the public	• Identify their needs and coordinate recreation services with school district and other local community agencies.
Programming	Develop a program plan	• Identify and create aquatic programs and events to attract people and to boost membership annually • Develop program pricing criteria • Identify space needed for each program and determine how many people that space will hold. Do not crowd the participants. • Identify and create programs for the ice rink if the Borough elects to build one.
Maintenance	Develop a maintenance plan	• Develop a daily, weekly, and annual maintenance schedule. (This could be part/should be part of the policy and procedures manual.) • Adhere to the manufacturer's maintenance instructions.

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APPENEDIX

A

PUBLIC MEETINGS

1st Public Meeting
2nd Public Meeting Comments
Key Person/Focus Meeting

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Project: Weona Park Pool Feasibility Study

Weona Park, Pen Argyl, Pennsylvania

Borough of Pen Argyl

Project No: 19779 8 Oct 2019

Meeting Notes

Meeting Number: 1

Meeting Location: Weona Park Community Center

This document is a written record of the Public Community Meeting held on October 8, 2019 to for the discussion of the feasibility study for a new aquatic facility.

ITEM #	ACTION BY	ISSUE
0.1	S. Wallover	Pre-Meeting Notes: Susan asked to have noted that Pen Argyl and its surrounding areas are known as the Slate Belt or the Slate Region.
0.2	R. Zmoda	Robin had done research from the claim made the night before at the Key Person/Focus Group Meeting that the amenities such as the carousel and the miniature golf course no longer brought any significant revenue to the park and are not used by the community. According to the documentation from the Summer season of 2019, these amenities had brought in more revenue than the previous year, making the members claim false from the night before. Robin will provide Susan with the documentation for this.
1.0		Susan introduced Wallover Aquatics International and Wallover Architects Incorporate and background on the companies and what we do. Susan had strongly noted that we are at the very beginning of this study and there is still much information and work to be done to get the information desired by the community about the community pool. Susan had read through her presentation and discussed the topics of the evening. She left the presentation open to anyone in the audience for question and comment.
1.1		As Susan was presenting the 'Goals for Facility' portion of her presentation some members of the audience had a few comments and questions.
1.1.1		One member had asked Susan how a 25 Meter pool that services 20,000 community residents compares to the size of the existing facility. Susan explained that the existing is far too large for a community such as Pen Argyl with a small population. Should a new pool facility be built for the community of Pen Argyl, it will be much smaller than the existing pool.
1.1.2		A member from the audience has asked Susan if we had considered of all the private backyard pools of the residents of the community. Susan responded that we have not investigated that information yet. During this discussion, another member from the audience had noted that even though she had a private pool in her backyard, her children would much rather go to the community pool with their friends. She noted that the community pool was a social spot for the children, especially teens, in the community.
1.1.3		One member from the audience had stated that someone who was a tenant at a property in the community had gone to the Nazareth pool to get a pool pass and was denied because he was not a resident. Ted had noted that it would

be very unlikely that would happen and perhaps he was confused with the fact that the tenant was being charged a higher fee because he was not a resident of the Nazareth Community. The member agreed.

1.2 The members of the audience had a few questions regarding the maps indication the service areas and their meanings.

1.3 As Susan was discussing the 'Case Studies' portion of her presentation, many members from the audience had questions and comments. The conversation picked up making very strong points to build a pool for the community and to not have a pool built for the community.

1.3.1 One member was concerned about the cost of construction and had asked if the professional design fee would be included in the construction cost. Ted explained that the study is being funded by grant money from DCNR and Green Trails Organizations. The construction cost strictly covers the cost of the actual construction. The professional design fee is a separate fee, usually between 7-8% of the total construction cost. Ted noted that if we time the process accordingly, there might be other opportunities to receive grant money to cover some of the construction costs as well.

1.3.2 A member of the audience had asked if the bathhouse is required. Ted explained that if a pool facility is built, by code, it is required to have a bath facility with toilets, showers, and changing areas. If a spray park is built, by code, only a toilet facility will be required.

1.3.3 A member has asked if the existing facility would be able to be refurbished with a fiberglass pool. Ted explained that it has been done in the past only to have unsatisfactory results.

1.3.4 A member had asked if the filter room equipment could be re-used for the new facility since it is in good condition. Ted explained to the member that although the equipment is in good condition from the exterior, we do not know what the interior condition of the equipment is. Ted also explained that if a new pool is feasible, the equipment would not handle the new pool properly. The newer pool would be much smaller. Additionally, the existing equipment may not sanitize the pool to today's codes and standards.

1.3.5 A member asked if a fence would be required between a new pool and spray pad. Ted explained that if the spray pad is to be kept open on the should seasons, the spray pad should not be kept in the pool area and fenced off. If the spray pad is to be part of the pool, then a fence is required for a pool facility.

1.4 Susan had presented the 'Challenges and Issues' topic of her presentation. She had asked the audience that if a pool is not feasible for the community to build, what would be the amenity the community would like to see in its place. She had introduced the idea of the ice/splash pad. The group seemed to have mixed reactions to the topic. Susan explained to the audience that this was a new concept even for her and that if this would be an acceptable alternate to the community, she would be glad to research this option more to get detailed information, including cost information.

1.5 Susan had finished her presentation and opened the remainder of the meeting to questions and comments from the members of the audience.

1.5.1 Since this discussion followed the presentation on the ice/spray pad, one member had asked that they had thought that this study was specifically for a pool. Susan explained that it is a study for the feasibility to build a new pool; however, if that isn't feasible, the existing facility cannot be left in the state it is to continue to deteriorate.

1.5.2 One member of the audience introduced herself as a member of the master plan committee and stated that there had already been a plan for the pool and noted the programs and amenities they wanted. In fact, in the master plan study, a new pool facility was the number one requested amenity of the park that the community would like to bring back. She was upset that this process has been started over again when these questions had already been answered. Ted explained that this is part of the process expected by the DCNR of whom is funding the study and who the community would look to later for funding of the project construction. Ted had also noted that as part of our study, we will review the information provided from the study and take that into account in our study documents.

1.5.3 Joe LeDonne of the Steering Committee and Borough Council Member has noted that the ice rink in the master plan of the park had only received 7 votes. He noted that the presentation felt 50% about a new pool facility while the other 50% covered a new ice rink/splash park. Joe is concerned that the interest of the community based on the master plan survey results will not support the ice rink idea.

1.5.4 Many members of the audience expressed that they feel that this process has taken too long and that with this meeting they are no further in the process then when it was started six years ago. Susan explained that we have been hired to further the efforts for the new pool facility. We are where we need to be following the master plan, as the master plan covered a study for the entire park. She described how quickly our timeline for this study to be complete and that our study will come with design options and cost information for the desired programs and amenities the community requests for the aquatic facility. Susan further explains that our work does not stop at design and cost information, but she will guide the community through operating and maintenance cost models to show the community exactly what they need to do to make this facility sustainable.

1.5.5 One member had asked in Nazareth had a study done before the facility had been shut down for the renovations. Ted responded that most likely they had a study in place. Another member had noted that they felt the pool had been shut down irresponsibly without having any future plans in place for the aging existing facility.

1.5.6 Following the previous conversation, another member shared that when the community pool was elected to shut the pool down indefinitely, the members of the Borough Council did not have the interest the current council has. The current Borough Council Members are pro-pool and would like to see a new community pool facility built.

1.5.7	A member of the audience has asked about the size of the pool facility and whether it would be the same size as the existing or smaller. Ted had reiterated that the new pool facility would be a smaller pool with features for all ages.
1.5.8	A member had asked what the next step in the process would be. Susan explained that the next step would be to issue a random survey to 25% of the Borough residences. The audience opposed the 25% surveys and felt it unfair that not all Borough residents had a voice. One strongly noted that all taxpayers should have to opportunity to voice what they would like to have in the pool facility. Susan explained that her contract with the Borough will only allow her to send out surveys randomly to 25% of the Borough residences. She could speak with the Borough Committee to change that or offered to have a voluntary survey in addition to the random survey. This voluntary survey would be available in public locations to pick up and take. Some members wanted to know how the random residents were selected. Susan responded that sometimes they are selected randomly from a school district mailing list or by a random selection service.
1.5.9	One audience member had suggested that a referendum should be issued in November for the Community to vote for the pool. Susan explained that the pool had already been 'voted' by the community. We are doing this study to see what can be built.
1.5.10	A member asked what the timeline for the feasibility study is going forward. Susan explained that she will prepare the survey between now and the next Steering Committee Meeting on November 13, 2019. At that meeting, the Steering Committee will review and take the survey. Susan will collect any comments and work those comments into the survey. The survey will then be sent out to the random 25% of the Borough's residences. The survey will be returned within two weeks of being sent out. The final report for the study is to be completed by the end of February 2020.
1.5.10.1	A member had suggested it would make sense to issue the survey with the Community Newsletter in November by sending the survey out with the newsletter, there would be no cost to send it.
1.6	Susan has asked the audience about the type of questions they would like to see on the survey.
1.6.1	The first topic one would like to see on the survey would ask who would be in favor for senior night swimming for working seniors and night swimming sessions.
1.6.2	Another topic one had asked to include in the survey was to ask about the interest in the ice rink. The member noted that should the pool not be feasible, she would like to know the actual interest in having a skating rink in the community regardless of the master plan survey results.
1.6.3	One had asked if having a specific individual to manage the pool would be required for the new facility. Ted responded that any pool that wants to be operated and maintained properly should always have a Certified Pool Operator who has their CPO Certification.

1.6.4	One reiterated that the questions on the survey should not be asking if a pool is desired by the community – that has already been established. The survey should be asking what types of programs, amenities, and features they would like to have for a new community aquatic facility.
1.6.5	The survey should be asking about the interest in aquatic programs such as: aquacise, senior nights, flick and float, lessons. It should also address what the resident would like to have at the concession stand. Whether it may be hot foods, ice cream, soda, snacks, and/or health options.
1.6.6	The survey should be asking the residents what value to them do these programs, pool facility, etc. have to them personally. Sometimes a resident will not use the facility; however, they support the facility for the community.
1.6.7	One member of the audience asked if cost information will be on the survey. Susan answered no. This is a survey to pull together ideas and information.
1.6.8	One asked if the January Meeting will have design options and cost information. Ted explained that there would be three design options offered for the pool/aquatic facility as well as rough construction costs for each option.

AMM

2nd Public Meeting – CANCELLED DUE TO COVID

Due to the **Covid-19 Pandemic**, a PowerPoint presentation of the Swimming Pool Feasibility Study was posted on the Borough of Pen Argyl's website as well as "3-D Virtual Tour" of the proposed concept plan. The study information was posted on the website from February 11th – March 24th, 2021. It was requested that all comments be submitted in writing to the Borough's office.

From: Karen Skorochod <karenemt@gmail.com>
Sent: Tuesday, March 9, 2021 7:21 PM
To: Robin Zmoda <Manager@penargylborough.com>
Subject: Pool Feasibility Study

Dear Borough Manager:

Sorry for the "last minute" email regarding the pool study, but I had surgery last week on my shoulder and typing was difficult. I would like to weigh in briefly on this issue after reading the study and looking at the park master plans in some detail.

The Pen Argyl area and demographics thereabouts are not those they once were. Many families (mine included) have both adults working long hours to make ends meet. Quite simply stated, there is much reduced leisure time and what precious hours I have with my own children are spent doing other things. I would not utilize a public pool. My children prefer a more active recreation, such as that found at the NJ shore or a PA state park. In addition, I have 5 young grandchildren, and the cost of getting them all into a public pool would be too high for me. If you installed a splash pad, I would bring them. To a pool, I simply would not. I have a Y membership, and I would indeed use their pool as a part of that. I receive this membership at a greatly reduced rate through the health insurance at my employer.

Furthermore, I do not, as a resident of Pen Argyl, wish to bear any increased tax burden/cost associated with re-establishment of a public pool for just a few to enjoy. We need recreation that encompasses a wide demographic of people. The Nazareth pool renovation was extremely costly to its residents and I would be absolutely furious if I was made to bear a burden like that. We need recreation more than ever that is accessible to and reaches a wide demographic of people of all ages - not just a select few who can afford a pool admission. We need a walking/rec path like Forks Twp. with fitness stations (can be used by ALL ages) and things of that nature. A splash pad would be safe and allow any age to cool off without safety concerns of a pool.

The YMCA will satisfy the swimming needs of our community going forward and does have grants available for those with financial considerations.

I thank you for your time and allowing me to express my thoughts.

Sincerely,

Karen L. Skorochod

125 E. Pennsylvania Avenue

Pen Argyl, PA

From: Walter Cole <wrcole3@gmail.com>
Sent: Saturday, March 6, 2021 9:46 AM
To: Robin Zmoda <Manager@penargylborough.com>
Subject: Re: Reminder of Public Input

Good morning Robin,

I thought the feasibility study for the pool was well done. I would like to thank the committee for their time and efforts in the study.

There are 3 comments I would like to mention.

1. BATHHOUSE - I believe that many people would like to see the bathhouse remain. It is one reason the park has a special charm and it is an historically important structure that adds to Weona Park being a special and unique park. I'm sure the committee compared the cost of repairing the bathhouse to building a new bathhouse. Perhaps a new smaller bathhouse could be built without removing the present bathhouse. Personally, I would keep the bathhouse even if there isn't a present use for the structure. There may be a use in the future.

2. POOL SIZE - If the sloped area and the lap lanes are removed, the remaining size of the pool seems small.

3. COST - The park study estimated the pool cost to be around 3 1/2 million dollars. I was very surprised at the cost being over 5 1/2 million dollars. I know that the cost was based on including everything in the project. I'm sure that the council will be able to lower the cost.

Finally, I want to thank the council and officials for their dedication and time consuming efforts in serving our community. I know this project has required a great deal of time, effort, and cost.

This will certainly continue in the future. Throughout the history of the park, citizens have come forward to support their beloved park. I also believe that the vast majority of residents and future generations will appreciate your efforts. The pool will greatly enhance the use of the park, provide a healthy activity for children, families, and all of its residents. The pool will also be a source of community pride. I look forward to the day when Weona Park will again have a community pool.

Thank you again and let me know if I can be of any service,

Walt

From: jjenni@rcn.com <jjenni@rcn.com>
Sent: Saturday, March 6, 2021 5:17 PM
To: Robin Zmoda <Manager@penargylborough.com>
Subject: RE: Reminder of Public Input

Now that the ymca is almost complete with the pool and the fact at the end of the current Pen Argyl pool there was barely any residence using the pool I absolutely think it would be ridiculous to spend any money on the Pen Argyl pool.

Maybe subsidize ymca membership for residents instead.

From: Dean Minnich <bugdrdean@gmail.com>
Sent: Monday, February 15, 2021 11:27 AM
To: Robin Zmoda <Manager@penargylborough.com>
Subject: Swimming Poll Project

Robin,

I hope all is well.

I cannot sit back and watch the Borough spend copious amounts of money on a project that will only be used 3 months a year with costs that will go way above the proposed maintenance budget and will never meet the projected revenues as outlined in the study. PEN ARGYL CANNOT AFFORD A POOL. In today's society, people who can afford a pool's luxury will place one on their own property. Today, the cost of owning your own pool has become affordable, so the appeal of a public swimming pool has greatly diminished. Ask any high school student if they are given a choice between a friends pool or a public swimming pool; the answer will always be a friends pool. Plus, a friends pool does not require a ten-dollar entrance fee. The proposed price tag of **5.4 million dollars** gives me heartburn. Where is this money coming from? There are too many residents in the Borough who cannot afford increases in taxes. The only way this project will be funded and maintained is by Borough taxes. This project is much more than the initial capital outlay. It will have year after year of expenses that will never go away, and at some point, every piece of mechanical equipment will need to be replaced. The upkeep will never stop. There are far better park projects that the borough could undertake that could be utilized all twelve months of a year. A great example would be a community center that would benefit all demographics of the Borough.

Thanks,

Dean Minnich

POOL FEASIBILITY STUDY COMMENTS

3/5/21

Reasons why pool closed are still valid and must be addressed.

- Declining usage
- Increasing financial burden for operation
- Major financial commitment to renovate current pool facilities.

(Feasibility Study page 2)

Important to know commitment length. 25 years?

"Strong voices within the community" as mentioned on page 3 of the feasibility study, from my experience, seems to be based mostly on memories and emotion. Those "strong voices" actually only represent a very small number of the Pen Argyl Community.

The points brought up on page 9 of the Feasibility Study, Market Analysis-Demographics, would seem to call into question the actual feasibility of having a pool in and for Pen Argyl.

The borough's main responsibility and priority is the health and safety of its residents. (Police and Fire protection)

- All aspects of the management, operations, and financial areas will need to be addressed according to current codes and operational standards. (Feasibility Study page 13)

- According to the study, financial areas will also need to be addressed.

Pen Argyl may loose close to $1,000,000 from the loss of Waste Management income. This money is mostly used for leveraging grants to make capital improvements. It has also provided for free garbage pickup for residential customers.

The residents would have to pay increased garbage fees, which they have not been used to. Taxes will continue to increase, not including any increase which could be caused by the pool project.

Page 14 of the study mentions potential revenue generation. Declining usage was one of the reasons council closed the pool in 2013. It would take a huge lift to sustain increasing revenue generation. Although it may sound good, the reality is doubtful.

The precents are based on a response rate of 24% of the 50% of the households. That's 171, less than a quarter of the total. (Feasibility Study page 17)

The age group of respondents is based on current age. By the time any phases are completed, the ages would be skewed. (Feasibility Study page 19)

POOL FEASIBILITY STUDY COMMENTS – continued

3/5/21

Plug in numbers instead of percentages. Even using percentages, 61% of respondents (104.31) either swim in a private pool or do not swim. (Feasibility Study page 20)

I do like the idea of winter usage, ice-skating, and a newer tot playground. (Feasibility Study pages 22,26)

92 respondents would attend fund raising events. That is not a large number. That is without knowing the which, what, where and when of the events. Things change. Even though 33% would give a cash donation, which is about 56 people, we do not know how much each would give. (Feasibility Study page 27)

26 respondents are in favor of a tax increase. The amount of or the limit(s) of, as well as what constitutes a tax increase are not identified.

Page 29 of the study states… "Programs are essential…". Declining usage was one of the reasons council closed the pool in 2013. It would take a huge lift and a consistent available budget to sustain needed programming. Although it may sound good, the reality is doubtful.

I do not know if Public Works Director Steve Bender took part in this study. I would suggest the PWD put together a realistic outlay of short-term and long-term maintenance and upkeep. Including labor costs.

As it is now, the old pool is an eyesore. It does not reflect kindly on the borough.

Page 41 of the study lists the estimated cost for site demolition at $224,400. This should be done immediately. It will only become more expensive the longer we wait. The total for Phase One, including splash pad and rink for under 1.2 million could be feasible. The eyesore, at least, must not continue. Doing at least that would show progress and generate some positivity for the borough.

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Project: Weona Park Pool Feasibility Study

Weona Park, Pen Argyl, Pennsylvania

Borough of Pen Argyl

Project No: 19779 7 Oct 2019

Meeting Notes Meeting Number: 1

Meeting Location: Weona Park Community Center

This document is a written record of the Key Person | Focus Group Meeting held on October 7, 2019 to for the discussion of the feasibility study for a new aquatic facility with the invited movers and shakers of the community.

PLEASE SEE THE ATTACHED DOCUMENT FOR MEETING ATTENDEES AND THEIR CONTACT INFORMATION.

ITEM #	ACTION BY	ISSUE
1.1		Susan introduced Wallover Aquatics International and Wallover Architects Incorporated. Susan had read through her presentation and discussed the topics of the evening
1.2		One Key Member had asked Susan when the survey was going to be sent out the residents of the community. Susan replied that the survey will be prepared following tomorrow night's Community Meeting open to the public. Susan will prepare a mock survey for the Steering Committee to review and partake in. After their review and comments, Susan will finalize the survey and then issue the survey to 25% of Pen Argyl's households.
1.2.1		Susan noted that 25-26% of the population will use the pool at least once a season.
1.3		A Key Member asked, "Why would a resident from Nazareth or Palmer Township come to Pen Argyl's new pool facility?" Susan explained to the that it would depend on many factors such as what the pool is offering as amenities or programs, people who visit family in the Pen Argyl area, etc..
1.4		A Key Member asked how the new facility would compare to the existing facility in terms of size. Ted explained that any option for a new aquatic facility will be much smaller than the existing facility. The reason the existing facility was shut down was because the cost of maintenance for a facility of its size was not practical for a community of Pen Argyl's size to financially maintain. The new facility would need to be sized properly for the community to be successful. The newer facility would also have to offer newer aquatic trends. The typical rectangular pool no longer attracts crowds to aquatic facilities anymore.
1.5		A few members had expressed concern over the slide that mentioned according to the data collected from the survey of the park's master plan, 63% had answered that they would not mind raising taxes to support improvements to the park and pool. Susan had explained that this is not reliable data to go by because the survey from the park's master plan does not specify whether this would be improvements to the park as a whole and/or how much of these improvements pertain to the aquatic facility itself.
1.6		The discussion for staffing a new aquatic facility had come up. It was noted by the members that to have the whole existing facility running without shutting any portions down, the facility required 8 lifeguards at minimum. They explained keeping lifeguards was a difficult task being that most lifeguards were young teens and college students who cut the pool season short when they returned to school as early as the beginning of August.
1.7	S. Wallover	Susan had introduced the idea of the Ice/Splash Pad as a year-round option. She explained that if a pool is not feasible for the Borough of Pen Argyl, what would be

		something that could take its place that can satisfy the community and bring profit possibly to the Borough ¾ of the year, if not the whole year. She explained that the option of a splash/ice skate pad might be a viable option and showed some slides supporting this idea. Some members were open to the idea of having something like this that would provide a year-round venue while others became offended. Susan stated that she must do some further research on the splash/ice pad as this is a new idea even for her and would like to have better information for the meetings going further.
1.8	S. Wallover	Some of the members had asked Susan to provide information on the construction costs of the recently renovated pool projects in Nazareth and Palmer Township.
1.9		Some members noted that the YMCA in town was in the process of building a pool and couldn't understand why building a community pool would be practical with the new YMCA pool. Some members who have children spoke up that their children loved the community pool for the social aspect as well as they would rather bring their children to an outdoor pool on a summer day rather then the YMCA pool that would be indoors. One noted that the YMCA pool brings in a totally different demographic than a community pool.
1.10		A member asked what would be needed to be charged for memberships or daily passes before the day-to-day operation costs of a new pool facility would affect their taxes. Susan explained that the cost of membership and daily passes hugely depends on what programs are offered at your aquatic facility. In addition, it depends on what sets your facility apart from the other competing aquatic facilities in your service area. The member commented that he can not see charging people very much for the membership and daily passes due to the low incomes of the people in the area. He noted that the people in the area do not spend much money on entertainment/recreation for their families. He stated that in his opinion the carousel does not bring in much money and he felt they were losing money as a community by its continued operation. He was worried that the eight possible weeks the pool would have for operation would not create enough revenue to cover operation/maintenance costs without having to raise taxes.
1.11		One member shared with the group that they have been coming to the park for many years as a family. They rent the pavilion for their family affairs; however, over the years they have started losing their interest in the park. He stated that the park is missing something. He also stated that while the carousel and the miniature golf course are unique to the park, that it is an old idea. The people of the community need something new and exciting. It must be cost effective and self-sustaining.
1.12		Susan noted that it typically takes five years for a new facility to become stabilized in its operation, maintenance, and finances.

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APPENEDIX

B

SURVEY

Survey
“Other” Comments
Comments Question #11

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Weona Park Pool Survey

1. Please indicate the Ward in which **your household** resides. If needed, please refer to the map on the back of the letter that accompanied this survey.

a.		Ward 1	c.		Ward 3
b.		Ward 2	d.		Ward 4
			e.		Do not live in Pen Argyl Borough

Throughout the survey use the age groups categories provided: (C) Children, (A) Adult.

2. Including yourself, indicate the **number** of people **in each age group** that live in your household.

CHILDREN (C)						ADULTS (A)					
a.		Up to 5 years	c.		10 to 14 years	e.		19 to 25 years	g.		40 to 59 years
b.		6 to 9 years	d.		15 to 18 years	f.		26 to 39 years	h.		60 to 79 years
									i.		80+ years

3. Check where members of your household swim most often and what type of admission payment is used.

			Membership		Daily Fee/Punch Pass	Guest Pass
			Family	Individual		
a.		Bangor Pool				
b.		Nazareth Pool				
c.		Palmer Pool				
d.		Stroudsburg Borough Pool				
e.		Dansbury Park Swimming Pool				
f.		Country Club Pool *(name)*				
g.		YMCA *(name)*				
h.		Private Pool				
i.		Other - name?				
j.		Don't swim, why? **If you don't swim, proceed to Question 8.**				

4. Please circle when the children and adults of your household typically use a Swimming Pool the most.

		Children							Adults						
a.	Months	June			July			August	June			July			August
b.	Days of the week	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa
c.	Average Time of day to arrive	9:00 to Noon				Noon - 2:00 pm			9:00 to Noon				Noon - 2:00 pm		
		2:00 - 5:00 pm				5:00 pm +			2:00 - 5:00 pm				5:00 pm +		
d.	Average length of stay	1 - 2 hrs.			3 - 4 hrs.			5+ hrs.	1 - 2 hrs.			3 - 4 hrs.			5+ hrs.

5. Check no more than three (3) important features the members of your household currently enjoy most about the pool they use most often as indicated in question # 3. (Check 3 for children and check 3 for adult.)

	C	A	Features		C	A	Features
a.			Accessibility	i.			Multi-purpose room
b.			Bathhouse facilities	j.			Paved parking
c.			Designated picnic area/snack bar	k.			Personal storage lockers (chairs. etc.)
d.			Family changing room	l.			Shade structures
e.			Furniture - lounge chairs	m.			Tot playground area inside fenced pool area
f.			Landscaping-improved	n.			Umbrella tables
g.			Lighting for night swims	o.			Zero depth entry
h.			Location	p.			Other:

6. In addition to "open swim", check no more than **three (3) activities** that members of your household would **participate in the most** at the potential Weona Pool (Check 3 for children and check 3 for adult.)

	C	A			C	A			C	A	
a.			Aquatic fitness	j.			Private swim lessons	s.			Water babies (parent/child)
b.			Diving	k.			Senior citizen activities	t.			Water basketball
c.			DJ Swim/Dance	l.			Scuba diving lessons	u.			Water polo
d.			Exercise (dry deck)	m.			Special events (pool parties)	v.			Water safety
e.			Holiday events	n.			Daily scheduled activities	w.			Water Walking / Jogging
f.			Lap swimming	o.			Swim lessons	x.			Water volleyball
g.			Lifeguard training	p.			Swim team	y.			Other:
h.			Movies at the pool	q.			Synchronized swimming	z.			None
i.			Pre-school swims	r.			Twilight swims				

1. Check no more than **three (3) entertainment features** that members of your household would use most. (Check 3 for children and check 3 for adult.)

	C	A	Features	Description
a.			Climbers	Tots can climb on objects made of soft foam in durable colors, fixed to the bottom of the pool in shallow water
b.			Climbing wall	Structure is mounted to the edge of pool and leans slightly over the water, wall is approached from within the water, free fall to the water
c.			Lazy river	Water travels in one direction in a channel
d.			Diving board - 1meter	For recreational and competitive use
e.			Diving board - 3 meter	For recreational and competitive use
f.			Floatables	Children can climb on objects made of soft foam in durable colors, tethered to the bottom of the pool in 4' of water (approx.)
g.			In-pool benches	benches / pool shelf for seating in the water
h.			in-pool spa	separate area within the pool featuring hydro-jets
i.			Spray features	Interest created with trickles, bubbling, sprays, and arches of water; located in the pool
j.			Tumble Bucket	A timed splash feature that creates a large splash from above the play area.
k.			Water playground	Interactive play water elements that can be activated by children; usually in 0" - 6" depth of water
l.			Waterslide(s)	Comes in many shapes and sizes: speed slides, cork screw slides, drop slides, open/closed flume, body or tube slide
m.			Other:	
n.			None	

2. What **concessions** would members of your household **enjoy the most**. Please provide examples

	C	A	Foods	What?		C	A	Foods	What?
a.			Baked goods		h.			Hot foods	
b.			Candy		i.			Hot/iced tea	
c.			Coffee		j.			Juice	
d.			Cold foods		k.			Soda	
e.			Frozen treats		l.			Toddler snack foods	
f.			Carnival-like foods		m.			Other:	
g.			Healthy foods		n.			None	

3. Indicate the type of aquatic facilities the **head of your household** would support. (Check all that apply.)

		Facility	Facility Use
a.		A right-sized pool only	Summer only
b.		A right-sized pool with entertainment features	Summer only
c.		A right sized pool with an adjacent water playground	Pool - Summer Water playground spring-fall
d		A water playground only	Spring - fall
e.		A water playground that turns into an ice skating facility in colder weather (maintained with refridgeration to temperatures up to 50 degrees	Year-round
f.		Other:	
g.		None	

4. The Weona Park Pool will need the support of the community for renovations. Indicate how you or members of your household are willing to show support for this potential project. **Check all that apply**.

a.		Cash donation	d.		annual tax increase	
b.		Attending fundraising events	e.		Volunteer	Email:
c.		Pool membership	f.		Other:	
			g.		None	

5. Please provide comments about aquatic opportunities and facilities for the Pen Argyl Borough.

_____

_____

_____

_____

_____

Pen Argyl Survey Results
"Other"

Ques 5 - Other	Ques 6 - Other	Ques 7 - Other	Ques 8- Other	Ques 9- Other
Important Features	**Activities**	**Entertainment features**	**Concessions**	**Type of aquatic facility**
CHILDREN	CHILDREN	CHILDREN	CHILDREN	
It's big	waterslide	no remarks	no remarks	If water playground comes w/pool, then winter use how ??? Be good.
splash zone for infants and toddlers	will never attend			Combine c & e would generate funds year-round & give citizens something to do year-round
swim lessons				Indoor activities (see survey)
waste of taxes				Updated playground &pool
water slide & deep end				

Ques 5 - Other	Ques 6 - Other	Ques 7 - Other	Ques 8- Other	Ques 10 Other
Important Features	**Activities**	**Entertainment features**	**Concessions**	**How willing to support**
ADULTS	ADULTS	ADULTS	ADULTS	
don't swim right now	adult only swim	adult swim area	water	no remarks
fun	grandchildren			
It's the closest around	socialize			
none				
private family pool				
swim lessons				
waste of taxes				

Pen Argyl Survey Results - Comments

Comments Key for Sort

A - Administration	M - Misc.	WP - Water Playground
F - Facility	P - Programs	Y - Yes pool
I - Ice Rink	N - No pool	$ - Finance

Comments have been paraphrased. Comments are sorted by the above key. Some comments could be sorted under more than one area. The sort could be subjective. There was handwriting that was questionable.

Comment #	**Survey #**	**Sort**	**Comments**
1	26	Y/WP/I	We have hoped for a child friendly water playground here for many years. Love the idea of a year-round use with the frozen feature!
2	61	Y/P	Pool is desperately needed in our community. Many young families can't afford a pool of their own and need to be able to have an option of an affordable pool membership. Even though I am 69 yrs. old, swimming is a wonderful exercise for a senior citizen like myself and needs to an option for seniors to keep active. Swimming lessons are important to keep children safe and potentially save lives. thank you for selecting me to participate in the survey!
3	91	Y/P	Boro needs a much smaller pool with fun features for adults and children. The need to hire a pool manager who will develop programs for all ages not as we are presently doing.
4	148	Y/F/P	Professional swimming pool (events, training) water exercise for seniors, handicap, babies, youth.
5	125	Y/F/I	Some of the above suggestions would make locals & neighbors choose to come to Weona over local pools. Family would like a pool, playground, and ice rink. We would squeeze a monthly (or annual) membership into our budget. Bangor is $175. If I were able to use entertainment, I'd pay double, w/maybe a food package. I'm excited for my kids if this done before they grow.
6	143	Y/F	YMCA will most likely not have an area to "play' "or "lounge". Probably lanes for laps, etc. maybe volleyball? I think there is a need for a community pool (not just toddler depth-only pool).
7	69	Y/$	Don't believe our town leaders understand the enormous impact the pool had on the history and future of the Borough and community. I don't think it is fair to include the tax question about the pool and/or maintenance because the pool was always a part of the tax base. It wasn't a choice then and it shouldn't be now. If someone doesn't want to support a pool, they have the choice to live somewhere else.
8	83	Y/ WP/P	Main interest is lap swimming. Grandchildren enjoy open swims and waterparks.
9	80	Y- Pool, No ice	Pool is important asset to community. Do not need an ice rink, but we do need a pool that is attractive and useful to everyone in the Boro and that people from other communities would want to visit as well.

10	1	Y	Very thankful. Would love a close local pool for our family.
11	2	y	Pool would be a great idea for Pen Argyl! Many travel to Nazareth/Bangor. We would rather stay local. Would like to see more use of park and pool area. Keeping our family here to support local businesses
12	5	Y	Lived here my whole life. Pool a place where working class enjoyed themselves & found relief from summer heat. Park was a place to have fun and meet on weekends at the stand. Today kids sit and play TV games. We need to invest in future generation to give them something to remember and tell their kids and grandkids.
13	7	Y	We grew up in Pen Argyl and always enjoyed the pool.
14	12	Y	Wonderful to have a pool like Nazareth's.
15	14	Y	Definite need for a park pool. If there was a pool, one would find an increased usage of other park facilities.
16	16	Y	Pen Argyl (& surrounding areas) citizens NEED, especially the youth, productive, safe outlets to keep them busy. A pool is essential an asset to a community. It could easily drive-up real estate values, and the pool (does ????) will generate funds, b/c people (especially families) would want to live in a safe community with a pool/recreation center. The pool would be beneficial in that pre-occupied kids/youth, tend to not be destructive/criminal-busy, so a pool could help lower criminal activities in that regard.
17	20	Y	Nice big sized pool for everybody to enjoy -all families at the pool and Weona Park.
18	21	Y	Husband & I are over 60. We live in town and don't have room for a pool, but it would be a great advantage for us. Also, we love taking our grandchildren with us. They love to swim, but we often must call friends & relatives and that's not always a possibility. A public pool in our area would be a win-win for all.
19	36	Y	Please bring our Town Pool Back! Not everyone can afford the YMCA!
20	42	Y	I think our community needs a pool. Our children get bored in the summer and to have a pool near home is easier for parents of children.
21	44	Y	Handicapped accessible as well
22	45	Y	Indoor/outdoor year-round facilities could connect with all 3 area ahools - grade school, middle school, high school and day cares, church groups, seniors, social groups, etc. Other out of area schools as well.
23	46	Y	Children in Boro need the opportunity to a have a place in the summer months to interact w/peers & escape the summer heat. Healthy summer activity.
24	52	Y	Have 2 yr. old boy who loves the water but has no pool to use. We use a kiddie pool in the backyard. He will outgrow this. A community pool will be something he can use for years to come.
25	56	Y	We need a pool. The sense of community is gone since we haven't had one. It was a place to go and socialize for children and adults!

26	63	Y	Grew up in Pen Argyl & spent my whole summer at the pool w/friends. Would love this for my own daughter. We can put in a new fire house; we should also give the community pool.
27	64	Y	Just having the pool open will satisfy and make a lot of people happy. I have lived in Pen Argyl for 14 years. I truly miss the pool. It is very convenient for us. We were there almost every day, walking distance and we enjoyed seeing friends & neighbors and being outside to cool off.
28	79	Y	The Boro needs a pool. Do whatever to get one soon. Reunions and get togethers enjoy a park.
29	84	Y	Good luck! Something is better than nothing. Included grandkids because they spend summers here in PA, but I have to drive to Nazareth to take them swimming.
30	92	Y	Pool would be nice for the community. A place for families to come together. Maybe summer jobs for some kids.
31	95	Y	Need our pool back. I would love to volunteer.
32	99	Y	Boro has such a lovely park which was the center of many wholesome activities when our children were young and growing up. Many fond memories of all the fun they had including miniature golf, carousel rides, playground activities, recreation, picnics, and birthday parties but most of all long summer days at the pool. We want today's children to experience these same memories - creating opportunities and that includes have a community pool.
33	100	Y	Would love having a beautiful pool again. It will be nice to have some place to swim for the kids during the week when we aren't at the camper.
34	101	Y	A lot of people would be happy w/any public pool provided. Many people like myself, do not have direct access to a pool. A lot of it is memories. My family always had a pool pass and that's what we did every day. That's where I learned to swim.
35	104	Y	They really need to do something. Driving past that big unused pool is just saddening. (Bangor's pool is too small/not deep, and way too crowded.
36	116	Y	It is important for this community to have a pool, especially for kids/teens and those in the area who may not care. Many of Pen Argyl's residences cannot accommodate their own pool because of property sizes.
37	123	Y	Bangor has a pool, so should Pen Argyl! Gets kids off their cell phones & out of the house. Make going the pool the "cool" thing. Would also enhance the look of the space.

38	124	Y	Family so excited about a potential pool in our area again! I grew up going to pool every year, almost every day. So many wonderful memories of the Pen Argyl pool. A great part of my life (esp. ages 10 - 15 yrs.). Upset when pool closed. Have 4 children (3 - 18 yrs.). Older kids experienced greatness of pool and cited best memories there. Would love to have 2 younger kids experience the same. Look forward to making new, fun memories with my family.
39	126	Y	Boro needs a pool. A gathering place for kids to stay out of trouble.
40	135	Y	I will encourage everyone I meet to use the facilities.
41	147	Y	A pool needs to be built to allow children & families of today to have the opportunities as previous generations. It always was the focus of our beautiful park. Besides entertainment, it would offer summer jobs to young adults. The founders of Weona Park expected this pool to be enjoyed by future generations. As with the carousel, golf course, bandshell, etc., the pool needs and deserves to be preserved. Listen to the people of Pen Argyl!
42	167	Y	We've been going to Nazareth's beautiful facility. It was convenient for our family, something to do. Now that we live here in Pen Argyl Boro it will be a father drive for us. I (We) refuse to go to Bangor because it has maxed out its occupancy. Please do all you can to open a Weona Park Pool.
43		WP/I	I really like the idea of a pool with an adjacent waterpark playground that can be turned into a skating rink in the winter (for year-round enjoyment). that is trend-setting & could attract clientele from all around (cha-ching, cha ching).
44	58	P	Would love to see water aerobics for older adults. Rent pool out for private parties. Indoor pool area for winter months.
45	60	N/A	Last pool was not cared for, left to deteriorate. Need to repair roads, have full-time police dept & hire full-time zoning officer, fire manager & PWD, too much money.
46	105	N/A	Anyone who wants a pool should be paying the bill. The very last thing I, as a resident & taxpayer, want to see is a tax increase for a pool.
47	73	N/$	A pool is not necessary or money wise. It will cost the taxpayers more money.
48	77	N/$	Difficult to imagine a participation level by attendees that would be able to sustain the maintenance costs of a pool. Attendance levels of the last 10 years of operation certainly couldn't. I plan to use the YMCA pool once completed and don't want to financially support another facility I wouldn't use. that includes any tax increase for this purpose.

49	128	N/$	Public pool is a complete misappropriation of taxpayer's money. Who is going to use the pool? The Boro's last pool only lost money. This Boro cannot afford a pool and a brand new 4.1 Mil dollar fire house. The money is needed for infrastructure and roads. We do not want tax increases for something that is used for 3 months a year.
50	133	N/$	Not interested in a pool. Main reason is cost to the Boro. We do not want any tax increase. Think those who want a pool should carry the burden of costs (or no pool). Pool was wonderful back in its day. Now many have their own pool and both parents work. Times are different!
51	136	N/$	You can't afford it and I don't want any more tax liabilities. Already pay enough. The population will not support this. The one will be on the taxpayers.
52	161	N/$	Waste Management offered to fix the existing pool site. You turned them down. Do you think people are going to come up with the money? You raised the Boro tax in the recent past. You built a new fire hall that we didn't need. You want to start charging a fire tax, after you were given a multi-million dollar grant to build a new fire hall. Enough is enough! Pen Argyl is about 40% (?) renters. Why don't you start making them pay their fair share! How do you think senior citizens are going to pay for your grandiose ideas?
53	169	N/$	Although a pool or water playground would be nice, we don't think it would be necessary if it means taxes would be increased.
54	68	N /$	Absolute waste of our resources. How entitled are we that we can't drive over one town for a pool? Hope my taxes don't get raised from this nonsense. Have fun pandering to the ignorant group of people who seem to think like everything is for nothing. News flash someone's going to pay, and it'll be us the people no matter how you want to put it. I like how we can "afford" a pool, but we can't fix the drain by Penn Jersey that overflows and freezes every winter. Nice priorities.
55	18	N	When my family finally got to use the pool, you closed it. Now that they're grown you want to open it. Wasting a lot of money on this park that supports nothing. It's a money pit. Keep throwing money at it. Carnivals su**, playgrounds awful, facilities are even worse.
56	27	N	Not interested in pool whatsoever. Waste of money…
57	33	N	I do not believe the Borough can afford this type of amenity. We have gone a few years without it.
58	37	N	Please do not build/repair pool. Many people have private pools and there are other local facilities.
59	43	N	We don't need a pool! What we need to do is fix the roads!
60	88	N	Y Pool available
61	8	M	I swim at my daughter's
62	103	M	Retired. 88 years old, too old for comments.
63	109	M	Too old to use any facilities. Thank you.

64	121	M	This would be a great opportunity for the young adults & teens for summer jobs as well!
65	122	M	See 3 page loose document that was included with survey # 122. Many comments & suggestions.
66	129	M	We go to the Stroudsburg Y for our aquatic therapy because Pen Argyl doesn't have what we need.
67	139	M	See attached sheet - #139
68	152	M	See attached sheet # 152
69	154	I	I hadn't considered an ice rink. As a youth I used these a lot. Used a flooded basketball court. That (ice rink) I would support even with a small tax increase.
70	119	F	I envision a pool smaller than we had with walk-in area with a couple of objects for toddlers and kids, small lap area, deeper area with sliding board, and area for kids to play (larger than Bangor, smaller than Nazareth.)
71	118	A/F	Please consider a senior membership reduction from regular rates. Strongly consider a problem - Nazareth separate children's pool not just an area within the main pool!! This is an ongoing complaint in Nazareth since the elimination of the separate children's pool. S/B Boro residents only! Problem in Nazareth allowing anybody to enter. Thank you!
72	3	A	Membership for the pool should be available for all boroughs in Plainfield Twp.
73	16	A	Just make certain that the bulk of the pool hours be open to the public in general, not reserved for any group or subgroup. It must be foremost a public community pool for all to enjoy (if they desire).
74	55	A	What is the plan to keep people who don't belong to the community out?
75	117	$/Y/WP	Do not raise taxes. We would utilize a membership and a small water playground frequently. Would like to bring snacks but will purchase foods if available.

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APPENEDIX

PROGRAMMIMG C

Programming Ideas
Programming Information Sources
Program Budget Spreadsheet

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Aquatic Programming Trends

By Emily Tipping

You can build a swimming pool for your guests, and it will surely be used for fun and recreation, and maybe even exercise, but the vast majority of respondents to our survey report that they do a little something more to get people into the pool by providing a variety of programs.

In fact, 93.9 percent of all aquatic respondents said that they currently provide programming of one kind or another at their facilities. They are led by those from Ys and from schools and school districts, where 100 percent of respondents said they currently offer programs. They were followed by colleges and universities (98.8 percent), community sports and recreation centers (96.7 percent), and parks and recreation respondents (94.2 percent). Respondents from camps were the least likely to indicate that they currently provide aquatic programming, though more than three-quarters (79.2 percent) do so. (See Figure 1.)

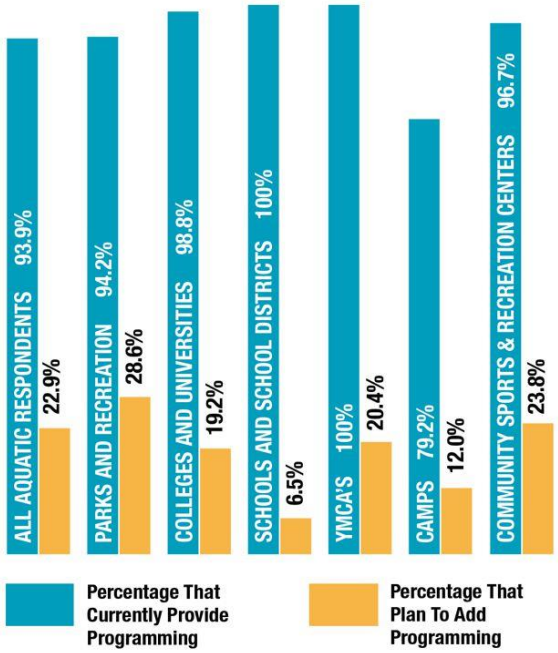

Figure 1: Aquatic Respondents & Programming

Respondents from facilities with higher operating costs were more likely to report that they currently provide aquatic programming than those who spend less on their aquatics. Some 97.8 percent of respondents with operating costs of $500,000 or more, and 97.8 percent of those with operating costs of $250,000 to $499,999 said they currently provide aquatic programs. This compares with 91.4 percent of those whose operating costs are less than $250,000. And, among

those who spend less than $100,000 a year on their aquatic operations, 86.2 percent said they currently provide aquatic programs.

Current Program Offerings

The No. 1 program currently offered by aquatic respondents was learn-to-swim programs, provided by 79 percent of respondents. More than two-thirds of aquatic respondents also said they provide: leisure swim time (76.3 percent); lifeguard training (72.5 percent); and lap swim times (69.8 percent). More than half also provide aquatic aerobics (62.8 percent); birthday parties (59.7 percent); water safety training (58.3 percent); and youth swim teams (55.5 percent).

Among park respondents, the top current program offerings include: learn-to-swim programs (87.5 percent); leisure swim (79.4 percent); lifeguard training (77.4 percent); birthday parties (73.8 percent); and lap swim time (73.6 percent).

Among respondents from colleges and universities, the top current program offerings include: lap swim time (83.6 percent); leisure swim (76.4 percent); lifeguard training (76.4 percent); learn-to-swim programs (75.8 percent); and aquatic aerobics (57.6 percent).


photo courtesy of the american red cross

For school respondents, the most common currently offered programs include: school swim teams (85.2 percent); swim meets and competitions (74.2 percent); learn-to-swim programs (73.8 percent); youth swim teams (73.8 percent); and lifeguard training (70.5 percent).

Respondents from Ys said that their top current programs include: learn-to-swim programs (96.7 percent); leisure swim (94.6 percent); lifeguard training (92.4 percent); lap swim time (91.3 percent); and aquatic aerobics (90.2 percent).

Among respondents from camp facilities, the top current program offerings include: leisure swim (65.3 percent); lifeguard training (48.6 percent); learn-to-swim programs (31.9 percent); water safety (29.2 percent); and birthday parties (23.6 percent).

For respondents from community sports and recreation centers, the most common currently offered programs include: learn-to-swim programs (91.8 percent); leisure swim (80.3 percent); aquatic aerobics (77 percent); lifeguard training (77 percent); and lap swim times (75.4 percent).

Planned Program Offerings

Nearly a quarter (22.9 percent) of respondents to the survey said that they are planning to add additional programs at their facilities over the next three years. They were led by respondents from parks and recreation facilities, where 28.6 percent said they had such plans. They were followed by those from community sports and recreation centers (23.8 percent); Ys (20.4 percent); colleges and universities (19.2 percent); and camps (12 percent). Respondents from schools were the least likely to report plans for program additions, with just 6.5 percent indicating they would be adding new programs over the next three years. (See Figure 1.)

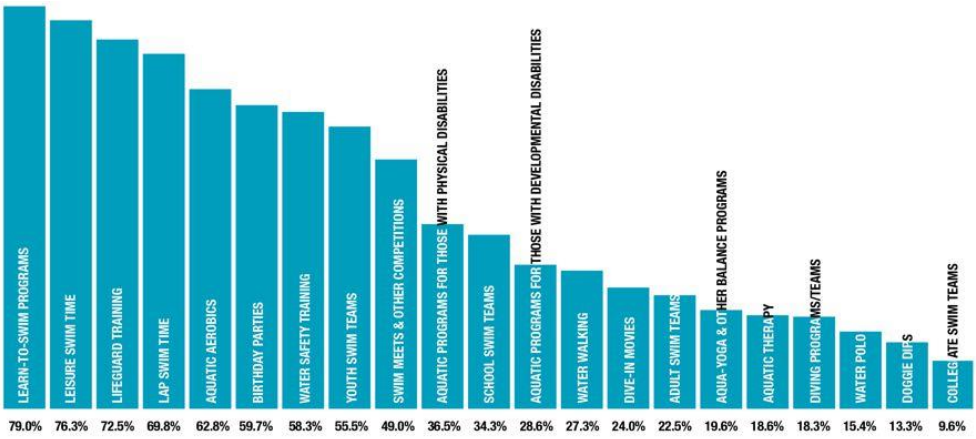

Figure 2: Top Current Programs for Aquatic Facilities

Interestingly, respondents in the middle, in terms of operating costs, are more likely to report that they have plans to add programs at their facilities than others. Some 30.1 percent of those who reported average annual operating costs between $250,000 and $499,999 said they would be adding programs at their facilities over the next three years. This compares with just 22.9 percent of those with annual operating expenditures of $500,000 or more, and 22 percent of those who spend $250,000 or less.

The top 10 planned programs among aquatic respondents include:

1. Aquatic yoga and other balance programs (planned by 32.6 percent of those who will be adding programs)
2. Dive-in movies (31.1 percent)
3. Aquatic programs for those with physical disabilities (23.1 percent)
4. Aquatic programs for those with developmental disabilities (20.5 percent)
5. Aquatic aerobics (16.1 percent)
6. Water walking (15 percent)
7. Learn-to-swim programs (14.7 percent)
8. Adult swim teams (13.2 percent)
9. Aquatic therapy (13.2 percent)
10. Youth swim teams (12.8 percent)

Among parks respondents who plan to add programs, the most commonly planned additions include: aquatic programs for patrons with physical disabilities; programs for those with developmental disabilities, aqua yoga and other balance programs; dive-in movies; and water walking.

SURVEY METHODOLOGY

This report is based on a survey conducted for Recreation Management by Signet Research Inc., an independent research company. An e-mail was broadcast and respondents were invited to participate. From the launch of the survey on Dec. 12, 2017, to the closing of the survey on Jan. 2, 2018, 1,194 returns were received. The findings of this survey may be accepted as accurate, at a 95 percent confidence level, within a sampling tolerance of approximately +/- 2.8 percent.

Cool Pool Programming

Club Industry Magazine

Lynnette Shelley, Associate Editor
Mar 1, 2001, 7:00am

Water is the most abundant resource on our planet. Humans, early on in their embryonic development, boast webbed fingers and toes, a nod to their water-dwelling ancestors. And even when we abandon the womb, we don't abandon water. The substance composes most of our total body makeup.

Small wonder, then, that water-based programming can be a popular addition to a health club.

With warm weather fast approaching, clubs need to harness water's inherent power with their aquatics programming. Traditionally, the summer has been a down time for clubs. But water-based activities can be a cash cow for that sizzling three-month stretch if you get creative with your programming and aggressive with your marketing.

Consider this scenario: It's the middle of June. You're advertising in the newspapers, mailing out brochures about your pool and putting out flyers. You've done all the proper pool maintenance, making sure the water is nice and clear, the tiles aren't chipped, and the filters aren't clogged.

But guess what? There's one lone lap swimmer coming to use your Olympic-size pool. And he's going on a two-week vacation in a couple of days. Insert chirping cricket noise here.

What's the problem? It's summertime. Everyone's away at the beach or the lake. Or maybe you only have an indoor pool, and there's an outdoor pool up the street that's attracting your clientele away.

How can you compete with surf, sand and sun? Actually, you can't.

That's not to say you shut down for the summer, though. You're really never going to fight sunshine, and the beach and the sand with an indoor pool on a warm summer day,

says Scott Strane, the aquatics director for Michigan's Family Fitness Factory. But you [offer] different activities [for the summer months].

You can create aquatic excitement by launching different water programs when temperatures start to rise. I start with new programs for the summer months. Make sure there is something new and different, offers Pat Fossella, facilities manager for Cranford Pool and Fitness Center in Cranford, N.J.

Cranford's own aquatic programming is so successful that Fossella claims the facility has a waiting list in January for the pool in summer. Of course, the club also does a lot of advertising. We spend $10,000 a year on advertising in a town of 25,000, she says.

While smaller clubs may not have that sort of advertising budget, they certainly have the ability to promote their summer programs long before the weather heats up. For example, parents want someplace wholesome to bring their children during summer vacation. A pool is such a place. However, parents are making decisions before school breaks for summer holiday. So, catch their eye early.

Parents do start planning their children's summer activities well in advance of June, advises Richard Meyer, the regional Southern California president of Club One.

Dawn Gillespie, the aquatics director for the Kingwood Athletic Club in Kingwood, Texas, pulls an all-out youth promotion before the summer season starts. I personally and my staff as well go to grocery stores, pizza parlors wherever you're going to find kids and I just ask the people if they wouldn't mind posting our pamphlets, she says.

Children aren't the only group you can target in the cooler months. To get a jump on the summer crowd, Meyer advises discounts for early or multiple sign-ups. A financial discount usually creates a sense of urgency, he explains. In addition, at our big pools, we have a summer sign-up day. It creates urgency in people.

To get multiple sign-ups, you'll need to provide multiple reasons for joining. Sure, you can host some fun classes like water volleyball, scuba diving or kayak lessons but some people just don't want to get into a pool. So, get them around the pool.

Make the summer pool experience more social by throwing parties or having everyone meet poolside for refreshments. Whatever you decide to do with your summer aquatics programming, try to schedule it around major vacation times when people are free and looking for a good time.

Creative Pool

Keep in mind that people won't have a good time if you get stuck on the same-old, same-old water programming ideas. Have fun. Be creative.

By providing everything from swim classes to kids' camps and birthday party rentals, a well-run pool can be a major profit center for any club. Aquatic programming can even turn to dryer environments for inspiration.

Whatever we have on land, I try to bring into the water, says Cynthia Bialek, the program director for the Fitness Club of Fairfax, a Fairfax, Va.-based health facility offering a year-round, heated indoor pool.

Bringing new classes into the pool brings more people into the club. Bialek claims that water-based programming has increased membership. This is because this programming offers a low-impact alternative for the club's large older population. For people with arthritis or knee problems, aqua exercise offers less pain and more gain.

As most club operators will agree, the older market is a stable, loyal demographic. And the pool is an ideal environment for many elderly exercisers. Fossella can attest to that. We have an underwater treadmill that they fight over, she says.

Besides the older set, water classes are an attractive alternative to overweight individuals who want to get in better shape but are intimidated by the workout floor. We have a few people who are extremely overweight and they don't want to be seen on the floor, explains Bialek. [The pool] gives them a place to hide.

Indeed, the water is a much more friendly option for obese individuals, according to Aquatics Director Saralee Bloese of Michigan's Howell Area Aquatic Center. A lot of people are attracted to the water because it's not as intimidating, she says. You can get in the water and bounce around and not really be seen, or you can just bounce around and not have the same impact. Or if you're really heavy90 percent of your body weight is displaced.

It feels good, she continues. It just has the natural properties of massaging your body.

It is the natural properties of water that give a pool such a cross-generation appeal. Besides the elderly and deconditioned, a pool is a great resource for families. If your summer programs manage to draw kids, you may eventually sell their parents too.

Water exercise and learn-to-swim classes aren't the only ways to interest parents and kids. Frank Tuohy, the aquatics director for the Aquatics and Fitness Center in Philadelphia, made up flyers for kids' swim clinics taught by national level athletes and posted them at the local swim team's practice spaces.

You can do very well with these types of clinics, he says. Parents are more competitive than their children. They want their kids to be the best.

So do their coaches. The Aquatics and Fitness Center rents out its pool to swim teams, a practice that's so popular, Tuohy has had coaches steal the flyers from competitors' schools to keep the pool for themselves.

Kids, parents, the elderly whomever you decide to target with your pool, make sure that the programming reflects their taste. Market the clientele you want to attract, advises Julie See, president of the Florida-based Aquatic Exercise Association.

If the population base from which you are drawing potential clients averages 68 years of age, she adds, well, then aquatic kickboxing probably won't be the class of choice, no matter who teaches, at what time, and with what perks you offer!

Likewise, she says, if all a 25-year-old client has observed is an arthritis class in the pool, they will not be rushing to sign up for any water fitness program. Offer a sample of class formats so that potential clients can observe or participate to see if that is something they are interested in.

Aquaphobia

In addition to the type of programming, clubs need to take into consideration that many die-hard landlubbers may be hesitant to try water exercise. Why? Quite simply, they think it's a wimpy workout. Nothing could be further from the truth. Aquatic programming, though more gentle on the joints, packs quite a punch.

It's a misconception that you can't sweat in the water, says Strane. You work on opposing muscle groups evenly. It really holds itself to a faster [workout].

A lot of people think water is wimpy, says Fossella, but not if you use it the right way!

We had a woman who said her doctor said to her she should never ever give up on her water exercise because of the strength it's given her, she adds.

Water wimpy? Meyer scoffs at the idea. Those people who think that should go out there and try to swim a few laps, he exclaims.

Once people try aquatic programming, and like it, they will become dedicated members. Meyer points out that the water exercisers offer more commitment to the club because of the logistics of taking a class.

You can't just run in and run out, he says. You got to get dressed, take a shower, both before and after the class.

This means that the aquatic faithful spend more time in the club than the average member does. And the more time members spend in class means the happier they are likelier to be with your club and their results. But it's up to the club to make sure members get their feet wet.

Marketing, while critical, isn't enough to make this happen. Nor is creative programming. You also have to make the pool experience a pleasant experience.

An ideal pool environment must take the following into consideration: Is your pool too cold? Lap swimmers like the temperature to be brisk, but the water exercisers don't want to catch a chill when taking a dip.

Most clubs argue that a temperature between 83 and 84 degrees is ideal. Likewise, the air temperature should be around the same temperature as the water, so exercisers aren't shocked when they climb out of the pool an important consideration when dealing with your elderly customers.

And for those more intimidated by the idea of wearing a swimsuit, make sure the walk from the locker room to the pool doesn't run through the weight room. Don't turn the walk to the pool into a barrier.

Another barrier for members may be their own ingrained perceptions about the pool. They may not realize all the benefits it may have to offer. So, it's up to you educate them.

Remind them that cross-training is a great way to keep people in great shape and motivated, advises Meyer. By including aquatic workouts in their cross-training, exercisers are less likely to get bored with their routines, as well as more likely to get great, overall body conditioning.

For this reason, promote the pool as a resource for *all* athletes, not just swimmers. According to Jenny Rohan, the head masters swim coach for New Orleans' Elmwood Fitness Center, I was watching some football players getting in the pool and strengthening their arms and legs by running in the water. I saw a boxer get in the water and do his punches in the water.

See offers her own programming suggestions: Clubs will probably gain the most from promoting their pools in as many different options as possible! People still associate pools with swimming, and if they are not swimmers, then they are not attracted. Deep and shallow water fitness classes should be advertised for those with or without swim skills vertical water exercise, no swimming required, all ages and abilities, etc.

Then, within the exercise realm, promote a variety of programming. Avoid the mistake of the fitness industry when aerobics first became the hot topic and expect everyone to sign up for the same class. Specialize. My theory is divide to multiply. Divide your classes into different ability/goal levels, and you will multiply the profits by providing several classes that can be filled to capacity by meeting the needs of the participants.

Of course, if you can't tempt them into the water by offering diverse programming, you can always get them through a little self-serving playtime. Strane offers a Flick and Float idea. It's where you bring in large inner tubes or flotation rafts, darken the lights and show a movie [projected on the side of the pool wall], he says.

Watered Down

Strane has also tried meditation or relaxation classes in the water. The pool is decorated with floating candles, and soft music is piped in. No swimming is allowed. Really, that is a *tremendous* draw, he says.

If you can't get enough of your own members in the water, there's always the option of opening up the pool to the general public. Fossella says her club offers pool rentals in the evening a popular choice for parents needing a place to host birthday parties.

Suggestions such as these can keep your pools from stagnating during the hot season. However, even if people do take a break for the summer, as long as your employees have a connection with members, they'll be back.

The key to keeping people is good staffing., says Gillespie. If you have fun classes, they'll come back because they miss you.

Aqua Opportunities

The Aquatic Exercise Association (AEA) has scheduled its 13th Annual International Aquatic Fitness Conference (IAFC 2001) from May 15 to 20 at the Sanibel Harbour Resort and Spa in Fort Myers, Fla. The AEA will host 80 international presenters offering more than 120 different sessions for the fitness professional.

IAFC 2001 will include in-depth pre-conferences, fitness instructor certifications, master classes and specialty training workshops. Topics will include aquatic-specific choreography, athletic training, personal training and more. In addition to educational information, fitness professionals will be able to see the latest in aquatic fitness equipment, clothing, shoes, music and related products.

For more information, see AEA's Web site (www.aeawave.com) or call (888) AEA-WAVE.

What's up with your pool?

Got an example of a cool aquatics program that you'd like to share with Club Industry? Please send a letter to: Letters to the Editor, Club Industry, One Plymouth Meeting, Suite 501, Plymouth Meeting, PA 19462. E-mail: jerry_janda@intertec.com (610) 238-0992.

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WEONA PARK POOL

SUGGESTED & ESTIMATED PROGRAMS *SAMPLE*

	Program	Target Group						Class Duration (Hour)	X's Per Season or Session	Total # of Hrs.		Fee (per person)			Est. # of Prtpts (member)	Est. # of Prtpts (non-mem)	Revenue	Revenue w/20% Building Overhead	Contractual Employees			Employee			Expenses	Anticipated Profit/Loss	Anticipated Profit/Loss w/20% Overhead
		SC	AD	HS	MS	ELEM	PRE					Member Fee	20% Building Overhead	20% Increase Non-Member					# Hours	# of Instr. Rate	Wages	Total Instr. Rate	Wages	Equip. Supplies			
	Special Events (all can be themed)																										
	Special Events																										
1	Adult Pool Party/Social	x	x					3	1	3	individual	$ 20	$ 24	$ 29	20	2	$ 458	$ 538	3			$ 29.00	$ 87	$ 300	$ 387	$ 71	$ 151
2	Adult Pool Party/Social	x	x					3	1	3	individual	$ 20	$ 24	$ 29	20	2	$ 458	$ 538	3			$ 30.00	$ 90	$ 300	$ 390	$ 68	$ 148
3	Adult Pool Party/Social	x	x					3	1	3	individual	$ 20	$ 24	$ 29	20	2	$ 458	$ 538	3			$ 30.00	$ 90	$ 300	$ 390	$ 68	$ 148
4	Family Beach Party	x	x	x	x	x	x	3	1	3	individual	$ 5	$ 6	$ 7	50	2	$ 264	$ 314	3	$ -	$ -	$ 30.00	$ 90	$ 100	$ 190	$ 74	$ 124
5	Teen Pool Party			x	x			2	1	2	individual	$ 15	$ 18	$ 22	50	2	$ 793	$ 943	2	$ -	$ -	$ 30.00	$ 60	$ 300	$ 360	$ 433	$ 583
6	Teen Pool Party			x	x			2	1	2	individual	$ 15	$ 18	$ 22	30	2	$ 493	$ 583	2	$ -	$ -	$ 30.00	$ 60	$ 300	$ 360	$ 133	$ 223
7	Kids Pool Party					x		2	1	2	individual	$ 8	$ 9	$ 11	20	2	$ 172	$ 202	2	$ -	$ -	$ 30.00	$ 60	$ 100	$ 160	$ 12	$ 42
8	Kids Pool Party					x		2	1	2	individual	$ 8	$ 9	$ 11	20	2	$ 172	$ 202	2	$ -	$ -	$ 30.00	$ 60	$ 100	$ 160	$ 12	$ 42
	Potential Exercise Programs																										
1	Aqua Abs	x	x	x				0.5	12	6	individual	$ 60	$ 72	$ 86	5	3	$ 559	$ 619	6	$ 25	$ 150	$ -	$ -	$ 50	$ 200	$ 359	$ 419
2	Aqua Abs I	x	x	x				0.5	12	6	individual	$ 60	$ 72	$ 86	7	1	$ 506	$ 590	6	$ 25	$ 150	$ -	$ -	$ 50	$ 200	$ 306	$ 390
3	Morning water aerobics		x					1	12	12	individual	$ 60	$ 72	$ 86	9	2	$ 713	$ 821	12	$ 25	$ 300	$ -	$ -	$ 200	$ 500	$ 213	$ 321
4	Morning water aerobics I		x					1	12	12	individual	$ 60	$ 72	$ 86	9	2	$ 713	$ 821	12	$ 25	$ 300	$ -	$ -	$ 200	$ 500	$ 213	$ 321
5	Senior Fit	x						1	12	12	individual	$ 60	$ 72	$ 86	10	3	$ 859	$ 979	12	$ 25	$ 300	$ -	$ -	$ 50	$ 350	$ 509	$ 629
6	Senior Fit I	x						1	12	12	individual	$ 60	$ 72	$ 86	10	3	$ 859	$ 979	12	$ 25	$ 300	$ -	$ -	$ 50	$ 350	$ 509	$ 629
7	Water aerobics		x					1	12	12	individual	$ 60	$ 72	$ 86	10	4	$ 946	$ 1,066	12	$ 25	$ 300	$ -	$ -	$ 100	$ 400	$ 546	$ 666
8	Water aerobics I		x					1	12	12	individual	$ 60	$ 72	$ 86	10	4	$ 946	$ 1,066	12	$ 25	$ 300	$ -	$ -	$ 100	$ 400	$ 546	$ 666
9	Lite Water Aerobics	x	x					1	12	12	individual	$ 60	$ 72	$ 86	8	3	$ 739	$ 835	12	$ 25	$ 300	$ -	$ -	$ 100	$ 400	$ 339	$ 435
10	Deep Water Running & Exercise	x	x					1	12	12	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	12	$ -	$ -	$ 25.00	$ 300	$ 100	$ 400	$ 253	$ 349
11	Deep Water Running & Exercise II	x	x					1	12	12	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	12	$ -	$ -	$ 25.00	$ 300	$ 100	$ 400	$ 253	$ 349
12	Water Basketball Kids			x	x	x		2	12	24	individual	$ 96	$ 115	$ 138	10	4	$ 1,513	$ 1,705	24	$ -	$ -	$ 10.00	$ 240	$ 50	$ 290	$ 1,223	$ 1,415
13	Water Basketball Adults		x					1.5	12	18	individual	$ 72	$ 86	$ 104	10	4	$ 1,135	$ 1,279	18	$ -	$ -	$ 10.00	$ 180	$ 50	$ 230	$ 905	$ 1,049
14	Water Exercise for Arthritis	x	x					1	10	10	individual	$ 50	$ 60	$ 72	10	2	$ 644	$ 744	10	$ 25	$ 250	$ -	$ -	$ 50	$ 300	$ 344	$ 444
15	Water Exercise for Arthritis I	x	x					1	10	10	individual	$ 50	$ 60	$ 72	10	2	$ 644	$ 744	10	$ 25	$ 250	$ -	$ -	$ 50	$ 300	$ 344	$ 444
16	Water Volleyball Teens			x	x			1.5	12	18	individual	$ 72	$ 86	$ 104	10	4	$ 1,135	$ 1,279	18	$ -	$ -	$ 10.00	$ 180	$ 50	$ 230	$ 905	$ 1,049
17	Water Volleyball Adults		x					1.5	12	18	individual	$ 72	$ 86	$ 104	10	4	$ 1,135	$ 1,279	18	$ -	$ -	$ 10.00	$ 180	$ 50	$ 230	$ 905	$ 1,049
	Swimming Lessons																										
1	Beginner swim lesson					x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
2	Beginner swim lesson I					x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
3	Beginner swim lesson II					x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
4	Intermediate I swim lesson				x	x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
5	Intermediate I swim lesson I				x	x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
6	Intermediate I swim lesson II				x	x		0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
7	Advance swim lesson			x	x			0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
8	Advance swim lesson I			x	x			0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
9	Advance swim lesson II			x	x			0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
10	Pre-school swim lesson						x	0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ 200	$ 275	$ 378	$ 474
11	Pre-school swim lesson I						x	0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
12	Pre-school swim lesson II						x	0.75	10	7.5	individual	$ 60	$ 72	$ 86	8	2	$ 653	$ 749	7.5	$ -	$ -	$ 10.00	$ 75	$ -	$ 75	$ 578	$ 674
13	Adult Swim Lesson	x	x					1	10	10	individual	$ 80	$ 96	$ 115	5	3	$ 746	$ 826	10	$ -	$ -	$ 10.00	$ 100	$ -	$ 100	$ 646	$ 726
14	Water Babies						x	0.5	6	3	individual	$ 36	$ 43	$ 52	10	3	$ 516	$ 588	3	$ -	$ -	$ 25.00	$ 75	$ 100	$ 175	$ 341	$ 413
15	Water Babies I							0.5	6	3	individual	$ 59	$ 71	$ 85	8	3	$ 727	$ 821	3	$ -	$ -	$ 25.00	$ 75	$ 100	$ 175	$ 552	$ 646
16	Aqua Tots						x	0.5	6	3	individual	$ 59	$ 71	$ 85	12	4	$ 1,048	$ 1,189	3	$ -	$ -	$ 25.00	$ 75	$ 100	$ 175	$ 873	$ 1,014
17	Aqua Tots I						x	0.5	6	3	individual	$ 59	$ 71	$ 85	10	2	$ 760	$ 878	3	$ -	$ -	$ 25.00	$ 75	$ 100	$ 175	$ 585	$ 703
18	Private Lessons	x	x	x	x	x	x	0.5	1	0.5	individual	$ 15	$ 18	$ 22	40	2	$ 643	$ 763	0.5	$ -	$ -	$ 25.00	$ 13	$ -	$ 13	$ 631	$ 751

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POLICY & PROCEDURES NEEDS

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PROPPOSED CONTENT FOR

POLICIES & PROCEDURES MANUAL

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	Aquatic Safety Self Audit	
	Aquatic In-Service Discussion Topics	
	Lifeguard Swimming Pool Observation Report-Form	
	Aquatic Staff Code of Conduct	
	An Orientation Checklist-Form	
	In-Service Training Attendance Sheet-Form	
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	Daily Cleaning Checklist-Form	
	Weekly Cleaning Checklist-Form	
	Monthly Swimming Pool Facility Report-Form	
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	Certified Pool Operator Course Info		
	Pennsylvania Pesticide Applicator Certification [1]		

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WATER TEMPERATURES E

APPENEDIX

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THE EFFECTS OF WATER TEMPERATURE ON PROGRAMS and ACTIVITIES

The information in this section is being provided in the event the Pen Argyl Borough Council would consider warming the pool water when the pool is built or in the future. Benefits of warm-pool programming is identified and explained.

Recent publications by the *Southern California Orthopedic and Aquatic Therapy Clinic* have cited that recent research has shown that using the natural properties of water, specifically that of warm water facilities, early movement in therapy improves the recovery and healing process. Warm water programs are often thought of to focus on the needs of senior citizens and or adults who are recovering from trauma or surgery to help improve the quality of life, however, many warm pools are being used to include children through therapy that helps to prevent and treat various disabilities. Warm water pools help facilitate physical therapy, occupational therapy, as well as some mental and emotional health problems.

1. **Importance of Warm Water Temperature**
   Studies have shown that muscle spasms, injured areas, areas in pain, and/or areas of the body that are recovering from trauma or surgery is reduced when in water that is 90-95 degrees. The response time for muscles to relax and feel pain reduction is quicker than without any warm water therapy. Joint mobility and range of motion increases more quickly allowing the body to heal more quickly and with less pain. Warm water can help to extend and improve the quality of life.

   People of all ages can benefit from the healing properties of warm water. Some benefits of warm water programs and activities are listed:
   - **Reduced Swelling** in joints and limbs, and especially knees.
   - **Increases Circulation** – Water pressure helps increase blood flow throughout the body, specifically in the hands and feet.
   - **Less Painful Form of Exercise** – Water helps to desensitize areas that are in pain, water is 6 times denser than air providing for a safe and even resistance for the body for overall strengthening and posture control.
   - **Improves** posture, balance, and body alignment.
   - **Relieves** pain, stress, and fatigue.
   - **Promotes** relaxation.
   - **Improves** muscle strength, tone, and flexibility.
   - **Increases** energy and tolerance to activity.

2. **Benefits of Deep Water**
   Deep water (6 ½ feet or greater) allows for zero impact for any aquatic program or activity. Deep water allows for a body to experience weightlessness and total decompression of all joints, helping to eliminate any pain in the neck or back, allowing for an enjoyable, relaxing, and pain relief experience in the water.

   Some benefits of deep-water programs are provided:
   - **Buoyancy or "weightlessness"** helps a person to move freely in way movement is not otherwise possible.

- **Weight Relief -** water waist deep eliminates about 50% of a person's normal body weight, chest deep increases weightlessness to 70%, neck deep increases to 80%, feet off the bottom of the pool increases a body mass of 100% of its normal weight, helping to relive joint and muscular pain.

3. Common Problems That Are Treated by Warm Water Activities

The following are some common medical and therapeutic diagnosis and conditions that benefit greatly from warm water programs and activities:

- Nerve injuries and post-surgical nerve rehabilitation
- Sports injuries
- Foot, ankle, leg, and other non-weight bearing injuries.
- Neck, back, and spinal injuries
- Arthritis conditions, rheumatoid arthritis, fibromyalgia
- Joint conditions due to being overweight.
- Cardiac patients and cardiac re-hab patients

4. Types of Warm Water Activities

Some examples of warm water aquatic programs and activities that could be developed and initiated are shown in the following list.

- Ai Chi
- Specialized arthritis programs
- Strength and toning workouts.
- Flexibility and movement activities
- Water walking
- Abdominals and back

APPENEDIX F

SOURCES & LINKS

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Information Sources & Links

(Copy or type web address into the search bar.)

Public Participation

- NRPA Park Pulse Surveys – National Recreation and Park Association
https://www.nrpa.org/publications-research/park-pulse/

- Outdoor Recreation Participation Topline Report – April 2017
https://outdoorindustry.org/resource/outdoor-recreation-participation-topline-report-2017/

- Swimming participation
https://www.statista.com/statistics/191621/participants-in-swimming-in-the-us-since-2006/

Demographics

- Lehigh Valley Planning Commission
www.lvpc.org

- Slate Belt poised to become the Lehigh Valley's new hot spot for growth.
https://www.mcall.com/news/local/nazerthe/mc-nws-slate-belt-population-increase-20200201-f3gdfmianbg6nibxqql2tnmkwi-story-html

- U.S. Census Bureau American Community Survey 2013-2017 (5-year Estimates)
https://www.census.gov/programs-surveys/acs/technical-documentation/table-and-geography-changes/2017/5-year.html

- U.S. Census Data
www.data.census.gov

Covid-19

- Aquatics During the Age of Coronavirus
https://www.aquaticsintl.com/search?q=Aquatics+During+the+Age+of+Coronavirus – March 24, 2020

- COVOD-19 Water Safety Tips - July 14, 2020
https://www.stamfordhealth.org/healthflash-blog/infectious-disease/covid-19-water-safety-tips/

- Does Chlorine Kill Coronavirus? – June 8, 2020
https://www.stamfordhealth.org/healthflash-blog/infectious-disease/covid-19-water-safety-tips/

- Is it safe to swim during the COVID-19 pandemic? Are pools, lakes, and beaches safe this summer? – May 21, 2020
https://www.uchealth.org/today/is-it-safe-to-swim-during-the-covid-19-pandemic-are-pools-lakes-and-beaches-safe-this-summer/

- The Coronavirus and Aquatics Facility Safety
https://www.aquaticsintl.com/facilities/the-coronavirus-and-aquatics-facility-safety_o

- USA SWIMMING CORONAVIRUS (COVID-19) RESOURCES – USA Swimming website/Community Resources
https://www.usaswimming.org/home/covid-news

Facilities

- Earl E. Schaffer Municipal Ice Rink – Bethlehem
www.bethlehem-pa-gov/recreation

- Custom Ice Inc. – Rink Design Build
www.customicerinks.com

www.customicerinks.com/splashpads.html

www.customicerinks.com/community.html

- Hatfield Ice Arena
httpsw://www.hatfieldice.com

- Ice Rinks Industry in the US – Market Research Report
httpsw://www.ibisworld.com/united-states/market-research-reports/ice-rinks-industry/

- MassMutual Pittsburgh Ice Rink at PPG Place
www.ppgplace.com/directory/the-rink

- Rothman Orthopedics Rink
https://centercityphila.org/parks/dilworth-park/winter/rothman-rink

- Zamboni 200 (suggested by Custom Ice based on rink size in this report)
https://zamboni.com/machines/model-200/

Programs

- Blue Cross RiverRink Winterfest
https://delawareriverfront.com/places/blue-cross-riverrink-winterfest

- Don't Be Afraid to Change Your Pool's Programming Schedule – September 19,2018
https://www.aquaticsintl.com/facilities/management-operators/dont-be-afraid-to-change-your-pools-programming-schedule_o

- Hatfield Ice Announces Partnership with Grand View Health
https://www.gvh.org/hatfield-ice-announces-partnership-with-grand-view-health/

- How to Maximize the Use of Aquatics Recreation Space- October 2017
https://www.athleticbusiness.com/aquatics/how-to-maximize-the-use-of-aquatics-recreation-space.html

Salary & Wages

Concessions
https://www.indeed.com/salaries/concession-stand-worker-Salaries#:~text=The average salary for a, in the last 36 months

Lifeguard
https://www.indeed.com/career/lifeguard/salaries/PA

Pool Manager
Https://www.indeed.com/salaries/pool-manager-Salaries,-Pennsylvania

Trends

- Aquatics - A Deep Dive into Aquatic Facility Trends - https://recmanagement.com/feature_print.php?fid=201206fe03
- Aquatics Industry Report - Aquatic Programming Trends – September 2018 https://recmanagement.com/feature/201809IS01
- A Deep Dive into Aquatic Facility Trends https://recmanagement.com/feature_print.php?fid=202002SU01
- New Survey Reveals Americans' Top Recreation Activities https://www.nrpa.org/about-national-recreastion-and-park association/press-room/new-survey-reveals-americans-top outdoor-recreation-activities/

Food Trucks

- What's the cost to hire a food truck?
    - Fees for festivals and large events, page 5/7

https://www.foodtruckbooking.us/how-we-work/what-does-it-cost-to-rent-a-food-truck

APPENEDIX

G

ICE RINK SPLASH PAD

Ice Rink Splash Pad System

Ice Rink Programs-Sample

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Splashed Ice

Integrated Ice Rink & Splash Pad System

With the growing demand for multipurpose winter and summer facilities, Custom Ice has developed a line of ice rink and splash pad combination products. These facilities use the same floor to operate as a refrigerated ice rink in the winter and splash pad in the summer. With our Splashed Ice system, the splash pad water lines and ice rink piping are built right in making seasonal changeover easy. This dual use creates double the fun at a fraction of the cost and space of two separate facilities!

- Patented dual use drains for water and ice integration
- Refrigeration system maintains ice up to 50°F/10°C
- Concrete floor construction
- Numerous water feature options to choose from
- Any size or shape is possible

WHY SPLASHED ICE

- ☑ Year round community focal point
- ☑ Common use of parking, lighting, change areas and other facilities
- ☑ No need for life guards
- ☑ Maximizes green space in the park by only having one concrete pad

CUSTOM ICE INC.
Rink Design Build
1-866-887-8840
info@customicerinks.com
www.customicerinks.com

ICE RINK PROGRAMS - SAMPLE

Free Skate Program
Periodically have a free skate program – No Charge, 1 – 1.5 hours. Limit the number of skaters. Provide basic skating techniques. And instill confidence. This will help to build the number of users.

Equipment: Must have own skates.

Learn to Skate Program
Offer skating instructions on a variety of levels for a fee.

Turkey Bowling – Special Event
Turkey bowling is a sport which is based on ordinary bowling: a frozen turkey serves as a bowling ball and 10 plastic bottles of soft drinks or water are the bowling pins. The turkey is bowled down a smooth surface, for example, ice or a soap covered sheet of painters plastic. Wikipedia

Set up a round robin of teams entered for a fee.
Ask community businesses for donations to be used as prizes: gift cards, cash, and of course turkeys.

Equipment: Plastic soda bottles filled with water, turkeys
Team Members: 4 to a team.

Curling
Curling is a sport in which players slide stones on a sheet of ice toward a target area which is segmented into four concentric circles. It is related to bowls, boules, and shuffleboard. Wikipedia

Equipment: Curling brooms, stones (rocks), curling shoes
Team members: 4 per team (2 in mixed doubles)

Ice Hockey
Facility would not be a full size hockey rink: Beginners could play the full rink as designed with two goals. Older and more experienced players could play the entire rink, as a half rink game. Initially the games could be "pick-up" games.

Equipment: Must have own equipment – hockey skates, hockey sticks
Rink provides pucks, etc.

Public "Stick" Time
Set aside rink time where hockey players can practice their stick techniques. Charge regular admission fee unless offering instructions.

Skate & Exercise
Have an exercise program specific to skaters. Exercise and drills for on and off the ice. Strength training for skaters.

http://iceskatingresources.org/Off-IceTrainingForSkaters.html