

1. Discussion Objective:

Work Session Date: June 17, 2013

To provide a monthly overview of the Parks and Recreation Departmental activities, revenues, expenditures participation and donations, including Cultural Resources, Parks, Recreation and Aquatics.

2. Submitter of Information:

- Council
- Town Staff
- Town Attorney

3. Estimated Time for this item:

20 minutes

5. Background:

Council has requested a monthly report for all Parks & Recreation Departmental activities. Attached is departmental report for the month of May, 2013.

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk



BAY OAKS

RECREATIONAL CAMPUS



Fort Myers Beach Community Pool

Program Report

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Fort Myers Beach Community Pool

The Fort Myers Beach Community Pool was built by Lee County back in 1998 to provide a public pool for the residents of Fort Myers Beach. The facility consists of two pools; a 22,000 gallon Kid Splash pool with a play structure and water features, and a 120,000 gallon, 25 yard lap pool with a waterslide. The Kid Splash pool has a sloped zero depth entrance to the pool and has a maximum depth of 1 foot 6 inches. The lap pool has built in stairs, 3 ladders and a brand new ADA pool lift for entry and has a minimum depth of 3 feet 6 inches and a maximum depth of 5 feet 9 inches.

Goal

The Fort Myers Beach Community Pool looks to increase facility usage by adding more programming and more special events. The facility also looks to provide lifesaving knowledge to the community by providing certification classes to the community.

Single Events and Programs

Lifeguarding (current)

American Red Cross Lifeguarding courses train participants in Lifeguarding, First Aid and CPR/AED for the Professional Rescuer. Upon successful completion of the course, participants receive a certification valid for two years.

Junior Lifeguarding (current)

Junior Lifeguarding is a one week specialty summer camp program that provides education and training for participants too young to become a certified lifeguard. After successful completion of the course, participants receive a participation certificate, but they do not receive any certification cards.

CPR/AED (current)

American Red Cross CPR/AED for the Lay Responder is a course designed to teach the general public how to save lives through CPR. Upon successful completion of the course, participants receive a certification valid for two years.

Water Safety Day (current)

Water Safety Day is a free event to the public to provide knowledge on how to be safe in and around the pool. There are multiple stations for differing age groups from 6 months old all the way to adults.

Family Fun Night (NEW)

Family Fun Night is an event where the family can come to the pool after official closing hours and pay a family rate that is not offered during normal business hours. This will be a monthly event to provide families with an opportunity to visit the pool while being able to save a bit of money.

Family Movie Night (NEW)

Family Movie Night is an event where the family can come bring in their floats and relax in the pool while watching a movie. There will be a higher charge than the normal Family Fun Night due to the movie being shown.

Teen Tween Fun Night (NEW)

This would be a bi monthly event where teens and tween ages 12-16 can come use the pool after regular operating hours and pay the child rate instead of the adult rate. They would also be provided with food and games.

Every Beach Child a Swimmer (NEW)

This program will be a partnership between the Fort Myers Beach Community and Fort Myers Beach Elementary to teach all the students at the elementary school how to swim by providing them free swim lessons. This will be an event sponsored by local business to cover the cost of the instructors.

Water Safety Week (NEW)

This is an event to provide the community with free water safety instruction for the week of spring break.

Water Polo League (NEW)

Provide a coed water polo team league that would consist of an 8 game season plus playoffs.

Water Basketball League (NEW)

Provide a 3 on 3 Water Basketball League with an 8 game season plus playoffs.

Water Volleyball League (NEW)

Provide a 5 on 5 Water Volleyball League with an 8 game season plus playoffs.

Lifeguard Competition (NEW)

Provide a competition for all Lee County area lifeguards with challenges on water and land skills.

Birthday Parties (current)

The facility allows for patrons to reserve seating for birthday parties during pool hours. The concession stand also provides group pricing for parties.

Rentals (current)

The facility can be rented out during all non-business hours.

On Going Programs

Lap Swimming (current)

The facility provides lap swimming for patrons during all hours of operation. There are three lap lanes open at all times.

Water Aerobics (current)

This class provides a low impact cardiovascular workout that is beneficial to joints and muscles. Water makes standing exercise easier on the joints of the hips and knees and allows for muscles strengthening due to its resistance.

Swim Lessons (current)

American Red Cross Swim Lessons provide participants the education needed to learn how to swim. We offer classes from Parent/Child up to Learn to Swim Level 4 for ages 6 months to Adults.

Private Swim Lessons (current)

These are one on one swim lessons for participants that want more hands on instruction from the instructors.

Private Water Fitness (NEW)

This program provides participants with individual swimming workouts to increase their swimming fitness level.

Infant Swimming Resource (NEW)

ISR is a hands-on instruction technique that has been researched and developed to offer a proven safety system for safely teaching your child the skills needed to confidently keep them safe as well as enjoy time in the water.

Masters Swim (NEW)

This program offers group water fitness workouts to participants that want to increase their swimming fitness.

Triathlon Training (NEW)

This program would be a partnership with Bay Oaks to provide the public with training workouts for swimming, running and biking.

100 Mile Club (NEW)

This program would look to provide motivation for patrons to strive to swim more. Once a participant reaches their 100 mile mark, they would receive a t-shirt. T-shirts would be sponsored by a local business and we would rename the club to the name of the sponsoring business.

Early Bird Swim (NEW)

This would offer the public earlier hours to come use the pool just for lap swimming for those patrons that cannot make it to the pool during regular operation hours.

Senior Swim Sunday (NEW)

To help motivate seniors to come use the pool for exercise the facility would provide two hours before the facility opens for the seniors to use the lap pool at a discounted rate.

High Impact Aerobics (NEW)

This class is a more intense version of our normal aerobics classes for those patrons looking for a harder workout.

Arthritis Class (NEW)

This class is designed to increase range of motion and preserve flexibility and strength. This class is taught by a National Arthritis Foundation certified instructor.

Aqua Zumba (NEW)

Aqua Zumba brings the Zumba Fitness Experience to the water by adapting all the Latin moves to an aquatic fitness class. This class will tone your muscles and give you cardiovascular training while have a lot of fun.

Aqua Pilates (NEW)

This program creatively adapts Pilates exercises for the pool. Build a stronger core by working from the inside out. Develop muscle strength and increased flexibility, improve posture and body awareness and learn how to move the body as an integrated whole.

Paddleboard Yoga (NEW)

Paddleboard Yoga is a new form of yoga that is carried out on paddleboards in the water. A combination of surfing and yoga, paddleboard yoga is known for giving the body a core workout because of the added challenge of having to maintain one's balance while performing yoga poses.

Aqua Jogging (NEW)

Aqua Jogging is a dynamic exercise that utilizes the pool for more resistance and a harder workout. It is a nonstop full body workout that transitions between jogging and stationed exercises focusing on different muscles.

Swim Florida (NEW)

When you think of swim teams in Lee County, the name Swim Florida is always the first to come up. The facility would partner with Swim Florida to provide a swim team for the children of Fort Myers Beach.

Budget

Lifeguarding:

- Expenses:
 - Instructor- \$16/hour at 25 hours= \$400
 - Certificates- \$35 per participant up to 10 participants= \$350
- Revenue:
 - \$225 for Non-Members
 - \$200 for Members

Junior Lifeguarding:

- Expenses:
 - Instructor-\$16/hour at 25 hours= \$400
- Revenue:
 - \$114 for Non-Members
 - \$95 for Members

CPR/AED:

- Expenses:
 - Instructor- \$16/hour for 4 hours
 - Certificates- \$19 per person up to 10
- Revenue:
 - \$75 for Non-Members
 - \$50 for Members

Water Safety Day:

- Expenses:
 - \$12/hour for 4 hours= \$50
 - 4 Instructors at \$50= \$200

Family Fun Night:

- Expenses:
 - 3 Lifeguards at \$12/hour for 2 hours= \$72
- Revenue
 - \$10 per family

Family Movie Night:

- Expenses:
 - 3 Lifeguards at \$12/hour for 2 hours= \$72
 - \$300 Licensing Fee for movie
- Revenue:
 - \$5 per person
 - \$20 per family

Teen Tween Fun Night:

- Expenses:
 - 3 Lifeguards at \$12/hour for 2 hours= \$72
- Revenue:
 - \$2.50 per participant

Every Beach Child a Swimmer:

- Expenses:
 - \$40 per student with 100 students= \$4000
- Revenue:
 - Would be completely sponsored event

Water Safety Week:

- Expenses:
 - 4 instructors at \$12/hour for 10 hours= \$480
- Revenue:
 - Sponsored Event

Water Polo League:

- Expenses:
 - Two Water Polo Nets
 - One Referee at \$12/hour
 - Water Polo Ball
- Revenue
 - \$150 per team

Water Basketball League:

- Expenses
 - On Referee at \$12/hour
- Revenue
 - \$150 per team

Water Volleyball League:

- Expenses:
 - Volleyball Net
 - Water Volleyball
 - One Referee at \$12/hour
- Revenue:
 - \$150 per team

Lifeguard Competition:

- No Expenses or Revenue
- Would be a just a Public Relations Event

Birthday Parties:

- Expenses
 - No extra expenses for during hours parties
- Revenue:
 - \$20 to rent a Funbrella for 2 hours

Rentals:

- **Expenses:**
 - \$12/hour per lifeguard
 - Number of lifeguard depends on number of participants
- **Revenue:**
 - \$150 for 1-24 participants for two hours
 - \$250 for 25-50 participants for two hours
 - \$350 for 51-100 participants for two hours

Lap Swim:

- **Expenses:**
 - No extra expenses as happens during normal operating hours
- **Revenue:**
 - \$4.50 per participant

Water Aerobics:

- **Expenses:**
 - \$12/hour for one instructor for one hour
- **Revenue:**
 - \$5 per class for Non-Members
 - \$4 per class for Members

Swim Lessons:

- **Expenses:**
 - \$12 per instructor
- **Revenue:**
 - \$40 per participant
 - Kiwanis pays for 50% of children's swim lesson fees.

Private Swim Lessons:

- Expenses:
 - \$12/hour per instructor
- Revenue:
 - \$20 per half hour lesson

Infant Swim Resource:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Masters Swim:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Triathlon Training:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

100 Mile Club:

- Expenses:
 - \$5 per tshirt
- Revenue:
 - Tshirts would be sponsored

Early Bird Swim:

- Expenses:
 - \$12/hour for 1 lifeguard for 2 hours= \$24
- Revenue:
 - \$4.50 per participant

Senior Swim Sunday:

- Expenses:
 - \$12/hour for 1 lifeguard for 2 hours=\$24
- Revenue:
 - \$2.50 per participant

High Impact Water Aerobics:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Arthritis:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Aqua Zumba:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Aqua Pilates:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Paddleboard Yoga:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Aqua Jogging:

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Swim Florida

- Expenses:
 - Contracted program, no expenses
- Revenue:
 - 75/25 split with instructor

Implementation Timeline

July

CPR/AED

Water Safety Day

Family Fun Night

Senior Swim Sunday

100 Mile Club

August

Aqua Arthritis

Early Bird Swim

Teen/Tween Fun Night

Infant Swimming Resource

September

Lifeguarding

Aqua Jogging

Masters Swim

Water Basketball League

October

Family Movie Night

Triathlon Training

High Impact Aerobics

November

Aqua Zumba

Aqua Pilates

Paddleboard Yoga

December

Pool Closed for Maintenance

Summer Schedule

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7am	Closed	Early Swim	Masters	Early Swim	Masters	Early Swim	Closed
8am	Closed	Zumba	Pilates	Zumba	Pilates	Early Swim	Lessons
9am	Closed	Aerobics	Aqua Arthritis	Aerobics	Aqua Arthritis	Aerobics	Lessons
10am	Senior Swim	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Open
11am	Senior Swim	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Open
Noon	Open	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Open
1pm	Open	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Open
2pm	Open	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Summer Camp	Open
3pm	Open	Open	Open	Open	Open	Open	Open
4pm	Open	Open	Open	Open	Open	Open	Open
5pm	Open	Open	Open	Open	Open	Open	Open
6pm	Closed	Masters	Closed	Masters	Closed	Closed	Closed

Winter Schedule

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7am	Closed	Early Swim	Masters	Early Swim	Masters	Early Swim	Closed
8am	Closed	Early Swim	Closed	Early Swim	Closed	Early Swim	Lessons
9am	Closed	Zumba	Closed	Zumba	Closed	Aerobics	Lessons
10am	Senior Swim	Aerobics	Pilates	Aerobics	Pilates	Aerobics	Open
11am	Senior Swim	Open	Closed	Open	Closed	Open	Open
Noon	Open	Open	Closed	Open	Closed	Open	Open
1pm	Open	Open	Closed	Open	Closed	Open	Open
2pm	Open	Open	Closed	Open	Closed	Open	Open
3pm	Open	Open	Closed	Open	Closed	Open	Open
4pm	Open	Open	Closed	Open	Closed	Open	Open
5pm	Open	Swim Florida	Swim Florida	Swim Florida	Swim Florida	Swim Florida	Open
6pm	Closed	Masters	Closed	Masters	Closed	Closed	Closed

Professional References

- **City of Sanibel Recreation Center**
- **City of Fort Myers Parks and Recreation**
- **Lee County Parks and Recreation**
- **Bonita Springs YMCA**
- **City of Bonita Springs Recreation**
- **Grand Rapids KROC Center**