

Stakeholder Meeting Notes

On May 8, 2013, Lauren Livingston and Nancy Jensen from The Sports Management Group conducted a series of interviews with Park and Recreation Commissioners, and representatives of the aquatics teams. The information that follows reports the salient responses to the questions, as well as opinions and comments offered during discussion. Each session began with an overview of the study process and current objectives.

AQUATIC GROUPS INTERVIEWED:

AquaDarts - US Swimming and Summer Darts

Billy Doughty, Head Coach
Miriam Fisk, Club President

Davis Aquatic Masters

Stu Kahn, Head Coach
Dan Sperka, Club President

AquaStarz

Cyndi Hughes, President
Heidi Holmbald, Vice President

Davis High School

Dennis Foster, Athletic Director
Doug Wright, Coach - Water Polo Girls
Tracy Stapleton, Coach - Water Polo Boys
& Swimming Boys and Girls

Davis Water Polo Club

Jamey Wright, Coach
Mike Johnson, President

PARK AND RECREATION COMMISSIONERS INTERVIEWED:

Cecilia Escamilla-Greenwald
Ira Bray
Charlie Russell

AQUADARTS - US SWIMMING AND SUMMER DARTS

Q: Did the completed study accurately represent information about your organization's needs?

A: The financial analysis did not reflect the model for pool operations in Davis. Current Civic pool use is primarily by aquatic teams. Teams collaborate on the schedule for pool use and are responsible for providing lifeguards. The report had more management than the City currently provides or is likely to provide.

Q: What issues should be considered as the City moves forward?

A: The report did not look at delivery of aquatics to the community holistically. A recreation pool was added for its revenue potential but it did not look at what impact adding another recreation pool would have on current recreation pool use. It also added a lot of expense to operate.

Stakeholder Meeting Notes

AquaDarts - Continued

Q: The proposed pool requires a large operating subsidy. How can that subsidy be reduced?

A: There are potential revenue increases from current users:

- Money that is currently spent on registration fee at UCD could be redirected to the City. The registration fee is \$800 per event. They are paying \$6,000 per year to use Schaal at UC Davis.
- They will pay more for lane fees in a new 50-meter facility. AquaDarts' overhead would be reduced by training at one pool due to fewer coaches and guards, so they will be able to afford higher lane fees.
- If it were possible to establish an agreement with the City that allowed AquaDarts to provide swim instruction to the MiniDarts, they would pay rental fees and/or profit sharing. It benefits AquaDarts in building their team.
- When hosting events, splash fees could be added to the meet participants' fees. This is in addition to event fees. The splash fees could go towards operating costs.
- There is some curiosity about the School District's arrangement and whether they can contribute financially.

A: The cost to operate could be reduced:

- The current maintenance method is not as efficient or as effective as it could be. Cost savings could be gained by changing the maintenance delivery.
- Seasonal pool closures of the Arroyo & Manor pools would focus use at other pools and reduce costs.

Billy offered that the team/he would be interested in taking on the operation and management of the new facility. A comparative model that he offered is in Sunnyvale. The California Sports Center, a private organization, operates the Sunnyvale Swim Complex at Fremont High School Pool. The AquaDarts has paid staff and is well-positioned to provide this function.

The issue of a Myrtha pool was also raised.

DAVIS AQUATIC MASTERS (DAM)

Q: Did the completed study accurately represent information about your organization's needs?

A: Davis has a unique swim community – 3,000 swimmers in a population of 60,000, a ratio of 1:20.

A: The study does not use the staffing model that is in place. As a result, it overstates the operating cost.

A: The concept options that were presented were over the top. The building was too large. The teams would like to a "bare bones option." The building could be a couple of small meeting rooms, the locker rooms large enough to meet code, a few small offices, storage, and mechanical space.

Stakeholder Meeting Notes

Davis Aquatic Masters (DAM) - Continued

Comments:

- The arrangement that made Civic Pool available to the youth and adult swim teams has been in place for about 30 years.
- DAM has 570 members. They offer nine hour-long workouts Monday – Friday with an average of 20, to as many as 35 people, per workout. The AquaDarts have the Civic Pool 3 1/2 hours per day for their 900 members, so the DAM has limited access.
- DAM uses the Civic Pool at lower demand times -- the hours that the Dart's are not in the pool. They use Arroyo Pool Monday - Friday, 6am to 7am. In the summer, they use the Schaal Pool Tuesday and Thursday for one hour in the morning and two hours in the evening.
- They have Certified Pool Operators that are members on their team. Their opinion is that the maintenance is not efficient and is costing too much.
- The team would like the pool developed to be a 50-meter pool with teaching "L" (L sized 48' x 75') and bulkhead (one pool to keep operating costs down). The "L" area should be shallow to provide lessons. Offering lessons would free up the recreation pools for open swim in the warm months.

Q: What is your opinion about using an outside operator to manage the pool?

A: They are open to an outside operator and believe it would reduce costs.

Q: Are the Davis Aquatic Masters prepared to pay more to use the new pool?

A: The members expect to pay more and will be able to pay more -- they know their cost is comparatively low. Also, with reduced costs from training at a single pool (vs. multiple pools) they will be able to afford higher costs. Currently at Schaal, they are paying \$200 per hour for swim meets and \$7 per hour per lane, or \$56 for 8 lanes currently, for training.

Q: Will the team be able to support funding for a new pool?

A: Yes, but the team can't start until they know what they are shooting for. They need to know what would be developed, hours they will get, and what it will cost to use. They also need to know the fundraising target.

Q: Many municipal projects are being funded through multiple funding mechanisms. Can your organization undertake a fundraising campaign and help with a bond measure?

A: If a part of the funding comes from a bond it cannot be a "Blue Bond" (bond for pools). It would need to be attached to a larger "Green Bond" (fields and diamonds) so that it is not viewed as taking away from, but supporting and being supported by, other sports groups.

A: They hope that if the High School has access to the more proximate pool they would provide capital funding, or better, contribute to operating expenses.

Stakeholder Meeting Notes

AQUASTARZ

The AquaStarz program has seen continual growth. In 2012, they had 40 members; currently, in 2013, they have 52 and another 10 to 20 members in the summer for the junior program. They must limit the team size, as they are crammed in the current pool.

Q: If a 50-meter pool is built, is your group willing to pay more for water time?

A: The City's fee structure has the youth programs paying less than the adult programs, i.e. Davis Aquatics Masters. Youth groups pay half of what adults pay. AquaStarz is willing and has the capacity to pay higher fees.

Comments:

- They would like to stay at Arroyo Pool, but the City does not allow them to share a pool with other groups (primarily because of music). The high school is the other main user at Arroyo Pool. They would like to use Community Pool for their meets, show, and two practices leading up to the show.
- They host two Wednesday night meets and one three-day show.

Q: The proposed pool requires a large operating subsidy. How can that subsidy be reduced?

A: Subsidy could be reduced through the following:

- The pool could host big swim events but they realize they would lose use of the pool during meets.
- An annual fundraiser could be held cooperatively with all of the teams.
- The pool could increase fees to the teams.
- They would like the High School to contribute.

DAVIS HIGH SCHOOL

Comments:

- Pool use is provided through a Joint Use Agreement. The High School has pool access in exchange for school facility use by the City. The Athletic Director stated that the Joint Use Agreement was due to be renegotiated.
- The Athletic Director wants the swim teams to be closer to campus to eliminate driving. The aquatics teams are the school's most successful athletic programs. It would be a source of pride to have the meets more accessible to students.
- Swimming has 85 swimmers. Their season is March - April. They practice four and five hours per day depending on the day.
- The program hosts three to four swim meets a year, and two to three water polo tournaments per year.

Stakeholder Meeting Notes

Davis High School - Continued

Q: The proposed pool requires a large operating subsidy. How can that subsidy be reduced?

A: They could host an invitational for which they could charge participating teams.

A: They could provide some maintenance, or shared maintenance and custodial with the City.

A: Blue & White could “assist” with fundraising.

DAVIS WATER POLO CLUB

Comments:

- They currently train at the UC Davis Schaal Pool. They are paying four \$800 registrations per year.
- Participant totals:
 - » In the spring, there are 90 polo players.
 - » In the summer, there are 160 kids in the age group program.
 - » There are 70 high school aged players.
 - » They offer teams for masters, novice and rugrats.
- Arroyo Pool cannot be used for water polo past 8pm because of the noise they generate.
- They use City facilities 34 weeks a year for two to six hours per week.
- They host tournaments eight times per year that are one- or two-day meets.
- They hope to be able to continue use of the UC Davis pool but are concerned about continued use because the UCD Water Polo Coach is being replaced.

CECILIA ESCAMILLA-GREENWALD, PARKS AND RECREATION COMMISSIONER

Comments:

- The Commission supports aquatics.
- Davis has unfunded liabilities:
 - » More settlements
 - » Working on cost reductions
 - » Working with the campus

Stakeholder Meeting Notes

Cecilia Escamilla-Greenwald - Continued

- The Commission has questions:
 - » What is the plan for funding capital costs?
 - » What is the source of funding for operations?

Questions and comments:

- How will the City cover capital costs?
- Users can support fundraising for capital costs but how will they cover operating costs?
- What will be the impact of the water rate increase in 2014?
- How will hosting big events impact the economy? It should provide an economic benefit.
- If you build a facility with capacity for big events, what will the parking impact be on surrounding neighborhoods? What about the restroom capacity?
- Building sustainability -- the solar power at Arroyo Pool has problems.

Q: Would the Commission support operation by a partner or contractor?

A: That would bring up questions:

- Are there examples of operating models like this?
- Would City staff be displaced? What is the impact on staff?
- What is the City's relationship, and what is the City's access and oversight? This might be a red flag for voters.

Q: Is there currently sufficient capacity and access for open swim/recreation?

A: There is access at Arroyo and Manor pools. Central residents may desire recreation water near their homes in the Community Pool area. However, the distance is not great.

A: The pools are not available when people want to use them. Most families cannot get to the pools until after 5pm on weekdays during the summer, when it is so hot.

Q: One funding option is a bond measure. In your opinion, would there be support from voters for a bond measure - depending upon the amount?

A: There is potential for bond funding, if it includes other recreation features. The public renewed Measure D in 2012 that comes up for a two-third's majority vote every six years. The public supports Parks and Recreation.

Q: One way to improve cost recovery is a change in rate structure. In your opinion, would the Commission support a rate increase?

A: The Commission would want to be very careful about that. Aquatic user groups will tell you that they will offer a scholarship for those that cannot afford the fee but people that cannot afford the fees often do not know to ask.

Stakeholder Meeting Notes

IRA BRAY, PARKS AND RECREATION COMMISSIONER

Comments:

- A 50-meter pool is needed.
- There are fiscal limitations on the City.
- He would like creative thinking on ways to generate more revenue:
 - » Recreation uses/events
 - » Features that could be in pool temporarily
 - » Make the pool ADA accessible and desirable
- The City should consider an outside operator.
 - » An outside operator must have a good public interface. They must ensure that the values and ethics reflect the City of Davis' standards. The City needs to consider liability.
- There is sensitivity about a price increase to users.
- He is aware of short hours at the recreation pool for open swim because of swim lessons that impact family access.
- It is important to reduce expenses through:
 - » Use of technology
 - » Streamlined facility management

Q: What is important to the Commission to move this project forward?

A: That the project is:

- Financially sound
- Innovative
- Green - solar
- Attentive about best thinking (practice), what other cities have done
- Equitable in providing access, diversity, and programs that attract

Commented that they should partner with the School District. Not aware of the current School District / Recreation Department Shared Use Agreement.

Swim America is offering swim lessons at a private pool. They are picking up lessons the City cannot offer because of limited pool availability.

Stakeholder Meeting Notes

CHARLIE RUSSELL, PARKS AND RECREATION COMMISSIONER

Comments:

- Public/private partnerships are important and should be explored.
- There are sufficient recreation pools. We do not need another recreation pool.
- There needs to be significant funding support from users to make this happen.
- The feasibility study was “odd” because a recreation pool is not needed.
- The City has \$1 to \$2 million in capital improvement money earmarked.
- An instrument to fund that clusters facility development is more likely to be successful.
- There needs to be commitment from users to fundraise for funding instrument to be successful.
- There needs to be a firm plan of how to go forward.

Q: Would the Commission support operation by a partner or contractor?

A: Recreation would need to have control over the cost to the user, but is open to using an outside operator.

Q: One funding option is a bond measure. In your opinion, would there be sufficient support from voters for a bond measure - depending on the amount?

A: Yes, if it includes more than pools. He would want a firm commitment from user groups that they would work for bond passage.

Charlie spoke about the study for a sports park, the issue related to new water rates, and the impact on residents and the City.

Summary of Issues & Next Steps

Based on the individual interviews conducted with three Parks and Recreation Commissioners and representatives from each of the aquatics teams, The Sports Management Group prepared the following: (1) a summary of issues, (2) considerations for the City of Davis as they relate to those issues, and (3) recommended actions or next steps. All action items are to be reviewed by the City prior to sharing information with the teams.

ISSUES

Operating Budget

1. The Aquatic Design Group (ADG) study did not consider the citywide aquatics program or the operating procedures in place at Civic Pool and Community Pool that impact the operating cost.

Considerations for the City: Will the City maintain the pool procedures currently in place for Civic Pool and the new Community Pool? Does the City wish to reflect the cost savings, based on current operating procedures?

Action: If the City maintains the current procedures, The Sports Management Group could revise the projected operating costs based on the operating procedures currently in place at Civic Pool. If the City does not wish to continue the current operating procedures, that information could be given to the teams at the next Workshop.

2. The City's message that it cannot increase the subsidy for aquatics has been heard. Several stakeholders would like the City to perform a study that would analyze the current cost and revenue of all pools to identify opportunities to improve cost recovery.

- **Teams want to help the City increase revenue for all uses, including increased fees for team use.**

Considerations for the City: Is the City willing to undertake this study or commission this study?

Action: The City's decision could be communicated to stakeholders at the Workshop.

3. Stakeholders are interested in the potential savings from outsourcing the operation of the new pool, if it is built.

- **AquaDarts has expressed interest in serving as the City's operator. AquaDarts has paid staff--the facility would not be managed by volunteers.**

Considerations for the City: Is the City willing to consider a partnership or outsourcing of the management of Community Pool? Of other City pools?

Action: If the City does not wish to consider this option, The Sports Management Group or the City can report this at the Workshop. If the City were willing to consider, The Sports Management Group could work with the City to develop specific criteria for an operator. Without making any commitments, there could be preliminary exploration of how this would work (or not) and the estimate of savings, if any. This would be reported at the Workshop.

Summary of Issues & Next Steps

Operating Budget - Continued

4. Davis High School's use of the pool is part of a larger shared use agreement. The cost for the High School's use of the pool is charged to the City's aquatics budget. The pool, however, is traded for basketball courts and other non-aquatic programs. Stakeholders request a City review of the distribution of the cost to determine if this is an equitable distribution of the expense.

Considerations for the City: Is the City willing to consider re-allocation of this expense?

Action: If the City decides it is not appropriate to re-allocate some expenses for the pool, The Sports Management Group or City would inform the stakeholders at the Workshop. If the City were willing to consider reallocation, this could be reported at the Workshop.

5. Commissioners are very price-sensitive and concerned that families will be priced out of access to the pool, lessons, and/or team sports. Each team indicated they offer scholarships.

Considerations for the City: In the context of exploring strategies for increasing revenue and the cost recovery for the pool, is the City willing to consider rate changes and prepare or have prepared rate recommendations and comparative data for all types of aquatics fee?

Action: If the City decides it does not wish to consider this option, The Sports Management Group or the City can report this at the Workshop. If the City were willing to consider, The Sports Management Group would work with the teams to gather comparative data and prepare fee recommendations. This would be facilitated at the Workshop.

Building Program and Construction Cost

6. Stakeholders believe the non-pool building program is too large and want it reduced to the minimum support space that is required. They want a revised program and project cost to know the amount they must fundraise.

Consideration for the City: Is the City willing to explore a space reduction and get updated costs, if any. It is not clear whether the space program the teams are recommending is smaller than the proposed program.

Action: If the City decides it is willing to consider this option, The Sports Management Group will work with the teams to develop a revised program. Order-of-magnitude savings should be generated by ADG.

Summary of Issues & Next Steps

Access to Pools

7. The current scheduling limits the amount of time and time of day that recreational swimming is available. A goal should be to create more access for the public by rescheduling pools and finding more hours for recreation and family swim.

- **This information is needed for the fundraising and/or bond measure.**

Consideration for the City: The scheduling activity is currently underway.

Action: The Sports Management Group will work with the teams and the City on the scheduling of the pools to achieve the City's objectives.

Stakeholders

8. Stakeholders expect to raise funds for capital and some portion of the operational cost. They require information about their schedule in the pool, i.e. time of day and hours by season and their funding goal to inform and garner fundraising support from their members.

Consideration for the City: The teams are currently developing a schedule for their use of City pools.

Action: The Sports Management Group would like to follow-up with the teams regarding the schedule and discuss what the teams collectively discovered about pool use. The teams are hoping they can limit their use of other City pools, allowing those pools to be closed part of the year, thereby reducing operating cost. The Sports Management Group will work with the teams to test this hypothesis.

Stakeholder Workshop Notes

On June 27, 2013, representatives of the aquatic teams participated in a scheduling workshop facilitated by Lauren Livingston from The Sports Management Group. The purpose of workshop was to create preliminary schedules for the proposed use of City pools, including time of day and number of lanes. The scheduling assumed that the City would maintain an inventory of three aquatic centers: Arroyo, Manor, and Community Park pools.

MEETING ATTENDEES:

City of Davis Representatives

Yvonne Quiring, Assistant City Manager
Melissa Chaney, Human Resources Administrator
Samantha Wallace, Community Services
Superintendent

Recreation and Park Commission

Ira Bray, Recreation and Park Commissioner

AquaDarts - US Swimming and Summer Darts

Bill Doughty, Head Coach
Miriam Fisk, Club President

Davis Aquatic Masters

Stu Kahn, Head Coach

Davis High School

Dennis Foster, Athletic Director

Davis Water Polo Club

Jamey Wright, Coach

AquaStarz

Not present. TSMG followed up with phone interviews of representatives:

Cyndi Hughes, President
Heidi Holmbald, Vice President

The Sports Management Group

Lauren Livingston, Principal

SCHEDULING ACTIVITY

The Sports Management Group presented wall-size, color-coded, seasonal schedules for the proposed Community Pool and the existing Arroyo and Manor pools. The schedules were used to facilitate the group discussion of time and lane allocation. The preliminary schedules were developed based on: (1) current pool usage, (2) use requests as reported in the 2012 Aquatics Feasibility Study, and (3) proposed scheduling provided by Billy Doughty. The following assumptions were used to create the schedules:

- The new 6-Lane Lap Pool will be closed and covered during November-January for cost savings
- Civic Pool will be permanently closed when a new Community Pool opens
- UC Davis Schaal Pool will continue to be available for team rentals

Stakeholder Workshop Notes

To accommodate the requests of all the city-sponsored teams, the initial schedules provided the teams approximately 80 percent of their requested time and/or lanes. Team representatives reviewed their scheduled hours and number of lanes and confirmed or requested changes to the schedules. Changes were negotiated with the group and all scheduling requests were accommodated. The process involved compromise and achieved the most “good” for users. AquaStarz were not represented at the meeting. A follow-up phone conference after the meeting provided the scheduling information shown on the schedules that follow.

AquaStarz

The team coaches expressed a preference to train and teach exclusively at Arroyo Pool. The City requires that the AquaStarz not share water with other teams due to safety concerns. This is more easily accommodated at Arroyo. During the summer months, the AquaStarz would like access to the pool Monday through Friday with time on the weekend. Currently, the City is providing lessons Tuesday and Thursday evenings. There is an interest in exploring shared use of the pool with lessons in the shallow area with the AquaStarz in the deep end.

AquaStarz will request use of the 50-meter pool at Community Park to host two dual meets (Wednesday evenings), the league championship in July (a Saturday and Sunday), and an annual show that requires several days for rehearsal and performance.

Davis Senior High School Aquatics

The agreed upon 50-meter pool schedule accommodates Davis High School Water Polo (September to mid-November) and Swimming (mid-January to mid-May). The High School currently uses Arroyo Pool for training and competition, which requires transportation and adds travel time. The proximity of the new Community Park Pool to the Davis High School campus will eliminate those issues and will make swim meets and water polo matches more accessible to the student body.

Davis Water Polo Club

Pool access for the Davis Water Polo Club is shown on the proposed 50-meter pool Summer schedule after the High School Water Polo season ends in mid-November. The remainder of the Club pool time is currently in the UC Davis Schaal Pool. An assumption was made that Schaal Pool use will continue; however, there is some uncertainty due to a recent coaching change within the University Athletic Department. If use of Schaal Pool is restricted, the Davis Water Polo Club will need additional pool access during the following times and seasons:

Fall: 1st Tuesday of September through October, 8 week session, non-high school age groups

Winter: 1st Tuesday of December through January, 8 week session

Spring: 1st Tuesday of March through April, 8 week session

Summer:

- May 13 through June 15, 2 week session
- June 10 through July, 10am to 2pm for high school age group
- June is qualifying for an August tournament

Stakeholder Workshop Notes

Davis Masters

The team participates in one meet during the summer.

AquaDarts









The team anticipates one meet during the summer.

Pool Schedules

The Sports Management Group will create a summer schedule for Community Park Pool. The summer schedules will include hours for community fitness swimming and recreational aquatics. Maintaining community access to the new pools is important to the success of the project.

The preliminary schedules for each pool are attached. It is important to note that the scheduling of the pools provides an understanding of the time and number of lanes available for each team. There will likely be refinements to the schedule prior to construction of the new Community Park Pool. It will not be productive to continually change the schedules as every change arises. The schedules provide each team the information they have requested to inform their membership and the fundraising campaign.

Legend of User Groups:

	Davis High School
	Davis AquaStarz
	The City of Davis
	Davis Aquadarts
	Davis Water Polo Club
	Davis Aquatic Masters
	Conflict In Scheduling
	Shared Time Period



Workshop Meeting Notes

Workshop #3 - October 2, 2013

On October 2, 2013, representatives of the aquatic teams participated in a workshop facilitated by Lauren Livingston from The Sports Management Group. The purpose of the workshop was to continue the refinement of the expense and revenue budgets and discuss capital funding strategies, including fundraising goals by the teams.

MEETING ATTENDEES:

City of Davis Representatives

Yvonne Quiring, Assistant City Manager
Melissa Chaney, Human Resources Administrator
Samantha Wallace, Community Services
Superintendent

Recreation & Park Commission

Charlie Russell

Davis Joint Unified School District

Mike Adell, Director of Facilities

AquaDarts - US Swimming and Summer Darts

Bill Doughty, Head Coach
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Jamey Wright

AquaStarz

Cyndi Hughes, President

The Sports Management Group

Lauren Livingston, Principal

POOL SCHEDULES UPDATE

- The schedule "test fit" for the proposed new pools at Community Park was based upon seasonal schedules. The objective was to provide the teams an overview of the time of day and number of lanes that could be assigned to each team. Seasonal schedules for Arroyo and Manor pools were also developed.
- The seasonal schedules are now being converted to monthly schedules by Samantha Wallace. The detailed scheduling will aid in the identification of scheduling conflicts and to establish the dates for closing pools during the off-season to reduce cost.
- Coaches should expect a call or a brief meeting with Samantha regarding schedule clarifications and to resolve scheduling issues.

Workshop Meeting Notes

OPERATING COST ESTIMATES AND HOURLY RATES

- Lauren recapped the projected operating costs that were identified at the last workshop. ADG confirmed that the utility costs assume the use of a pool cover on both pools.
- The revenue for the Center is currently being estimated. When the monthly scheduling is completed, a calculation of lane rental income will be developed. As discussed at the last meeting, the working assumption is a per hour lane fee of \$5 for all teams at all pools.
- Meet revenue will be calculated at \$5,000 for a weekend for DAM and Darts. DAM anticipates two meets and Darts anticipates five meets, with projected revenue of \$35,000. Lauren will follow-up with Starz regarding the number of meets and rental rates.

PRELIMINARY SPACE PROGRAM

- ADG provided a listing of the square footage allocation for the 6,000sf building that was shared with the group. The Shower/ Locker / Changing Rooms at just over 1,000 sf are minimal in size and should be increased to serve the number of swimmers that will be accessing the room at one time.
- The group recommended reducing the size of the Classroom/Team Room from 1,000sf to 700sf, added 100sf to Storage for a total of 600sf of storage and allocated a 100sf to both the men's and the women's Changing Rooms.
- The space program is preliminary and would be refined if the project proceeds.

SCHOLARSHIP POLICY STATEMENTS

- Teams were reminded that their scholarship policy information is needed for the Council update and should be submitted to Community Services Superintendent Samantha Wallace.

FUNDING STRATEGIES

The City has one million dollars earmarked for the Community Pool project. Teams were asked to identify their funding strategy and the dollar amount they can likely generate through fundraising.

- Teams share many of the same families. It would make sense for the teams to work together and conduct a single, unified fundraising approach. Teams will present this concept with each of their Boards.
- The fundraising capacity of the aquatic teams is unknown. A figure of \$1.5 million was suggested by DAM as a possible target for a joint fundraising.

Workshop Meeting Notes

Fundraising Strategies - Continued

- Assistant City Manager Yvonne Quiring informed the group of the Council Subcommittee that is currently working on a recommendation regarding a potential sales tax to provide capital funding for a variety of City needs, including the pools at Community Park. Yvonne explained the difference between a simple tax and a specific use tax. A decision must be made by late February for a June 2014 ballot measure. The next opportunity at a simple tax measure is June 2016.
- A sales tax increase of a half-cent generates about \$3 million. The City could bond for the construction of Community Park Aquatics Center, with a portion of the sales tax allocated to bond debt service.
- Coaches recognize this cannot be a “blue” (water) only project. There is high demand for field space and a large constituency of field users that are important to a successful campaign. There was a discussion how best to approach the leadership of the various field sports. The goal is cooperation among all groups and building trust in the process.
- DAM and Darts expressed their willingness to work in support of passing a sales tax, if the City decides to place it on the ballot. Commissioner Charlie Russell has been very involved in a number of campaigns and shared with the group the challenges and the tremendous amount of work required to pass a tax measure.
- Time is short to organize a campaign and the groups were asked if they could respond quickly. DAM Coach Stu indicated competitive athletes thrive on being given a date-certain challenge (competition) and is comfortable that DAM could respond quickly.
- Lauren shared with the group that the current trend for funding public projects is securing funding from multiple sources, i.e. city funds, fundraising, voter approved taxes, funding partners, development fees, and other sources. Tax measures have been more successful when the public is not the sole funder.
- It is important the aquatic teams make a capital contribution through fundraising. The \$1.5 million that has been discussed would demonstrate to the Council the commitment and seriousness of the teams to bring this project to fruition.
- AquaDarts Coach Billy stated his concern that families will be asked to pay more in taxes, pay more to use the pools, and to donate money. Fundraising could be a hard “sell”.

NEXT STEPS

- Assistant City Manager Yvonne Quiring will meet with the Council subcommittee regarding the possible tax measure and will report to the group.
- Each Board is encouraged to discuss a fundraising goal and whether to join the other aquatic teams for the fundraising effort. This will be the focus of the next workshop.