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Membership and Visit Rates to Increase at the Pinedale Aquatic Center

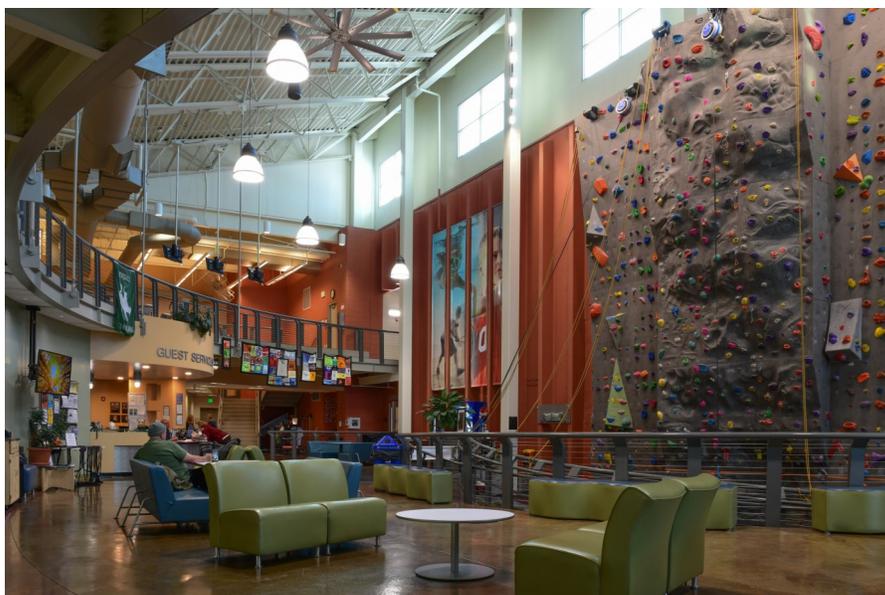
For the first time since opening in 2008, PAC will be increasing its membership fees, including the return of youth membership fees and family passes. Resident fee increases will begin on September 1. Non-County resident fees will increase June 7.

Over the past 5 years, PAC has experienced nearly a 50% budget reduction that has largely gone unnoticed by our patrons due to our continued commitment to providing quality services to the community without raising prices or dramatically reducing public access hours. Despite our best efforts, the time for rate increases has come. A community survey, completed in 2019, indicated that the majority of PAC adult patrons would be willing to pay more for a membership but only if the increases applied to all PAC users.

The new membership prices are still a great value as all visits to PAC are inclusive of the full facility including pools, climbing wall, and fitness classes! Membership prices will increase by approximately 10%. For example, an adult monthly pass will increase from \$40 to \$45 and senior passes will go from \$23 a month to \$25. Individuals or couples holding an annual pass may add their dependents at a cost of just \$75 per child for an annual pass. This would be 72 cents per visit for a child coming to PAC just two days per week!

These membership increases are a small piece of our primary strategic goal of diversifying our revenue stream. In an effort to make sure those who need it are offered affordable access to our facility and programs, PAC and Friends of PAC are working together to provide scholarship opportunities for memberships and activities.

All current free youth memberships will be extended through August 31. Thank you to all our patrons for your continued support over the years. We look forward to continuing to serve you here at PAC. Happy Summer!



Note: To read more about PAC funding history and for a full list of rates, continue reading below.

A MORE THOROUGH EXPLANATION AND HISTORY

Before discussing the finances, a brief history of how PAC came to be is helpful. Construction of the PAC began in 2006 with the grand opening celebrated in February of 2008. PAC was originally built by Sublette County School District #1, on school district property, to replace the old school pool. The original construction costs were funded by excess recapture funds as a result of the booming local natural gas industry and the resulting tax income. A Joint Powers Agreement was created and a Joint Powers Board established to oversee the governance of the center with five appointed members; three school district, one county, and one town. One recreation mil was levied by SCSD#1 to fund PAC operations; at the time, no other monetary commitments were requested from the town or county. A lease agreement between SCSD#1 and PAC outlined facility obligations and use priorities along with a set annual rental rate to be secured for future asset preservation.

With these parameters established, PAC has operated as its own organization separate from the school district, town, or county. PAC employees are employees of the Pinedale Aquatic Center, governed by the Joint Powers Board, and funded through the SCSD#1 Rec Mil with a small portion attained from membership/program fees. In 2019, a strategic plan was adopted by the board with diversification of funding as the primary focus.

In 2008, PAC had a \$2.8 million dollar operating budget with 14 full-time staff. Over the next several years, the annual budget would grow to a high of \$3.4 million with 16 full-time staff. In 2016-2017, PAC underwent a near million dollar budget reduction including the elimination of five full-time positions, loss of family health and dental benefits for full-time employees, at least a 5% salary reduction for all staff, and a slight adjustment to public operation hours. Over the next two years, PAC experienced an additional \$600,000 reduction which included the elimination of one more full-time position and additional adjusting of public access hours. For the past three years, PAC has operated on an annual ~\$1.75 million budget, has 9 full-time employees, and provides numerous programs, events, and 79 hours per week of public access.

Membership and daily use fees were set in 2008 including youth, senior, adult, and family passes. Additionally, free senior times (ages 60+) were offered for 21 hours each week. In January 2016, the Joint Powers Board voted to offer all youth memberships free of charge. Youth visits increased 185% with this change as did the supervision required during after school hours. Pre 2020, nearly 100 students checked in to PAC every day after school. Non-resident (out-of-county) daily visit rates were established shortly following the start of free youth.

In 2018, the Joint Powers Agreement was adjusted resulting in changes to the rec mil allocation process. PAC now anticipates receiving annually \$1.1-\$1.3 million from the rec mil (down from the \$2-\$3 million allocated in earlier years). This change, despite reducing the budget to under \$1.8 million (a near \$300K reduction from FY2017-2018) left PAC with a projected annual deficit of \$200,000-\$400,000. The \$1.8 million budget of FY 2018-2019 was determined to be a sustainable budget for a facility the size of PAC in comparison to other similar facilities throughout the state. In response, a strategic plan was adopted to sustain PAC operations and services with a primary focus on diversifying funding. Since 2019, PAC has taken positive steps towards closing the funding gap including garnering funding support from the Town of Pinedale through a Contract for Service, the elimination of free senior times, and the creation of Friends of PAC, a 501(c)3 nonprofit who fundraises and applies for grants on behalf of PAC. While forward process is occurring, additional revenue needs to be generated for PAC to continue public services, programs, and access hours. PAC continues to work on building relationships and partnering opportunities with the Town of Pinedale and Sublette County, applying for grants and being responsible with all expenditures. Friends of PAC continues to fund-raise, apply for grants, and solicit private donors.

The increase to membership fees, along with the elimination of free youth passes, will bring in an estimated \$60,000 of additional revenue. Through combined efforts of grant seeking, partnership seeking, efforts from Friends of PAC, and increasing internal revenue, we will meet our funding needs.

PAC MEMBERSHIP RATES (as of September 1, 2021)

	Youth	Senior (60+)	Adult	Couple	Family
1-month	\$20	\$25	\$45	\$80	-
3-month	\$60 (Jun-Aug)	\$65	\$125	\$230	-
School Year (Sept-May)	\$160	-	\$340	-	-
Annual	\$200	\$250	\$450	\$800 (\$475 - senior)	Individual or Couple + \$75/child

- Youth ages 5 and under receive free admission to PAC
- Seniors, ages 75+, receive free admission to PAC
- Scholarships are available for monthly memberships for all ages (patron responsible for 50%)

DAILY RATES

	Resident	Non-Resident
Adult	\$5	\$10
Senior	\$3	\$6
Youth	\$2	\$4

Resident: any person who lives and/or works in Sublette County for a minimum of 3 months. Any person new to the area that has plans to continue residing in the county is immediately considered a resident.

