

BUSINESS PLAN

City of Bloomington Aquatic Facilities

COMMUNITY VISION

Our vision is the ongoing building and renewal of Bloomington as a vital community, whose strength is its diversity – 90,000 to 100,000 residents with 120,000 to 130,000 jobs situated in a robust metropolitan region.

ORGANIZATION MISSION

Our mission is to be a positive, professional, productive, learning organization building community and its renewal by providing quality services at an affordable price.

FUND MISSION STATEMENT

It is our commitment to serve the residents of Bloomington on a seasonal basis through fun, fit, and outdoor aquatic opportunities at the Bloomington Family Aquatic Center and Bush Lake Beach. Our objective is to promote and support aquatic opportunities through swim lessons, swim teams, healthy concession options, and open swim opportunities in an outdoor environment.

DESIRED OUTCOMES

1. Swimming lessons will increase revenues by 4% each year.
2. The BFAC will provide rental of the swim lanes to the recognized non-resident and resident swim clubs per the Swim Team Use Policy. Revenues will increase on a yearly basis of 6%.
3. BFAC concessions will include a well-rounded menu with 2-3 healthy options for customers and service will improve during peak hours.
4. Explore the feasibility of renting out the concessions operation at the pool.
5. The BFAC will continue to provide a daily open swim season during the summer months for residents with a fee increase of 3%.
6. The BFAC will continue to offer alternative programs to residents such as private rentals, birthday party options, lap swimming, tot times and others as necessary with an annual increase of 3% in numbers and revenues.
7. Bush Lake Beach will continue to provide a daily open swim season in a natural environment during the summer months for residents and groups with a parking fee increase of 4%.
8. Provide an outdoor opportunity for the community through safe lake water by keeping high standards of testing through Environmental Health standards.
9. Increase hours of operation for guarded/supervised swimming at the beach.

LINK TO THE COUNCIL'S COMMUNITY MISSION

This plan supports the 2008 Strategic Plan of Preserving and, where appropriate, actively enhancing:

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1. Solid community core and sense of community
2. Our City services (and facilities)
3. The areas and structures which are beyond their useful life

DESIRED OUTCOMES

1. The community of Bloomington will utilize the Bloomington Family Aquatic Center and special programs offered on-site. The resident season passes will remain at 75% of the overall season pass revenues.
2. The community of Bloomington will utilize Bush Lake Beach and the programs offered. The seasonal parking passes will remain at 50% of the overall pass revenues.
3. The City will implement a plan for the ongoing upkeep of the facility and enhance the overall appearance of the Bloomington Family Aquatic Center and Bush Lake Beach.
4. The Bloomington Family Aquatic Center and Bush Lake Beach will remain a safe and secure facility for swimmers at the facility. Staff will be hired seasonally to operate the facility with excellent customer service, provide a family- friendly environment and adhere to the rules of the facility.

PROGRAM SPECIFICS

- Operate and Maintain Infrastructure:

Goal(s): To maintain and operate the facility through regular maintenance, and high-quality program opportunities.

Objective(s):

- To hire and maintain a seasonal contract with a cleaning company to clean the facilities on a daily basis.
- To create a maintenance schedule for day to day operations.
- Plan for items that may need replacement or repairs over a period of 5 years.
- To create and maintain programs offered at the Bloomington Family Aquatic Center and Bush Lake Beach such as swimming lessons.

Specific Initiatives and Challenges:

- Plan and Build Infrastructure:

Goal(s): To increase participation through new play structures and modern facilities.

Objective(s):

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- To replace the current “tot slide” with a new one.
- To add/explore other amenities such as “floatables” at the BFAC to attract more swimmers and increase revenues.
- To renovate the bath house to accommodate family groups, create more appealing facilities, and provide a more efficient check-in process.
- To replace the four lifeguard stands with new stands with ramps.
- To add new play structures in the sand and water within the next 5 years.
- To replace the sand in the playground near shelter 3 with a material that does not attract bees.

Specific Initiatives and Challenges:

Funding will need to be identified and the initiatives given priority in the CIP.

- Manage resources:

Goal(s): To hire and retain quality maintenance staff, facility managers, lifeguards and attendants on a seasonal basis.

Objective(s):

- To continue to have high standards for maintenance and operation of the facility to provide a safe, fun and family friendly environment for all that participate in the programs at the Bloomington Family Aquatic Center and Bush Lake Beach.

Specific Initiatives and Challenges:

Note: for more information on initiatives, refer to 10-year plan (attached) and the Community Investment Plan (CIP).