

# Kaukauna Municipal Pool Project

*"Something for Everyone"*

Presentation to the City Council



August 16, 2022

# Remarks by the Mayor



- Kaukauna is at a pivotal point in its development
- We want to do everything to make our community the best it can be, while remaining cost – effective with every decision and action
- We hired The Sweeney Group, that has successfully worked with more than 20 municipal projects in Wisconsin, to study if we can raise private money to renovate the aquatic center - from both a short and long view
- Introduce Jodi Sweeney

# Campaign Feasibility Study Final Report- The Sweeney Group



- Thank you; it was a pleasure to conduct this study
- I was hired to test whether it was feasible to raise \$2,500,000 in private giving for renovations to the existing pool, including all the strategies for success
- Kaukauna is a community with *tremendous pride*
- But major fund-raising campaigns are not typical in Kaukauna; there has not ever been a major *community – wide* campaign
- Few participants thoughts that the full \$2.5 million goal could be reached
- The consensus was that \$1 - \$1.5 million is an achievable campaign goal and that this, if done well, could set the stage for the future

# A Model for the Future



Kaukauna has a tremendous opportunity to build a tradition of giving with this project

The “Future Kaukauna Fund”

# A Model for the Future

We are using this campaign to build a community treasure into something the entire community can be proud of AND also developing a tradition of giving in our community -1% / 5% of the fund raised will be used to start a permanent fund for future projects etc. Kaukauna is at a turning point; this project for the near term and then we build for the future.

## The “Future Kaukauna Fund”

# Campaign Feasibility Study Final Report-The Sweeney Group

- Plans for the new pool were generally well received – people love the pool but it is dated; no longer the “cool pool”
- People understand the need and appreciate the City’s leadership in a *public/private partnership* initiative
- They also feel that these plans will make Kaukauna’s facility competitive with pools in other local communities
- Community members liked the idea of more lap swim, more children’s programming, updated restrooms, seating for parents, and mini golf
- Community would like updates on costs for the facility and updates on operating costs – a refined ‘case for support’

# Campaign Feasibility Study Final Report-The Sweeney Group

- The Sweeney Group recommends that the City of Kaukauna develop the strategies for the campaign to raise \$1,500,000; the Mayor will be the lead with community volunteers
- The goal should not be announced until after the campaign planning and the quiet phase of the campaign
- Provide a virtual fly-through of the project to the public to build excitement (Parkitecture can provide).



# Campaign Feasibility Study Final Report-Timeline

## INITIAL PLANNING – August – October

- Define individuals that will assist with the Campaign and hold first Campaign Planning Committee meeting – a list was provided with the study
- Prepare campaign materials with theme, recognition opportunities – *in process*
- Meet with the Community Foundation to confirm the specifics of the gift of \$250,000 from the Nelson Fund and how else they will partner
- Work with the Chamber on business information sessions
- Plan and implement 100 Extraordinary Women™
- Develop escrow fund and all policies
- A detailed action plan is included in the study report





# City Funding

# City Funding Options

422 & 423 Fund Balance	\$1.5m
TIF Funding (Amenities only)	\$1.5m
Donor (Capital Campaign)	\$1.5m
<u>Bonding 2023</u>	<u>\$1.5m</u>
Total	\$6.0m

- Previous borrowing for pool project (2021 & 2022) as well as unused from other park and building/Misc. projects
- Tax increment Finance (TIF) allows for amenities to be purchased using the tax increment from districts that are within ½ mile.
  - TID8 and TID4 would be the two district options
  - Will still need to get cash to fund project, but the revenue would not come from tax levy rather the levy when the bond is repaid
- Additional 2023 Bonding of \$1.5m would be needed to fund the rest of the pool project with the estimated cost of \$6m



# Current Pool Update

# Current Pool Update

- Average daily attendance through July is 437.
- Session 1 of swimming lessons reached 6210 (10 classes)
- Average daily temperature (during open swim times) through July was 79 degrees.
- Community rentals on Saturday and Sundays were full and reached over 2000 patrons.
- 8 Lifeguards, 1 supervisor, 2 concession attendants, 2 admission attendants are required per open swim shift to safely open
- 11 instructors are required to safety instruct swim lessons
- Total of 14 lifeguards, 1 supervisor, 1 swim lesson supervisor, 11 WSI's, 2 assistant supervisors & 11 attendants were hired in 2022 (total of 25)


# Current Pool Update

- 1 Water Safety Course was taught in July to obtain more instructors
- 2 lifeguard courses were taught in June/July to obtain more lifeguards
- Pay rates were increased for staff in May to obtain and retain staff
- Incentive program was started for staff retention and recognition
- Staff appreciation day was started



# Capital Campaign

# Campaign Slogan/City Branding



**The City of Kaukauna  
Aquatic Center Project**

*Something  
for everyone*

*Thank you for our past.  
Preparing for our future.*



*Something  
for everyone*  
*The Solution*

**The City of Kaukauna  
Aquatic Center Project**

A transformative project to reinvest in The City of Kaukauna by upgrading existing amenities while adding new features to create a regional destination.

**Bathhouse**  
Houses mechanical room and plumbing, meeting room, restrooms & family changing areas, ADA compliant bathrooms & showers

**Splash Pad**  
Recreation area that features multiple splash and spray features

**Water Slide**  
A new high speed, colorful 175 foot open flume water slide

**Mini-Golf Course**  
18 - hole amusement course featuring bridges, tunnels & obstacles

**Shade Structures**  
Calm and relaxing areas with bright colored fabric shade sails with wood platforms

**Climbing Wall**  
Adding adventure to our swimming pool while giving patrons a full body workout



*Something  
for everyone*  
*The Campaign*

**The City of Kaukauna  
Aquatic Center Project**

**GIFT GIVING LEVELS**

- Philanthropist \$500,000+
- Patron \$100,000-\$249,999
- Advanced \$10,000 - \$25,000
- Primary \$1,000 - \$4,999
- Benefactor \$250,000 - \$499,999
- Pace Setting \$25,000 - \$99,999
- Major \$5,000 - \$9,999
- Community \$500 - \$999

**NAMING AND RECOGNITION OPPORTUNITIES**

Bathhouse \$250,000	Pool Lighting \$200,000	Shade Structure \$200,000
Water Slide \$175,000	Concession Stand \$150,000	Splash Pad \$150,000
Mechanical Room \$100,000	Mini Golf \$80,000	Climbing Wall \$35,000
Yard Game Area \$25,000	Ind. Shade Structure \$10,000	Mini-Golf Holes \$5,000

Once named, your item or space will retain your name for 25 years or when it is replaced or rebuilt.

## The Next Steps-Recommendations from City Staff

- Revisit the pool design and establish a pool committee to assist.
- Produce a Capital Campaign Committee
- Proceed with Future Kaukauna





THANK YOU