



MEMORANDUM

To: Mayor Pat Fribis and the Board of Aldermen

From: Gerald Brown, Parks & Recreation Director

Date: June 6, 2022

Re: Aquatic Facility Update

The Sunset Hills Aquatic Facility is thriving in several areas but, like many other aquatic facilities within the greater St. Louis Metro, we are struggling significantly with staffing shortages. The goal for the 2022 pool season is to offer the same opportunities as we have in past years, including:

Open Swim: 12 -7pm (daily)

Swim & Dive Team: 6am -10am (currently have 265 participants)

Water Aerobics: Mon -Fri 10 -11am

Water Pilates: Mon -Fri 11am -12pm

Riverwalk: Mon/Wed – 7:15 -8:15pm, Fri 6:00 -7:00pm, Sat 10:45 -11:45am

Mon -Fri – 9 -11am

Swim Lessons: Mon – Fri – 10am -12pm, Tues/Thurs 6 -7pm

Private Swim Lessons: by appointment only

Private Pool Parties: Offered Fri, Sat, Sun after hours

Revenue Projections

- Currently at 85% compared to proposed budget pertaining to memberships at this time.
- Daily memberships are at 5% of budget projections due to low temperatures and the opening day closure. We expect these numbers to track upward as temperatures increase.
- Concessions is running at 6% budget projections, again due to lower than typical temperatures

Expenses

- Given that we are only two weeks into the season, expenses are on track compared to budget projections.

Marketing

- We have advertised for part-time staff (lifeguards, front desk employees) through social media, newspapers, flyers, Peach Jar (media sent out through Lindbergh School District), lifeguard incentive program and word-of-mouth. Position

incentives include gold membership for Community center and pool for individual and family, discounts at concession stand, incentive pay, and training and classes.

Life Guard Shortage

- We have had over 70 individuals apply for the position of lifeguard. However, we currently only have 43 that are certified (compared to 80 in past years). Some guards quit based on hourly wage, others sought out different opportunities or were unsuccessful with lifeguard testing. The aquatic facility typically operates from 6am – 9pm Monday – Friday and 10am – 7:30pm Saturday and Sunday. Not all of these hours are open to the general public; outside of our normal 12p-7p, as noted above, we also open for Swim and Dive, private pool parties, water aerobics, swim lessons, and river walk. We must cover 1,345 hours/week for all shifts to be covered, here is a quick breakdown:
 - Head Lifeguard (87.75 hours/week)
 - Lifeguards (973 hours/week)
 - Swim Lessons (96.5 hours/week)
 - Pool Parties (112.5 hours a week)
 - Inservice training (45 hours/week)
 - Private lessons (30 hours/week)

We have proposed the following plan to combat the shortage of guards for this year, the plan is to work from the top down until we have problem addressed for the summer:

1. Enacted lifeguard incentive program.
To be eligible for this incentive, you cannot have 7 or more disciplinary points accrued throughout the summer. You also must earn a 3.0 or higher (on a 5-point scale) on your performance evaluation at the end of the summer.
 - Work 275 Hours, get additional \$175
 - Work 350 Hours, get additional \$300
 - Work 425 Hours, get additional \$500
2. Enacted holiday incentive program again this year:
 - (1) Shift on holiday weekend - \$20 incentive
 - (2) Shifts - \$40 incentive
 - (3) Shifts - \$75 incentive
 - (4) Shifts - \$100 incentive*Memorial Day, 4th of July and Labor Day
3. Currently have (6) weekends of pool parties scheduled, do not offer any additional weekends for pool parties. (savings of 448 hours/season)
4. Would like to offer overtime opportunities for those lifeguards willing to take them (no more than 48 hours per lifeguard a week).
5. Cut one hour off of Saturday and Sundays, instead of opening from 12 -7p, we would be open 12 -6p (savings of 26.5 hours/weekend).

6. Cut one hour off of Tuesday and Thursdays, instead of 12 -7p, we would be open 12 -6 (savings of 26.5 hours/ week).
7. Cut one hour off each day (Monday – Friday), (savings of 90 hours/week).

Looking forward to next year, we believe we need to look into the following ideas/suggestions to combat personnel shortages:

- Raise hourly wage
- Look into a senior lifeguard program
- Offer a signing bonus