

**WATERLOO**  
CITIZENS FOR A  
 **POOL**

**Building a Stronger Community, One Splash at a Time**

# Quote

Feb 5, 2019 Chicago Tribune

**“Investments in Illinois’ local parks makes it easier for families and recreation enthusiasts to enjoy our state’s beauty and help their communities thrive,”** Governor Pritzker said. **“Parks projects will also create jobs, providing a boost to local economic development efforts in dozens of communities and spurring additional investment throughout the state.”**

# WCP Agenda

- WCP Background
- Community Need
- Marketing Studies
- Ideas to Ponder
- Q & A

# WCP Background

- Incorporated October 2017 as 501(c)3
- 4 Officers and 3 Board Members
- Public meetings on 1st Wed of the month
- Presented to the City of Waterloo, Waterloo Park District, County Commissioners and civic organizations
- Attended USA Swimming Build a Pool Conference Aug 2017
- Attend city and park district public meetings
- Fundraising

# Community Need

- Community Health and Wellness
  - Aquatic Therapy
  - Water Safety & Swimming Lessons
- Central Meeting Location
- Over 400 summer-time Day Care Children
- Investment in our Children
- Employment Opportunities
- Economic Development / Tourism

# Marketing Studies

- 2018 City of Waterloo Comprehensive Plan
- 2019 SIU-Edwardsville School of Business Marketing Research for Waterloo Citizens for a Pool
  - Jo Ann Di Maggio May - Director IL SBDC for the Metro East At SIUE
- Social Media & Petition Drive

# Marketing Studies

## 2018 City of Waterloo Comprehensive Plan 10 Deliverable Tasks

1. Project Initiation "How has the City guided growth and development in the past?"
2. Inventory and Assessment
3. Community Involvement
- 4. Vision, Goals, and Objectives**
5. Downtown Revitalization Analysis
6. Future Transportation & Infrastructure Analysis
7. Future Land Use & Growth Management Plan
8. Implementation Strategies
9. Formulation of the City of Waterloo Plan Update
10. Public hearing & Plan Finalization "If the Citizens own it,they will support it"

Source: <http://www.waterloo.il.us/wp-content/uploads/D-Comprehensive-Plan-2018.pdf>



# Marketing Studies

2018 City of Waterloo Comprehensive Plan  
Data Contributors Include:

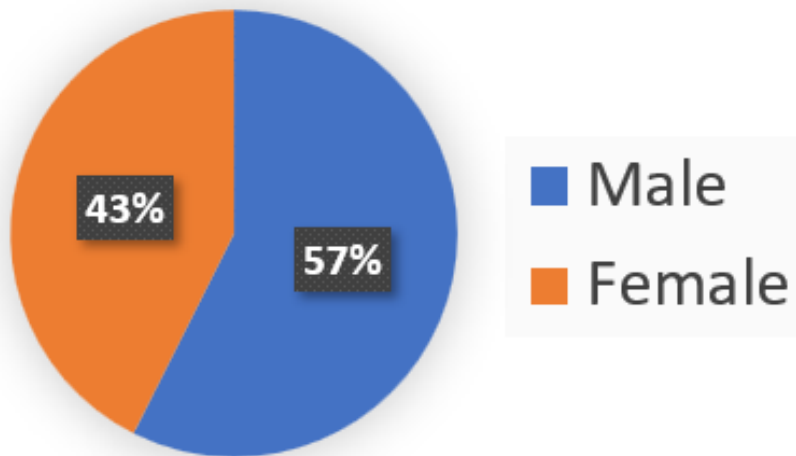
1. Resident Town Hall Meetings
2. Business Owners
3. City, County, and School officials
4. Public engagement included over 600 survey respondents



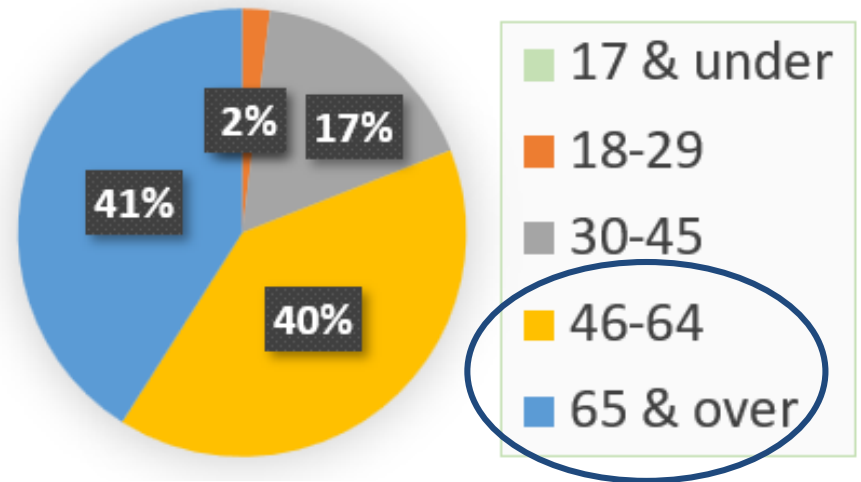
# Marketing Studies

## 2018 City of Waterloo Comprehensive Plan Demographics

Gender



Age



# Marketing Studies

## 2018 City of Waterloo Comprehensive Plan Vision, Goals & Objective:

1. Make Waterloo an Active, Connected Community
2. Make Waterloo a “Healthy Community”
3. Animate the City’s Outdoor Spaces and Places
4. Community Center

# Marketing Studies

2018 City of Waterloo Comprehensive Plan

Planning Workshop and Interview Summary

14 Workshop Topics

**Parks Topic: “Would you support a tax bond to fund park/rec improvements, if Yes, what improvements are recommended? “**

29 Total Comments, 13 requested a pool/aquatic center



# Marketing Studies

## 2019 SIU-Edwardsville School of Business

### Timeline of Events

- Feb 2018 WCP contacted Illinois Small Business Development Center (SBDC)
- July 2019 SIUE School of Business, Awarded WCP as the recipient of the Marketing Research project for class MKTG 377. WCP would receive a comprehensive Marketing Survey and Executive Summary
- Sept 2019 WCP Presented to MKTG 377 classes (80+ students)
- Oct 2019 Marketing Survey conducted over 2 weeks
- Dec 2019 MKTG 377 delivered Executive Summary and Raw Data to WCP

# Marketing Studies

2019 SIU-Edwardsville School of Business

## **Requested Deliverables:**

- Demographic information
- Feasibility Study
- Comprehensive Questionnaire Results
- Qualifying Grant Options

# Marketing Studies

2019 SIU-Edwardsville School of Business

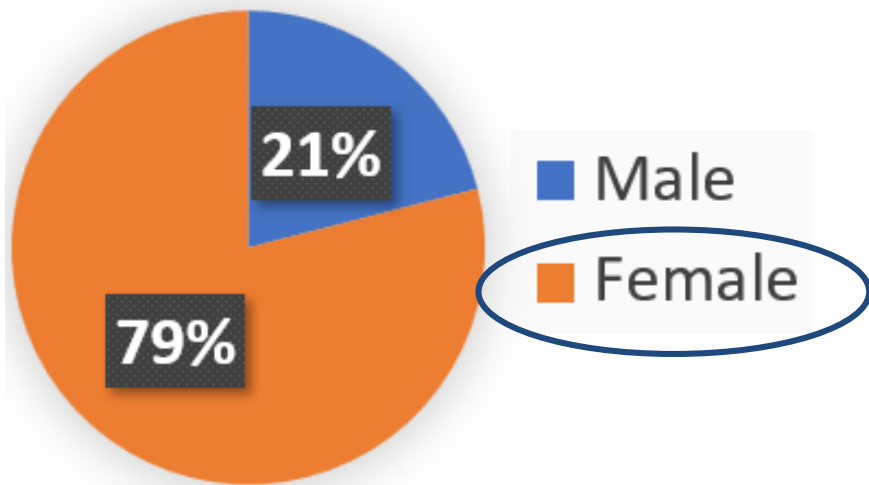
**Comprehensive 43 question survey was made available  
to General Public**

- Waterloo Republic-Times article
- Facebook
- Instagram
- WaterlooPool.com
- E-Mail

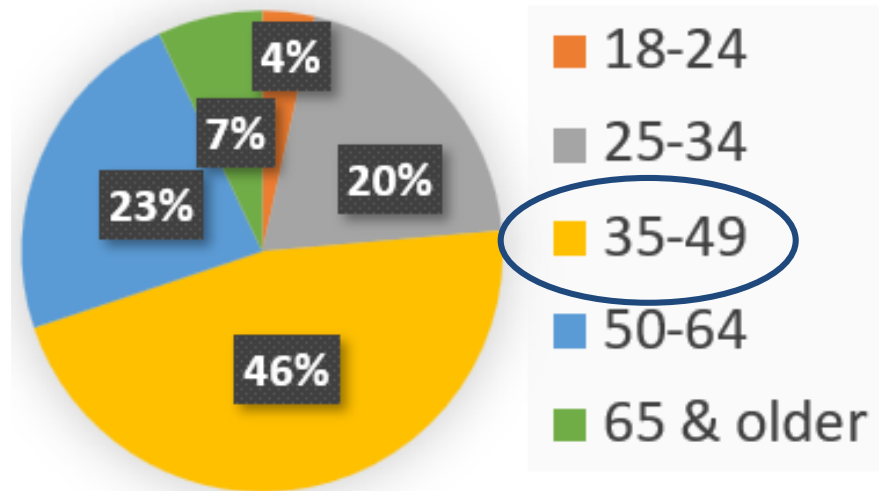
# Marketing Studies

## 2019 SIU-Edwardsville School of Business Demographics

Gender



Age



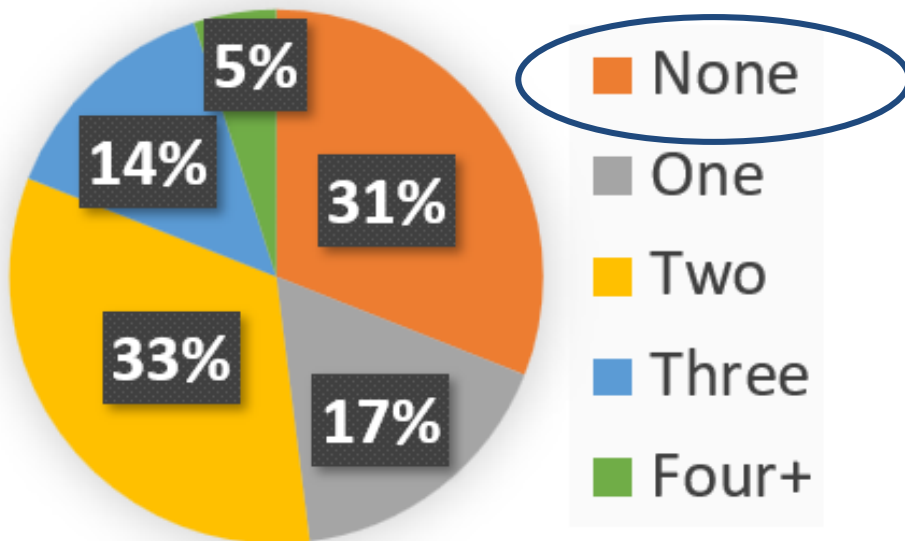
**459 Completed Surveys**

(desired sample size was 200)

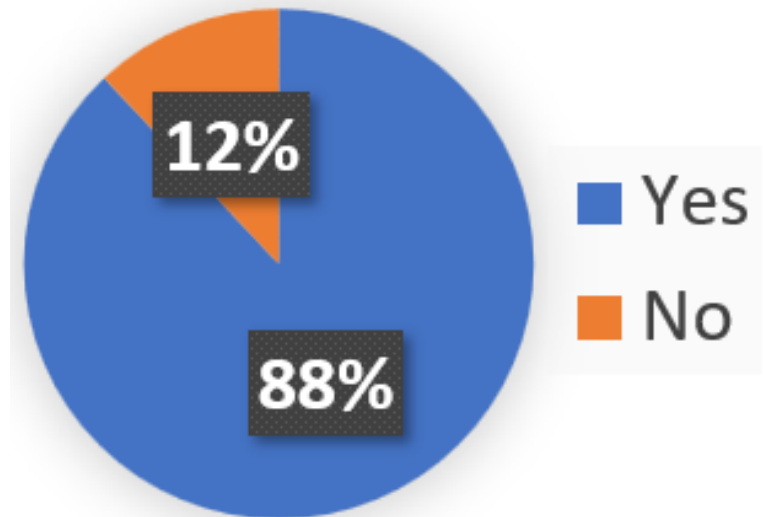
# Marketing Studies

2019 SIU-Edwardsville School of Business

Children in Household



62298 Resident

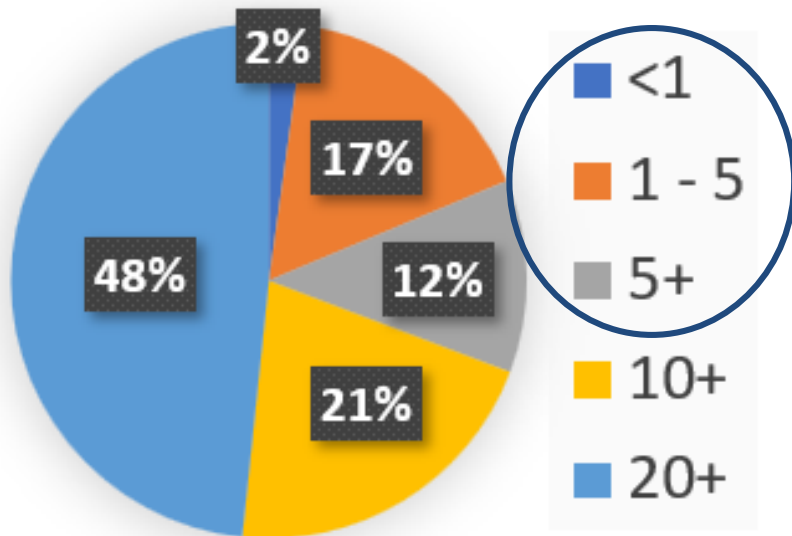




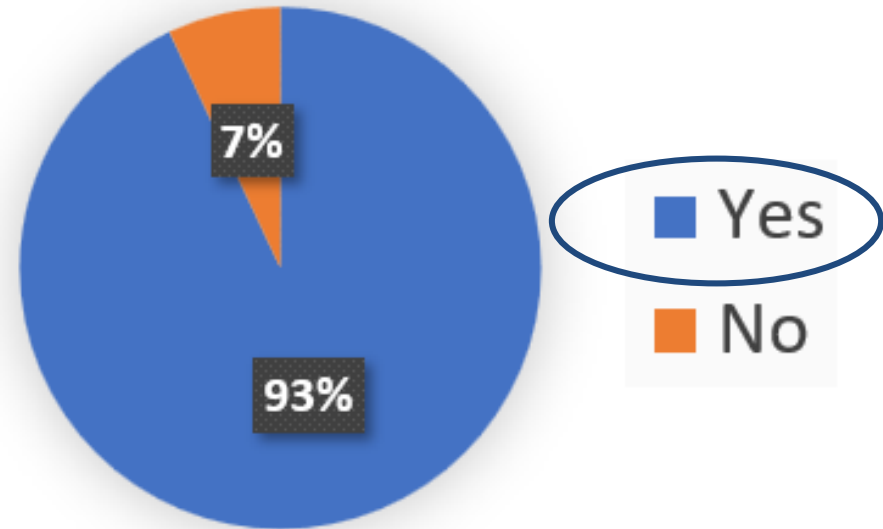
# Marketing Studies

2019 SIU-Edwardsville School of Business

### Years in WCUSD 5



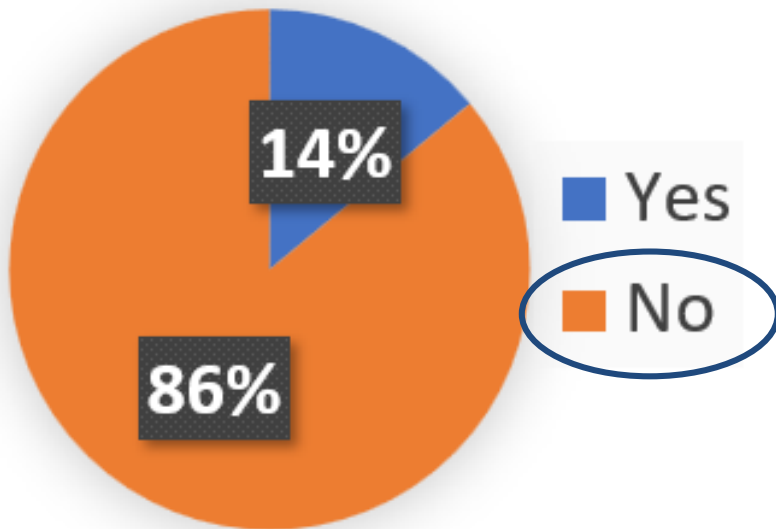
### Monroe County Registered Voter



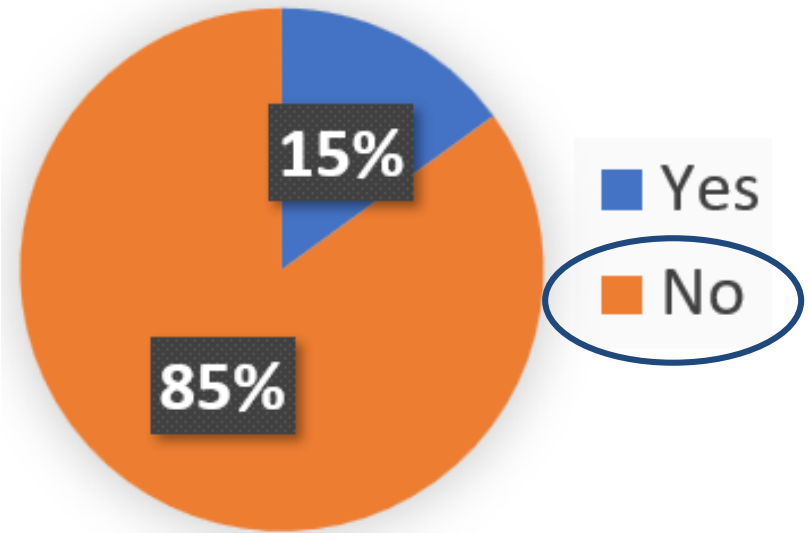
# Marketing Studies

2019 SIU-Edwardsville School of Business

## Pool @ Home



## Child on a Swim Team



# Marketing Studies

## 2019 SIU-Edwardsville School of Business

### Surveyor Aquatic Use

How many times per year do you participate in aquatic activities	Never	1-10	11-20	21-30	31-40	41+
	7%	31%	23%	16%	9%	14%
If an aquatic facility/pool were built in Waterloo, how likely would you use it?	Extremely Unlikely	Moderately Unlikely	Slightly Unlikely	Slightly Likely	Moderately Like	Extremely Likey
	6%	2%	1%	7%	18%	66%
Relative to other attractions or activities available in Waterloo, how would an aquatic facility/pool compare?	Much Worst	Moderately Worst	About the Same	Slightly Better	Moderately Better	Much Better
	3%	2%	4%	6%	20%	65%

# Marketing Studies

## 2019 SIU-Edwardsville School of Business

### Surveyor General Current Day Questions

	Disagree	Neither agree nor disagree	Agree
The Waterloo Park Board meets or exceeds my expectation of providing recreational options	39%	20%	41%
The City of Waterloo values our youth by providing safe recreational outlets	43%	15%	42%
A stand-alone splash pad would fully satisfy my household's aquatic needs	69%	11%	20%

# Marketing Studies

## 2019 SIU-Edwardsville School of Business

### Surveyor Future State Questions

	Disagree	Neither agree nor disagree	Agree
Building an aquatic facility/pool would have a positive economic impact in the area	5%	2%	93%
I support expanding the Waterloo Park District taxing area to include all of the 62298 zip code	8%	7%	85%
Instead of spending money on an aquatic facility/pool, the funds should be diverted to other projects in the area	74%	17%	9%

# Marketing Studies

2019 SIU-Edwardsville School of Business

## Surveyor Future State Questions

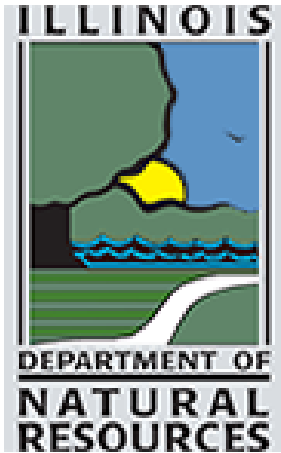
What is the maximum increase in tax that you would be willing to pay to help build/support the aquatic facility/pool?	<b>0.178%</b>
<b>\$100k Appraised / \$33k Assessment</b>	<b>\$59.33</b>
<b>\$200k Appraised / \$67k Assessment</b>	<b>\$118.67</b>
<b>\$300k Appraised / \$100k Assessment</b>	<b>\$178.00</b>

**Current Waterloo Park District Tax = 0.12643%**

**Current Park District tax: \$100k Assesment @ 0.12643% = \$42.14/yr**



# Grant Options



# Marketing Studies

2019 SIU-Edwardsville School of Business

## Similar Community Aquatic Projects

	St Genevieve, MO	Millstadt, IL	Salem, IL
Annual Service Days	102	102	102
Avg Daily Attendance	780	400	350
# Full-Time	1	2	2
# LifeGaurds	70	27	20
# Part-Time	32	5	8



# Marketing Studies

## Social Media & Petition Drive

### January 17, 2020 Waterloo Republic-Times

Facebook post - announcing WPD Splash Pad Grant

572 Likes / 145 Comments / 152 Shares

35 Comments referenced a Pool

---

### 2018 - 2019 WCP Petition

Would you vote "Yes" if a Tax Bond Referendum were on an upcoming ballot?

455 Signatures \ 79% city residents \ 18% in 62298



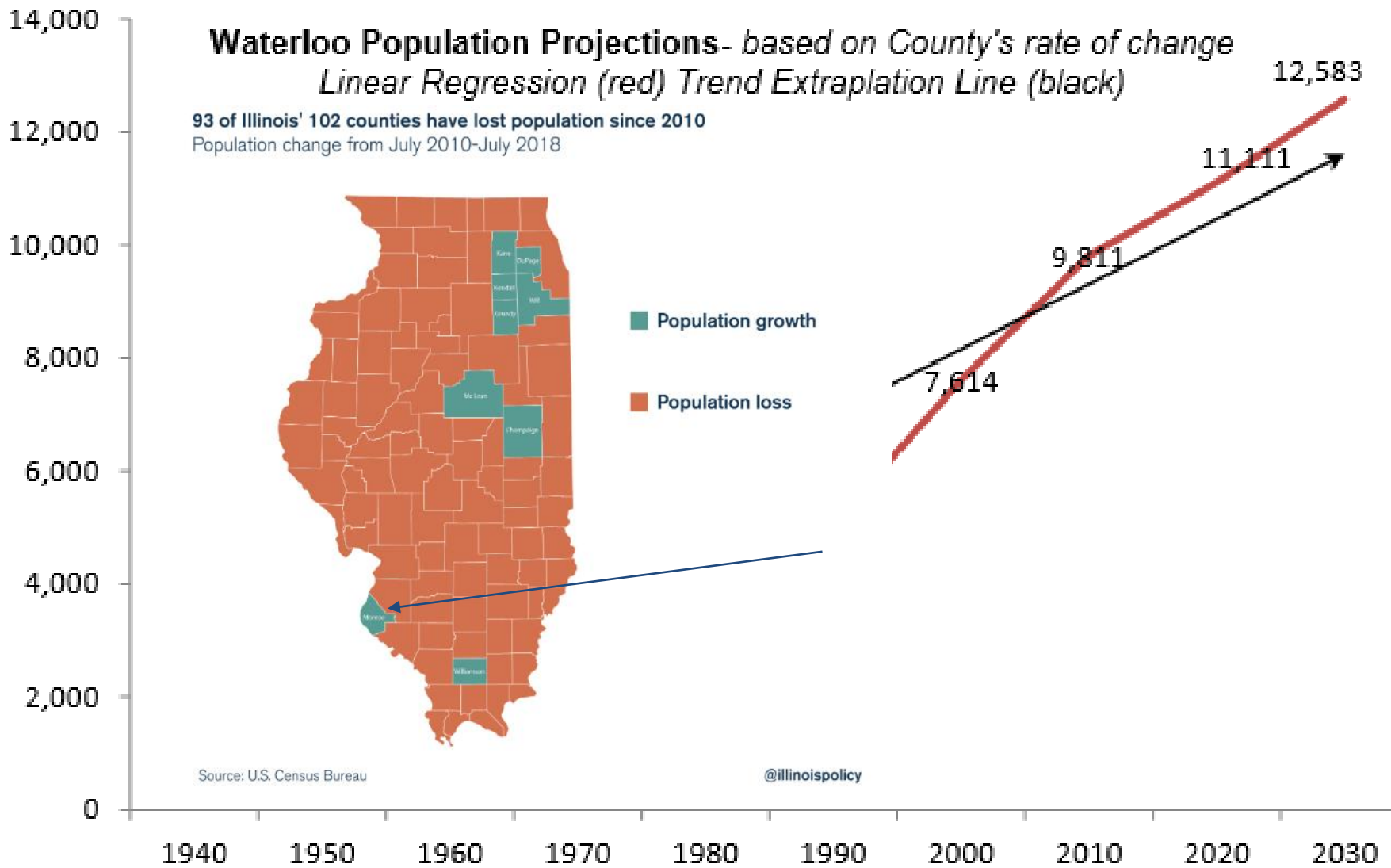
# Ideas to Ponder



# Waterloo Population Projections- based on County's rate of change

*Linear Regression (red) Trend Extrapolation Line (black)*

93 of Illinois' 102 counties have lost population since 2010  
 Population change from July 2010-July 2018



Source: U.S. Census Bureau

@illinoispolicy

Source: US Census Bureau



# What if the county voters approved expanding Waterloo Park District to all households in the 62298 zip code?

2018 Monroe County Property Tax Valuation as of 12/23/19

District Name	# Parcels	Valuation	0.12643% Tax	0.178% Tax
62298 Zip Code	8,663	\$417,145,100	\$527,397	\$742,518
Waterloo Park	4,652	\$254,216,603	\$321,406	\$452,506
Difference	4,011	\$162,928,497	\$205,990	\$290,013

Total Tax-base over 15 Years, if 62298 was Included	\$7.9M	\$11.1M
Current Waterloo Park District Tax-Base over 15 Years	\$4.8M	\$6.8M
Difference	\$3.1M	\$4.3M

Source: Monroe County Assessor's Office



# Moving Forward

**What do we do from here?**

**Waterloo Citizens for a Pool plans to continue working with the City of Waterloo and Waterloo Park District with the aim to bring this issue to the voters once again, hopefully by Spring 2021.**

***Let the people decide.***



# Final Points

**Based on data provided over the last two years, the citizens of Waterloo and 62298:**

- **Want a Pool / Aquatic Facility**
- **Willing to Pay More**

**Link to all Documentation and Presentation**

<https://waterloopool.com/2020-wcp-siu-e-marketing-study/>

(under Updates page)





**Saturday, March 14<sup>th</sup> 2020**

Monroe County Courthouse Bandstand  
Waterloo, IL 62298

Registration: 8:00 am  
5K Start Time: 9:00 am  
Kid's Fun Run: 10:00 am  
Awards: 10:15 am

Timing Services Provided by Run to Succeed.  
\*Course will be open to traffic during event

**Discount Pricing – March 1<sup>st</sup> Deadline:**

\$ 20 – Adult, 14 and older  
\$ 15 – Child, 13 and under

**Regular Pricing – March 2<sup>nd</sup> until Race Day:**

\$ 25 – Adult, 14 and older  
\$ 20 – Child, 13 and under

\*Register by March 2<sup>nd</sup> to guarantee shirt.



**Pre-Race Packet Pickup:**

6:00 – 8:00 pm Thursday, March 12th @ Hopskeller Brewing

**Post-Race Party and Specials at Hopskeller Brewing!**





**WaterlooPool.com**



**Waterloo Citizens for a Pool**



**[WaterlooCitizensForaPool@gmail.com](mailto:WaterlooCitizensForaPool@gmail.com)**



**WaterlooCitizensforaPool**



# Questions & Answers