

Pool Design & Funding Initiatives

Waterloo Community Town Hall
November 9th, 2021



Waterloo Park District Pool Background

- The Waterloo Park District was created in 1955 with the goal of a public swimming pool
 - Collaborative Community Effort – Six Residents, plus the Chamber of Commerce, Lions Club, Waterloo Rotary, Optimist Club, the VFW, and American Legion
- 11 years and three referendums later that initial goal was achieved
 - The Waterloo Park District Swimming Pool opened the summer of 1969
 - That following year, the Waterloo Swim Team, later known as the Waterloo Piranhas, was formed, and joined a swim conference of teams from surrounding communities



Photo Courtesy of Waterloo Republic-Times. Circa 1969

Waterloo Park District Pool Background



- In 2003, the swimming pool was renamed the Victor Sondag Memorial Pool after the longtime attorney and Park District secretary
- Several repairs & updates were needed
- From 2005 – 2010, seven referendums were attempted and voted down
 - Multiple Options: Financing for required repairs and updates, a new pool, or an aquatic park
- Having sat empty since the 2009 swim season, the pool was demolished, filled in, and turned into green space in 2012.

Waterloo Park District Currently

- More recently, the Waterloo Park District was awarded \$ 400,000 from the OSLAD Grant for the construction of a Splash Pad at William Zimmer Memorial Park.
- While the Splash Pad project is exclusively the work of the Park District, WCP hopes to work with the Park District for a future expansion on the site to include a swimming pool.

Possible Rendering Courtesy of Waterloo Park District & Rain Drop.



Waterloo Citizens for a Pool Formation

- Founded in early 2017 by a group of citizens looking to bring a Community Pool back to Waterloo
- General Assembly Meetings the first Wednesdays of the Month
 - 7pm at Morrison-Talbott Library
- Four Officers, Three Board Members
- Certified as a 501(c)(3) in October 2017
 - IRS Classified as a Charity
- Annual St. Paddy's Day 5K started in 2018
- SIUE Marketing Research Study in late 2019
- 2020 Town Hall on SIUE Survey Results
- Westport Pools hired in mid-2021



Community Need

- Health and Wellness
 - Active Recreation
 - Aquatic Therapy
 - Water Safety & Swim Lessons
- Central Meeting Location
- 400+ Summer Day Care Children
- Investment in our Community
- Employment Opportunities
- Economic Development / Tourism



2018 City of Waterloo Comprehensive Plan

- A Public Engagement Survey Conducted
 - 604 Surveys Received
 - Results at bit.ly/WCPCitySurvey
 - Question 10 for Parks
 - 29 Comments, 13 referenced a Pool



- Adopted by the Planning Commission & City Council
 - Review at bit.ly/WCPCityCompPlan
 - Particularly Section 3.7
 - Community Center Recommended



“Plans for the community center should consider the following amenities which were desired by the participants of the Public Engagement Process; an outdoor pool or waterpark, indoor recreation, childcare, food service/café/coffee shop, Wi-Fi, and formal and casual places to gather. ”

WCP's Marketing Study & Survey

- 2019 SIU-Edwardsville School of Business - Marketing Research for Waterloo Citizens for a Pool
 - 459 Surveys Received
 - 89% Agree or Strongly Agree that a pool would have a positive impact on the area
 - Review Report at bit.ly/WCPSIUEReport
- Petition Drive on Supporting a Tax Bond Referendum for a Pool
 - 455 Signatures
 - 79% were in Waterloo City Limits

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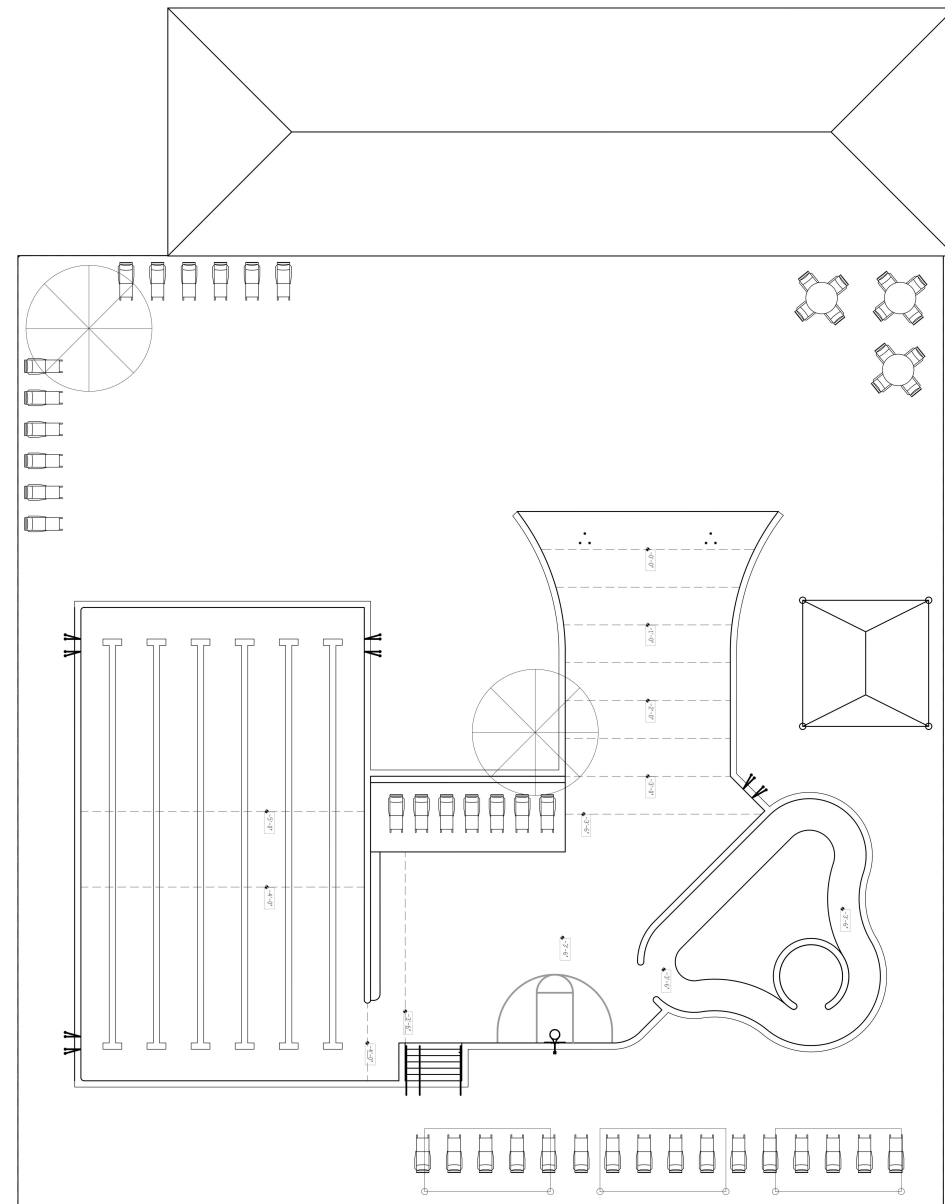
Partnering with Westport Pools

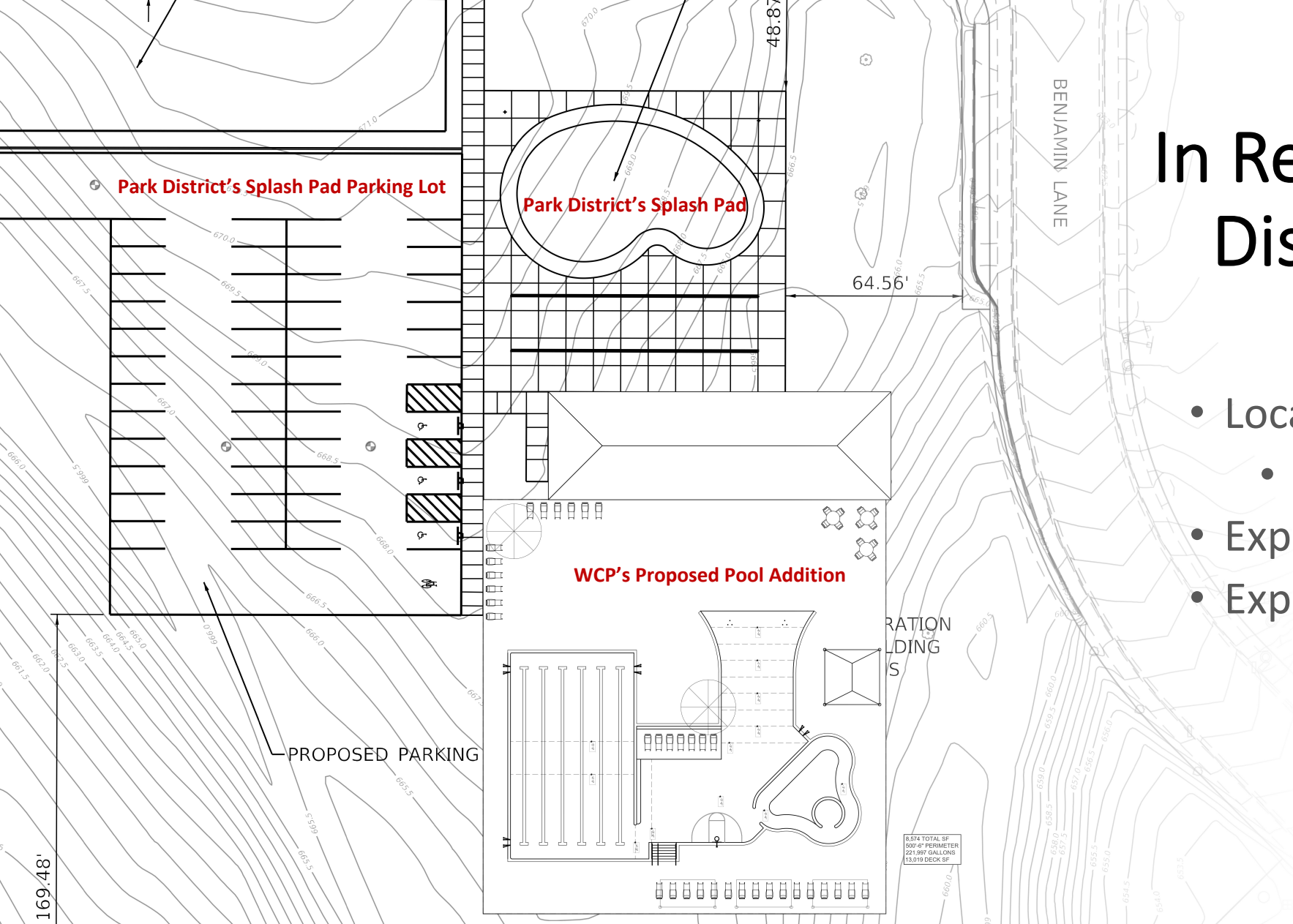
- Design Meetings over Summer 2021
 - Referenced SIUE 2019 Survey
 - Main Considerations
 - Affordability
 - Scalability
 - Operational Costs
- Multiple Designs Reviewed
 - 2 Preferred Options
- Estimated Budget Costs
- Estimated Operating Costs
- Color Rendering
- Town Hall Meetings



Preferred Design - Option 4

- 8,574 sq. ft. Pool
- Zero Entry Beach
- Lazy River +Vortex
- Water Basketball
- Shade Structures
- Underwater Benches
- Six 25 yd Lap Lanes
- Water Play Features
- Bath House
- Concession Area
- Mechanical Room
- 13,019 sq. ft. Deck
- Teaching Zones
- Tanning Platform





In Relation to the Park District Splash Pad

- Located directly to the East
 - Originally planned for North
- Expand on planned building
- Expand on planned parking lot

The Costs for Design Option 4

- Estimated Build Cost with 4 Lanes
 - \$ 3.75 million
- Estimated Build Cost with 6 Lanes
 - \$ 3.9 million
- Estimated Operating Costs
 - \$ 150,000 - \$ 160,000/year



Line items	Estimated Cost
Pool Vessel	\$ 1,930,000
Lazy River & Vortex	\$ 150,000
Shade Structures	\$ 50,000
Pool Deck	\$ 170,000
Bath House	\$ 1,475,000
Pool Enclosure (Fence)	\$ 40,000

*Estimated Costs do not include excavation, rock breaking/hauling, utility work, landscaping, or deck lighting.

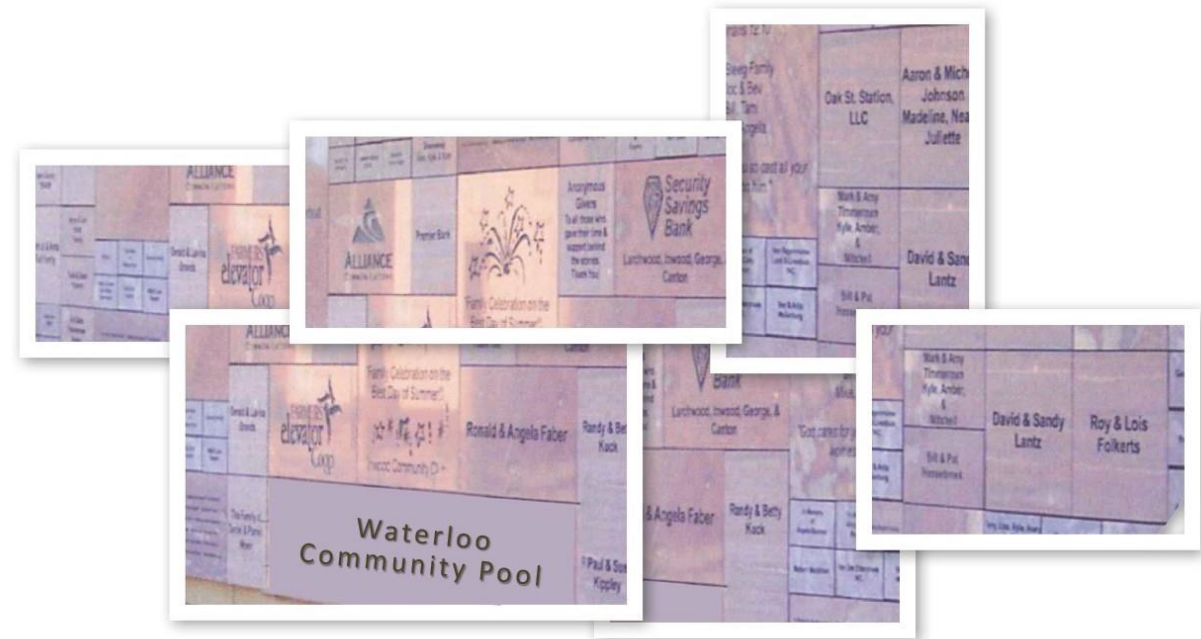
Funding Initiatives

Capital Campaign

- Local Businesses
- Community Organizations
- Local Foundations
- Sponsorships
- Residents & Alumni
- Wall of Giving

Goods & Services Donations

- Excavation & Grading
- Building Materials
- Fencing & Landscaping



Basic	\$100 - \$499	Newspaper Recognition
Bronze	\$500 - \$999	Newspaper Recognition
Silver	\$1,000 - \$2,499	Newspaper Recognition
Gold	\$2,500 - \$4,999	Wall of Giving
Platinum	\$5,000+	Wall of Giving

Sponsorship Opportunities

- Pool Vessel
- Basketball
- Concession Area
- Locker Rooms
- Lifeguard Chairs
- Shade Structures
- Spray Features
- Climbing Wall
- Aqua Zip'N
- Deck Lighting
- Landscaping
- Lazy River & Vortex

Amenities	Estimated Cost
Bid alt 1) Climbing Wall	\$ 25,000
Bid alt 2) Aqua Zip'N (Rope Swing)	\$ 30,000
Bid alt 3) Competition Starting Blocks	\$ 25,000
A Zero Entry Spray Feature	\$ 6,000 - \$ 10,000
Lifeguard Chair	\$ 2,000 each



Funding Initiatives

501(c)(3) Grant Options

- SC Johnson
- Walmart Local Grants
- Coca-Cola
- State Farm



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Rebuild Downtown & Main Streets

- Public Spaces, such as Parks & Plazas
- Matching Grant
- WCP is Eligible
- Preference on projects that have extensive community support & receive additional funding support



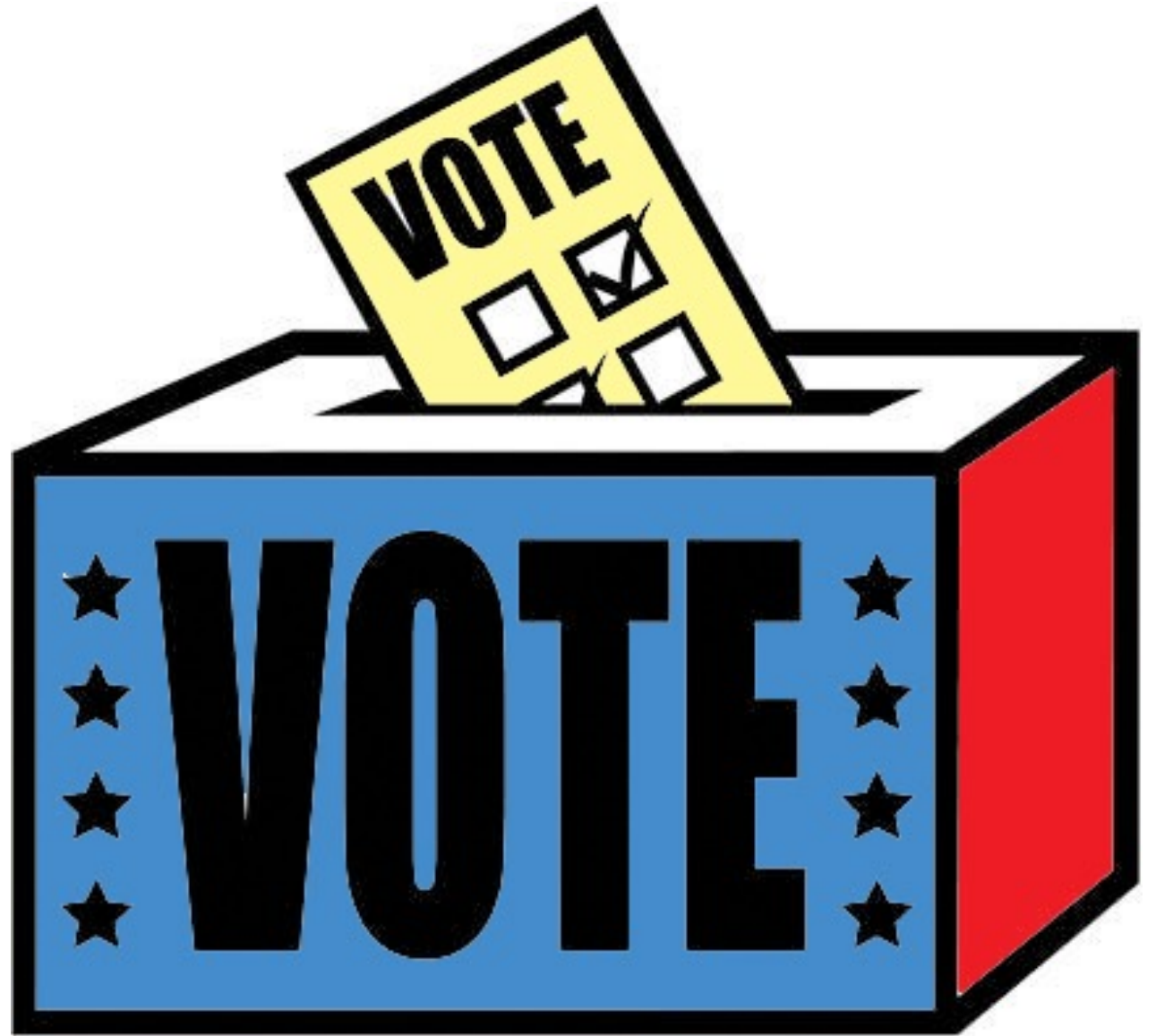


Funding Options

- For Operational Costs
 - Season Passes
 - Resident & Non-Resident
 - Daily Admission
 - Programming
 - Concessions
 - Event Rentals
- Cost Recovery Goals
 - Recent Westport Project
 - Opened 2021
 - 77% Total Cost Recovery
 - 38% from Daily Admission
 - 28% from Season Passes
 - 34% from Concessions, Rentals, Programming, etc.

Funding Options

- Tax Referendums
 - Build Costs
 - Operating Costs
- Sales Tax
- Municipal Bonds
- Revenue Bonds
- 2022 Primary Election
 - June 28th, 2022
 - File by March 14th, 2022



Next Steps for Waterloo Citizens for a Pool

- Launch Capital Campaign
 - Funding Packets to businesses
 - Meetings with the Community
 - Clubs, Organizations, Foundations
- Grant Research & Applications
 - State & Federal Grant Options
 - Private Sector Grant Options
- Tax Referendum Research/Writing
 - Property Tax vs Sales Tax
- Second Town Hall – Q1 2022
- 2025 Clause for Donations
- Once the Goal is Achieved
 - Transition to “Friends of the Pool”

What You Can Do to Help

- Follow Waterloo Citizens for a Pool to stay up to date
 - Facebook, Instagram, WaterlooPool.com
- Attend General Assembly Meetings
 - First Wednesdays of the Month, 7pm, Morrison-Talbott Library
- Share our efforts with local organizations and businesses
- Coordinate or make a Donation or Pledge
 - Monetary, Service, or Goods
 - PayPal, Cash, Check, Investments, Endowment
 - Support WCP Fundraisers & Events
 - Amazon Smile, St. Paddy's Day 5K



Questions from the Audience

Facebook: @WaterlooCitizensforaPool

Instagram: @WaterlooCitizensforaPool

Website: www.waterloopool.com

Email: waterloocitizensforapool@gmail.com

See A WCP Board Member for:

Capital Campaign Funding Packets

A Copy of Tonight's Presentation

Amazon Smile Instructions

Joining our Email List