



Charlevoix Area Community Pool  
11905 US 31 North  
Charlevoix, MI 49720

RETURN SERVICE REQUESTED



## Annual Report

### NEWS FROM THE CHARLEVOIX AREA COMMUNITY POOL

The Charlevoix Area Community Pool (CACP) has been busy over the last year serving our communities. Here are some highlights:

#### Swim Lessons and Water Safety Classes

Group swim lessons, the ISwim Safe program and Water Safety classes returned after very light schedules in 2021 due to COVID-19 restrictions.

ISwim Safe and Water Safety classes are programs where local school districts bus students during the school day to the pool for water safety instruction. Students learn basic swim strokes and how to float. They also learn “Reach or Throw, Don’t Go,” basic boat safety and are instructed on how and why to wear a personal flotation device. For many students, this is the only swim instruction they receive in elementary school.

Group swim lessons take place after school and are paid for by scholarships or participants. These programs are subsidized by grants and donations which makes the lessons affordable.

In 2022, the CACP provided swim instruction to 451 students accounting for 1,611 pool visits:

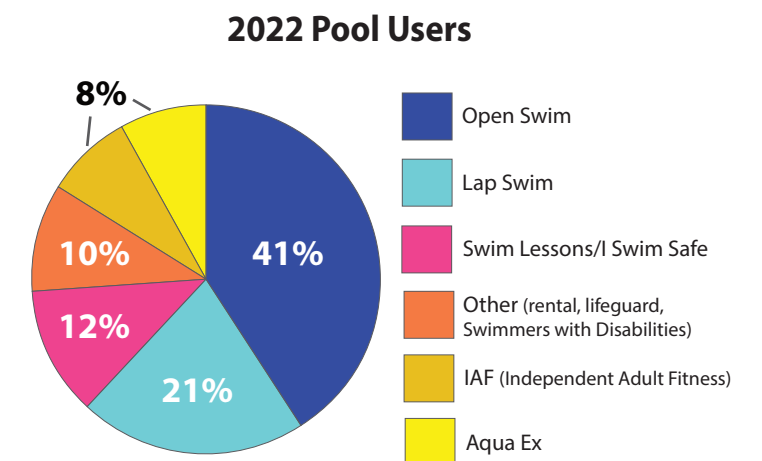
- Group swim lessons, 224 children
- Private swim lessons, 40 children
- ISwim Safe & Water Safety classes, 187 children

Participating schools for ISwim Safe and Water Safety classes were from the school districts of Boyne City, Charlevoix, Petoskey, Ellsworth, and Boyne Falls.



#### Pool Usage by Community Members

The CACP is a resource for everyone — all ages, all incomes, residents and visitors. The chart below illustrates which programs our 3,716 pool patrons used most often. All visits are pay-as-you-go with no annual membership fee. Prepaid punch cards and the CACP Annual Pass reduce per visit costs.



#### INTERESTING FACTS ABOUT CACP

|                                          |                                      |
|------------------------------------------|--------------------------------------|
| Years in Operation:                      | <b>25 Years</b>                      |
| Pool Capacity:                           | 99 swimmers                          |
| Number of Employees:                     | 1 full time, 30 part-time            |
| 2022 Pool Visits:                        | 15,109                               |
| 2022 Pool Users:                         | 3,716 individuals (up 48% over 2021) |
| 2022 Swim Lessons & Water Safety Classes | 451 children                         |



*The mission of the Charlevoix Area Community Pool is to provide a wide range of aquatic programs promoting health, fitness, recreation and water safety.*

#### POOL STAFF

- Kathy Klimas, Pool Manager
- Chelsea Biddick, Program Coordinator
- Emily Olach, Swim School Coordinator
- Janet Chambers, Manager of Marketing & Development

The CACP is overseen by an all volunteer Board of Directors from our community.

#### Consider Making a Donation to the Pool

The Charlevoix Area Community Pool offers a variety of options for making a donation: mail a check to the pool, make a donation on our website, or call with a credit card number. Planned giving or a bequeath can be made through the Charlevoix County Community Foundation to the CACP operating fund endowment. For more information on planned giving please contact Kathy Klimas at 231-547-0982.

The Charlevoix Area Community Pool is a 501 (c) 3 non-profit organization.

[www.CharlevoixPool.org](http://www.CharlevoixPool.org) | 231-547-0982  
Pool schedule, classes and fees are listed on our website.



# HIGHLIGHTS FROM 2022

The Charlevoix Area Community Pool was back on track in 2022 after two challenging years dealing with many months of closure due to COVID-19 restrictions and the resurfacing of the pool. Pool users increased 48% from 2021 to 2022 to 3,716 individual pool users.

After two years with no or limited lifeguard training classes, we trained 15 lifeguards in 2022, including high school students, retirees and two members of the U.S. Coast Guard, Charlevoix station. The new lifeguards helped us keep and expand program hours as well as bring back several pool events.

In 2022, we launched a Capital Campaign to fund the resurfacing of the pool floor and sides. Resurfacing is needed every eight to ten years to maintain the pool surface. The process involved chipping away the pool surface, hauling out the debris and then putting down the new substrate. The work took six weeks at a cost of \$78,182.

Thanks to our many donors and successful grants the resurfacing project was paid for without taxpayer funds. Grants were received from the Petoskey-Harbor Springs Area Community Foundation, Charlevoix County Community Foundation, Oleson's Foundation, and Great Lakes Energy People Fund.

## Fundraiser Events

The Aqua Magic Fundraising Dinner was on June 30, 2022, at the Charlevoix Yacht Club Event Hall. The sold out event raised \$36,200! Attendees enjoyed a



catered buffet, bidding on wonderful auction items along with listening to music by the Foghorn Jazz Band. Thank you to our many sponsors, donors and attendees!

The **2023 Aqua Silver Fundraising Dinner** will be on June 28, 2023, at the Charlevoix Yacht Club Event Hall. We will be celebrating the pool's 25th anniversary with valuable auction items, light music and a catered dinner. Please visit our website for event and ticket information.



Spooky Swim Event  
Oct 2022



Pool Resurfacing  
Project, Aug-Sept  
2022



Swim  
Lessons



Aqua Magic  
Fundraising Dinner  
June 2022

## Visits Increase in 2022

CACP saw an increase of 9% in total pool visits over 2021 with 15,109 visits. Our loyal lap swimmers and Aqua Ex class participants accounted for 28% of all pool visits. We also experienced an increase of 51% in pre-paid punch card passes sold, year-over-year.

Lap swimming, particularly, has been popular in recent years. Many working community members fit this exercise into their day since the pool offers early morning, mid-day and evening time slots.

## Fun Pool Events Engage Families

CACP hosted several fun events for families in 2022 including the Aqua Egg Hunt, Beach Bash, and Spooky Swim. These events encourage family fun in the pool with the use of pool toys. Donations to CACP subsidize the event fees to make fees affordable. Now that we have a steady inflow of new lifeguards we hope to host more family and children's events in 2023.

## Other Interesting Facts

Did you know that CACP has pool users from all over our area? About 42% of all patrons are from the Charlevoix area, 23% from Boyne City and about 20% from the Petoskey area. Visitors to our region and those from other areas make up the balance.

Last year 243 people stopped at the pool just to use a shower which costs only \$1 per visit. We saw bikers and hikers from the trails, campers and even some families who lost power during a storm.

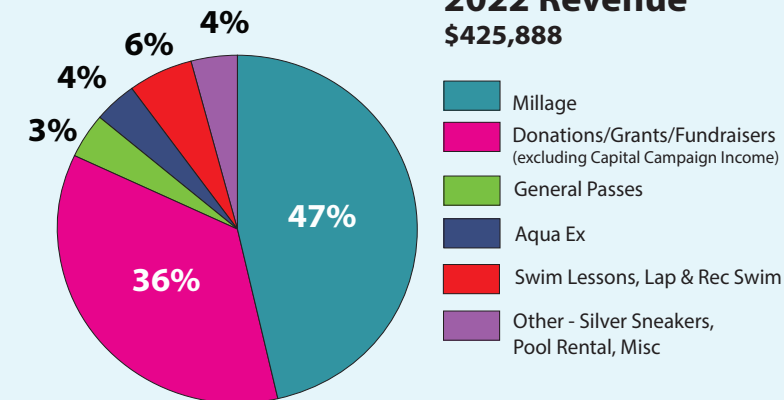
Renting the pool for family fun and parties is very popular. Last year 18 families rented the pool and most included the community room rental as well.

Did you know that residents of Charlevoix Township, Hayes Township and the City of Charlevoix get discounts on all services? These municipalities contribute tax revenue to the CACP annually. Without this support, the CACP would have to significantly raise fees to meet operational costs.

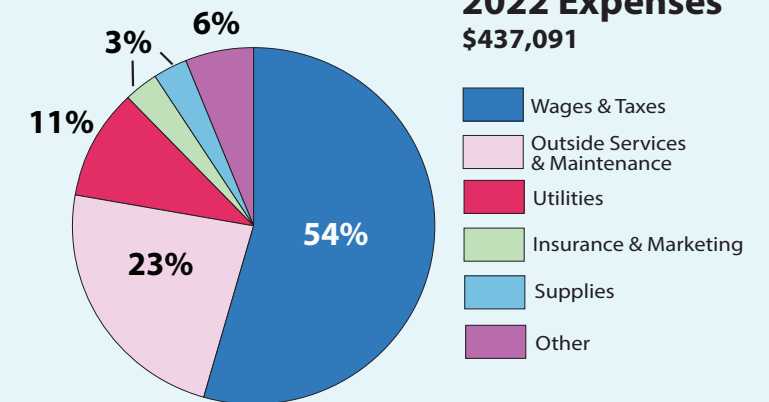
The CACP also participates in the Silver Sneakers program which provides discounts to seniors who are enrolled in the program.

# ANNUAL REPORT 2022 REVENUE AND EXPENSES

## 2022 Revenue \$425,888



## 2022 Expenses \$437,091



2022 expenses were slightly higher than revenue due mainly to higher utility costs, repair costs and increased staff hours and wages. In 2022, employee wages were increased to stay in line with other employers in our area.

We want to thank our very generous community and donors like you for the financial support!

Special thanks go to the Rotary Club of Charlevoix, Leo S. Guthman Fund, Ethel W. Coeling Fund, Chicago Club Fund, Bruce and Barbara MacArthur Fund, and the other wonderful donor organizations previously mentioned.