



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

RETURN SERVICE REQUESTED



2023 Annual Report

NEWS FROM THE CHARLEVOIX AREA COMMUNITY POOL

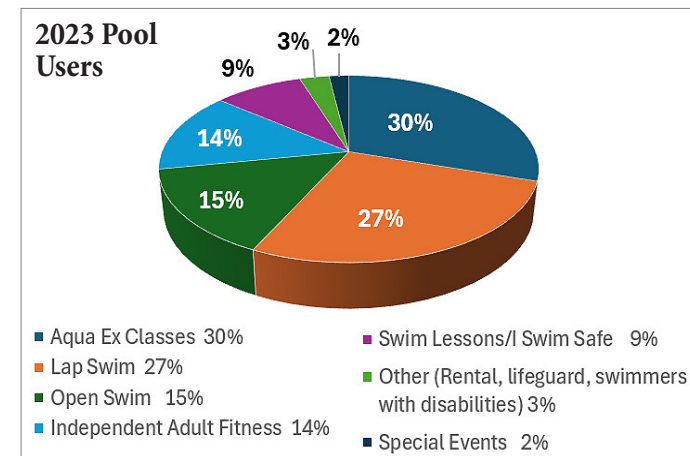
The Charlevoix Area Community Pool (CACP) was busy in 2023 serving the residents and visitors in our area. We celebrated 25 years in operation with a fundraiser dinner, pool parties, and a BBQ at the pool hosted by the Charlevoix Lions Club.

Since 1998, the CACP has provided thousands of local children with swim lessons and water safety classes as well as giving patrons a place for aquatic exercise and fun. The all volunteer CACP Board of Directors works hard to keep the pool well maintained, offer great programs to area residents and visitors, manage the budget, and provide support for about 30 staff members.



Pool Usage by Community Members

The CACP is a resource for everyone, from local residents to visitors. The chart below illustrates the programs our 4,425 pool patrons used most often in 2023. All visits are pay-as-you-go with no annual membership fee. Prepaid punch cards and the CACP Annual Pass reduce per visit costs.



Swim Lessons and Water Safety Classes

Group swim lessons, the ISwim Safe program and Water Safety classes were busy with 457 students participating in 1,941 pool sessions in 2023. Group lesson scholarships are available to students who qualify.

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, how to float, "Reach or Throw, Don't Go," basic boat safety and about how and why to use 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. The operational cost of lessons is subsidized heavily by grants and donations which makes the lessons affordable.

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



INTERESTING FACTS ABOUT CACP

- Years in Operation: **26 Years**
- Pool Capacity: 99 swimmers
- Number of Employees: 1 full time, 30 part-time
- 2023 Pool Visits: 19,368
- 2023 Pool Users: 4,424 individuals
- 2023 Swim Lessons & Water Safety Classes: 457 children (1,941 visits)



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
- Janet Chambers, Manager of Marketing & Development
- Chelsea Biddick, Program Coordinator

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 | 231-547-0982
Pool schedule, classes and fees are listed on our website.

MORE 2023 HIGHLIGHTS

We track pool users monthly to know which programs to expand or reduce. In 2023 there was a higher demand for Aqua Ex classes so we added a few more to the schedule. This helped increase pool visits by 28% over last year to 19,368 visits. Thanks in part to a grant from the Charlevoix County Community Foundation we added Sunday hours to our schedule.

Our loyal lap swimmers and Aqua Ex class participants are frequent pool users accounting for more than half of all pool visits. Children taking swim lessons or water safety classes accounted for 9% of all pool users. We are also seeing more people coming to the pool during individual adult fitness (IAF) times which increased 28% year-over-year.

Our building also received some needed beautification in 2023 after the parking lot was resurfaced a few years ago. Volunteers added plantings around our pool building paid for by several grants and donations by local businesses. In addition, we hosted a Charlevoix Chamber after hours event in May 2023 and invited the community to attend.

Where do Pool Users Come From?

Did you know that CACP has pool users from all over our area? About 55% of all patrons are from the Charlevoix area. We also get many patrons from the Petoskey and Bay Harbor area, Walloon Lake, Boyne City and Ellsworth. Visitors to our region and those from other areas make up the balance.

Pool Renewal Millage Support Needed

Voters in the City of Charlevoix, Hayes Township and Charlevoix Township will have an opportunity to vote on the pool millage on August 5. The pool has had two successful millage votes in the past 20 years. More information is available at www.CharlevoixPool.org.



Aqua Ex Classes



Charlevoix Lions Club BBQ for the Pool's 25th Anniversary



New plantings installed by volunteers



Swim Lessons



Aqua Silver Fundraiser in June 2023

Pool Parties are Fun for Everyone

We love hosting pool parties for families and community members. These events correspond with popular holidays and were supported by the Charlevoix Kiwanis Club, the Charlevoix Lions Club and other organizations. Children receive goodie bags and we bring out the pool toys. For the safety of our patrons, we limit the number of people in the pool to 50-70 patrons depending on staffing.

In 2023, pool parties included an Aqua Egg Hunt, It's Your Lucky Day party, Spooky Swim, the Beach Bash in December and a free swim during our summer BBQ event.



Fundraiser Events

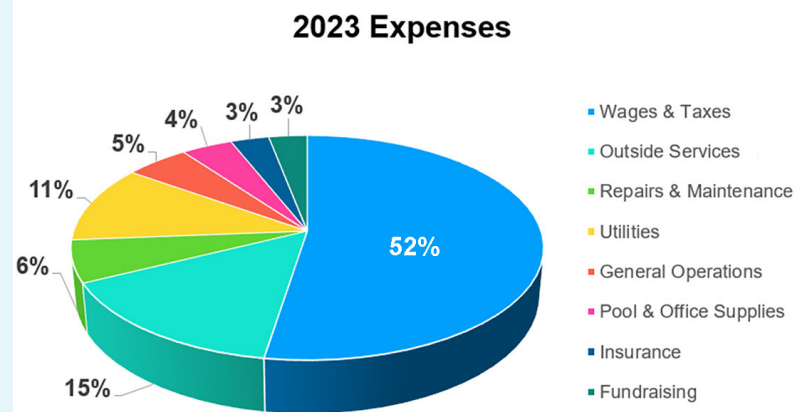
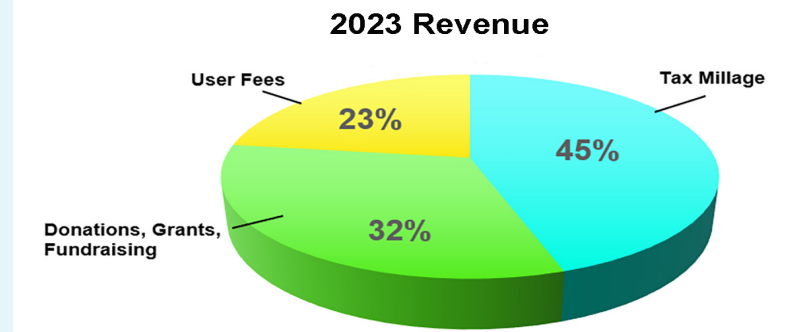
The Aqua Silver Fundraising Dinner, held to celebrate CACP's 25th Anniversary, was on June 28, 2023, at the Charlevoix Yacht Club Event Hall. The sold out event raised \$37,000! Attendees enjoyed a plated dinner, bidding on many wonderful auction items along with listening to piano music by Charlie Millard. Thank you to our many sponsors, donors and attendees!



The 2024 Fundraising Event, called AquaRitaVille, will be held on June 27 at the Depot Historical Building and Gardens at Depot Beach in Charlevoix. This will be a fun event with appetizers, Caribbean music, drinks, and an auction. Look for ticket information in May or call the pool to get on the reservation list.



ANNUAL REPORT 2023 REVENUE AND EXPENSES



In 2023, our total revenue was \$492,563 with total expenses at \$462,400, leaving a surplus of \$30,163 which has been placed in our maintenance and emergency fund. Generally, the pool breaks even at the end of the year so we are grateful for the extra dollars which were from COVID-19 relief funding. The maintenance fund is being tapped to replace or upgrade our aging pool mechanical systems which are seeing more breakdowns.

Donations, Grants and Fundraising accounted for 32% of overall revenue, with the tax millage from the City of Charlevoix, Hayes Township and Charlevoix Township at 45% of overall revenue. User fees were 23% of total revenue, up from 17% in 2022, primarily due to more people using the pool.

Expenses were up year-over-year due to higher labor costs, higher utilities and increasing maintenance costs.

Grants were received from the following organizations: Charlevoix Elks Club, Rotary Club of Charlevoix, Chicago Club Fund, Charlevoix County Community Foundation, Bruce and Barbara MacArthur Fund, Leo S. Guthman Fund, Ethel W. Coeling Fund, Charlevoix Kiwanis Club and the Charlevoix Lions Club.