



Fort Lauderdale Aquatic Complex (Fort Lauderdale, FL)

Five-Year Operating Pro Forma

Date: January 2015
Developed for: City of Fort Lauderdale

***Note:** SFA has no responsibility to update this financial forecast for events and circumstances that occur after the date of these deliverables. The findings presented herein reflect analysis of primary and secondary sources of information. SFA utilized sources deemed to be reliable but cannot guarantee their accuracy. Moreover, estimates and analysis presented in this financial forecast are based on trends and assumptions, which usually result in differences between the projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material.*



Table of Contents

| | |
|---|----|
| Total Revenue and Expense | 2 |
| Aquatics and Fitness Revenue & Expenses | 3 |
| Rentals and Events Revenue & Expenses | 4 |
| Banquet Hall Revenue & Expenses | 5 |
| Food & Beverage and Retail Revenue & Expenses | 6 |
| Facility Expenses | 7 |
| Staff and Labor Expenses | 8 |
| Economic Impact | 9 |
| Appendix | |
| Population Data | 11 |
| Age Data | 12 |
| Income Data | 13 |
| Weather Data | 14 |

Total Revenue & Expenses

| Revenue | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Aquatic & Fitness | \$692,255 | \$761,481 | \$879,510 | \$923,485 | \$1,018,143 |
| Rentals | \$530,650 | \$583,715 | \$674,191 | \$707,900 | \$780,460 |
| Banquet Hall | \$158,500 | \$169,350 | \$192,849 | \$199,742 | \$217,328 |
| Food & Beverage and Retail | \$37,500 | \$41,250 | \$47,644 | \$50,026 | \$55,154 |
| Total Revenue | \$1,418,905 | \$1,555,796 | \$1,794,194 | \$1,881,153 | \$2,071,084 |
| Expenses | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Aquatic & Fitness | \$482,951 | \$497,742 | \$512,769 | \$528,252 | \$544,204 |
| Rentals | \$275,013 | \$294,067 | \$324,113 | \$337,758 | \$362,819 |
| Banquet Hall | \$32,275 | \$33,243 | \$34,241 | \$35,268 | \$36,326 |
| Food & Beverage and Retail | \$29,100 | \$29,973 | \$30,872 | \$31,798 | \$32,752 |
| Total Cost of Goods Sold | \$819,338 | \$855,026 | \$901,994 | \$933,076 | \$976,101 |
| Facility Expenses | \$562,562 | \$576,626 | \$591,042 | \$605,818 | \$620,963 |
| Facility Staff Labor Expenses | \$929,545 | \$952,784 | \$976,603 | \$1,001,018 | \$1,026,044 |
| Total Operating Expenses | \$1,492,107 | \$1,529,410 | \$1,567,645 | \$1,606,836 | \$1,647,007 |
| Total Net Operating Income | (\$892,541) | (\$828,640) | (\$675,446) | (\$658,759) | (\$552,024) |
| Recapture Rate | 0.61 | 0.65 | 0.73 | 0.74 | 0.79 |
| Capital Replacement Fund | \$93,900 | \$93,900 | \$93,900 | \$93,900 | \$93,900 |
| Cash Flow | (\$986,441) | (\$922,540) | (\$769,346) | (\$752,659) | (\$645,924) |

| Annual Net Income Sensitivity Analysis | | | | | |
|--|---------------|---------------|---------------|---------------|-------------|
| Percent of Baseline | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| 110% | (\$832,584) | (\$758,563) | (\$586,226) | (\$563,951) | (\$442,526) |
| 90% | (\$952,497) | (\$898,717) | (\$764,666) | (\$753,566) | (\$661,522) |
| 80% | (\$1,012,454) | (\$968,794) | (\$853,886) | (\$848,374) | (\$771,021) |
| 70% | (\$1,072,410) | (\$1,038,871) | (\$943,105) | (\$943,182) | (\$880,519) |
| 60% | (\$1,132,367) | (\$1,108,948) | (\$1,032,325) | (\$1,037,990) | (\$990,017) |



Aquatics & Fitness Program Revenue & Expenses

| Revenue | Unit Type | Notes | Price Per Unit | | | | | Total Units Per Year | | | | | No. Sellable Sessions | | | | | |
|--|-----------|--|----------------|--------|--------|--------|--------|----------------------|--------|--------|--------|--------|-----------------------|-----------|-----------|-----------|-----------|-------------|
| | | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Swim Lessons | | | | | | | | | | | | | | | | | | |
| Infant-Level II | Session | | \$90 | \$90 | \$99 | \$99 | \$104 | 1,200 | 1,320 | 1,386 | 1,455 | 1,528 | 1 | \$108,000 | \$118,800 | \$137,214 | \$144,075 | \$158,842 |
| Level III & Adult | Session | | \$100 | \$100 | \$110 | \$110 | \$116 | 400 | 440 | 462 | 485 | 509 | 1 | \$40,000 | \$44,000 | \$50,820 | \$53,361 | \$58,831 |
| Private Lessons | Session | | \$200 | \$200 | \$220 | \$220 | \$231 | 70 | 77 | 81 | 85 | 89 | 1 | \$14,000 | \$15,400 | \$17,787 | \$18,676 | \$20,591 |
| Semi-Private Lessons | Class | | \$70 | \$70 | \$77 | \$77 | \$81 | 70 | 77 | 81 | 85 | 89 | 1 | \$4,900 | \$5,390 | \$6,225 | \$6,537 | \$7,207 |
| Age Group Swim Team | Month | | \$98 | \$98 | \$108 | \$108 | \$113 | 160 | 176 | 185 | 194 | 204 | 12 | \$188,160 | \$206,976 | \$239,057 | \$251,010 | \$276,739 |
| Masters Swim Team | Month | | \$75 | \$75 | \$83 | \$83 | \$87 | 173 | 190 | 200 | 210 | 220 | 12 | \$155,700 | \$171,270 | \$197,817 | \$207,708 | \$228,998 |
| Summer Camps | Session | | \$150 | \$150 | \$165 | \$165 | \$173 | 35 | 39 | 40 | 42 | 45 | 10 | \$52,500 | \$57,750 | \$66,701 | \$70,036 | \$77,215 |
| Water Fitness | | | | | | | | | | | | | | | | | | |
| Hydro Flex Aerobics | Class | \$/Session | \$5 | \$5 | \$6 | \$6 | \$6 | 1,500 | 1,650 | 1,733 | 1,819 | 1,910 | 1 | \$7,500 | \$8,250 | \$9,529 | \$10,005 | \$11,031 |
| Hyrdo Flex Pass | Pass | 10 class pass | \$35 | \$35 | \$39 | \$39 | \$40 | 115 | 127 | 133 | 139 | 146 | 1 | \$4,025 | \$4,428 | \$5,114 | \$5,369 | \$5,920 |
| Sunday Shark Club Pass | Pass | 10 visit Pass | \$35 | \$35 | \$39 | \$39 | \$40 | 90 | 99 | 104 | 109 | 115 | 1 | \$3,150 | \$3,465 | \$4,002 | \$4,202 | \$4,633 |
| Admissions | | | | | | | | | | | | | | | | | | |
| Daily Admission (Lap Swim/Diving, Fitness) | Visit | | \$5 | \$5 | \$6 | \$6 | \$6 | 11,000 | 12,100 | 12,705 | 13,340 | 14,007 | 1 | \$55,000 | \$60,500 | \$69,878 | \$73,371 | \$80,892 |
| 7-Day Admission Pass (Lap Swim/Diving, Fitness) | Pass | 7 days | \$19 | \$19 | \$21 | \$21 | \$22 | 650 | 715 | 751 | 788 | 828 | 1 | \$12,350 | \$13,585 | \$15,691 | \$16,475 | \$18,164 |
| 30-Day Admission Pass (Lap Swim/Diving, Fitness) | Pass | 30 days | \$63 | \$63 | \$69 | \$69 | \$73 | 490 | 539 | 566 | 594 | 624 | 1 | \$30,870 | \$33,957 | \$39,220 | \$41,181 | \$45,402 |
| Health and Safety | | | | | | | | | | | | | | | | | | |
| Lifeguard Training | Course | 3 classes | \$250 | \$250 | \$275 | \$275 | \$289 | 30 | 33 | 35 | 36 | 38 | 1 | \$7,500 | \$8,250 | \$9,529 | \$10,005 | \$11,031 |
| Water Safety Instructor | Course | 1-2 classes | \$300 | \$300 | \$330 | \$330 | \$347 | 12 | 13 | 14 | 15 | 15 | 1 | \$3,600 | \$3,960 | \$4,574 | \$4,802 | \$5,295 |
| Lifeguarding Instructor | Course | 1 class | \$350 | \$350 | \$385 | \$385 | \$404 | 10 | 11 | 12 | 12 | 13 | 1 | \$3,500 | \$3,850 | \$4,447 | \$4,669 | \$5,148 |
| Lifeguarding/CPR Challenge | Course | 2 classes | \$75 | \$75 | \$83 | \$83 | \$87 | 20 | 22 | 23 | 24 | 25 | 1 | \$1,500 | \$1,650 | \$1,906 | \$2,001 | \$2,206 |
| Non-capacity growth rate | | | | 1.00 | 1.10 | 1.00 | 1.05 | | 1.10 | 1.05 | 1.05 | 1.05 | | | | | | |
| Capacity growth rate | | | | 1.10 | 1.10 | 1.10 | 1.10 | | 1.00 | 1.00 | 1.00 | 1.00 | | | | | | |
| Area Revenue | | | | | | | | | | | | | | \$692,255 | \$761,481 | \$879,510 | \$923,485 | \$1,018,143 |
| | | | | | | | | | | | | | | | | | | |
| Expense | | Mgmt Assump. | | | | | | | | | | | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Program Supplies | | 4% of year 1 gross revenue; 3% annual increase | | | | | | | | | | | | \$27,690 | \$28,521 | \$29,377 | \$30,258 | \$31,166 |
| H&S Class Materials | | \$60 per participant for course record fee and manuals | | | | | | | | | | | | \$4,320 | \$4,752 | \$4,990 | \$5,239 | \$5,501 |
| ARC LTS Facility Fee | | 1500 cards; ; 3% annual increase | | | | | | | | | | | | \$975 | \$1,004 | \$1,034 | \$1,065 | \$1,097 |
| Marketing | | 5% of year 1 gross revenue; 3% annual increase | | | | | | | | | | | | \$34,613 | \$35,651 | \$36,721 | \$37,822 | \$38,957 |
| Part-Time Staff | | 60% of year 1 lessons, admissions, fitness, and saftey gross revenue; 3% annual increase | | | | | | | | | | | | \$415,353 | \$427,814 | \$440,648 | \$453,867 | \$467,483 |
| Area Expense | | | | | | | | | | | | | | \$482,951 | \$497,742 | \$512,769 | \$528,252 | \$544,204 |



Rentals and Events Revenue & Expenses

| | | Price Per Unit | | | | | Total Units Per Year | | | | | No. Sellable | | | | | |
|------------------------------------|--|----------------|----------|----------|----------|----------|----------------------|--------|--------|--------|--------|--------------|-----------|-----------|-----------|-----------|-----------|
| Revenue | Unit Type | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Sessions | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Swimming | | | | | | | | | | | | | | | | | |
| Single Pool (Short, Long, or Both) | Event Day | \$1,500 | \$1,500 | \$1,650 | \$1,650 | \$1,733 | 10 | 11 | 12 | 12 | 13 | 1 | \$15,000 | \$16,500 | \$19,058 | \$20,010 | \$22,061 |
| Dive Well | Event Day | \$1,500 | \$1,500 | \$1,650 | \$1,650 | \$1,733 | 22 | 24 | 25 | 27 | 28 | 1 | \$33,000 | \$36,300 | \$41,927 | \$44,023 | \$48,535 |
| Entire Facility | Event Day | \$5,000 | \$5,000 | \$5,500 | \$5,500 | \$5,775 | 20 | 22 | 23 | 24 | 25 | 1 | \$100,000 | \$110,000 | \$127,050 | \$133,403 | \$147,076 |
| Specialty Rentals | | | | | | | | | | | | | | | | | |
| Diving Team | | \$125 | \$125 | \$138 | \$138 | \$144 | 147 | 162 | 170 | 178 | 187 | 12 | \$220,500 | \$242,550 | \$280,145 | \$294,153 | \$324,303 |
| Water Polo | | \$8,400 | \$8,400 | \$9,240 | \$9,240 | \$9,702 | 1 | 1 | 1 | 1 | 1 | 1 | \$8,400 | \$9,240 | \$10,672 | \$11,206 | \$12,354 |
| Winter Training | | \$1,500 | \$1,500 | \$1,650 | \$1,650 | \$1,733 | 40 | 44 | 46 | 49 | 51 | 1 | \$60,000 | \$66,000 | \$76,230 | \$80,042 | \$88,246 |
| Visiting Team Training | | \$1,000 | \$1,000 | \$1,100 | \$1,100 | \$1,155 | 60 | 66 | 69 | 73 | 76 | 1 | \$60,000 | \$66,000 | \$76,230 | \$80,042 | \$88,246 |
| Sponsorship | | \$25,000 | \$25,000 | \$27,500 | \$27,500 | \$28,875 | 1 | 1 | 1 | 1 | 1 | 1 | \$25,000 | \$27,500 | \$31,763 | \$33,351 | \$36,769 |
| Pool Parties | Party | \$175 | \$175 | \$193 | \$193 | \$202 | 50 | 55 | 58 | 61 | 64 | 1 | \$8,750 | \$9,625 | \$11,117 | \$11,673 | \$12,869 |
| Non-capacity growth | | | 1.00 | 1.10 | 1.00 | 1.05 | | 1.10 | 1.05 | 1.05 | 1.05 | | | | | | |
| Capacity growth rate | | | 1.10 | 1.10 | 1.10 | 1.10 | | 1.00 | 1.00 | 1.00 | 1.00 | | | | | | |
| Area Revenue | | | | | | | | | | | | | \$530,650 | \$583,715 | \$674,191 | \$707,900 | \$780,460 |
| | | | | | | | | | | | | | | | | | |
| Expense | Mgmt Assump. | | | | | | | | | | | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Part-Time Staff | 20% of year 1 gross rentals, not including visiting team rentals; 3% annual increase | | | | | | | | | | | | \$94,130 | \$96,954 | \$99,863 | \$102,858 | \$105,944 |
| Marketing | 5% of year 1 gross rentals; 3% annual increase | | | | | | | | | | | | \$26,533 | \$27,328 | \$28,148 | \$28,993 | \$29,863 |
| Diving Vendor Contract | 70% of gross revenues | | | | | | | | | | | | \$154,350 | \$169,785 | \$196,102 | \$205,907 | \$227,012 |
| Area Expense | | | | | | | | | | | | | \$275,013 | \$294,067 | \$324,113 | \$337,758 | \$362,819 |



Banquet Hall Revenue & Expenses (3,482 Sq. Ft.)

| Revenue | Unit Type | Price Per Unit | | | | | Total Units Per Year | | | | | No. Sellable Sessions | Total Revenue Per Year | | | | |
|-------------------------|---|----------------|----------|----------|----------|----------|----------------------|--------|--------|--------|--------|-----------------------|------------------------|-----------|-----------|-----------|-----------|
| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Hall Rental | | | | | | | | | | | | | | | | | |
| Extended Event Rental | Variable | \$50,000 | \$50,000 | \$55,000 | \$55,000 | \$57,750 | 1 | 1 | 1 | 1 | 1 | 1 | \$50,000 | \$50,000 | \$55,000 | \$55,000 | \$57,750 |
| Weekday Rental | Event | \$850 | \$850 | \$935 | \$935 | \$982 | 30 | 33 | 35 | 36 | 38 | 1 | \$25,500 | \$28,050 | \$32,398 | \$34,018 | \$37,504 |
| Weekend/Evening Rental | Hour | \$375 | \$375 | \$413 | \$413 | \$433 | 160 | 176 | 185 | 194 | 204 | 1 | \$60,000 | \$66,000 | \$76,230 | \$80,042 | \$88,246 |
| Add-Ons | | | | | | | | | | | | | | | | | |
| Decorating/Cleanup Time | Hour | \$150 | \$150 | \$165 | \$165 | \$173 | 70 | 77 | 81 | 85 | 89 | 1 | \$10,500 | \$11,550 | \$13,340 | \$14,007 | \$15,443 |
| Kitchen | Event | \$250 | \$250 | \$275 | \$275 | \$289 | 50 | 55 | 58 | 61 | 64 | 1 | \$12,500 | \$13,750 | \$15,881 | \$16,675 | \$18,385 |
| | Non-capacity growth rate | | 1.00 | 1.10 | 1.00 | 1.05 | | 1.10 | 1.05 | 1.05 | 1.05 | | | | | | |
| | Capacity growth rate | | 1.10 | 1.10 | 1.10 | 1.10 | | 1.00 | 1.00 | 1.00 | 1.00 | | | | | | |
| Area Revenue | | | | | | | | | | | | | \$158,500 | \$169,350 | \$192,849 | \$199,742 | \$217,328 |
| | | | | | | | | | | | | | | | | | |
| Expense | Mgmt Assump. | | | | | | | | | | | | | | | | |
| Part-Time Staff | 15% of year 1 rentals gross revenue, 3% Annual Increase | | | | | | | | | | | | | | | | |
| Custodial Supplies | 3% annual increase | | | | | | | | | | | | | | | | |
| Cleaning Contracts | 3% annual increase | | | | | | | | | | | | | | | | |
| Area Expense | | | | | | | | | | | | | \$32,275 | \$33,243 | \$34,241 | \$35,268 | \$36,326 |



Food & Beverage and Retail Revenue & Expenses

| Revenue | Unit Type | Price Per Unit | | | | | Total Units Per Year | | | | | Total Revenue Per Year | | | | |
|---------------------------|---|----------------|----------|----------|----------|----------|----------------------|--------|--------|--------|--------|------------------------|----------|----------|----------|----------|
| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Food & Beverage | | | | | | | | | | | | | | | | |
| Special Events | Gross | \$25,000 | \$25,000 | \$27,500 | \$27,500 | \$28,875 | 1 | 1 | 1 | 1 | 1 | \$25,000 | \$27,500 | \$31,763 | \$33,351 | \$36,769 |
| Café | Gross | \$2,000 | \$2,000 | \$2,200 | \$2,200 | \$2,310 | 1 | 1 | 1 | 1 | 1 | \$2,000 | \$2,200 | \$2,541 | \$2,668 | \$2,942 |
| Retail | | | | | | | | | | | | | | | | |
| Retail | Gross | \$8,000 | \$8,000 | \$8,800 | \$8,800 | \$9,240 | 1 | 1 | 1 | 1 | 1 | \$8,000 | \$8,800 | \$10,164 | \$10,672 | \$11,766 |
| ATM Fees | Gross | \$2,500 | \$2,500 | \$2,750 | \$2,750 | \$2,888 | 1 | 1 | 1 | 1 | 1 | \$2,500 | \$2,750 | \$3,176 | \$3,335 | \$3,677 |
| Non-capacity growth | | | 1.00 | 1.10 | 1.00 | 1.05 | 1.10 | | | | | 1.05 | 1.05 | 1.05 | | |
| Capacity growth rate | | | 1.10 | 1.10 | 1.10 | 1.10 | 1.00 | | | | | 1.00 | 1.00 | 1.00 | | |
| Area Revenue | | | | | | | | | | | | \$37,500 | \$41,250 | \$47,644 | \$50,026 | \$55,154 |
| | | | | | | | | | | | | | | | | |
| Expense | Mgmt Assump. | | | | | | | | | | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Food & Beverage Inventory | 30% of year 1 gross revenue; 3% annual increase | | | | | | | | | | | \$16,200 | \$16,686 | \$17,187 | \$17,702 | \$18,233 |
| Retail Inventory | 60% of year 1 gross revenue; 3% annual increase | | | | | | | | | | | \$4,800 | \$4,944 | \$5,092 | \$5,245 | \$5,402 |
| Part-Time Staff | 30% of year 1 food & beverage gross revenue; 3% annual increase | | | | | | | | | | | \$8,100 | \$8,343 | \$8,593 | \$8,851 | \$9,117 |
| Area Expense | | | | | | | | | | | | \$29,100 | \$29,973 | \$30,872 | \$31,798 | \$32,752 |



Facility Expenses

| Expense | Mgmt. Assump. | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---------------|------------------|------------------|------------------|------------------|------------------|
| Commodities | | | | | | |
| Operating Supplies | | \$28,200 | \$28,905 | \$29,628 | \$30,368 | \$31,128 |
| Chemicals | | \$92,150 | \$94,454 | \$96,815 | \$99,235 | \$101,716 |
| General Marketing | | \$15,000 | \$15,375 | \$15,759 | \$16,153 | \$16,557 |
| Total Commodities Expense | | \$135,350 | \$138,734 | \$142,202 | \$145,757 | \$149,401 |
| Contractual Services | | | | | | |
| Insurance | | Not Included | Not Included | Not Included | Not Included | Not Included |
| Repair and Maintenance | | \$47,000 | \$48,175 | \$49,379 | \$50,614 | \$51,879 |
| Total Contractual Service Expense | | \$47,000 | \$48,175 | \$49,379 | \$50,614 | \$51,879 |
| Utilities | | | | | | |
| Electricity | \$0.095/kwh | \$237,080 | \$243,007 | \$249,082 | \$255,309 | \$261,692 |
| Gas | | \$45,000 | \$46,125 | \$47,278 | \$48,460 | \$49,672 |
| Data | | \$1,600 | \$1,640 | \$1,681 | \$1,723 | \$1,766 |
| Trash Service | | Not Included | Not Included | Not Included | Not Included | Not Included |
| Water & Sewer | | \$96,532 | \$98,945 | \$101,419 | \$103,954 | \$106,553 |
| Total Utilities Expense | | \$380,212 | \$389,717 | \$399,460 | \$409,447 | \$419,683 |
| Total Facility Expense | | \$562,562 | \$576,626 | \$591,042 | \$605,818 | \$620,963 |



Facility Staff Labor Expenses

| Mgmt. Assump | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|------------------------|------------------|------------------|------------------|--------------------|--------------------|
| Full Time Facility Staff Salaries | | | | | | |
| Aquatic Center Manager | 1 Staff | \$75,000 | \$76,875 | \$78,797 | \$80,767 | \$82,786 |
| Aquatics/Safety Coordinators | 1 Staff | \$75,899 | \$77,796 | \$79,741 | \$81,735 | \$83,778 |
| Assistant Manager | 1 Staff | \$49,421 | \$50,657 | \$51,923 | \$53,221 | \$54,552 |
| Recreation Programmer II | 2 Staff | \$117,416 | \$120,351 | \$123,360 | \$126,444 | \$129,605 |
| Recreation Programmer I | 2 Staff | \$78,040 | \$79,991 | \$81,991 | \$84,041 | \$86,142 |
| Pool Mechanics | 2 Staff | \$109,532 | \$112,270 | \$115,077 | \$117,954 | \$120,903 |
| Pool Lifeguard II | 2 Staff | \$93,186 | \$95,516 | \$97,904 | \$100,351 | \$102,860 |
| Municipal Maintenance Worker | 1 Staff | \$29,577 | \$30,316 | \$31,074 | \$31,851 | \$32,647 |
| Total Full Time Facility Staff Salaries | | \$628,071 | \$643,773 | \$659,867 | \$676,364 | \$693,273 |
| Overhead, Benefits, and Training | | | | | | |
| Employee Overhead and Benefits | 48% Full Time Salaries | \$301,474 | \$309,011 | \$316,736 | \$324,655 | \$332,771 |
| Total Overhead, Benefits, and Training | | \$301,474 | \$309,011 | \$316,736 | \$324,655 | \$332,771 |
| Total Facility Staff Labor Expenses | | \$929,545 | \$952,784 | \$976,603 | \$1,001,018 | \$1,026,044 |



Economic Impact Analysis

| Total Annual Attendance by Event Type | | | | | |
|---------------------------------------|---------------|----------------|----------------|----------------|----------------|
| Event Type | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Single Pool Rental | 5,170 | 5,687 | 5,971 | 6,270 | 6,583 |
| Diving Rental | 11,242 | 12,366 | 12,985 | 13,634 | 14,315 |
| Full Facility Rental | 53,020 | 58,322 | 61,238 | 64,300 | 67,515 |
| Winter Training | 12,000 | 13,200 | 13,860 | 14,553 | 15,281 |
| Visiting Team Training | 18,000 | 19,800 | 20,790 | 21,830 | 22,921 |
| Total Attendance | 99,432 | 109,375 | 114,844 | 120,586 | 126,615 |

| Total Annual Attendance by Distance from FLAC | | | | | |
|---|---------------|----------------|----------------|----------------|----------------|
| Visitor Distance from FLAC | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Attendance Less than 25 miles away | 12,775 | 14,053 | 14,756 | 15,493 | 16,268 |
| Attendance 25-60 miles away | 16,386 | 18,025 | 18,926 | 19,872 | 20,866 |
| Attendance greater than 60 miles away | 70,271 | 77,298 | 81,162 | 85,221 | 89,482 |
| Total attendance | 99,432 | 109,375 | 114,844 | 120,586 | 126,615 |

| Visitor Spending by Category | | |
|------------------------------------|------------------|-------------|
| Category | \$ | % |
| Lodging | \$ 50.00 | 40% |
| Restaurant Food and Beverage | \$ 28.75 | 23% |
| Grocery Store | \$ 8.75 | 7% |
| Entertainment/ Attractions/ Events | \$ 12.50 | 10% |
| Retail | \$ 10.00 | 8% |
| Miscellaneous | \$ 15.00 | 12% |
| Total | \$ 125.00 | 100% |

| Annual Visitor Spending (Year 1) | | | | |
|------------------------------------|-----------|-------------|--------------|---------------------|
| Spending Category | <25 Miles | 25-59 Miles | >60 miles | Total |
| Lodging | \$ - | \$ - | \$ 3,513,528 | \$ 3,513,528 |
| Restaurant Food and Beverage | \$ - | \$ 471,096 | \$ 2,020,279 | \$ 2,491,375 |
| Grocery Store | \$ - | \$ - | \$ 614,867 | \$ 614,867 |
| Entertainment/ Attractions/ Events | \$ - | \$ - | \$ 878,382 | \$ 878,382 |
| Retail | \$ - | \$ - | \$ 702,706 | \$ 702,706 |
| Miscellaneous | \$ - | \$ 245,789 | \$ 1,054,058 | \$ 1,299,848 |
| Total | | | | \$ 9,500,705 |

| Total Annual Economic Impact | | | | | |
|------------------------------------|---------------------|----------------------|----------------------|----------------------|----------------------|
| Spending Category | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Lodging | \$ 3,513,528 | \$ 3,864,881 | \$ 4,058,125 | \$ 4,261,031 | \$ 4,474,083 |
| Restaurant Food and Beverage | \$ 2,491,375 | \$ 2,740,512 | \$ 2,877,538 | \$ 3,021,415 | \$ 3,172,485 |
| Grocery Store | \$ 614,867 | \$ 676,354 | \$ 710,172 | \$ 745,680 | \$ 782,964 |
| Entertainment/ Attractions/ Events | \$ 878,382 | \$ 966,220 | \$ 1,014,531 | \$ 1,065,258 | \$ 1,118,521 |
| Retail | \$ 702,706 | \$ 772,976 | \$ 811,625 | \$ 852,206 | \$ 894,817 |
| Miscellaneous | \$ 1,299,848 | \$ 1,429,832 | \$ 1,501,324 | \$ 1,576,390 | \$ 1,655,210 |
| Total | \$ 9,500,705 | \$ 10,450,776 | \$ 10,973,315 | \$ 11,521,980 | \$ 12,098,079 |

Appendix



Population Data

| MARKET AREA POPULATION BY DISTANCE | | | | | | | | | | |
|------------------------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-----------------------|---------|-------------------|---------|
| Drive Time | Population | | | | | | Average Annual Change | | | |
| | 2010 | | 2014 | | 2019 | | 2010-2014 | | 2015-2019 | |
| | Number (000's) | Percent of Total | Number (000's) | Percent of Total | Number (000's) | Percent of Total | Number (000's) | Percent | Number (000's) | Percent |
| 5 Minutes | 11.1 | 0.2% | 11.8 | 0.3% | 11.9 | 0.3% | 0.2 | 1.9% | 0.0 | 0.3% |
| 5-10 Minutes | 57.3 | 1.3% | 60.7 | 1.3% | 62.8 | 1.3% | 1.2 | 2.0% | 0.4 | 0.7% |
| 10-15 Minutes | 110.8 | 2.5% | 117.7 | 2.6% | 119.1 | 2.5% | 2.3 | 2.0% | 0.3 | 0.2% |
| Subtotal | 179.2 | 4.0% | 190.2 | 4.2% | 193.9 | 4.1% | 3.7 | 2.0% | 0.7 | 0.4% |
| 15-30 Minutes | 1,035.2 | 23.1% | 1,098.6 | 24.1% | 1,125.2 | 23.7% | 21.1 | 2.0% | 5.3 | 0.5% |
| 30-60 Minutes | 3,274.6 | 72.9% | 3,274.6 | 71.8% | 3,435.5 | 72.3% | 0.0 | 0.0% | 32.2 | 1.0% |
| Subtotal | 4,309.8 | 96.0% | 4,373.2 | 95.8% | 4,560.7 | 95.9% | 21.1 | 0.5% | 37.5 | 0.8% |
| Total (0-60 Minutes) | 4,489.0 | 100.0% | 4,563.4 | 100.0% | 4,754.5 | 100.0% | 24.8 | 0.5% | 38.2 | 0.8% |
| Ft. Lauderdale | 165.8 | | 175.8 | | 178.8 | | 3.4 | 2.0% | 0.6 | 0.3% |
| Source: Experian | | | | | | | | | | |



Age Data

| AGE DISTRIBUTION | | | | | | | | | | | | | | |
|------------------|-----------|--------|--------------|--------|---------------|--------|---------------|--------|---------------|--------|----------------|--------|---------------------|------|
| Age Groups | 5 Minutes | | 5-10 Minutes | | 10-15 Minutes | | 15-30 Minutes | | 30-60 Minutes | | Ft. Lauderdale | | U.S. Age Population | |
| | # | % | # | % | # | % | # | % | # | % | # | % | | |
| Age 0-4 | 255 | 2.2% | 2,497 | 4.1% | 6,746 | 5.7% | 67,324 | 6.1% | 178,287 | 5.4% | 9,081 | 5.2% | 6.5% | |
| Age 5-9 | 242 | 2.1% | 2,037 | 3.4% | 6,222 | 5.3% | 63,135 | 5.7% | 179,184 | 5.5% | 8,139 | 4.6% | | |
| Age 10-14 | 286 | 2.4% | 1,867 | 3.1% | 5,951 | 5.1% | 63,463 | 5.8% | 188,551 | 5.8% | 7,742 | 4.4% | | |
| Age 15-19 | 297 | 2.5% | 1,896 | 3.1% | 5,909 | 5.0% | 64,458 | 5.9% | 199,652 | 6.1% | 7,827 | 4.5% | | |
| Subtotal | 1,080 | 9.2% | 8,297 | 13.7% | 24,828 | 21.1% | 258,380 | 23.5% | 745,674 | 22.8% | 32,789 | 18.6% | | |
| Age 20-24 | 391 | 3.3% | 3,572 | 5.9% | 7,229 | 6.1% | 72,539 | 6.6% | 213,700 | 6.5% | 10,668 | 6.1% | | 7.1% |
| Age 25-29 | 617 | 5.2% | 5,477 | 9.0% | 8,305 | 7.1% | 78,172 | 7.1% | 211,448 | 6.5% | 13,671 | 7.8% | | 6.8% |
| Age 30-34 | 615 | 5.2% | 5,406 | 8.9% | 7,880 | 6.7% | 75,967 | 6.9% | 205,735 | 6.3% | 13,117 | 7.5% | | 6.6% |
| Age 35-39 | 571 | 4.9% | 4,473 | 7.4% | 7,381 | 6.3% | 72,368 | 6.6% | 217,781 | 6.7% | 11,498 | 6.5% | | 6.3% |
| Age 40-44 | 738 | 6.3% | 4,764 | 7.8% | 8,281 | 7.0% | 76,659 | 7.0% | 236,955 | 7.2% | 12,582 | 7.2% | | 6.8% |
| Age 45-49 | 918 | 7.8% | 5,169 | 8.5% | 9,679 | 8.2% | 81,361 | 7.4% | 252,545 | 7.7% | 14,126 | 8.0% | | 7.1% |
| Age 50-54 | 1,058 | 9.0% | 5,242 | 8.6% | 9,994 | 8.5% | 82,085 | 7.5% | 231,857 | 7.1% | 14,578 | 8.3% | | 7.3% |
| Age 55-59 | 1,121 | 9.5% | 4,743 | 7.8% | 8,936 | 7.6% | 73,315 | 6.7% | 202,739 | 6.2% | 13,541 | 7.7% | | 6.5% |
| Age 60-64 | 1,202 | 10.2% | 4,138 | 6.8% | 7,494 | 6.4% | 62,666 | 5.7% | 178,375 | 5.4% | 11,608 | 6.6% | | 5.7% |
| Age 65-69 | 1,095 | 9.3% | 3,148 | 5.2% | 5,675 | 4.8% | 49,419 | 4.5% | 152,511 | 4.7% | 9,013 | 5.1% | | 4.2% |
| Age 70-74 | 796 | 6.8% | 2,232 | 3.7% | 4,245 | 3.6% | 36,932 | 3.4% | 128,920 | 3.9% | 6,562 | 3.7% | | 3.1% |
| Age 75-79 | 566 | 4.8% | 1,522 | 2.5% | 3,101 | 2.6% | 28,305 | 2.6% | 106,671 | 3.3% | 4,660 | 2.7% | | 2.4% |
| Age 80-84 | 522 | 4.4% | 1,229 | 2.0% | 2,307 | 2.0% | 23,225 | 2.1% | 92,784 | 2.8% | 3,669 | 2.1% | | 1.9% |
| Age 85+ | 472 | 4.0% | 1,320 | 2.2% | 2,364 | 2.0% | 27,180 | 2.5% | 96,940 | 3.0% | 3,760 | 2.1% | | 1.9% |
| TOTAL: | 11,762 | 100.0% | 60,732 | 100.0% | 117,699 | 100.0% | 1,098,573 | 100.0% | 3,274,635 | 100.0% | 175,842 | 100.0% | | 100% |
| Median Age | 54.5 | | 43.3 | | 42.0 | | 39.4 | | 40.9 | | 42.5 | | 37.0 | |
| Source: Experian | | | | | | | | | | | | | | |



Income Data

| MARKET AREA INCOME | | | | |
|--------------------|--------------------|-------|--------------------------|-------|
| Radius | Per Capita Incomes | | Median Household Incomes | |
| | Dollars | Index | Dollars | Index |
| 0-5 Minutes | \$70,000 | 2.65 | \$68,433 | 1.30 |
| 5-10 Minutes | \$42,643 | 1.61 | \$49,088 | 0.93 |
| 10-15 Minutes | \$27,247 | 1.03 | \$41,211 | 0.78 |
| 15-30 Minutes | \$25,114 | 0.95 | \$43,556 | 0.83 |
| 30-60 Minutes | \$27,290 | 1.03 | \$45,487 | 0.86 |
| Ft. Lauderdale | \$35,112 | 1.33 | \$46,809 | 0.89 |
| Total U.S. | \$26,464 | 1.00 | \$52,599 | 1.00 |
| Source: Experian | | | | |



Weather Data

| Month | Temperatures | | | Precipitation | Precipitation |
|---------------------|--------------|------|------|---------------|---------------|
| | Average | High | Low | Inches | Days |
| January | 67.0 | 75.0 | 58.0 | 2.5 | 5.4 |
| February | 69.0 | 77.0 | 60.0 | 1.8 | 4.6 |
| March | 71.0 | 80.0 | 63.0 | 5.5 | 5.9 |
| April | 75.0 | 83.0 | 67.0 | 3.1 | 6.9 |
| May | 79.0 | 86.0 | 71.0 | 4.8 | 7.4 |
| June | 82.0 | 89.0 | 75.0 | 8.2 | 9.9 |
| July | 83.0 | 91.0 | 76.0 | 6.3 | 8.7 |
| August | 84.0 | 91.0 | 76.0 | 6.8 | 9.4 |
| September | 82.0 | 89.0 | 75.0 | 8.3 | 12.2 |
| October | 79.0 | 85.0 | 72.0 | 5.5 | 12.5 |
| November | 74.0 | 81.0 | 66.0 | 3.5 | 5.7 |
| December | 69.0 | 77.0 | 62.0 | 2.2 | 5.7 |
| Source: Weatherbase | | | | | |