

Agenda
Joint City/County Commission Meeting
Monday, December 7, 2015
Ford County Government Center
5:30 PM
Meeting #

CALL TO ORDER

COUNTY COMMISSION ROLL CALL: Chairman Gillum

CITY COMMISSION ROLL CALL: Mayor Warshaw

UNFINISHED BUSINESS:

1.

NEW BUSINESS:

1. Long Branch Lagoon Aquatics Park Operator/ Management Recommendation-Report by Director of Parks and Recreation Paul Lewis
2. Approval for Concrete Parking Lot at Long Branch Lagoon Aquatics Park- Report by Director of Parks and Recreation Paul Lewis

UPCOMING MEETINGS:

1. Monday, February 8 , 2016 6:00 pm -Joint Commission Meeting- Rose Room, Ford County Government Center
2. Monday, May 9, 2016-6:00 pm-Joint Commission Meeting- City Commissioners Chambers City Hall
3. Monday, August 8, 2016 6:00 pm -Joint Commission Meeting-Rose Room, Ford County Government Center
4. Monday, November 14, 2016 6:00 pm -Joint Commission Meeting- City Commissioners Chambers City Hall

ADJOURNMENT:



Parks and Recreation

PO Box 880 • Dodge City KS 67801 • Phone: 620/225-8160 • Fax: 620/225-8144

Memorandum

To: Joint City/County Commissions
From: Paul Lewis, Parks & Recreation Director
Date: December 3, 2015
Cc: Cherise Tieben, City Manager
Subject: Water Park Management

A handwritten signature in black ink, appearing to be "P. Lewis", is located to the right of the "From:" line.

RECOMMENDATION: Staff requests approval to enter into contract negotiations with StandGuard Aquatics for management of the Long Branch Lagoon water park. The final contract will be presented to the City Commission for final approval

BACKGROUND: Recently the City published an RFP, asking for proposals to manage the new Long Branch Lagoon water park. A detailed request was developed outlining the requirements and requested services for a private contractor to operate the facility. Seven vendors responded to the RFP.

A committee consisting of City and County Staff and the Chair of the CFAB reviewed the submittals and screened the seven vendors down to four firms selected to interview. Those interviews were conducted Thursday, November 12th. Based on those interviews and the scoring of the proposals, the committee recommends StandGuard Aquatics.

This recommendation was presented to the Community Facilities Advisory Board at their meeting on Wednesday, Dec. 2nd. CFAB voted unanimously to forward this recommendation on to the joint Commissions for your consideration.

JUSTIFICATION: The four firms selected for interviews were Leisure Hotels LLC, Amusement/Aquatics Management Group, USA Pools, and StandGuard. The clear number one choice of the committee is StandGuard.

StandGuard has identified the individual who will be the on-site facility manager for the first year of operation and that person has all the required certifications and experience including, Certified Pool Operator, Aquatic Facility Operator, Life Guard Instructor, Life Guard Trainer, Water Safety Instructor and more.

StandGuard currently has 22 facilities under management and are equipped to provide the administration and corporate resources necessary to open Long Branch Lagoon in May of 2016. Through the interview they demonstrated a precise understanding of the core functions that will

be required and presented appropriate processes to meet those requirements. From a purely aquatics management perspective, StandGuard provides the best set of resources and experience to open a new facility in six months.

References from past and current customers were contacted to verify StandGuard's capabilities. Based on that due diligence, the committee is comfortable recommending StandGuard for this contract.

As with all Why Not Dodge projects, a central purpose of Long Branch Lagoon is the ability to provide a regional draw. From the interviews and past involvement with Leisure LLC, they offer specific marketing and event management experience and capabilities. So staff anticipates the final management agreement will include language creating a cooperative arrangement with StandGuard and Leisure Hotel. Developing an environment that supports Leisure's skill set to provide corporate events, small concerts, etc. allows the water park to achieve more in supporting the tourism economy.

FINANCIAL CONSIDERATIONS: StandGuard's proposal for expenses and revenue are consistent with staff's expectation for the facility and fit into the operational budget. StandGuard will provide all labor and manpower, chemicals and supplies necessary at a cost of \$382.50 per hour for daily operations. We would not be billed for hours the facility wasn't open. Based on an 88 day program at nine hours per day, the annual cost would total \$302,940. StandGuard's management fee would be \$89,800 for a total of \$392,740. Utilities would be outside of the contract and are expected to be an additional \$30,000 annually.

On the revenue side, the Why Not Dodge fund retains 100% of daily admission and season pass revenue. Program revenue for classes and after hours rentals would be split 50/50 with the operational costs associated with those activities the responsibility of StandGuard. For concessions the WND would receive 25% of gross concession and merchandize sales.

StandGuard and Water's Edge, our design consultants, have independently projected attendance and revenues for the facility, both using price points consistent with the municipal pricing structure we have anticipated for this facility. StandGuard projects total revenue of \$385,875 requiring an annual operating subsidy of \$36,865. The Water's Edge projection was \$339,375 requiring a subsidy of \$83,365. Using either projection and subtracting operating expenses, the subsidy required is within the amount budgeted in the sales tax project fund.

Staff also considered the option of operating the facility in-house. Using the Water's Edge projections, the revenue side of the equation would be unchanged. On the expense side an adjustment was made to provide for a full-time Aquatics Director. Incorporating that change, operating the facility in house requires an annual subsidy of \$40,274.

At this point, a third party operator makes the most sense. There's little if any cost savings to be achieved and there is a significant amount of behind the scenes manpower and administrative involvement required. Coupled with having a properly certified management person identified and ready to start immediately makes the case for a management contract the most viable choice.

LEGAL CONSIDERATIONS: If this recommendation is approved, staff will negotiate a management contract with StandGuard for the operation of Long Branch Lagoon. That contract will be reviewed by legal counsel and presented to the City Commission for final approval.

ATTACHMENTS: Water's Edge Operation Projections

Dodge City, KS
Summary of Expenses and Revenues
Long Branch Lagoon
November 16, 2015

Total Expenses	\$ 389,599
Total Revenues	\$ 349,325
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	\$ 40,274

**Dodge City, KS
Revenues
Long Branch Lagoon
November 16, 2015**

Item	No.	Days	Fee	Total
Season Passes				
Family	350	--	\$ 195.00	\$ 68,250
Individual	100	--	\$ 65.00	\$ 6,500
Senior	25	--	\$ 55.00	\$ 1,375
Sub-Total				<u>\$ 76,125</u>
Daily Passes				
Youth	400	85	\$ 4.00	\$ 136,000
Adult	100	85	\$ 6.00	\$ 51,000
Senior	50	85	\$ 4.00	\$ 17,000
Sub-Total				<u>\$ 204,000</u>
Pool Rental	50	--	\$ 500.00	\$ 25,000
Concessions (20% profit)	600	85	\$ 3.50	\$ 35,700
Classes	100	--	\$ 35.00	\$ 3,500
Lessons	200	--	\$ 25.00	<u>\$ 5,000</u>
Total Revenues				\$ 349,325

**Dodge City, KS
Expense Projection
Long Branch Lagoon
November 16, 2015**

Personnel Costs	Classes/ Rentals	Staff No.	Hours/day	\$/hour	Total Cost
Aquatics Director (FT)		1			\$ 50,000
Manager working 100 days		1	8	\$ 13.00	\$ 10,400
Assistant manager working 85 days		1	6	\$ 11.00	\$ 5,610
Lifeguard, each working 85 days		28	8	\$ 9.00	\$ 181,440
Cashier		3	8	\$ 9.00	\$ 19,440
Concession		5	7	\$ 8.00	\$ 25,200
Swim instructor	30	6	1.5	\$ 9.00	\$ 2,430
Exercise class instructor	30	3	1.5	\$ 12.00	\$ 1,620
Maintenance		1	3	\$ 15.00	\$ 4,050
FICA, KPERS, insurance @ 12%					\$ 30,023
Sub-Total					<u>\$ 330,213</u>

Utilities

Water	Gallons	\$/gallon	Total Cost
Fill Pool	830,000	\$ 0.005	\$ 4,150
Clean Filters	4,000	\$ 0.005	\$ 20
Pool Make-up	940,000	\$ 0.005	\$ 4,700
Clean-up	160,000	\$ 0.005	\$ 800
Dressing Room & Concessions	360,000	\$ 0.005	\$ 1,800
Sub-Total			<u>\$ 11,470</u>

Electrical	hours/day	kWh/day	\$/kWh	Total Cost	
Recirculation Pumps - 3	70 hp	24	1567	\$ 0.08	\$ 11,280
Water Slide Pumps - 4	165 hp	9	1385	\$ 0.08	\$ 9,970
Water Features Pump	35 hp	9	294	\$ 0.08	\$ 2,115
Lazy River Pumps	80 hp	9	671	\$ 0.08	\$ 4,834
Bathroom Lighting	8,000 watts/hr	9	72	\$ 0.08	\$ 518
Pool Lighting	7,500 watts/hr	4	30	\$ 0.08	\$ 216
Parking Lot Lighting	4,000 watts/hr	4	16	\$ 0.08	\$ 115
Concession Equipment	18,000 watts/hr	9	162	\$ 0.08	\$ 1,166
Demand Charge					\$ -
Sub-Total					<u>\$ 30,215</u>

Natural Gas		days	100 CF/day	\$/100 CF	Total Cost
Pool Heater	- BTU/hr	20	-	\$ 4.00	\$ -
Domestic Water Heater	200,000 BTU/hr	90	98	\$ 5.00	\$ 491
Sub-Total					\$ 491

Chemicals		lbs./day	\$/lb.	Total Cost
Salt		50	\$ 0.20	\$ 900
pH Adjustment		25	\$ 3.00	\$ 6,750
Alkalinity/hardness Adjustment		20	\$ 1.20	\$ 2,160
Sub-Total				\$ 9,810

General Supplies	Total Cost
Office	\$ 1,000
Promotion	\$ 1,000
Training	\$ 1,000
Maintenance	\$ 2,000
Program Equipment	\$ 500
Cleaning Supplies	\$ 500
Telephone	\$ 400
Miscellaneous	\$ 1,000
Sub-Total	\$ 7,400

Summary of Expenses	Total Cost
Personnel Costs	\$ 330,213
Utilities	\$ 42,176
Chemicals	\$ 9,810
General Supplies	\$ 7,400
Total Expenses	\$ 389,599



Parks and Recreation

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Memorandum

To: Joint City/County Commissioners
From: Paul Lewis, Parks & Recreation Director 
Date: December 4, 2015
Cc: Cherise Tieben, City Manger
Ray Slattery, Director Engineering Services
Barry Schmidt, McCownGordon
Subject: Long Branch Lagoon Parking Lot
Agenda Item: New Business

RECOMMENDATION: Staff recommends approval for changing the parking lot construction at Long Branch Lagoon from asphalt to concrete. If approved, funds for this change will be derived from the project contingency account.

BACKGROUND: When McCownGordon, the project Construction Manager at Risk, bid the water park project, alternate bids were accepted for parking lot construction. The base bid was for an asphalt lot and the alternate replaced the asphalt with concrete. Although there was some interest in going with concrete, the additional cost would have been \$73,150 for the concrete option and the project budget wouldn't support that additional expenditure.

Because there is a desire from the hotel developer whose parking lot will be conjoined with our project in using concrete, McCownGordon, the concrete subcontractor and City staff reopened discussions to value engineer the parking lot. From that work, McCownGordon has provided a revised price of approximately \$45,000 to switch from asphalt to concrete.

Modifications to the specs included a change in a sidewalk design, a modified technique for construction joints, elimination of wire mesh, revised subgrade treatment, and a couple of others. These alterations were all recommendations from the City Engineer and are consistent with City standards.

JUSTIFICATION: Switching from asphalt will extend the life of the parking lot and reduce future maintenance. The hotel developer adjacent to the water park project would like to construct their lot in concrete. Because both parking areas use a shared access, it allows for a consistent surface throughout the project.

FINANCIAL CONSIDERATIONS: The original cost to go from asphalt to concrete was bid at \$73,150. Through value engineering and a desire of the concrete sub to secure additional work

on the project, the new cost is not to exceed \$45,000. To capture the additional longevity of concrete and reduce future maintenance costs makes this a recommended change.

Funds to make this change will come from the project contingency account. The project has progressed to the point that pool shells are essentially complete, most submittal items have been finalized and the majority of the unknowns are eliminated. With that in mind, McCownGordon is comfortable in releasing a portion of the contingency dollars to make this adjustment.

LEGAL CONSIDERATIONS: N/A

ATTACHMENTS: N/A
