

SOLO AQUATICS

VISION
FOR
MENLO
PARK

Separating
Pool Operations
from
Pool Programming



Why This Vision Aligns with City Council's Vision

1. Ensures that Programming is not subordinate to Operator's profit motive.
2. Allows third-party Program providers to bid for pool space on a level playing field.
3. Allows City to prioritize Programming that favors Menlo Park residents.

Why This Vision is Financially Viable

Current structure (Operations and Programming entrusted to a single provider) generated \$3,300,000 in pool revenue in 2019 (pre COVID) plus \$650,000 in City subsidy but resulted in only \$25,000 (0.63%) of revenue for the City.

Proposed structure (Operations and Programming entrusted to separate providers) will allow the City to avoid the subsidy and recover a larger percentage of pool revenue.

What City Staff Says

1. **Preferred Option:** maintain current arrangement (Operations and Programming provided by Team Sheep).
2. **Alternate Option:** willing to invest 80 hours to investigate the proposed structure and costs if the City becomes the Operator and third parties provide the Programming.

SOLO's Opinion

An 80-hour investment by City Staff appears reasonable given the alignment of our vision with the City Council's Vision and its financial viability.