



Client Case Study: Folsom Aquatic Center

Who: Chad Gunter, Sr. Recreation Coordinator, Folsom Aquatic Center

Where: City of Folsom, California

What: Constant Airflow Pool Inflatables

When: Aflex client since 2009



We were able to increase revenue and participation at our facility.
The only thing I would do differently is purchase earlier!

Did you implement a fee to use the inflatable specifically or just increase an existing admission fee?

We purchased our inflatables back in 2009 and have seen a steady climb in overall annual revenue due to increases in season pass sales, daily attendance, and wristband sales. As noted we increased the fee in 2012 to \$3.00.

How long do you anticipate waiting before your purchase price is recovered?

We had originally anticipated almost 2 seasons but managed to recover all expenses within the first summer.

What model/design/layout do you have?

We have purchased (2) Climb & Slides, (2) Huia Swings, (1) Multi-Challenge, (1) Mega Slide

Do you restrict the hours or day that the feature is available?

Inflatables are available every day during our summer season from 1 – 6pm.

Have you experienced a closing or removal of the feature yet? What was your experience?

The only time that we have had to close an inflatable would be due to high winds or the occasional seam split. The seam split is typically an easy fix with the supplied patch kit and can be completed overnight.

Do you know how big (or heavy) the inflatable is when deflated?

Depending upon the size they are probably between 200 – 300 lbs. With multiple staff we move them in and out daily.

Do you know if it can be stored over winter in a non-insulated environment?

We store ours in an indoor facility. However, if we had a secure outdoor storage room I am sure they would be fine.

Did the feature require any floor anchoring?

No.

Client Case Study, continued

What is your daily usage like?

Based upon a 90 day summer we average over 150 users each day. If you figure each person goes on at least 5 times that would be 750 trips per day x 90 days = 67,500 people on the inflatables per summer.

How did having this feature affect your surveillance coverage?

We actually believe having the inflatables in the water helps make the facility safer as we only have 10 people in a large area of water being guarded by 4 lifeguards. Before the inflatables we would have inner-tubes and free swim in the middle of the pool with at least 50-100 swimmers being guarded by the same 4 guards.

Do the lifeguard staff enjoy the feature?

YES!

Have you increased any rental revenue associated with use of the inflatable?

Yes we do specialty rental parties in the evening and charge \$279 for 1.5 hours.

Overall – what do you think?

During a time when Cities were closing pools and trying to reduce spending we were able to increase revenue and participation at our facility. The only thing I would do differently is purchase earlier!



Folsom Aquatic Center: The Figures

Initial Investment: \$20,349

Participation Totals

Summer	Wristband Sales	Revenue
2008 (no inflatables)	0	\$0
2009 (\$2 per wristband)	13,912	\$27,824
2010	15,230	\$30,195
2011	14,887	\$29,764
2012 (\$3 per wristband)	13,131	\$39,395
2013	13,216	\$39,648
2014	14,973	\$44,871
2015	14,440	\$43,363
TOTAL	99,789	\$255,060

Fiscal Year Impact

Fiscal Year	Total Aquatic Center Annual Revenue
2007-08 (no inflatables)	\$655,320
2008-09 (\$2 per wristband)	\$731,648
2009-10	\$808,106
2010-11	\$777,913
2011-12 (\$3 per wristband)	\$853,759
2012-13	\$933,849
2013-14	\$969,719
2014-15	\$1,066,971