



FINANCIAL PROJECTIONS

Counselman Hunsaker, a nationally-renowned aquatic planning and design firm, determined that a self-sustaining aquatics facility is feasible in Winchester. Their 2014 study found that the facility should include a competition pool, recreation pool, and fitness spaces to successfully cover costs. In 2021, the Isaac Sports Group confirmed and updated the initial feasibility study. Their analysis provided an in-depth programming model and detailed financial projections based on the facility's preliminary design.

Projected Profit & Loss Summary - Year 3

Budget Category	Year 3
Revenue	
Facility Revenue (including membership fees, rentals)	\$1,051,509
Program Revenue (including class fees)	\$623,203
REVENUE SUBTOTAL	\$1,674,712
Expenses	
Operational Expenses	\$1,312,962
Program Expenses	\$238,332
EXPENSE SUBTOTAL	\$1,551,294
OPERATING NET REVENUE	\$123,418
Cost Recovery	108%
Long Term Replacement & Maintenance Allocation	\$40,000
EXPENSE SUBTOTAL including Capital Reserve	\$1,591,294

OVERALL NET REVENUE	\$83,418
Cost Recovery	105%

(Source: Isaac Sports Group Analysis, 2021)

The Isaac Sports Group financial analysis assumes membership fees that are in line with rates for local community pool facilities. There will also be daily-use options for non-members. The facility is expected to break even by its third year of operations. The business plan includes a yearly contribution to a capital reserve fund for long term replacement and maintenance expenditures. The program analysis and sample schedule offers a wide range of aquatic and fitness activities.

Projected Annual Operating Net Revenue

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Net Operating Revenue	(\$170,240)	(\$135,268)	\$43,998	\$123,418	\$181,778	\$190,376
Cost Recovery	0%	90%	103%	108%	111%	111%

(Source: Isaac Sports Group Analysis, 2021)

Projected Capital Reserve Accrual

Year of Operation	Accrued Capital Reserve
Year 1	\$15,000
Year 5	\$195,000
*Year 10	\$523,105
*Year 15	\$903,468
*Year 20	\$1,344,413
*After Year 5, annual allocation increases by 3%	

(Source: Isaac Sports Group Analysis, 2021)

Sample Program Offerings

Swim Lessons

Open Swim Time

Lap Swim

WHS Swim Teams

WinRec Swim Team

Summer Swim Team

Outside Swim Team Rental

Special Event Rental

Senior Programming

Special Needs Programming

Parent/Child Classes

Therapy/Rehab

Aquatic Fitness

Deep Water Fitness

Masters Swimming

Triathlon Training

Fitness Classes

Cardio/Strength

Athletic Rehab/Training

Wellness Classes

Homeschooling Programs

Recreation Classes

After School Programs

Summer Camps