



# City of Riviera Beach Department of Parks and Recreation Barracuda Bay Aquatic Complex 2017/18 Marketing Plan





# Barracuda Bay Aquatic Complex

## **Mission Statement:**

To create and maintain unparalleled aquatic and recreational opportunities with exceptional customer service at our first class Aquatic Complex.

## **Purpose:**

The purpose of this marketing plan is designed to increase revenue and attendance at our Barracuda Bay Aquatic Complex. To increase the area at which we presently advertise by marketing to cities, municipalities, schools, daycares, summer camp and other organizations outside of Riviera Beach's boundaries.

## **Vision Statement:**

Meet the aquatic and recreational demands of all visitors to the Barracuda Bay Aquatic Complex by providing highly trained staff and a safe environment.

- We have American Red Cross certified and responsible employees who have the skills and experience to meet the needs of the community and our visitors.
- Ensure that our aquatics programming addresses the needs of all age groups and swimmers of all skills and ability levels.
- We will provide a safe environment for visitors to our Aquatic Complex.

# Barracuda Bay Aquatic Complex

## Hours of Operation

- Our swim season begins the week of Palm Beach County's Spring Break. Barracuda Bay is open the entire week.
- Saturdays only after Spring Break until the end of Palm Beach County's school year.
- Monday/Wednesday/Friday: 10:00am – 5:00pm. Saturday: 10:00am – 6:00pm.
- Extended hours are available for private rentals, i.e., birthday parties, family reunions, corporate outings, etc.

## Features

- Barracuda Bay Aquatic Complex can accommodate approximately 410 visitors.
- 8 lane Competition Pool.
- Zero depth entry Activity Pool with 3 slides, water cannons, and other interactive water features.
- A two story Plunge Pool which features one closed slide and one open slide.
- A full concession stand that offers a wide range of food, beverages, ice creams and snacks.
- A men's and women's locker room with showers and lockers.
- 144 parking spaces.

## Programs

- Learn To Swim Program – Certified instructors teach boys and girls, ages 6 months and up, how to swim. We partner with the Palm Beach County Drowning Prevention Coalition to offer free swim lessons to qualified people.
- Swim Team – As part of the South Florida Recreational Swim League boys and girls, ages 5 -17 perfect their competitive strokes and compete against surrounding swim teams.
- Masters Swim Team – This program is for adults 18 and older and consist of organized swimming workouts, competitions, clinics and social functions.
- Water Aerobics – This in-water exercise program is for anyone 15 and up. It is designed to deliver a workout with less stress put on joints and ligaments.
- Lifeguard Certification Class – This one week class is for anyone 15 and up who wants to be certified as a Lifeguard. You are certified in CPR, AED and Lifesaving techniques.
- CPR Class – This two day class is for anyone 15 and up who wants to be CPR certified.
- Intro To Scuba Diving – This program introduces anyone 8 years and older to world of scuba diving. All equipment needed is supplied.
- Splash Parties – This is a night of swimming under the lights. All ages enjoy the water while a DJ plays their favorite songs.
- Birthday Package – Includes entrance to the park, your own private pavilion to decorate, food package and a picture with Barry The Barracuda mascot.
- City Functions – We offer a place for City employees to have lunch, host meetings, retirement parties, etc.
- We also host the Suncoast water polo and swim team practices and meets.



# Barracuda Bay Aquatic Complex

## Fee Schedule

### Admission Fees:

- 2 and under free.
- \$3.00 – Residents & \$4.00 – Non-residents. **\$5.00 – Non-residents.**
- Groups of 10-25: \$50.00 & Groups of 26-50: \$100.00.

### Learn To Swim Program:

- \$25.00 – Residents per session & \$30.00 – Non-residents per session (Mondays, Wednesdays & Fridays for 2 weeks). **\$30.00 – Residents & \$40.00 – Non-residents**
- Private: \$50.00 – Residents per session & \$60.00 – Non-residents per session (Mondays, Wednesdays & Fridays for 2 weeks).

### Recreational Swim Team:

- \$85.00 per season (4 month long seasons). Includes league dues and a swim suit. **\$95.00 – Non-residents**

### Water Aerobics:

- \$50.00 – Residents per month & \$60.00 – Non-residents per month (Tuesdays & Thursdays).

### Masters Swim Team:

- \$50.00 – Residents per month & \$60.00 – Non-residents per month (Mondays, Wednesdays & Fridays).

### Intro To Scuba Diving:

- \$30.00 – Residents per session & \$40.00 – Non-residents per session (2 Saturdays)

### Lifeguard Certification Class:

- \$275.00 – Includes all material and certifications.

### CPR Class:

- \$75.00 – Includes all material and certification.

### Birthday Package:

- Residents: \$50.00 Reservation Fee + \$65.00 Activity Fee = \$115.00 – Includes the entrance of 10 people, private area, 10 pizza slices or 10 hot dogs, 10 bags of chips and 3 pitchers of soda. \$7.00 each additional person. **Non-residents: \$50.00 Reservation Fee + \$85.00 Activity Fee = \$135.00. \$10.00 each additional person.**

### Private Event:

- \$50.00 application fee, \$200.00 Security deposit, \$200.00 Reservation fee and \$3.00 per person. Includes the entire facility and staff for 4 hours. Only available when the facility is not open to the public. Additional hour - \$50.00 per hour. **Residents \$300.00 & Non-residents \$400.00 Reservation fee. Additional hour – Residents \$75.00 per hour & Non-residents \$100.00 per hour.**

**\*All items in red are  
new proposed fees\***

# Aquatic Facilities Comparisons

| Warren Hawkins Aquatic Center<br>West Palm Beach  | Wellington Aquatic Complex   |   | Palm Beach Gardens Aquatic Complex   | Barracuda Bay Aquatic Complex  | Calypso Bay & Coconut Cove Palm Beach County<br>(Much larger facility)  |
|---|--|---|--|--|---|
| Entry Fees 2017   | Entry Fees 2017  |   | Entry Fees 2017  | Entry Fees 2017  | Entry Fees 2017   |
| \$1.00 – 15 & under.<br>\$2.00 – Resident 16 & older.<br>\$2.50 – Non-resident 16 & older.  | 2 and under – Free<br>\$3.00 – Ages 3-17<br>\$5.00 – Ages 18-54<br>\$2.00 – Ages 55+<br>Annual Pass<br>\$106.00 – Ages 3-17<br>\$159.00 – Ages 18-54<br>\$106.00 – Ages 55+<br>\$265.00 – 2 Member family<br>\$185.00 – 2 Member 55+ family<br>\$53.00 – Each additional member              | Summer Pass<br>(May 1 <sup>st</sup> – Sept 30 <sup>th</sup> )<br>\$80.00 – Individual<br>\$133.00 – 2 Member family<br>\$213.00 – 4 Member family<br>\$53 – Each additional member<br>Splash Pass<br>(12 Visits)<br>\$30.00 – Ages 3-17<br>\$50.00 – Ages 18-54<br>\$20.00 – Ages 55+ | 6 months & under – Free<br>\$3.55 – Residents<br>\$11.15 – Non-residents<br>Quarterly Lap Pass<br>\$74.90 – Residents<br>\$149.80 – Non-residents<br>Summer Pool Pass<br>\$267.50 – Residents<br>\$535.00 – Non-residents      | 2 and under – Free<br>\$3.00 – Residents<br>\$4.00 – Non-residents<br>( <b>\$5.00 - Non-residents</b> )<br>Group Rates<br>\$50.00 – 10-25 people<br>\$100.00 – 26-50 people<br><br><b>*All items in red are new proposed fees*</b>                         | Under 1 years old – Free<br>\$4.60+ tax – Ages 1-2<br>\$8.60+ tax – Ages 3-11<br>\$10.60+ tax – 12 and older<br>Prices After 3:00pm<br>Under 1 years old – Free<br>\$4.60+ tax – Ages 1-2<br>\$6.60+ tax – Ages 3-11<br>\$8.60+ tax – 12 and older<br>Seasonal Passes<br>\$138+ tax – Adult & Child Combo<br>\$84.80+ tax – Adult<br>\$68.80+ tax – Child |
| Facility Rental   | Facility Rental  |   | Facility Rental  | Facility Rental  | Facility Rental   |
| Staff Fee:<br>\$35/per staff/per hour<br>Rental Fees:<br>Resident / per hour<br>\$75 – \$100 + tax<br>Non-resident / per hour<br>\$100 – \$125 + tax<br>Add slide - \$20/hr<br>Add Pool - \$20/hr | Available Sundays 9:00am-12:00pm (3hrs)<br>\$400.00+ tax – Main pool, Spray area, Baby pool & 4 Lifeguards.<br>\$500.00+ tax – Main pool, Spray area, Baby pool, Slides & 7 Lifeguards.<br>*Additional cost for parties with 300 or more<br>*Price includes \$100.00 non-refundable deposit. |   | Aquatic Complex –<br>2 hours<br>\$1,000.00 – Residents<br>\$2,000.00 – Non-residents<br>\$350 – Security deposit<br>*Price includes lifeguards for up to a 100 people.<br>Additional hour: \$80 - Res;<br>\$160 – Non-Resident | Aquatic Complex –<br>4 hours<br>\$50.00 – Application fee<br>\$200.00 – Security deposit<br>\$200.00 – Reservation fee<br>( <b>R \$300.00 – Reserv. fee</b> )<br>( <b>NR \$400.00 – Reserv. fee</b> )<br>\$3.00 – Per person<br>*Price includes lifeguards | Water Playground, Slides and River Ride (2 hour & 100 guest minimum)<br>\$1,350.00+ tax<br>\$675.00+ tax – Each add '1 hour<br>\$6.25+ tax – Per guest<br>Water Playground Only<br>(2 hour & 50 guest minimum)<br>\$350.00+ tax<br>\$175.00+ tax – Each add '1 hour<br>\$6.25+ tax – Per guest  |

## Palm Beach Gardens Demographics

| Population by Races                        | Population | % of Total |
|--|------------|------------|
| Total Population                           | 48,452     | 100        |
| Black or African American                  | 2,133      | 4          |
| White                                      | 43,267     | 89         |
| Hispanic or Latino                         | 4,314      | 8          |
| Asian                                      | 1,506      | 3          |
| Two or More Races                          | 787        | 1          |
| Some Other Race                            | 662        | 1          |
| Population estimates, July 1, 2016: 53,778 |            |            |

## Wellington Demographics

| Population by Races                        | Population | % of Total |
|--|------------|------------|
| Total Population                           | 56,508     | 100        |
| White                                      | 45,212     | 80         |
| Hispanic or Latino                         | 10,952     | 19         |
| Black or African American                  | 5,858      | 10         |
| Asian                                      | 2,165      | 3          |
| Some Other Race                            | 1,724      | 3          |
| Two or More Races                          | 1,424      | 2          |
| Three or more races                        | 110        | Below 1%   |
| American Indian                            | 103        | Below 1%   |
| Population estimates, July 1, 2016: 63,900 |            |            |

## Riviera Beach Demographics

| Population by Races                        | Population | % of Total |
|--|------------|------------|
| Total Population                           | 32,488     | 100        |
| Black or African American                  | 21,401     | 65         |
| White                                      | 8,782      | 27         |
| Hispanic or Latino                         | 2,418      | 7          |
| Asian                                      | 769        | 2          |
| Two or More Races                          | 759        | 2          |
| Some Other Race                            | 638        | 1          |
| American Indian                            | 114        | Below 1%   |
| Population estimates, July 1, 2016: 34,244 |            |            |

## West Palm Beach Demographics

| Population by Races                         | Population | % of Total |
|---|------------|------------|
| Total Population                            | 99,919     | 100        |
| White                                       | 56,673     | 56         |
| Black or African American                   | 32,429     | 32         |
| Hispanic or Latino                          | 22,601     | 22         |
| Some Other Race                             | 5,269      | 5          |
| Two or More Races                           | 2,679      | 2          |
| Asian                                       | 2,256      | 2          |
| American Indian                             | 499        | Below 1%   |
| Three or more races                         | 167        | Below 1%   |
| Native Hawaiian Pacific Islander            | 114        | Below 1%   |
| Population estimates, July 1, 2016: 108,161 |            |            |

**\*Numbers are based on the 2010 US Census Bureau.**



# Attendance Numbers & Revenue

| Programs                | 2009/10                    | 2010/11                    | 2011/12                    | 2012/13   | 2013/14   | 2014/15     | 2015/16     | 2016/17     | Increased Revenue based on new proposed fees. |
|-------------------------|----------------------------|----------------------------|----------------------------|---|---|-------------|-------------|-------------|---|
| Barracuda Bay Admission | 19,568<br>(Free Admission) | 22,155<br>(Free Admission) | 20,086<br>(Free Admission) | 4,513<br>(Started charging \$3 & \$4 admission fee) | 3,456<br>(Shortened season due to anticipated rehab project.) | 6,065       | 8,424       | 7,564       | \$663.00                                      |
| Group Rate (10+)        | N/A                        | 78                         | 122                        | 158   | 133   | 178         | 162         | 126         | N/A   |
| Swim Lessons            | 305                        | 331                        | 333                        | 430*  | 348   | 401         | 486         | 752         | \$2,960.00                                    |
| Private Swim Lessons    | N/A                        | N/A                        | N/A                        | N/A   | N/A   | 12          | 22          | 21          | N/A   |
| Swim Team               | 4                          | 15                         | 18                         | 15  | 16  | 23          | 33          | 47          | \$150.00                                      |
| Water Aerobics          | 3                          | 5                          | 8                          | 20  | 15  | 4           | 2           | 2           | N/A   |
| Lifeguard Class         | 5                          | 5                          | 7                          | 11  | 4   | 5           | 4           | 8           | N/A   |
| CPR Class               | N/A                        | 10                         | 15                         | 16  | 8   | 4           | 5           | 8           | N/A   |
| Birthday Party Package  | N/A                        | N/A                        | 5                          | 3   | 4   | 16          | 4           | 7           | 0   |
| Private Rentals         | 3                          | 4                          | 20                         | 6**   | 5   | 6           | 7           | 21          | \$3,125.00                                    |
| Concession              |                            |                            | \$9,515.00                 | \$4,547.75  | \$7,606.00  | \$10,420.00 | \$11,416.50 | \$10,933.25 | N/A   |
| Revenue                 |                            |                            | \$38,854.25                | \$46,944.00   | \$40,030.00   | \$56,341.00 | \$59,565.50 | \$79,464.25 | \$86,362.25                                   |

\*The increase was due to the amount of voucher money Palm Beach County Drowning Prevent had available.

\*\*The drop off was due to the new "No Alcohol" policy at Barracuda Bay.

|                                  |
|----------------------------------|
| <b>+8.68%</b><br><b>Increase</b> |
|----------------------------------|

# Barracuda Bay Aquatic Complex

## Marketing Tools

### **City's Contracted Marketing Firm**

Partner with City's marketing firm to create a strategic plan to market the Barracuda Bay Aquatic Complex and all of its programs and events.

*Estimated Cost: \$0*

### **Parks and Recreation Program Guide**

The Parks and Recreation Department puts out a quarterly program guide that advertises all of the past, present and future programs, classes and events. This guide will be used to inform the public about Barracuda Bay's hours of operation and all upcoming programs, classes and special events.

*Estimated Cost: \$0*

### **City's Website**

The website will be used to provide information about activities for the facility on a weekly/monthly bases. The program guide and flyers will be downloaded to the site.

*Estimated Cost: \$0*

### **Palm Beach County's Drowning Prevention Coalition**

The Parks and Recreation Department partners with Palm Beach County's Drowning Prevention Coalition voucher program to offer free swim lessons. The Barracuda Bay Aquatic Complex is on their list of facilities that offer swim lessons. This list is located on Palm Beach County's website and is sent out as part of their newsletter..

*Estimated Cost: \$0*

### **Parks and Recreation & Barracuda Bay's Facebook Pages**

The website will be used to provide information we offer for our facility on a weekly/monthly bases. The program guide and flyers can be downloaded to the site.

*Estimated Cost: \$0*

### **Cable (Channel 18)**

The cable station will be used to air informational programs and events taking place at Barracuda Bay.

*Estimated Cost: \$0*



# Barracuda Bay Aquatic Complex

## Marketing Tools Continued

### **City Marquee Sign**

Post programs, events and special occasions on the City's LED marquee sign.

### **Email Blast**

Create an email database that can be used to notify of upcoming programs and events.

*Estimated Cost: \$0*

### **Banners/Flyers**

Banners will be used to inform the public about our hours of operation, swim lessons and the availability of using Barracuda Bay for private events. The banners will be displayed on the perimeter fence at Barracuda Bay and Wells Recreation and on the information boards at Silver Beach Road and by the railroad tracks on Blue Heron Blvd.

Flyers will be created for all programs and events. The flyers will be handed out to schools, daycares, churches and surrounding neighborhoods. They will also be placed in the Parks and Recreation office, City Hall, Wells Recreation, Dan Calloway and Lindsey Davis.

*Estimated Cost: \$950*

### **Home Owner Associations**

Reach out to City and surrounding developments to offer discounted group rates for the entrance to Barracuda Bay and other programs. The above mentioned flyers would be distributed to these developments.

*Example* - Communities could purchase summer fun pool passes.

10-weeks unlimited days for \$55.00. ( $\$1.50$  per person x 4 days =  $\$5.50$  x 10 weeks =  $\$55.00$  per person) That would be a 50% savings for each person.

### **Direct Mail**

Direct mail will be used to communicate with communities, businesses, daycares, churches, and other organizations.

Estimated Cost: \$1,000 annually

### **Radio**

We would partner with local radio stations to have radio blasts to get the word out on upcoming events and programs.

Estimated Cost: \$1,000 monthly



# Barracuda Bay Aquatic Complex Goals

- Increase overall revenue of the Barracuda Bay Aquatic Complex by:
  - ~ 5% for fiscal year 2016/2017.
  - ~ 10% for fiscal year 2017/2018.
- Increase concession revenue by:
  - ~ 5% for fiscal year 2016/2017.
  - ~ 10% for fiscal year 2017/2018.
- Increase the numbers of all aquatic programs, special events.
  - ~ Swim Team, Learn To Swim, Water Aerobics, Lifeguard Class, CPR Class, Splash Party, private rentals, birthday packages.
- Partner with organizations, groups or individuals to sponsor our Recreational Swim Team.
  - ~ \$85.00 would cover the cost of one participant.
  - ~ \$2,125.00 would cover 25 participants.
- Partner with organizations, groups or individuals to sponsor sessions of our Learn To Swim Program.
  - ~ \$25.00 would cover the cost of one City child or adult.
  - ~ \$500.00 would cover the cost of 20 participants.
- Partner with organizations, groups, individuals or radio stations to sponsor our monthly Splash Parties.
  - ~ \$500.00 would cover the cost of one Splash Party.
  - ~ \$3,500.00 would cover the 7 month season. March – September.
- Appeal to Colleges and Universities to hold their winter swim team practices at Barracuda Bay.
  - ~ Our heated Competition Pool is perfect for Colleges and Universities to host their swim team practices during the winter months.
- Offer a place for City employees to enjoy their lunch or purchase lunch from our concession.
  - ~ We would offer discounted items for City employees.
- Create partnerships with Home Owner Associations to offer discounted rates, group swim lessons, water aerobics and educational programs. HOAs could purchase season passes at discounted rate.
  - ~ \$80.00 – Individual; \$130.00 – 2 Member family; \$210.00 – 4 Member family; \$50 – Each additional member.



The City of Riviera Beach  
Parks and Recreation  
Department

