



The Village of Los Lunas

Aquatic Center Study – Conceptual Plan and Cost Analysis

March 21, 2024



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Conceptual Plan and Cost Analysis Review Scope



Market Analysis

- Aquatic programming capacity
- Analysis of local and regional demographics
- Anticipated Revenues to be made from year-round Programming



Facility Design and Cost Estimate

- Design for an indoor and outdoor pool
- Cost estimate for the construction adjacent to the Daniel Fernandez Recreation Center
- Document annual operational and maintenance costs for a year-round facility

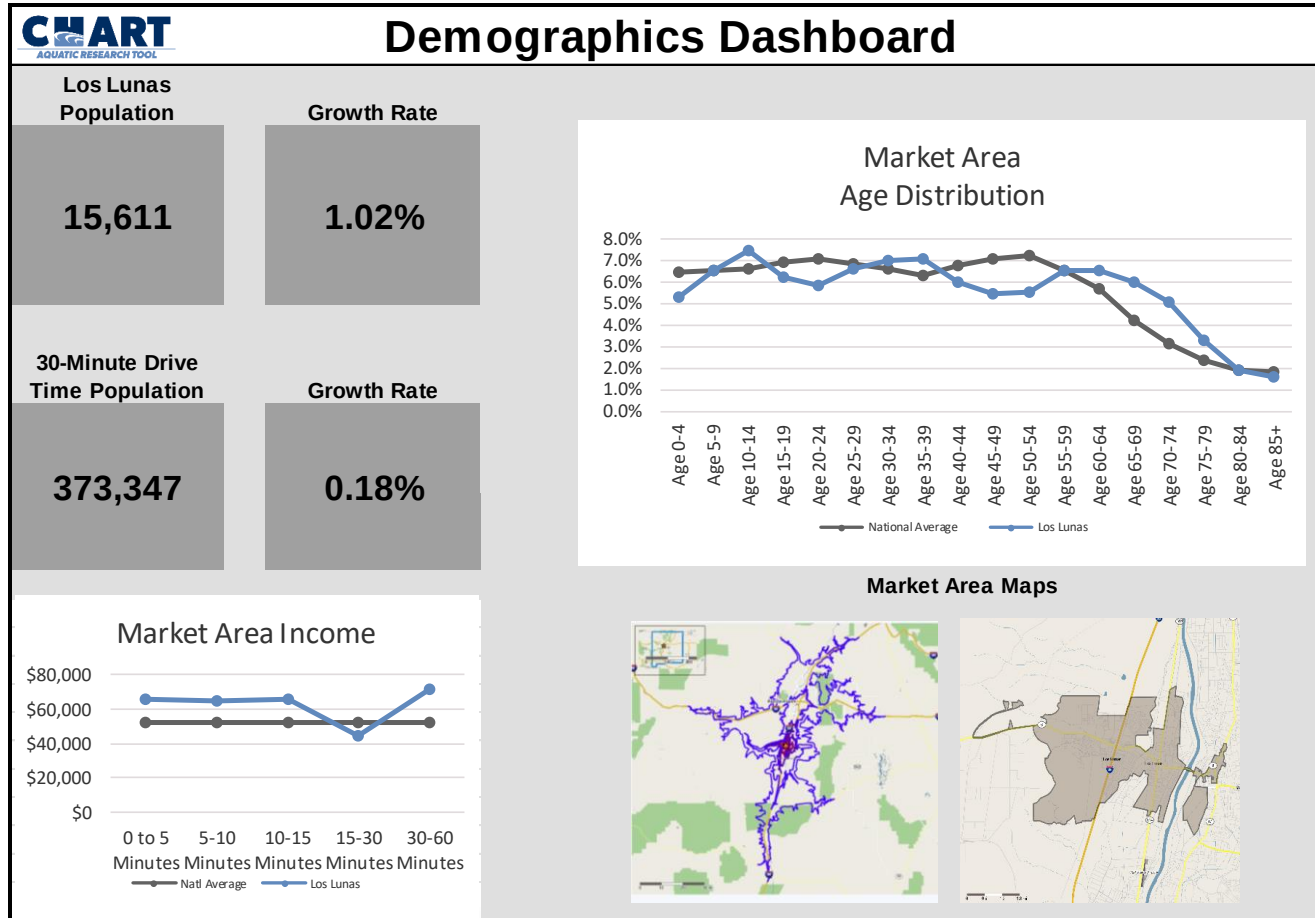


Financial Analysis

- Determine financial viability to operate a year-round aquatic facility
- Three-year pro forma operating budget
 - Facility operational and maintenance costs
 - Programming costs such as staffing and equipment

Market Overview

Demographics

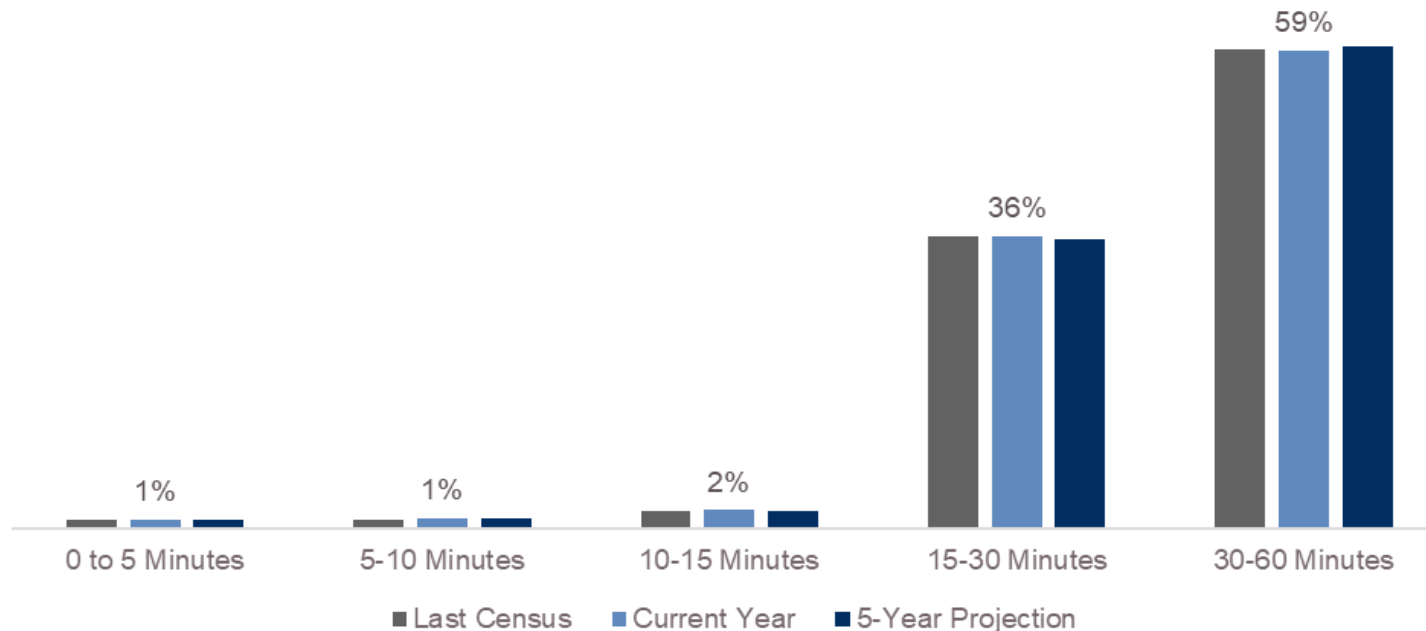


- 914,700 residents live within an hour drive
- The average income for those within an hour drive is \$10k above national average (\$53k)
- Weather is favorable for outdoor recreation with average temperatures above 60° between May and September. Additionally, the number of rain days is low.

Demographics - Population

914,700 residents live within an hour drive

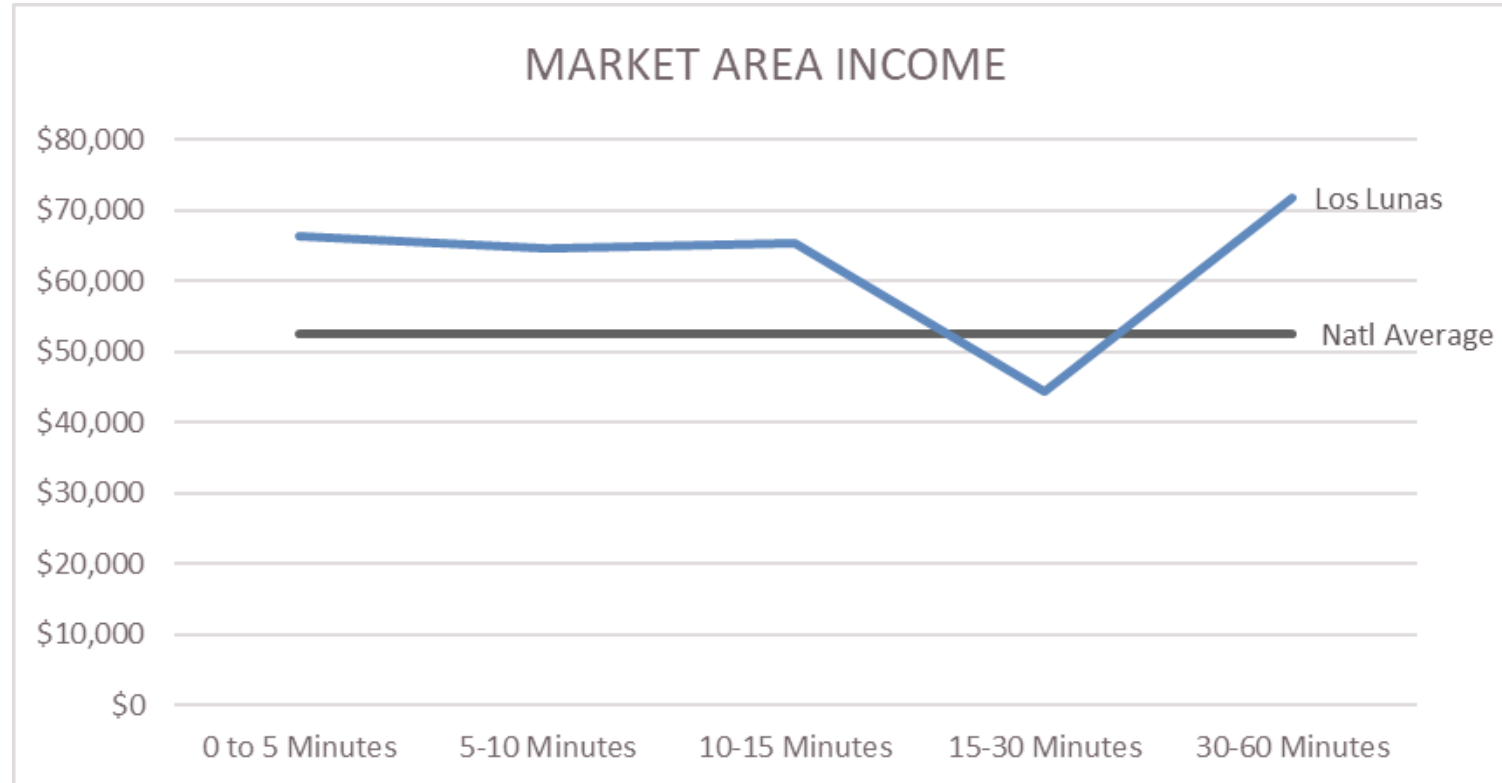
MARKET AREA POPULATION BY DISTANCE



- 41% of the local population will be within a 30-minute drive. Most will come from Albuquerque.
- 5-year projections are not forecasted to change much.

Demographics - Population

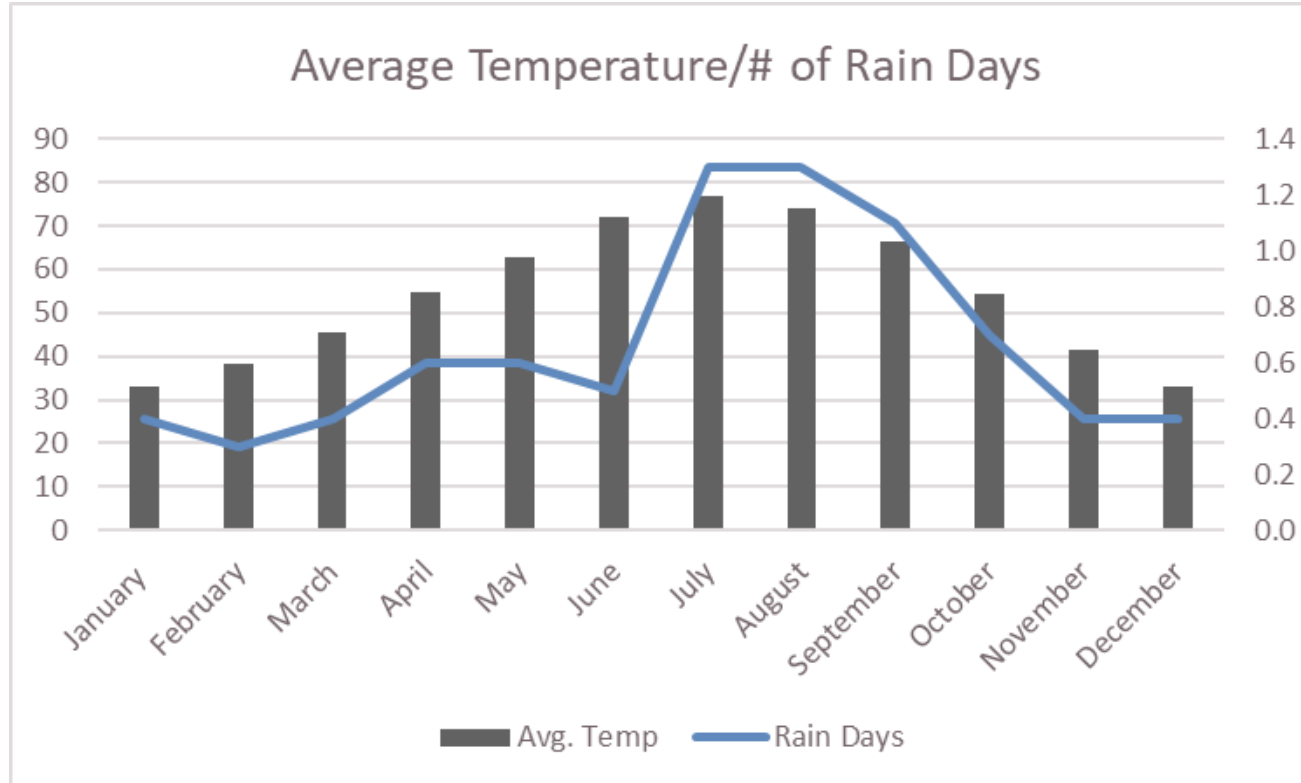
Most of the population earns more than the national average



While below the \$100k benchmark, local populations may be willing to spend their time recreating.

Demographics - Weather

Weather conditions are favorable for an outdoor pool. The indoor pool will capitalize on year-round programming



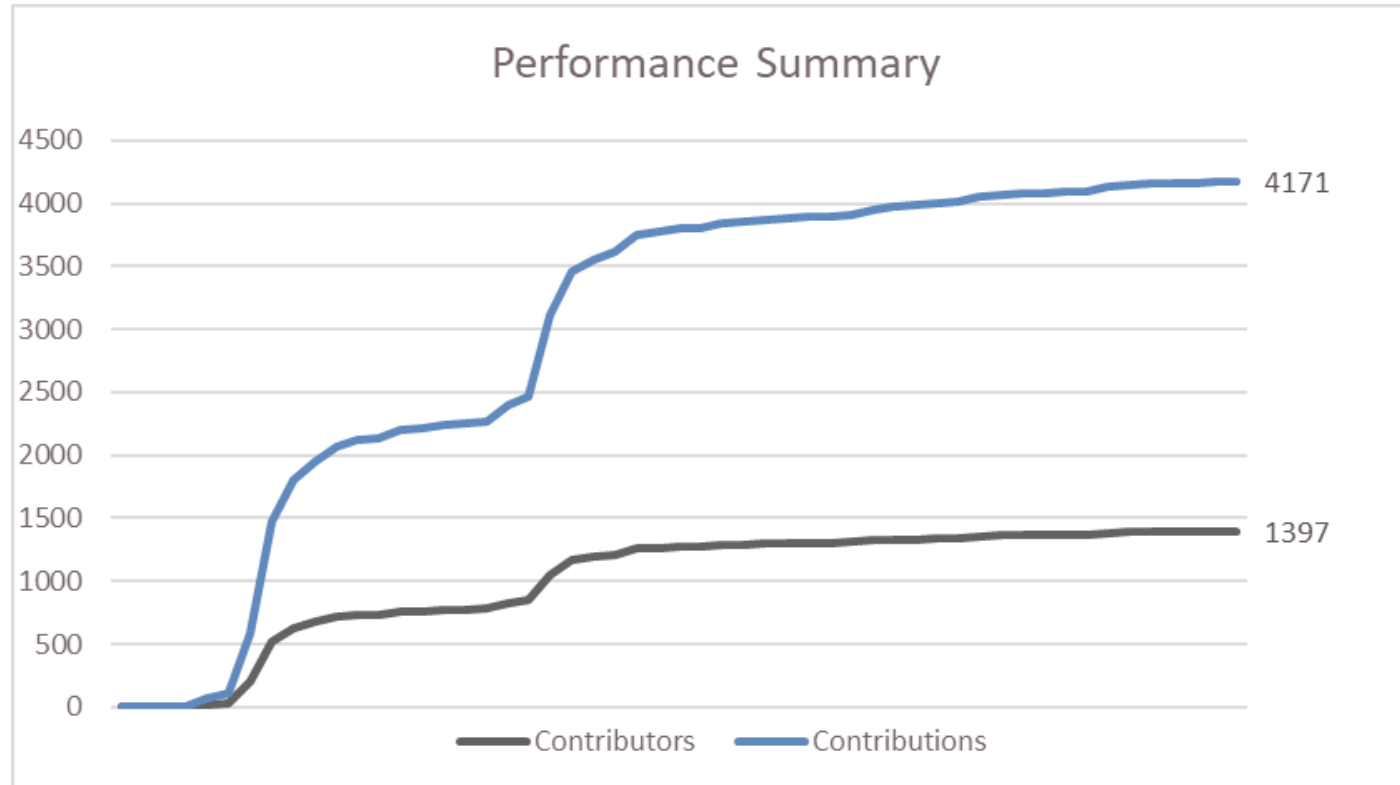
- Average temperatures are above 60° between May and September.
- The number of rain days are low allowing for more days in operation.

Public Engagement

Survey Results

Public Engagement - Contributions

A total of 1,397 contributors left feedback or contributions

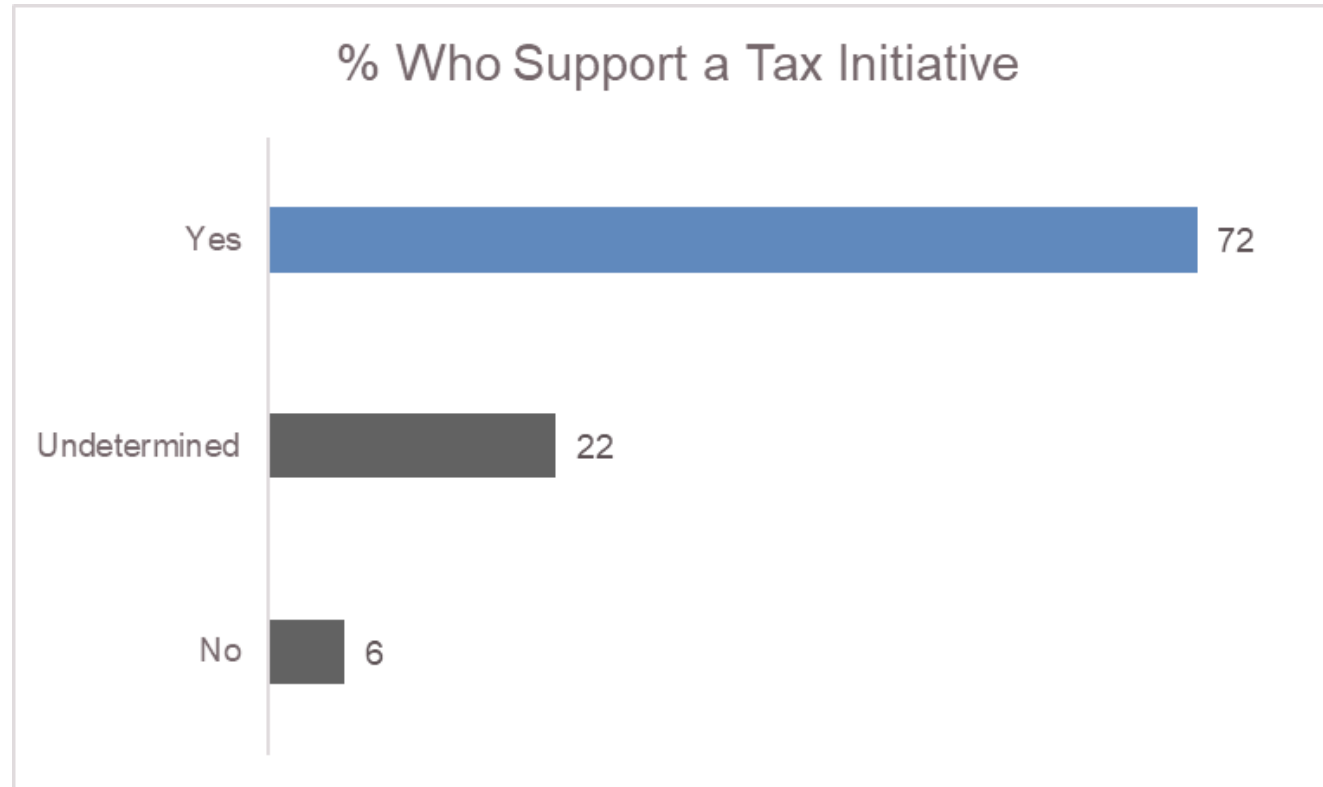


- **Contributions –**
 - The total number of responses collected.
- **Contributors –**
 - The unique number of Visitors who have left feedback or Contributions.

Social Pinpoint Data (Nov 2023-Jan 2024)

Public Engagement – Tax Initiative

Most would support a tax initiative to support design, construction, and operation of a new pool



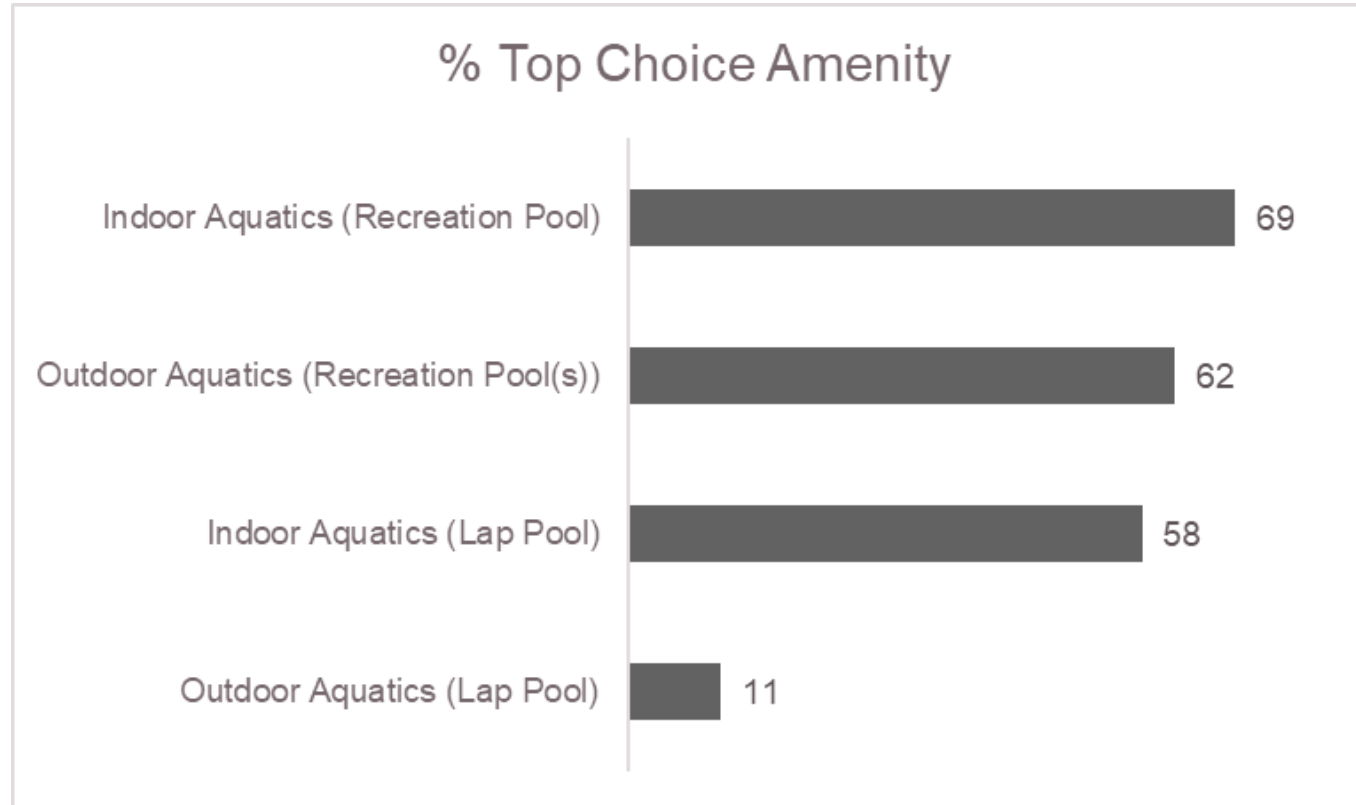
- 72% of respondents would support a tax initiative
- Most other are undetermined with 6% not supporting and increase in taxes.

Social Pinpoint Data (Nov 2023-Jan 2024)

The Village of Los Lunas – Concept and Expense Analysis

Public Engagement – Desired Pool Type

The top two choices for pool type are indoor and outdoor recreation pools.



“What are your top two pool choices”

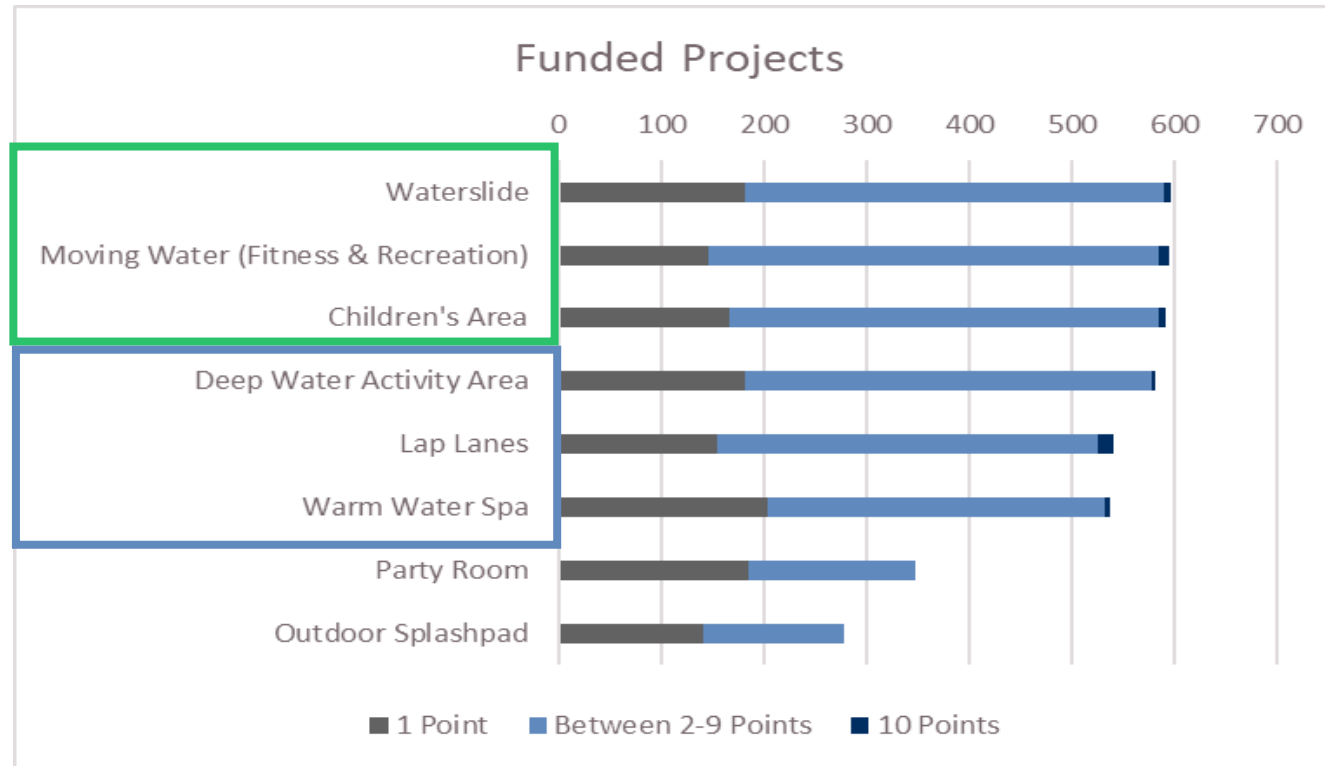
The community supports indoor recreation and lap swimming with an outdoor recreation pool

Social Pinpoint Data (Nov 2023-Jan 2024)

The Village of Los Lunas – Concept and Expense Analysis

Public Engagement – Desired Amenities

Allocate 10 points to the aquatic areas based on which amenities are most important to you.

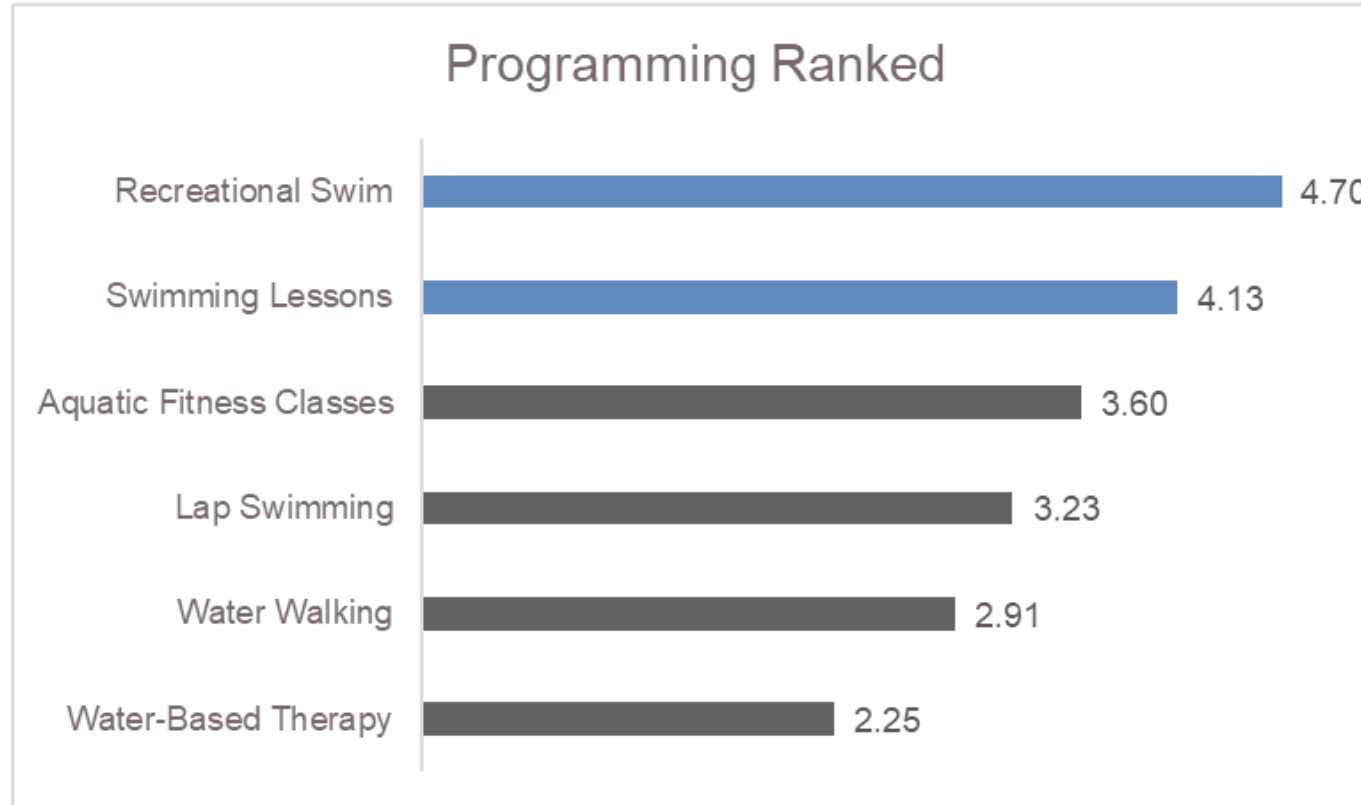


Activity areas came out on top as the most desired amenity

Social Pinpoint Data (Nov 2023-Jan 2024)

Public Engagement – Desired Programming

Recreation and learn to swim classes are most desired followed by fitness classes



Responses indicate the Village should prioritize recreation water with programming pools with warmer water.

Social Pinpoint Data (Nov 2023-Jan 2024)

Public Engagement – Summary of Findings

1. There are more families than the national average in the area, and **recreational water** is important to them. **Deep water activities** and **waterslides** are important amenities for this group.
2. While most users live more than 15 minutes from the selected site, household income is higher and they may be more willing to drive to the pool.
3. There is a need for **Aquatics Fitness Classes** for the older community in The Village of Los Lunas. This was verified through public engagement.

Options for Consideration



Rebuild

Indoor

- 8 lanes x 25 yards
- 125 seats

Outdoor

- 4,500 sf recreation pool
-



Preferred

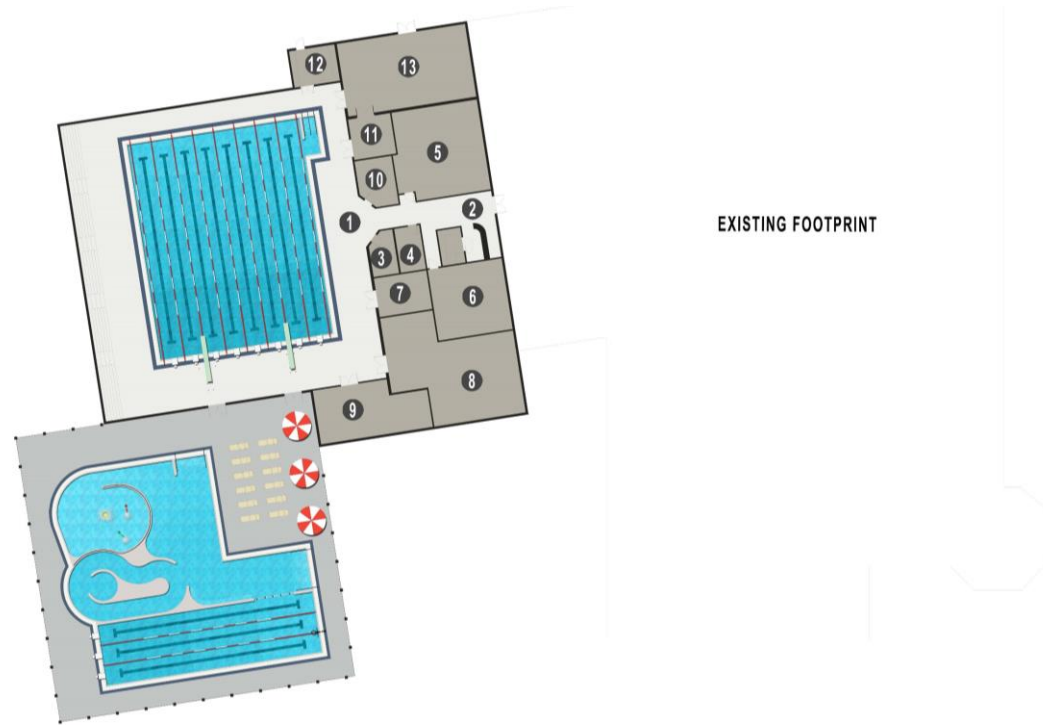
Indoor

- 8 lanes x 25 yards
- 300 seats
- Programming pool

Outdoor

- 10,500 sf recreation pool
- Tot pool

Concept 1 - Rebuild



Option 1 Los Lunas, NM

- | | | | |
|----------------------------|-----------------------------|-------------------------|------------------------------|
| ① Natatorium (10,106 SF) | ⑤ Locker Room (947 SF) | ⑨ Pool Storage (660 SF) | ⑬ Pool Mech Space (1,139 SF) |
| ② Lobby (596) | ⑥ Locker Room (639 SF) | ⑩ Admin (202 SF) | |
| ③ Family Changing (125 SF) | ⑦ Lifeguard/Timing (247 SF) | ⑪ Janitor (207 SF) | |
| ④ Family Changing (135 SF) | ⑧ Bldg Mech (1,306 SF) | ⑫ Snack Bar (200 SF) | |



Concept 1 - Rebuild

- **Indoor**
 - 8 lanes x 25 yards
 - 125 seats
- **Outdoor**
 - Recreation Pool
- **Support Spaces**
 - Multi-purpose room
 - Aquatic Offices
 - Locker rooms
 - Pool mechanical



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Concept 1 - Rebuild

Construction Cost: \$15.3M
Project Cost: \$22.4M

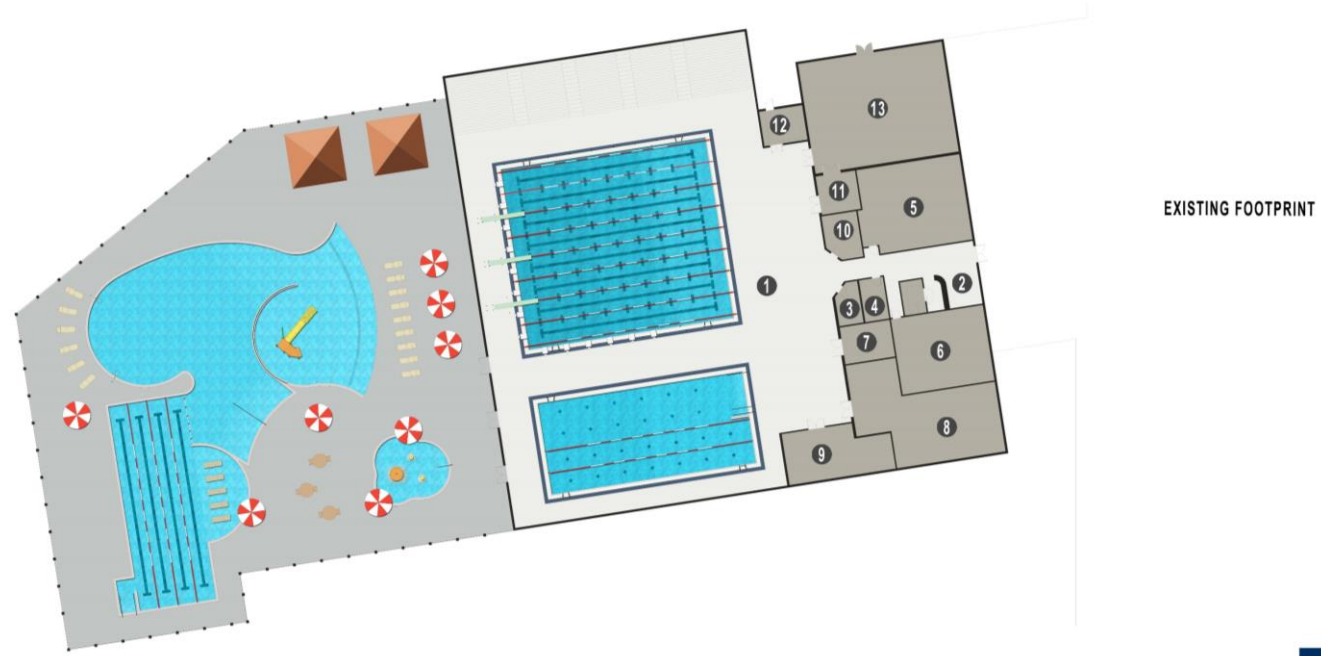
The Village of Los Lunas – Concept and Expense Analysis

THE SPORTS FACILITIES COMPANIES



CHART		OPINION OF PROJECT COST: Option 1			
Description	Unit	Amount	Cost per Unit	Opinion of Cost	Opinion of Cost
Support Spaces		9,944	460	\$4,575,956	\$4,575,956
Lobby	Sq. Ft.	400	428	\$171,000	
Front Desk	Sq. Ft.	150	383	\$57,375	
Multi-Purpose Room	Sq. Ft.	400	383	\$153,000	
Offices (Lifeguard + Admin)	Sq. Ft.	450	383	\$172,125	
Meet Management Room	Sq. Ft.	300	383	\$114,750	
Locker Rooms	Sq. Ft.	1,750	630	\$1,102,500	
M/W Restrooms	Sq. Ft.	600	630	\$378,000	
Family Changing Rooms	Sq. Ft.	600	630	\$378,000	
Indoor Pool Mechanical Room	Sq. Ft.	907	315	\$285,750	
Outdoor Pool Mechanical Room	Sq. Ft.	943	315	\$297,000	
Building Mechanical / Electrical / Janitor	Sq. Ft.	555	315	\$174,825	
Storage (Building / Pool)	Sq. Ft.	900	315	\$283,500	
Circulation and Walls (25%)	Sq. Ft.	1,989	507	\$1,008,131	
Indoor Aquatic Center		8,475	928	\$7,867,500	\$7,867,500
Competition Pool	Sq. Ft.	4,250	428	\$1,816,875	
1M Diving	Qty.	2	15,000	\$30,000	
Timing System	Allowance	1	300,000	\$300,000	
Natatorium Enclosure (Traditional)	Sq. Ft.	7,600	675	\$5,130,000	
Spectator Seating (7 Sq.Ft. per person)	Sq. Ft.	875	675	\$590,625	
Outdoor Aquatic Center		13,513	213	\$2,875,367	\$2,875,367
Outdoor Leisure Pool	Sq. Ft.	4,500	450	\$2,025,000	
Children's Play Structure	Allowance	1	175,000	\$175,000	
Play Structure Mechanical	Allowance	1	50,000	\$50,000	
Spray Features	Allowance	1	50,000	\$50,000	
Crossing Activity	Allowance	1	50,000	\$50,000	
Shade Structures	Qty.	8	10,000	\$80,000	
Shade Pavillion	Qty.	1	20,000	\$20,000	
Outdoor Deck	Sq. Ft.	9,000	25	\$225,000	
Overhead Lighting	Sq. Ft.	13,513	9	\$121,617	
Fencing	Linear Ft.	500	158	\$78,750	
Total Building Construction Costs				15,318,823	15,318,823
Site Construction Allowance (parking, landscaping, utilities, walks - assuming normal site conditions)				\$1,596,588	\$1,596,588
Furniture, Fixtures, Equipment				\$192,000	\$192,000
Subtotal		31,932	536	\$17,107,410	\$17,107,410
Escalation Allowance (1 year)	8.0%			\$1,368,593	\$1,368,593
Contingency (Design / Construction)	10.0%			\$1,847,600	\$1,847,600
Design Fees, Surveys, Permitting	10.0%			\$2,032,360	\$2,032,360
Opinion of Probable Cost				\$22,355,963	\$22,355,963
Total Estimated Project Costs:			\$700	\$22,355,963	\$22,400,000
Estimate Current as of:			3/19/2024		
Source: Counsilman-Hunsaker					

Concept 2 - Preferred



Option 2 Los Lunas, NM



- | | | | |
|----------------------------|-----------------------------|-------------------------|------------------------------|
| ① Natatorium (19,739 SF) | ⑤ Locker Room (1,198 SF) | ⑨ Pool Storage (660 SF) | ⑬ Pool Mech Space (2,138 SF) |
| ② Lobby (780 SF) | ⑥ Locker Room (939 SF) | ⑩ Admin (202 SF) | |
| ③ Family Changing (125 SF) | ⑦ Lifeguard/Timing (247 SF) | ⑪ Janitor (207 SF) | |
| ④ Family Changing (135 SF) | ⑧ Bldg Mech (1,432 SF) | ⑫ Snack Bar (200 SF) | |

Concept 2 - Preferred

- **Indoor**
 - 8 lanes x 25 yards
 - 300 seats
 - Programming pool
- **Outdoor recreation pool**
 - Recreation area
 - Separate tot pool
- **Support Spaces**
 - Multi-purpose room
 - Aquatic Offices
 - Locker rooms
 - Pool mechanical



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Concept 2 - Preferred

Construction Cost: \$26.9M
Project Cost: \$39.7M

CHART CONSTRUCTION ANALYSIS					
OPINION OF PROJECT COST: Option 2					
Description	Unit	Amount	Cost per Unit	Opinion of Cost	Opinion of Cost
Support Spaces		15,180	471	\$7,154,999	\$7,154,999
Lobby	Sq. Ft.	400	428	\$171,000	
Front Desk	Sq. Ft.	150	383	\$57,375	
Concessions	Sq. Ft.	600	630	\$378,000	
Multi-Purpose Room	Sq. Ft.	400	383	\$153,000	
Offices (Lifeguard + Admin)	Sq. Ft.	450	383	\$172,125	
Meet Management Room	Sq. Ft.	400	383	\$153,000	
Locker Rooms	Sq. Ft.	3,550	630	\$2,236,500	
M/W Restrooms	Sq. Ft.	800	630	\$504,000	
Family Changing Rooms	Sq. Ft.	600	630	\$378,000	
Indoor Pool Mechanical Room	Sq. Ft.	1,250	315	\$393,750	
Outdoor Pool Mechanical Room	Sq. Ft.	1,900	315	\$598,500	
Building Mechanical / Electrical / Janitor	Sq. Ft.	900	315	\$283,500	
Storage (Building / Pool)	Sq. Ft.	1,250	315	\$393,750	
Circulation and Walls (25%)	Sq. Ft.	2,530	507	\$1,282,499	
Indoor Aquatic Center		14,250	919	\$13,090,625	\$13,090,625
Competition Pool	Sq. Ft.	4,250	428	\$1,816,875	
1M Diving	Qty.	2	15,000	\$30,000	
Timing System	Allowance	1	500,000	\$500,000	
Spectator Seating (7 Sq.Ft. per person)	Sq. Ft.	2,100	675	\$1,417,500	
Programming Pool	Sq. Ft.	2,500	450	\$1,125,000	
Natorium Enclosure (Traditional)	Sq. Ft.	12,150	675	\$8,201,250	
Outdoor Aquatic Center		30,820	218	\$6,723,423	\$6,723,423
Outdoor Leisure Pool	Sq. Ft.	10,500	450	\$4,725,000	
Children's Play Structure	Allowance	1	175,000	\$175,000	
Play Structure Mechanical	Allowance	1	50,000	\$50,000	
Vortex	Allowance	1	25,000	\$25,000	
Spray Features	Allowance	1	50,000	\$50,000	
Crossing Activity	Allowance	1	50,000	\$50,000	
Climbing Wall	Allowance	1	50,000	\$50,000	
River Mechanical	Allowance	1	50,000	\$50,000	
Waterslide w/ Tower	Allowance	1	250,000	\$250,000	
Waterslide Mechanical	Allowance	1	50,000	\$50,000	
Tot Pool	Sq. Ft.	500	500	\$250,000	
Shade Structures	Qty.	8	10,000	\$80,000	
Shade Pavillion	Qty.	1	20,000	\$20,000	
Outdoor Deck	Sq. Ft.	19,802	25	\$495,045	
Overhead Lighting	Sq. Ft.	30,820	9	\$277,378	
Fencing	Linear Ft.	800	158	\$126,000	
Total Building Construction Costs				26,969,047	26,969,047
Site Construction Allowance (parking, landscaping, utilities, walks - assuming normal site conditions)				\$3,012,490	\$3,012,490
Furniture, Fixtures, Equipment				\$362,000	\$362,000
Subtotal		60,250	504	\$30,343,537	\$30,343,537
Escalation Allowance (1 year)	8.0%			\$2,427,483	\$2,427,483
Contingency (Design / Construction)	10.0%			\$3,277,102	\$3,277,102
Design Fees, Surveys, Permitting	10.0%			\$3,604,812	\$3,604,812
Opinion of Probable Cost				\$39,652,935	\$39,652,935
Total Estimated Project Costs:			\$658	\$39,652,935	\$39,700,000
Estimate Current as of:			3/19/2024		
Source: Counsilman-Hunsaker					

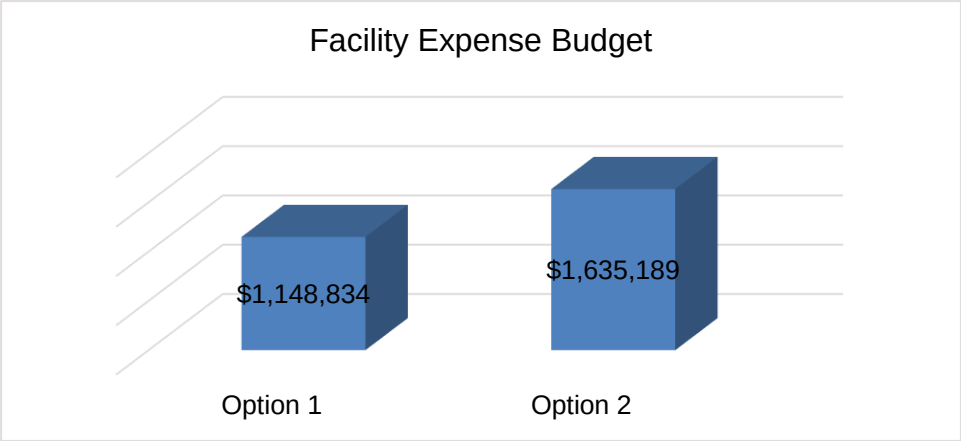
Operations Analysis

Operating Assumptions

- **Indoor Pool: open year-round**
(12 hours per day)
- **Outdoor Pool: open seasonally**
(10 hours per day)
- **Aquatic programs: swim lessons, water fitness, lap swim, party rentals**
- **Staffing:**
 - Two full-time employees (facility supervisor and maintenance supervisor)
 - Part-time management, lifeguards, front desk



Expense Budget



Direct Facility Expense Budget			
		Option 1	Option 2
Facility Staff			
Facility Supervisor		\$75,000	\$75,000
Maintenance Supervisor		\$65,000	\$65,000
Aquatic Coordinator		\$35,000	\$35,000
Full Time Benefits		\$70,000	\$70,000
Part-Time Management		\$42,048	\$42,048
Lifeguard Personnel		\$183,426	\$241,680
Front Desk Personnel		\$51,246	\$51,246
Part-Time Maintenance		\$27,900	\$27,900
Personnel Equipment Cost		\$4,272	\$5,157
Training		\$16,000	\$18,000
Total Labor		\$569,892	\$631,031
Operating Expenses			
Insurance		\$121,832	\$210,240
Repair and Maintenance		\$55,900	\$99,200
Credit Card Fees		\$27,687	\$40,135
Operating Supplies		\$16,770	\$29,760
Chemicals		\$26,249	\$49,564
Advertising		\$62,000	\$82,000
Direct Expenses		\$310,439	\$510,898
Utilities			
HVAC		\$39,352	\$64,558
Electricity		\$29,634	\$57,353
Pool Heating		\$108,241	\$171,320
Data/Communications		\$2,160	\$2,160
Trash Service		\$3,120	\$3,120
Water & Sewer		\$23,999	\$33,803
Total Utilities		\$206,506	\$332,314
Programs			
Program Supplies		\$6,281	\$9,755
LG Class Materials		\$2,400	\$2,400
Food and Beverage		\$18,865	\$24,791
Part-Time Program Staff		\$34,450	\$124,000
Total Programs		\$61,996	\$160,946
Total Operating Expenses		\$1,148,834	\$1,635,189
Capital Replacement Fund		\$111,800	\$198,300
Total Expense		\$1,260,634	\$1,833,489
Estimate Current as of:		3/19/2024	
Source: Counsilman-Hunsaker			

Fee Structure

- Daily Admissions
- Annual Memberships
- Aquatic Programs

Recommended Fee Structure			
Daily Admission			
Residents			
Adult (18-59)	\$	8.00	
Child (3-17)	\$	6.00	
Seniors (60+)	\$	6.00	
Free (2-under)	\$	-	
Non-Resident			
Adult (18-59)	\$	9.60	
Child (3-17)	\$	7.20	
Monthly Membership			
Resident			
Adult (18-59)	\$	40.00	
Child (3-17)	\$	30.00	
Seniors (60+)	\$	30.00	
Family (4)	\$	110.00	
Non-Resident			
Individual	\$	48.00	
Family (4)	\$	132.00	

Summary - Revenue

		2025	2026	2027	2028	2029
Attendance						
	Option 1	62,883	63,170	63,386	63,674	63,961
	Option 2	82,638	82,987	83,261	83,610	83,959
Per Capita Spending (3% Annual Increase)						
	Option 1	\$7.62	\$7.85	\$8.09	\$8.33	\$8.58
	Option 2	\$7.62	\$7.85	\$8.09	\$8.33	\$8.58
		2025	2026	2027	2028	2029
Membership / Daily Revenue						
	Option 1	479,334	495,969	512,598	530,369	548,744
	Option 2	629,921	651,560	673,323	696,431	720,319
Programs / Rentals						
	Option 1	\$628,149	\$648,649	\$726,319	\$740,179	\$792,365
	Option 2	\$975,474	\$1,016,253	\$1,143,114	\$1,170,036	\$1,258,092
Total Revenue (Gross)						
	Option 1	\$1,107,482	\$1,144,618	\$1,238,917	\$1,270,548	\$1,341,109
	Option 2	\$1,605,395	\$1,667,812	\$1,816,437	\$1,866,466	\$1,978,411

Summary – Cash Flow

	2025	2026	2027	2028	2029
Option 1					
Project Cost	\$22,355,963				
Attendance	110,963				
Revenue	\$628,149	\$648,649	\$726,319	\$740,179	\$792,365
Expense	\$1,148,834	\$1,179,641	\$1,216,038	\$1,246,942	\$1,282,503
Operating Cashflow	(\$520,685)	(\$530,992)	(\$489,718)	(\$506,763)	(\$490,139)
Recapture Rate	55%	55%	60%	59%	62%
Capital Replacement Fund	\$111,800	\$111,800	\$111,800	\$111,800	\$111,800
Cash Flow	(\$632,485)	(\$642,792)	(\$601,518)	(\$618,563)	(\$601,939)
Option 2					
Project Cost	\$39,652,935				
Attendance	160,118				
Revenue	\$975,474	\$1,016,253	\$1,143,114	\$1,170,036	\$1,258,092
Expense	\$1,635,189	\$1,684,858	\$1,747,555	\$1,794,475	\$1,853,420
Operating Cashflow	(\$659,715)	(\$668,605)	(\$604,441)	(\$624,439)	(\$595,328)
Recapture Rate	60%	60%	65%	65%	68%
Capital Replacement Fund	\$198,300	\$198,300	\$198,300	\$198,300	\$198,300
Cash Flow	(\$858,015)	(\$866,905)	(\$802,741)	(\$822,739)	(\$793,628)

*revenue assumes fee increase in years 3 and 5

Discussion

