



CITY OF ST. MARYS, GEORGIA
418 Osborne Street
St. Marys, GA 31558

February 22, 2023

SPECIAL CALLED CITY COUNCIL MEETING
4:00 p.m.

AGENDA

- I. **CALL TO ORDER**
- II. **INVOCATION:** *Councilmember Allen F. Rassi, Jr.*
- III. **PLEDGE OF ALLEGIANCE**
- IV. **ROLL CALL** **QUORUM: YES___ NO___**
- V. **EXECUTIVE SESSION:** *Legal, Personnel & Real Estate*
- VI. **BUSINESS:**
 - A. **AQUATIC CENTER 2023 SEASON:** *Charlie Williams (Assistant City Manager)..TAB "A"*
Request approval of pricing increase and funding for repairs / additions to park from General Fund.
 - B. **STAFFING FOR ADEQUATE FIRE & EMERGENCY RESPONSE (SAFER GRANT) FOR THREE YEARS (FIRE DEPARTMENT):** *Tom Lackner (Fire Chief).....TAB "B"*
Request approval to apply for grant providing funding to Fire Departments for three years and at completion retain positions.
- VII. **ADJOURNMENT:**

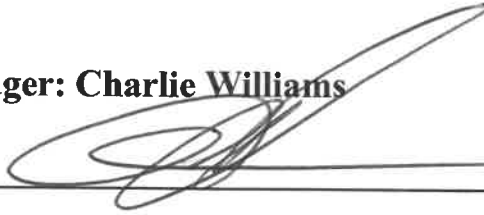
CITY COUNCIL MEETING
February 22, 2023

TITLE: Aquatic Center, 2023 Season

PURPOSE: (Aquatic Center) Pricing Increase/ Request from General Fund for Repairs and Additions.

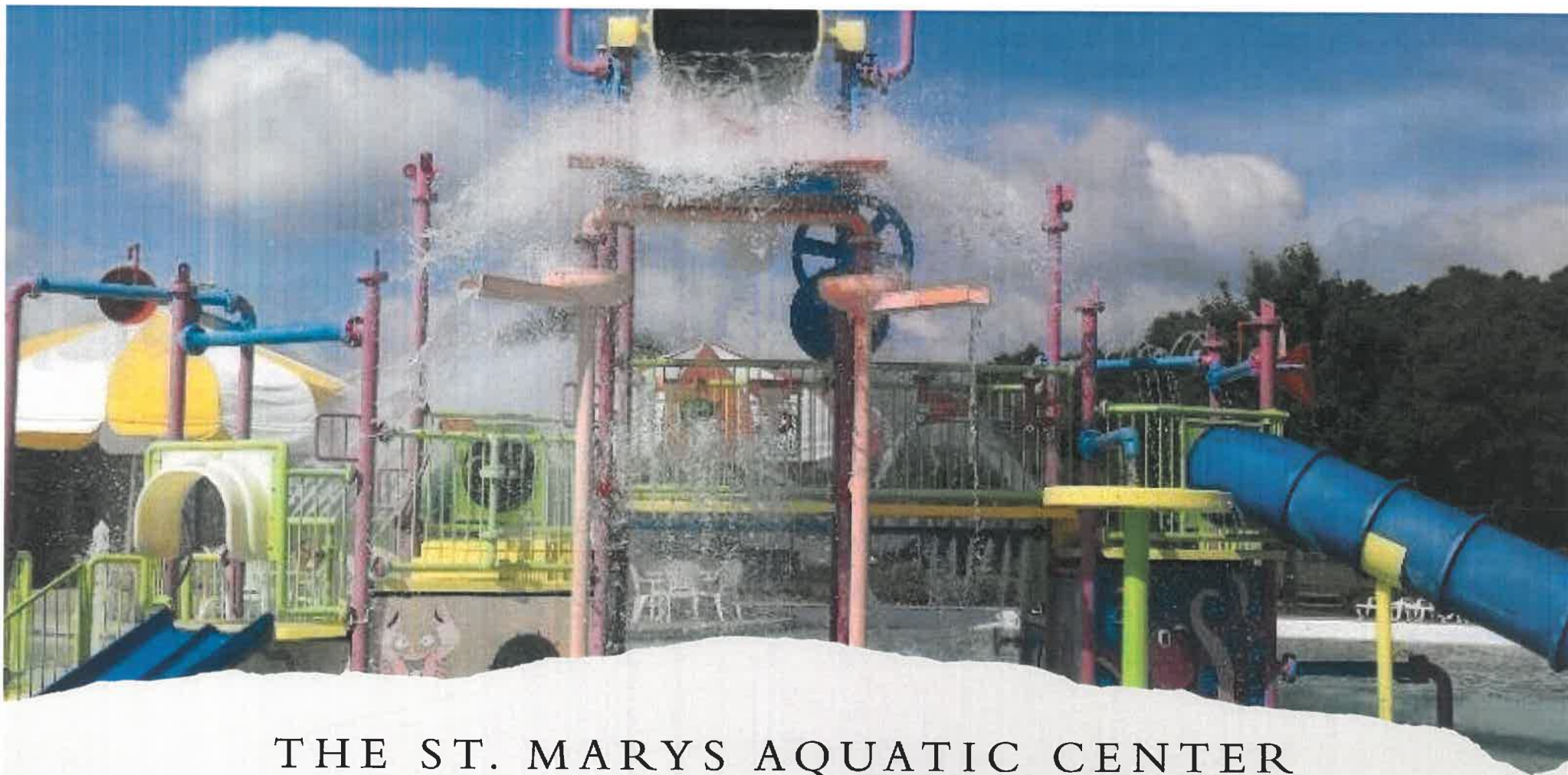
HISTORY/ANALYSIS: Price Increase for the 2023 Season / Requesting Funding from General Fund. Allotted money would be used to fund Cabanas, Snack Shack, Bridge, Repairs, Retail Shop, and needed upgrades needed to increase revenue (Attached Presentation).

Assist City Manager: Charlie Williams



City Manager: Robby Horton





THE ST. MARYS AQUATIC CENTER

AGENDA TO DISCUSS

- Recognizing we are Outdated
- Recognizing we need to Make Repairs
- Keeping the park for Another 20 Years
- Growing the Park for a Growing City
- Thinking out of the box
- What's my Plan
- Front and Internal Entrance
- Island Life
- Increasing Profits where we can





OUTDATED

The St. Marys Aquatic Center was established in 2001 by the city. There has not been much change in the attractions or how the park operates in its day-to-day function.

The park pretty much looks the same to a Mom or Dad bringing their children in today, just as when they visited the park, when they themselves were children.

Time to Evolve!

NECESSARY REPAIRS

To operate and open, we have many needs, from touch-up paint to significant repairs. The stairs, tube slide, lazy river, pumps, and filters are a few of the necessary expenses. The need to repair will always be a focus when running a water park, but investing will ensure safe long-lasting attractions.



WHAT ARE WE DOING THIS SEASON?

Repairs

- Slide Repair – Gel Coat is needed inside the slide
- Staircase – Sand Blasting and Painting are needed to use the stairs safely
- A/C is needed for our new First Aid room
- Lazy River – Holes need patching, and water underneath the liner needs attention.

Additions

- Cabanas – This is needed for Families to stay relaxed and comfortable (Revenue)
- River Bridge – Allows Guest to cross the river to Cabanas
- Snack Shack – Allows Treats and Beverages to be sold on the Island (Revenue)
- Mini Playground – Small Jungle Gym for small children
- Lockers – To store personal items (Revenue)
- An Expanded Retail Shop
- Banners/ Advertisements (Revenue)

WHAT ARE WE DOING THIS SEASON?

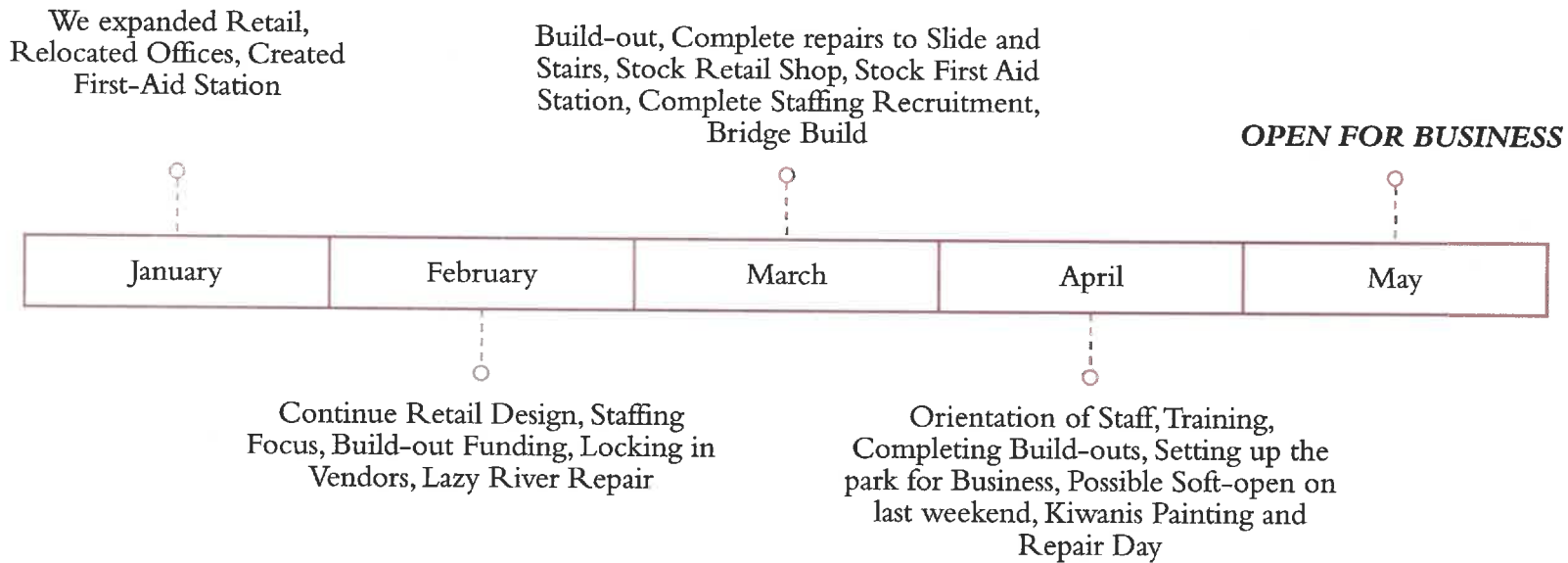
Decor

- Signs
- Post and Rope around the Lazy River
- Updated Landscape (inside)
- Flag Poles at the entrance
- Updated Landscape (Outside)
- Large Directional Sign (Island Style)
- Paint
- Updated Uniform

Food and Bev

- An outside Food vendor working with us for the food needs Wednesday thru Saturday
- Food Trucks in a designated Food Truck Area Sunday thru Tuesday
- A Snow Cone Vendor every day with a hands-on experience for the kids
- SMAC will still offer snacks and ice creams in Retail, Snack Shack, and Concession area

TIMELINE



ADDITIONAL CONTENT

Internal Swim Trainer

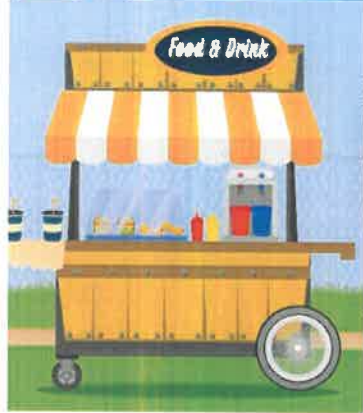
- Lifeguard Training
- Swim Lessons
- CPR Training

Retail Expansion

- We can offer more and realistic options to our Guest. Items you would expect in a Retail Store
- Revenues are expected to surpass the prior years
- New working Lockers are designed for the needs of the Guest

First Aid Station

- An Air-Conditioned room offers over heated or injured Guest privacy
- Lifesaving Equipment and personnel have a working space to reinsure public safety within our Park



FOOD & BEVERAGE

The park is not prepared to have a full working, safe, kitchen to take care of the needs of our Guest

We will be partnering with Chick-Fil-A for food needs Weds thru Sat

Food Trucks will take care of Sun thru Tue

Kona Ice will be there on the property for daily Snow Cones

SMAC will still sell Snacks, Drinks, and Ice Cream while making its share of revenues from the outside vendors

WHAT DO WE NEED TO BE SUCCESSFUL?

Approval from Council

- Price Increase reflects increased prices for chemicals, equipment, cost of goods, and repairs.
- \$60,000 loan from General Funds to complete improvements with a timeline of 5 years to pay back, but most likely, the payback would happen faster

(example 12,000 X 5 years)

Build Out, Starting Soon

- Cabanas needed for revenue
- Retail Expansion for Revenue
- Snack Shack needed for Revenue on the Island
- Bridge to conduit needed power to the Island
- Childs Play area located inside Main Entrance

Needed Repairs

- Slide needs Repair (Gel Coating)
- Stairs need sandblasting and painting
- Lazy River in the middle of patching
- Landscape needs attention to include flag poles being installed in the front circle

APPROXIMATE COST BREAKDOWN

Repairs

- Slide \$16,500
- Stairs \$10,500
- A/C for office and First Aid (Budget)
- Mechanical Equipment (Budget)
- Additional Supplies (Budget)
- Uniforms (Budget)

• \$58,000 plus \$2,000 buffer = 60,000

If monies are spent with savings, monies will assist in budget monies for projects

Build

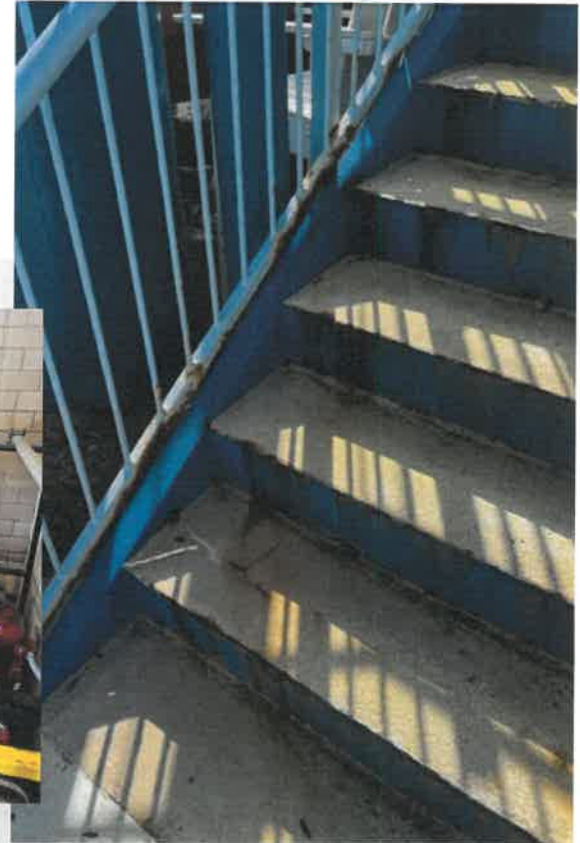
- Cabanas with Fans & Furniture \$7,000
- Bridge with Power Conduit \$6,500
- Rope Fencing \$1,500
- Child's Playground \$2,000
- Snack Shack \$4,000
- Retail Expansion \$2,500
- Lockers \$4,500
- Landscape \$3,000

THREE-YEAR GLANCE

2020	2021	2022
• Income \$158,527	• Income \$429,316	• Income \$448,554
• Expenses \$304,101	• Expenses \$375,991	• Expenses \$435,135
• Loss \$-145,574	• Gain \$53,325	• Gain \$13,419

THE PRICE OF
CHEMICALS,
EQUIPMENT, PARTS,
PUMPS, & DAY TO DAY
OPERATIONAL ITEMS
HAVE ALL INCREASED
AND, IN SOME ITEMS,
DOUBLED.

A price increase will help
cover the cost of business
with running the park and
needed repairs



St. Marys Aquatic Center Proposed Price increases for the 2023 Season

The last price increase for the Aquatic Center was proposed in 2020. Due to the increase in the cost of goods, services, and payroll over the last several years, The St. Marys Aquatic Center proposes to increase prices by approximately 33% across the board.

	Current	Proposed	% Increase
General Admission over 48" tall	\$10.95	\$15.00	36.99%
General Admission under 48"	\$6.95	\$9.50	36.69%
General Admission 2-4 years old	\$9.95	\$13.25	32.91%
General Admission Senior	\$6.95	\$9.50	36.83%
Land Lover	\$6.95	\$9.50	36.69%
Night Splash	\$5.00	\$6.50	30.00%
Group Rate over 48" (12 or more)	\$8.95	\$12.00	34.08%
Group Rate under 48" (12 or more)	\$5.95	\$8.00	34.45%
Group Rate 2-4 years old (12 or more)	\$2.95	\$4.00	35.59%
3 day pass over 48"	\$24.00	\$32.00	33.33%
3 day pass under 48"	\$17.00	\$23.00	35.29%
3 day pass 2-4 years old	\$9.00	\$12.00	33.33%
3 day pass senior	\$17.00	\$23.00	35.29%
Season Pass Full	\$56.95	\$75.00	31.69%
Season Pass Full 2-4 years old	\$24.95	\$34.00	36.27%
Birthday Package (8 admissions+ 2hr pavilion) * Birthday Package upgrades to be determined	\$95.00	\$130.00	36.84%
Pavilion Rental 2hr	\$35.00	\$47.00	34.29%
Pavilion Rental 4.5hr	\$70.00	\$94.00	34.29%
Facility Rental Under 100 guests (2hr)	\$355.00	\$470.00	32.39%
Facility Rental Over 100 guests (2hr)	\$405.00	\$550.00	35.80%

**St. Marys Residents receive a 15% discount on qualifying categories:
General Admission, 3-day Passes, and Season Passes.**

NECESSARY PRICE INCREASE

2023 season

ARE WE READY TO
MAKE A **SPLASH?**



CITY COUNCIL MEETING

February 22, 2023

TITLE: Staffing for Adequate Fire and Emergency Response (SAFER GRANT for Three years)

PURPOSE: Request approval to apply for the SAFER Grant for three-year period and at the completion retain the positions.

HISTORY/ANALYSIS: The SAFER Grant Program provides funding directly to fire departments and national, state, local, organizations representing the interests to firefighters to assist them in increasing the number of firefighters to help fire departments meet industry minimum standards and attain 24-hour staffing to protect communities from fire and fire related hazards, and to fulfill traditional missions of fire departments.

**Department
Director:**



**City
Manager:**

