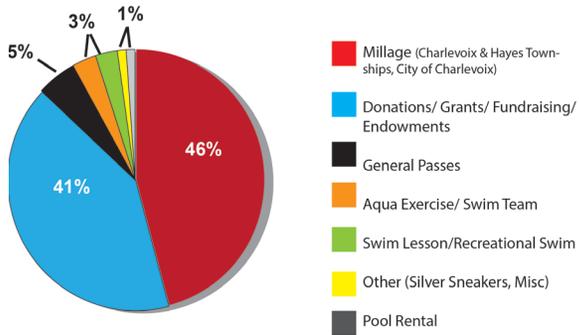


2020 Annual Report

2020 Statistics on Usage, Revenue and Expenses

2020 Operating Revenue (\$455,839)

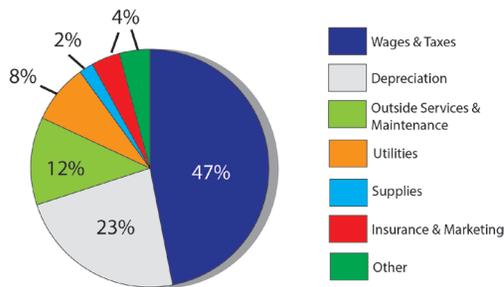


2020 Millage Revenue:

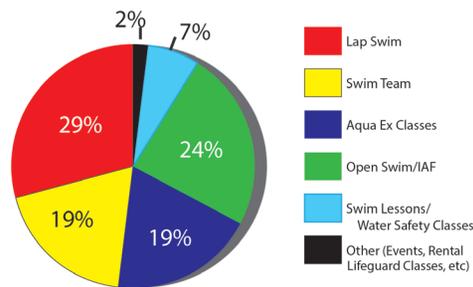
\$208,677

Millage tax revenue, which represents 46% of our operations revenue, is received from Hayes Township, Charlevoix Township and the City of Charlevoix. Residents of these areas receive discounted user fees.

2020 Expenses (\$496,983)



2020 Usage by Service



Interesting Facts About CACP from 2020 - The Covid Year

Years in Operation: 23 Years
 Pool Capacity: 99 swimmers
 Number of Employees: 1 full time, 30 part-time
 2020 Visits: 13,043 (21,248 in 2019)
 2020 Pool Users: 2,033 individuals (4,716 in 2019)
 2020 Swim Lessons: 910 (1,503 in 2019)
 2019-20 Swim Team: 74 team members

Pool Staff

- Kathy Klimas, Pool Manager
- Chelsea Biddick, Program Coordinator
- Janet Chambers, Manager of Marketing & Development



Your community resource for aquatic exercise and fun.



Charlevoix Area
Community
POOL

A Challenging 2020

The year 2020 was very challenging for the Charlevoix Area Community Pool as well as our community at large. The COVID-19 pandemic had necessitated the canceling of most of our fundraising events which normally generate 26% of our annual funding. In addition, the pool was closed for three months; when it reopened in mid-June, we could only operate at 25% capacity and all contact activities, like swim lessons, had to be canceled.

The good news is that we were able to host programs like Aqua- EX classes, lap swimming, and open swim times, at reduced capacity. This brought in user fees to supplement our municipal tax revenues and donations. The pool qualified for additional funding from the Federal Paycheck Protection Program (PPP) loans that enabled us to pay staff even when we were closed. All PPP loans have been forgiven per guidelines. Additional funding came from the CARES ACT, administered by the Michigan Economic Development Corp.

We thank our many business and individual donors for their support! Organizations that also supported CACP in 2020 include The Charlevoix County Community Foundation, Petoskey-Harbor Springs Area Community Foundation, Ethel Coeling Fund, Bruce and Barbara MacArthur Fund, Leo S. Guthman Fund, and the Chicago Club Fund.

Here are some pool usage highlights:

- **Lap Swim** represented our largest user category in 2020 representing 29% of user visits. This was primarily due to the ability of swimmers to social distance to meet COVID-19 guidelines.
- **Open Swim and Independent Adult Fitness (IAF)** represented our second highest user category at 24% of all visits in 2020. Again, Aqua Ex classes had limited capacity and swimmers were finding other times to use the pool.
- **Swim Instruction and Water Safety** classes were completely canceled from March until the end of the year due to COVID-19. Not only did we miss the opportunity to educate children about water safety and swim instruction, the pool lost about \$15,000 in revenue from user fees.

The mission of the Charlevoix Area Community Pool is to provide a wide range of aquatic programs promoting health, fitness, recreation and water safety.



The Charlevoix Area Community Pool is a 501 (c) 3 Non Profit organization. Donations are gladly accepted on our website or by mail.



Feb 2020 Chili Cookoff
Board members and patrons made chili for a Chili Cookoff fundraising event.



Dec 2020 Wine Auction
The Wine Pull/Auction was a very successful fundraiser bringing in \$1,305 in donations.



No Annual Membership Fee & Drop In Pricing

Everyone can enjoy the pool year-round with no yearly commitment. Pool visits run from \$2.50- \$5 pp for Open Swim (one time pricing) to \$5-\$8 per class for Aqua Ex classes. Pre-paid swipe cards reduce per visit costs.

Silver Sneaker participants get free or reduced fees. Visit our website for details.