

Average Daily Attendance

(paying CASH for daily admission)

	2003		2004		2005		Average
	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor	All Pools
Toddler	3743	3659	3383	2595	4004	3302	6895
Child	20976	22820	18817	13921	19752	17872	38053
Teen	2805	6863	3446	3989	2857	5567	8509
Adult	10735	18100	10120	11373	10643	16874	25948
Senior	718	601	1519	369	688	502	1466
Totals	38977	52043	37285	32247	37944	44117	80871

Monthly Passes Only

(using MONTHLY pass for admission)

	2003		2004		2005	
	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor
Revenue on Monthly Passes Sold	\$37,017.00	\$23,020.00	\$35,906.00	\$17,547.00	\$38,058.00	\$22,045.00
Swipes Per Facility	32123	1464	13675	6033	13181	10779

2003 Monthly swipe averaged \$1.79

2004 Monthly swipe averaged \$2.69

2005 Monthly swipe averaged \$2.50

2003 Monthly passes sold: 4,285

2004 Monthly passes sold: 3,320

2005 Monthly passes sold: 3,740

		Child Rate (Y)				
		\$5.00	\$4.00	\$3.00	\$2.00	\$1.00
Adult Rate (X)	\$5.00	\$369,880	\$321,852	\$273,824	\$225,796	\$177,768
	\$4.00	\$343,932	\$295,904	\$247,876	\$199,848	\$151,820
	\$3.00	\$317,984	\$269,956	\$221,928	\$173,900	\$125,872
	\$2.00	\$292,036	\$244,008	\$195,980	\$147,952	\$99,924
	\$1.00	\$266,088	\$218,060	\$170,032	\$122,004	\$73,976

Multiplication Table: If we charge adults X and Children Y then based on 2003-2005 averages, the corresponding dollar amount could be realized

OAC Daily Paid Admissions

Based on 2005 totals of single day cash admissions per category
Bold Categories indicate actual values from 2005 operating season

Age Category	Actual 2005 Admission	2005 Rate			
Toddler	3302	\$0.00	\$1.25	\$1.50	\$1.75
	+/- over 2005	\$0.00	\$4,127.50	\$4,953.00	\$5,778.50
Child	17872	\$1.25	\$1.50	\$1.75	\$2.00
	+/- over 2005	\$22,340.00 (\$8,936.00)	\$26,808.00 (\$4,468.00)	\$31,276.00 \$0.00	\$35,744.00 \$4,468.00
Teen	5567	\$2.25	\$2.50	\$2.75	\$3.00
	+/- over 2005	\$12,525.75 (\$1,391.75)	\$13,917.50 \$0.00	\$15,309.25 \$1,391.75	\$16,701.00 \$2,783.50
Adult	16874	\$3.25	\$3.50	\$3.75	\$4.00
	+/- over 2005	\$54,840.50 (\$8,437.00)	\$59,059.00 (\$4,218.50)	\$63,277.50 \$0.00	\$67,496.00 \$4,218.50
Senior	502	\$0.00	\$2.00	\$2.25	\$2.50
	+/- over 2005	\$0.00 (\$1,255.00)	\$1,004.00 (\$251.00)	\$1,129.50 (\$125.50)	\$1,255.00 \$0.00

IAC Daily Paid Admissions

Based on 2005 totals of single day cash admissions per category
Bold Categories indicate actual values from 2005 operating season

Age Category	Actual 2005 Admission	2005 Rate			
Toddler	4004	\$0.00	\$1.25	\$1.50	\$1.75
	+/- over 2005	\$0.00	\$5,005.00	\$6,006.00	\$7,007.00
Child	19735	\$1.25	\$1.50	\$1.75	\$2.00
	+/- over 2005	\$24,668.75 (\$9,867.50)	\$29,602.50 (\$4,933.75)	\$34,536.25 \$0.00	\$39,470.00 \$4,933.75
Teen	2841	\$2.25	\$2.50	\$2.75	\$3.00
	+/- over 2005	\$6,392.25 (\$710.25)	\$7,102.50 \$0.00	\$7,812.75 \$710.25	\$8,523.00 \$1,420.50
Adult	10541	\$3.25	\$3.50	\$3.75	\$4.00
	+/- over 2005	\$34,258.25 (\$5,270.50)	\$36,893.50 (\$2,635.25)	\$39,528.75 \$0.00	\$42,164.00 \$2,635.25
Senior	679	\$0.00	\$2.00	\$2.25	\$2.50
	+/- over 2005	\$0.00 (\$1,697.50)	\$1,358.00 (\$339.50)	\$1,527.75 (\$169.75)	\$1,697.50 \$0.00

Daily Admission Rate Market Comparison*

Market Comparison of current daily admission rates charged by similar municipalities

Bold Categories indicate current charges by LPRD Aquatics

City	Toddler	Child	Teen	Adult	Senior
Lawrence	N/A	1.75	2.50	3.75	2.50
Johnson Co.	N/A	4.50	4.50	4.50	4.50
Overland Park	N/A	3.00	3.00	3.00	3.00
Lenexa	N/A	6.00	6.00	6.00	6.00
Leawood	5.00	5.00	5.00	5.00	5.00
Topeka	1.50	2.50	N/A	4.00	N/A
Hutchinson	N/A	1.50	3.00	4.00	N/A
Derby	3.00	3.00	3.00	6.00	6.00
Olathe	N/A	4.50	4.50	4.50	2.00
Shawnee	N/A	5.00	5.00	5.00	5.00
Average	3.17	3.68	4.06	4.58	4.25

Indicates that when compared to the current market, Lawrence's admission prices are typically at, or below, the market norm.

*Updated: 2005-2006 KC Metro Aquatics Council Survey