

Top Line Summary of PHRA Capital Improvements Survey

1.0 Board Assessment Summary

The survey results reflect substantial membership support for continued evaluation of capital improvements and amenities that would benefit our membership. The membership sees higher value in three of the capital improvement ideas/options in the survey but all three will require additional information to make a value judgement or favorability assessment of any capital improvement project.

Under Article X, Section 3 of the PHRA Bylaws, capital adjustments recommended by the Board, defined as increases in annual fees beyond normal operating cost adjustments, require approval by two-thirds of the shareholders present in person or by proxy. Accordingly, the Board will further evaluate the top three capital improvement ideas to provide members with additional information on scope, near- and long-term costs, and potential impact to PHRA before determining whether to recommend any such capital adjustment for shareholder consideration.

2.0 Quick Look Survey Results

Key Finding #1: Three Capital Projects were of interest to ~50% of respondents (<2% spread)

- New Clubhouse
- Cosmetic update to current clubhouse guard room and bathrooms
- Thermal Tent

Which capital improvements are you interested in? Check all that apply.		
Answer Choices	Responses	
None of the above	8.22%	18
New clubhouse (brand new two-story space, game/party rooms (for rent), new bathrooms and showers, year-round use)	50.23%	110
New 6-lane dedicated lap pool (alleviates pressure on main pool during swim team practices)	30.14%	66
Cosmetic renovation to current office/bathroom (i.e. new toilets, shower, flooring, wall tiles, lighting, etc.)	48.86%	107
Thermal tent (temporary structure surrounding existing pool providing ability for year-round swimming, lap lane use, swim team practices, deep water aerobics, etc.)	49.32%	108
Add 2 additional swim lanes (7 and 8) to the existing pool on diving board side (allows for open lane use during swim team practices, likely less than a quarter of costs of new pool, and ability to retain lanes during high volume pool times)	40.64%	89

Key Finding #2: Prioritizing just one project (question 21) and the New Clubhouse was favored by 27% of respondents.

If only ONE project could be completed, which would you prioritize most?			
Answer Choices		Responses	
None of the above		6.48%	14
New clubhouse		27.31%	59
New 6-lane lap pool		11.57%	25
Cosmetic clubhouse renovation		22.22%	48
Thermal tent		25.93%	56
Adding additional lanes to the existing pool (7th/8th lane)		11.11%	24
Other (please specify)			9

Key Finding #3: Preferences in funding approaches to pay for any capital improvement project were varied but the top three were: (1) small annual membership dues increase (~\$150), (2) a multi-year assessment, and (3) selling additional memberships within allowable limits.

Which funding approach(es) would you support to help finance future capital improvem			
Answer Choices		Responses	
One-time member assessment		14.29%	31
Three (3) member assessments over multiple years		45.16%	98
Modest increase in annual membership dues (e.g., \$150 or less)		63.13%	137
Selling additional seasonal memberships within acceptable limits		44.70%	97
Financing through loans		37.79%	82
Partnering with outside organizations that would help fund portior		31.34%	68
Phased implementation over multiple years		33.64%	73
Other (please specify)		8.29%	18

What is the maximum fee you would be willing to pay for this project (either one-time or split up across installments)?									
Answer Choices		Responses							
\$0		12.90%	28						
\$100		25.35%	55						
\$250		16.59%	36						
\$500		18.43%	40						
\$1,000		14.75%	32						
\$2,500+		4.15%	9						
Would not support at any cost		7.83%	17						

Key Finding #4: Throughout the survey: renting, sponsorships, or subleasing space changed the acceptance rates of any capital project.

Key Finding #5: Cosmetic update to the guardhouse/bathroom had the least negative support (i.e., a rating of “somewhat oppose” and “strongly oppose”) across the favorability scales – meaning there is strong support and no significant opposition for a guardhouse/bathroom cosmetic update capital improvement project.

How supportive are you of cosmetic renovations to the current office and bathroom facilities?											
	Strongly support		Somewhat support		Neutral		Somewhat oppose		Strongly oppose		
1	40.64%	89	29.68%	65	17.35%	38	5.48%	12	6.85%	15	

