

Case Study: Appleton Community Pool

The People Involved

Project Champions: Appleton, MN community members

Companies: USAquatics, Aqua Logic, and Kranz Construction

City Contact: Leslie Ehrenberg, Editor of the Appleton Press

Initial Goals:

The pool in Appleton was over 50 years old and deteriorating quickly before a renovation in 2013. Due to increased community support, demand, and help from a community group, the project became a reality. There was discussion about relocating the pool but this was decided against after the estimated costs were too high to finance. By keeping the original location, the original pool walls could be used as a shell for the new pool and funds could be saved. The city council received three renovations options. The plans ranged from a Band-Aid-type plan that fixed the most pressing problems to a plan to demolish the locker room facility and eliminate the wading pool. The plan that increased accessibility to the pool with features like a zero entry deep, as well proposed the building of a bathhouse.



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Timeline:

The initial project began in 2010 and the renovation began in 2012. Much of the timeline was determined by when funding was secured as well as how many fundraisers had to be held to fill in any gaps in the budget.

Fall 2012: Brainstormed ideas for the pool renovation

Feb. 2013: City Council approved plan to make repairs

May 2013: City Council partnered with the Community Foundation to select the project scope

Aug. 2013: Approved bid for construction

Sept. 2013: Pool construction began

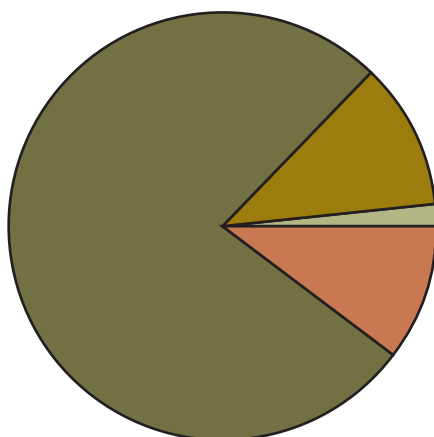
June 25, 2014: Grand opening of the pool

Funding:

The total cost of the Appleton pool renovation was \$2,718,000.

Fundraising events included:

- Calendar Raffle
- Circus/Carnival
- BBQ and hot dog feeds
- Brunch at the local VFW
- Pork Roast Feed



\$40,000

From local contractors for demolition purposes

\$300,000

No-interest loan from Federated Telephone Co.

\$2,095,000

City Bonds

\$283,000

Donations from Fundraising

Total: \$2,718,000

Results: The Appleton pool project was initially an uphill battle according to Leslie Ehrenberg from The Appleton Press. This was due to community concerns about the feasibility of the project. As soon as the project began moving, however, the community support grew tremendously. Leslie Ehrenberg noted that it may have been more beneficial to everyone if there had been a person involved in the project who had previous experience renovating a pool in a smaller community.



Opposition: The project passed the city council vote unanimously; however, citizens expressed concerns about the possible increase in taxes and how much the entire project would cost.

Financial Sustainability: The pool is sustained through levying funds and the admission fees.

Admission Rates:

Daily Rate: \$4

Per Session: \$3

Non-Swimmer Fee: \$1

7-Day Punch Card: \$25

Lap Swim/Water Aerobics: \$2

Family Passes: \$150

Individual Passes: \$75

Notes and References: All photos are courtesy of The Appleton Press