



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION
Helping Communities Prosper

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Case Study: Madison Outdoor Community Pool

The People Involved

Project Champions: Madison, MN community members
Companies: Bolton & Menk, US Aquatics, Global Specialties, Whitewater, Greg Schilling Concrete, and many additional local subcontractors.
City Manager: Jon Radermacher

Initial Goals:

The motivation for the renovation came primarily from the amount of community support gathered from a movie theater upgrade. Additionally, the swimming pool was one of the oldest continually operated outdoor pools in the state and had been the target of desired improvements for some time. Due to the aging facilities, the number of people using the pool began to decline. It was hoped that renovating the pool would increase community membership again.



Timeline:



The idea for the project was conceived at the end of 2012. The idea was brought to a public meeting hosted by the Madison City Council to determine which of the three possible designs would be best for the community. It took the community from 2012 until November of 2013 to secure funding for the project. In September of 2013, the project broke ground, and the facility opened to the public in June 2014.

Fall 2012:
Conceived ideas for
the pool renovation

Feb 2013:
Council votes to make
improvements

May 2013:
Council partnered with
Community Foundation to
choose project options

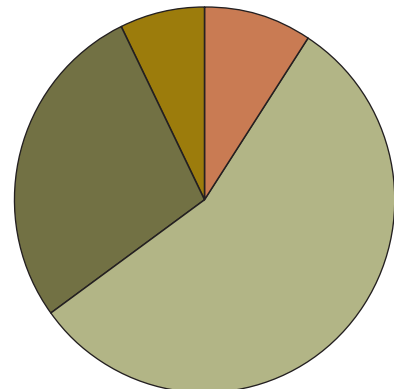
August 2013:
Bidder for construction
work approved

September 2013:
Construction
begins

June 25, 2014:
Renovation is complete
and pool opens to the
public

Funding:

Funding for the Madison Pool came primarily from the city and donations, with another large sum coming from the township area. At the time of this case study, full funding had not been reached, and \$75,000 was still being sought.



\$75,000	Still Seeking Funding
\$300,000	From Donations
\$600,000	From the City
\$100,000	From Township Area

Total Cost: \$1,040,000



Results:

The Madison Pool was completed in June 2014. There were many successes celebrated both during and after the renovations. When interviewed, Jon Radermacher, Madison City Manager, noted a couple of things that were done well during the pool project: being prepared when attending public meetings and finding a project manager who was reliable and communicated regularly. He also mentioned that weather setbacks may occur and therefore it would be wise for other pool renovation projects to not promise the community a completion date for the project. He stated that getting the public involved earlier in the process as well as having more public input prior to identifying renovation objects would encourage community engagement and support. Overall, Radermacher feels that the project was a success and the community overwhelmingly supported it.



Opposition:

The project managers and those involved received anonymous letters from citizens concerned that the project cost was too high, but no public statements against the pool were made.

Financial Sustainability:

Before the renovations, the Madison pool experienced an operating loss of about \$60,000 per year. The renovations helped to decrease the loss by \$10,000 per year, so that the operating loss is now around \$50,000 per year. The pool is having difficulty staffing the pool with lifeguards which is a maintenance and operation issue. The city has also agreed to upgrade the pool heater to reduce the high costs the current heater incurs as a result of inefficiencies. According to Jon Radermacher, as long as the Madison City Council and the Madison community continue to subsidize the cost of operations, the Madison Pool will be able to remain open and available to the community.

Notes: All photos are courtesy of Adam Conroy.