Virginia Hills Swim Club

Annual Report 2018

Thank You one and all for a wonderful 2018 summer swim season. It has been my pleasure to serve this board for the past 6 years.

In the pages below you will find our annual report broken down by committee. Please read through this entire report. Your questions, comments, and/or issues can be discussed at our annual shareholders meeting taking place November 16th form 7:00pm to 9:00pm in the Rose Hill Elementary school cafeteria. (6301 Rose Hill Dr, Alexandria, VA 22310)

You have heard this before if you have been paying attention to my weekly email updates but please, please consider a position on the Virginia Hills Pool 2019 Board of Directors. We are in need of fresh faces and fresh ideas to keep us “a-float” for years to come.

**2018 board & committee positions**

**Jeff Govert**, President (outgoing)

**Eliza Jacobs**, Vice President, Membership Committee Chair, Social Committee

**Regina Mohr**, Secretary, Social Committee (outgoing)

**Pam Mahony**, Operations Committee Chair

**Jimmy Hendrix**, Finance Committee Chair (outgoing)

**David Teal**, Finance Committee

**Diane Lentini**, Marketing Committee Chair, Social Committee

**Andy King**, Facilities Committee Chair

**Caitlin Irvin & Anne Govert**, Swim Team Representatives

**Membership:**

2018 Membership Totals:

|  |  |  |
| --- | --- | --- |
| CURRENT | TOTAL | NEW |
| SHARE – FAMILY | 191 | 41 |
| SHARE – SINGLE | 17 | 1 |
| ASSOC - MILITARY | 19 | 9 |
| ASSOC - REG | 23 | 10 |
| ASSOC - SA | 7 | 7 |
| **TOTAL** | **257** | **68** |

2018 membership matched growth from 2017; 68 new members joined over the course of the spring and summer

* 2018 = 68
* 2017 = 69
* 2016 = 56
* 2015 = 36
* 2014 = 53
* 2013 = 40
* 2012 = 54
* 2011 = 49

Buybacks and non-returns:

* 46 members requested a share buyback prior to the start of the 2018 season
* 10 share members were dropped due to non-payment of dues
* 20 Associate or Military members did not return

**Winner of “Member Get a Member” – Mary Hales – 50% off member dues in 2019**

**Social:**

In 2018 we converted to an online party reservation system using our web page. This allowed for better visibility of availability as well as helped organize the events. We also held a movie night and had a 4th of July cook out. We were restricted in our activities based on available volunteers. *We are hoping that next year we can find a committee chair for social events and find members interested in volunteering to create, organize and run our social activities. This can be a board position or can be a stand-alone committee. We are not as concerned about the structure we just need more events and more participation.*

**Operations:**

We finished our first year of a three year contract with Titan Pools. Titan provides us with maintenance and technical assistance as well as operations staff. We were pleased that so many of the guards this year--led by manager Andrew Jurkowski-- were our homegrown young adults. They did a great job! We had no significant safety issues this year, for which we are grateful. Additionally, the staff kept the facility clean and provided swim lessons and swim team support as needed.

Titan Pools completed the major whitecoating project at the beginning of the year and prepared the pool for opening last spring. They have winterized the pool and will begin opening preparations next April. As part of our contract, they will also come by the pool periodically throughout the winter to make sure the pool facility is safe and intact.

*We are hoping that next year we can keep up the trend of having guards that are familiar with the pool. So if your teenager is interested in becoming a life guard for 2019 please reach out to Titian (*[***www.titanpools.com***](http://www.titanpools.com)*) and be aware of the process that has to be followed to be eligible for hire in 2019.*

In 2018 we were unable to use our electronic sign-in process due to some technical issues as well as a lack of resources available to manage and keep the system functional. However, a review of the manual sign-in sheet generally indicates our usage was consistent with past years.

*If you are interested in technology and would like to help us work on our pool access process please let us know. This could be a board position or could be a volunteer position outside of the board.*

**Finance:**

Our 2018 financials were very strong due to our assessment, no major issues or breakdowns, and robust membership. Below are a few of our highlights, a summary of our financial position, and our detailed statement of activities.

* Current Checking/Savings account balance is $73K, up from $57K in 2017
* Our last bond holder was fully paid in July 2018 ($30K)
* Principal balances of loans total $160K, this is down from $193K in 2017
  + Restructured main loan in 2017 (Eagle Bank - $140K remaining)
  + Second loan will pay off in 2019 (Eagle Bank - $20K remaining)

|  |  |
| --- | --- |
| Virginia Hills Club, Inc. | |
| Statement of Financial Position | |
| As of October 17, 2018 | |
|  |  |
|  |  |
| **Assets** |  |
| Current Assets |  |
| Bank Accounts |  |
| Capital One Bank | 62,526.91 |
| Eagle Bank - Saving | 10,583.84 |
| Total Bank Accounts | $ 73,110.75 |
| Other Current Assets |  |
| Total Other Current Assets | $ 0.00 |
| Total Current Assets | $73,110.75 |
| Fixed Assets |  |
| Capital Improvements | 0.00 |
| Bath House | 16,748.00 |
| Capital Repairs | 0.00 |
| Chaise Lounges | 322.00 |
| Grounds | 2,677.00 |
| Pool House | 0.00 |
| Pool Shell & Wading Pool | 241,620.00 |
| Total Capital Improvements | $261,367.00 |
| Total Fixed Assets | $261,367.00 |
| **Total Assets** | **$334,477.75** |

|  |  |
| --- | --- |
| **Liabilities** |  |
| Current Liabilities |  |
| Other Current Liabilities |  |
| Payroll Liabilities | $0.00 |
| Total Other Current Liabilities | $0.00 |
| Total Current Liabilities | $0.00 |
| Long-Term Liabilities |  |
| Eagle Bank | -140,531.24 |
| Eagle Bank 2nd Loan | -19,353.54 |
| **Total Liabilities** | **-$159,884.78** |

|  |  |
| --- | --- |
| Virginia Hills Club, Inc. | |
| STATEMENT OF ACTIVITY | |
| November 1, 2017 - October 17, 2018 | |
|  |  |
| **Total** | |
|  |  |
| **Revenue** |  |
| Guest Passes | 150.00 |
| Membership | 153,566.32 |
| Associate Dues | 28,925.00 |
| August Associates | 300.00 |
| Late Fees | 898.32 |
| Nanny/Granny Pass | 450.00 |
| Shareholder Dues | 2,200.00 |
| **Total Membership** | **$186,489.64** |
| Miscellaneous Income | 244.15 |
| Montessori | 312.00 |
| Sponsors Income | 1,250.00 |
| Services | 75.00 |
| Unapplied Cash Payment Revenue | -375.00 |
| Interest | 1.89 |
| Uncategorized Revenue | 195.00 |
| **Total Miscellaneous Income** | **$1,703.04** |
| **Total Revenue** | **$188,192.68** |
|  |  |
|  |  |
| **Expenditures** | **Total** |
| Bank Service Charges | 10.00 |
| Bond - McCracken | 10,225.00 |
| **Total Expenditures** | **$10,235.00** |
| **Grounds & Maintenance** |  |
| Landscaping | 2,100.00 |
| Routine Lawn Maintenance | 5,495.00 |
| **Total Grounds & Maintenance** | **$7,595.00** |
| **Insurance** |  |
| Liability Insurance | 3,747.00 |
| Workers Comp | 111.50 |
| **Total Insurance** | **$3,858.50** |
| **Marketing & Membership** |  |
| General Supplies | 94.98 |
| Postage | 164.00 |
| Publicity | 527.28 |
| Web Site | 362.00 |
| **Total Marketing & Membership** | **$1,148.26** |
| **Pool Management** |  |
| Operating Supplies | 105.98 |
| Pool Management Contract | 50,000.00 |
| Repairs & Maintenance | 6,752.62 |
| **Total Pool Management** | **$56,858.60** |
| **Pool Repairs & Maintenance** |  |
| Pool White coating | 21,395.00 |
| Equipment Repair | 470.08 |
| Plumbing | 4,420.00 |
| Repairs & Maintenance | 9,416.63 |
| **Total Pool Repairs & Maintenance** | **$35,701.71** |
| **Professional Fees** |  |
| QuickBooks Payments Fees | 4,694.61 |
| Profession Services | 60.00 |
| **Total Professional Fees** | **$4,754.61** |
| **Taxes** |  |
| General | 2,877.32 |
| Property | 2,759.63 |
| **Total Taxes** | **$5,636.95** |
| **Utilities** |  |
| Electric | 3,581.63 |
| Telephone / Internet | 1,432.34 |
| Trash | 966.88 |
| Water | 2,503.15 |
| **Total Utilities** | **$8,484.00** |
| **Uncategorized Expenditure** |  |
| Expenditure | 250.00 |
| **Total Uncategorized Expenditure** | **$250.00** |
|  |  |
| **Total Expenditures** | **$134,522.63** |
|  |  |
| **Net Revenue** | **53,670.05** |

**Marketing:**

We ran several marketing events aimed at increasing our membership as well as giving back to our membership:

* Beginning of the season Open House
* August Sale
* Spirit Dinners
* Doggie Day

We had an aggressive membership marketing campaign this year where we advertised in the following publications:

* Virginia Hills Pool Website and Facebook Pages
* Nextdoor.com
* The Patch – Kingstowne
* Neighborhood websites / Newsletter postings
  + The Kingstonian and Beulah Corridor
  + Rose Hill Civic Assn- The Rambler
  + Virginia Hills Civic Assn- The Echo
  + Lake d’Evereux Newsletter

**Sponsorships / Fundraising**

We continued with our sponsorship and fundraising strategy that was introduced last year. We provided the following opportunities and experienced successes in our fundraising goals.

**Sponsors (14 in 2018 vs 11 in 2017)**

* Gold Cub ($500)
  + Moore & Wright Tree Service, CRG, Inc., Southern Pest Control; Independence Lawn & Landscape; Anne Carter w/ Fathom Realty
* Royal Blue Club ($250)
  + Kim Muffler, Long & Foster Real Estate; The Irish Plumber; Paisano’s Pizza; Zip’s Dry Cleaning; Nation’s Capital Swim Club; Michael Montante CPA & Assoc.
* Tidal Wave Club ($100)
  + Hughes Orthodontics; Stone Hot Pizza; Candy Thompson Realty
* 50/50 Raffle – Gift Cards
  + Glam Day Spa; Grounded Coffee; Starbucks; Sports Fair; Moe’s Southwest Grill

**Fundraisers**

* Spirit Nights
  + Fiona’s Irish Pub
  + Flight Trampoline
  + Noodles & Co
  + Moe’s Southwest Grill
  + Yogurt City
  + Ledo Pizza
* Food Trucks
  + Uncle J’s Sno-ball Truck
  + Captain Cookie & the Milk Man
  + Rita’s Italian Ice
  + LemonAbes
* Affiliate Programs/ Doggie Day
  + Swimoutlet – VA Hills receives percentage from each purchase made
  + First Annual Doggie Day on the Sat. after Labor Day

**Total Sponsorship Funds raised via cash or In-kind donations: $5,679.93**

**Facilities:**

The facilities committee kept busy this year with the following improvements and repairs:

* White Coating the pool
* Replacement of our hot water heater
* Replacement of our water fountain (we now have cold drinking water)
* Replacement and upgrade of our rope fencing along the pool deck as well as the entrance and bathhouse walk ways.
* Painting of all the metal tables on the pool deck
* Painting of the bath house floors
* Changing the bath house flooring configuration allowing for better cleaning
* Snack bar floor repaint
* Replenishment of the playground surfacing
* Replacement of two of our shade structure tarps (the baby pool structure and the pool deck structure)
* Added a second handicapped parking spot
* Replaced the pump house double doors providing better access as well as better security

**Swim Team:**

The Virginia Hills Tidal Wave swam their way to Division 10 Champions this past summer! Competition wise it was our first 5-0 season since 2012. We give many thanks to our fabulous head coaches, very dedicated swimmers, and all the parent volunteers.

As is the case every summer the Tidal Wave was busy. Our swimmers competed in Time Trials, 6 Monday night B meets, 5 Saturday morning A meets, 2 relay carnivals, Divisionals, and for some exceptional swimmers Relay All-Stars and Individual All Stars. We had weekly team socials with some new games, new crafts, and new traditions thanks to Tricia Reeder (our 2018 appointed pep-rally coordinator).

It was also a fast season…..VH Swimmers broke a total of 9 relay records and 8 individual records in 2018!

Swim Team saw some major growth this year and very little attrition so we must be doing something right! In 2018 we welcomed 208 swimmers from rookies through 15-18 year olds. Exciting as this may be we believe this number represents our capacity, so next year expect some stricter registration policies.

Financially our income from the snack bar and your registrations allowed us to competitively pay our 2 head coaches and 6 junior coaches as well as pay our NVSL dues & insurance, purchase all end of season awards, and provide a budget for team socials like the pep-rallies, camp-out and banquet.

Finally, our off-season Winter Swim program Sunday nights at Lee District remains popular. The first session has been underway since September 23rd. The second session will kick off on February 4th.

Thank You all for a wonderful season and we will see you at practice on May 28th, 2019.