

ATTACHMENT A
2007 Aquatic Providers Market Analysis
2007 SWIM LESSON RATES

Agency	# of Aquatic Facilities	Lesson Size	Swim Lessons		# of Lessons	lesson duration	TOTAL lessons per session (In 1/2 hours)	Price per Lesson		TOTAL lesson time (mins.)	Price per Lesson (mins)	
			Resident Fee	Non-Res Fee				Resident Fee	Non-Res Fee		Resident	Non-Res
City Facilities												
City of San Jose-City Wide Aquatics	8	max: 4, 6, 10	\$45	\$55	9	30min	9	\$5.00	\$6.11	270	\$0.17	\$0.20
City of Campbell	1	max: 4, 6, 8	\$50	\$50	4	45min	6	\$8.33	\$8.33	180	\$0.28	\$0.28
City of Sunnyvale	5	max: 6, 8	\$74	\$91	10	30min	10	\$7.40	\$9.10	300	\$0.25	\$0.30
City of Los Gatos	1		\$114	\$114	10	30min	10	\$11.40	\$11.40	300	\$0.38	\$0.38
City of Milpitas	2	Max: 6, 8	\$58	\$68	8	35min	9.34	\$6.21	\$7.28	280	\$0.21	\$0.24
City of Gilroy	1	Max: 6, 8	\$50	\$55	9	30min	9	\$5.56	\$6.11	270	\$0.19	\$0.20
City of Morgan Hill	1	max: 4, 6, 8	\$74	\$84	8	30min	8	\$9.25	\$10.50	240	\$0.31	\$0.35
City of Cupertino	0	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered
City of Saratoga	0	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered
Average Fees			\$70.00	\$77.00	8.2		9	\$8.02	\$8.79		\$0.27	\$0.29

Non-Local City Facilities												
City of San Diego, CA (sm grp)	13	3 to 5	\$81	\$162	10	30min	10	\$8.08	\$16.20	300	\$0.27	\$0.54
City of San Diego, CA (lg grp)	13	6+	\$54	\$104	10	30min	10	\$5.40	\$10.40	300	\$0.18	\$0.35
City of Houston, TX	20	max: 4, 6, 8	\$25	\$25	8	45mins	12	\$2.08	\$2.08	360	\$0.07	\$0.07
City of Los Angeles, CA	46		\$6	\$6	9	25mins	7.5	\$0.80	\$0.80	225	\$0.03	\$0.03
City of Salt Lake City, UT	18		\$33	\$33	8	30mins	8	\$4.13	\$4.13	240	\$0.14	\$0.14
City of Salt Lake City, UT cont.	18		\$25	\$25	7	30mins	7	\$3.57	\$3.57	210	\$0.12	\$0.12
Average Fees			\$52.88	\$93.50	9		11	\$5.08	\$9.14		\$0.17	\$0.30

Other Facilities												
Valley Christian	1		\$75	\$75	4	30mins	4	\$18.75	\$18.75	120	\$0.21	\$0.63
Swim America at Foothill HS (pleasanton)	1		\$90	\$90	9	30mins	9	\$10.00	\$10.00	270	\$0.90	\$0.33
San Jose State Univ.	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
West Coast Aquatics	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average Fees			\$82.50	\$82.50	7		7	\$14.38	\$14.38		\$0.56	\$0.48

Private Clubs*												
AVAC	1	max: 6	\$180	\$180	10	30min	10	\$18.00	\$18.00	300	\$0.60	\$0.60
AVAC Cont.	1	max: 6	\$252	\$252	14	30min	14	\$18.00	\$18.00	420	\$0.60	\$0.60
Almaden Swim and Racket	1	max: 4	\$140	\$140	8	30min	8	\$17.50	\$17.50	240	\$0.58	\$0.58
Santa Teresa Swim and Racket	1	max: 6	\$105	\$105	9	30min	9	\$11.67	\$11.67	270	\$0.39	\$0.39
Los Gatos Swim and Racket	1	max: 5	\$125	\$150	10	30min	10	\$12.50	\$15.00	300	\$0.42	\$0.50
Central YMCA	1	max: 4, 6, 8	\$144	\$169	8	45min	12	\$12.00	\$14.08	540	\$0.27	\$0.31
Southwest YMCA	1	max: 4, 6, 8	\$144	\$169	12	30min	12	\$12.00	\$14.08	360	\$0.40	\$0.47
Northwest YMCA	1	max: 4, 6, 8	\$90	\$115	7	40min	9.34	\$9.64	\$12.31	280	\$0.32	\$0.41
Northwest YMCA Cont.	1	max: 4, 6, 8	\$170	\$195	14	40min	18.67	\$9.11	\$10.44	560	\$0.30	\$0.35
Centennial Center - Morgan Hill - YMCA	1	max: 4, 6, 9	\$74	\$84	8	30min	8	\$9.25	\$10.50	240	\$0.31	\$0.35
Silver Creek Country Club	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Courtside	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SJ Country Club	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
San Jose Swim and Racket	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average Fees			\$142.40	\$155.90	10		11	\$12.97	\$14.16		\$0.42	\$0.46

**ATTACHMENT A (CONT.)
2007 RECREATION SWIM RATES**

Agency	# of Aquatic Facilities	Adult Res	Adult Non-Res.	Child Res	Child Non-Res	Adult Swim Pass			Child Swim Pass			
						Adult Swim Pass Fee	Adult Swim Pass Visits	Adult Price Per Visit	Child Swim Pass Fee	Child Swim Pass Visits	Child Price Per Visit	
City Facilities												
City of San Jose	9	\$2.00	\$2.00	\$2.00	\$2.00	\$30.00	20	\$1.50	\$30.00	20	\$1.50	
City of Campbell	1	\$1.50	\$1.50	\$1.50	\$1.50	\$35.00	25	\$1.40	\$35.00	25	\$1.40	
City of Los Gatos	1	\$4.00	\$4.00	\$3.00	\$3.00	\$178.00	family unlimited	n/a	\$178.00	family unlimited	n/a	
City of Mountain View	2	\$2.75	\$3.75	\$1.75	\$2.75	\$47.00	unlimited	n/a	\$47.00	unlimited	n/a	
City of Sunnyvale	5	\$3.00	\$4.00	\$2.00	\$3.00	\$42.00	15	\$2.80	\$19.00	10	\$1.90	
City of Milpitas	1	\$2.00	\$2.00	\$2.00	\$2.00	not offered	not offered	not offered	not offered	not offered	not offered	
City of Gilroy	1	\$2.00	\$2.00	\$2.00	\$2.00	not offered	not offered	not offered	not offered	not offered	not offered	
City of Palo Alto		\$5.00	\$5.00	\$4.00	\$4.00	\$30.00	\$10.00	\$3.00	\$25.00	\$10.00	\$2.50	
City of Morgan Hill	1	\$7.00	\$8.00	\$6.00	\$7.00	not offered	not offered	not offered	not offered	not offered	not offered	
City of Cupertino	0	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	
City of Saratoga	0	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	
Average Fees		\$3.41	\$3.78	\$2.78	\$3.16							
Non-Local City Facilities												
City of San Diego, CA	13	\$5.00	\$5.00	\$1.50	\$1.50	\$95.00	69	\$1.38	\$25.00	69	\$0.36	
City of Houston, TX	40	\$0.00	\$0.00	\$0.00	\$0.00	not offered	not offered	not offered	not offered	not offered	not offered	
City of Los Angeles, CA	46	\$1.50	\$1.50	\$0.00	\$0.00	not offered	not offered	not offered	not offered	not offered	not offered	
City of Salt Lake City, UT	18	\$4.50	\$4.50	\$3.50	\$3.50	\$25.00	30	\$0.83	\$22.00	30	\$0.73	
City of Salt Lake City, UT cont.	18	\$3.25	\$3.25	\$2.25	\$2.25	n/a	n/a	n/a	n/a	n/a	n/a	
City of Reno, NV	5	\$4.00	\$4.00	\$3.00	\$3.00	\$35.00	10	\$3.50	\$25.00	10	\$2.50	
City of Phoenix, AZ	29	\$1.50	\$1.50	\$0.50	\$0.50	not offered	not offered	not offered	not offered	not offered	not offered	
Average Fees		\$2.82	\$2.82	\$1.54	\$1.54	\$51.67		\$1.90	\$24.00		\$1.20	
Other Facilities												
Santa Clara International Swim Center	1	\$3.00	\$3.25	\$3.00	\$3.25	n/a	n/a	n/a	n/a	n/a	n/a	
Valley Christian	1	\$3.00	\$3.00	\$3.00	\$3.00	not offered	not offered	not offered	not offered	not offered	not offered	
San Jose State Univ.	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
West Coast Aquatics	2	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered	
Average Fees		\$3.00	\$3.13	\$3.00	\$3.13	n/a	n/a	n/a	n/a	n/a	n/a	
Large Water Parks												
Water Works Park	1	\$19.00	\$19.00	\$15.00	\$15.00	\$55.00	unlimited	n/a	\$55.00	unlimited	n/a	
Raging Waters	1	\$28.00	\$28.00	\$22.00	\$22.00	\$50.00	unlimited	n/a	\$50.00	unlimited	n/a	
Great America's Boomerang Bay	1	\$52.00	\$52.00	\$35.00	\$35.00	\$60.00	unlimited	n/a	\$60.00	unlimited	n/a	
Average Fees		\$33.00	\$33.00	\$24.00	\$24.00	\$55.00	unlimited	n/a	\$55.00	unlimited	n/a	
Private Clubs*												
AVAC	1	Members Only - Holidays only										
Almaden Swim and Racket	1	\$3.00	\$3.00	\$3.00	\$3.00	not offered	not offered	not offered	not offered	not offered	not offered	
Centennial Center - Morgan Hill - YMCA	1	\$7.00	\$9.00	\$5.00	\$7.00	not offered	not offered	not offered	not offered	not offered	not offered	
Silver Creek Country Club	1						members only					
San Jose Swim and Racket	1						members only					
Los Gatos Swim and Racket	1						members only					
Central YMCA	1						members only					
Southwest YMCA	1						members only					
Northwest YMCA	1						members only					
Average Fees		\$5.00	\$6.00	\$4.00	\$5.00	n/a	n/a	n/a	n/a	n/a	n/a	

* Private clubs require a yearly membership fee. The fees range from \$500- \$3,000