

# Virginia Hills Swim Club Annual Report 2022

Thank you one and all for a terrific 2022 summer swim season!

In the pages below you will find our annual report broken down by committee.

Your questions, comments, and/or concerns can be discussed at our annual shareholders meeting taking place **Thursday, November 17 from 7:00pm to 9:00pm on Zoom**. All members are welcome to attend - per our bylaws, only stockholders (shareholders) are permitted to elect the Board of Directors.

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**2022 Board & Committee Positions**

<b>Name</b>	<b>Office/Committee</b>	<b>Years Served</b>
Aaron Kahn	President, IT	4
Jodi Williams	Vice President	1
Diane Lentini	Secretary, Marketing Committee Chair, Facilities (Acting) [Out Going]	6
Dave Teal	Treasurer, Finance Committee Chair [Out Going]	6
Lisa Staresina	Membership Committee Chair	4
Rocky Entwistle	Assistant Treasurer, Finance Committee [Out Going]	4
Jason Morrissette	Operations Committee Chair	3
Jennifer Phillips	Assistant Secretary, Social Committee	1
Burt Wagner	Social Committee, IT, Operations	2
Lemore Fritz	Social Committee	1
Kyle Madson	Assistant Treasurer	1

Julie Upham	Marketing, Sponsorship Committee	1
Caitlin Irvin	Swim Team Representative	Ex-officio
Lisa McNichols	Swim Team Representative	Ex-officio

## COMMITTEE REPORTS

### MEMBERSHIP:

2022 Membership Totals:

<u>CURRENT</u>	TOTAL	Number of new members per category
-		
SHARE - FAMILY	245	47
SHARE - SINGLE	20	4
ASSOC – REGULAR	50	36
ASSOC-DIPLOMAT	0	0
ASSOC - MILITARY	14	8
ASSOC – SILENT AUCTION	5	5
<b>TOTAL</b>	<b>334</b>	<b>100</b>

The 2022 season saw continued strong membership growth. We gained 100 new members! Our total membership this year is 334 member families!

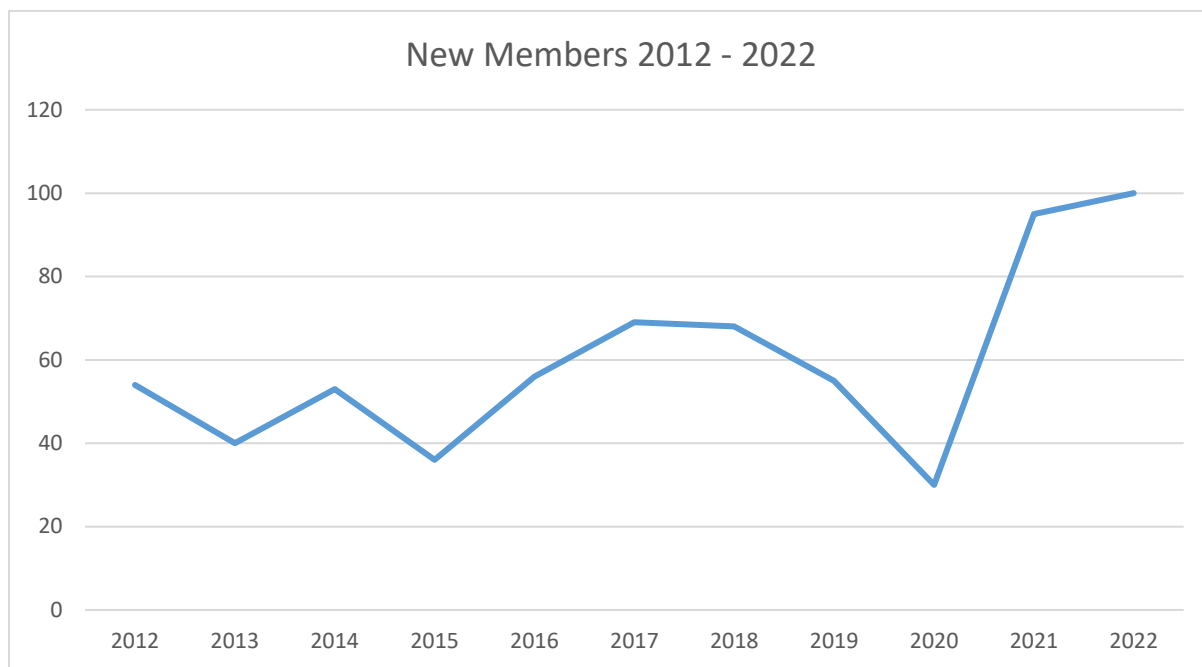
I believe this marked increase in membership is the result of:

- A fantastic facility
- An amazing swim team and swim coaches
- Our awesome members
- The return of social events
- The return of parties

All of these things together led to our members talking up the pool to friends and neighbors. Word of mouth is probably one of the key means that people find us and join! The winners of the 2022 Member-get-a-Member contest is the Kuhlman/Leibfried

Family! They will receive 50% off of 2023 dues!

During our August Fare Sale we gained 22 new members.



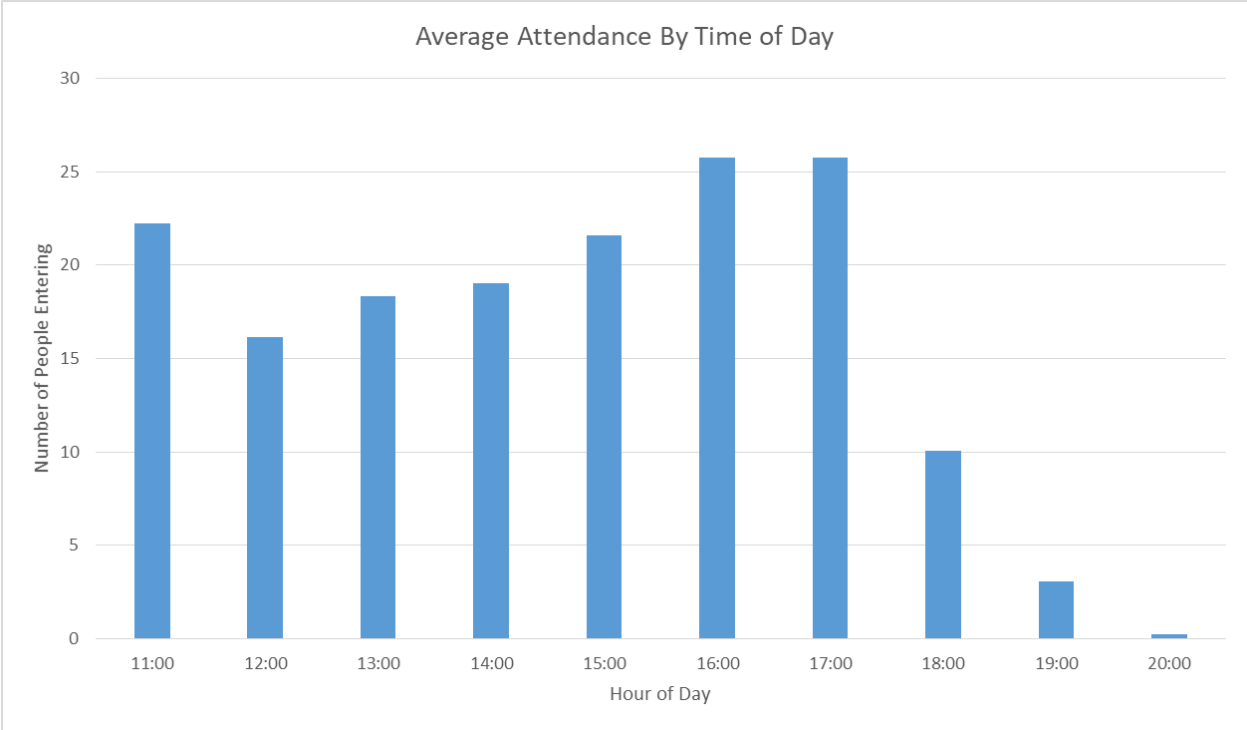
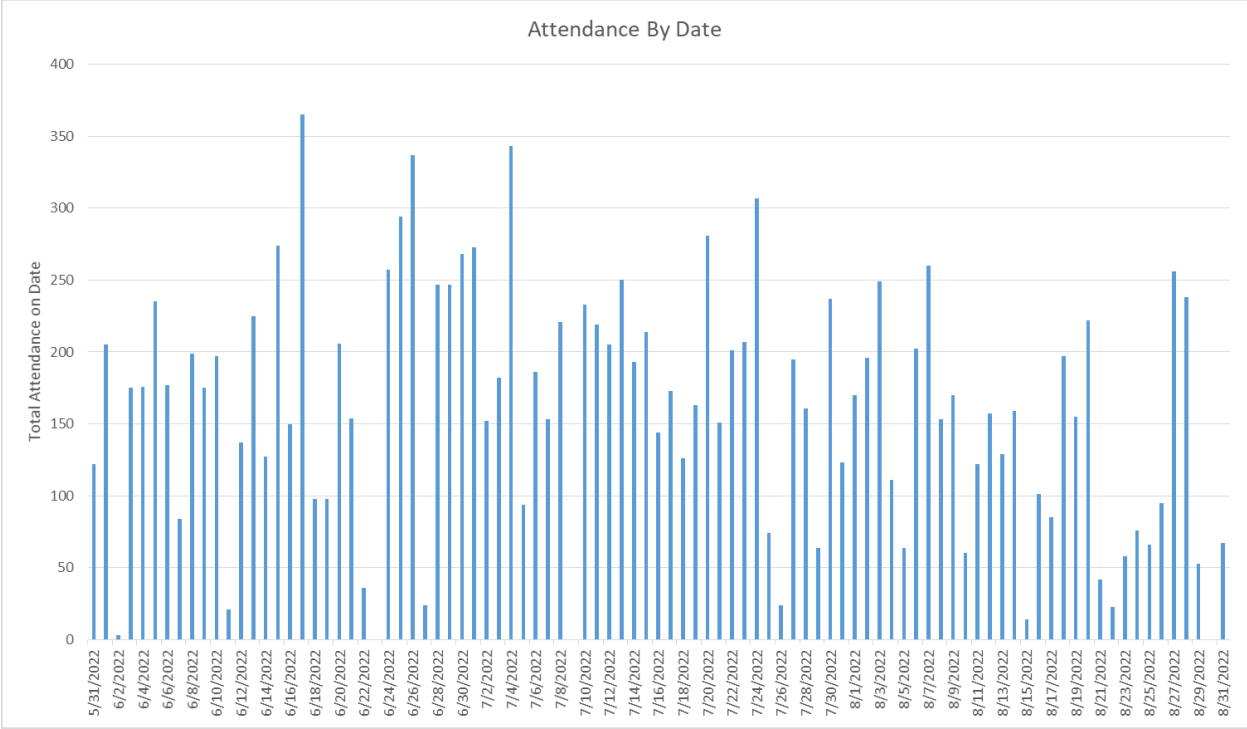
Buybacks and non-returns:

- 27 members requested a share buyback prior to the start of the 2022 season.
- 27 Associate/Military/Silent Auction members did not return.
- This is about average with prior years.

Factoring in non-returning members and new members, resulted in a net new membership of 46 member families.

## **MEMBER ATTENDANCE:**

We continued to utilize the member check-in system from last season. The one issue which was noticed was the lack of members updating their contact information on this system. Please see the charts below for data from this season.



## **SOCIAL:**

The social committee was able to provide quite a variety of activities and events this season. These included:

- Two Holiday Events (4<sup>th</sup> of July and Labor Day). Each included several games, rafts, and baked goods contests. Prizes were awarded to winners of the games held.
- Two Movie Nights: Goonies and Incredibles (sponsored by the Upham Group).
- Trivia Day organized by Apryl Shue.
- Raft Nights held Wednesdays in July and August.
- Doggy Day: Was a great fund raiser and wonderful time for the dogs, and was organized by Diane Lentini.



## **OPERATIONS:**

For the 2022 season the pool was able to operate normally almost every day.

Titan Pools continues to be the pool management company for VHSC. 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 Sam Weaver -- were our homegrown young adults. They did a great job. For most of the season they cleaned and vacuumed the pool by hand, as the robotic vacuum (Dolphin) was broke. It was finally fixed and returned towards the end of the season. We had no significant safety issues this year, for which we are grateful.

This season, we were able to offer Raft Night which was very popular with our members.

Titan has winterized the pool for the offseason. The Irish Plumber winterize the bathhouse plumbing and water fountain.

During the off-season several major projects are underway. First, several areas of the concrete on the deck are being restored. Second, the roof on the bath house and pump houses was replaced. Third, the tile and coping around the baby-pool is being repaired and replaced due to rot under the and behind the tile. Finally, new life-guard chairs are being purchased to replace the aging metal ones currently found on the deck.

We again are hoping that next year we can keep up the trend of having guards that are familiar with the pool. If you have a teenager who is interested in becoming a lifeguard for 2023, please reach out to the Board and we can connect you to Titan Pools for further information.

## **FINANCE:**

Our 2022 financials were solid based on an upsurge in membership and sponsorship activity. 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 ~\$75K.
- Principal balance on loan totaling \$63K, this is down from \$89K in 2021
- We refinanced our loan this fall, since it was due to mature, to a four year note at 5.25%, and we put \$10K towards the principal

# Virginia Hills Club, Inc.

## STATEMENT OF ACTIVITY

November 13, 2021 – November 17, 2022

	<b>Total</b>
<b>Revenue</b>	
Membership and Associate Dues	\$167,690.00
Nanny/Granny Pass	\$150.00
Guest Passes	\$3000.00
Sponsorship	\$10,191.57
<b>Total Membership</b>	<b>\$181,031.57</b>
<b>Expenditures</b>	
Bank Service Charges	\$225.00
<b>Total Expenditures</b>	<b>\$225.00</b>
<b>Grounds &amp; Maintenance</b>	
Routine Lawn Maintenance	\$4,651.00
<b>Total Grounds &amp; Maintenance</b>	<b>\$4,651.00</b>
<b>Insurance</b>	
Liability Insurance	\$9,375.31
Board Member Insurance	\$718.00
<b>Total Insurance</b>	<b>\$10,093.31</b>
<b>Pool Management</b>	
Buybacks	\$11,114.00
Pool Management Contract	\$63,500.00
Repairs & Maintenance (incl pest control, bathroom cleaning, light, baby pool repairs, tile, dolphin repair, chemicals, fence, winterization, lifeguard OT)	\$17,391.17
<b>Total Pool Management</b>	<b>\$92,005.17</b>
<b>Pool Upgrades</b>	
New Playground Slide	\$952.94
New Roof (3)	\$20,603.26
WIFI Routers	\$484.37
Umbrellas	\$1,294.71
Baby pool tiles	\$9,300.00
<b>Total Pool Upgrades</b>	<b>\$32,635.28</b>
<b>Professional Fees</b>	



QuickBooks Payments Fees	\$3,622.81
QuickBook Professional Services	\$296.90
<b>Total Professional Fees</b>	<b>\$3,919.71</b>
<b>Taxes</b>	
Property (furniture)	\$179.51
Real Estate	\$5,205.32
Tax Preparation	\$11,764.50
<b>Total Taxes</b>	<b>\$17,149.33</b>
<b>Utilities</b>	
Electric	\$3,064.38
Telephone / Internet	\$928.23
Trash	\$1,254.42
Water	\$4,677.53
Tree Removal	\$2,400.00
Plumbing (does not include winterization)	\$2,588.00
<b>Total Utilities</b>	<b>\$10,613.08</b>
<b>Total Expenditures</b>	<b>\$171,291.88</b>
<b>Net Revenue</b>	<b>\$9,739.69</b>

## MARKETING:

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

- New Member Campaign
- July/August Membership Sale
- Food Trucks - open to the public
- Doggie Day - open to the public

New Member Campaign: The membership marketing campaign focused on advertising in the following publications:

- Virginia Hills Pool Website and Facebook Page
- Nextdoor.com
- The Patch – Kingstowne
- Neighborhood websites / Newsletter postings

- Autumn Chase
- Brookland/Bush Hill Civic Association
- Deer Run Facebook Page
- Huntington Forest HOA
- Kingstowne – The Kingstonian
- Lake Devereux
- Rose Hill Civic Assn- The Rambler
- Stoneybrooke – The Sentinel
- Virginia Hills Civic Association- The Echo
- Woodstone HOA website

Membership Sale: This membership sale was promoted on the Pool Website, Facebook page, Nextdoor and The Patch.

Food Trucks: In 2022, we expanded our offering of Food Trucks at the pool. Some offered a fundraising aspect while others were purely for marketing purposes to bring members and non-members to the pool in the hopes of generating new memberships. These food truck events were marketed to the Virginia Hills Civic Association, The Patch, Nextdoor, and the Virginia Hills Pool Website and Facebook Page.

- Food Trucks
  - Kona Ice - Fundraiser
  - Rita's Italian Ice – Fundraiser
  - Captain Cookie & the Milkman – Fundraiser
  - Astro Donuts
  - Pell's Crab Truck
  - Roaming Coyote Tex-Mex
  - Dogs on the Curb

Doggie Day: This event was promoted on the pool website, Facebook page, Nextdoor and the Patch. Entry fees were \$5 for members and \$10 for non-members. It generated \$185 in entry fees.

## **SPONSORSHIPS/FUNDRAISING:**

We continued with our sponsorship and fundraising strategy now in its sixth year. We provided the following opportunities and experienced successes in our fundraising goals.

### **Sponsors:**

- Gold Cub (\$500)
  - Caliber Meetings and Events, LLC; Independence Lawn & Landscape; Kingstowne Landscape; Michael Montante, CPA; Moore & Wright Tree

Service; Glam Mini Day Spa; Nation's Capital Swim Club; Paisano's Pizza; Valor Homes, Inc.; The Upham Group; Zip's Dry Cleaning

- Royal Blue Club (\$250)
  - Hughes Orthodontics; Kim Muffler, Long & Foster Real Estate; The Irish Plumber
- Tidal Wave Club (\$100)
  - Sport Fair; Kingstowne Dental Specialists; Old Town Driving School
- 50/50 Raffle – Gift Cards
  - Goldfish Swim School; Shadowland

### **Fundraisers**

- Food Trucks
  - Kona Ice Truck - \$469.19
  - Captain Cookie & the Milk Man - \$68.10
  - Rita's Italian Ice - \$110
- 5050 Raffle - \$353.50
- Vending Machines - \$225.35
- Affiliate Programs/ Doggie Day
  - SwimOutlet.com – Virginia Hills receives percentage from each purchase made - \$641.43 to date in 2022
  - Fifth Annual Doggie Day on the Saturday after Labor Day (September 10, 2021) - \$185

**Total 2022 Sponsorship Funds raised via cash, gift card or In-kind donations: \$10,191.57. A gain of \$2,195.14 over 2021. Six year Sponsorship/Fundraising totals: \$42,779.82**

### **FACILITIES:**

2022 saw the completion of several projects.

**Tree Removal:** Several trees were removed at the beginning of the 2022 season as a result of a winter storm during the off season.

**New Umbrellas:** New umbrellas and holders, which were purchased at the end of the 2021 season, were a hit. Several more umbrellas and holders were purchased at the end of the 2022 season and will be added in 2023.

**Electrical Upgrades:** To accommodate the new vending machines, electrical wiring was updated and electrical boxes were added to front of snack bar.

**Vending Machines:** Due the lack of volunteer support for the snack back, vending machines were installed. Unfortunately, due to part shortages one of the machines, and ice cream machine, was not able to deliver. The pool received a 10% return on all revenue from these machines.

**Concrete Repairs:** Several sections of concrete on pool deck as well as near bathhouse were replaced as well as a new section added connecting the baby pool to main pool on playground side of pool. Step repaired leading to upper deck table area.

**Dolphin Repair:** Our robotic pool cleaning assistant was broke most of the year, but was finally returned to service towards the end of season.

**Rope Fence Repairs:** With thanks to Andy King, the rope fence posts surrounding the main pool was repaired. Rope was also restrung in fence next to main pump house

**New Roof:** The roof on the bathhouse, main pump house and baby pool pump house were replaced at the close of the 2022 season.

**Wi-Fi Pods Installed:** Wi-Fi pods installed throughout property to allow for better internet coverage from anywhere on pool grounds.

**Miscellaneous:** Parking lot to be chained off during off season. New volunteer gardener(s) needed for 2023.

## **TIDAL WAVE SWIM TEAM:**



(Diane Lentini - Tidal Wave Artist in Residence)

The Virginia Hills Tidal Wave had a busy summer in 2022. Registrations for the team totaled 190 swimmers (including about 35 rookies).

The Tidal Wave had five A meets and a record of 2-3 and placed 3rd at the Division 5 Relays. Additionally we participated in six B meets, hosting Riverside Gardens and Little Hunting Park and traveling to Laurel Hill, Highland Park, Hayfield, and Stratford.

Virginia Hills had 8 swimmers qualify for the Individual All Stars and 8 relay teams qualify for All Star Relays.

Swim team concessions had a successful season with a profit of \$2,000, thanks to the leadership and hard work of Erin Jacobs and Chris Upham.

Please consider your volunteer roles for the 2023 summer and reach out to [vahillstidalwave@gmail.com](mailto:vahillstidalwave@gmail.com) if you have questions about a particular role. We are always looking to build up our group of deck officials and other volunteer leaders, so as not to burn out the dedicated volunteers that already do so much.

We anticipate needing at least:

- 2 additional referees
- 3 more stroke & turn judges just to replace those who are leaving.
- 1 more Starter
- 1 back-up Chief Timer

Thank you to Shirleen Wilson-Segovia, Pete Sumner, Lemore Fritz, Derek Johnson, and Jennifer Jones for becoming newly certified in 2022!

**Summer 2023 Season Schedule:**

Time Trials - June 10

B Meet - June 12 (tentative)

Dual Meet #1 - June 17

B Meet - June 19

Dual Meet #2 – June 24

B Meet - June 26

**Divisional Relay Carnival – June 28 (a week earlier than usual)**

Dual Meet #3 - July 1

B Meet - July 3

Dual Meet #4 - July 8

B Meet - July 10

All Star Relay Carnival @ Hamlet - July 12

Dual Meet - July 15

B Meet Finale - July 17

Divisional Meet - July 22

Individual All Stars @ Orange Hunt - July 29

We will not know our Division or the home meet schedule until early March.