



BANDON POOL

Annual Meeting
Tuesday, May 12, 2026

Board Members

- Helen Slack, President
- Bo Clark, Vice President
- Colleen Welch, Treasurer
- Jeri Hauth, Secretary
- Sharon Foley, Member at Large



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Board Member Roles

- Reach out to 5–10 contacts
- Share campaign updates
- Attend at least one fundraising event
- Prepare Operations Plan
- Monitor pool operations once pool is open



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Financial Strategy

Overview



Pools, while a benefit to the community, are not profit centers



Challenge is to make sure that the pool is financially self sustaining once it is built and can handle any emergency repairs without having to close to fundraise



Goal is to have 2 years budget shortfall available in cash, and a steady stream of investment revenue to replenish the cash fund

NO tax \$\$

NO city liability

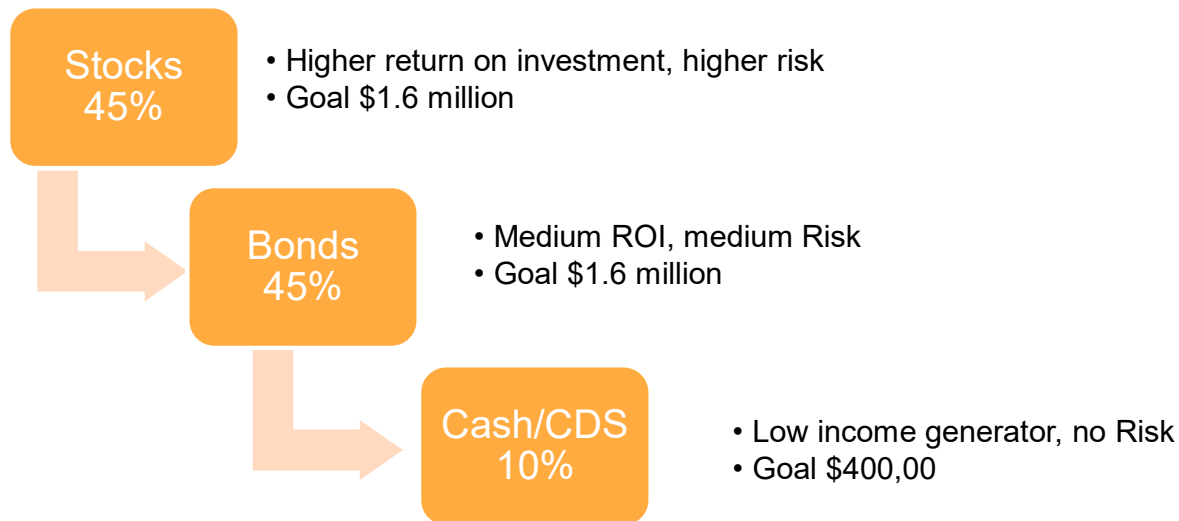
Positive economic impact – keeping residents and tourists in Bandon



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Long term sustainability

Generate \$200,000/year in investment income – need \$3.5-\$4 million



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May 2026 Status

First Community	Edward Jones Select	Edward Jones Investment
Checking \$13.4 K	Cash/Money Market -- \$23K	Cash/Money Market-- \$11.4K
Money Market \$7.1K	Mutual funds -- \$65.9K	Exchange-- \$372.5K
		Mutual funds -- \$246K
Total \$20.5K	Total -- \$89K	Total -- \$630K

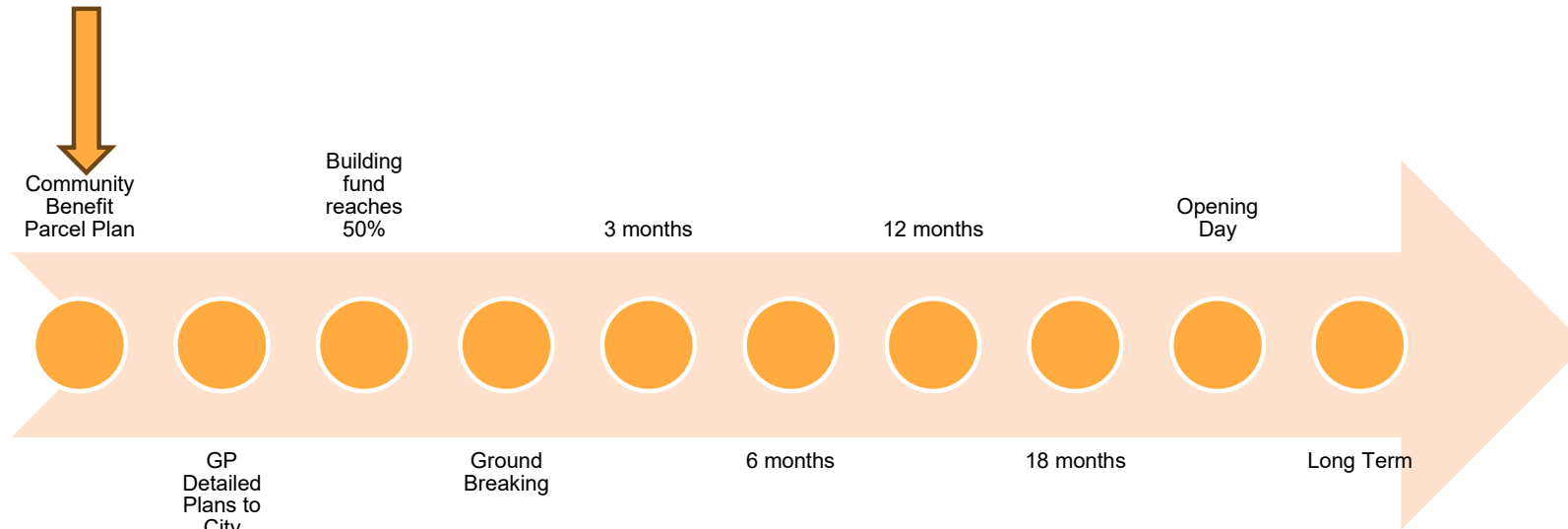
Total funds \$739.5K



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Timeline

We are here



Next steps (for Gravel Point):

Establish 501c3 Gravel Point Foundation – in process
MOU with the City for CBP
Parcel legally subdivided

Next Steps (for Pool Board)

Clean up contact lists -- complete
Communication plan – in process
Fundraising plan – in process
Investment plan -- complete



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Artist Rendering of Aquatic & Recreation Center from Perk Development



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Proposed location from Perk Development



Aquatic & Recreation Center will be the eastern portion of the Community Benefit Parcel

Approximately 13th and Jackson

Current plan is foot/bike path access from the North via 11th. Vehicle access from south will be via Phase II extension of Face Rock Drive or 20th/21st connection to 101



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Pool Operating Budget

Key Assumptions

- Nonprofit operation 501c3
- 6-lane, 25 yard pool (75' x 45' water surface area)
- Warm water therapy pool
- Open 85-95 hours/week
- Year round operations
- Mix of lap swim, lessons, swim team(s), rentals, recreation, healthcare
- Spectator seating with bleachers
- Staffed with lifeguards, instructors, minimal admin
- Mix of paid staff + volunteers
- Does not include debt service or major capital replacement
- Facility provided via lease or MOU

Yearly Operating Expenses as of January 2026 -- \$775,000



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Staffing	\$423,000	Utilities	\$185,000
Lifeguards 10-18 PT/FT equivalent	\$180,000	Natural gas (?) water + air heating	\$75,000
Swim Instructors	\$50,000	Electricity	\$75,000
Pool Manager	\$68,000	Water and sewer	\$35,000
Front Desk/admin	\$50,000		
Payroll Taxes and Benefits	\$75,000		



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Chemicals & Pool Operations	\$34,000	Maintenance & Custodial	\$63,500
Chlorine and Sanitizers	\$20,000	Routine Maintenance	\$25,000
pH & Specialty Chemicals	\$10,000	Equipment Repairs	\$22,500
Testing & Safety Supplies	\$4,000	Janitorial Supplies/Service	\$16,000
Insurance, Compliance & Professional Fees	\$39,500	Programs, Equity, Outreach	\$20,000
Liability & Property Insurance (?)	\$26,500	Program supplies & Equipment	\$5,000
Licenses, Inspections, Certifications	\$6,500	Scholarships/Fee Assistance	\$5,000
Audit/Accounting/Legal	\$6,500	Marketing & Community Outreach	\$5,000
		IT, POS, Office	\$5,000



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Fundraising strategies

Objectives

- Lifesaving swim lessons for children
 - Youth leadership incubator & job training
 - Accessible wellness for all ages; specific benefit to seniors for low-impact exercise and rehabilitation/therapy
 - Community gathering place
- Without reliable operational funding, these benefits are at risk.



Campaign Goals

- Raise \$3.5M -- \$4M for operations (Additional \$3M -- \$3.5M in addition to current assets)
- Secure 20 – 40 recurring donors
- Engage 10 – 15 business sponsors
- Increase community awareness:
 - Benefits of the pool
 - Engagement in developing the type of events/activities desired by the community
 - Generate excitement about the pool finally coming to fruition



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Fundraising Strategy

- Direct donor outreach
- Grants
- Business engagement
- Community events
- Digital storytelling campaign
- Recurring giving program



Donor Tiers

- Shorebird Level \$25-\$99
- Dungeness Level \$100-\$249
- Salmon Level \$250-\$499
- Puffin Level \$500-\$999
- Bullard's Beach Level \$1,000-4,999
- Devil's Kitchen Level \$5,000-\$9,999
- China Beach Level \$10,000-\$24,999
- Table Rock Level \$25,000-\$49,999
- Coquille Point Level \$50,000-\$99,999
- Face Rock Level \$100,000



Grants

- Steph Curry “Eat. Learn. Play.”
- Muhammad Ali Center
- USA Swimming Foundation Grants
- Community Impact Grants
- USA Management Grant
- Rural community
 - <https://oedd.org/community-facilities-grant-3/>

Key Considerations for Applicants:

Bandon Pool Meets all considerations including 501c3 status, access for underserved populations, need for water safety education and lessons



Digital Storytelling Campaign

- Weekly social storytelling
- Short-form video reels
- “Why I Swim” stories
- Visual donor tier chart
- Progress updates every month via newsletter
- Build engagement and excitement about the center we’re planning to build (like Gravel Point is doing for their hotel and phase 2 amenities)



Community Events

- Align awareness activities/tabling plus participation with existing community events:
 - 4th of July celebration
 - Cranberry Festival
- Event-based fundraising for future events after opening:
 - Host swim-a-thons
 - “Dive-in” movie nights
 - Themed pool parties with entry fees supporting operations.
 - Annual Pool Celebration (recognize supporters etc.)



Recurring Donor Program

- “Friends of the Pool” monthly donors
- Automatic recognition via Give Butter
- Annual impact report noting donors and levels
- Annual pool celebration (fundraiser)



Campaign Timeline (24 mo)

- Quiet Phase (Anchor donors)
- Public Launch
- Momentum Phase
- Final Push
- Gratitude Week



Creative Programming Ideas

- Adopt-a-day program: Let donors “sponsor” a day of pool operations, with recognition on signage or social media. Determine what the cost is to operate the pool and campaign for donors to adopt a day in honor of someone or in appreciation of a special day like a birthday or anniversary.
- Story-driven campaign: Share narratives about the pool’s impact—kids learning to swim, seniors exercising, families gathering. Emotional storytelling drives donations.
- Buy Local Coastal tie-in: Align with your existing campaign—local businesses could offer discounts or donate a portion of sales to pool operations.
- Volunteer-powered events: Tap into your community governance and outreach skills—raffles, bake sales, or art auctions tied to pool themes.
- Legacy giving: Invite long-time supporters to leave a lasting impact through planned gifts or memorial donations.
- School Programs (Ages & Stages)
 - Babies & Toddlers
 - Preschoolers
 - Elementary School
 - Middle & High School
 - High school swim teams for boys and girls
 - High school water polo teams for boys and girls
 - Special education classes for all ages
- Safety-focused Programs
 - Red Cross Certified water safety instruction classes (WSI)
 - Red Cross Certified lifesaving classes
 - Red Cross Certified lifeguarding classes
 - U.S. Coast Guard safe boating classes
 - Survival training classes 15
 - Parent & infant water acclimatization classes
 - Police & Fire Department Rescue team training

Creative Programming Ideas

- Wellness/Fitness-focused Programs
 - Lap swimming
 - Water aerobics classes
 - Deep water fitness classes
 - Hydrotherapy classes
 - Aqua Yoga classes
 - Float Fit classes
 - Scuba classes
 - Kayaking classes
 - Canoeing classes
 - Stand-up Paddle boarding classes
 - Surfing classes
 - Jr. Guard Training
 - River Rat Program
 - Snorkeling classes
 - Synchronized swimming classes
- Specific health-related programs
 - Stroke Recovery classes
 - Mobility classes
 - Arthritis Foundation classes (AquaJoints, Aqua Pilates, Fit Joints Plus)
 - Pregnancy swimming classes
 - Diabetes & obesity-related wellness classes
 - Aquatic therapy
 - General physical therapy and injury rehabilitation
 - Post-operative therapy to restore mobility or range of motion
 - Hospital and clinic patient prescriptive activity
 - Senior living facility activities, e.g., Pacific View residents

Creative Programming Ideas

- Social Programs & Events
 - Age group swim club and senior swimming events
 - U.S. Masters swim team
 - U.S. Synchronized swim team
 - U.S. Water polo team
 - Special Olympics (and other differently-abled sports) competitions
 - Guest speaker presentations with Olympic swimmers such as Katie Ledekey or Michael Phelps
- Hotels buy a yearly pass and give out swim passes to their members. VRBO and AirBNB owners may be interested in purchasing passes for their renters.
- Pool rentals:
 - High school, community college, private school, etc.
 - Birthday parties: Children-focused parties could include themes like Little Mermaid or Finding Nemo; teen-focused parties could include DJ/music, movies, Karaoke, concerts, etc.
- Organized party play with beach balls, inner tubes, pool floaties, pool noodles, photo booth. Speakers for music.
- Snow cone stations, fruit and veggie kabobs, veggie cups, chip station.
- DJ/Music
- Food vendors
- Poolside Concerts
- Classic “Dive-In” Movie night at the pool
- Lap Swim Triathlon (Swimming, Biking, Running Competition)
- Pick-up Basketball, Water Polo or Volleyball games
- Book Club Pool party
- Karaoke party

Fundraising Calendar (Year-round flow)

- January – “Warm Up the Pool” campaigns.
 - Launch the year with a clear message about operational costs (lifeguards, heating, chemicals).
 - Offer early-bird memberships or passes.
 - Sponsor a New Year challenge like “How many laps can you swim beginning of the year vs end of the year?”
- February – Valentine’s “Love Your Pool” drive:
 - Encourage small recurring donations framed as acts of love for community wellness.
- March – Business sponsorship outreach:
 - Approach local businesses to sponsor swim lanes, lifeguard chairs, or signage for the year.
- April – Swim-a-thon fundraiser:
 - Community members pledge per lap; highlight stories of kids learning to swim.
 - Invite food trucks and create a festive party.
- May – Adopt-a-Day program launch:
 - Donors can “sponsor” a day of pool operations, with recognition on social media and signage.
- June – Dive-in movie night:
 - Ticketed family event with concessions.
- July – Membership drive:
 - Push seasonal passes and donor tiers during peak summer use.
- August – Local business tie-in:
 - Partner with Buy Local Coastal campaign—businesses donate a portion of sales.
- September – Back-to-school swim lessons appeal:
 - Highlight the pool’s role in safety and education.
- October – Harvest festival fundraiser:
 - Pool-themed raffle, bake sale, or art auction.
- November – Gratitude campaign:
 - Share impact metrics (swimmers served, lessons taught) and thank donors publicly.
 - “Burn the bird” event on the day after Thanksgiving to lose some of the holiday pounds after the Thanksgiving holiday.
- December – Year-end giving drive:
 - Encourage tax-deductible donations, legacy gifts, and recurring pledges for the new year.
 - “It’s a Wonderful Life” movie night encourages people to bring their visiting family to come out for a swim and enjoy the movie along with some festivities. Maybe a community potluck or cookie exchange.