



2026 VERONA COMMUNITY POOL

SEASON HIGHLIGHTS, RESULTS AND 2027 RECOMMENDATIONS

VERONA COMMUNITY SERVICES
2026 SEASON REVIEW • PLANNING FOR 2027

VERONA COMMUNITY POOL

2026 Summer Highlights

2026 RESULTS • 2027 RECOMMENDATIONS



Staff Appreciation



Pool Races



Pet Therapy Pup Visit



Trivia & Bingo Nights



Movie Night



Member Appreciation Day



Float Night



Summer Concerts - The Nerds and Super Trans Am



More Moments from Summer 2026



Pre-Season Concert with the Nerds



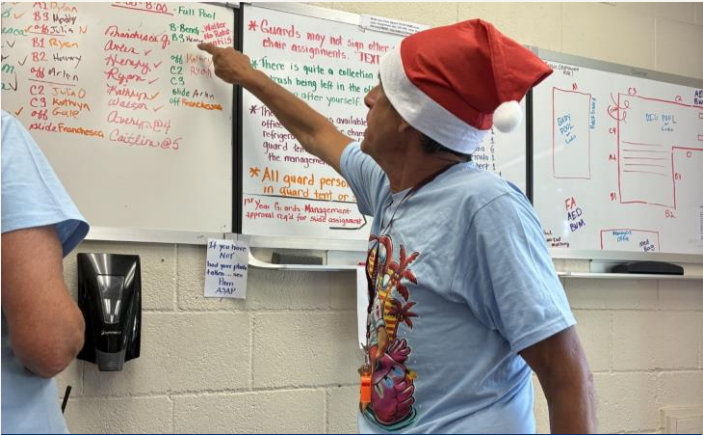
World Cup Party



Staff Appreciation Night



Staff Training



Holidays in July



Holidays in July



2026 Sponsorship Results

A strong first-year sponsorship effort generated meaningful new revenue and community partnerships

\$53,275

Total sponsorship revenue collected

11

Gold Sponsors

6

Silver Sponsors

2

Bronze Sponsor

Featured Sponsorships

The Nerds Concert Sponsor — Walter Bauman Jewelers \$5,000
Gold, Silver and Bronze sponsorship packages
Pickleball Tournament sponsorship – MBH Physical Therapy
On-site recognition and community visibility

2027 Opportunity

Begin outreach earlier
Create renewal packages for 2026 sponsors
Expand sponsor recognition at events and on-site

Thank You To Our 2026 Sponsors

Walter Bauman Jewelers

Gold

BOSWELL

SOLUTIONS
ARCHITECTURE
FRANK A. MESSINEO, AIA

NJ LIVING BY
DESIGN
BUILDING YOUR VISION

FAIRVIEW
INSURANCE AGENCY

CP
ENGINEERS

PAMPER YOUR PET
DOG GROOMING

FIRE
FOURTE
INTERNATIONAL
FIRE LIVES PROTECTED WORLD

GENERAL CONTRACTORS
OVER 100 YEARS OF SERVICE
100% SATISFACTION GUARANTEE

LIZETTE
BROWN
TEAM

COMPASS

COMPASS
jess & sandy
SELLING THE SUBURBS
MONTCLAIR • VERONA • WEST ORANGE

MBH | PHYSICAL
THERAPY

Silver

Brown & Brown

NEGLIA

TSIVIKOS
ENTERPRISES, INC.
THE LEADER IN COMMERCIAL CONSTRUCTION AND DESIGN

WOYTEL
ENGINEERING

Liberty Bank
OF NEW JERSEY

Bronze

Jamal L. Mahmood, CFP

H 2
M

Recommendation: Establish a 2027 sponsorship goal and renewal campaign before year-end.
Thank you to all the 2026 Sponsors.



2026 MEMBERSHIPS & MISCELLANEOUS REVENUE

Verona Community Pool — 2026 Season

1,374

TOTAL MEMBERSHIPS

\$804,925

MEMBERSHIP REVENUE

\$282,426.40

MISC. REVENUE

\$1,087,351.40

COMBINED REVENUE

MEMBERSHIP REVENUE		
Membership Type	Count	Revenue
Caregiver	78	\$13,806
Couple	37	\$24,104
Family	722	\$519,808
Individual Adult	41	\$19,397
Adult Twilight	8	\$2,416
Non-Resident	125	\$125,050
Parent + 1 Child	41	\$25,628
Senior	322	\$74,716
TOTAL	1,374	\$804,925

MISCELLANEOUS / PROGRAM REVENUE					
Program	Revenue	Program	Revenue	Program	Revenue
Cougars Rental	\$15,500.00	Weekday Resident Passes	\$2,060.00	Pool Parties	\$13,612.64
Family Night	\$4,510.00	Interest	\$14,613.76	Pre-Season Concert	\$10,650.00
Fire/Rescue Membership	\$12,458.00	Lakeside	\$13,506.00	Ready Rescue Certifications	\$3,078.00
Gazebo/Rec Tent + Rain Date	\$4,130.00	Morning Water Aerobics	\$4,125.00	Sponsorships	\$53,275.00
Guest Pass – Adult	\$44,625.00	Evening Water Zumba	\$7,500.00	Summer Pickleball Tournament	\$1,298.00
Guest Pass – Child	\$26,176.00	Pickleball Tournament	\$1,298.00	Swim Lessons	\$17,322.00
Guest Books	\$15,062.00	Summer Playgrounds	\$4,925.00	Waves and Mini Waves	\$14,000.00
MISCELLANEOUS / PROGRAM REVENUE TOTAL \$282,426.40					

* Numbers as of 10/1/26 and may change slightly.



2026 POOL REVENUE

Verona Community Pool — 2026 Season

\$694,000.00

ANTICIPATED MEMBERSHIP

\$804,925.00

YTD MEMBERSHIP

\$282,426.40

YTD MISC. REVENUE

\$1,232,351.40

YTD TOTAL REVENUE

POOL REVENUE SUMMARY					
Category			Anticipated 2026 Revenue		YTD Revenue
Membership Revenue			\$694,000.00		\$804,925.00
Miscellaneous Revenue			\$191,000.00		\$282,426.40
Fund Balance			\$145,000.00		\$145,000.00
TOTAL			\$1,030,000.00		\$1,232,351.40

MISCELLANEOUS REVENUE — 2025 vs. 2026 YTD					
Category	2025 Revenue	YTD Revenue	Category	2025 Revenue	YTD Revenue
Cougars Rental	\$13,000.00	\$15,500.00	Replacement Badge	\$30.00	—
Family Night	\$4,820.00	\$4,510.00	Rescue Ready - Lifeguard Training	—	\$3,078.00
Fire/Rescue Membership	—	\$12,458.00	Weekday Resident Pass	\$2,375.00	\$2,060.00
Gazebo/Rec Tent Rental & Rain Date	\$5,095.00	\$4,130.00	Sponsorships	\$9,800.00	\$53,275.00
Guest Passes/Guest Books	\$67,895.00	\$85,863.00	Summer Playgrounds	—	\$4,925.00
Interest	\$16,826.23	\$14,613.76	Swim Lessons	\$8,880.00	\$17,322.00
Lakeside Concession	\$13,113.00	\$13,506.00	Morning Water Aerobics	\$6,405.00	\$4,125.00
Pickleball Tournament	\$1,890.00	\$1,298.00	Evening Water Zumba	—	\$7,500.00
Pool Parties	\$13,432.00	\$13,612.64	Waves and Mini Waves	\$12,655.00	\$14,000.00
Pre-Season Concert	\$11,520.00	\$10,650.00	TOTAL	\$187,736.23	\$282,426.40

* Numbers as of 10/1/26 and may change slightly.

2026 POOL EXPENSES

2026 RESULTS

Budget Status as of October 1, 2026

\$1,030,000.00

ADOPTED BUDGET

\$941,941.91

PAID / CHARGED

\$67,317.31

REPORTED BALANCE

91.5%

BUDGET USED

Budget Category	Adopted Budget	Paid / Charged	Balance
Unemployment Insurance	\$1,000.00	\$1,000.00	—
Social Security	\$20,000.00	\$20,000.00	—
Capital Improvements	\$35,000.00	\$35,000.00	—
Bond Principal	\$139,000.00	\$139,000.00	—
Bond Interest	\$6,000.00	\$5,745.00	\$255.00
Note Interest	\$100,000.00	\$79,259.22	—
Emergency Authorizations	\$60,000.00	\$60,000.00	—

* Numbers as of 10/1/2026 and are subject to change.



2026 POOL EXPENSES — SALARY & WAGES

2026 RESULTS

Staffing expenses as of October 1, 2026

Salary / Wage Category	Adopted Budget	Paid / Charged	Balance
Pool-Recreation	\$17,000.00	\$12,472.95	\$4,527.05
Pool-Managers	\$47,000.00	\$51,519.25	(\$4,519.25)
Pool-Lifeguards	\$232,750.00	\$169,461.28	\$63,288.72
Pool-Swim Lessons	\$5,000.00	\$11,645.00	(\$6,645.00)
Pool-Office	\$60,000.00	\$50,683.23	\$9,316.77
Pool-Maintenance	\$32,500.00	\$26,625.42	\$5,874.58
Pool-Swim Team	\$4,000.00	\$4,750.00	(\$750.00)
Pool-Emergency Open	\$3,500.00	\$8,720.09	(\$5,220.09)

* Numbers as of 10/1/2026 and are subject to change.



2026 POOL EXPENSES — OPERATING

2026 RESULTS

Operating expenses as of October 1, 2026

Operating Category	Budget	Paid / Charged	Balance
Pool - Water Delivery	\$500.00	\$300.00	\$200.00
Legal Services/Insurance General	\$2,500.00	\$2,500.00	—
Clothing & Uniforms	\$10,000.00	\$6,149.64	\$3,850.36
Pool-Marketing	\$10,000.00	\$7,938.24	\$2,061.76
Office Supplies	\$1,250.00	\$561.25	\$688.75
Landscaping	\$6,000.00	\$8,937.35	(\$2,937.35)
Pool-Parts, Repairs & Equipment	\$28,000.00	\$49,289.95	(\$21,289.95)
State Licenses	\$2,000.00	\$560.00	\$1,440.00
Cleaning Services	\$12,000.00	\$9,680.00	\$2,320.00
Electricity-PSE&G	\$55,000.00	\$55,000.00	—

Operating Category	Budget	Paid / Charged	Balance
Water-T of Verona	\$50,000.00	\$50,000.00	—
Computer Support	\$25,000.00	\$19,527.22	\$5,472.78
Badges	\$1,000.00	—	\$1,000.00
Audit	\$1,500.00	\$1,500.00	—
Chemicals	\$50,000.00	\$39,067.17	\$10,932.83
Sports Equipment/Resale Items	—	\$65.81	(\$65.81)
Splash Parties & Bands	\$6,000.00	\$11,719.41	(\$5,719.41)
Support of Swim Team	\$2,500.00	\$1,850.00	\$650.00
Safety Equipment	\$3,000.00	\$1,214.43	\$1,785.57
Background Checks	\$1,000.00	\$200.00	\$800.00

* Numbers as of 10/1/2026 and are subject to change.



2027 Membership Recommendations

Build on 2026 momentum while preserving resident access and the community-pool experience

Resident Memberships

Continue early resident registration
Proposed 0% increase on memberships
Maintain payment-plan option
Communicate dates and deadlines earlier
Keep tag/photo process at Community Center

Non-Resident Memberships

Continue controlled non-resident access
Require a current-member sponsor/referral
Resident membership remains protected
Proposed 2027 OOT fee: \$1,200

Member Experience

Retain strong communication.
Continue with more member events.
Continue visible management presence.
Use survey feedback to prioritize improvements

2027 Focus

- Sustainable revenue without losing the community feel
- Provide policies and expectations before registration opens
- Continued emphasis on safety, service and programming
- Track membership mix and capacity throughout registration



2027 Proposed Fees

0% increase is the recommendation, final fees subject to approval

Membership Type	2026 Fee	2027 Recommendation
Family	\$710	\$710
Caregiver	\$177	\$177
Couple	\$642	\$642
Parent/Guardian + Child	\$608	\$608
Individual	\$467	\$467
Twilight	\$277	\$277
Senior	\$228	\$228
Non-Resident	\$1,000	\$1,200

Pricing Direction

0% increase for resident memberships

OOT increase to \$1,200

Also Review

- Guest passes
- Day passes
- Guest books
- Family Night
- POS items and rentals



POINT OF SALE PRICING

Verona Community Pool • 2026–2027

POS Item	2026 Price	2027 Price
Gazebo & Rec Tent Rental	\$105	\$125
Gazebo & Rec Tent Rental Rain Date	\$50	\$50
Adult Guest Pass (ages 18 to 61)	\$21	\$20
Senior (62+) and Child (2+) Guest Pass	\$16	\$15
Adult Day Pass (ages 18 to 61)	\$46	\$45
Senior (62+) and Child (2+) Day Pass	\$31	\$30
Pre-Season Guest Book	\$108	\$110
Guest Book (12 passes)	\$230	\$230
Pool Party - Non-profits	\$306 + labor cost	\$306 + labor cost
Pool Party - For-profit orgs.	\$3,450/hr	\$3,500/hr
Swim Lesson	\$30/30 min lesson	\$30/30 min lesson
Replacement Badge	\$20 per membership	Up to \$20 per membership
Waves & Mini-Waves	\$125	\$130

POS Item	2026 Price	2027 Price
Morning and Twilight Aerobics	\$125	\$135
Family Night	\$10	\$10
Pre-season Concert Resident	\$20	Up to \$20
Pre-season Concert Non-resident	\$40	Up to \$40
Summer Playgrounds Trips	\$25	\$40
Cougars Rental	\$15,500	\$16,000
Diamond Sponsor	N/A	\$5,000
Gold Sponsor	\$2,500	\$2,500
Silver Sponsor	\$1,500	\$1,500
Bronze Sponsor	\$750	\$750
Individual Sponsor	\$500	N/A
Special Event Sponsorship	Up to \$10,000	Up to \$10,000
Fire/Rescue Member Sponsorship	Up to \$15,000	Up to \$15,000



VERONA COMMUNITY POOL

2027 Out-of-Town Membership Referral Program

A controlled program that supports revenue while protecting resident priority



1



RESIDENT
SPONSOR

2



OOT
WAITLIST

3



VERIFICATION

4



\$1,200
PAYMENT

- Every 2027 out-of-town membership requires a current **2027 VCP member sponsor**, even if the household belonged in 2026. Allow 125 OOT memberships, the recommendation is **\$1,200**.
- Referral information should be collected during Community Pass registration and verified before activation.
- Communicate that prior OOT membership does not guarantee automatic renewal.



Great things being planned at the VCP for 2027!

SWIM ♥ RELAX ♥ FRIENDS ♥ COMMUNITY

JUNE 2027

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 Preseason Concert The Nerds 7:00 PM	17	18	19 Pool Opens Full Time!
20	21	22 Family Night	23	24	25 LATE SWIM UNTIL 9:00 PM	26
27	28	29 Family Night	30			

JULY 2027

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 LATE SWIM UNTIL 9:00 PM	3
4 Independence Day	5	6 Family Night BINGO NIGHT	7	8	9 Movie Night	10
11	12	13 Family Night	14	15 VCP FLOATCHELLA	16 LATE SWIM UNTIL 9:00 PM	17 Adult Social
18	19	20 Family Night	21	22	23	24 Holidays IN JULY
25 Holidays IN JULY	26	27 Family Night	28 Kid Talent Show 1:00 - 3:00 PM Summer Pool Concert Night	29	30 LATE SWIM UNTIL 9:00 PM	31 Lifeguard Races Lifeguard Appreciation

AUGUST 2027

SUN	MON	TUE	WED	THU	FRI	SAT
1 Lifeguard Appreciation Races	2	3 Family Night	4 Staff Appreciation	5	6 Movie Night	7
8	9	10 Family Night	11	12 VCP FLOATCHELLA	13	14 CARNIVAL GAMES AROUND THE POOL
15	16	17 Family Nights & Trivia Night	18	19	20 Member Appreciation Weekend	21
22 Member Appreciation Weekend	23	24 Family Night	25	26	27	28
29	30	31 Family Night				

Calendar is an idea for 2027 - dates and events are subject to change.



THANK YOU!

for a Wonderful 2026 Season!

Thank you to the
Mayor & Council,
Township Administration,
Pool Management Team,
all the VCP Staff
and Pool Members
for helping make the
2026 Verona Community Pool
season such a success!



*We look forward to an even more exciting **2027** Season!*





DOES ANYONE HAVE

QUESTIONS?

