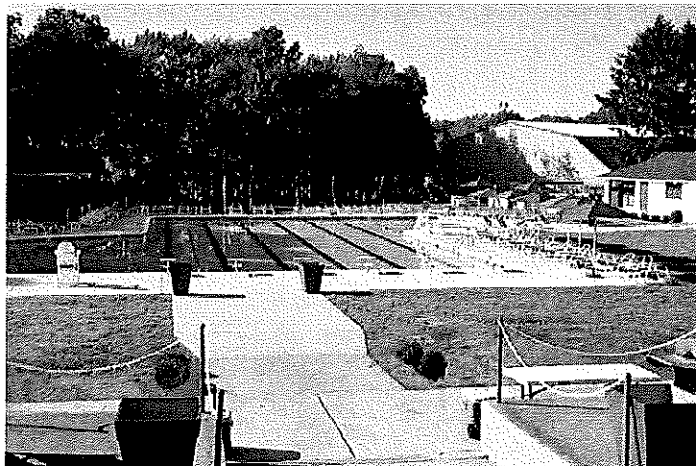


2018 Innovations in Governance Awards Program

Private-Public Community Pool Partnership

For the summer of 2018, Centercourt Club & Sports (“Centercourt”) and the Township of Mount Olive (“Township”) entered into a private-public partnership for a community pool. For years, the community had an interest in a town facility, notwithstanding residents already had access to a lake beach and splash pad, a community pool was missing. The Governing body explored the possibility of purchasing land, building and operating their own pool, but the cost was substantial. Purchasing the existing facility owned by Centercourt was also looked into but never came to fruition. Recent negotiations with Centercourt led to the current pool lease agreement which is a win, win for the township. The summer of 2018 will be our pilot program with hopes of making this a long term relationship.

Centercourt Club & Sports was established in 1974 and has become a leader in sports programming in the Northeast. They offer membership tennis clubs, soccer, lacrosse, field hockey, ninja warrior training, as well as eight (8) sports training facilities throughout the state of New Jersey, focusing on delivering top-level year round training. One of those facilities was located in the Township of Mount Olive. The Mount Olive Sports Training Center is centered on a 13 acre multi-sport campus with facilities and programming to support the highest levels of competitive play. Situated on site is a 5,933 square foot, 188,871 gallon modified “Z” shape heated pool equipped with lanes, deep area diving and slides. A baby pool with water features, locker rooms, concession stand, sand volleyball court and grassy picnic areas are also available.

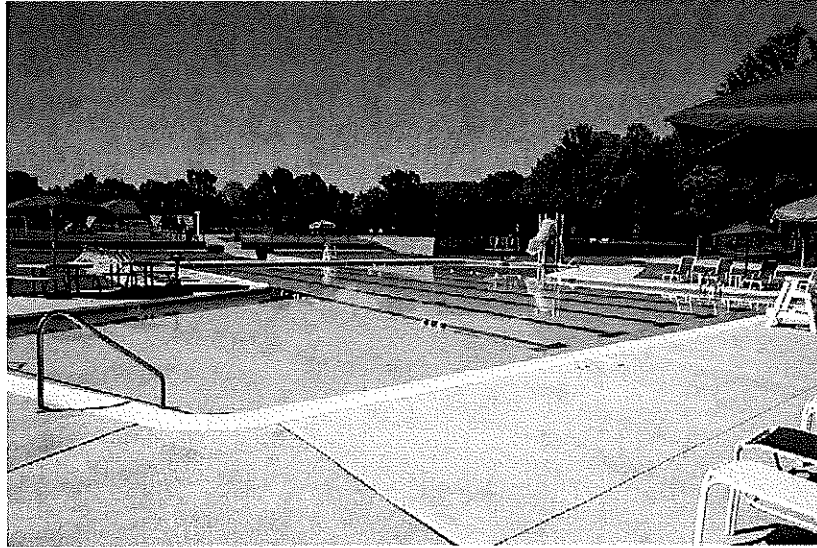


Over the past several years, since Centercourt took ownership of the facility in 2016, we have noticed a decline in activity, especially with the underutilized pool facility. Due to the nature of Centercourt’s business model, the pool was only slightly used for small summer camps with declining membership and not open to the general public. The Township took this opportunity to approach Centercourt for the possibility of leasing the pool facility. Centercourt was open to the

idea as the added traffic would highlight the Centercourt property and the Township would take the marketing burden off by supplying memberships. The one caveat being we already adopted our budget and needed to structure the agreement whereby the Township took on as little financial responsibility and risk as possible. Ultimately, an agreement was made whereby Centercourt is supplying the pool, staff, lifeguards and operating responsibilities to be in compliant with the NJ Public Recreation Bathing Code and the Township would sell the memberships to their residents. The only out of pocket expense which was able to be observed in the budget was purchasing pool tags and an on-site pool monitor. In return, the Township has agreed to turn over a % of the revenue to offset the cost of operating the pool. The Township was able to set the membership fees and control the services being offered that we felt would be comparable with other area pools and would fit with the demographics of the Township. Being our pilot season, we kept the services basic. Moving forward, we will look to provide party rentals, swim lessons, daily walk-in and other improvements as needed.



The pool will be open from Memorial Day weekend to Labor Day weekend. Through the end of June 29th, 2018, over 1,000 pool memberships were sold. The new pool is a compliment to the Budd Lake Beach and splash pad. There are certain residents who prefer the lake, while others prefer a pool environment, now we have both. The pool is another great resource to offer our residents as we found many were joining neighboring pools. The community has embraced the new recreational activity and Centercourt is very happy with the collaborative effort.



The pool has been a great new addition to the Township of Mount Olive and we are excited for a long partnership with Centercourt Club & Sports. The Township was able to leverage an underutilized private facility and offer a great public service to its community without increasing taxes. This is a great example of a private-public partnership and how two entities can work together for the benefit of the community.