

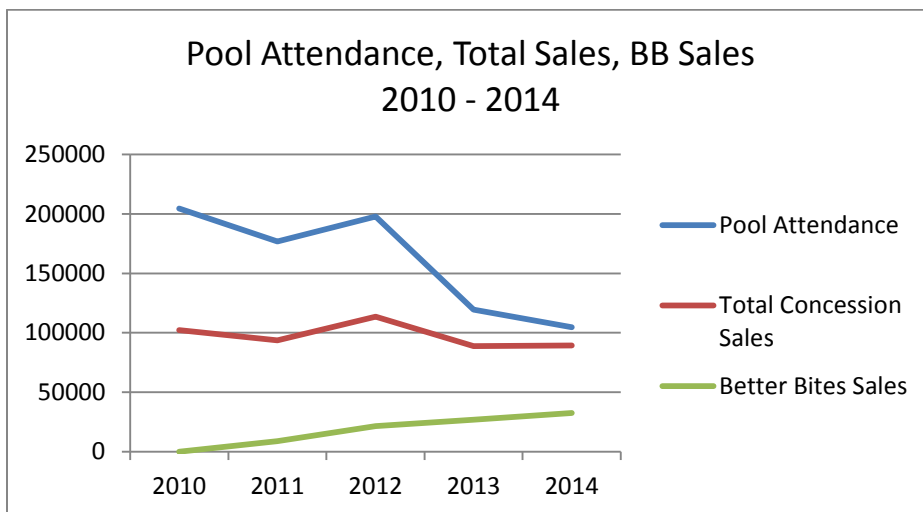


**Better Bites Report**  
**May - August 2014**

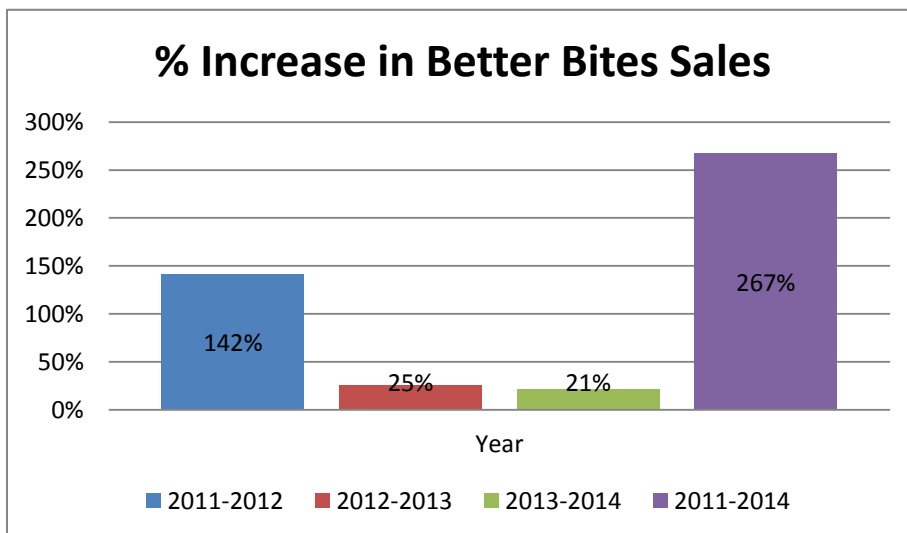
**Concession Sales: 2010 – 2014**

|                            | 2010       | 2011      | 2012      | 2013     | 2014     | % Change '13-'14 | % Change '11-'14 |
|----------------------------|------------|-----------|-----------|----------|----------|------------------|------------------|
| <b>Pool Attendance</b>     | 204535     | 176753    | 197747    | 119428   | 104780   | -12%             | -41%             |
| <b>Concession Sales</b>    | \$ 102,157 | \$ 93,525 | \$113,701 | \$88,893 | \$89,319 | 0%               | -4%              |
| <b>BB Sales</b>            | \$ -       | \$ 8,856  | \$21,388  | \$26,806 | \$32,542 | 21%              | 267%             |
| <b>BB % of Total Sales</b> | 0%         | 9%        | 19%       | 30%      | 36%      |                  |                  |

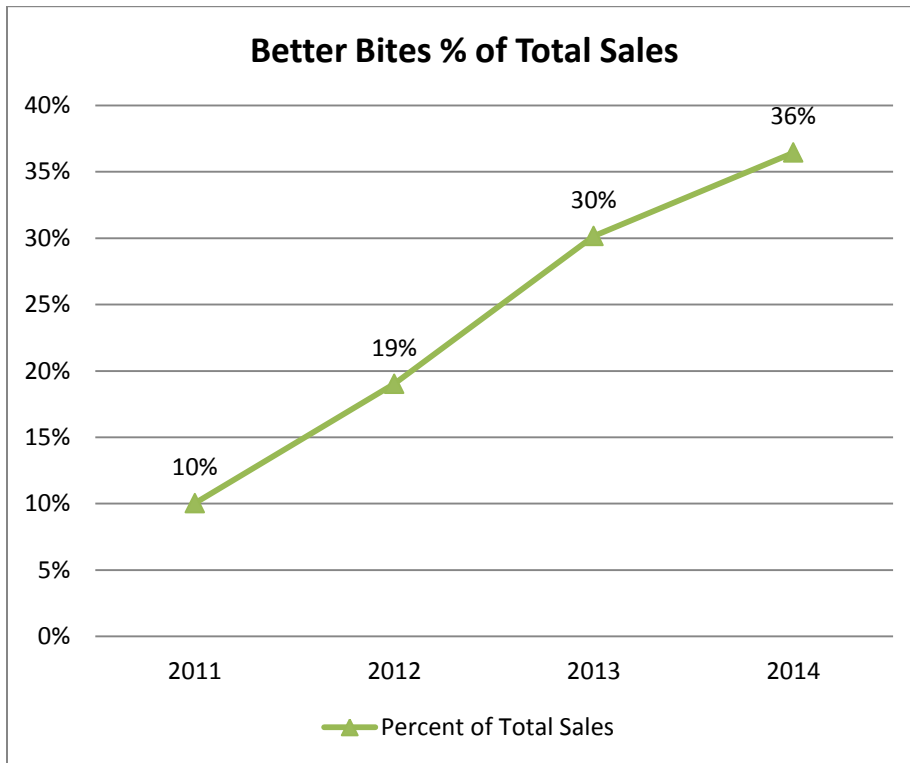
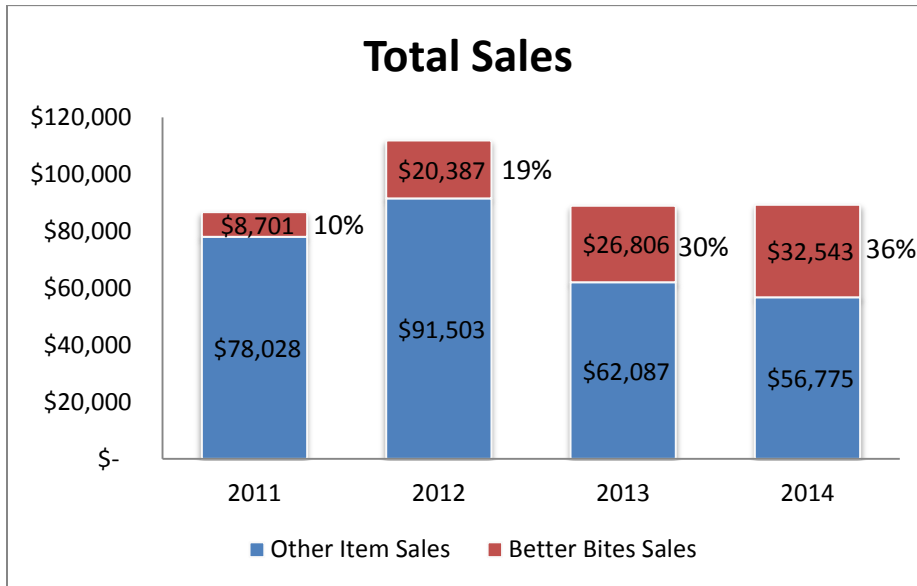
Average Temperature May-August 2013 and 2014: 73°F



- From 2013 to 2014, pool attendance decreased by 12%, there was no overall change in total concession sales, and Better Bites sales increased by 21%.



**Better Bites Sales as a % of Total Sales**



- From 2011 to 2014, Better Bites sales show a linear, 267% increase; accounting for nearly 40% of total sales in 2014.

**Better Bites Sales by pool: 2013 vs 2014**

| Pool                  | 2013               | 2014               | % Change   |
|-----------------------|--------------------|--------------------|------------|
| Southland             | \$14,935.00        | \$15,980           | 7%         |
| Woodland              | \$10,015.00        | \$12,151           | 21%        |
| Shillito              | \$1,856.00         | \$4,412            | 138%       |
| <b>TOTAL BB SALES</b> | <b>\$26,806.00</b> | <b>\$32,543.00</b> | <b>21%</b> |

- From 2013 to 2014, Better Bites sales showed a 7% increase at Southland Pool, a 21% increase at Woodland Pool, and a 138% increase at Shillito Pool.
- Better Bites sales increased by 21% from 2013 to 2014.

**Overview of Items Sold**

| Most Popular Overall (Money) |      |              |
|------------------------------|------|--------------|
| Frozen Yogurt                | 6302 | \$ 12,466.00 |

| Most Popular BB Sold |      |              |
|----------------------|------|--------------|
| Frozen Yogurt        | 6302 | \$ 12,466.00 |
| Water                | 2631 | \$ 2,631.00  |
| Fruit                | 2592 | \$ 1,944.00  |
| Popsicles            | 2015 | \$ 1,701.75  |
| Banana Dippers       | 1181 | \$ 1,189.00  |

| Least Popular BB Sold  |     |            |
|------------------------|-----|------------|
| Veggie Burger          | 127 | \$ 317.50  |
| Cup of Water           | 210 | \$ 52.50   |
| Chicken Salad Sandwich | 263 | \$ 705.50  |
| String Cheese          | 354 | \$ 384.75  |
| Chicken Sandwich       | 364 | \$ 1166.00 |

| Most Popular Other Sold |      |              |
|-------------------------|------|--------------|
| Pepsi                   | 8264 | \$ 10,329.50 |
| Baked Chips             | 4390 | \$ 5,099.00  |
| Nacho/Cheese or Salsa   | 3648 | \$ 3,031.50  |
| Candy                   | 2725 | \$ 2,955.25  |
| Hot Dog                 | 2528 | \$ 3,630.50  |

| Least Popular Other Sold |      |             |
|--------------------------|------|-------------|
| Chicken Nuggets          | 282  | \$ 987.00   |
| Nugget Basket            | 523  | \$ 2,387.50 |
| Pretzel                  | 732  | \$ 1,146.50 |
| Hamburger                | 1121 | \$ 2,802.50 |
| X-cheese/salsa           | 1282 | \$ 830.50   |

- The top selling food item was frozen yogurt, a Better Bites item, which accounted for 17% of total sales and generated nearly \$12,500.
- 75% increase fruit sales from 2013 to 2014
- Fruit was more popular than chicken nuggets.
- Water was more popular than Gatorade.