

Some of the methods of financing which have proved satisfactory are:

- Cash from public treasury
- General bonds of the public body
- Revenue bonds
- Private donations of clubs or individuals
- Advance sale of admissions
- Benefit shows, etc.
- Private construction and operation for a given period

The first of these simply requires selling the public body, such as city council, park district, the desirability of using its cash for this purpose.

The issuance of bonds generally requires the development of public opinion to the point of approving the bonds. When the bond election is held at the same time as a general election, good organization and publicity is required since approval of the proposition generally requires a majority of all votes cast at the election and not simply a majority of those cast on the proposition. Particularly when there is an important general election, people frequently neglect to vote on the special bond issues and failure to vote is the same as a negative vote.

Some states, including Illinois, have laws permitting the issuance of so-called "revenue bonds" for the construction of swimming pools. These bonds are secured by the income from the pool only, rather than by all of the assets of the public body. The approval of such bonds by the public can usually be obtained easier than approval of a general bond issue since there is no possibility of such bonds increasing the taxes. However, revenue bonds are more difficult to sell than are regular bonds.

Particularly if revenue bonds are used, it may be necessary or advisable to put on a drive to sell the bonds individually rather than to sell them through the usual financial channels. When the bonds are sold in this manner it is sometimes desirable to offer some special inducement such as reduced admission to holders of bonds. This private sale of bonds has been used considerably by private clubs.

All or part of the cost of many pools has been obtained by donations from clubs or individuals. Where the money is obtained from individuals, it is necessary to have a well organized and intensive drive the same as for raising funds for any public enterprise. One scheme which has been used by a few pools in order to increase the number of small pledges is to dramatize the idea by making the contributions in terms of sacks of cement and giving each contributor a small badge bearing a sketch of a sack of cement and the words "I bought a sack of cement". Of course the cement actually represents not more than about 5% of the cost of the complete pool, but it is a specific item which aids in the dramatization.

One city registered the results of the drive for funds on a large placard showing a body in a swimming suit and the caption "Make him swim." The height of the water indicated the results to date.

The advance sale of tickets has frequently been used to raise part of the necessary funds. However, there is a word of warning regarding the use of this method. Unless some special provision is made for current operating expenses, the pool may be in difficulties in this respect since its cash income will be greatly reduced until the advance tickets have been used.

In some instances, pools have been constructed on public property by private organizations or individuals with the understanding that the latter would operate the pool for a given number of years or until the profits from the pool paid for its cost and then the pool was turned over to the public.

In Sioux City, Iowa, a contractor agreed to build a \$30,000 pool if \$7,500 was raised by advance sale of tickets and receive the balance of the cost from the profits of the pool; the park board to operate the pool from the beginning. The Junior Chamber of Commerce sponsored the sale of tickets.