

# PRIORITIZING COMMUNITY SAFETY IS A GIVEN

- The safety of guests has always been the top priority for aquatic operators
- Aquatic facilities must stay closed for this summer season if communities are still under shelter-at-home orders
- It will be the right decision.



# IMPACT ON THE LOCAL ECONOMY

- Seasonal aquatic facilities have a greater impact on the local economy than local officials realize
  - Provide jobs for the local community
  - Pool employees spend salary dollars in the local market
  - Pools rely on local business for supplies
    - Food and beverage
    - Cleaning supplies
    - Pool chemicals
    - Pool equipment
  - Local restaurants rely on traffic from destination aquatic facilities / waterparks



# EFFECT ON QUALITY OF LIFE

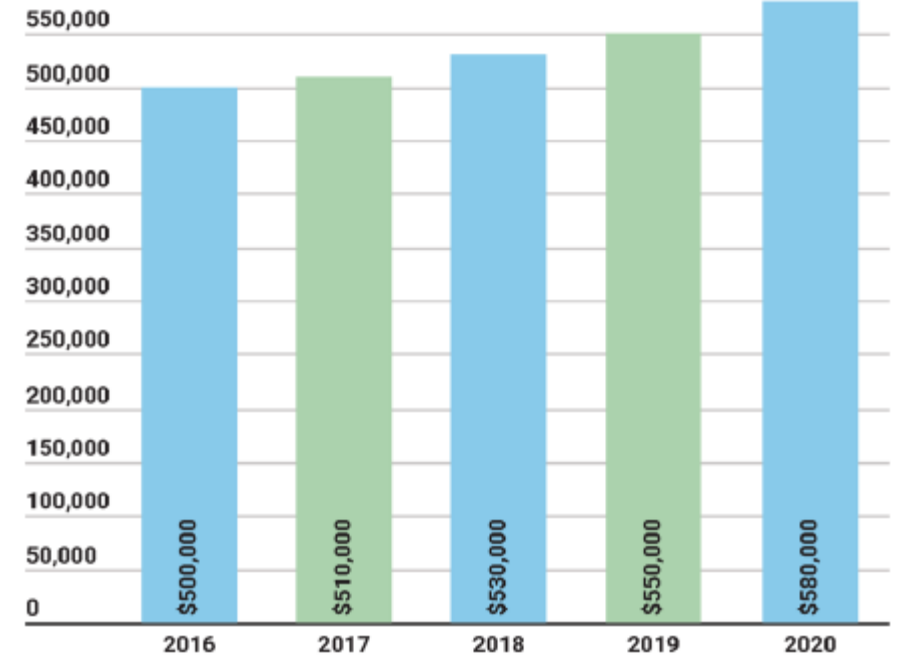
- According to the U.S. Census Bureau...
  - Over 92% of Americans classified themselves as a recreational swimmer
  - Swimming is the fourth most popular recreational activity in the United States
  - Swimming is the most popular recreational activity for children and teens ages 7-17
- Outdoor seasonal swimming introduces people to the benefits of aquatics
  - Recreational swim
  - Summer swim lessons – key to drowning prevention
  - Summer youth swim team
  - Water fitness classes
- Operators need to emphasize these benefits to their decision makers by sharing the number of people who visit and participate in programs at your aquatic facility



# PLAN FOR THE FUTURE

- Expect increased scrutiny regarding revenue and expense budgets
- Cities across the country are facing tough decisions due to the lack of revenue from services and sales tax
- Take an in-depth look at budgets to help decrease any subsidy and ensure operations are as sustainable as possible
- Use this time to rethink operations and bring awareness to the benefit of community aquatics
  - Limited capacity swim sessions
  - Multiple sessions per day
  - Community drowning prevention awareness

**FIGURE 7: Aquatic Operating Costs, 2016 to 2020**



## CONTACT INFO

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