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.
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
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

EFFECT ON QUALITY OF LIFE

- Parks & Recreation facilities add 20%-30% value to nearby homes
- Aquatics Adds Community Value and Recreation Opportunities
- Provides Multi-Generational Community Members Health and Wellness Opportunities
- Provides Job Experience for Teens and Keeps Them Engaged in their Community
- Swimming is a Life-Long, Year-Round Sport
- Drowning is the 2nd leading cause of unintentional death for children under the age of 14
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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
CONTACT INFO

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