

CITY OF UNIVERSITY PARK



AGENCY OF THE YEAR CLASS III



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The City of University Park
Holmes Aquatic Center
3800 University Boulevard
University Park, TX 75205

DESCRIPTION OF YOUR AGENCY AND ITS PROGRAMS:

The City of University Park is a predominantly residential community of 23,000 residents. The City developed around Southern Methodist University in 1915 and over the past century has grown into one of the top cities in Texas to live in.

The City of University Park is "Committed to Excellence" a mission that we seek in our facility operations, customer interactions, programming and daily vision.

The Holmes Aquatic Center is located within the heart of the city. The newly renovated complex offers a 50-meter pool, three story water slide, 3-and 1-meter diving boards and a walk-in ramp to aid handicapped accessibility. A separate pool, with an aerated fountain and shaded area is available for younger children. The complex also offers a splash pad, covered picnic areas and poolside cabanas.

OUR PROGRAMMING INCLUDES:

- Senior Swim (daily)
- Swim Team (age 5-17)
- Learn to Swim Lessons
- Private One-on-One Swim Lesson
- Boating Safety Courses
- Lifeguard Certification Courses
- CPR Certification Courses
- Dive in Movies
- Doggie Splash Day
- Storytime at the Pool (weekly)
- Birthday Parties
- Private Facility Rentals

WHAT IS THE MISSION OF YOUR AGENCY AND HOW HAVE YOU MET THAT?

University Park is "Committed to Excellence" – and we strive to meet that through our daily dedication to our residents. Through diverse programming that meets the needs of an ever changing demographic to free special events that are offered throughout the summer to bring residents and their guests into an "unusual" aquatic experience – our team is always thinking outside of the box to meet the evolving needs of our guests. Technology has played a large part in the evolution of our facility. In 2019, we utilized text updates for closures, installed long-range-systems for all of our lifeguard stands to increase accurate location response in non-emergency and emergency situations, utilized outdoor video advertising and radio advertising to communicate program information, facility information and more. In 2020 we managed to open with COVID safe practices in place June 20th for phase I with lap swimming and July 1st with a phase II recreational swim opening. We utilized reservations, a 25% guest capacity, 2 hour reservation windows and closures with strict disinfection procedures. We are happy to report that we had zero (0) positive COVID tests from our team members and guests throughout our June 20 - Labor Day season.

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INNOVATION - HOW ARE YOUR OPERATIONS (OR HOW IS YOUR AGENCY) DIFFERENT FROM SIMILAR AGENCIES? HOW HAS THE AGENCY ENHANCED OR FURTHERED THE MISSION OF AQUATIC SAFETY?

The goal at H.A.C. is for every person who enters our facility to enjoy their stay, create memories through aquatic activities and take pleasure in a safe, positive environment. We focus through lifeguard training, in-service training, daily drills and the American Red Cross Aquatic Examiner Service and in-house auditing to drill down the importance of developing critical lifeguard skills. After reaching out to our community, we realized that our Learn-to-Swim program was not meeting the needs of our residents. We did a complete curriculum and branding overhaul and the program flourished with a 40% participation increase. After seeing the increase in swimmers who were preparing for their first summer camp experiences, we included boating safety into our swim lesson program. This has become one of the highlights of the program and many parents have shared that their swimmers were better prepared for the open water because of it. We have expanded our boating program and partnered with local Boy Scout Troops to help them complete their Boating Merit Badge over Memorial Day Weekend every year with our Lifejacket Initiative. We distribute literature about the different types of PFD's, how to properly fit PFD's, in-person fittings, and we demonstrate how difficult it is to put on PFD's after capsizing. It is one of our most popular education endeavors. While our 2020 goals have been put on hold until 2021 to roll-out new programming, we are excited to continue planning for our next season.

WHY DOES YOUR AGENCY DESERVE RECOGNITION?

H.A.C. is an outstanding facility that serves its residents and guests with a customer focused experience. Our community adores their facility and original rectangle, Olympic pool (original installation dug out by horses in 1931). Many senior swimmers recount their childhood memories during our daily Senior Swim. Residents who swam here in their childhood, now return in their 30's with their children to encourage them to jump off of our 3-meter diving board, just like they did when they were little. This facility truly embraces its ability to create and recreate memories every summer.

While maintaining a safe environment, our team is out-going, friendly and truly enjoy coming to work among friends and their "pool family". Many residents have continued to choose H.A.C. as their summer home, and many residents chose our facility for their summer employment. Our programs continue to be embraced by the community, growing in participation every season. Each season we average between 40,000 and 50,000 visits over a 110 day season. We operate within 90-100% cost recovery year over year and are very proud of our programs, special events, beautiful facility and profitability. We will remain Committed to Excellence as we continue to serve our residents into the future.



BABY POOL AREA

WIBIT WEDNESDAYS



**1 METER
DIVING BOARD**



DIVE IN MOVIES