



USA Swimming – Facilities Development

USA Swimming is the National Governing Body for competitive swimming in the United States. The Facilities Development Department was created to assist member clubs and affiliated organizations. This assistance includes developing and planning new aquatic facilities as well as renovating and upgrading existing facilities. We also assist in developing and designing complimentary aquatic programs. We facilitate additional services through our professional provider’s network.

USA Swimming has taken a pro-active approach to develop the necessary “in-house” resources to facilitate aquatic development. We are reaching out to interested parties and combining services and resources which will support community aquatics through the generations. Our goal is to provide our members and the general public with access to safe, pleasant and functional aquatic environments. We believe that USA Swimming has the resources and experience to help you serve your clientele.

General Service Overview – USA Swimming will:

- Foster the development of new facilities
- Promote and facilitate greater access to existing facilities
- Develop and promote program methodologies for maximum utilization of pool facilities
- Expand aquatic industry resources, relationships and affinity partnerships
- Position USA Swimming at the forefront of research and development of facility design, operations, products, construction and related services for the aquatic industry

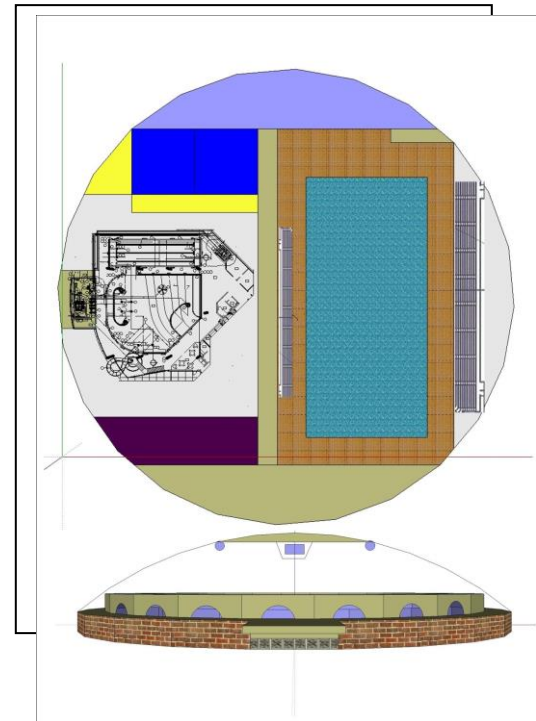
Facility Renovation and Upgrading – Facility Operation and Management

For facilities with an existing pool of any size or type, we offer planning assistance (via email or internet) regarding repair, equipment upgrading, remodeling, additions, operations, environmental safety and functionality. Our planning in conjunction with our professional providers services can include the water tank itself as well as the surrounding area; including the filter system, ultra-violet and air handling, and circulation system. Despite published information to the contrary, facilities can be improved and/or expanded without millions of dollars in investments! Additionally, programs can be added and developed to support and enhance existing aquatic offerings and income potential. Ultra Violet pool water treatment and main drain entrapment and ADA lift compliance issues are 3 of the more common challenges we have helped facilities with. LEED approved LED modernized lighting for renovations and new construction are also areas we can help with. We have some excellent resources for covering seasonal pools to make them useable year-round.

Facility Design and Building

We all want safe, modern, functional and sustainable facilities. Many of the dreams and plans to create such pools are scrapped because of cost/design limitations or asking the wrong questions to the wrong firms. This is where the Club Facilities Development Department of USA Swimming can assist. Through our Regional Build a Pool Conferences and workshops, USA Swimming's services can assist with:

- Pre Planning Services - "The Development of a Vision":
 - Assessment of needs
 - Available options
 - Viability
- Planning Services: -
 - Business plan support & referrals – not creation
 - Programming for success
 - Assist with the promotion of the "vision", working with the community, government agencies and other advocacy groups through the Regional Build a Pool Conference system
 - Assist with and review the development of operations and maintenance budgets
 - Space requirements review
 - Comments on public and private partnerships
 - Overview of project planning
 - Referral to Feasibility Firms
- Development Services -
 - Facilities planning services to meet programming needs
 - Business planning advice and comments to save you and your selected professional design team time and money
- Assistance with selection of design team and documentation –
 - Experienced experts on staff
 - Industry resources and contacts to help with the design and performance engineering of aquatic facilities
- Owners' Representation and Technical Assistance -
 - Review documents to help avoid costly design and engineering pitfalls
 - Assist with project planning oversight and provide technical advice and resources



Build a Pool Conferences and programming workshops

The first National Build a Pool Conference was conducted in 2005. Over the following 4 years these conferences set the industry standard for new information on pool building, renovation, and programming for financial sustainability. In 2009 a Regional version of these conferences was developed and met with rave reviews so these have become our mainstay. Since 2005 the Facilities Development Department of USA Swimming has helped our clubs and their community partners build over 165 new facilities and currently have another 12+ in the planning stages. A brief overview of the 2 day conference is listed below:

Planning & Building the facility for Total Aquatic Programming:

Topics covered

- Validate the needs and explore all possibilities for an aquatic center.
- Turning adversaries into advocates
- Pool and building size options and cost to build
- Cost to operate and programming income potential
- New building technologies
- Safe water – Fresh air

Plan – Phasing – Patience

- Validate the need
- Explore all possibilities
- Discuss with community advocates
- Visit sites – in and out of area

Facility design should be Program Driven

- Always build a multiple pool facility
- Community pool 25 yards 6 or 8 lane ramped entry with stairs – TAD
- Continuum or rehab pool – smaller – TAD
- Competitive pool – size depends on population & business plan
- Recreation pool – slides – diving – polo - etc TAD

The Aquatic Facility is the Focal Point of Planned Programming

- The 4 Pillars of Aquatics
- Window of Exercise programming

USA Swimming Facilities Development Department – 3 detailed examples

- Success models - from small pools to big pools
- Total Aquatic Programming and Cross-Programming
- Program it – Design it – Build it – Operate it
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New designs and ideas -Technologies and the professional providers who supply them

Day 2

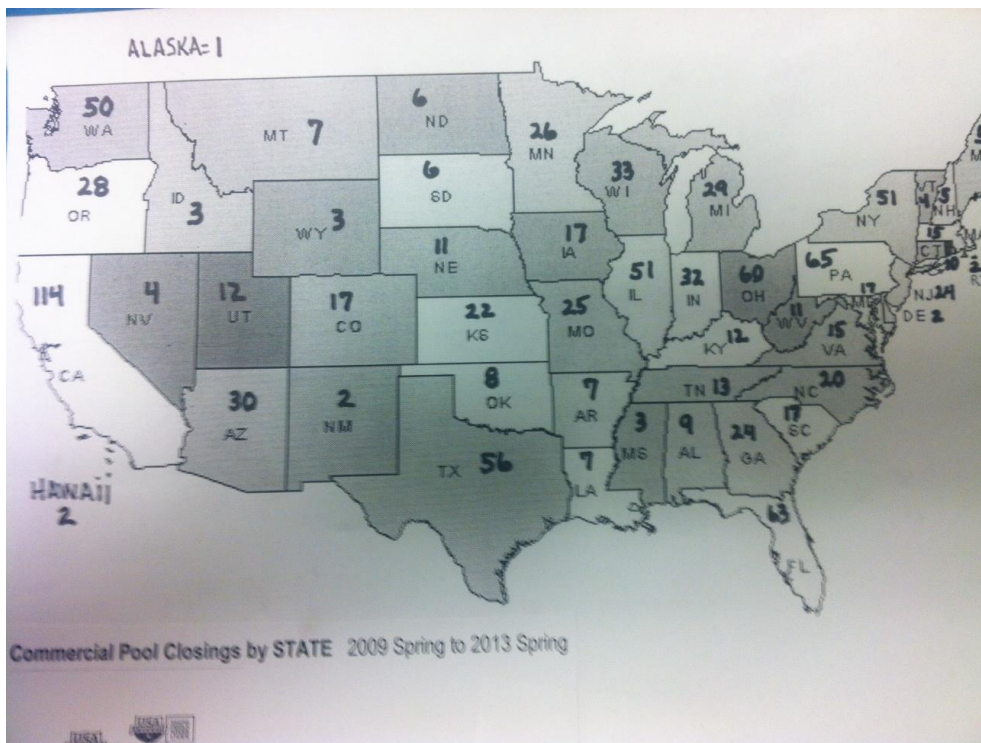
- The development of the ENTERPRISE PLAN as a prelude to the Business Plan and Feasibility Study.
- The take home power-point
- Design exercises for your facility planning

For more information visit www.usaswimming.org/facilities

Saving Pools Saves Lives

The NEXT STEP is SAVING POOLS & HELPING POOL BUDGETS - Are you dealing with the possibility of your pool hours being cut back or even your pools closing? USA Swimming is being pro-active to keep pools open and be self-sustaining. USA Swimming's Facilities' Development Department is addressing the dilemma of pools closures in the US. USA Swimming along with the National Drowning Prevention Alliance and the Pool Safety Campaign/ CPSC developed the next step as part of a comprehensive water safety and drowning prevention program. This information is so important we made it a standard part of the Regional Build-a- Pool Conferences.

Pool closing reached epidemic proportions during the 5 year period between 2009 and 2013. In the past few years the closings have decreased but still are something we need to offer solutions for. Basically there have been over 1800 pools closed since 2009.



Our pools in the US just survived a recent "down economy". There has been an epidemic of pool closings because of budget cuts and lack of funding in general. Do we keep trying to operate pools like we are in the 1970's or develop and implement a plan so they can stand on their own financially in today's market?

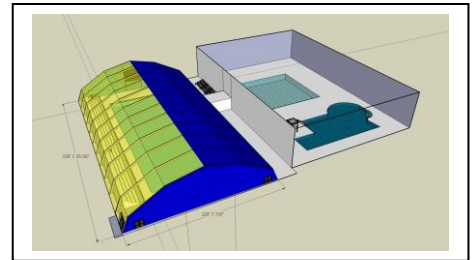
Dilemma: cities are over budget, pools are closing = no one "learns to swim" - Drowning is the second leading cause of unintentional injury-related death among children ages 1 to 14 and the leading cause of unintentional injury-related death among children ages 1 to 4. We have current detailed drowning stats available by e-mail. These are distributed at no charge the first of every month. Email snelson@usaswimming.org to be added to the email list.

Solution: present the facts, learn from others, and develop a programming plan. We (along with support from the Consumers Product Safety Commission) have created/developed an Aquatic Resource (Programming) Manual that we share during the Build-a-Pool conferences. The manual offers step-by-step programming options that can make the pool a valuable community centerpiece while making a profit. The manual is available by emailing snelson@usaswimming.org. You will need an email address that can accept a 15MB attachment.

Program Development

We offer guidelines, suggestions, and methodologies for development of aquatic programs. Examples include:

- Learn-to-swim for children and adults
- Programs for special needs populations
- Aquatic physical therapy
- Aquatic exercise and water walking
- Window of Exercise programming
- Community programs
- Lap swimming - swim for health
- Pre-competitive swimming and bridge programs
- Competitive swimming



USA Swimming can assist with aquatic programming evaluation regarding what programs are offered and how the programs are marketed and delivered.

- Total Aquatic Programming
- Window of Exercise
- 4 Pillars of Aquatic Programming – TAD
- Coach aquatic management skills and professional preparation

Optional programming can always have a value added benefit for the community and a positive impact on any budget. Contact Sue Nelson snelson@usaswimming.org for a free electronic copy (10MB) of the Aquatic Resource (programming) Manual. We can comment on program pricing as it compares to national norms and also on proven ways to save on operational expenses such as covering indoor pools every night.

What we cannot do is a detailed budget evaluation. We cannot evaluate program expenses line by line or program staff salaries. This is best done by the people who have daily contact with the programs, the clients, and the personnel. This can also be done by a full Feasibility Study which is outside our scope of services. We have a list of Professional Providers who can offer you these services. Every situation is unique and services should not be compromised by across the board budget cutting.

The Staff

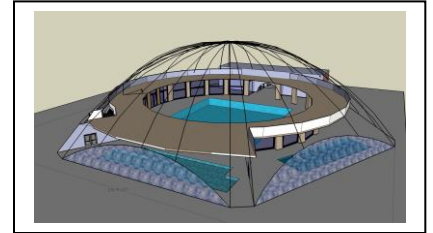
The USA Swimming Club Facilities Development staff members are internationally known & respected specialists. We are advocates of competitive swimming and much more.

Mick Nelson: Facilities Development Senior Director Responsible for facilities development and planning services to member clubs who fund or rent facilities, or who contribute to capital construction in partnership with other entities.

Sue Nelson: Aquatic Programming Specialist Responsible for working with member organizations to develop schedule and staff programs to meet the diverse needs of aquatic customers.

What else can USA Swimming offer our clubs and their partners?
“Pooling our resources”

- Scientifically documented aquatic research
- Excess liability insurance and many other insurances contact: gward@usaswimming.org
- Explanation of aquatic principles
- Development of pre and post competitive aquatic experiences
- Health and physiological guidance for lifestyle management
- Review of business plans
- Assistance and referrals for conceptual or schematic design
- Operational cost review or referral for analysis
- Facility management and operational planning review (referral)
- Integration of multiple aquatic methodologies
- Make-a-Splash initiative support – USA Swimming Foundation contact: tdessart@usaswimming.org
- Newsletters and Internet resources
- Experts answers to questions in a variety of aquatic fields
- Contacts and resources in related industries (referrals)
- Partnerships and affiliations within the aquatic community
- Opportunities to increase affiliate memberships and certifications
- USA Swimming merchandise and promotional material
- Association with the most successful medal sport in the modern Olympic Games!



To find out more about USA Swimming’s Club Facilities Development Department:

E-mail: mnelson@usaswimming.org or snelson@usaswimming.org

Call: USA Swimming at (719) 866-4578 or
Extension 3522: Facilities Development
Extension 3594: Aquatic Program Development Fax (719) 866-4669

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The AQUATICS FACILITY can be the focal point for your entire community. The keys are:
Planned programming & Design innovation

Why **Build**?

Planned programming for your community:

➤ **Learn to Swim**

Learning to swim should be as much of a priority as learning the 3 R’s! Both children and adults should have the opportunity to enjoy the water. If all communities take the necessary steps to drown-proof their children through comprehensive Learn to Swim programs, we can change the statistic that drowning is the 2nd major cause of adolescent deaths in most states.





➤ **Aquatic Rehab and the Continuum**

Aquatic Therapy is the fastest growing and one of the most popular and beneficial services offered. We have the opportunity to be on the “cutting edge” of this programs growth. Insurance will cover the cost of such services for a very short period of time – usually 30 to 45 days. When patients are released they need a place to continue their water routines. Warm water and professional guidance are keys to this service. Those

who cannot exercise on land now can be afforded the opportunity to change their life style and, through aquatics, begin a program that will eventually lead to a healthy lifestyle.

➤ **Community Health & Wellness**

Whether water walking, vertical exercising or swimming laps, exercise in the water promotes better health with reduced risk of injury. Many community members simply cannot safely or comfortably exercise on land. In the water the body can weigh up to 90% less than on land so a healthy lifestyle based on proper exercise is possible. For the healthier person, cross training on land and in the water is a successful exercise option. Aquatics will be the leader in helping to solve health issues relating to obesity and de-conditioning problems”.



➤ **Youth involvement on swim team**

After learning to swim, many children try competitive swimming. Swimming offers physical development and benefits unmatched by any other activity. USA Swimming clubs provide professional instruction and coaching to help children of all ages and abilities enjoy this life-long activity.



➤ **Youth aquatic recreation and exercise**

Competitive swimming may not be for everyone. However youth exercise with professional program planning can help address fitness and obesity issues.

➤ **Special needs population options**

Professional aquatic intervention can truly be a life saver for special needs children ages “birth to five.” These children must have exercise to survive and specially designed Aquatic Programs sometimes are the only choice.



➤ **Child development through Family activities**

The cliché, “The family that plays together stays together” still has meaning. The water offers a medium all ages can enjoy together.

➤ **Community Aquatic safety programs**

Various water safety and water adaptation classes must be taught as a community goal. Community partnerships with local groups, businesses and organizations can be forged to promote safety and health & wellness education. Possibilities include working with the local hospital for rehab options or partnering with the Boys & Girls Club or Scout Troops to teach aquatic skills. In addition there are organizations that specialize in Diving, Syncro, Scuba, Water Polo, Masters Swimming, that offer valuable aquatic services and activities to the community.



➤ **Hosting Events**

There are many opportunities for the positive economic impact on the meet or a championship competition, national symposium, valuable business restaurants, theaters, malls, and other town visitors.



aquatic facility to host events that have a community. Whether the event is a dual an aquatic workshop or a regional or is brought to the community. Motels, local businesses all benefit from the out-of-

What to Build

Design innovations for your community:

Community pool(s)

- minimum 20 feet x 40 feet – preferred 42 feet x 75 feet
- varying water depths from 42” TO 60”
- individual pool water temperature control and filter flow control.
- easy ramped and stair access
- pre-planned office and classroom space
- specifically designed dressing areas including care-givers dressing areas.
- complimentary “land specific” exercise areas



➤ Continuum and Therapy pool(s)

- minimum 14 feet x 20 feet - preferred 20 feet by 50 feet
- varying water depths from 42” to 90”
- individual pool water temperature control and filter flow control.
- easy ramped and stair access for pre-planned office and classroom space
- specifically designed dressing areas including care-givers dressing areas.
- complimentary “land specific” areas



➤ Training and Competition pool(s)

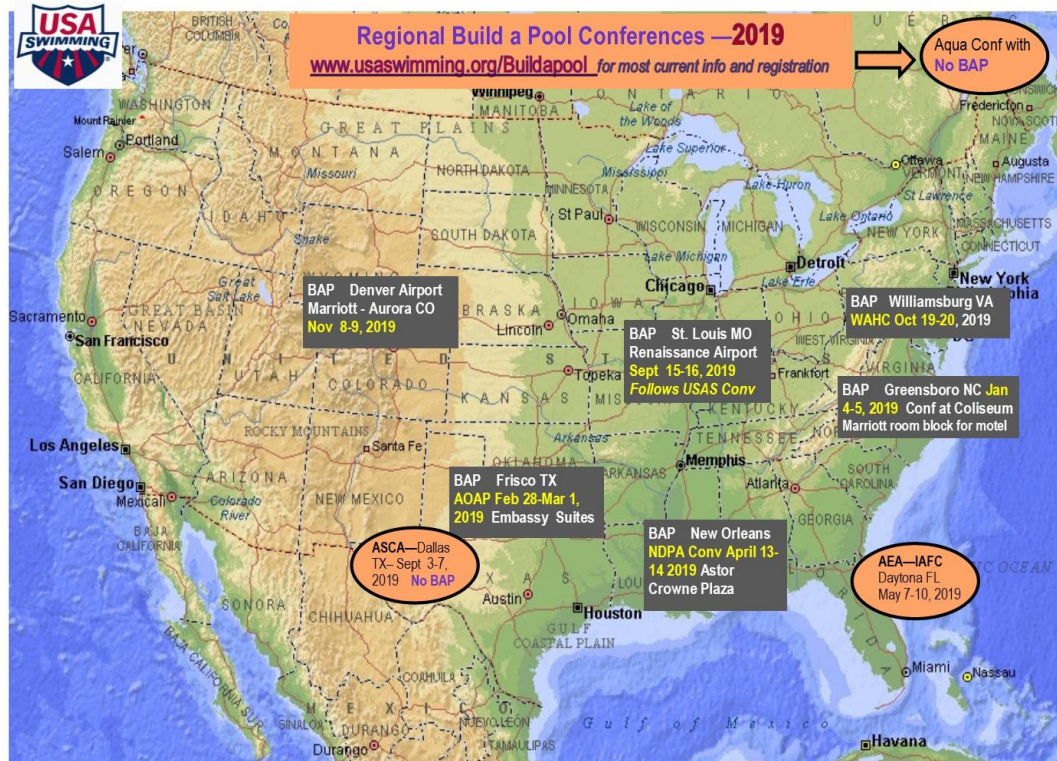


- minimum 45 feet x 75 feet varying options up through 75 feet x 50 meters
- varying water depths from 48” to 60” to 96”
- individual pool H₂O temp. control and filter systems.
- pre-planned office and classroom space
- specifically designed dressing areas
- complimentary “land specific” areas
- deck and seating space for athletes/spectators for events

Some examples of the information we have available either from our department or we can refer you to our Professional Providers:

- | | | |
|---|--------------------------------|----------------------------|
| Feasibility studies _____ | Building pools _____ | Pool structures _____ |
| Covering existing pools _____ | Green buildings _____ | Solar options _____ |
| Pool blankets _____ | Architects _____ | Engineers _____ |
| Project management _____ | Build a Pool Conferences _____ | |
| Aquatic Therapy _____ | Aquatic Fitness _____ | Learn to Swim _____ |
| Business management _____ | Program pricing _____ | New swim team _____ |
| Coach owned teams _____ | Non-profit info. _____ | Benefits of Aquatics _____ |
| Water quality _____ | Air Quality _____ | UV systems _____ |
| Chloramines _____ | Drownings _____ | Pool closings _____ |
| VGB drains _____ | Economic impact _____ | Steps for business _____ |
| Water Temperature _____ | Water depth _____ | Fast pools _____ |
| Naming rights _____ | Pool renovation _____ | Ideal pools _____ |
| Pool projects for the inexperienced _____ | Pool building committees _____ | |

In the last 2 years the Facilities Development Department has been instrumental in helping pools with solutions to over 130 air and water quality challenges, 65 renovations, 20 saving pool scenarios, 25 new pool design projects in the planning stages and 22 new pool openings. This makes our 14 year total of 165 166 new aquatic projects completed and open along with over 9500 9500 members and industry questions answered.



Registration and information at www.usaswimming.org/facilities (active 100 days prior to each conference)

Black Boxes are 2019 planned. Ovals are Aquatic Conferences we will attend and have a booth but are not conducting a Build a Pool. Some specialty workshops or programming seminars may be closed registration and not shown.

To contact us please use email. We travel frequently and calling and leaving messages on our phones may delay our response to you by days – even a week. If you cannot ask your question electronically then email us and ask us to call you. We will do so as soon as we are finished with our workshop and travel.

Sue Nelson – snelson@usaswimming.org

Mick Nelson – mnelson@usaswimming.org