

Aquatics Programs Update

October 18, 2016

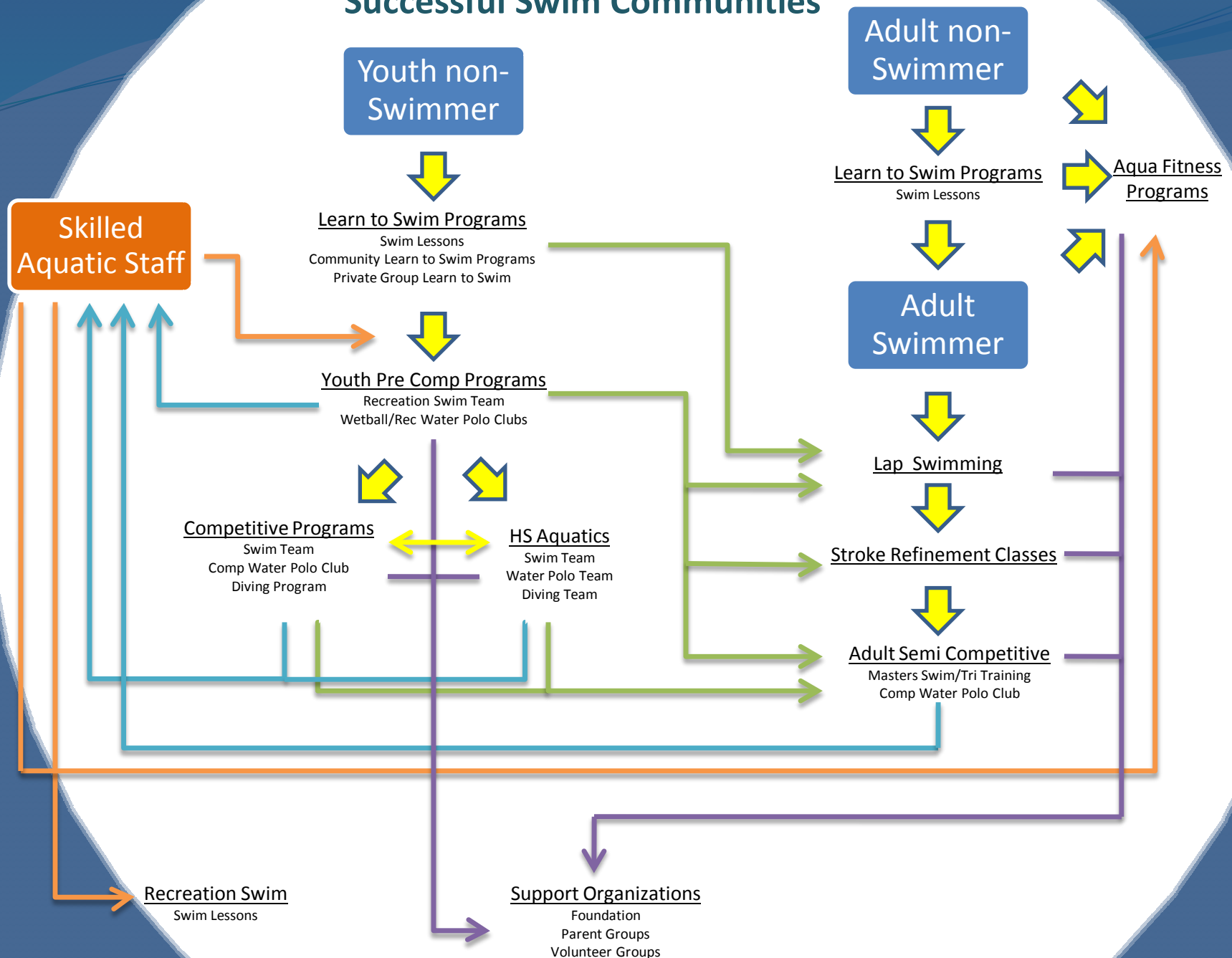
Aquatics Strategic Plan for the Morgan Hill Community

- Developed in 2010
- Vision: The community will benefit from having enhanced and coordinated aquatics services
- Values:
 - The facilities and programs “Build Community”
 - Community health as swimming is a great way to exercise
 - Family activity
 - Lifetime activity
 - Enhance quality of life
 - Supports a healthy tax base
 - Youth development
 - Economic development: Swim meets and events attract people to Morgan Hill
 - Learn water safety skills
 - Facilities are accessible to many
 - The Aquatics Center is a high-level training facility
 - The groups should serve the children

Aquatics Strategic Plan Goals

- Identifies four goals to develop a Community Aquatics Model
 - Produce an optimum mix of programming that provides for all the aquatics needs of the community.
 - Utilize an integrated service delivery model that creates and sustains a base of users that drive program attendance and improve staffing.
 - Maximize cost recovery, to create stable and sustainable revenue sources that offset the cost of operating the aquatics facilities.
 - Actively promote diversity in the programs and facility usage.

Successful Swim Communities





Strategic Plan Initiatives

- Partnership Opportunities
- Building the Base
- Community Needs Based Facility Scheduling
- Maintaining the Core & Promoting Enhancement Opportunities

Membership

- Lap Swim
- Aqua Fitness Classes
- Recreation swim



Splash Aquatics

- Swim Lessons – 2,500 annual registrations
- Splash Swim Team and Water Polo Club – 195 members
- Diving Club
- Masters Swimming





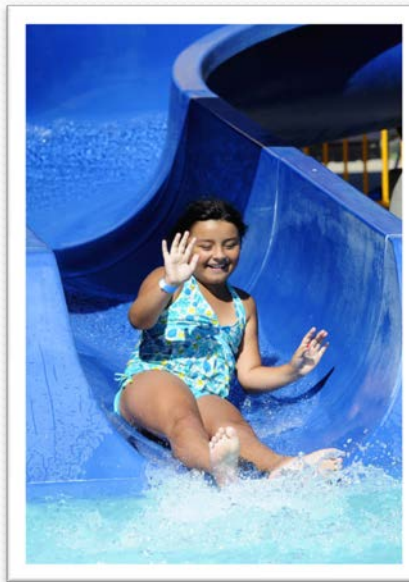
Aquatics Safety

- Three Lifeguard Courses taught per year.
- Two Junior Lifeguard Courses taught per year.
- Two Water Safety Instructor Courses taught per year.





Summer Recreational Swim



Attendance: 58,000



Special Events

- Polar Bear Plunge
- Family Night
- Doggie Dip Day



Facility User Groups

- Makos/Santa Clara Swim
- South Valley Manta Water Polo Club
- California Synchro Masters



Swim Meets

- Average of 12 meets hosted annually
- 200-2000+ attendees per event

