

Summer 2023 Aquatics Season End Report



Facility & Operational Improvements

Both Facilities

- * Clover Point Of Sale software in concessions
- * New facility AED with training components
- * Key card access / entry

Swanson

- * Installed fans in lobby and middle room for team members
- * Painting the deep end of the big pool basin
- * New sinks and lighting in locker rooms

Otter Cove

- * Frog slide repainted
- * Activity Pool painting
- * More chairs added to the pool deck
- * James O. Breen concession storage



Attendance & Usage: Swanson



	2023	2022	2021
Daily Admissions	21,686	19,710	21,283
Pass Scans	31,122	25,950	12,757
Total	52,808	45,660	34,040

Attendance & Usage: Otter Cove

	2023	2022	2021
Daily Admissions	53,531	51,757	51,477
Pass Scans	34,587	30,295	16,649
Total	88,118	82,052	68,126
Total Facility Rentals	1,061	738	326



Aquatic Concessions



	2023	2022	2021
Items Sold: Swanson	21,488	19,585	16,807
Items Sold: Otter Cove	65,510	56,575	46,797



Aquatic Programming

- Third year partnership with St. Charles Aquatics
- Sensory Cove continued to be offered at both locations and all sessions were filled
- Aqua Aerobics is a hit, filling up all sessions



Aquatic Programming

	2023	2022	2021
Group Swim Lessons	855	841	793
Private Swim Lessons	431	550	466
Sensory Cove Lessons	110	97	94
Aqua Aerobics	104	83	77
SCA Programs	94	112	144
Total Enrollment	1,594	1,683	1,574

2023 Aquatic Events

Swanson

- * Princess & The Frog Summer Splash
- * National Watermelon Day
- * National Book Lover's Day
- * Summer Solstice Bike Ride
- * Deck Art Days
- * Beach Party
- * Lifeguard for a Day
- * Family Bingo
- * World's Largest Swimming Lesson
- * DJ Nights
- * Cardboard boat Race
- * Biggest Splash contest
- * Christmas in July
- * Stanley's Birthday Bash



2023 Aquatic Events

Otter Cove

- * *Lazy River Buckets turned OFF
- * *National Watermelon Day
- * *National Book Lover's Day
- * *Playin' and Poolin' Around
- * Deck Art Day
- * Picnic with June
- * Splashes, Dashes & Spokes Youth Tri
- * National Watermelon Day
- * Christmas in July
- * Biggest Splash Contest
- * Sunday Sundae
- * Float Night
- * Ollie's Birthday Bash
- * Picnic with June
- * Photos with Ollie and June
- * Fun Fiesta
- * Volleyball with a Lifeguard



Aquatic Team

- * Two new Aquatic Supervisors leading both facilities!

When asked “What are some of the most enjoyable aspects of your job?” team members answered:

- * “The environment is amazing, I met so many people and made so many friendships!”
- * “Interacting with the patrons and promoting positivity.”



Community Feedback

- * “I think both pools are an incredible value for resident families with a season pass. We were delighted by the pools all summer long.”
- * “Every staff member we encountered was awesome!”
- * “Staff made an atmosphere of fun and we always felt welcomed! I’m so impressed with the staff. Wednesday nights with DJ were especially fun!”



Looking Ahead to 2024!

Swanson:

- * New shade structure above drop slides
- * Caulking pool basin and deck
- * New shade fabrics for umbrellas
- * More Aqua Aerobics offerings

Otter Cove:

- * Lazy river repairs and painting
- * Deck chair replacement
- * New cabana furniture
- * New pool vacuum and pressure washer

