



Summer 2025 Aquatics Season End Report

Facility & Operational Improvements

Otter Cove

- ▶ Captivate App
- ▶ Body Slide repairs and painting
- ▶ Caulking repairs throughout the facility
- ▶ New lazy river tubes
- ▶ New deck and cabana furniture
- ▶ Splash Park newly renovated



Swanson

- ▶ Captivate App
- ▶ Staff/Middle Room project
- ▶ Painting Activity Pool Play Features
- ▶ Slide Tower Painting
- ▶ New pressure washer
- ▶ Caulking & concrete repairs throughout facility



Attendance & Usage: Swanson

| | 2025 | 2024 | 2023 |
|----------------------------------|---------------|---------------|---------------|
| Total Swanson Passes Sold | 1,138 | 1,115 | 1,114 |
| Pass Scans | 24,747 | 27,588 | 31,122 |
| Daily Admissions | 21,435 | 21,227 | 21,686 |
| Total Attendance | 47,320 | 48,815 | 52,808 |



Attendance & Usage: Otter Cove

| | 2025 | 2024 | 2023 |
|-------------------------------------|----------------|----------------|---------------|
| Total All Access Passes Sold | 5,513 | 6,012 | 5,653 |
| Pass Scans | 44,690 | 40,431 | 34,587 |
| Daily Admissions | 64,684 | 59,707 | 53,531 |
| Total Attendance | 109,374 | 100,138 | 88,118 |
| Total Facility Rentals | 1,029 | 1,085 | 1,061 |



Aquatic Concessions



| | 2025 | 2024 | 2023 |
|---------------------------|--------|--------|--------|
| Items Sold: Swanson | 18,826 | 19,476 | 21,488 |
| Items Sold: Otter Cove | 58,052 | 63,495 | 65,510 |

Aquatic Programming

- ▶ Aqua Aerobics
- ▶ Jr. Lifeguard Camp
- ▶ SCA Partnership
- ▶ Sensory Cove
- ▶ Swim Lessons



| | 2025 | 2024 | 2023 |
|-----------------------------|--------------|--------------|--------------|
| Group Swim Lessons | 713 | 734 | 855 |
| Private Swim Lessons | 423 | 489 | 431 |
| Sensory Cove Lessons | 94 | 97 | 110 |
| Aqua Aerobics | 114 | 120 | 104 |
| SCA Programs | 76 | 77 | 94 |
| Total Enrollment | 1,420 | 1,517 | 1,594 |

Aquatic Programming Enrollment

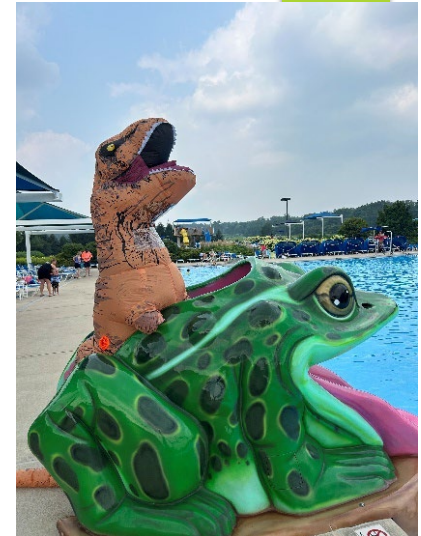


Aquatic Event Highlights

Otter Cove

- ▶ Dare2Tri Mixed Team Relay*
- ▶ Princesses and Pirates Night
- ▶ Christmas in July
- ▶ National Lifeguard Day
- ▶ Superhero Night*
- ▶ Dino Day*
- ▶ Back to School Bash
- ▶ Mascot Day
- ▶ Sensory Swim*

***NEW in 2025**



Aquatic Event Highlights

Swanson Pool

- ▶ Spooky Splash – Friday the 13th Edition*
- ▶ Mascot Day
- ▶ Luau Party – First Day of Summer
- ▶ DJ Nights
- ▶ Christmas in July
- ▶ National Lifeguard Day
- ▶ Superhero Night*
- ▶ National Book Lover's Day – Storytime with the St. Charles Library
- ▶ Sensory Swim*

***NEW in 2025**



Aquatic Team

- ▶ New Otter Cove Aquatic Park Supervisor – Tiffany Kohorst
- ▶ Otter Cove hired 250+ employees and roughly 55% were returning
- ▶ Swanson Pool hired 160+ employees and roughly 67% were returning
- ▶ Total Aquatic Applications
- ▶ StarGuard Audits – 5 STARS



Community Feedback



- ▶ “Great team! The management does a wonderful job supporting facility. Amazing customer service and the lifeguards are top notch!! Well done”
- ▶ “Your lifeguards do such a great job! Always impressed with the staff.”
- ▶ “As a lifeguard instructor I’m always impressed with how well your guards run and how attentive they are to safety.”
- ▶ “We love Swanson Pool! Thank you for a great summer! Staff are always friendly and very impressed with the lifeguards.”

Looking Ahead

Swanson:

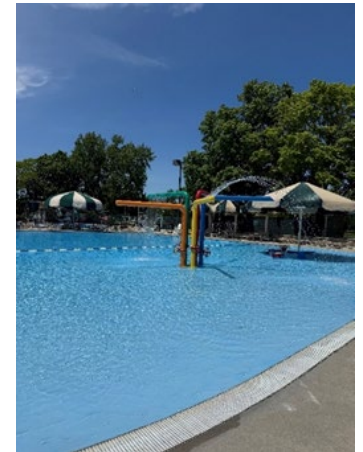
- ▶ Flagstone Tuckpointing
- ▶ Activity Pool Play Features – Replacing Dumping Buckets
- ▶ Concrete Repairs

Otter Cove:

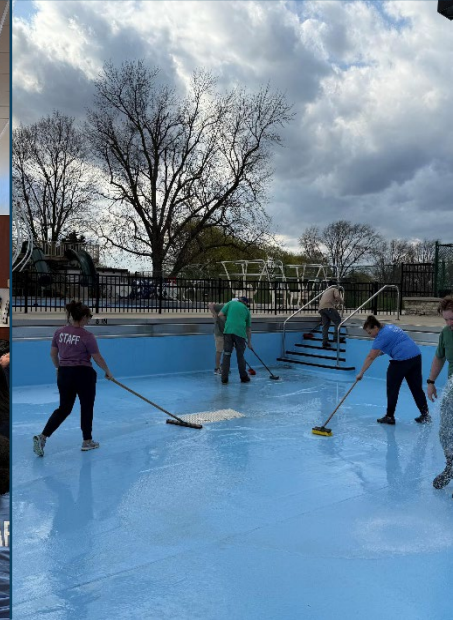
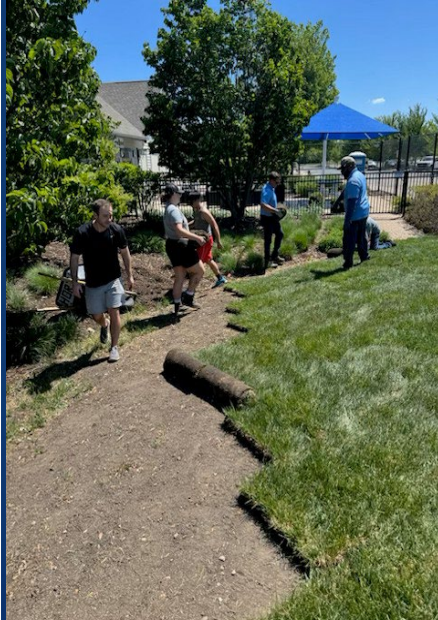
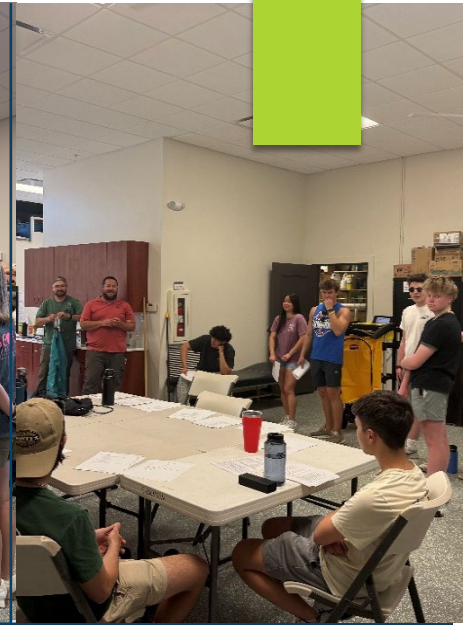
- ▶ Repainting of the targets in Lap Pool
- ▶ Mechanical updates
- ▶ Additional concrete, seating, and shade
- ▶ New technology to enhance the customer service experience at Main Entrance

Both Pools:

- ▶ Captivate App for season passes



Thank you!



Questions?

