



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:

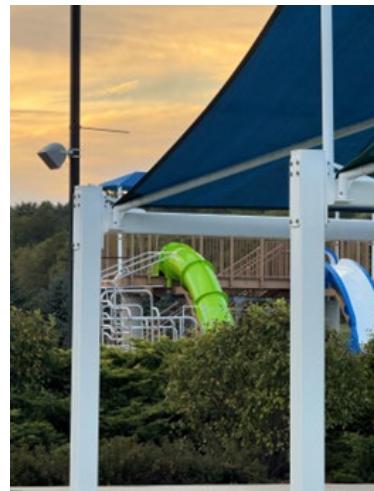
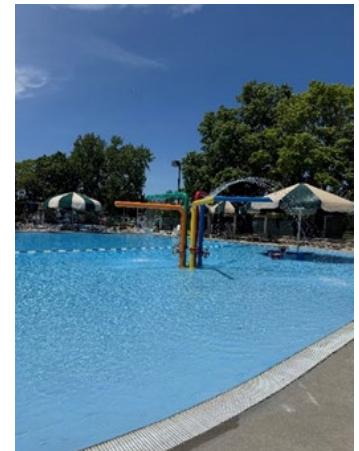
- ▶ Flagstone Tuckpointing
- ▶ Activity Pool Play Features – Replacing Dumping Buckets
- ▶ Concrete Repairs

Otter Cove:

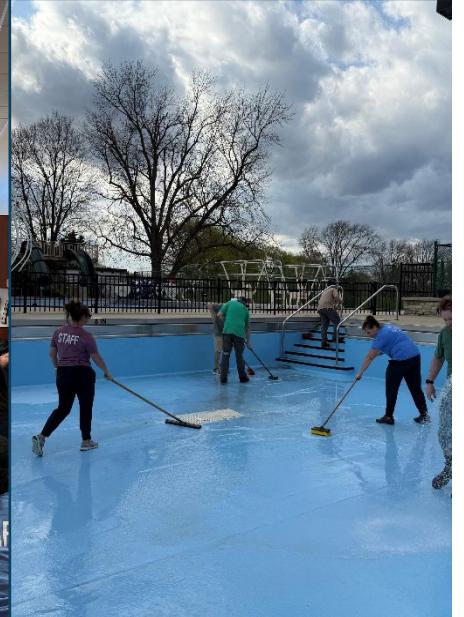
- ▶ Repainting of the targets in Lap Pool
- ▶ Mechanical updates
- ▶ Additional concrete, seating, and shade
- ▶ New technology to enhance the customer service experience at Main Entrance

Both Pools:

- ▶ Captivate App for season passes



Thank you!



Questions?

