**Gain Access to a New Facility**

*Talking Points for USA Swimming Team Leaders*

Is your USA Swimming member club looking to get into a new aquatic facility or gain more pool time? Below is a list of several reasons your USA Swimming member club could make a difference accessing a facility in a new area.

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**For the facility:**

* + Increased revenue for the facility
  + Potential new memberships/leads
  + Ability to hire additional staff
  + Helps facility maintain resources (i.e. flags & lane lines)
  + Can bring in other benefits/resources (i.e. timing systems, blocks, scoreboards)
  + Ability to partner with school districts to fulfill PE requirements

**For the community:**

* + Provides programming to the community, keeping youth active and involved
  + Stresses importance of water safety & drowning prevention
  + Teams often accommodate underprivileged and families with lower incomes
  + Competitions provide tax benefits to the community (hotels, restaurants, etc.)- opportunity to partner with local sports commissions or governments.

**For the team:**

* + Teaching a life-saving skill
  + Potential to partner with local elementary schools
  + Grant money available for those who need assistance
  + Facility featured in USA Swimming nationals marketing efforts.