



## **Facilities Development Update**

### **August, 2005**

As we approach the second USAS Convention since the inception of the Facilities Development Department, we would like to give you a very brief overview of where we are at with our service goals and planning.

#### **Contacts:**

- We have answered over 150 e-mails that have to do with “pool operating problems”. 90% of them have been able to be helped via return e-mail and phone calls and sending them pertinent written material we have developed. The other 10% have necessitated some sort of “on site” visit which resulted in a plan to resolve the problem.
- We have answered over 200 e-mails and phone calls from Architectural firms, Engineering firms, Consultants and Contractors, regarding pool design challenges. 95% of these we helped via return e-mail and phone calls. The other 5% are either on-going or were assisted by a visit from the Facilities Development staff.
- We have been contacted by over 400 clubs, park districts, schools, etc. regarding pool renovation or new project development. 100% of these “request for information” were answered the same day.
- We have been contacted by over 200 additional aquatic entities like above, requesting programming assistance for development or certification. 100% of these request received a reply within 48 hours.

#### **Projects:**

- At present we are working with 11 “major” projects that add up to over \$250 million dollars in new facilities for our swim clubs to use.
- We are currently working with 40+ other projects, many of them privately funded that are in the planning and development phase. These represent over \$150 million dollars of new construction or renovation that will directly benefit our clubs.
- In addition, we have assisted over 60 renovation or upgrade projects with more than planning and basic information. This assistance and counsel has resulted in over \$6 million of savings to these entities.
- We have intervened on over 60 issues relating to swim team access and time in pools.
- We have begun to offer detailed project management for new developmental projects and are currently managing 5 projects from study through design and construction.

### **Education and Support:**

- We have developed a detailed web page presence and publish the *Facilities Flash* newsletter every other month. *Flash* contains information from pool construction, to pool operation, to business planning and total aquatic programming.
- We conducted the first annual “Build-a-Pool” conference in April 2005. It was attended by over 170 people including USA Club representatives and Aquatic Industry leaders. We are in the process of planning the 2<sup>nd</sup> conference for April 2006.
- We have developed over 20 Power Point presentations and have done workshops, symposiums, clinics, and conventions in more than 10 states for over a dozen organizations.
- We have developed tools to help our customers plan their project, establish a successful business, design and build or renovate their facility, and benefit their community through total aquatic programming.

### **Collaborative Efforts:**

- We formed alliances and partnerships with Aquatic Industry leaders including representatives from manufacturers, distributors, builders, and aquatic programming.
- We continue to strengthen our department’s relationship with NPHSAA /YMCA of America and Community Associations nationwide.
- We have been instrumental in helping organize national pool indoor air committee to study the environmental issues and recommend changes for the future. First meeting in Milwaukee on October 10th.
- We continue to develop federal and statewide contacts to strengthen the lobby effort.

### **Initiatives:**

- We are in the process of creating a nation wide learn-2-swim initiative that will help our clubs service their community with total aquatic programming, health and safety as the cornerstones.
- We are in the process of developing a Facilities Licensing Program that will help assure quality facilities, versatile programming, and successful sustained aquatic businesses.
- We currently participate (in an advisory role only) on over 30 Board of Trustees/Commissioners nationwide related to new projects.
- We have begun the nationwide inventory of pools. We are conducting this by zones starting with the Eastern Zone and working west. Each zone is being done by state. We estimate this project being completed by next convention.

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