

CREATING WAYS TO ENCOURAGE GROWTH IN A NON - OLYMPIC YEAR



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KNOW YOUR TARGET AUDIENCE

**KNOW YOUR AREA'S SOCIOECONOMIC
THRESHOLD**

KNOW YOUR COMMUNITY CULTURE

FAST

**DO YOU CONSIDER YOURSELF A
BUSINESS?**

A LIFESTYLE BUSINESS?

A GROWTH BUSINESS?



ARE YOU A MEMBER OF YOUR CHAMBER OF COMMERCE



**“RIDING THE OLYMPIC WAVE”
NEWSPAPER COVERAGE
RADIO COVERAGE LIVE INTERVIEW
OLYMPIC TRIAL QUALIFIER**



**LUCAS REISCH FACEBOOK POST
HITS 12,000 PEOPLE**



BEST SWIM TEAM CONTEST NBC CHANNEL 10 RECEIVED 44 % OF THE VOTE





LIVE RADIO TALK SHOW INCREASING DIVERSITY IN SWIMMING

Iala Cropper Featured on WXXI's
"Connections"





ARE YOU LOSING SWIMMERS, WHERE AND WHY?

**GROWTH REQUIRES EVALUATION OF YOUR CURRENT
SYSTEM**

**ARE YOU WILLING TO RE-STRUCTURE, REORGANIZE AND
REBRAND?**



NOVICE GROUPS NEED TO BE A PRIORITY

MEETS NEED TO BE A SHORT AND SWEET EXPERIENCE



HOW DOES THE LOCAL COMMUNITY AND SWIMMING COMMUNITY PERCEIVE YOU??

**DON'T BE AFRAID TO ASK, WE DID!!
WE RESTRUCTURED AND REORGANIZED
USE YOUR RESOURCES
PARTNER WITH OTHER SPORTS**

**Fairport Youth
Swimming and Diving**

FAST
fairportswimming.com

RIPTIDE DIVING
riptidediving.com



INTRO * LESSONS * TEAMS



WRAP IT UP

RESTRUCTURE*REBRAND*SOCIAL MEDIA

FACEBOOK * TWITTER

INSTAGRAM*SNAPCHAT

HERE'S WHAT WE LEARNED ABOUT US

LONGEVITY * STABILITY * PERFORMANCE

FAST
Fairport Area Swim Team

Olympic Trial Qualifiers

| | |
|-----------------------|----------------------------|
| LAURA PEEL - 1988 | ANGIE BLASER - 1992 |
| AMY COTTRILL - 2000 | RICKY HENAHAN - 2008, 2012 |
| BRITTNEY KURAS - 2012 | HEATHER SAVAGE - 2012 |
| | LUCAS REISCH - 2016 |



USA SWIMMING
OLYMPIC * ALL-AMERICA

Mia Bullock Grace Chen Becca Evans

Three small photos of swimmers: Mia Bullock in a green swimsuit, Grace Chen in a blue swimsuit, and Becca Evans in a red swimsuit.



FACEBOOK @FAIRPORTSWIMMING

TWITTER @FAST_FAIRPORT

INSTAGRAM @FAST_FAIRPORT_SWIM

SNAPCHAT FAST_FAIRPORT