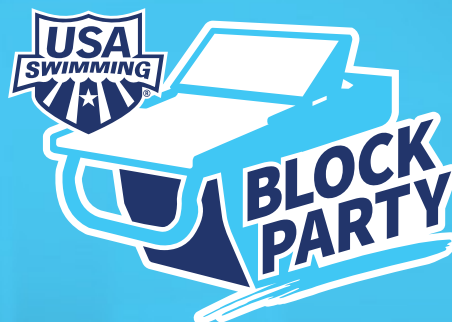


GROWING THE SPORT THROUGH



Block Party launched as a pilot in April 2024 to address flattening membership, fewer sanctioned meets, demographic headwinds, and a youth sports marketplace filled with options that are easier for families to understand and fit into their lives.

Block Party gives clubs *a short, affordable, low-barrier, and fun “home game” competitive option*. It simplifies sanctioning directly through SWIMS while maintaining the requirements established in the USA Swimming Rulebook. Most importantly, it gives coaches and clubs permission to be creative and a practical pathway to offer competition that fits their athletes, families, club culture, and community.

- Many athletes register, practice, and pay for a USA Swimming membership but *never experience a swim meet, yet participation in competition positively correlates with retention*.
- Others compete infrequently because *traditional meets require more time and money* than today's families are willing or able to give.
- When competition does not fit into families' lives, USA Swimming *misses one of its best opportunities to keep athletes engaged and connected to the sport*.

Block Party is no longer sitting on the periphery of the organization. Increasing the number of clubs running Block Party meets and maximizing club satisfaction with the program is now an Objective and Key Result under USA Swimming's Grow the Sport priority. *What began as a pilot has become an important part of the organization's strategy to increase participation, strengthen retention, and grow the sport.*



DATA DASHBOARD

▶ **69,468** ◀
ATHLETES HAVE PARTICIPATED

17,925
ATHLETES COMPETED IN THEIR
FIRST MEET DUE TO BLOCK PARTY

JUST OVER
50%
(9,112 ATHLETES)

HAVE GONE ON TO COMPETE
IN AN LSC SANCTIONED
MEET ALREADY.

MEETS BY YEAR:
(440 CLUBS HAVE HOSTED AT
LEAST ONE BLOCK PARTY MEET)

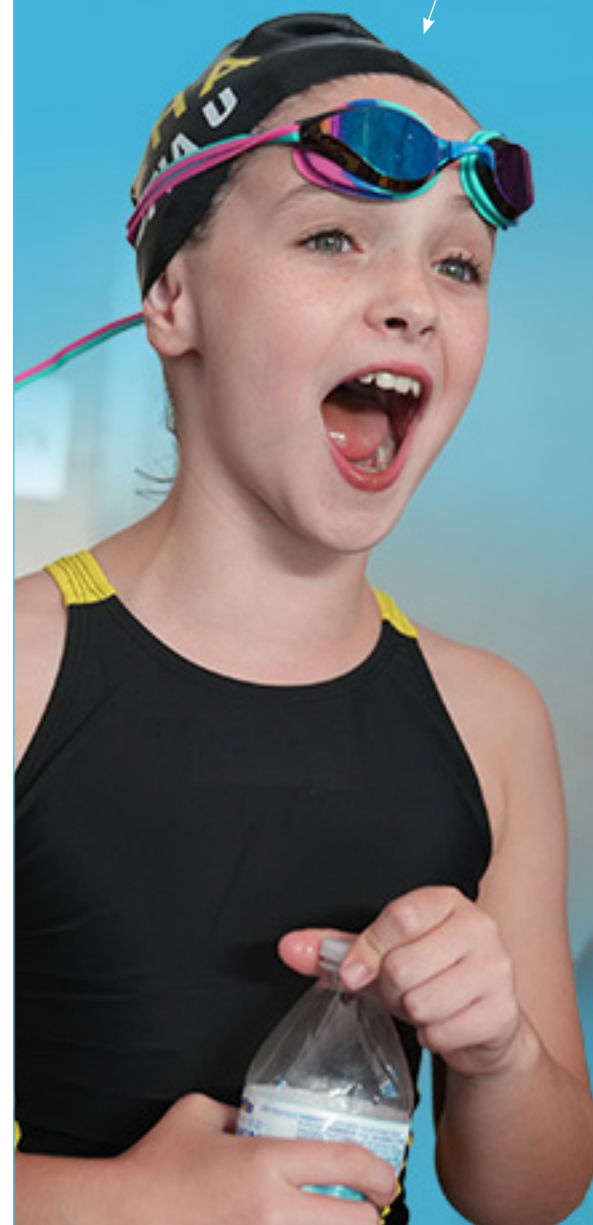


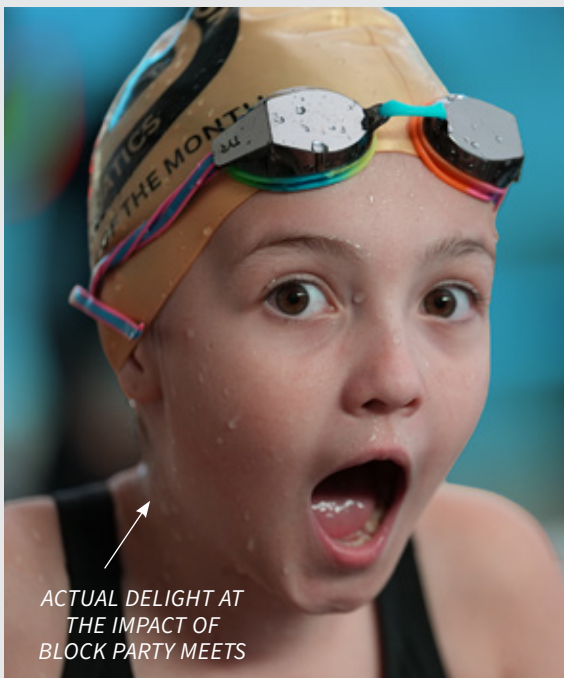
2024
383

2025
1,203

2026
936
WITH THE BUSIEST
QUARTER REMAINING

ACTUAL BLOCK PARTY
ATHLETE TESTING HER
CHEERING SKILLS





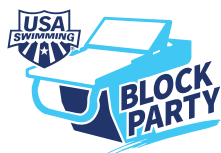
For 2026, the program received a **Net Promoter Score of 86**, down slightly from last year's mark of 93. *The survey reinforced the central value proposition.*

Clubs rated both the *ease of planning* and *running a meet* and their *likelihood of continuing* to use the Block Party resource at **9.55 out of 10**.

They rated the **positive impact on swimmer retention and engagement at 8.96 out of 10**.

Satisfaction with the SWIMS Block Party Sanctioning experience remains strong, with a **98.7% positive response** from users.

LSCs not accepting times for championship meets was the most prevalent negative response.



SATISFACTION

NET PROMOTER
SCORE

▶ **86**

SANCTIONING
SATISFACTION

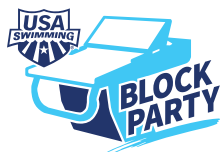
▶ **98.7%**

▶ **9.55/10**

- EASE OF PLANNING
- RUNNING A MEET
- LIKLIHOOD OF CONTINUING

▶ **8.96/10**

POSITIVE IMPACT
ON SWIMMER
RETENTION AND
ENGAGEMENT



FEEDBACK

“This is what the sport has been missing.

My club has better athlete and coach retention, higher performance, increased revenue and membership. **It’s a win, win, win.”**

Keith Ryan, Coastal Machine Aquatics Club

“Block Parties are allowing our program to be more competitive with other sports. Families and kids get more opportunities to compete without losing an entire day.”

Murilo Martins, McMinnville Swim Club

“We would not have been able to provide as many opportunities for our swimmers in the past year without the Block Party program. Being able to offer additional opportunities, with less hassle, has been a game changer for our team.”

Laurie Carlson, Waukesha Express

“This is a no-brainer and a game changer for swimming in our area. I’d love to see the LSCs be more supportive of this format as a way for young clubs to get some meet hosting experience. The idea is so malleable that **you can literally make it fit any program at any stage and help make things more fun and engaging** while making our sport more accessible to communities, family friendly, and frankly a better product than anything we’ve seen in a very long time. **This is a total win!”**

Sean Barry, Tiger Sharks

“Our district does not allow us to host meets on the weekends, so it has been nice that we’ve been able to host meets on a practice night. It is **budget friendly for parents** but also **allows us to have a new income stream to help build our team.** When we started in 2024 we had 112 kids and now we are almost up to 200 and have captured 3 back-to-back 3rd place team finishes at our 12 and under LSC champs meets, right behind 300-500 member teams. I truly believe these **Block Parties have helped us create an interest in meets** from our developmental kids who are now all in.”

Kelly Collier, Northeast Houston Aquatics

“Because Flex memberships and Block Party meets provide a **much more accessible entry point**, we have gradually been **bringing those swimmers into USA Swimming instead.** For our team alone, I would estimate **there are probably 60-80 swimmers who would not otherwise be registered with USA Swimming at all.** Without these programs, those swimmers would simply remain within our independently insured pre-competitive program, so in our case they are generating registrations and revenue that otherwise would not exist”

Amanda Hamborg, Fusion Swim Team

“We now have a full set of officials and will be using these meets as training for new officials too. Short local meets make it much easier to get an official through training and can see some very wide-ranging types of swims.”

Vince Colwell, Lakeshore Swim Club

There were more testimonial quotes, but the designer couldn’t fit them all in. Seriously.

WHAT A GREAT IDEA!







THE ROADMAP TO **BROADER ADOPTION**

Block Party was designed to make competition easier, but simplifying the process does not automatically change old habits. Clubs may still assume hosting a meet is more complicated than it is, lack the bandwidth to try something new, or be uncertain about officials' requirements and local expectations.

The next phase of Block Party must give clubs **a clear path from awareness to action** and from hosting one meet to building an intentional rhythm of accessible competition.

Identify the clubs that need this resource most. Use data to focus outreach on clubs with large numbers of noncompeting athletes, low first-year retention, limited access to meets, or challenges recruiting and developing officials.

Make the first meet easy to launch. Provide coaches with simple, ready-to-use meet formats, planning tools, marketing assets, and examples that demonstrate how a Block Party can be held during practice or completed in three hours or less. Familiarity and comfort with the resource will spark coach creativity.

Help clubs and LSCs design competitions with a purpose. Show clubs how Block Party can support new-family onboarding, athlete development, stroke progression, increased racing opportunities, team connection, revenue generation, and officials training. Turn one successful meet into a repeatable schedule. Encourage clubs to build Block Party into their seasonal plan rather than treating it as an occasional additional meet. The strongest results occur when accessible competition becomes part of the club's athlete development and retention strategy.

Build consistent local support. Continue educating LSC leaders and officials about Block Party, reduce inconsistencies in local expectations, and work toward greater clarity around the recognition of Block Party times for LSC championship meets. Block Party is not in competition with the LSC; it serves the sport, the club, athletes, and families.

Use successful coaches and clubs to lead the next wave of adoption. Share practical examples, connect experienced hosts with new clubs, and support clubs working together to create local and regional competition opportunities- with an emphasis on league generation.

Measure what happens next. Continue to track whether athletes compete sooner, participate more often, advance into traditional LSC meets, and remain in the sport. Continue using club satisfaction and coach feedback to identify friction and improve the resource.

In the next year, program success should be measured by how many clubs use the resource intentionally, how many athletes gain competitive experiences, and whether those experiences create stronger connections to their clubs and to the sport. *Accepting times for LSC championship meets provides a great opportunity for LSCs to elevate athletes from Flex to Premium membership and increase retention and engagement with the LSC.*



GROWING THE **ENTIRE** INFRASTRUCTURE OF SWIMMING

Block Party gives coaches and clubs a simple, accessible resource that creates confidence, momentum, and an appetite for further creativity. The result is more than adding one more swim meet. Each simple competition creates opportunities for athletes, families, coaches, officials, and clubs to become more deeply involved and connected to the sport. Connecting to more families helps us grow the sport, benefiting clubs, LSCs, and all of USA Swimming.