

Summer 2024 Aquatics Season End Report



Facility & Operational Improvements

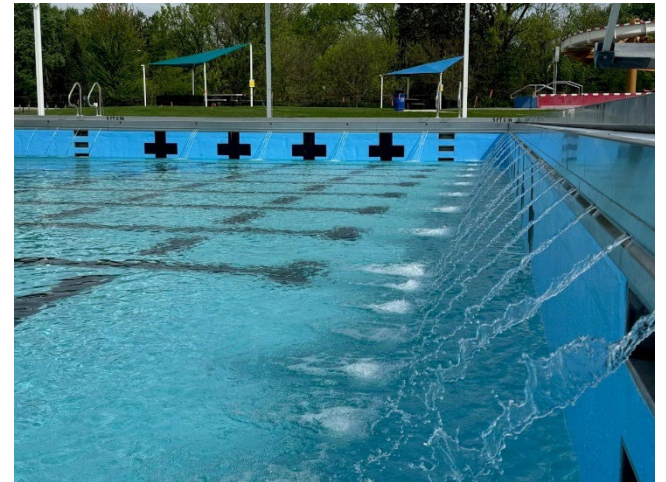
Swanson

- * Painting the small pool
- * Installed 14 new outdoor LED fixtures in the outdoor changing areas to illuminate for end of season hours
- * Installed 7 new shade structure fabric on existing shade structures
- * Refreshed and repainted staff restroom
- * Purchased new pressure washer



Otter Cove

- * Lazy River and Competition Pool painting
- * Caulking repairs throughout the facility
- * More chairs added to the pool deck
- * More tubes added for lazy river
- * New cabana furniture
- * Purchase of new pool vacuum and pressure washer



Attendance & Usage: Swanson



	2024	2023	2022
Total Swanson Passes Sold	1,115	1,114	978
Pass Scans	27,588	31,122	25,950
Daily Admissions	21,227	21,686	19,710
Total	48,815	52,808	45,660

Attendance & Usage: Otter Cove

	2024	2023	2022
Total All Access Passes Sold	6,012	5,653	5,112
Pass Scans	40,431	34,587	30,295
Daily Admissions	59,707	53,531	51,757
Total	100,138	88,118	82,052
Total Facility Rentals	1,085	1,061	738



Aquatic Concessions



	2024	2023	2022
Items Sold: Swanson	19,476	21,488	19,585
Items Sold: Otter Cove	63,495	65,510	56,575



Aquatic Programming

- Fourth year partnership with St. Charles Aquatics
- Sensory Cove continued to be offered at both locations and all sessions were filled
- Aqua Aerobics is a hit, filling up all sessions.



Aquatic Programming

	2024	2023	2022
Group Swim Lessons	734	855	841
Private Swim Lessons	489	431	550
Sensory Cove Lessons	97	110	97
Aqua Aerobics	120	104	83
SCA Programs	86	94	112
Total Enrollment	1,526	1,594	1,683

2024 Aquatic Events

Swanson

- * Float Nights
- * **Chalk the Walk***
- * Stanley's Birthday Bash
- * **Swiftie Swim***
- * **Pickle Paradise Party***
- * **Mascot Day***
- * **Luau Party—First Day of Summer***
- * **Flamingo Party – National Pink Day***
- * **National Swim a Lap Day***
- * Shadow a Lifeguard
- * DJ Nights
- * **Shark Day***
- * Cardboard Boat Race
- * Sundae Sunday– National Ice Cream Day
- * Christmas in July
- * **National Lifeguard Day***
- * National Watermelon Day
- * National Book Lover's Day –
Storytime with the St. Charles Library
- ***NEW event**



2024 Aquatic Events

Otter Cove

- * Float Night
- * Not So Lazy River Walk
- * Photos w/ Ollie & June
- * Volleyball with a Lifeguard
- * Deck Art Day
- * Mermaid & Pirates Night
- * June's Birthday
- * Father's Day Special
- * Mascot Day
- * **Pickle Paradise Pregame Party***
- * First Day of Summer
- * National Sunglasses Day
- * Ollie's Birthday
- * **Shark Day***
- * Shadow a Lifeguard
- * Youth Triathlon
- * Christmas in July
- * National Lifeguard Day
- * National Watermelon Day
- * Biggest Splash Contest
- * Back to School bash
- * National Book Lover's Day
- * **NEW event**



Aquatic Team

- * New Swanson Pool Supervisor – Cayla Greenfield
- * Swanson Pool hired over 160+ employees and approximately 68% of staff was new this year
- * Otter Cove hired over 270+ employees, with most positions filled by April

Patron survey feedback: “They all work so hard and very attentive. Such a wonderful experience. We so look forward to all of the days we went to the pool. Looking forward to next year GREAT STAFF!!!”



Community Feedback

- * “Excellent job this summer... Every time my family visited, I was impressed with the lifeguards ♡ Thank you”
- * “Thanks all. We’ll miss it now. Roll on next summer!!!”
- * “Always enjoy going to Swanson Pool – we love it there!”



Looking Ahead!

Swanson:

- * New shade structure above drop slides
- * Painting Activity Pool play features
- * Guard room/middle room floor



Otter Cove:

- * Splash Park renovations
- * Mechanical updates
- * New Aquatic Supervisor

