



Dallas Park & Recreation

2019 Aquatics Summer Season Overview



Dallas Park and Recreation Board
September 19, 2019

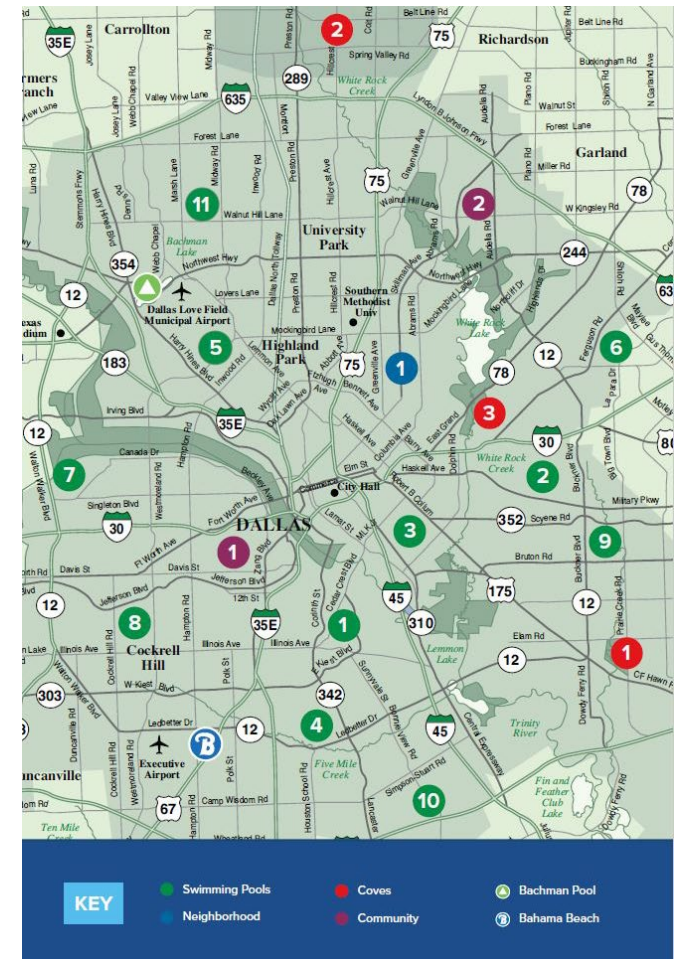
Background

- To update the Park and Recreation Board on the 2019 summer aquatics programs and activities
 - Bahama Beach Waterpark
 - Family Aquatic Centers
 - Community pools
 - Bachman Indoor Pool



2019 Aquatic Facilities

- Bahama Beach Waterpark
- Regional Aquatic Centers
 - The Cove at Crawford
 - The Cove at Fretz
 - The Cove at Samuell Grand
- Community Aquatic Centers
 - Kidd Springs Aquatic Center
 - Lake Highlands North Aquatic Center
- Neighborhood Aquatic Center
 - Tietze Aquatic Center
- Eleven (11) Swimming Pools
- Bachman Indoor Pool



Bahama Beach Waterpark

2019 Attendance: 55,763



Bahama Beach Waterpark

Special Promotions

- Thirsty Thursdays
- Season Passholder Appreciation
- Facebook Fan Appreciation
- Father's "Get in Free" Day
- 4th of July Dollar Dog Day
- Back to School Specials
- Swim & Safari



Bahama Beach Waterpark

Special Events

- Dive-in Movies
- Dallas Zoo Days
- Duck Races
- Paco's Poochie Plunge



Aquatic Centers



The Cove at Crawford

Aquatic Centers



Aquatic Centers



Aquatic Centers



Aquatic Centers



Lake Highlands North Aquatic Center

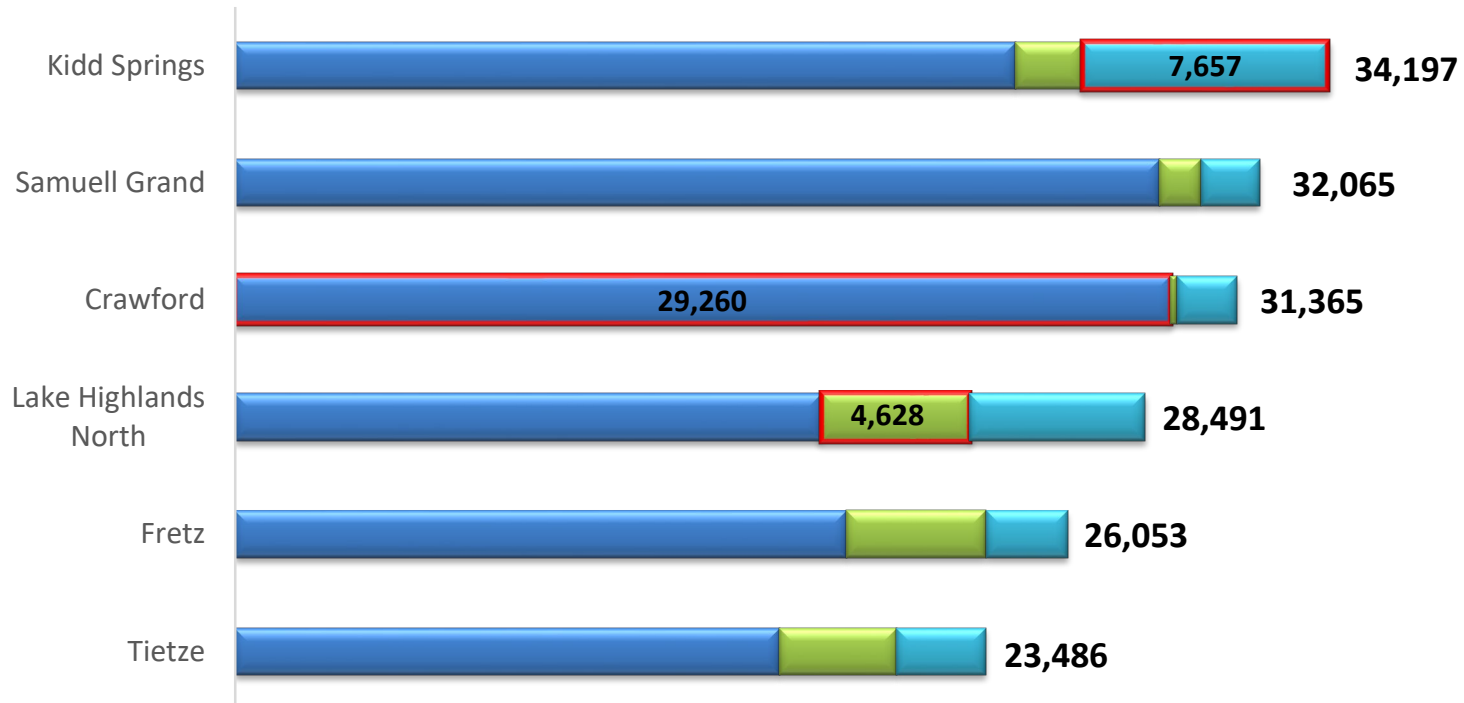
Aquatic Centers



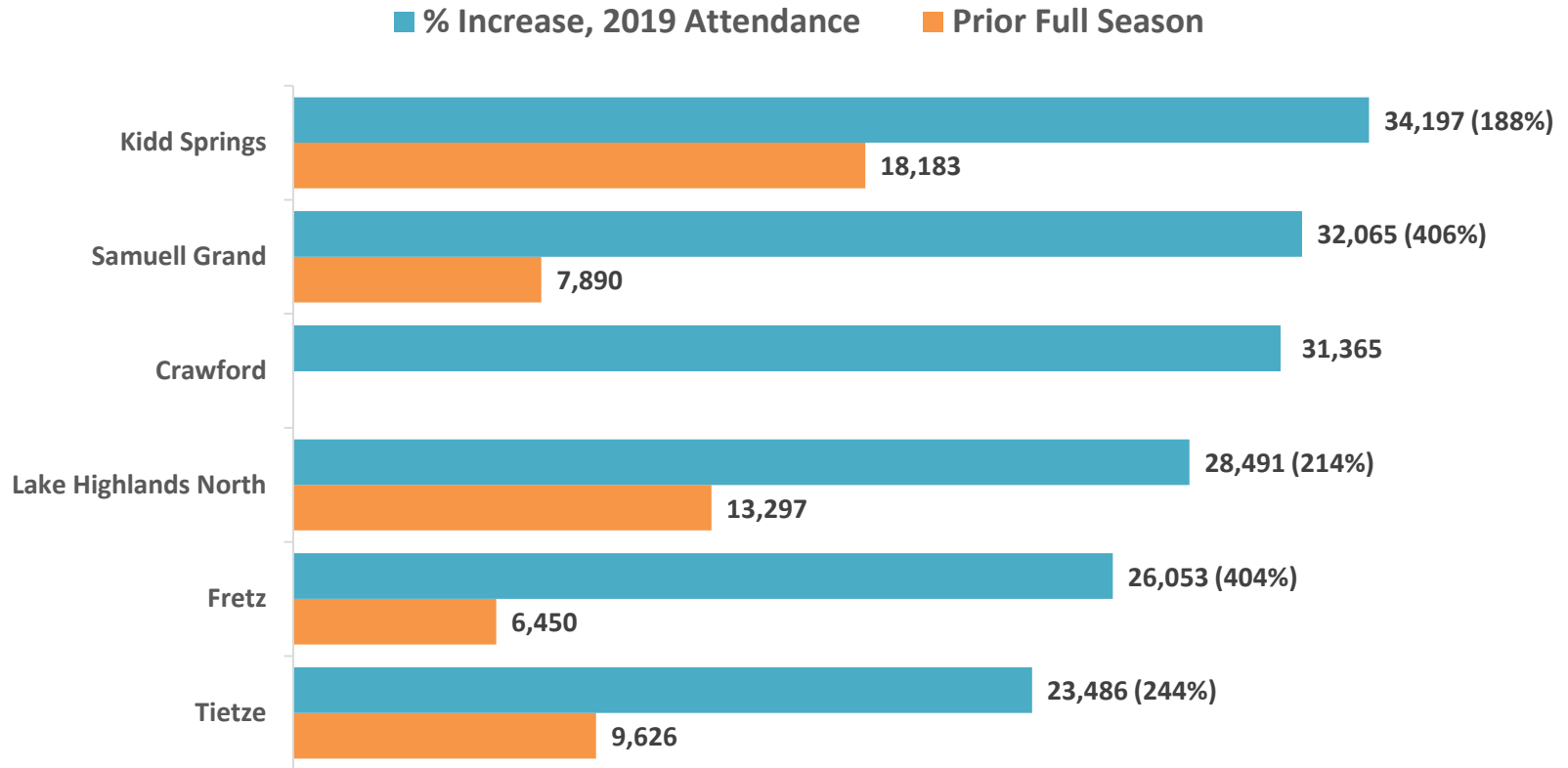
Aquatic Centers

2019 Attendance: 175,567

■ Tickets ■ Season Pass ■ Programs



Aquatic Centers

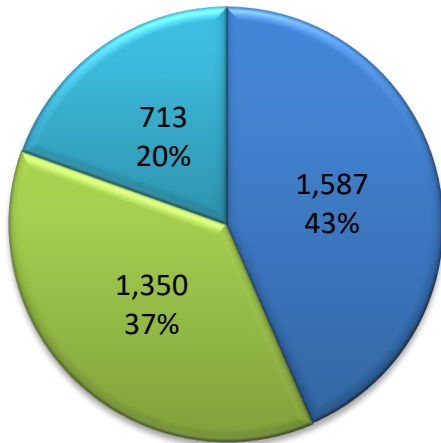


Aquatic Centers

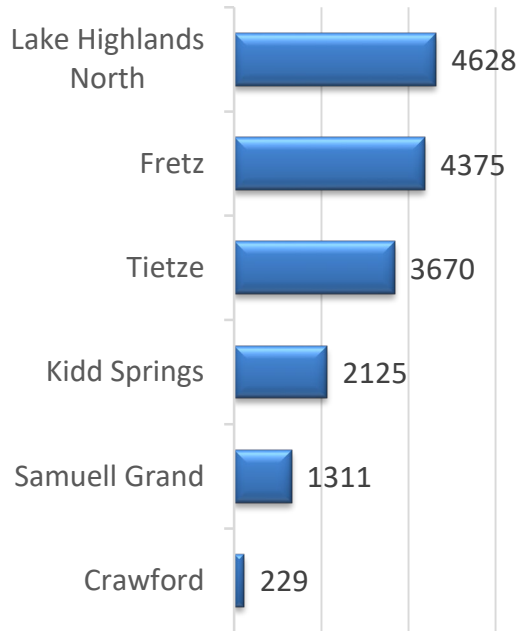
Season Pass Program

Total Sold:
3,650

- Community
- Cove
- Neighborhood

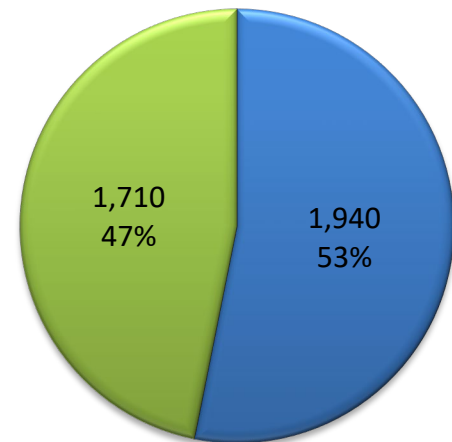


Total Visits:
16,338

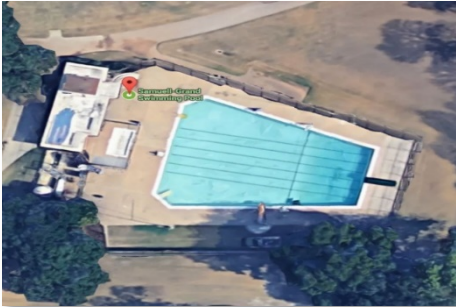


Total Sold:
3,650

- Early Bird
- Full Price

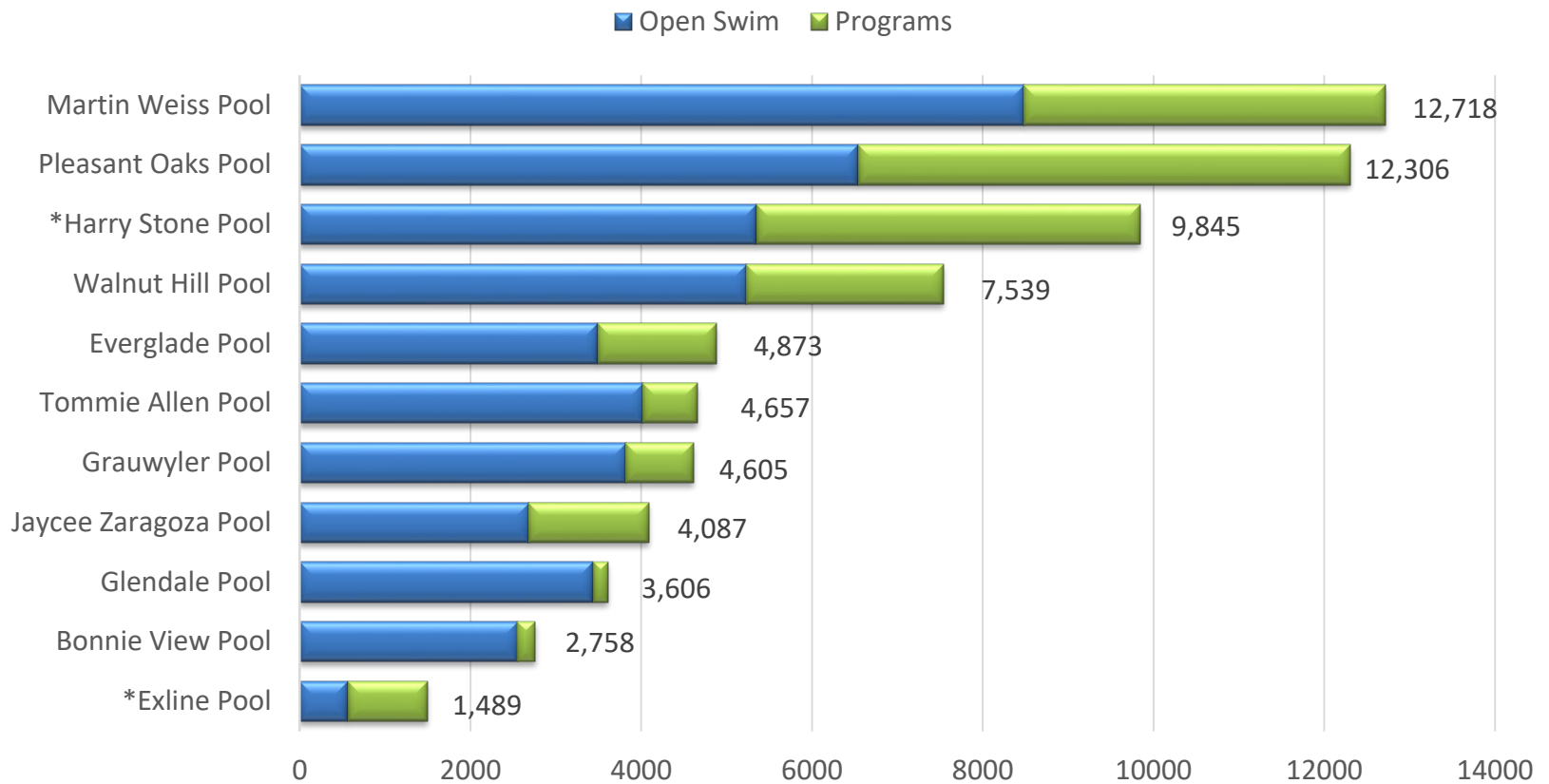


Community Pools



Community Pools

2019 Attendance: 68,483



* Under Construction for Summer 2020 Opening

Programs

Swim Team

- Introduction to the sport of competitive swimming
- Eighteen (18) swim teams
- Four hundred seventy-two (472) registered swimmers
 - Ages 5 - 17
- Six (6) swim meets



Programs

Swim Lessons

- 4,464 Lessons Conducted
- Parent/Child thru Adult
- 1,164 Scholarships Awarded



Aquatic Centers & Community Pools

Special Events

- Dive-in Movies
- Cardboard Boat Race



Aquatic Centers & Community Pools

Special Events

- Duck Races
- Dog Day Afternoon



Bachman Indoor Pool



Bachman Indoor Pool

- FY 18-19 Attendance: 28,963
- Aquatic exercise classes
- Swim lessons
- Swim Team



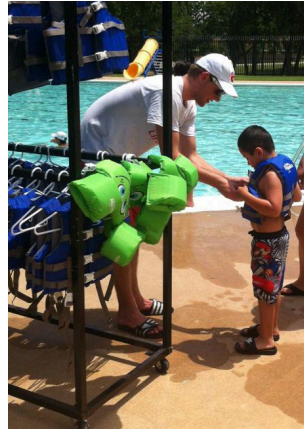
Bachman Indoor Pool

- Special Events
- Party Programs
- Rentals



Water Safety Education/Outreach

- World's Largest Swimming Lesson
- "Water Smart" School & PTA Presentations
- Water Safety Fairs
- Community Outreach



Water Safety Education/Outreach

- Lifeguard & WSI Certification Courses





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