



Dallas Park & Recreation

Extended 2020 Aquatics Summer Season



Dallas Park and Recreation Board

February 6, 2020

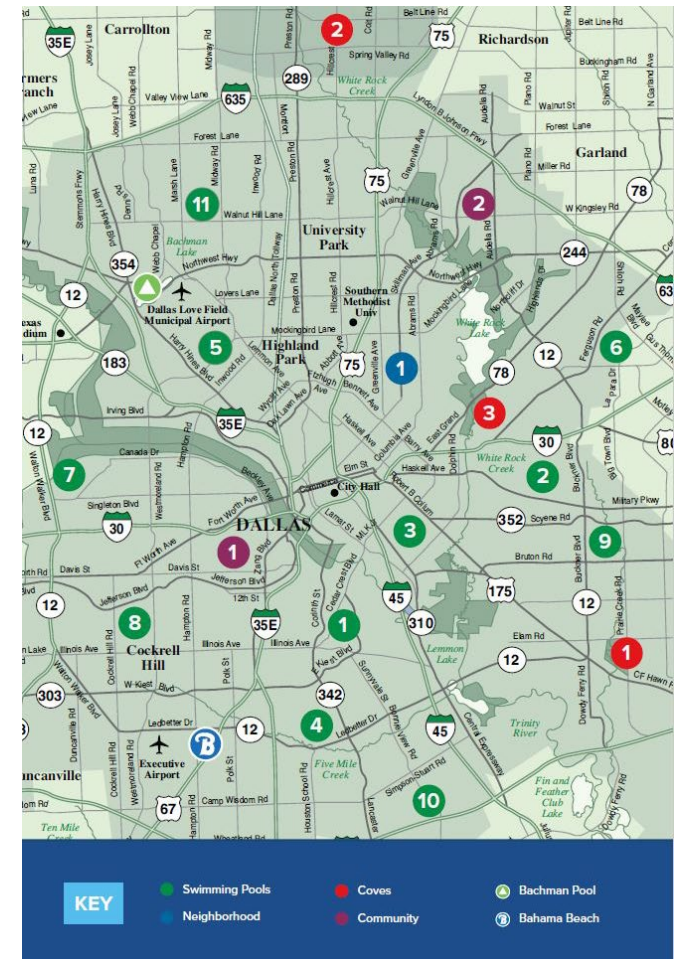
Background

- On October 9, 2019 staff provided the Park and Recreation Board an overview of the 2019 summer aquatics programs and activities
 - Bahama Beach Waterpark
 - Family Aquatic Centers
 - Community pools
 - Bachman Indoor Pool
- Feedback received was that staff explore extending the aquatic season in 2020



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

Special Events

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



THIRSTY THURSDAYS
All Summer Long

MILITARY DISCOUNTS
May 27th & July 4th

DIVE-IN MOVIES
Float under the stars and enjoy a movie on the big screen.

June 22nd Aquaman
July 6th How to Train Your Dragon 3
July 20th Spider-Man: Into the Spider-Verse
August 3rd Ralph Breaks the Internet



FATHER'S DAY
Complimentary admission for Dad with any other full price paid admission.
Sunday, June 16th
*Coupon available online

DOLLAR DOG DAY
Hot Dogs are only \$1
Thursday, July 4th

BACK TO SCHOOL SPECIALS
August 6th - August 9th

FACEBOOK FAN APPRECIATION DAY
Thursday, August 8th

SEASON PASS HOLDER APPRECIATION DAY
Friday, August 9th

Aquatic Centers



The Cove at Crawford



The Cove at Fretz



The Cove at Samuel Grand



**Kidd Springs
Aquatic Center**



**Lake Highlands North
Aquatic Center**

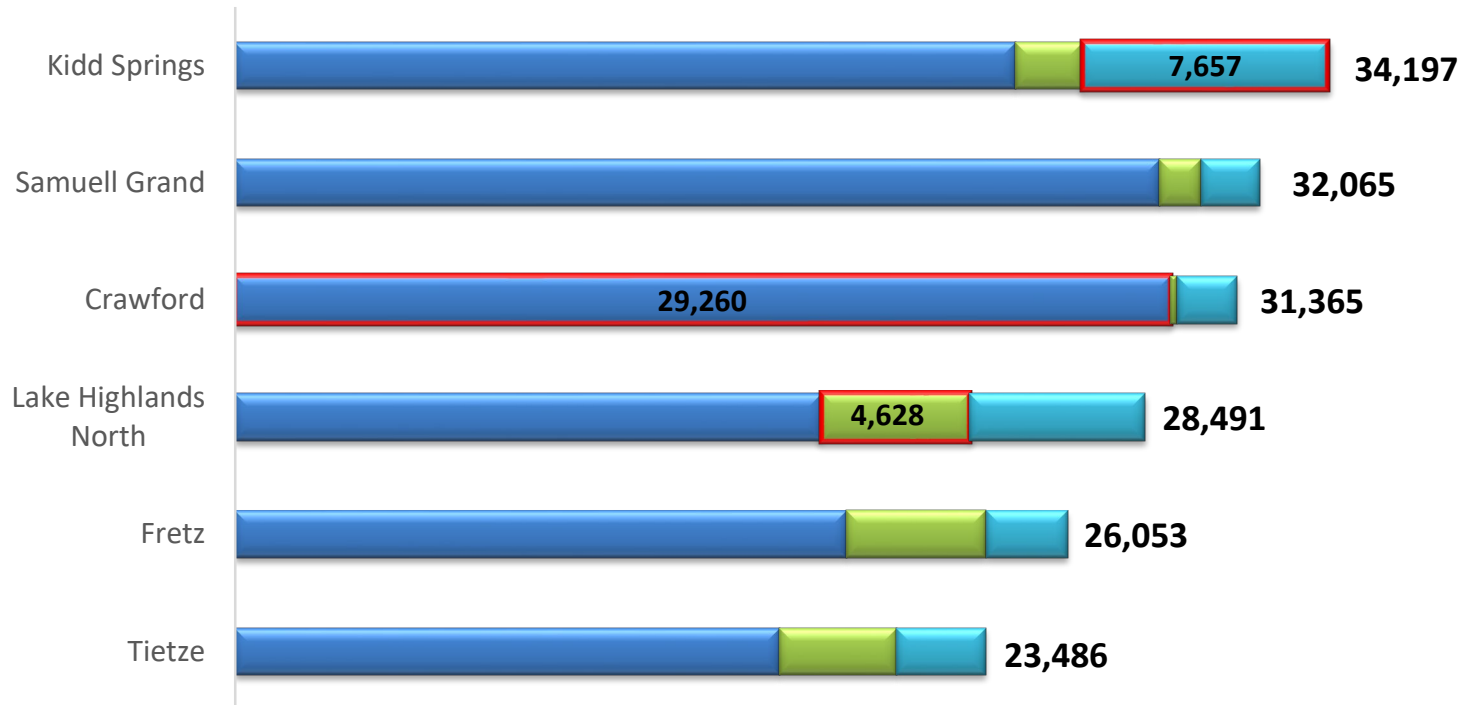


**Tietze
Aquatic Center**

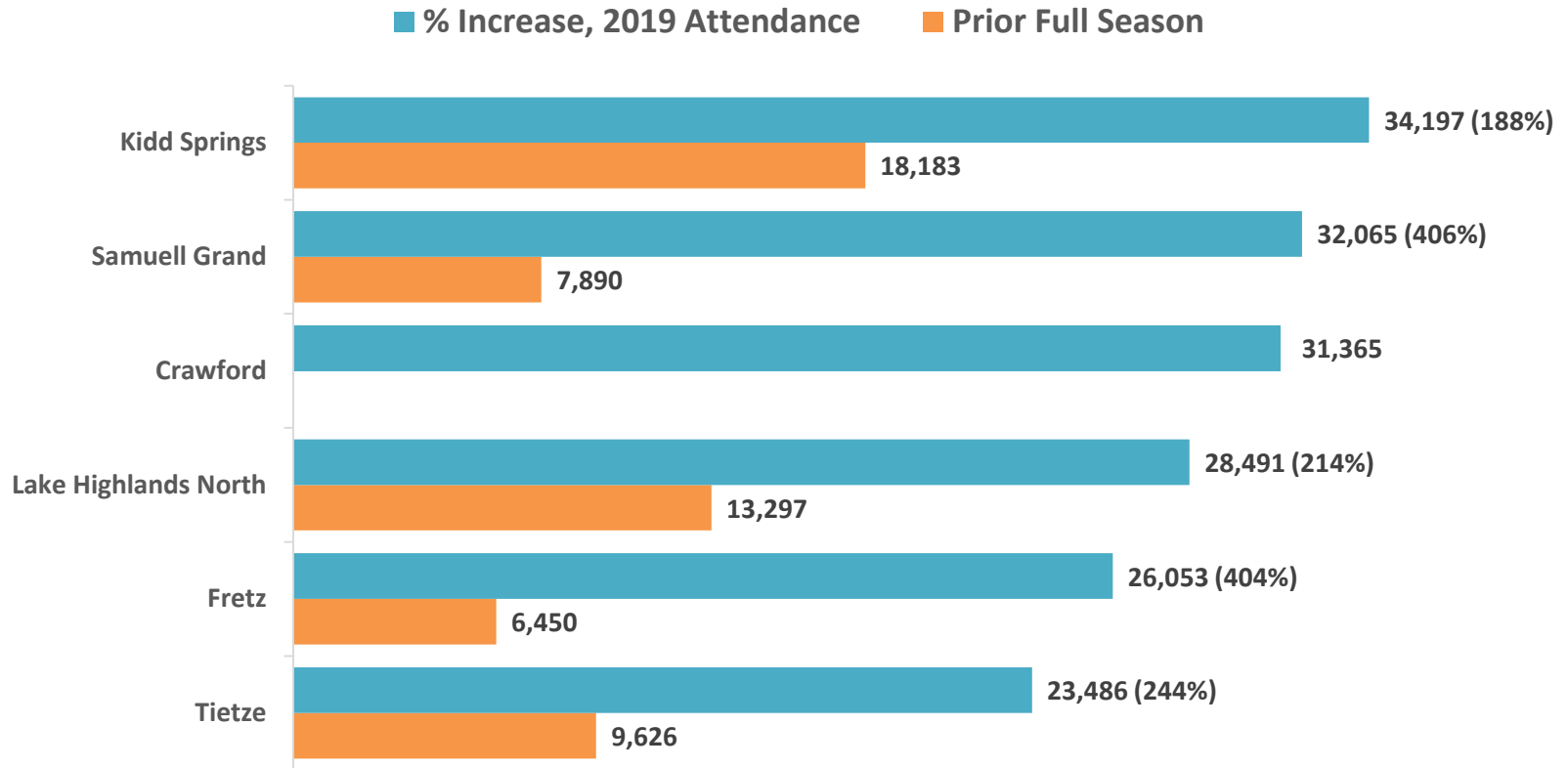
Aquatic Centers

2019 Attendance: 175,567

■ Tickets ■ Season Pass ■ Programs



Aquatic Centers

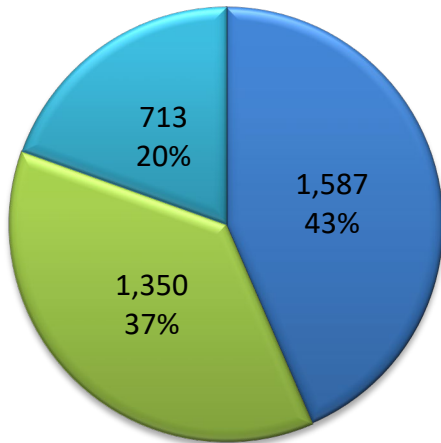


Aquatic Centers

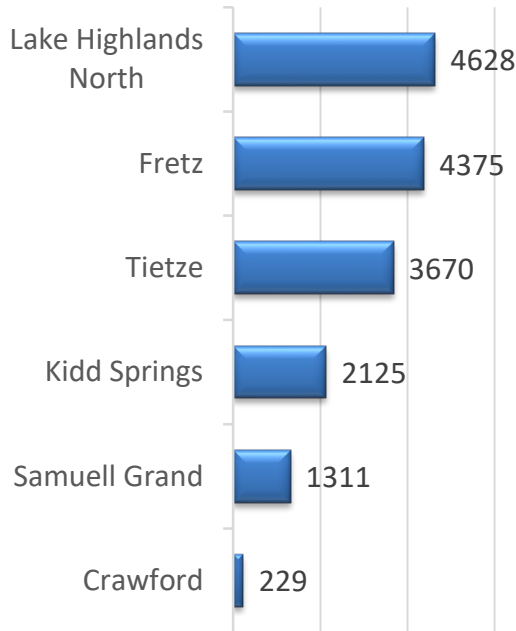
Season Pass Program

Total Sold:
3,650

- Community
- Cove
- Neighborhood

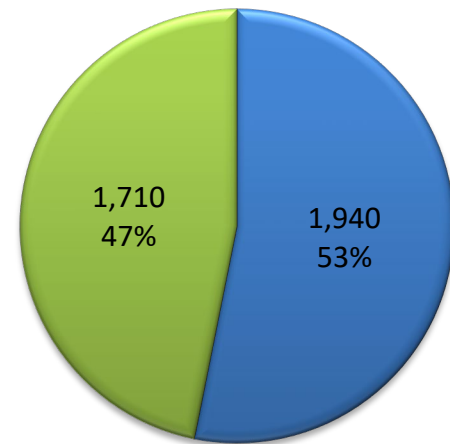


Total Visits:
16,338



Total Sold:
3,650

- Early Bird
- Full Price

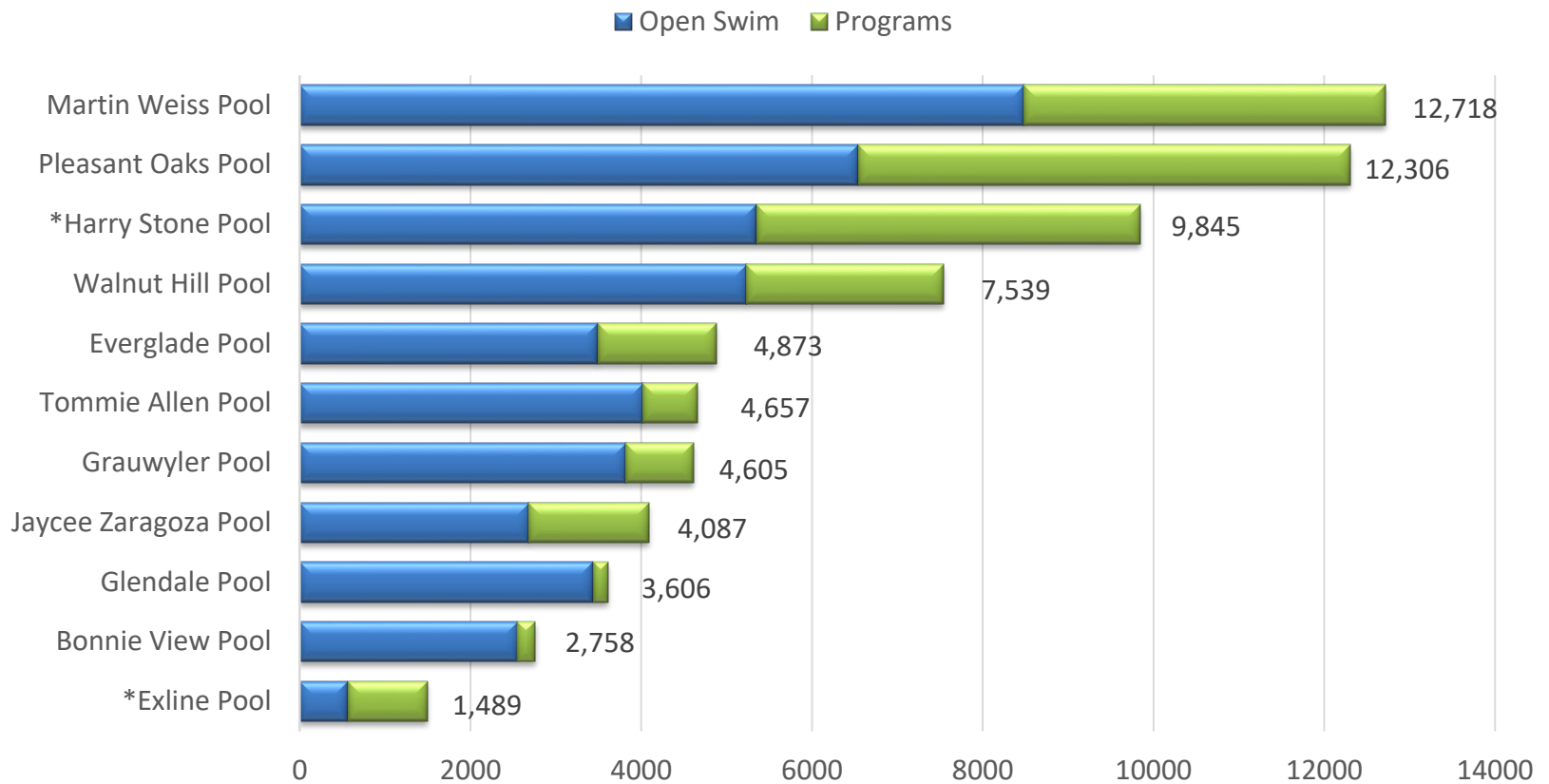


Community Pools



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

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
- Duck Races
- Dog Day Afternoon



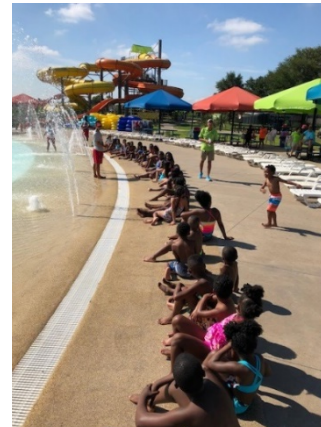
Current Year Round Swim Opportunities

- Bachman Indoor Pool
 - FY 18-19 Attendance: 28,963
 - Aquatic exercise classes
 - Swim lessons
 - Swim Team
 - Special Events
 - Party Rentals
- PKR and DISD Aquatics Partnership



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



DPR and DISD Aquatics Partnership


- Public meetings for the Aquatic Master Plan in 2015 revealed a strong desire for indoor pool programming in Southeast Dallas
- DPR and DISD leadership to discuss potential programming at existing DISD indoor pools
- A budget enhancement was initially submitted and approved for FY 16-17 and has been included in the following years
- In 2018, additional meetings with DISD staff were conducted to refine the program
- Currently finalizing agreement with DISD, hiring staff and purchasing supplies/equipment

We Want to Hear from You!

PUBLIC MEETING

Dallas Park and Recreation values your input! Share your ideas for the design of Dallas' proposed regional, community and neighborhood family aquatic centers and associated public art projects.

PROPOSED SITE	MEETING DATE	MEETING LOCATION
Crawford Park	6:30 p.m. January 25, 2016	Pleasant Oaks Recreation Center/8701 Greenmound/Dallas
Lake Highlands North Park	6:30 p.m. January 26, 2016	Lake Highlands North Recreation Center/3940 White Rock Trail/Dallas
Kidd Springs Park	6:30 p.m. February 4, 2016	Kidd Springs Recreation Center/711 W. Canty/Dallas
Tietze Park	6:30 p.m. February 9, 2016	Ridgewood-Belcher Recreation Center/6818 Fisher Rd./Dallas
Fretz Park	6:30 p.m. February 11, 2016	Fretz Recreation Center/6950 Beltline Rd./Dallas
Samuell-Grand Park	6:30 p.m. February 18, 2016	Samuell-Grand Recreation Center/6200 E. Grand Ave./Dallas



City of Dallas Aquatics Master Plan information is available at www.dalhsports.org

@dallas
City of Dallas Park & Recreation

Partnership Program Focus

- After additional meetings between DISD and DPARD staff, the program was refined to focus on meeting both the needs of the public in Southeast Dallas and DISD students, district-wide
 - Public programming at Pleasant Grove Pool for seniors, adults and young children.
 - Swim instruction and training programs for middle school and high school age students
 - Coaching clinics and safety training for DISD swim team coaches



Partnership Public Program

- Pleasant Grove Pool
- Monday – Thursday, 9am – 4pm
- August 26, 2019 – May 21, 2020 (excluding school holidays)
- Senior & Adult water exercise classes (low and high intensity, deep water)
- Senior & Adult swim lessons
- Youth Swim Lessons (preschool and parent/child)
- Home School Swim Team
- Open Lap Swim
- Utilizes the Bachman fee schedule for program pricing



Partnership Public Program Schedule

	Monday	Tuesday	Wednesday	Thursday
9:00AM -10:00AM	Senior/Adult Water Exercise (Low Intensity)	Deep Water Exercise	Senior/Adult Water Exercise (Low Intensity)	Deep Water Exercise
10:00AM-11:00AM	Senior/Adult Water Exercise (High Intensity)	Parent and Child Aquatics	Senior/Adult Water Exercise (High Intensity)	Parent and Child Aquatics
11:00AM -12:00PM	Deep Water Exercise	Senior/Adult Swimming Lessons	Deep Water Exercise	Senior/Adult Swimming Lessons
12:00PM -12:30PM	Closed	Closed	Closed	Closed
12:30PM -2:00PM	Open Swim	Open Swim	Open Swim	Open Swim
2:00PM -3:00PM	Senior/Adult Swimming Lessons	Senior/Adult Water Exercise (Low Intensity)	Senior/Adult Swimming Lessons	Senior/Adult Water Exercise (Low Intensity)
3:00PM -4:00PM	Parent and Child Aquatics	Senior/Adult Water Exercise (High Intensity)	Parent and Child Aquatics	Senior/Adult Water Exercise (High Intensity)

Partnership Swim Training Program

- Program conducted for six weeks each semester at each of the six DISD pools
 - M/W or T/Th, 5pm – 7:30pm
 - Fall and Spring session
- Open to all high school and middle school age students in the feeder pattern for each pool.
- Beginner to intermediate classes for varying ability levels
- Free to all students
- Dallas Aquatics staff offers the following training to DISD swim coaches:
 - American Red Cross Safety Training for Swim Coaches
 - American Red Cross Lifeguard Training
 - Swim coaching clinics



Partnership Swim Training Schedule

5:00PM - 7:30PM	Swim Training 5-5:45PM Class 1 5:45-6:30pm Class 2 6:30-7:15pm Class 3		Swim Training 5-5:45PM Class 1 5:45-6:30pm Class 2 6:30-7:15pm Class 3		Swim Training 5-5:45PM Class 1 5:45-6:30pm Class 2 6:30-7:15pm Class 3		Swim Training 5-5:45PM Class 1 5:45-6:30pm Class 2 6:30-7:15pm Class 3	
Jan 10 - Feb 24	Sprague Pool		Lisbon Pool		Sprague Pool		Lisbon Pool	
Feb 27 - Apr 13	Alamo Pool		Pleasant Grove Pool		Alamo Pool		Pleasant Grove Pool	
Apr 18 - Jun 1	White Rock Pool		Loos Pool		White Rock Pool		Loos Pool	

Partnership Program Promotion



HE SWIMS
TO SAVE LIVES

SHE SWIMS
TO WIN

THEY SWIM
FOR FUN

WE TRAINED THEM ALL

FREE SWIM TRAINING PROGRAM

ENTRENAMIENTO DE NATACIÓN GRATIS

Session 1: August 26 – September 25

Sesión 1: agosto 26 – septiembre 25

Mondays & Wednesdays | 5:00–7:30pm

cada lunes y miércoles | 5:00pm – 7:30pm

PLEASANT GROVE POOL

8204 Alto Garden
Dallas, TX 75217

Five-week swimming skills program for all middle and high school students at

Programa de habilidades de natación por cinco semanas para todos los estudiantes de las escuelas secundarias y preparatorias.

HIGH SCHOOLS

Escuelas Preparatorias

Samuell Skyline
Seagoville Spruce

MIDDLE SCHOOLS

Escuelas Secundarias

Ann Richards Florence Piedmont Academy
Balch Springs Lang Seagoville
Comstock

Whatever your goal, our trainers will help you get there. All swimming abilities welcome.

Sea cual sea su meta, nuestros entrenadores le ayudarán a llegar allí. Todas las habilidades de natación bienvenidas.

To sign up or to learn more, call 214-587-2868 or go to DallasAquatics.org
Para registrarse o para obtener más información, llame al 214-587-2868 o visite DallasAquatics.org

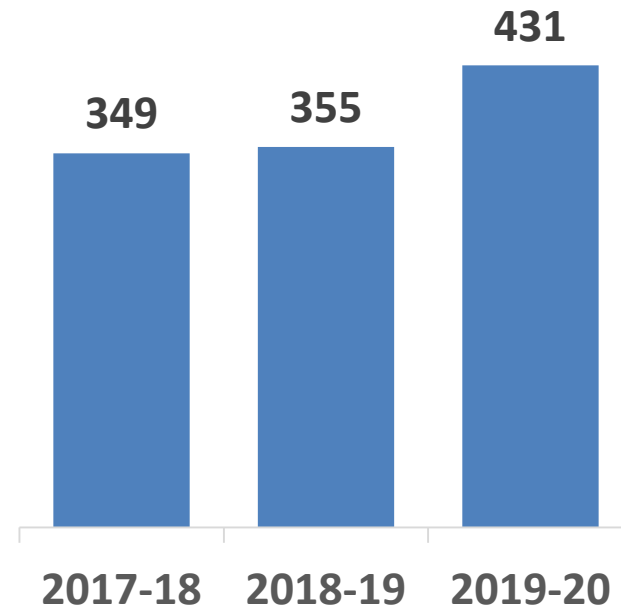


Partnership Program Attendance

	2017-18	2018-19	% increase
Public Program	2167	2966	37%
Swim Training Program	1621	2762	70%
Evening Swim Lessons	0	245	N/A
	2017-18	2018-19	% increase
High Schools (23)	9 39%	17 74%	89%
Middle Schools (32)	12 38%	17 53%	42%

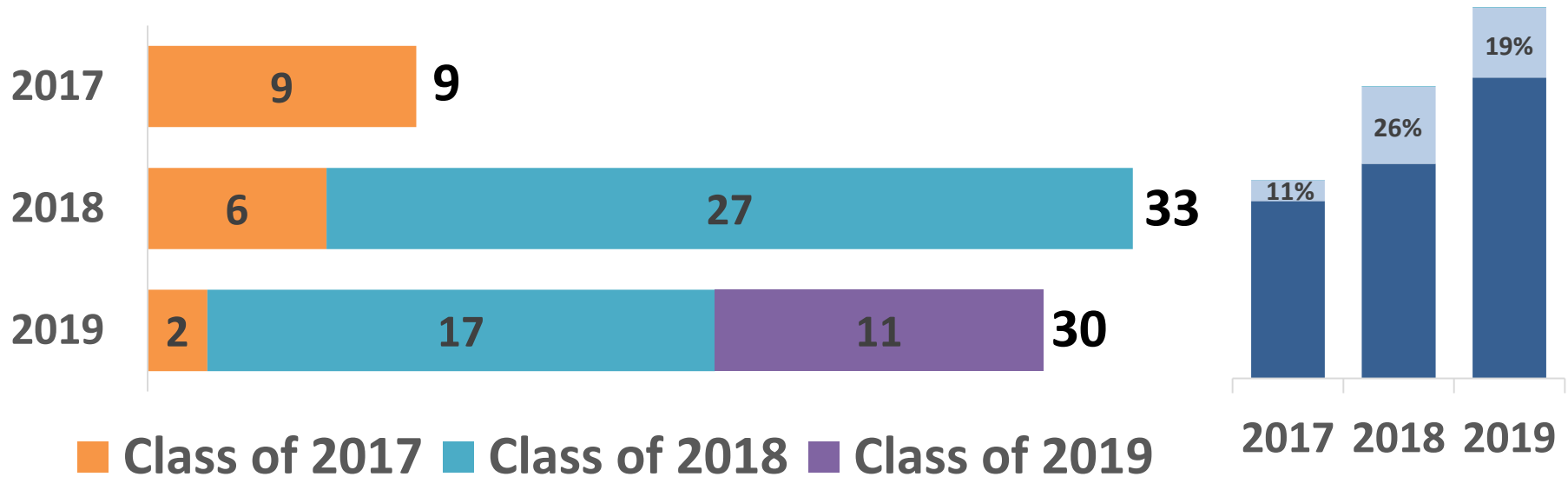
Partnership Program Results

23% Increase in
DISD Swim Team
Participation



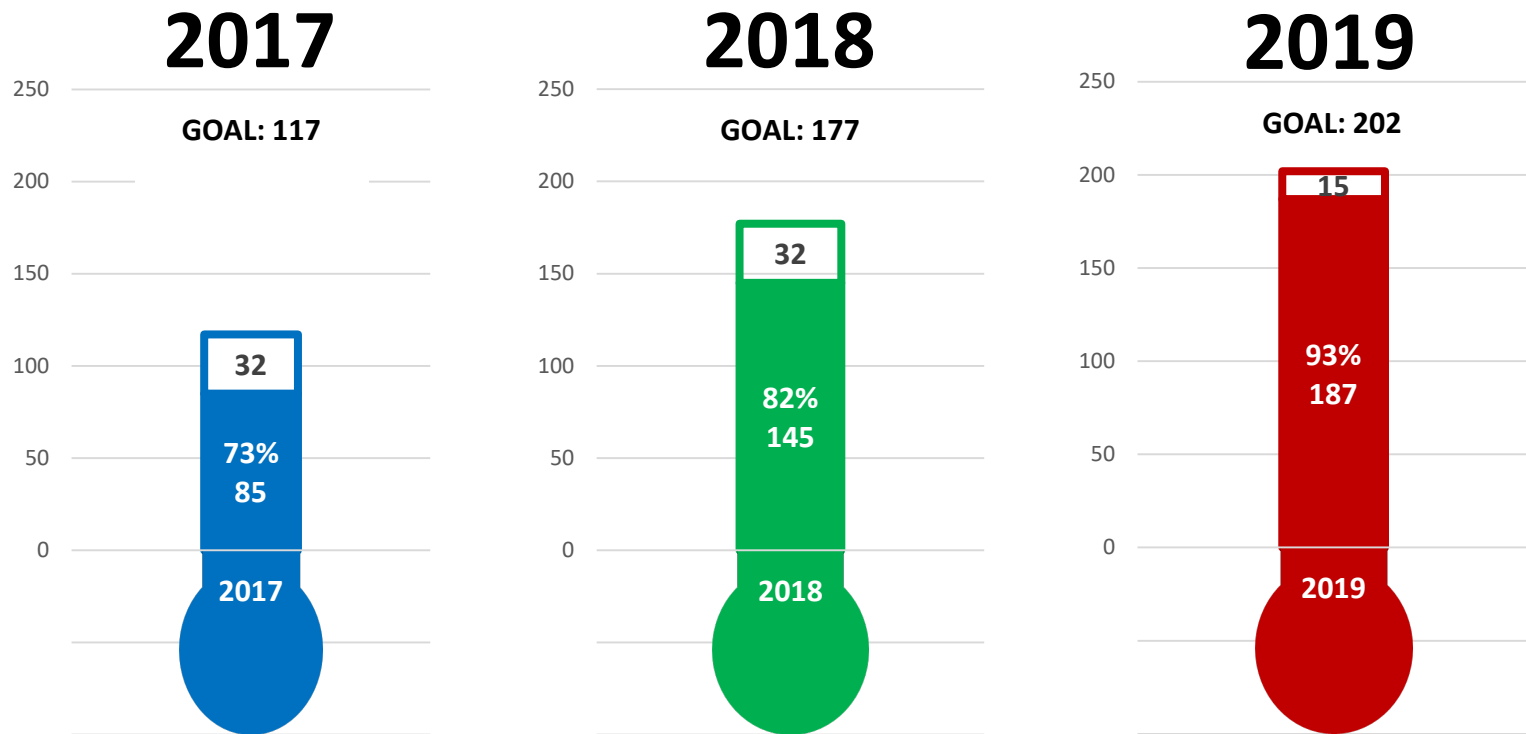
Partnership Program Results

Program Participants Hired



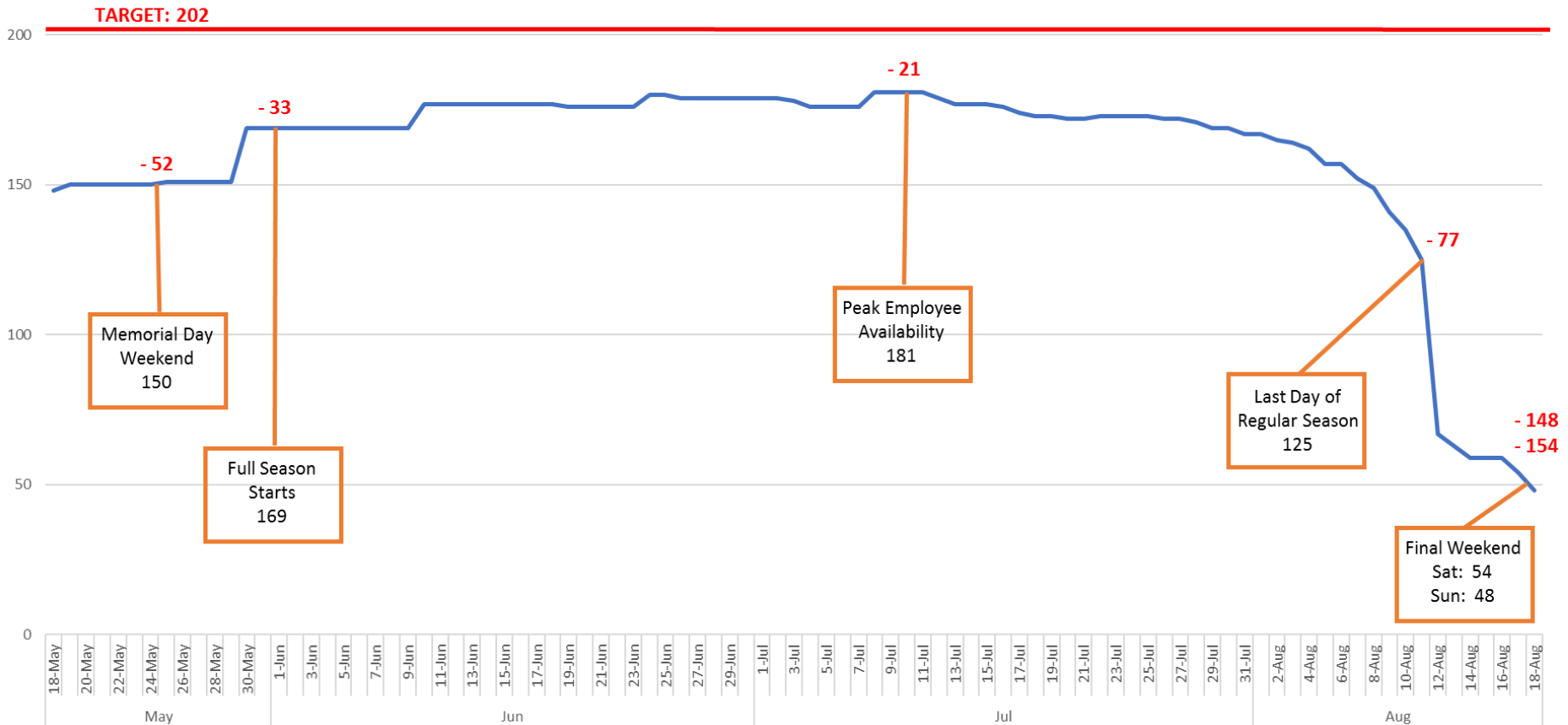
Partnership Program Results

Recruitment Success



2019 Staffing Trend

2019 Seasonal Employee Availability



Current Budget and Operating Season

- Memorial Day (May 23-25th) weekend for the Regional Family Aquatic Centers and Bahama Beach prior to the school year end
- A 10 week season, plus two days (final weekend), that begins on Saturday, May 30th after DISD dismisses for the summer at all facilities and ends on Sunday, August 9th
- Additional weekend of August 15-16th (the weekend prior to the school year start) at Regional Family Aquatic Centers and Bahama Beach

Current Challenges

- Reaching current hiring targets
- Declining availability of sufficient staff to operate the family aquatic centers safely at the end of the season due to:
 - High school and college commitments
 - Staff burnout from long hours and physically demanding working conditions
- Operating and maintenance funding limits the season to its current schedule
- Funding to establish an incentive program to keep all staff on board not just for the full season, but to make an extended season possible

Potential Solutions

- Need to establish a program to incentivize retention and reduce attrition
- Money to fund incentives
- Money to fund operation and maintenance

Extended Season Budget Needs

- Incentive program funding for current aquatic season: \$175,000
- Funding to extend season additional weekends for all aquatic facilities: \$343,336

Weekend	Incentive Expenses	Operating Expenses	Total Weekend Cost
Aug 15-16	\$0	\$28,329	\$28,329
August 22-23	\$35,000	\$60,002	\$95,002
August 29-30	\$35,000	\$60,002	\$95,002
September 5-7	\$35,000	\$90,003	\$125,003
TOTAL	\$105,000	\$238,336	

- **Grand Total \$518,336**

Staffing Needs

- Incentive program to help retain staff for additional weekends
 - 350 employees x \$800.00 (Maximum)
- Additional PMO numbers to hire more staff
 - Unable to double fill positions under current system
 - One PMO per staff, regardless of hours worked

Recruitment Target Efforts

- Dallas Park and Recreation Non-Traditional Recruitment Campaign
- Target Audiences
 - Retirees
 - Off-Duty professionals (firefighters, EMT's, pharmacists, nurses,
 - Area Master Swim Programs
- Campaign strategy to include social media, digital marketing, and media relations

Campaign Components

- Print Materials
 - Fliers and postcards
- Advertising
 - DMN Senior Section, Celebration Magazine
- Digital Marketing/Website/Social Media
 - Nextdoor, GovDelivery, Twitter, Instagram, Facebook, SMS/Text Messages
- News Media/Media Relations
 - TV public affairs programs, public service announcements, radio public affairs programs(Univision), WFAA Community First segment
- Community Relations
 - AARP events, Adult/Senior Adult Program events, DFW Master Swim programs, DISD Partnership, recreation centers, libraries, Volunteer Center, Dallas Senior Games, Senior Adult Sports Leagues (Softball, Pickleball), WellMed/Senior Activity Centers



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