Program Proposal: Aqua Pole Dancing

# Program Summary

Aqua Pole Dancing is a bold, fun, and empowering aquatic fitness class that brings the flair of pole dancing into the water. This unique program focuses on confidence, core strength, balance, and body control, all while using the support and resistance of water. The stainless-steel pole is anchored to the pool floor, allowing for spins, holds, and slow-flow routines in a safe, low-impact environment.

# Program Objectives

- Offer a creative and inclusive aquatic fitness experience
- Empower participants with confidence and body awareness
- Attract new demographics and expand non-traditional fitness offerings
- Generate buzz and revenue with a one-of-a-kind program

# Target Audience

Adults aged 18+ seeking a fun, expressive, and challenging workout. Ideal for those interested in dance, body positivity, and core-focused fitness, including individuals new to pole or looking for an aquatic alternative.

# Class Format & Equipment

Class Length: 45–60 minutes
- Warm-up & water mobility
- Basic holds, spins, and flows using pole
- Core strengthening movements
- Dance-inspired combinations & cooldown

Equipment:
- Aqua fitness pole (stainless steel, anchored base)
- Optional music/timer system
- Resistance bands (optional)

# Staffing & Certification Requirements

- 1 Instructor (pole dance, aquatic fitness, or dance/choreography background recommended)
- 1 Lifeguard

# Startup Costs (Estimated)

- Aqua Fitness Pole: $1,100–$1,300 per unit
- Instructor Training or Pole Workshop: $200–$400
- Sound system (if not available): $150–$300
- Marketing materials: $75–$150
- Total: $1,525–$2,150

# Ongoing Operating Costs (Per Class)

- Instructor Pay: $45–$60
- Lifeguard Pay: $20–$25
- Facility/Admin Overhead: $10–$15
- Total: $75–$100 per class

# Schedule Recommendations

- Evenings (Mon/Wed or Tues/Thurs at 6:30 PM)
- Session-based format: 6–8 week sessions recommended to allow choreography progression

# Evaluation Metrics

- Registration & waitlist tracking
- Participant feedback & confidence surveys
- Attendance and retention rate
- Instructor performance review