Foundational Water Fitness Program Packet

This packet outlines the full setup and costs associated with running foundational-level aquatic exercise classes. Each program includes a class description, daily and session costs, staffing, and equipment considerations.

# Aqua Zumba

Program Description:
A Latin-inspired dance fitness class held in the water, combining Zumba choreography with low-impact, joint-friendly aquatic exercise. Ideal for those who love music and want a fun cardio workout without stress on joints.

Program Startup Cost: $450–$750 (Zumba license, sound system, marketing)

Daily Operating Cost: $70–$100 per class (includes instructor, guard, overhead)

8-Week Session Cost (1x/week): $560–$800 for an 8-week session (1x/week)

# Aqua Yoga

Program Description:
A gentle, low-impact yoga class in the water that emphasizes balance, breathing, flexibility, and relaxation. Perfect for older adults, those recovering from injury, or anyone seeking calm movement in a supportive environment.

Program Startup Cost: $500–$900 (certification, props, float mats)

Daily Operating Cost: $70–$95 per class

8-Week Session Cost (1x/week): $560–$760 for an 8-week session

# Aqua Boot Camp

Program Description:
A high-energy, instructor-led workout that challenges strength, agility, and cardio using interval-based drills in shallow or deep water. Great for athletic populations or those wanting results.

Program Startup Cost: $400–$700 (equipment, instructor training)

Daily Operating Cost: $75–$100 per class

8-Week Session Cost (1x/week): $600–$800 for an 8-week session

# Shallow Water Aerobics

Program Description:
A classic, low-impact water aerobics class focused on light cardio, mobility, and total-body toning. Accessible to all ages and fitness levels; can be scaled to include strength work.

Program Startup Cost: $350–$550 (dumbbells, gloves, certification)

Daily Operating Cost: $70–$90 per class

8-Week Session Cost (1x/week): $560–$720 for an 8-week session

# Deep Water Conditioning

Program Description:
A no-impact cardiovascular and core-conditioning class in deep water using flotation belts. Suitable for active adults and joint-sensitive participants looking for an intense workout without gravity.

Program Startup Cost: $400–$700 (float belts, anchors, instructor cert)

Daily Operating Cost: $70–$95 per class

8-Week Session Cost (1x/week): $560–$760 for an 8-week session