

# Who Are We?



- Fourth generation of family in aquatics (1918)
- Former swimmer & diver age group-college
- Parents 3 kids (all swimmers through college)
- Nelson's School of Swimming & Fitness 1973-2003
- Turtles USA Swim Team (Coach owned) 1972-2003
- ASCA Level 4 Coaches – Masters L2S certified
- ATRI and AEA Certified
- SA Program owners + Certified SAI (Starfish)
- Nelson's Swim & Sports Supply owners  
700+customers & and design of 20+ facilities 1972
- Water Way Therapy (outpatient clinic founders-owners) 1994
- Poolside Health and Wellness Center owners 2001
- USA Swimming Facilities Development Department 2004-2020 serve on multiple national and international committees
- Principals of TAP-LLC / Total Aquatic Programming 2020

**USA-Swimming = ~430,000+ members , ~360,000+ athletes ~3030 clubs ~19,560 coaches, 59 LSC's  
175 new facilities since 2005 plus 10 in feasibility and many in planning stage. Over 2,500 attendees at BAP**

# BUILD A POOL



**Counselman · Hunsaker**  
AQUATICS FOR LIFE



TOTAL AQUATIC PROGRAMMING, LLC.

**Presented by Total Aquatic Programming LLC (TAP) and Counselman Hunsaker (CH) – Conference sponsored by USA Swimming.** *The information presented in this PowerPoint and Conference, including the documents on the flash drive and handouts, may be used by the attendees to support and develop individual projects. **This information may not be used to present or share information at other build a pool or educational workshops or conferences without written consent of USA Swimming and TAP-LLC and Counselman Hunsaker.***

**Without new pools,  
children will not learn  
how to swim, and adults  
will not be as healthy.**

**Drowning rates and  
obesity rates will  
continue to increase.**

**The importance of new  
pool projects can not be  
over-emphasized.**



For those people that attend a Regional or Custom Build a Pool Conference/Workshop **TAP** can create an Enterprise Plan which is a 40+ page custom designed document that covers:

- **Mission – Vision**
- **Basic demographics**
- **Programming –4 pillars of aquatics**
- **Basic staffing**
- **Cost to build along with size, scope, and some conceptual layouts**
- **Income projections**
- **Cost to operate**



**The Enterprise Plan is a preface to the business plan and the feasibility study. It can be used to gain committee, community, and investor support plus inform potential partners of what is being planned. Private projects may be able to use this detailed information instead of a Feasibility Study**

**The Enterprise Plan may not be appropriate for single pool projects, renovation projects, or leased projects. We also do not do waterparks or projects that exceed \$30 million cost to build, or 70,000 total square feet. These types of projects need to go directly to Feasibility.**

All of EP plans are based on at least 2 pools with varying water temperatures and the 4 Pillars of aquatic programming.

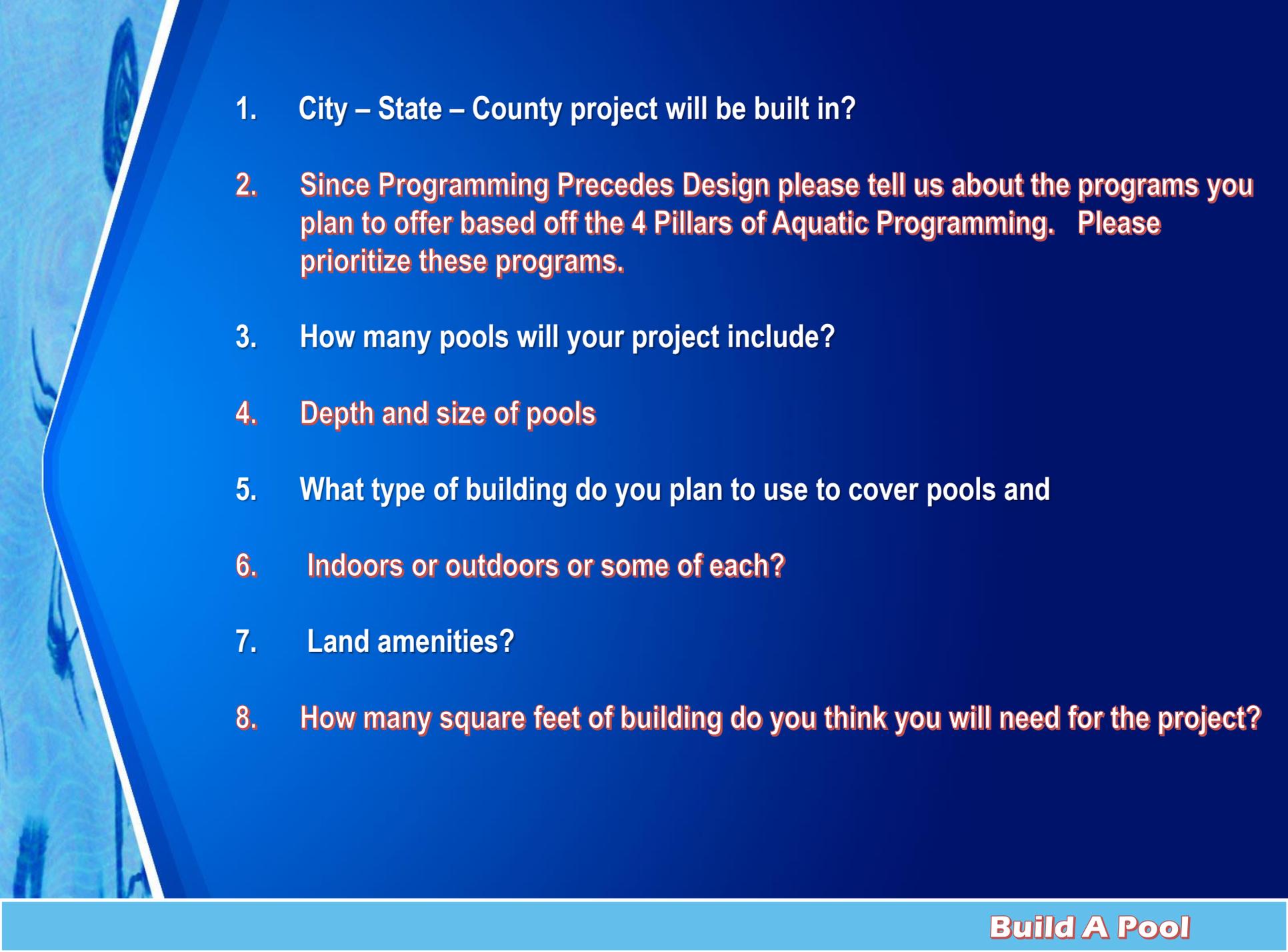
The EP will only be sent when requested by a person who has attended a BAP Conference or Workshop, and it has to be within 12 months of attending a conference. It would be a disservice to send it to someone who has not heard what TAD teaches and would be confusing and possibly detrimental to a project.

*Allow at least a 2 week lead time for plan development.  
One plan per project. All revisions and/or additions to a plan that has been sent will be charged a fee.  
Avg cost \$1500*

**Before an Enterprise Plan can be developed,  
we need some basic information.**

**Please answer the following questions to the  
best of your ability.....**



- 
1. City – State – County project will be built in?
  2. Since Programming Precedes Design please tell us about the programs you plan to offer based off the 4 Pillars of Aquatic Programming. Please prioritize these programs.
  3. How many pools will your project include?
  4. Depth and size of pools
  5. What type of building do you plan to use to cover pools and
  6. Indoors or outdoors or some of each?
  7. Land amenities?
  8. How many square feet of building do you think you will need for the project?

9. Have you identified the land for the project?
10. How large is the land?
11. Has it been surveyed and studied and do you have reports?
12. How much do you have to spend on this project - budget?
13. How much money have you raised already?
14. Do you have specific fundraising plans?
15. What else do you want to tell us about the project?



*Sue, I wanted to thank you and Mick for the very informative conference. I agree with you that the Enterprise Plan is enough information instead of a feasibility study. However, **due to the conference** my "land" plans have changed and below is why.*

**I wanted to thank you for the power point slide that showed possible organizations to partner with to make the complex work. For some reason I never thought to ask our local Elementary, Middle, or High School if they had land that we could use. (I think I asked everyone else in the County government... LOL) When I got back on Monday I contacted the Superintendent of the School and proposed my plan. He was "thrilled" and said they did have a parcel that we could use and exchange services. The site happens to be next to the Elementary School where the Superintendent would like to include the learn to swim in there gym program. Again, I can't thank you enough for just this one power point slide. Sometimes the most obvious things are the ones you don't think of.**

# ENTERPRISE PLANS

**Simplifying it: The prelude to the Business Plan and the Feasibility Study. Usually used for information sharing and advocacy. Helps set FUNDRAISING GOALS.**

**You need \$13 million to build**

**You need \$900,000 a year to operate**

**You have a potential income year one of \$954,000 *(this improves each year)***

So you need to fundraise \$13 million. This is what the business case statements explain. Facilities can operate in the black as long as the project does not have to make debt payments. Until this makes sense to you and seems possible, you will need to concentrate work on funding or discuss phasing the project with small pool first and make \$ teaching lessons and other programming and then add larger pool a few years later.





## An Enterprise Plan for a new aquatic center: Table of Contents

Executive Summary  
Vision Statement & Mission Statement  
Current/Company Summary  
Demographics  
Products and Services  
L2S Programs  
Training Programs  
Physical Therapy and Rehabilitation Programs  
Recreational Events and Activities  
Safety and Rescue Training  
Aquatics Safety

Market Analysis Summary  
Strategy and Implementation Summary  
Description of Proposed Center  
Management Summary  
Financial Plan  
**Pool #1:** Teaching & Programming pool  
**Pool #2:** Competition & Training  
**Pool #3:** Small Rehab specialty pool  
**Structure with options**  
**Funding Sources**  
**Operating Costs**  
**Aquatic Center Income**  
**References and Additional Information**



Enterprise

Plans

TESTIMONIALS

Mick & Sue ....After attending your conference I worked to bring the City of Hollister, County of San Benito, San Benito High School District and San Benito Aquatics together in a public/private partnership to build an aquatic facility in our community. The vision included a learn to swim pool, a competition pool and a recreational attraction. Also, a key component was that the District NOT try to operate the facility, rather, that a partnership with a local non-profit be formed for the programmatic aspects of the facility. The logical non-profit was our local age group swim team, San Benito Aquatics.

*While I wasn't able to get the City & County on board, the high school was very interested. In 2016 the district decided to go out for its' second facilities bond to follow the 2014 bond. Since I had such a vested interest, the district asked me to chair the bond committee, and I agreed.*

*As we were campaigning, it began to look like the bond would pass and I realized that the board and administration would build something that didn't meet the needs of the students or the community so I decided to run for the school board. Both the bond campaign and my campaign were successful. As a board, we worked through a few different designs and settled on a 50Mx25Y deep water competition pool and an 8 lane, 25YD shallow learn to swim pool. This layout was chosen through a careful process of anticipating the programs that our community would utilize. **(programming precedes design!)***

Fast forward to today...the LTS pool will begin filling one week from today July7, 2019, the comp pool a few days later. The district and SBA should have their agreement executed by next Monday. Thank you for your contributions to aquatics via the sharing of your experiences and knowledge. You helped us get this dream to reality.

John [iwcorrigan3@gmail.com](mailto:iwcorrigan3@gmail.com)

# BAP Conference 2015



Mick: I can't thank you enough for the Enterprise Plan and for taking the time to make our ideas sharable. I am truly overwhelmed with gratitude. Something like this could have easily taken me over a hundred hours to complete, and would not have been as thorough or presentable. Please know that all the effort and work that you and Sue put in to this amazing organization, does not go unnoticed. From the bottom of my heart, thank you.

I will definitely let you know how things go as the project progresses. Please tell Kevin thanks also for what he adds to this endeavor.

*Chas Schinagel -Richmond, Texas*

*11/22/18*

I just wanted to say thank you so much for the information from the conference and the Enterprise Plan. Everything I learned in addition to the enterprise Plan allowed me to properly present an aquatic center to the school board in a thorough and informative way, which grabbed their attention and they listened. Now we're getting this going all because of the information I was able to gather from an amazing group of experts, thank you!

Thank you very much!!

*Aisha Samuels 11/14/18*

*East Coweta High School - Head Swim Coach*

Dear Sue, Mick and Kevin, All I can say is THANK GOD I attended your conference. If I were ever to build a pool or an aquatic complex of ANY kind, I am sooo glad to have obtained the info you shared. I feared I would be bored, but on the contrary, I was fascinated by you three. Your presentation was UBER-comprehensive, cogent, and relevant. Your passion shone thru unmistakably. And it is unequivocally clear that you have done your homework, you know what you are doing and talking about. The pace was great, and the food was yummy!! For anyone contemplating any aquatic project, attendance at your conference is like secret cliff notes to the final exam of a major course. Our swim club and all the attendees are now light years ahead of those starting the same project without your contribution.

Well done, A++

*Vedrana Gjivoje Baxter – SCSC - Charleston, SC 10/23./18*

Good morning TAP Team; Last night I presented our Enterprise Plan to our board of directors and it was received with unanimous approval and excitement. Everyone agrees our community could benefit greatly from this project. I want to thank you all for your help and support to put this together. I have attached a copy of the finalized Enterprise Plan and the PowerPoint presentation for your information. They also received a copy of the Feasibility Study proposal from Councilman-Hunsaker and a couple of handouts from TAD. Our next steps are to meet with our community leaders and swim team in an effort to obtain the funding to hire Councilman-Hunsaker. In addition we will begin a search with community leaders to identify 10 acres within the Chino Valley area appropriate for the project. I can't thank you enough for your support. *Sherry Mueller*

*Chino Valley Aquatics Fitness & Wellness Center 10/11/18*

**Everyone  
does  
something  
for the first  
time. You  
have help  
to do it the  
best !**

