

Aquamate Swim Center



72 Chelsea Circle Flemington, NJ

908-752-1482

www.aquamateyouthswim.com

Hours: Mon.-Sat. 7am-7pm

Sun. 1pm-7pm

Table of Contents

<u>Programs Offered</u>	
<u>Registration Form</u>	
<u>Waiver Form</u>	
<u>Tournament Preparation</u>	
<u>Tournament Flyer</u>	
<u>Staffing & Volunteering</u>	
<u>Organizational Flow Chart</u>	
<u>Concessions</u>	
<u>Webpage</u>	
<u>Risk Management</u>	
<u>Summary of Our Operations</u>	

Programs Offered

We will be offering numerous different programs for all ages. This includes youth swimming lessons, private swim lessons, adult swim lessons, as well as, recreation swimming for all ages, and we offer swim teams as well. Since we have three pools we can run multiple programs at once.

For our youth swimming lessons participants need to be 6-12 years old and have a parent or guardian sign the waiver and registration forms. On top of the \$150 dollar membership fee it is an extra \$25 for each month for youth swim lessons. With our youth swim lessons they will be one hour group lessons and there will be four sessions a week. Members can attend as many or as few sessions as they would like without any additional charges. Although members can go to any class there will be a limited number of spots available in each class period.

For our adult swimming lessons while it does say adults it means anyone from the age of 13 and up can take lessons. This also requires an extra \$40 on top of the membership fee for each membership holder. For these lessons there are five one hour group lessons per week and our members can attend any of them with no fee for not showing up. There will also be limited numbers of spots in each class to make sure each person gets a fair amount of teaching.

Our private swim lessons are for anyone of any age. These require a membership and an additional fee of \$75 a month. This comes with having four lessons a week and if there are any missed sessions without a day's notice there will be an extra charge of \$45 dollars.

For our swim teams we will have teams that are 10 and under, 11-12, and 13-14. For these teams they will practice five times a week with a competition on the weekend. The fee for participating on the swim team is an extra one time fee of \$250 dollars. Practice would be mandatory but there is no fee if the child misses practice.

Our recreational swim will be held daily and will be included with the membership. So anyone with a membership can come during our hours of recreation, swim and jump on in.

Program Organizational Charts

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
7:00-8:00 am	Adult Swim Lessons (All pools)	Adult Swim Lessons (All pools)	Adult Swim Lessons (All pools)	Adult Swim Lessons (All pools)	Adult Swim Lessons (All pools)		X
8:00-9:00 am	Rec. Swim (All pools)	Youth Swim Lessons (Pool one) Rec. Swim (Pools 2+3)	Rec. Swim (All pools)	Youth Swim Lessons (Pool one) Rec. Swim (Pools 2+3)	Rec. Swim (All pools)	Swim Meet (all pools)	X
9:00-10:00 am	Private Lessons (pool one) Rec. Swim (pools 2+3)	Rec. Swim (All pools)	Private Lessons (pool one) Rec. Swim (pools 2+3)	Rec. Swim (All pools)	Private Lessons (pool one) Rec. Swim (pools 2+3)	Swim Meet (all pools)	X
10:00-11:00 am	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Swim Meet (all pools)	X
11:00-12:00 am	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Swim Meet (all pools)	X
12:00-1:00 pm	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Swim Meet (all pools)	X
1:00-2:00 pm	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim	Rec. Swim	Rec. Swim	Swim Meet	Rec. Swim (All pools)

			(All pools)	(All pools)	(All pools)	(all pools)	
2:00-3:00 pm	Private Lessons (all pools)	Private Lessons (all pools)	Private Lessons (all pools)	Private Lessons (all pools)	Private Lessons (all pools)	Swim Meet (all pools)	Private Lessons (all pools)
3:00-4:00 pm	Youth Swim Lessons (pool one) Rec. Swim (pools 2+3)	Private Lessons (Pool 1+2) Rec. Swim (pool 3)	Youth Swim Lessons (pool one) Rec. swim (all other pools)	Private Lessons (pools 1+2) Rec. Swim (pool 3)	Youth Swim Lessons (pool one) Rec. Swim (pools 2+3)	Swim Meet (all pools)	Youth Swim Lessons (pool one) Private Lessons (pools 2+3)
4:00-5:00 pm	Private Lessons (pools 1+2) Rec. Swim (pool 3)	Youth Swim Lessons (pool one) Rec. swim (all other pools)	Private Lessons (pools 1+2) Rec. Swim (pool 3)	Youth Swim Lessons (pool one) Rec. swim (all other pools)	Private Lessons (pools 1+2) Rec. Swim (pool 3)	Rec. Swim (All pools)	Youth Swim Lessons (pool 1+2) Rec. swim (pool 3)
5:00-6:00 pm	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)	Rec. Swim (All pools)
6:00-7:00 pm	Swim Team Practice (Each team has a different pool)	Swim Team Practice (Each team has a different pool)	Swim Team Practice (Each team has a different pool)	Swim Team Practice (Each team has a different pool)	Swim Team Practice (Each team has a different pool)	Rec. Swim (all pools)	Rec. Swim (all pools)

Registration Form

Aquamate Swim Center PRIVATE / GROUP SWIMMING REGISTRATION FORM

Student's Name: _____ Date of Birth: ____/____/____

Parent Name: _____

Address: _____

City, State & Zip: _____

Phone number: _____/_____/_____

Emergency contact call phone number: _____

Does the participant have any medical condition of which the instructor should be aware? (ie: diabetes, asthma, or suffers from seizures)?

Circle: Yes / No. If yes: explain: _____

You will be contacted to coordinate times for lessons.

1/2 hours lessons with one Instructor

There are no refunds for missed lessons, no-shows or if child is not willing to participate once classes start.

Make-up lessons will be offered if the lesson needs to be cancelled.
When there is at least a day's notice

Permission:

Aquamate assumes no responsibility for the safety of any users of the pool or equipment or loss or damage to personal property.

Parent/Gaurdian Signature _____ Date: ____/____/____

Payment date: ____/____/____ cash or check # _____ Level assigned: _____

Waiver Form

This form is for our tournaments and swim meets

Private Swim Lesson Waiver Form Parental Permission: For

_____ (participant's name). Parent/Guardian(s)

Name: _____

Address: _____ Phone Number: _____

_____ City: _____

State: _____ Zip Code: _____ I hereby give permission for my child to participate in the Private Swim Lesson Program. The signature below certifies that all information contained in my child's registration is correct and true. My signature also affirms my understanding that my child's participation in the programs and activities may present some risk or injury. The organization assumes no liability for injuries or damages that result from my child's participation in these programs or activities. Medical Release: I authorize the staff to act on my behalf if medical treatment for my child is necessary. In the event of illness or injury to my child, I authorize medical treatment for my child and authorize medical services to be provided under the medical insurance identified below, or if none, at the expense of the Responsible Party identified below. Medical Information: Medical insurance that provides health care coverage for my child is listed below. The following is a list of all medical problems, allergies, medications being taken and restrictions due to my child's health conditions:

My child may not take the following medications:

Emergency Contact: Name of contact: _____

Home Phone: _____

Work or Cell Phone: _____

Relationship to Child: _____

Parent/Guardian signature Date:

Tournament Preparations

We will be hosting one tournament at our aquatics center on May 13th. This will include all of our teams (10-under, 11-12, 13-14). Since we have three pools all teams will compete at the same time with multiple first and second rounds. For this tournament we will use all three of our pools and have all our staff present. We will also need more volunteers than we normally would for our swim meet days. For this tournament we will need twenty-four people to time each of the lanes for each pool.

In order for us to determine seeding amongst the teams we will have an entry card that all the participants will write their best times on. The first round will consist of all the swimmers. From there we will narrow down the field by eliminating the slowest two times in each race.

We are planning on posting and sending out our flyer all over our town and encouraging our members to promote the event. Our communications director and event coordinator will work with each other to contact different organizations to attend our tournament.

Equipment needed for our tournament:

- Lane dividers
- Stopwatches
- Extra concessions for the concession stand
- Scoring cards
- First aid kits/AEDs

There is not much equipment needed for our tournament since we have an aquatics center that contains most of our needed supplies. We will already have some stopwatches and most of the diving stand needed for a swim meet. We need to obtain a few more diving stands in order to run three pools at once.

Tournament Flyer



**AQUAMATE SWIM
CENTER**

SWIMMING TOURNAMENT

5/13-5/14
Start at 8 am both days

Staffing & Volunteering

Staffing Needs:

- Lifeguards
- Swimming Instructors
- Maintenance Team
- Communications Director
- Volunteer Coordinator
- Event Coordinator
- Financial Manager
- Customer Service Manager
- Facility Manager
- Programs Manager
- IT supervisor

Our lifeguards will be our part time employees. These employees will work in three shifts. We want to have at least two to three lifeguards per pool. This will mean we will need around six to nine part time employees to be lifeguards. They will also need to be CPR certified and pass the lifeguard course. We will be offering paid for CPR and lifeguard training. We will need about 12 hours of part time work each day except Sunday where we will need only 6 hours of part time work.

In order for us to provide swimming lessons and classes we will need to hire at least four swimming instructors. Our instructors will not be salaried and will be paid hourly and will be part time positions. We will be looking for instructors that have a firm grasp on techniques and skills for swimming. For our younger age groups we will be looking for an instructor that is able to work with children. This includes our swim team coaches. We will look for instructors that can also coach the swim teams to reduce our overall staff expenses. We will need about six hours of part time work each day and on Saturdays we will need about eight hours of part time work.

We will also be hiring a communications director so we can send out notifications for yearly registration and to send out updates on the organization. This job will also require our communications director to work with the event coordinator to recruit other organizations to participate in our swim meets and tournaments. This position will be a full time salaried position. For our communications director we will want forty hours of full time work per week.

We will hire a programs manager to oversee the scheduling of our lessons, recreational swim, and events/tournaments. They will also oversee our lifeguards, swim instructors, and swim team coaches. The programs manager is also responsible for making sure all of our staff is up to date with their training in CPR and lifeguard classes.

We will be looking for a volunteer coordinator as well because in order for us to be able to run our events and tournaments we will need to recruit volunteers to help work the events. This job also requires the coordinator to meet with volunteers prior to the start of the event to specify which jobs we need help with and to make sure our volunteers are put in the proper positions. This position will be a salaried and full time position. For our volunteer coordinator we will want thirty-five hours of full time work per week.

We will need an event coordinator in order to organize and plan our events. This will include reaching out to other organizations to set up swim meets and tournaments. They will also be responsible for making sure the event operations run smoothly and properly. Along with our communication director and volunteer coordinator this position will also be salaried and full-time. For our event coordinator we will want forty hours of full time work per week.

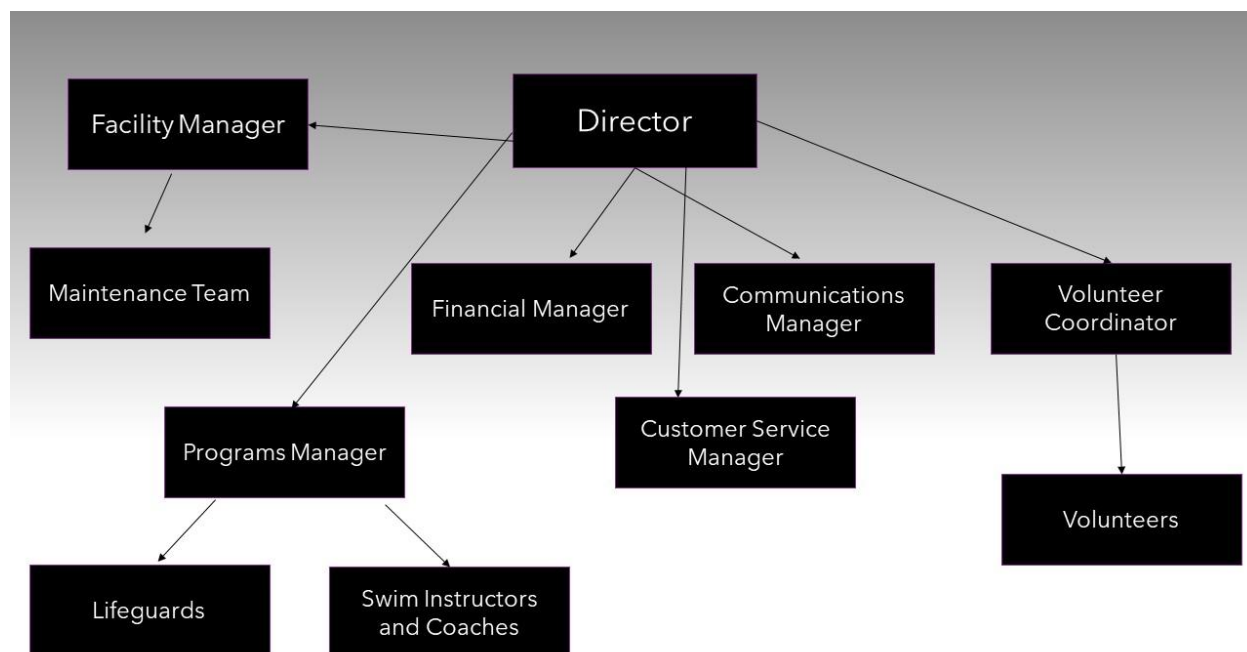
Our facility manager will keep in touch with the maintenance team to make sure our pool is in the best running condition. These positions will be full-time hourly positions. For our maintenance with our pools we will be outsourcing the maintenance crew in order to make sure our pools are the cleanest and to make sure all aspects of the pools are in order. This will cost us around \$20 per hour to outsource our pool maintenance. Our facility manager will keep in contact with the maintenance team in order to ensure that our facilities are kept up to date on cleaning and maintenance. For our facility manager we will want forty hours of full time work per week.

Our financial manager will work with me to make sure all of our finances are in order. They will also be in charge of dealing with all the books and taxes associated with running our facility. This will also be a full time salaried position. For our financial manager we will want forty hours of full time work per week.

In order to ensure that we work with our customers and members we will have a customer service manager who is responsible for helping new members register for classes and lessons and work with our staff to provide the best customer experience. This position will be a full-time salaried position. For our customer service manager we will want forty hours of full time work per week.

Our IT supervisor will be responsible for making sure that our website is up to date with all of our new information. They will also be responsible for setting up our online registration system and making sure it stays up and running throughout the season. This will be a full time salaried position to ensure our technology is always up to date.

Staff Organizational Chart



Concessions

We will have an operating concession stand on weekends and during our swim meets. We will also have our volunteers and part time employees running our concession stand. We will also open the stand for three hours every week day between 3pm-6pm. The volunteers will run the stand during the swim meets and our part time staff will run it during the day and on non-competition days. We also do not need any permits in order to run our concession stand but we will need to have at least one part time employee complete the certification process for food protection managers.

Concessions Menu and Prices:

- Soda- \$1.00
- Bag of Chips- \$1.00
- Candy- \$0.75
- Water- \$1.00
- Gatorade- \$2.00
- Ice cream- \$2.50

Approximate cost for concession stand:

Food Item	Cost	Amount Purchased per week	Location of Purchase
Cans of soda	\$19.76 for a 35 pack (\$0.56 per can)	4	Costco
Bags of chips	\$23.39 for a 54 count box (\$0.43 per bag)	5	Costco
Candy	\$14.48 for an 18 bar box (\$0.43 per bar)	4	Walmart
Ice Cream Sandwich	\$2.62 for a 12 pack (\$0.06 per bar)	4	Walmart
Fudge Ice Cream Bars	\$6.48 for a 20 pack (\$0.14 per bar)	2	Walmart
Drumstick Ice Cream Cones	\$20.46 for a 40 pack (\$0.52 per cone)	1	Costco
Water	\$4.90 for a 40 pack (\$0.12 per bottle)	5	Costco
Gatorade	\$16.37 for a 28 pack (\$0.58 per bottle)	4	Costco
Total Costs Per week	\$348.35		

The prices above are what we would spend if we were completely out of our supply for our concession stand. These prices would vary on a weekly basis depending on the inventory we are left with after the weekend and after our competitions.

The prices are set where they are because if we set the price too high then our customers and members will not want to purchase our concessions. We also figured that with most of our inventory costing less than \$0.50 per

item doubling the cost would give us good margins in order to make profit each week.

After conducting some research we believe that keeping our concession stand in house and running it ourselves would save us money in the long run. If we were to outsource our concession stand to an outside organization it would end up costing us more than if we purchased the products ourselves and had our volunteers and part time employees run the stand. We figure if we sell about two thirds of our inventory we will make profit depending on how much we sell each week.

Webpage



Risk Management

There are a few aspects that we need to account for in case of emergencies at our aquatics center. First we need to make sure that all of our Lifeguards and swim instructors/coaches are trained in first aid and CPR. They should also know how to use an AED with the course in CPR that we will be requiring they take.

We will be placing three AED kits within a short walk around the pools. When we have our meets and tournaments we will have a medical response team on site in case of any accidents or injuries. We also have multiple first aid kits posted around the pool as well as having our lifeguards have one on the lifeguard stands with them at all times.

We have emergency plans in case of bad weather. This includes canceling lessons and recreational swimming if there are thunderstorms and having to wait at least thirty minutes before anyone can enter the pool if there is lightning. We will also get everyone out of the pool if there is any sort of threat to safety and security.

Summary and Explanation

At our facility we have a lot of programs and different events happening each and everyday. This can include anything from recreational swimming activities to private and group lessons. When we open the building we like to get there about thirty minutes early to make sure all of our equipment is in place and ready for the day ahead of us. Our week consists of working with the communications director, event coordinator, and programs manager to organize our schedule for the week. The schedule for the week typically starts with us planning out when our lessons and group classes will be held and who is going to run them. Our managers work together to create a schedule that will work with our staff and their availability.

My programs manager reaches out to our lifeguards, instructors, and coaches to see their plan each week. This helps us keep track of the progress of each of our programs and classes that we offer. Working with our staff, at the beginning of each month, we set goals for each of our staff members to achieve in their classes and lessons. We then revisit these goals at the end of each month to see what we achieved and what still needs to be worked on.

As the director I have to work with our facility manager to make sure all the maintenance with our property is up to date and in proper working order. I also work with the financial manager to get our finances in order and to look at our revenue and expenses to see what we can improve upon in the upcoming months. Working with the finance manager we will work up a budget almost a year in advance for the upcoming year to see what funds we have and what areas we need to dedicate more fundraising to.

Meeting with the staff is a key point for me as I also try to have a weekly staff meeting just to see what the moral of the organization is and to see what I can improve upon. I also hold employee work reviews every quarter to look at my employees performance and to see what different aspects of their jobs they enjoy and what is not so enjoyable. In these quarterly reviews I also sit down with the employees and see what they need to improve upon, whether that be work ethic, attitude, etc.

As previously mentioned I work with the facility manager to make sure all of our equipment is properly handled and taken care of. The facility manager works with the maintenance crew that we outsource. Our maintenance crew comes in every week to clean and sanitize our pools. While they do come every week to clean and maintain the

property, they check all of our pool equipment every two weeks to make sure it is in proper running order.

Our customer service manager and I work together to ensure that our members and customers have the best experience that we can possibly provide. This requires us to not only send out forms asking the members what they liked and what needs improvement but also making phone calls to them to get their live feedback. The customer service manager also reports to me how many members want to renew their membership and how many are going to stop being our members. For customers that will stop being members we ask them to fill out a survey so we can know what to do better for our current and future members.

Our day to day operations are pretty much the same month to month. We run our private lessons as many times as we can for members that are willing to pay the extra fee. Our recreational swim times depend on how many classes we will be having just in case we need to add additional classes in order to fit more members in the swim lesson groups. Our adult swim classes are always at the same times during each month and we will add or take away classes depending on how many members sign up. Our system of signing up for lessons allows us to open up more pools for recreational swimming and to add more classes based on how many members want group or private lessons.

Our technology department is one of the hardest departments to keep up with because our IT supervisor is always busy processing registrations on the website and working with the programs director to let them know how many new members we should be expecting to sign up for different classes and lessons. The IT supervisor also posts the

monthly newsletter from our communications manager on the website so that our customers can see what events are upcoming and what swim meets our swim teams will be participating in.