

NEW FACILITY

Talking Points for USA Swimming Team Leaders

Is your USA Swimming member club looking to get into a new aquatic facility or gain more pool time? Below lists several reasons your USA Swimming member club could make a difference by accessing a facility in a new area. Start your conversation by using this list, but expand based on the needs or value your club brings to the potential new location.



BENEFITS FOR THE FACILITY

- Brings increased revenue for the facility.
- Prospective new memberships and leads.
- Ability to hire additional staff.
- Helps facility maintain resources (e.g. flags and lane lines).
- Can provide other benefits and resources such as timing systems, blocks and scoreboards.
- Potential to partner with school districts to fulfill physical education requirements.

BENEFITS FOR THE COMMUNITY

- Provides programming to the community, keeping youth active and involved.
- Stresses importance of water safety and drowning prevention.
- Teams often accommodate underprivileged and families with lower incomes.
- Competitions provide tax benefits to the community through businesses such as hotels and restaurants. This brings additional opportunities to partner with local sports commissions or governments.

BENEFITS FOR THE TEAM

- Teaches a life-saving skill.
- Potential to partner with local elementary schools.
- Grant money available for those who need assistance.
- Facility could be featured in USA Swimming national marketing efforts.

