



Dallas Park & Recreation

2023 Summer Aquatics Preview

Park and Recreation Board
March 9, 2023

2023 Summer Aquatics Preview

Purpose

- Provide a recap of 2022 aquatic season operations
- Present the 2023 operational plan



2022 Aquatics Division Recap

- Bahama Beach's record-breaking attendance was over 72k with \$1.1M in revenue
- Awards
 - Best in DFW second year in a row
 - World Waterpark for Best Website and Print Media
 - Park Manager was named Association Of Aquatic Professionals, October 2022 Professional of the month
- Bahama Beach 100% Staffed at Opening
- Hosted 50 Birthday Parties, 26 Special Events and 5 Park Rentals
- 296 Season Passes Sold (80% increase year over year)
- PKR Teen Rec Host Site



2022 Aquatics Division Recap

- Aquatic Center attendance was over 170k with \$1.08M in revenue
- Community Pool attendance was over 35K with \$96K in revenue
- Received a Mayors recognition for operational excellence and meeting needs that other cities around the country were unable to meet
- Conducted over 4,000 lessons Parent/Child thru Adult
- Awarded 315 scholarships for programs



2022 Aquatics Division Recap

- Held 7 swim meets with 409 registered swimmers
- Offered Waterpolo as a pilot program
- Water Aerobics Attendance of 717
- Certified 51 Water Safety Instructors over 6 courses
- Over 180 Lifeguards certified as part of 19 courses
- Certified 9 new Lifeguard Instructors



2023 Dallas Aquatics Operational Plan Goals

- Utilize Bonus Programs to recruit and maintain required staff
- Maintain the most affordable waterpark admission pricing in the DFW metroplex
- Maintain aquatic center pricing to allow for affordable recreational activities as communities are being affected by inflation
- Offer innovative and family friendly special events and programs

2023 Dallas Aquatics Operational Plan Goals

- Provide the safest and most enjoyable experience
- Retain staff to operate extended weekends through middle of September
- Continue with two 3-hour session schedule at aquatic centers
- Retain enough staff for extended weekend after the regular season at Bahama Beach, The Coves and Bachman Family Aquatic Center



2023 Season Schedule

Bahama Beach Waterpark
The Cove Aquatic Centers
Bachman Aquatic Center

**Memorial Day
Weekend
Operations Begin**

May 27

May 30

**Daily Operations
Begin**

All locations begin daily
operations

**Spraygrounds
Open Daily**

Bahama Beach Waterpark
The Cove Aquatic Centers
Bachman Aquatic Center

**Weekend
Operations
8/12 to 9/17**

August 06

**Daily Operations
End**

Community Pools close
for the season

**Spraygrounds Open
Weekends Only**

Final day of operation of Bahama
Beach Waterpark, The Cove
Aquatic Centers, Bachman
Aquatic Center and staff
permitting

**Weekend
Operations End**

September 3

September 17

September 25

**Spraygrounds
Close**

2023 Aquatic Center Operational Plan Overview

Schedule

Bahama Beach

Tues-Sat 10:30am-6pm

Sun 12pm-6pm

Aquatic Centers

Two 3-hour sessions each day

12:30pm-3:30pm

4:00pm-7:00pm

Community Pools

Weekdays (Mon – Thur) 1:00pm-6:00pm

Weekends (Fri – Sun) 12:00pm-7:00pm

Capacity

Bahama Beach Waterpark

2500

The Cove Aquatic Centers

400

Community Aquatic Centers

200-250

Neighborhood Aquatic Centers

80-170

2023 Aquatic Center Operational Plan Overview

Bahama Beach Pricing

Residents

\$9 Under 48" / \$13 Over 48"

\$80 Season Pass

Twilight After 4:00 pm

\$5 Under 48" / \$9 Over 48"

Age 2 & Under Free

Non-Residents

\$11 Under 48" / \$15 Over 48"

\$90 Season Pass

Twilight After 4:00 pm

\$7 Under 48" / \$11 Over 48"

Age 2 & Under Free

Cooler

\$5

2023 Aquatic Center Operational Plan Overview

Aquatic Center and Community Pool Pricing

Cove Regional Aquatic Center

\$6 Person / \$63 Season Pass

Community Aquatic Center

\$4 Person / \$45 Season Pass

Neighborhood Aquatic Center

\$3 Person / \$27 Season Pass

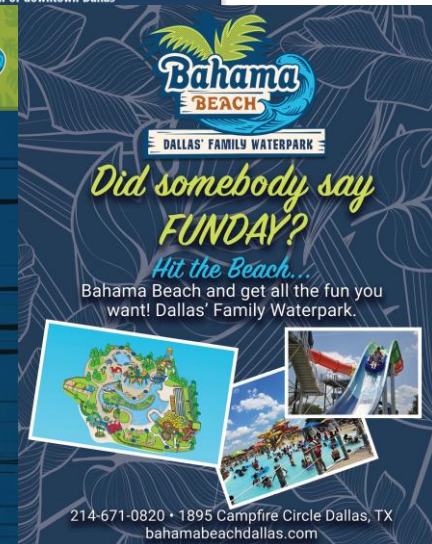
Community Pools

\$1 Person / \$27 Season Pass

2& Under Free

2023 Dallas Aquatics Marketing

- TV and Digital
- Social Media Channels
 - Facebook
 - Instagram
 - Twitter
- Dallas Aquatics and Bahama Beach Dallas Websites
- Emails to existing customers
- Nextdoor App
- Banners/Yard Signs
- Recreation Center Marquees
- Council Office Distribution Lists
- Over 12 Million impressions
 - TV and Digital
 - Digital Billboard
 - Direct Mail



Events



Dallas Zoo Visit



Duck Races



Dive-in Movies



Splash and Dash



Dog Days



#SLIDECHALLENGE



Cardboard Boat Race



CKBOATFACE TR

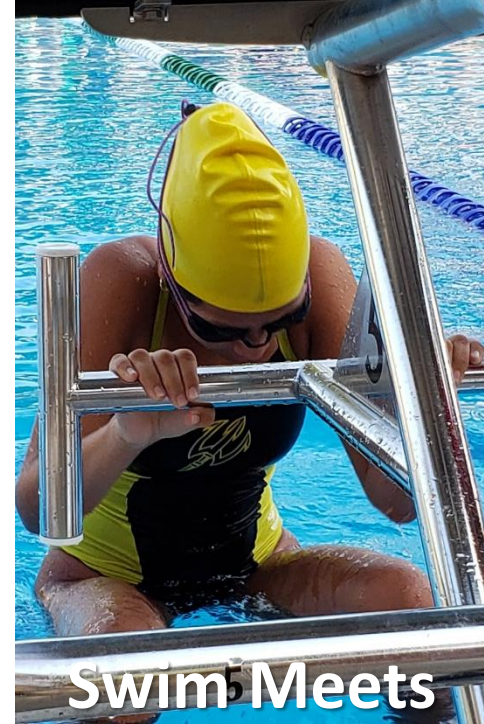
Programs



Swim Lessons



Swim Team



Swim Meets



City PKR Rec Camps

Staffing

476 Total Seasonal Staff

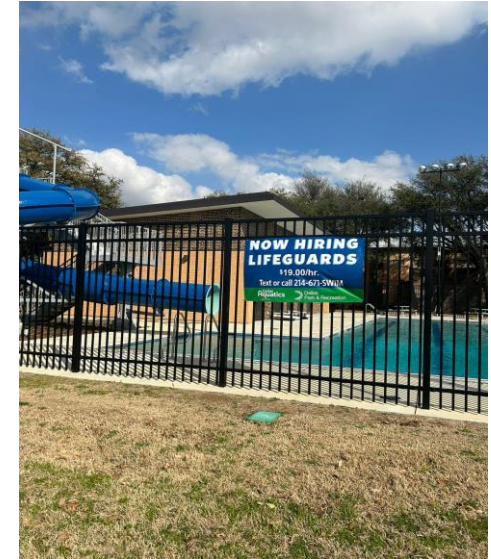
348 Water Safety

128 Support



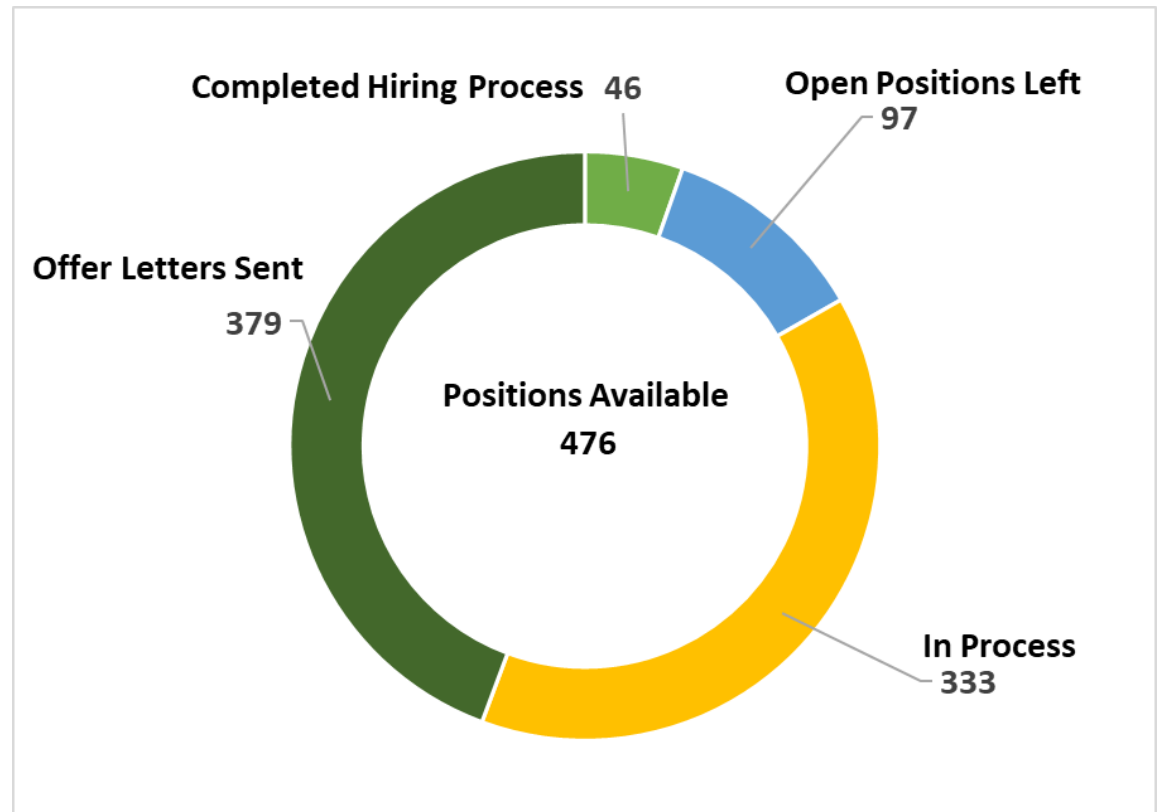
2023 Recruitment Efforts

- School visits
- Sporting events
- Yard Signs at City Parks and Trails
- Recruitment Banners
- Car Magnets for fleet vehicles
- Social Media
- Internal and External Job Fairs
- Hosting hiring fair at Central Library



2023 Aquatics Division Hiring Progress

- Hiring Fair held at Central Library
- Training
- Orientation
- Team Building Events Through Season



Bachman Aquatic Center

**Coming Summer
2023**





Dallas Park & Recreation

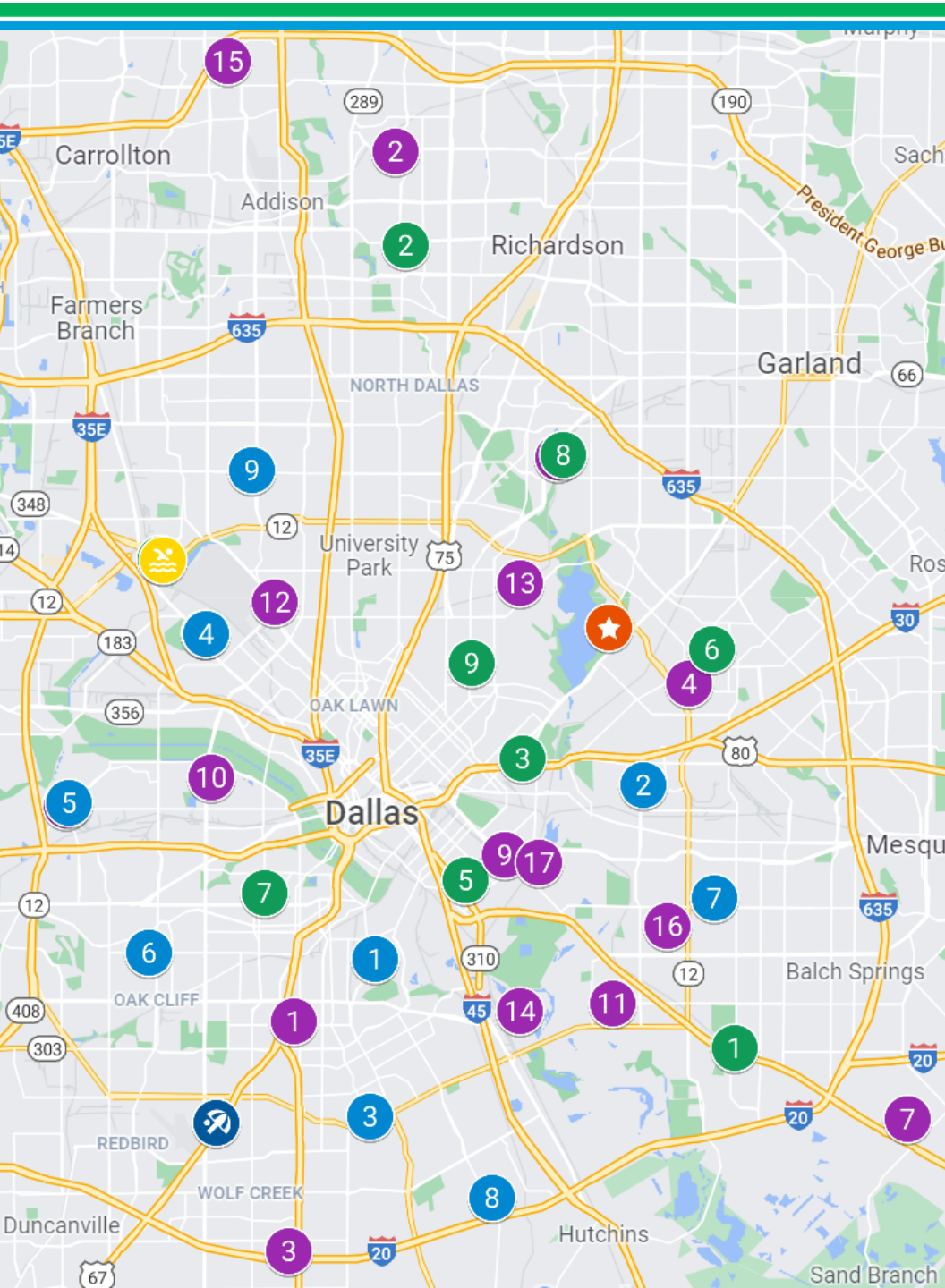
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Appendix



Locations

AQUATIC CENTERS

- 1 The Cove at Crawford
- 2 The Cove at Fretz
- 3 The Cove at Samuell Grand
- 4 Bachman
- 5 Exline
- 6 Harry Stone
- 7 Kidd Springs
- 8 Lake Highlands N.
- 9 Tietze

SWIMMING POOLS

- 1 Bonnie View
- 2 Everglade
- 3 Glendale
- 4 Grauwyler
- 5 Jaycee Zaragoza
- 6 Martin Weiss
- 7 Pleasant Oaks
- 8 Tommie Allen
- 9 Walnut Hill

SPRAYGROUNDS

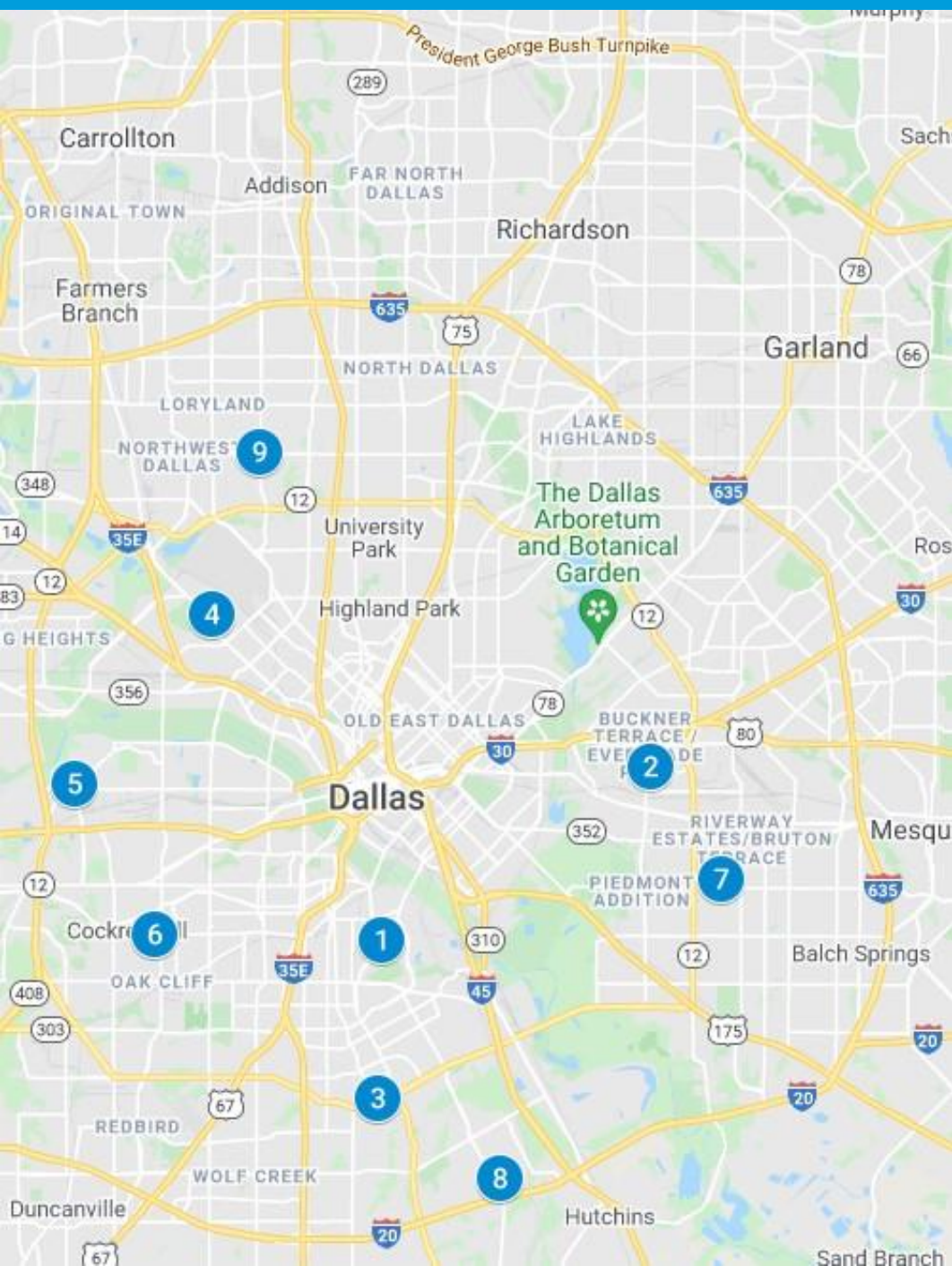
- 1 Beckley Saner
- 2 Campbell Green
- 3 Danieldale
- 4 Ferguson
- 5 Grauwyler
- 6 Jaycee Zaragoza
- 7 K.B. Polk
- 8 Kleberg-Riley
- 9 Lake Highlands N.
- 10 Mildred Dunn
- 11 Nash-Davis
- 12 Pemberton Hill
- 13 Ridgewood
- 14 South Central
- 15 Umphress
- 16 Timberglen
- 17 Willie Mae Butler

SPECIAL FACILITIES

-  Aquatics Administration
-  Bachman Indoor Pool
-  Bahama Beach Waterpark



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