

City of Santa Rosa Aquatics Centers



Finley Aquatic Center



Ridgway Swim Center

Recreation Swim and Rentals

- **48,000 visitors to our pools – 2 to 3 sessions daily, 150 Max each session**
- **24 groups totaling 14,000 campers – 12 groups (with cohorts of 12)**
- **200+ pool Rentals & Birthday Parties (May-Oct) – Sat and Sun Group rentals**



Water Fitness & Therapeutic Exercise

- **25,000+ visits every year – Limited On-line reservations**
- **Limited Numbers**
- **Masks, 6ft, Instructors on deck**



Lap Swim

- A variety of times offered at both pools
- Over 43,000 visits each year
- On-line Res, Outdoor Check in, Safety Protocols
- Safety procedures remain in place as we open up



Aquatics - Lifeguard Training Courses

- **50-80 Lifeguards trained & certified each year**
- **Blended Learning**
- **Small sizes, 6ft, masks, Bob Way & Bob Ly**



Aquatics - Swim Lessons & Vamos a Nadar

- 5,000+ Swim Lessons each season
- 16th year of Hispanic Water Safety
- SC Water Safety Team



Swim Teams



Neptune Swim Team



**5 Santa Rosa City Schools +
Cardinal Newman HS**

Waterpolo

- Year round growing program
- Cardinal Newman Polo Team
- Still operating practices



Aquatics - Floating Pumpkin Patch

- **Fun annual event in its 10th year.**
- **2 sessions 300 total**
- **Masks, 6ft, and lots of great decorations & FUN**



Aquatics - New Spray Ground at Finley

- **Coming in 2023**
- **In “Design” phase now**
- **New revenue producer for B-Day Parties & Rentals**





FINLEY AQUATIC CENTER SPLASH PAD, SANTA ROSA, CA

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Challenges / Achievements

- **Maintaining aging facilities (New Pump / Plaster Repairs)**
- **Minimum wage increase (2019: \$12.50 - 2022: \$16.85)**
- **Staffing (Shortage / COVID issues / Training Complications)**
- **Operating costs increase (Chlorine / Aging Generation System)**
- **Aquatics Memberships 2022 (500 sold = \$12,500 new revenue)**
- **Kept pools open & operating safely during COVID**

QUESTIONS?