

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

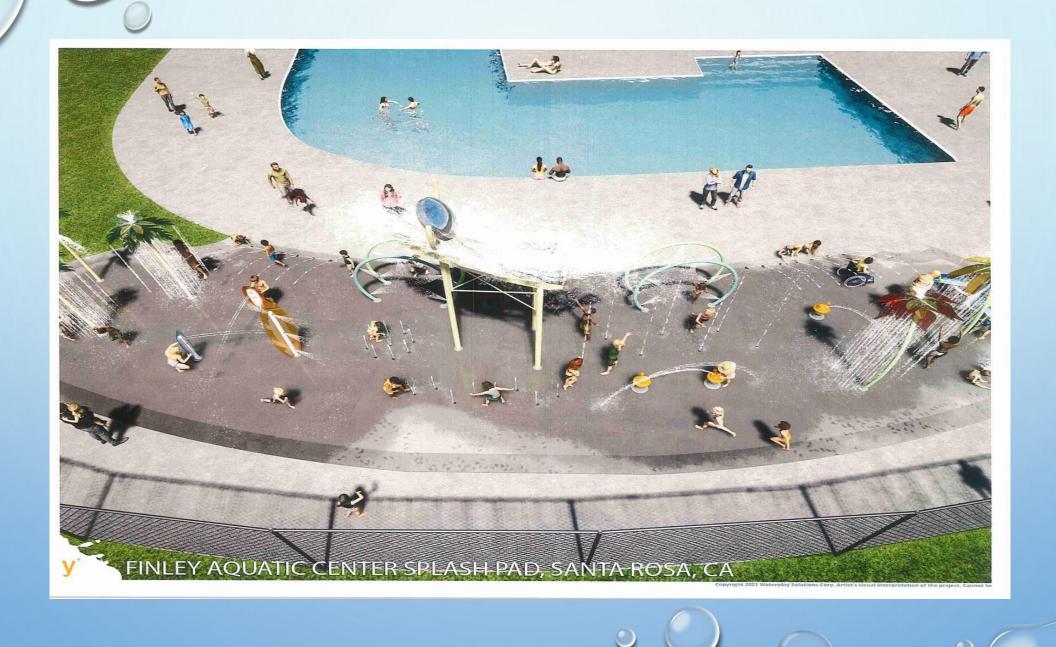




Aquatics - New Spray Ground at Finley

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

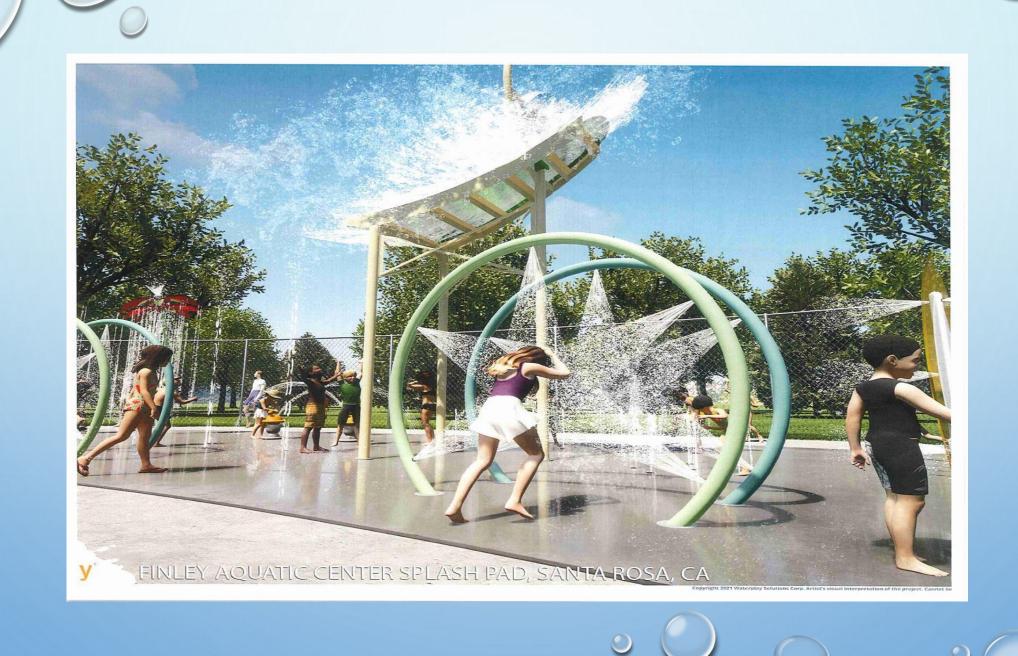












Challenges / Achievements

- 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?