

Aquatic Health Club Model Proposal

Introduction

Aquatic centers are vital community assets that support public health, water safety, recreation, rehabilitation, and long-term quality of life. However, many facilities continue to be viewed too narrowly as seasonal amenities or financial burdens. This limited perspective often leads to short-term decisions that fail to address long-term sustainability, community impact, and operational performance.

Through TAP and the Training & Education Network Team, the **Aquatic Health Club Model Initiative** was developed to help leaders rethink how aquatic centers are perceived, planned, and sustained. This model is built on the principle that aquatic centers can be both functional and financially sustainable when they are designed, developed, and delivered with purpose.

The Opportunity

Communities today face rising operating costs, staffing shortages, aging infrastructure, and increasing expectations for public value. These pressures create a clear need for a more strategic approach to aquatic planning and operations. Rather than treating aquatic centers as isolated facilities, the Aquatic Health Club Model positions them as year-round centers for wellness, education, safety, recreation, and community engagement.

With the right framework, aquatic centers can diversify programming, improve participation, strengthen operational systems, and create more predictable revenue opportunities. This shift allows leaders to move from reactive problem-solving to informed, sustainable decision-making.

Our Approach

TAP uses a design-develop-deliver methodology to guide aquatic centers toward stronger performance and long-term sustainability. Our work begins with the understanding that **programming precedes design**. Facility decisions should be driven by intended use, community needs, staffing realities, and measurable outcomes.

This approach evaluates the full picture: facility layout, program mix, staffing structure, operational systems, leadership alignment, and long-term financial considerations. By connecting these elements, organizations can make better decisions about what to build, how to operate, and how to create lasting value.

Scope of Work

A typical engagement may include:

- Facility and program assessment
- Review of current operations and service delivery
- Evaluation of staffing structure and workforce needs
- Analysis of programming opportunities and gaps
- Alignment of facility use with community priorities
- Sustainability planning and strategic recommendations
- Implementation guidance for next-step action

Each engagement is tailored to the client's goals, facility conditions, and decision-making environment.

Expected Outcomes

Through this work, clients can expect:

- Greater alignment between facility design and programming
- Improved operational clarity and staffing direction
- More diversified and resilient program offerings
- Stronger community relevance and participation
- Better long-term financial sustainability
- Clearer guidance for leadership, boards, and stakeholders

Why TAP

TAP brings practical field experience, strategic insight, and a deep commitment to sustainable aquatic success. Our work is grounded in measurable outcomes, operational clarity, and the belief that aquatic centers should be designed to serve both mission and sustainability. We help organizations make decisions that strengthen service delivery today while building long-term value for the future.

Next Step: Complimentary Consultation Call

If you would like to learn more about the Aquatic Health Club Model and explore whether it is a fit for your facility and community, we invite you to schedule a **complimentary consultation call** with our team. During this call, we will review your current goals, constraints, and opportunities and outline the next practical steps to move toward a more functional, sustainable aquatic operation.

Primary Contact Information

- **Individual Name:** _____
 - **Company/Organization Name:** _____
 - **Mailing Address:** _____
-
-

- **Email Address:** _____
- **Best Phone Number:** _____