



SPLASH*Forward*

Water for All | Water for Life



A place for All – The new Bellevue Aquatic Center

Expanding Aquatic Opportunities

May 29th, 2025

SPLASHForward is a WA State nonprofit and 501(c)(3) tax-exempt public charity

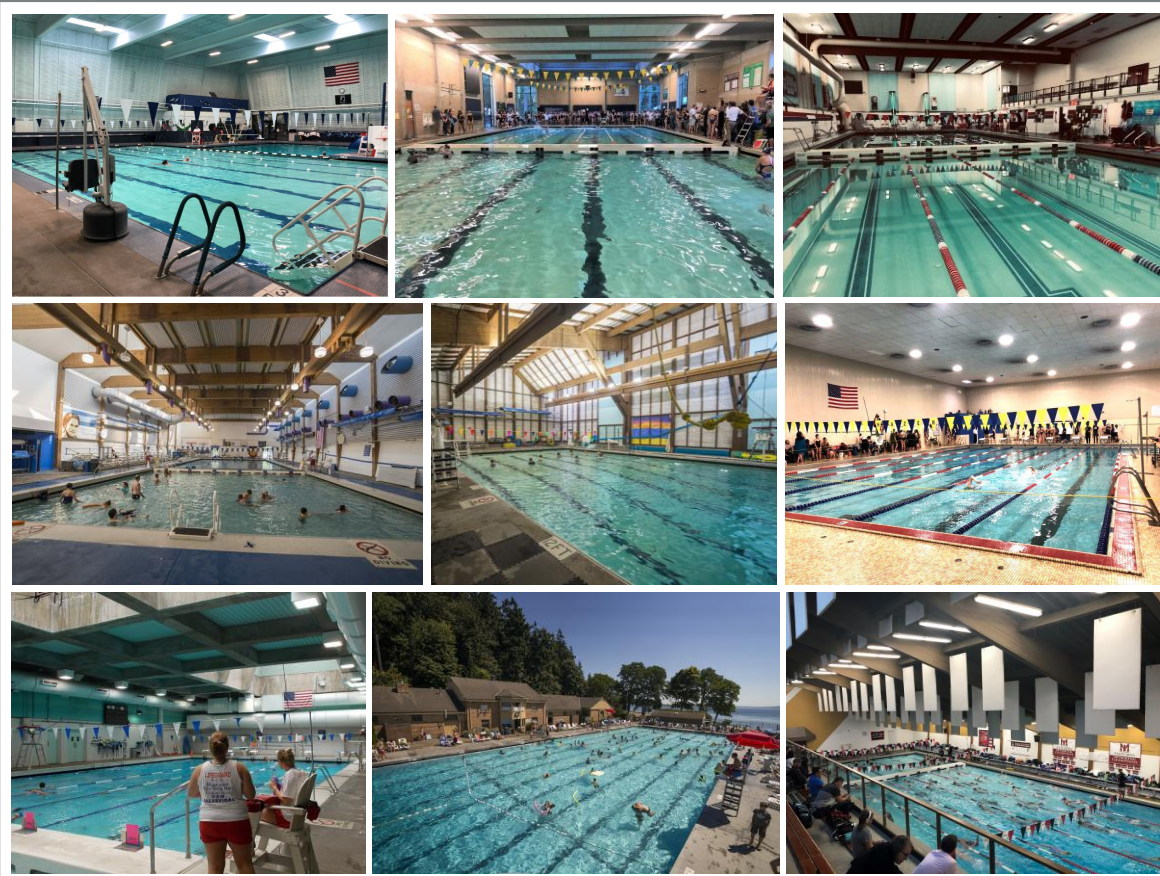


Agenda

- SPLASH*Forward* Mission, Vision & Role
- Our Initiatives & Community impact
- The new Bellevue Aquatic Center Status & Timeline
- Invitation to Endorse, Build Community Engagement & Support
- Questions & Answers



Poll



How many public pools are in King County (population 2.3 million)?

1. 16

2. 35

3. 42

4. 23

Poll



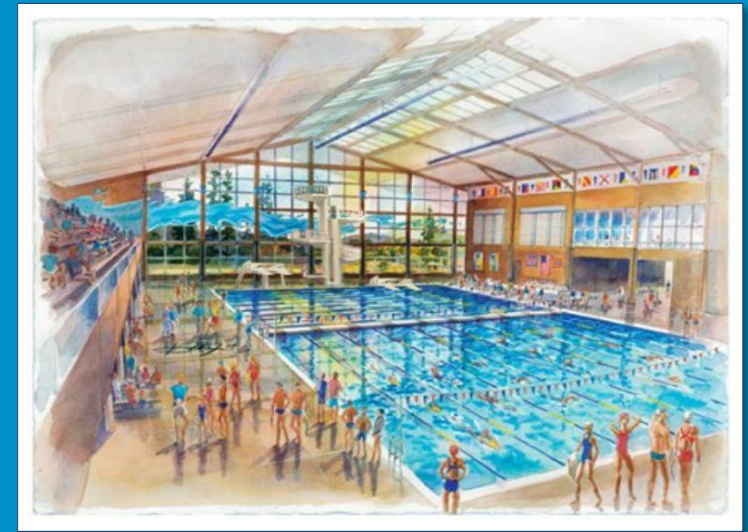
When was the last time a new public pool was built on the Eastside?

1. 22 yrs ago
2. 30 yrs ago
3. 55 yrs ago
4. 63 yrs ago

Did you know?

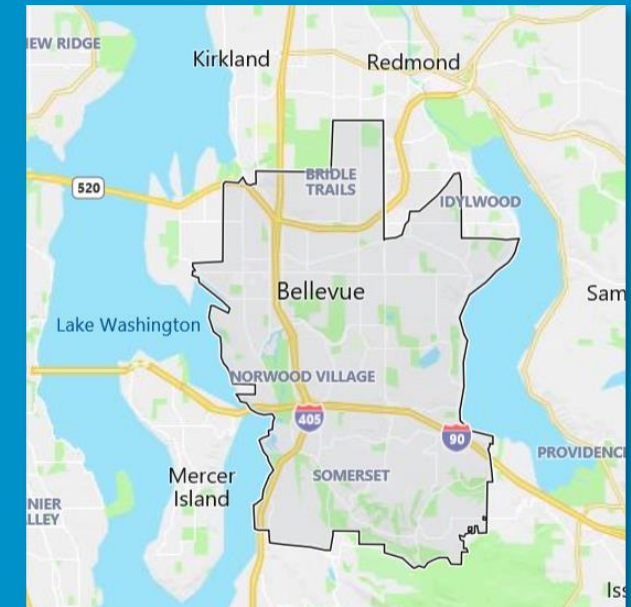
- We are below the National standard for aquatic facilities.
- Nationally communities average **one public pool per 50,000 residents**.
- We only have **3 year-round public pools** for **300,000** across **Bellevue, Redmond, and Kirkland**.
- Even when pools are available, a **shortage of swim instructors, cost, and availability** prevents many families from enrolling in swim lessons.
- There is **no public pool** to host swim meets or water polo matches.





*Just as water is an essential requirement for life, public aquatic centers are essential to build **healthy, strong, and safe** communities.*

In a growing metropolitan area surrounded by water, everyone deserves access to vital water safety skills, joyful water experiences, and safe inclusive community spaces.



Mission & Vision



SPLASHForward
Water for All | Water for Life



Our mission is to build healthier, stronger, and safer communities by creating equitable access to aquatic facilities and programs that build essential life skills, inclusion, connection, and active lifestyles.

We envision a world where everyone is safe around water and has equitable access to best-in-class aquatic centers that are vibrant places of pride and inclusive for all.



[Vision Video – Everyone has a Water Story](#)



[Vision Video – Water Unites Us](#)

Momentum & Strong Partnerships

Once-in-a-generation public aquatic facility

First new public aquatic center on the Eastside in over 55 years

SPLASH*Forward* & the City of Bellevue

- **SPLASH*Forward***
 - Private funding partner – MOU with the City
 - Fundraising Development resources
 - Developing partnerships – Bellevue School District, Boys & Girls Clubs of Bellevue, Health Care Partners
 - Holding the vision
 - Cultivating community support
- **City of Bellevue**
 - Site secured
 - Public funding in place for design phase

Critical Time for Community Health & Safety



The Eastside has added over **200,000** people since the 1970s, but **not a single new public aquatic facility**.



Bellevue expects to add **80,000+** residents in the next 20 years.



Regional swim lesson waitlist backlogs are **2 years+**.



“We are a city surrounded by water and learning to swim should be accessible to our community for generations to come. Recent drowning deaths demonstrate how incredibly important water safety is for everyone. *SPLASHForward* has been instrumental in shaping the vision and working with the City.” – *Jennifer Robertson, Former Bellevue City Council Member*



Our Turning Point: The New Bellevue Aquatic Center

Best-In-Class aquatic center

Regional community hub

Essential amenity for a growing
metropolitan area



SPLASH*Forward* Vision

Learn To Swim / Water Safety



Family Time



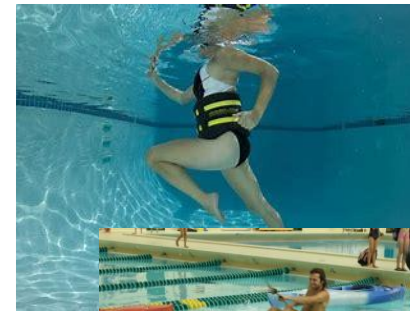
Competition 50m (2 x 25m) + Deep Water Pool, Training, Events



Family Fun, Leisure Park



Water Therapy



Fitness



Lap Swim, Masters Swim, Triathlon Training



Programming for All Ages & Abilities



sample images only

The New Bellevue Aquatic Center

Concept Plan

\$125 Million (2021), 130,000 sq ft

- 50m x 25yd competition pool
 - 900 spectators/720 competitors
- Separate 6 lane 25yd Deep-Water Tank
- 25yd x 8-10 lane warm water Program and Teaching Pool
- 8,000 sf Leisure Pool
- 2,000-2,500 sf Wellness/Therapy Pool(s)
- Dry side spaces
 - Cardio/Strength/Fitness/Workout
 - Community Use Rooms
 - Lobby & Common Social Spaces
 - Other Flexible Spaces
- Local and Regional Competitions
- Parking for day to day and events (ample ADA)



Our Initiatives & Program Partnerships

- **HS Lifeguard Training Program** – *since 2021*
- **Camp SPLASH!** with Boys and Girls Clubs of Bellevue and Rainier Athletes – *since summer 2022*
- **After School Swim Lessons** with Boys and Girls Clubs of Bellevue – *since spring 2023*
- **Name Image and Likeness (NIL) with Piper Enge** – *May 2024*
- **Youth Ambassador Committee** – *Winter 2024*
- **Every 2nd Grader Learns to Swim Program** – *just launching*



Every 2nd Grader Learns to Swim

- Received \$2,500 grant from Kirkland Community Foundation
- Partners: LWSD, BSD, WAVE Aquatics, Nurturing Water Therapies, Cities of Kirkland & Bellevue
- Pilot Title I schools in 2026 – LWSD/John Muir, BSD/Stevenson



- Free support to become a lifeguard or swim instructor
 - Skill Development, Certification, Job Resources, and Mentorship
- Skill Strengthening - Friday Night Teen Lifeguard Development, Overlake Golf & Tennis Club
- Student Lifeguard Workshops



WATER FOR PEOPLE
Water for All | Water for Life

Become a lifeguard

Student Lifeguard Workshop
Join us to learn more about being a lifeguard and our
FREE H5 lifeguard training program.

Bring a
friend

Tuesday, March 25th
Or Wednesday, April 2nd
5:30pm
Virtual over Zoom

Learn more & Register Today!
Middle & High School students welcome










REGISTER TODAY



@splashhd

-  **Certification**
-  **Skill development**
-  **Job resources**
-  **Mentorship**

 **Puissance**
L'Association des
Étudiants de
la Faculté de
Sciences
de l'Université
de Moncton

 **Ryerson**
University



 **MARITIME LIFE**
Insurance
and Financial
Services

 **Seattle Children's**
Hospital

 **Mythos**
Wines

 **Public Health**
Ontario

WE'RE NOT JUST TRAINING LIFEGUARDS, WE'RE BUILDING A SAFER COMMUNITY.

400+

High School students
supported with swim
development & resources

297

Students certified since
the program's inception,
contributing to a safer
community.

119

Certified High School
Students in 2024

252 STUDENTS REGISTERED WITH OUR PROGRAM IN 2024

DEVELOPING SKILLS, LAUNCHING AQUATIC CAREERS

Launched Friday Night Teen Lifeguard Development Training

In partnership with the Bellevue Aquatic Center, high school students can learn and practice the Lifeguard Training prerequisites in a fun group environment prior to enrolling in a lifeguard certification class. Held monthly and with the pizza afterwards.

32

Students registered for our 3
pizza strengthening classes at
Overseas Golf and Country Club

37

Number of students who
registered for our 3-pizza
visual Lifeguard Training
Workshop

Our workshops, featuring Aquatic Managers, Lifeguard Instructors, and student Lifeguards, provide valuable insights about being a lifeguard, covering the certification process, and our program. The workshops highlight the our support for registration in classes, covering certification costs, providing job resources, and swim skill development to ensure pathways for all interested students.

National Injury Prevention Day Student Lifeguard Training

To promote inclusive lifeguarding opportunities for King County students, particularly BIPOC youth, our **Drowning Prevention Collaborative** with Harborview Injury Prevention and Bioethics Center, Seattle Children's Hospital, and Public Health - Snohomish County hosted a virtual workshop for National Injury Prevention Day in 2022 and 2023. Interested students registered to become lifeguards with our program.

<https://www.kingcounty.gov/departments/public-health/snohomish-county>

OUR PARTNER POOLS

We are incredibly grateful for our partner facilities, who play a crucial role in delivering certification courses and training opportunities to our students. Their commitment to developing the next generation of lifeguards and their partnership is invaluable.

Weyerhaeuser King County Aquatic Center

Federal Way Aquatic Center

Edmonds Recreation Pool

Rainier Beach Pool

Ballard Pool

Tulwin Pool

Heaven Heights Pool

Overseas Golf & Country Club (SNK strengthening class location)

"I just really wanted to thank you and the SPLASH Forward Program for helping me become a lifeguard! I'd say it's taught me so much about getting a job, teamwork, time management, and also communication - even at school and a bunch of other places!"

SPLASH Forward High School Student

45

High Schools from Bellevue, the Greater
Landside, Seattle, and South King
County represented in 2024.

Newport High School - 8 Students
Bellevue High School - 8 Students
Sammamish High School - 8 Students
Interlake High School - 7 Students
International High School - 5 Students

"Being able to teach people to swim with the certification, and also being able to support my family with a job!"

SPLASH Forward High School Student

"I want to play a bigger part in my community with a job where I get to help people and keep them safe as they enjoy fun activities in the water!"

SPLASH Forward High School Student

15+ students contributed
over 75 volunteer hours
to our community water
safety activities,
advocacy opportunities,
and lifeguard workshops
in 2024.

Students volunteering at our Learn about Becoming a Lifeguard table at Children's Day in the City.

INVESTING IN THE FUTURE OF AQUATICS

With the support of generous sponsors in 2024, we invested nearly \$34,000 to certify students as lifeguards and support swim instructor training.

To maximize student engagement and development, we offered incentives such as refer-a-friend bonuses, hiring bonuses, and stipends, including a \$200 stipend for student swim instructors partnering with the Boys and Girls Clubs of Bellevue and Sammamish Swim & Recreation Club in our 8-week after-school swim lesson program.

\$100-\$300

Unrestricted to certify students as lifeguards

Title Sponsor

amazon

Sustaining Sponsor

MORRISSE LARSEN

Rotary

Supporting Sponsor

Providence

Seattle Children's

Public Health

Seattle Children's

Seattle Children's

Seattle Children's

Seattle Children's

Seattle Children's

Seattle Children's

Seattle Children's

Title Sponsor

amazon

Sustaining Sponsor

MORRISSE LARSEN

Rotary

Supporting Sponsor

Providence

Youth Ambassador Committee

- Youth-led committee
- Cultivate youth ambassadors
- Bring student voices to our efforts and create opportunities for students to grow advocacy skills through a wide range of roles
 - Advocacy
 - Media
 - Government Awareness
 - Environmental Sustainability Advocacy



Bellevue Airfield Park – Site Secured

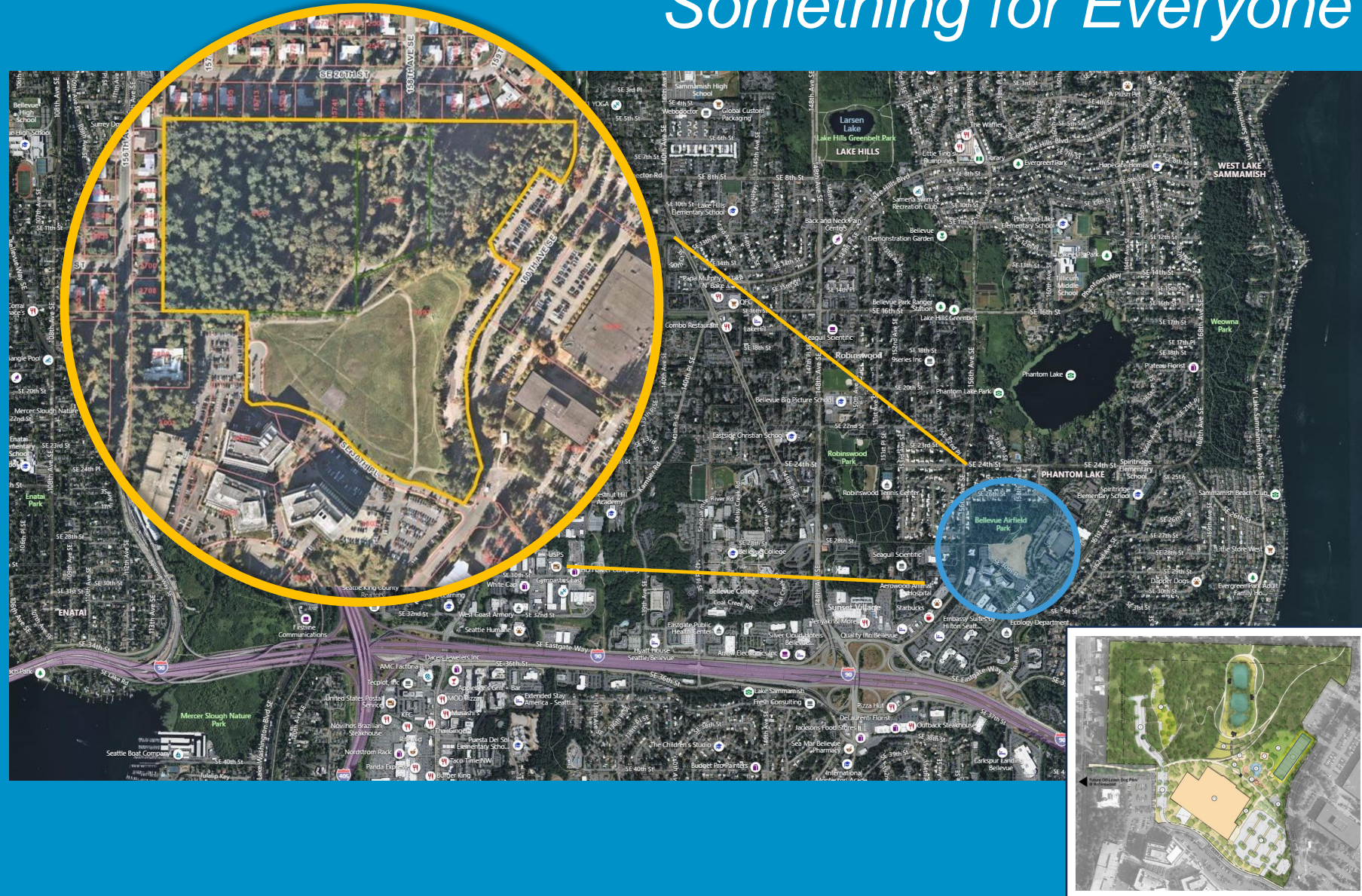
Something for Everyone

Site Benefits

- Multitude of indoor and outdoor usage scenarios
- Within Bellevue's most diverse neighborhoods
- Accessible by foot, bike, bus, light rail, car

Site Facts

- 27.5 acres
 - 16 acres wooded, 11.5 acres open
- Owned by City of Bellevue
- Eastgate Neighborhood
- Connects to Robinswood Park
- Centrally located to schools
- Near I-90 Eastgate Park & Ride





Big Picture Timeline

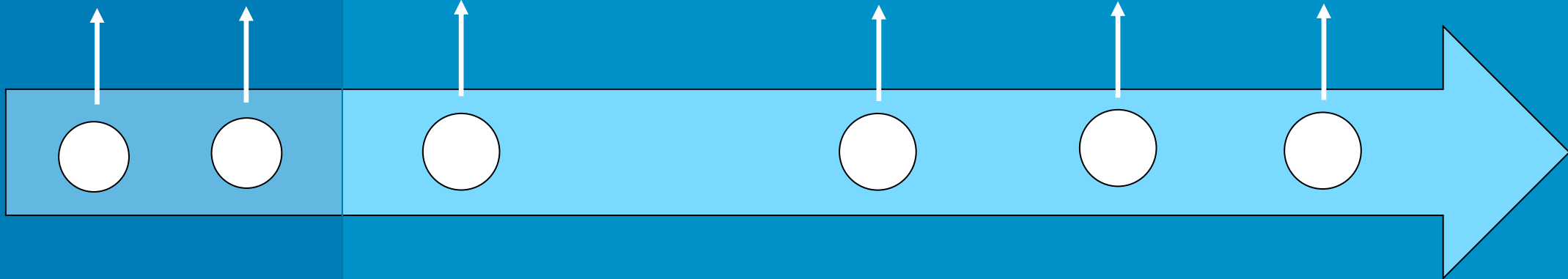
- 2020 - Aquatic Center Feasibility Study (City and SF)
- 2021 - Council directs Master Plan Update to explore aquatic center / SF MOU
- 2022
 - Master Plan Update - Community Input & Plan Refinement
 - Parks Board & City Council - Input & Review
- 2023
 - Master Plan Refinement & Recommendation
- 2024-25
 - State Environmental Protection Act Study (Determination Aug 2024)
 - Master Plan Adoption (Sept 2024)
 - Aquatic Center - Design Phase
 - SF Silent Lead Donor Campaign
- 2026 - 27
 - Aquatic Center - Design Phase
 - SF Fundraising Feasibility Study (Early 2026)
 - SF Capital Campaign (2027, Public)
 - Break Ground at Bellevue Airfield Park
- 2028 – 29 - Open Doors



Next Steps in the Design Process



Aug '24	Sept '24	Now - Q1 '25	2025-26	2026 - 27	2027 - 28
SEPA Determination	Council Adoption	Design Team Procurement	Facility Design/ Partner Development	Construction Documents/ SEPA	Phase 1 Construction



Late 2025/
Early 2026



Listening Tours

Fundraising
Feasibility Study

Capital Campaign

Quiet
Capital Campaign

Funding Sources

Project Total = \$125M (2021)*



Public Sources

- **60 – 65% (\$75M - \$81M)**
- **General Public**
 - City of Bellevue, King County, State, Federal
 - Bellevue School District, Regional Cities
- **Public Institutional Partner**
 - **Corporate**, Health & Wellness
- *SPLASHForward* to assist developing partnerships and public grant funding

Private Sources (Capital Campaign)

- **35 – 40% (\$44M - \$50M)**
- **Individuals Donors**
- **Corporate, Business**
- **Philanthropic** (Grants, Foundations)
- **Community Partners**
- *SPLASHForward* to assess private fundraising capacity via feasibility study

** Update in progress with design development*

New Bellevue Aquatic Center

What is known

- *SPLASHForward* is the private funding partner – MOU with the City in '22
 - ROM target = \$44M – \$50M
- **~\$50M in 2008 Parks Levy** (still collecting, \$8M)
- **\$10M in 2022 Parks Levy** for Recreation/Community Facilities (Aquatic Center) for design phase
- **\$4M in City of Bellevue Budget** for architectural & engineering costs
- **~\$26M in City of Bellevue 2025-26 Biennial Budget**
- *SPLASHForward* **continues partner** vision development & facilitate discussions
 - Concept plan reflects Bellevue SD needs and objective in design elements
 - Exploring partnership models with Boys & Girls Clubs of Bellevue

New Bellevue Aquatic Center

What is not known yet?

- All capital partners
 - City of Bellevue, Bellevue School District, King County, *SPLASHForward/Private*, **Healthcare Partner(s)**, Corporate, State
- Refinement of concept plan to the site with capital and programming partner needs
- Final project cost projections
- Public funding mechanisms
 - Parks Measure, TOT (Transient Occupancy Tax), Grants (county, state, federal)
- Governance - City of Bellevue or 3rd Party or hybrid

SPLASH *Forward*

• Partnerships

- City of Bellevue - MOU as private fundraising partner; facility planning & design partner
- Partnership development with Bellevue School District and Boys and Girls Clubs of Bellevue
- Community & Partner Outreach & Development

• Advocacy/Regional Role

- Regional Advocacy and Aquatics Stakeholder
- King County Aquatic Facilities & Parks and Open Space Grant Advisory Committee
- Water Safety, Drowning Prevention, & Swim Equity Advocacy

• Private Fundraising

- Raised \$739,000+ since 2018 to fund operations, feasibility study reports, programs, and capital campaign planning
- Founders' Circle & Monthly Donor Circle



PACIFIC NORTHWEST SWIMMING



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION



BOYS & GIRLS CLUBS
OF BELLEVUE



PARKS
Your Big Backyard



SPLASHForward.org



Our Supporters & Endorsers



Invitation to Join Us

- Endorse and Support *SPLASHForward*
 - Our Mission and Initiatives
- The City of Medina's support will help to...
 1. Expand access to essential life skills and aquatic opportunities
 2. Act as a catalyst for others to support
 3. Support a year-round world class facility with multi-generational use and will save lives



Questions & Answers

We want to hear your thoughts, questions, ideas!



Thank you for listening!




Appendix

SPLASH*Forward* Roles & Objectives



Advocacy

- More Water on Eastside (55yrs!) – Bellevue Regional Facility + Satellite Facilities
- Expand Equitable and Affordable Access for All Ages, Abilities & Backgrounds through programs and facilities
- Build Awareness to Showcase Community Needs & Benefits
- Regional Advocate for New Public Pools & Water Safety
- Educate that an Operational Sustainable Revenue Model is Achievable Through Partnerships



Aquatics Stakeholder

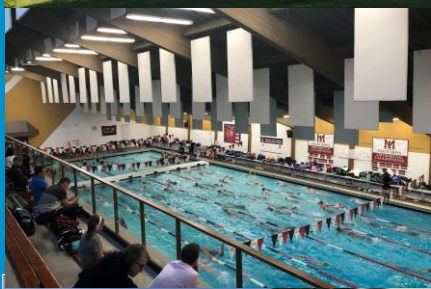
- Thought Leader - Best In Class, Operational Sustainability, Programming Model, Financial Model, Economic Impact, Partnerships, Environmental Sustainability
- Bring Stakeholder Voices to the Table & Represent Community Needs
- Bellevue School District Partnership & Programming Advocate
- Foster Ongoing Partnerships w/ City, Community Organizations, Local Business, Corporate, Foundations, Institutions
- Develop Regional Partnerships



Private Funding Partner

- Identify Private Fundraising Sources and Targets; Assess Capacity through Feasibility Study
- Capital & On-going Program Funding Through Local, Regional, State, and National Sources
- Establish SPLASH*Forward* as a trusted funding partner
- Conduct a private Capital Campaign for the new Bellevue Aquatic Center

The Greater Eastside



City	2022 Population	Public Aquatics Facilities	Year Built	Community Programming	Competition Capable
Bellevue	153,900 (61,200)	1 indoor facility with 2 pools, 1 6-lane 25y with dive tank and a therapy pool (Bellevue Aquatic Center).	1970 Therapy Pool added 1992	Y	N
Redmond	75,270 (12,500)	1 indoor 6-lane 25 yard pool (Redmond Pool) *\$9.2M renovation 2019-20	1972	Y	Y*
Kirkland	92,107 (15,000)	1 indoor 6-lane 25 yard pool (Juanita Aquatic Center at Juanita High School).	1971	Y	Y*
		1 outdoor summer only L-shaped pool 6-lane, 25y (Peter Kirk Pool)	Late 1960's	Y	N
Mercer Island	25,780 (20,000)	1 indoor 6-lane 25 yard pool (Mary Wayte Pool).	1973	Y	Y*

Note: Population statistics do not include daytime population growth. Bellevue estimates 239,200 additional daytime workers (2018) and Redmond estimates 130,500 (2019).

** = bare minimum capabilities*