

Westwood

FAMILY AQUATIC CENTER





Attendance

	2021	2022	2023
Aquatic Programs	15,376	12,270	14,538
Special Events	1,055	2,156	2372
Open Swim	93,550	114,679	112,942
Rentals	659	774	790
Total Attendance	117,640	129,879	130,642



Passes & Swim Lessons

	2021	2022	2023
Season Pass Holders	6,070	7002	7546
Swim Lessons	989	1489	2322
Scholarships	1,200	1892	2,120



2023 Season Financial Report

Revenue	2021	2022	2023
Pool Passes	\$274,519.00	\$280,436.50	\$317,070.00
Lessons	\$58,399.00	\$63,442.00	\$83,169.82
Locker	\$1,840.00	\$3,200.00	
Rental	\$48,746.00	\$47,806.00	\$70,236.00
Gate Admission	\$319,197.00	\$333,721.00	\$312,306.00
Concession	\$167,535.88	\$203,526.27	\$190,310.03
Special Events	\$5,275.00	\$6,450.00	
Classes	\$22,629.00	\$24,633.00	\$48,805.00
Merchandise	\$2,377.76	\$2,280.50	\$349.55
Donations			
Total Revenues	\$900,518.64	\$963,214.77	\$1,022,583.08

Expenditures	2022	2023
Salaries	\$498,623.90	\$615,945.68
Supplies	\$72,896.63	\$77,608.86
Maintenance	\$124,435.07	\$94,899.72
Internal Services	\$23,694.73	\$25,986.83
Total Expenditures	\$719,650.33	\$814,441.09

TOTAL REVENUE \$ 208,141.99



The Amazing Westwood Team

- The City of Norman hires over a 140 Seasonal Employees every summer.





AQUATIC PROGRAMS

- Group Swim Lessons
- Private Swim Lessons
- Teen Aquatic Safety Program
- Scuba Lessons
- Jr. Elite Lifeguard Camp
- Lifeguard Training
- Shallow Water Lifeguard Training
- Westwood Swim Team
- Toddler Time
- Water Walking
- Water Fitness
- Master Swim Team





We offer several different events that are a fun and safe environment for families and adults in and outside of the Norman community.



Special Events

- Westwood Pool saw a little of 2000 guest participate in this summers Special events.
- Free Scuba Lessons in partnership with (Warriors for Freedom & Blue Water Dive Shop) 120 veteran participants
- Inclusive Swim in partnership with (Sooner Success) 250 participants



Special Events





DREAM BIG GROW WITH YOUR COMMUNITY

Private Cabana's

- (8) Private Cabana (Private Party, Extra Shade, Plush seating, and Concession Service)
- Half day or whole day rentals
- ROI 2 season

Flow Rider

- Large Programming opportunities (Flow Rider Birthday Parties, Private Lessons, Flow Rider Special events, before and after hour rentals).
- Flow rider Passes & Open Flow Rider times for general swim
- No ROI this is an attraction that has revenue potential



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