



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	703,103.02
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

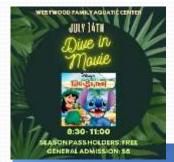
- Westwood Pool saw a little of 2000 guest participate in this summers Special events.
- Free Scuba Lessons in partnership with (Warriors for Freedom & Blue Water Dive Shop) 120 veteran participants
- Inclusive Swim in partnership with (Sooner Success) 250 participants



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 Programing 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





