



Swansboro Swimming Pool Committee

Committee Chair – Matthew Prane

Members:

Renee Cassiano

Laura Holland

Scott Evans

Brooks Barnett

Background – What brought us here?

Big Ideas

Recreation Programs

1. Special Events + Festivals (118%)
2. Outdoor Fitness Classes (109%)
3. Indoor Fitness Classes (105%)
4. Swimming (98%)
5. Educational Programs (97%)
6. Outdoor Concerts + Movies (95%)
7. Gardening (90%)
8. Trips, Excursions + Social Programs (89%)
9. Cultural-Historical Programs (88%)
10. Hiking (87%)

Recreation Facilities + Amenities

1. Hiking Trails (39%)
2. Playgrounds (34%)
3. Bicycling-Roadway Infrastructure/Bike Lanes (34%)
4. Canoe/Kayak Access, (33%)
5. Saltwater Fishing Access (33%)
6. Bicycling-Mountain Biking (33%)
7. Outdoor Swimming Pool (32%)
8. Water-play/Splashpad (31%)
9. Picnic Shelters (31%)
10. Swimming Pool Indoor (28%)

response rate of 10.8 percent.

- > HOAs – 250
- > Swansboro Public Schools – 1,382
- > Town's Listserv – 644
- > Swansboro P+R RecDesk – 884

When asked about their general opinions regarding Town of Swansboro parks and facilities, respondents overwhelmingly reported (79%) that they believe the Parks and Recreation Department is providing an essential service, and that the Town's parks and programs enhance their quality of life (80%). Swansboro residents visit each park relatively equitably as was evident by the survey results. Park visitation distribution was concentrated most frequently at Municipal Park (14%), followed by Downtown Pavilion, Gazebo and Town Docks (11%). Survey findings indicate that the majority of respondents (59%) agree that Swansboro's parks and facilities are well maintained: 24 percent strongly agree.

In terms of heavy-investment facilities and departmental operations, Respondents indicated either agreeing or strongly agreeing that the Town needs and indoor gymnasium (57%), the Town needs aquatic facilities (65%), and that the Swansboro Parks and Recreation Department should offer athletic programming (70%).



TOWN OF SWANSBORO
PARKS AND RECREATION
COMPREHENSIVE MASTER PLAN
ADOPTED JUNE 12, 2023



Swansboro Aquatic Center Estimated Cost information:

Land – Potential use of Sanders Park or surrounding area near SBSL

Pool #1 Programming and diving “combo” pool = \$950,000

Pool #2 Community/Competition pool 8 lanes 25 Yds = \$1,750,000

Pool #3 Warm Water Therapy / Rehabilitation Pool = \$500,000

Sub-totals pools = \$3,200,000

HVAC for pool area = \$900,000

Exercise area - \$450,000

Building ~25,000 Square Feet = Steel building or Monolithic Dome with basic build-out
\$6,250,000

FFE (Furnishing Fixtures & Equipment) for building = \$800,000

Sub-Total = \$11,600,000

AE Cost (Design and engineering)	~ 8%	\$860,000
Contingency	~ 5%	538,000
Startup (includes staff hiring and training 6 weeks prior to opening)		\$250,000
Legal/permitting/Etc.		\$50,000
Soft Cost total for project		\$1,698,000

Total Project ball park estimate with Steel or Dome building = \$13,298,000

The above pricing estimates are based off standard commercial building in the area. They may not include all of the General Contractor mark ups or specific union wage considerations. The above estimates also do not include any cost for the exterior of the building such as lights, signs, parking, fences, landscaping, etc.

Prices escalate at an average of 5% to 8% per year so that has to be taken into account when budgeting. These budget figures were established in April 2021

The primary objective of this Enterprise Plan is to obtain the necessary funding and support for the initial development and construction of the aquatic center. If the aquatic center is a not-for-profit entity, it can be eligible to solicit tax-deductible funding sources

Swansboro Aquatic Center Estimated Cost information – Phase #1

Land? _____

Pool #1 Community/Competition pool 8 x short course lanes with dedicated recreational area. Includes 1 meter Duraflex diving board and recreational water slide

Sub-totals pools = \$2,980,000 (Includes all operational equipment – best quality – energy efficient)

Building for dressing and supporting areas ~4,000 Square Feet = \$1,200,000

Fence and lighting for outdoors \$550,000

FFE (Furnishing Fixtures & Equipment) = \$800,000

Sub-Total = \$5,530,000

AE Cost (Design and engineering)	~ 8%	\$520,000
Contingency	~ 5%	250,000
Startup (includes staff hiring and training 6 weeks prior to opening)		\$100,000
Legal/permitting/Etc.		\$25,000
Soft Cost total for project		\$895,000

Total Project ball park estimate = \$7,320,000

The above pricing estimates are based off standard commercial building in the area. They may not include all of the General Contractor mark ups or specific union wage considerations. The above estimates also do not include any cost for the exterior of the building such as road lights, signs, parking, landscaping, etc. Prices escalate at an average of 5% to 8% per year so that has to be taken into account when budgeting. These budget figures were established in July 2024.

The primary objective of this Enterprise Plan is to obtain the necessary funding and support for the initial development and construction of the aquatic center. If the aquatic center is a not-for-profit entity, it can be eligible to solicit tax-deductible funding sources.

Sustainability – Programming **MUST** Precede Design

Costs:

- 6 lane Mega-Insta-Pool: **\$60,000**
- Concrete Pad: **\$36,000**
- **Options: Fence & Deck or Inground???**
- Insurance (Annual Quote):
 - Liability: **\$10,000**
 - Workers Compensation: **\$3,500**
- Supervisor/Lifeguards/Instructors:
\$81,900
- Pool Operating costs (Electric, H2O Maintenance, Heat): **\$9,300**
- Total Year 1 Costs: **\$200,700**

Revenue Streams:

- Membership Trgt Goal
300 x \$250 = **\$75,000**
- L2Swim = **\$87,360**
- Swim Meets = **\$15,000**
- Kids Tri = **\$4,500**
- Total Potential
Revenue = **\$181,860**

Revenue Summary:

- Year 1 = **-\$18,840**
- Year 2 = **\$58,320**
- Year 3 = **\$77,160**

THE TOWN OF SWANSBORO

Swimming Pool Committee – Community Survey Report

Survey Summary



Community Demand & Demographics

- **415 total responses**
(1 Michigan, 1 Maryland, 3 near Raleigh)
- Majority of respondents reside in **Swansboro and unincorporated Onslow County**
- **Population Context**
 - Swansboro: **3,887**
 - ETJ population: **~1,800**
- **Total represented population: 5,687 (response = 7%)**
 - *(Hubert population not included + 20,000) (response = 1.6%)*
- **Demographics**
 - **15.4%** age 64+
 - **84.6%** age 18–64
 - **42.9%** households with children (18 and under)
- **Community Demand**
 - **76.4% (318 of 415)** would use a community pool
→ Sufficient demand to support a **small-scale facility**
 - **66.5% (276 of 415)** currently do not use a pool due to **distance from available facilities**

Facility Preferences, Programming & Funding

Facility Preferences

- Indoor pool preferred: **312**
- Outdoor pool preferred: **267**
- Lifeguards on duty important: **219**

Programs of interest

- Water aerobics: **162**
- Recreational & social use: **160**
- Learn-to-Swim programs: **125**
- Rehabilitation/therapy: **97**
- Lap swimming: **89**
- Lifeguard training: **76**

Funding Preferences

- Grants: **343**
- Sponsorships: **289**
- Support tax increase: **78**

Resident Concerns

- No concerns: **260**
- Cost: **110**
- Sustainability: **85**
- Safety: **54**

Programs Demand Indicates - *(multi-generational & multi-purpose)*

Community Benefits and Opportunities

Economic Impact:

- Revenue Generation for the Town
- Local Access and Efficiency
- Competitive and Event Hosting Opportunities
- Sports Tourism and Visitor Spending
- Increased Tourism Dollars
- Conclusion
 - Countless potential income no longer leaving the city

Programs on Next Page

Health and Wellness:

- Low-Impact, Joint-Friendly Exercise
- Social Interaction
- Full-Body Strength and Muscle Tone
- Improved Flexibility and Mobility
- Enhanced Cardiovascular Capacity
- High Caloric Expenditure
- Gravity-Neutral, Stable Environment
- Inclusive Community Health Benefits

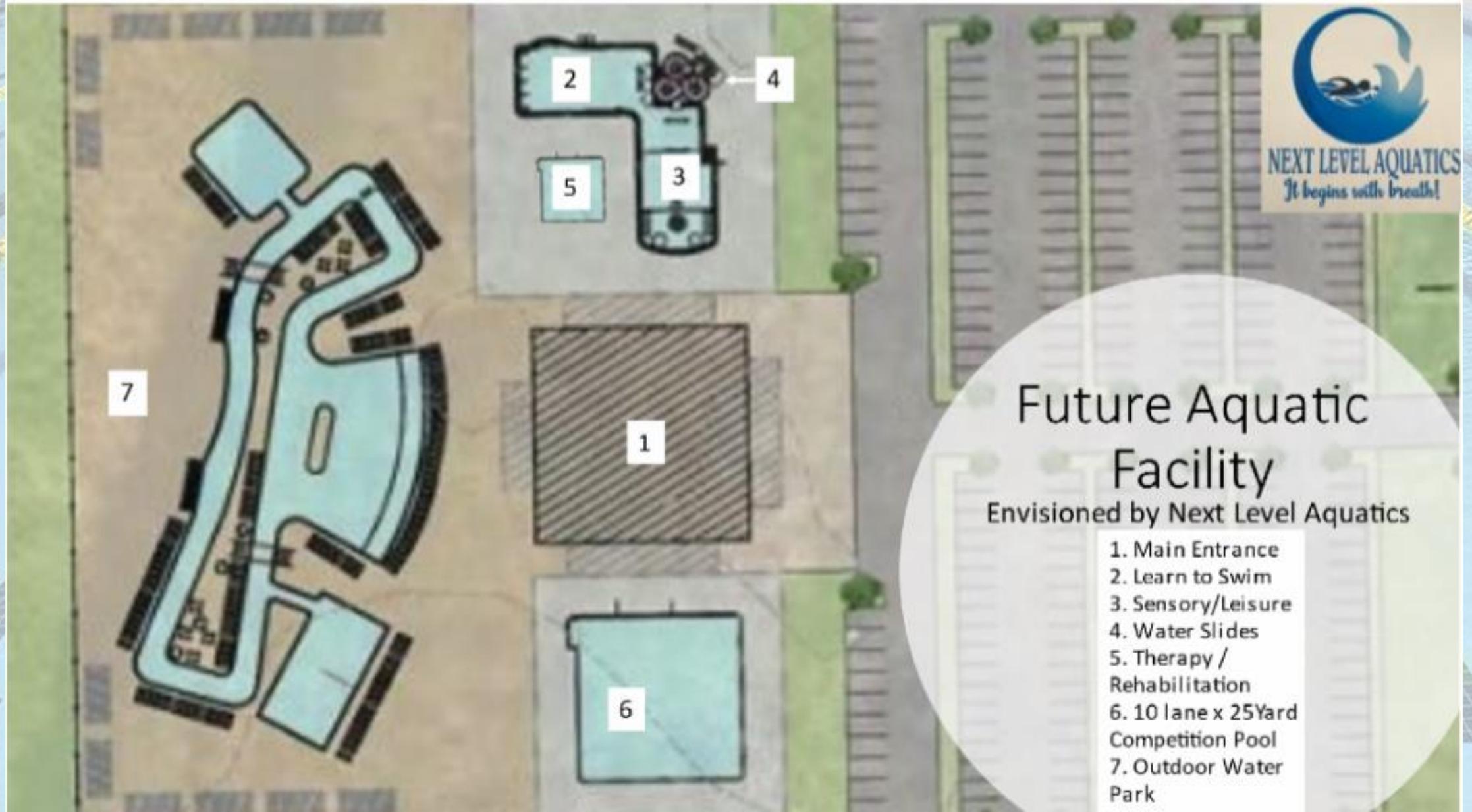
*Adults – Teens – Children all need to be aware of the **3 D's**:*

- Drowning prevention
- Diversity inclusion for all aquatics
- Dedication to fitness through aquatics

Programs

- **Swim lessons**
- **Special Needs Adults and Children (SONC)**
- **Therapy**
- **Aquatic Exercise**
- **Mini Clinics/Pool Chats**
- **Lifeguard training**
- **Required PE swim class – school age**
- **Swim Teams-Club, Middle School, High School, Masters, · Swim Meets-all above**
- **Deep water running**
- **Scuba**
- **Water polo**
- **Artistic Swimming**
- **Recreational events and parties (Ninja Cross)**
- **Swim lessons-baby, kids, adults, special needs**
- **Aquatic Exercise**
- **Therapy – rehab and continuum programs**
- **AiChi - Watsu - Water Yoga**
- **Exercise Biking in water**
- **Walking lanes**
- **Lifeguard training**
- **Swim practice – younger age groups**
- **Home School Programs**
- **Recreational events and activities**
- **Springboard diving, scuba, and deep-water exercise**
- **Study and TAP workshops and training**
- **Recreational swimming**
- **Early Bird Lap Swim**
- **Water Rescue Training - Lifeguard Training (CPR/AED, Lifeguard Cert)**
- **Fitness Training (TRI, Water Aerobics, Lap Swim, Water Fitness) through CAAP**
- **Aqua-Tech CPO Training**
- **Snorkeling & Fin instruction**
- **Wounded Warriors**
- **Kayak Training**
- **1 meter diving**
- **After-school programs**
- **Parties**
- **Swim Lessons - adult and children in small groups (4 to 6 students), Spotlight classes (2 students) and Custom classes (1 on 1)**
- **Water Therapy and Rehab via pool rental to partners**

Draft Concept



Future Aquatic Facility

Envisioned by Next Level Aquatics

1. Main Entrance
2. Learn to Swim
3. Sensory/Leisure
4. Water Slides
5. Therapy / Rehabilitation
6. 10 lane x 25Yard Competition Pool
7. Outdoor Water Park

Questions / Decisions

1. Survey

Did this survey data demonstrate enough interest to further develop this project for the town?

2. Land - Alignment with the Town of Swansboro Land use Plan

In order to advance this project, does the Town have access to 6–8 acres suitable for development through purchase or long-term lease? If not, how do we get this project at the county and state level on behalf of the residents in our area?

3. Funding

With sustained community interest in a public pool since 2008, is the Board ready to establish this project as a strategic priority and convene the appropriate county, state, and local stakeholders to explore funding, partnerships, and implementation?

4. Next Steps

What would you like to see next from your Swansboro Swimming Pool Committee?