



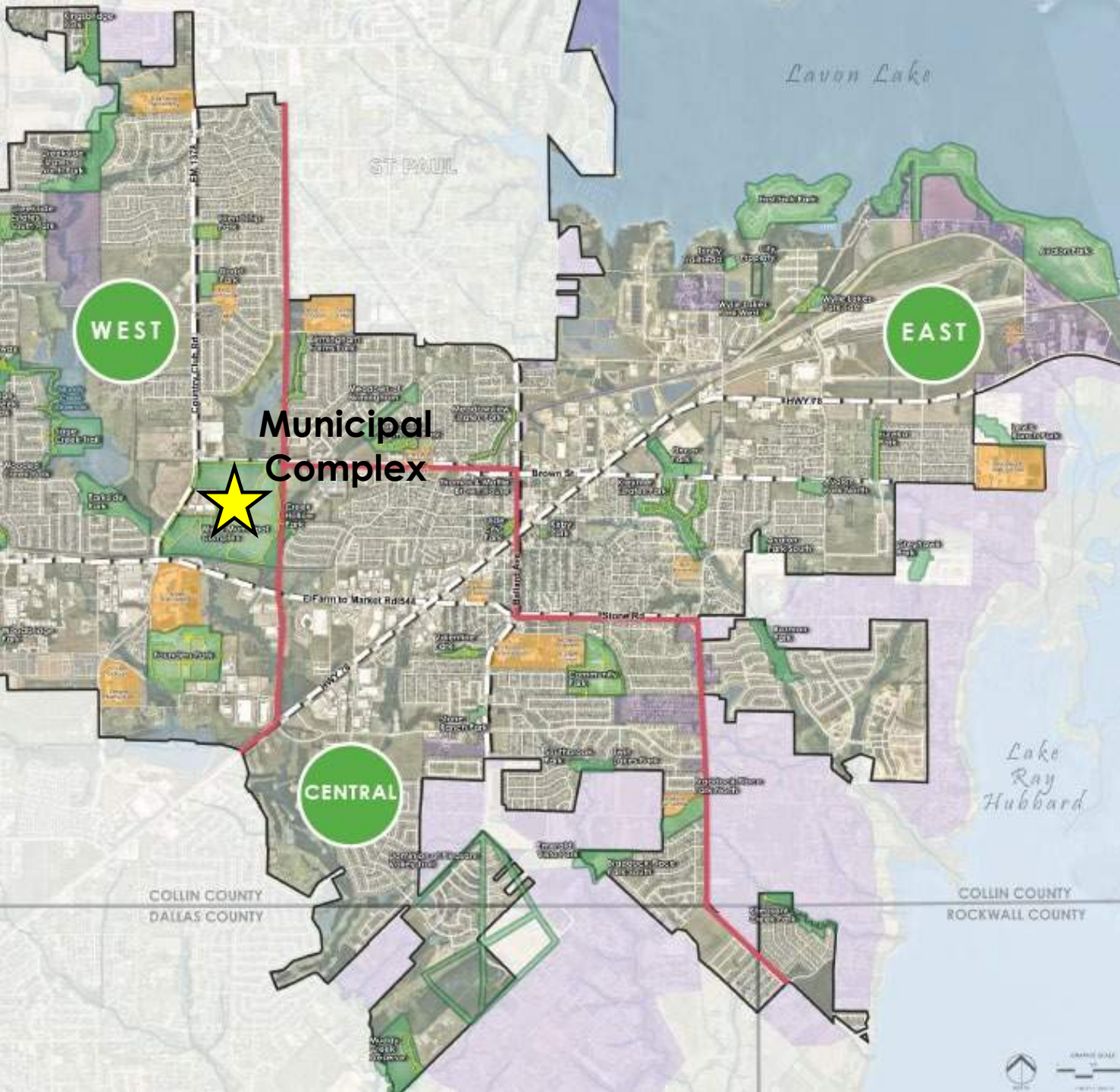
# Aquatic Feasibility Study

## Steering Committee Meeting

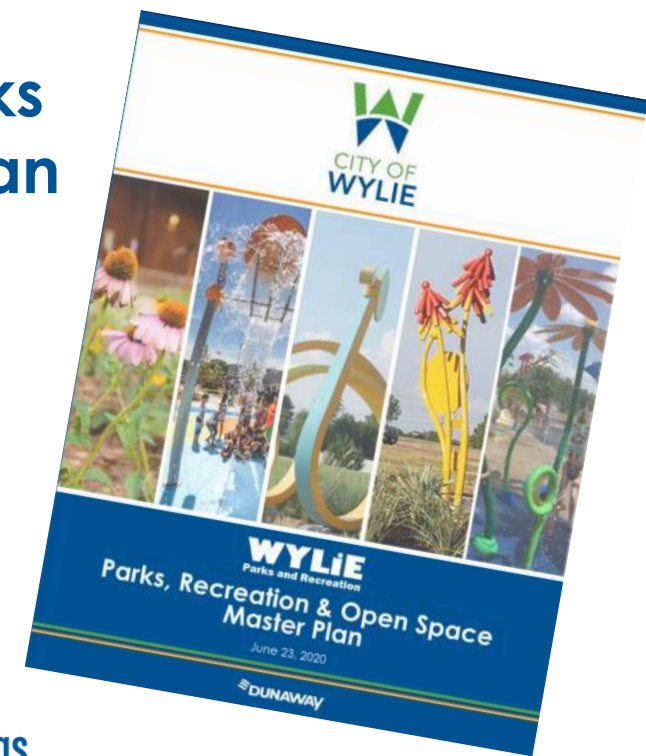
January 26, 2021







# 2020 Parks Master Plan



## Wylie Priority Rankings

Rank	Action Plan	High
1	Hike/bike/walk trails that are connected throughout the city	◆
2	Sprayground	◆
3	Expand amenities at Lavon Lake (fishing, picnicking, swim beach)	◆
4	Hike/bike/walk nature trails along the lake/dam	◆
5	Aquatic Center (indoor – leisure area and lap lanes)	◆
6	Aquatic Center (outdoor – leisure area and lap lanes)	◆
7	Special events in parks	◆
8	Additional lighting in parks	◆
9	Multipurpose sports fields (football, soccer, baseball, softball)	◆
10	Additional practice fields (football, soccer, baseball, softball)	◆
11	Benches/seating areas	◆





## KEY FEATURES:

- **Fire Station (+/- 4 Acres)**
  - ✓ Access to Brown
  - ✓ Proposed Median Break
  - ✓ Wooded Trails / Art Walk
- **Prairie Areas / Education**
  - ✓ Trails w/ Interpretive Signage
  - ✓ Edges along Country Club & Brown
  - ✓ Prairie Pockets in Parking
  - ✓ Possible Future Public Safety Facility
- **Indoor + Outdoor Aquatics**
- **Dog Park**
- **City Identity Monument**
- **Expanded Parking**



# Our Team



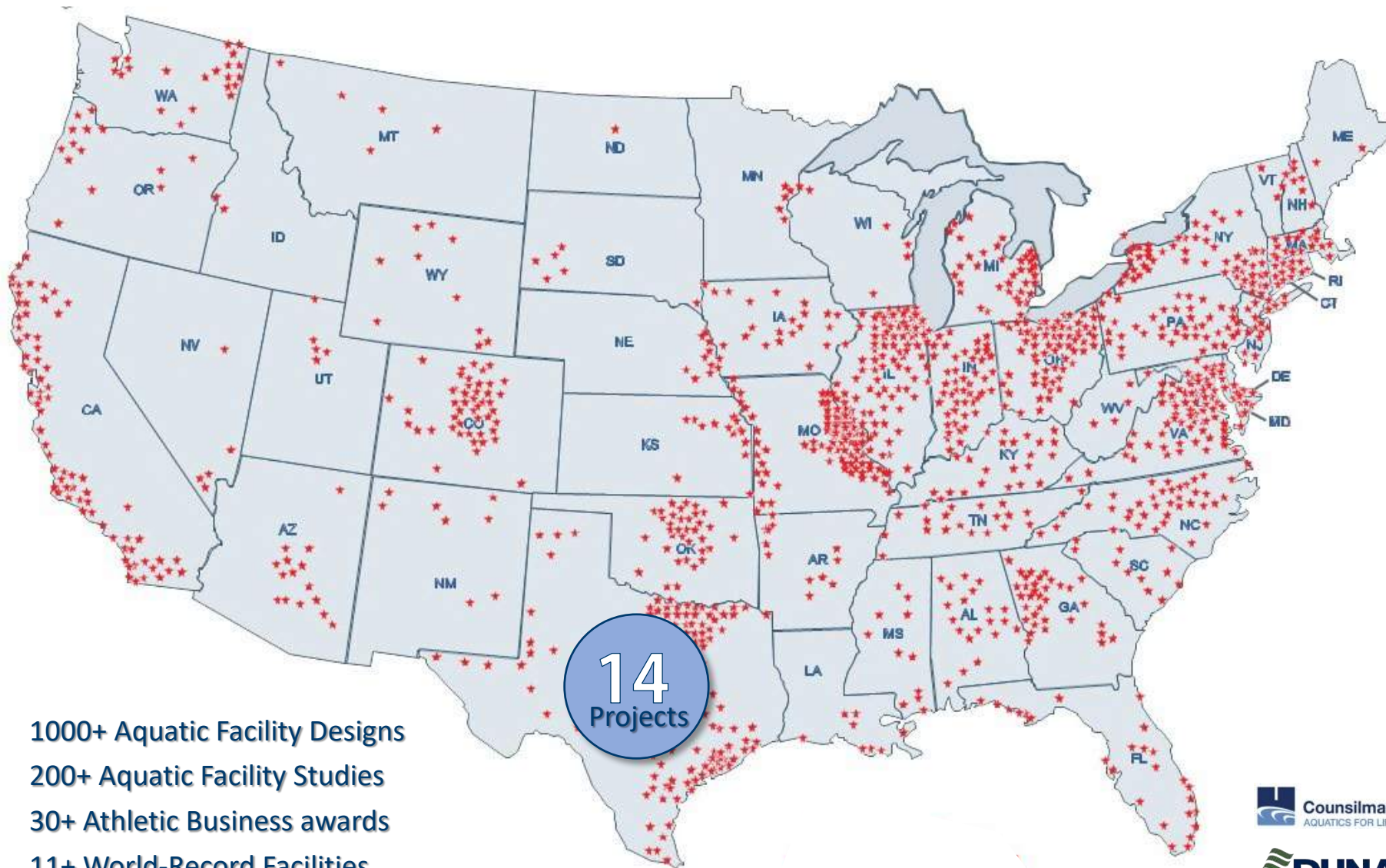
**ELIZABETH McILRATH**



**ADAM BREWSTER**



**GEORGE DEINES**



1000+ Aquatic Facility Designs  
200+ Aquatic Facility Studies  
30+ Athletic Business awards  
11+ World-Record Facilities





# Feasibility Study Process

## NEEDS ASSESSMENT



January / February

- Evaluate area providers
- Research area demographics
- Identify User Groups
- Community Input

## PROGRAMMING



February / March

- Site Analysis
- Develop Alternatives
- Opinion of Construction Costs

## OPERATIONS & BUSINESS PLAN



March / April

- Opinion of Revenue
- Opinion of Operating Expenses
- Determine Cash Flow







**User Types**





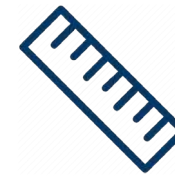
# Competitive



- Lap Lanes with Starting Blocks
- Diving Wells
- Training Space



Cold Water



Medium – Deep  
Depth





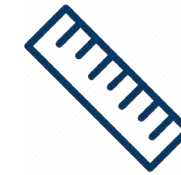
# Recreation



- Tots
- Families
- Teens



Warm Water



Shallow – Medium  
Depth



Social in Nature





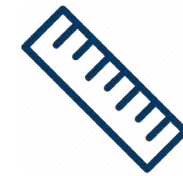
# Instructional



- Swimming lessons
- Lifeguard instruction
- Survival swimming
- Scuba training



Warm Water



Shallow – Medium  
Depth





# Therapy & Wellness



- Therapy programs
- Water aerobics classes



Warmest Water



Shallow – Medium  
Depth



Often indoors



# User Types



Competitive



Recreation

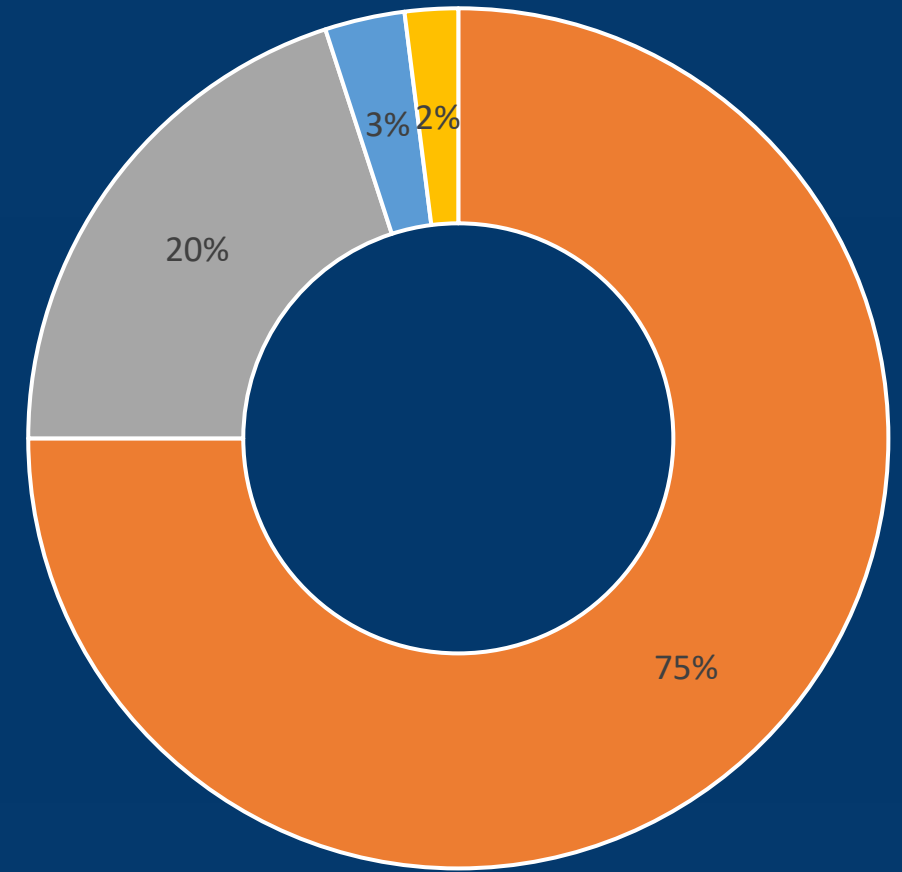


Instructional



Therapy & Wellness

Typical Revenue Breakdown by User Group



Recreation Instruction Competition Wellness & Therapy



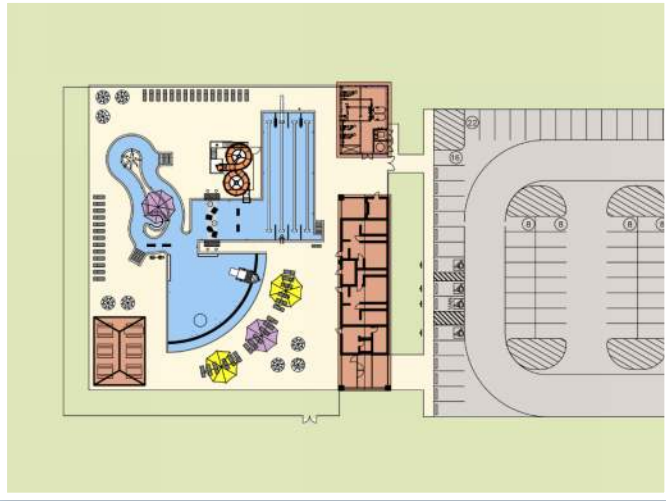


**Facility Types**



# Outdoor Facilities

1 Acre



## Neighborhood

- Water Surface 5,000 – 7,000 sf
- Capacity – 200
- Cost \$4M - \$5M
- 4 Lap Lanes
- Single Water Slide
- Beach Entry



## Community

- Water Surface 10,000 – 12,500 sf
- Capacity – 400
- Cost \$7M - \$9M
- 6 Lap Lanes
- Multi-Slide Tower
- Beach Entry

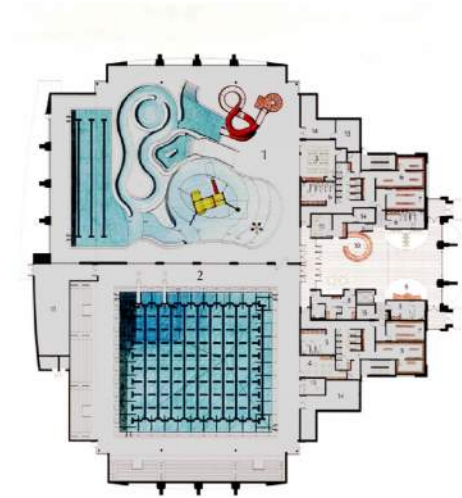
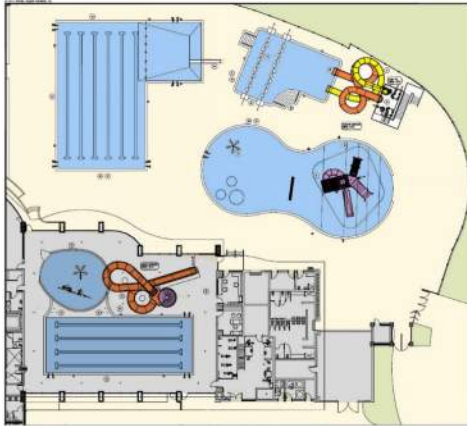


## Regional

- Water Surface 15,000 - 18,000 sf
- Capacity – 600
- Cost \$10- \$15M
- 8 Lap Lanes
- Multi-Slide Tower
- Beach Entry
- Lazy River



# Indoor Facilities



## Indoor & Outdoor

- Water Surface +/- 7,500 sf (2,500 sf Indoor 5,000 Outdoor)
- \$12M – \$15M
- Lap lanes, beach entry, play structure
- Combined Filtration

## Indoor

- +/- 12,500 sf of water
- \$20M – \$25M
- 25 yd. X 25 m Competition Pool w/ Spectator Seating
- Leisure Pool with Play Structure & Slide
- Work Out and Training Rooms
- Party Space Spectator Seating



# Wylie Demographics

**Wylie  
Population**

**53,445**

**Growth Rate**

**5.05%**

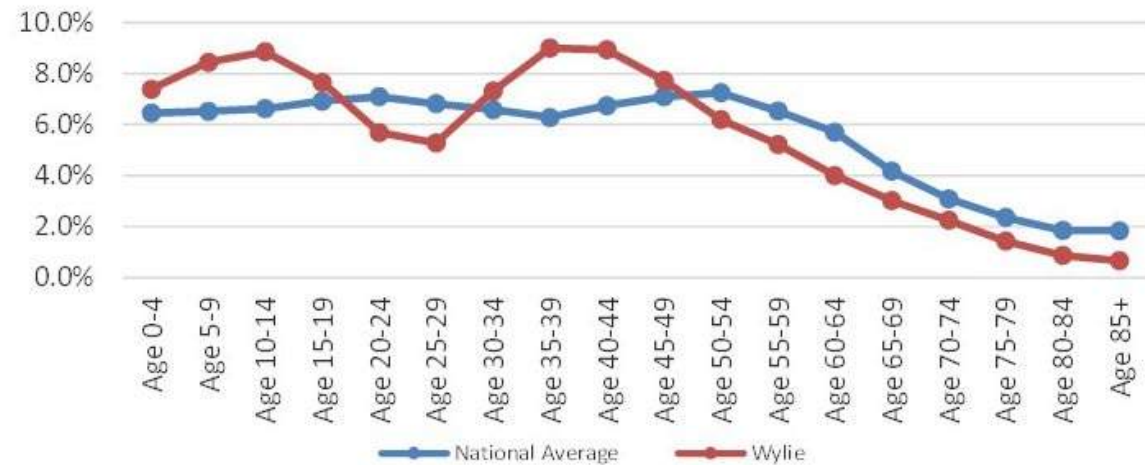
**15-Minute Drive  
Time Population**

**205,485**

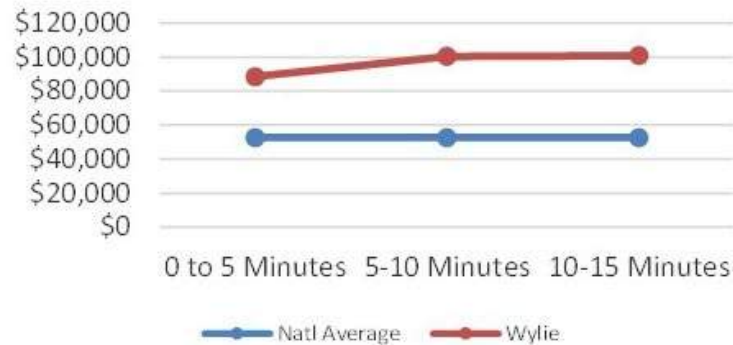
**Growth Rate**

**2.98%**

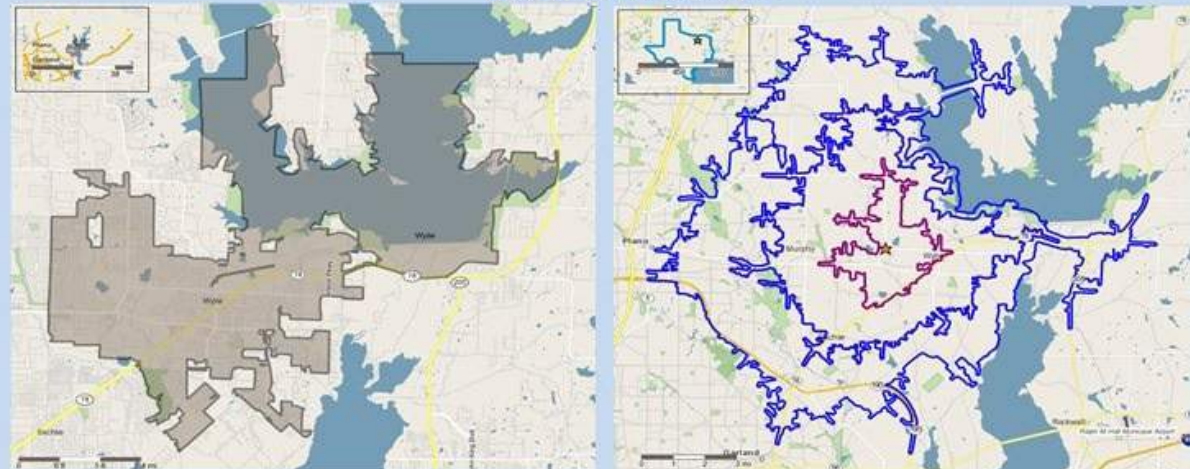
**Market Area  
Age Distribution**



**Market Area Income**

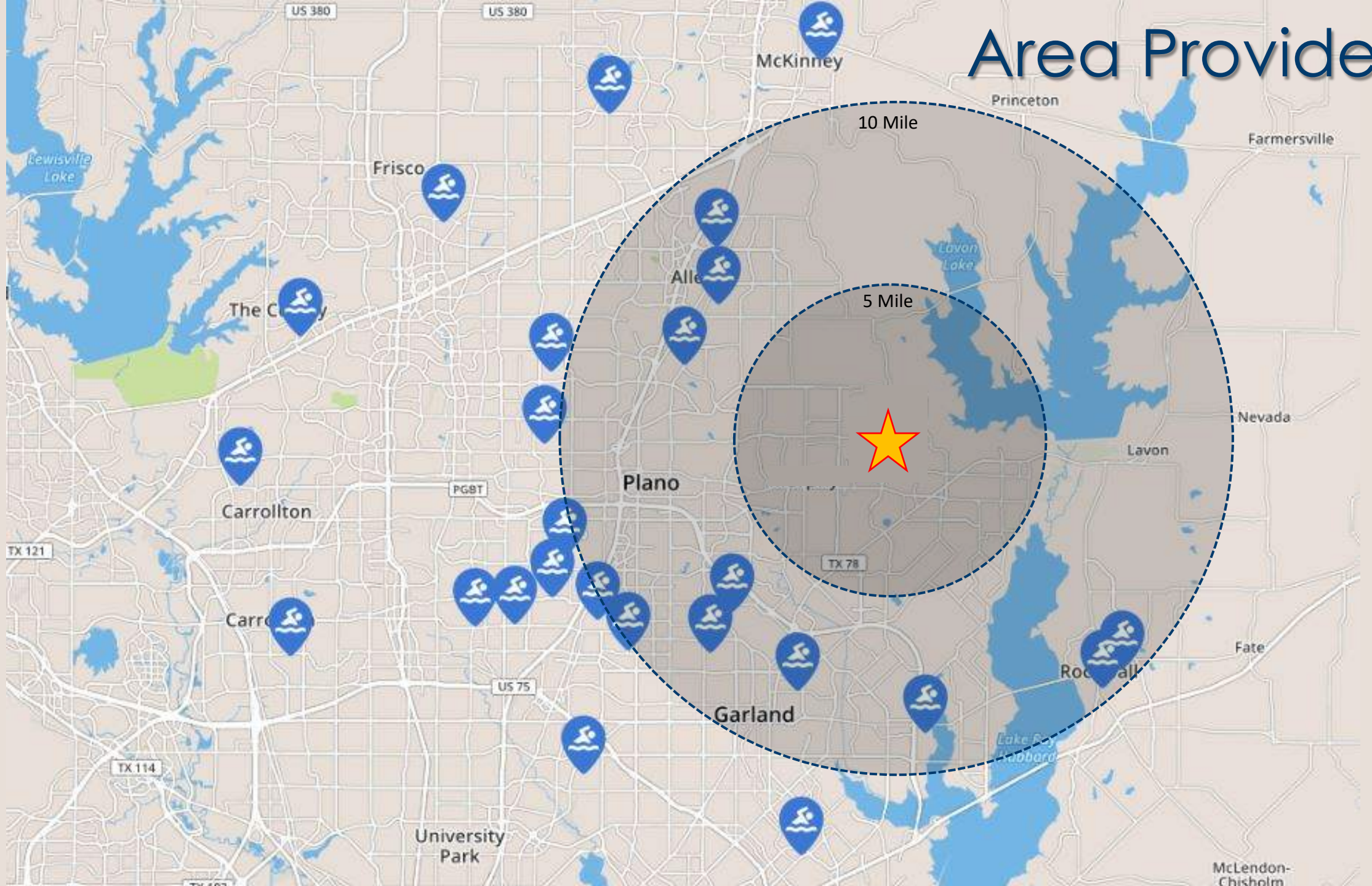


**Market Area Maps**





# Area Providers

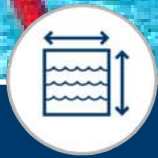




# Kroc Center



\$4.5M



5,500 SF



\$5 -\$10 Admission



12K-15K per year



# Tietze Park Aquatic Center



\$4.5M



4,300 SF



\$4 Admission



15K – 20K per year



# Central Park Aquatic Center



\$5.5M



9,500 SF



\$5 -\$10 Admission



25K - 30K per year



# Samuell Grand Aquatic Center



\$7.5M



10,000 SF



\$8 Admission



35K-40K per year



# Killeen Family Aquatic Center



\$7.5M



14,000 SF



\$5 - \$10 Admission



35K-40K per year



# Chisholm Park Aquatic Center



\$9M



17,000 SF

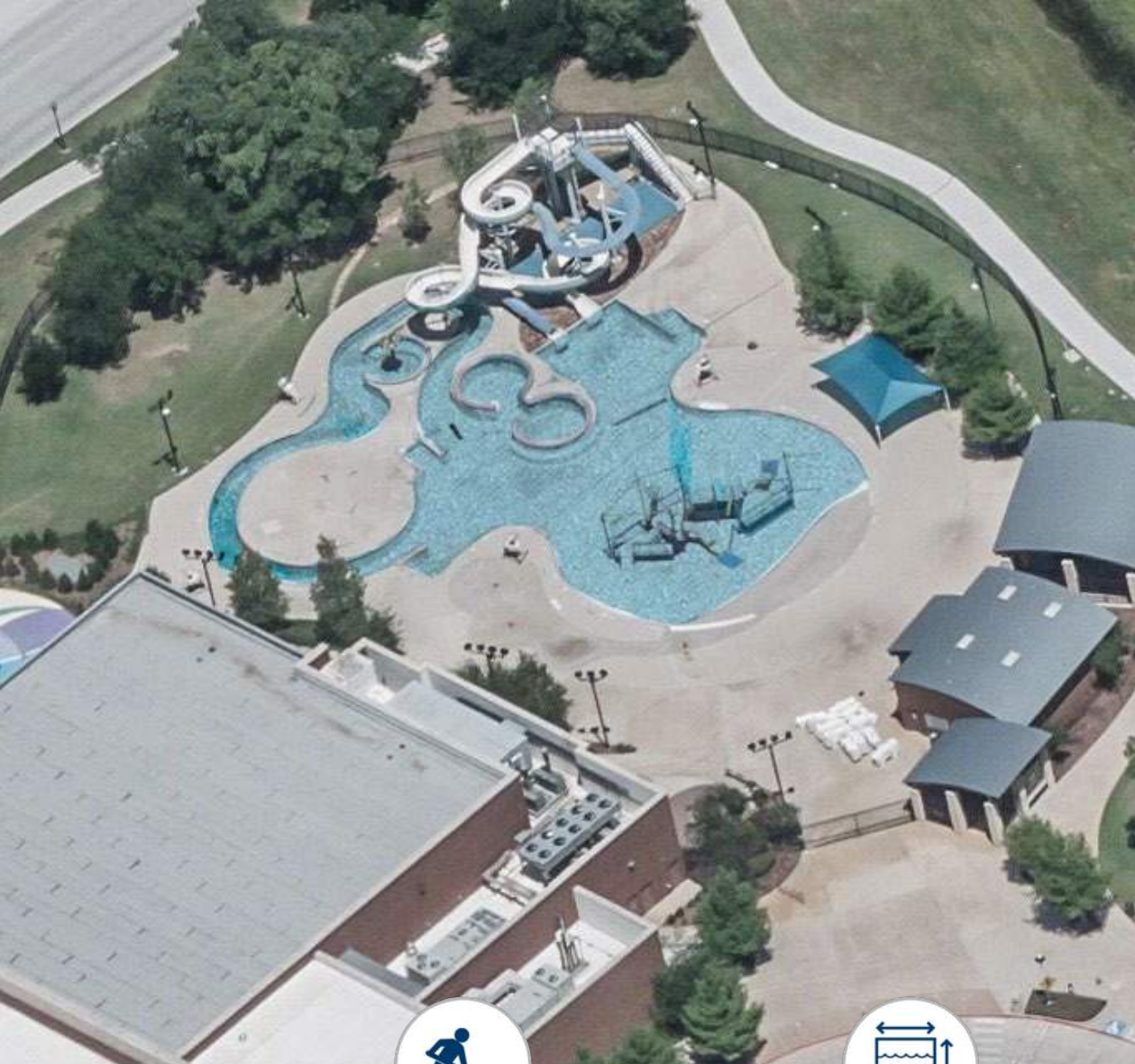


\$4-\$8 Admission



60K – 70K per year





\$15M



2,500 SF Indoor  
5,000 SF Outdoor



Keller Pointe



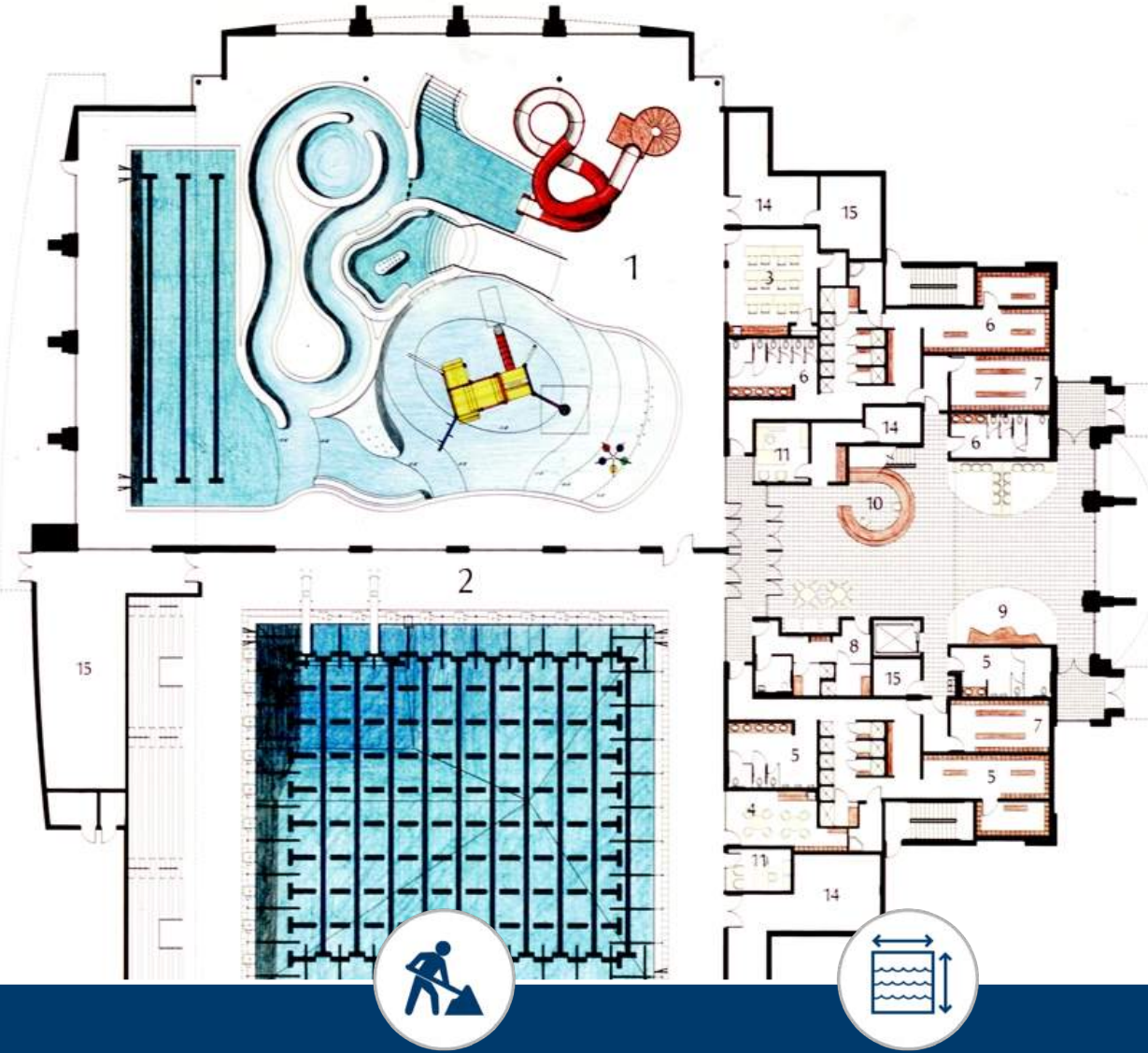
\$5 - \$10 Admission



25K - 30K per year



# Allen Aquatic Center



\$20M

6,500 Competitive  
7,000 Leisure



\$5 Admission

100K per year

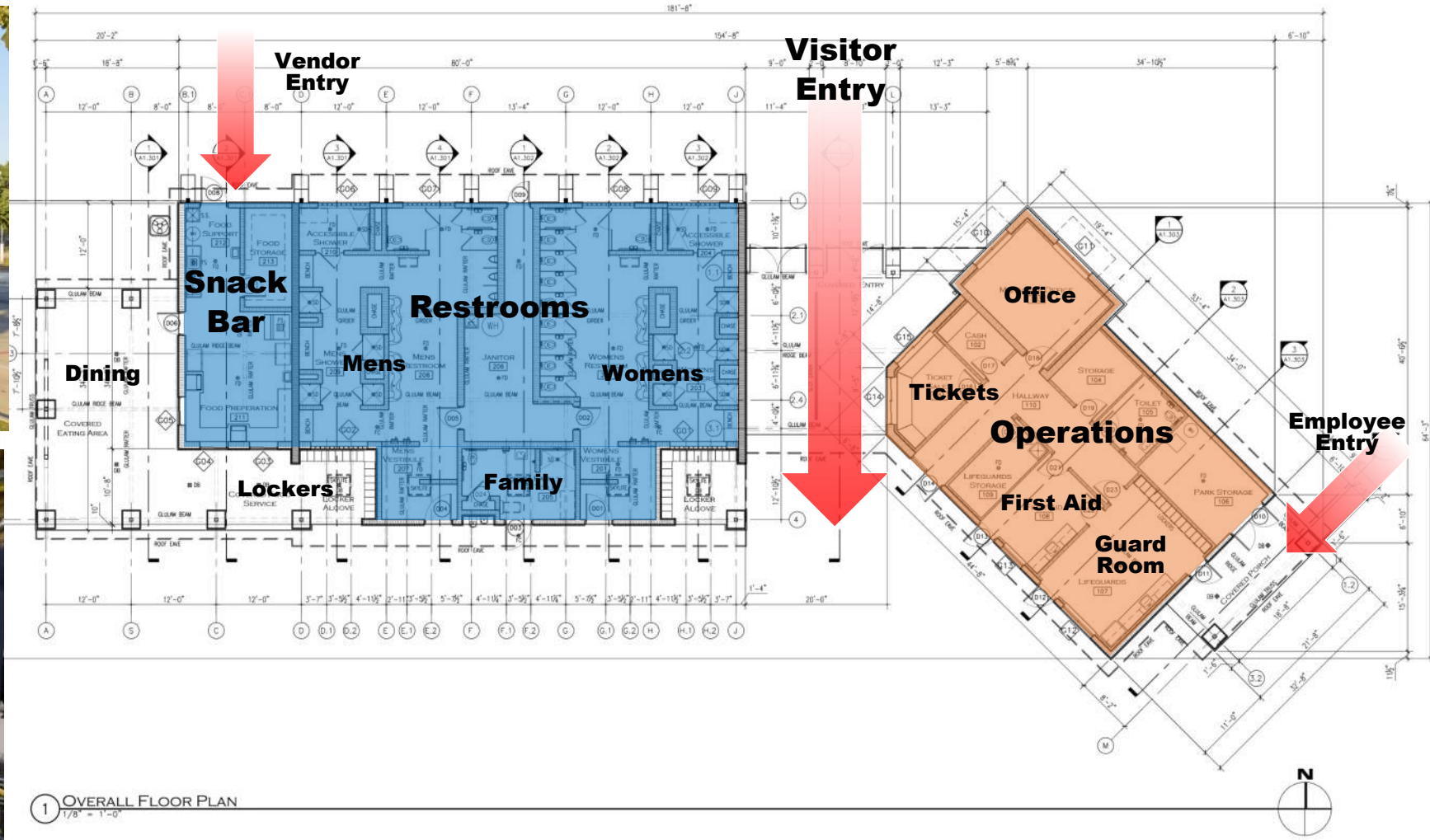




**Design Features**



# Support Structures





# Shade



Group Shelters



Custom Structures



Umbrellas



Party Pavilions

**SAFARI SPLASH  
BIRTHDAY PARTY!**  
Celebrate your child's birthday  
at Safari Splash.  
For information, please visit  
[www.fortworthzoo.org](http://www.fortworthzoo.org)



# Spray Features



Bubblers



Shooters



Sprays



# Floatables



Crossing Activity



Log Roll



Rafts/Animals



# Small Slides



Racer Slide



Family Slide



Theme Slide





Underwater Seats



Seats and Lounges

Sunning Shelf



# Diving



Platforms



Diving Boards





In Pool

# Play Structures



Wet Deck



# Beaches





# Lazy Rivers





# Multi-Slide Towers



Runout Exit



Drop Slide



Family Slide Tower



# Signature Slides



Mat Racers



Bowl Slide



Boomerango/Raft Slide



# Signature Features



Wave Simulator



Wet Bubble




Climbing Walls





**Vision & Goals**



- 
- 1) What types of facility would be most used and best serve Wylie if built today?
  - 2) What do you look for when choosing a facility to swim?
  - 3) What size of facility is appropriate for Wylie?
  - 4) What initial budget range is appropriate for Wylie?
  - 5) What are Wylie's cost recovery goals? (Break-even, Supplement, Profit)
  - 6) Operations & Maintenance considerations for long-term success.