



Idaho Competitive Aquatics

Sustainable Aquatics in the Treasure Valley

Proposal to:

Greater Boise Auditorium District

March 23, 2021



Land & Facility Q&A

Discussion Topics:

1. Acquisition of Property
2. Facility Q&A
 - Size, Amenities & Comparability
 - Events & Bid Processes
 - CVB Economic Data
 - SPLASH Study & Statistics
 - Facility Use
 - Partnerships
 - Timeline



Land Acquisition

ICA has explored multiple options and locations to ensure a central and accessible facility can be used by the Greater Boise community. Availability and zoning restrictions have made land acquisition a challenge. However, we have been negotiating with the seller of property on Findley & Federal Way for The District's consideration.

Acreage: 3.73 Acres (leaves room for expansion)
List Price: \$1,462,000
Current Offer: \$1,550,000 (6% above ask)
Terms: 60 Days Due Diligence, \$50k Earnest Money Deposit



3575 S. Findley Avenue





3575 S. Findley Avenue



PROPERTY INFORMATION:

Size: 3.73 Acres
Price: \$1,462,309 (\$9.00/SF)
Utilities: All available
Zoning: C-3D | Service Commercial

LISTING COMMENTS:

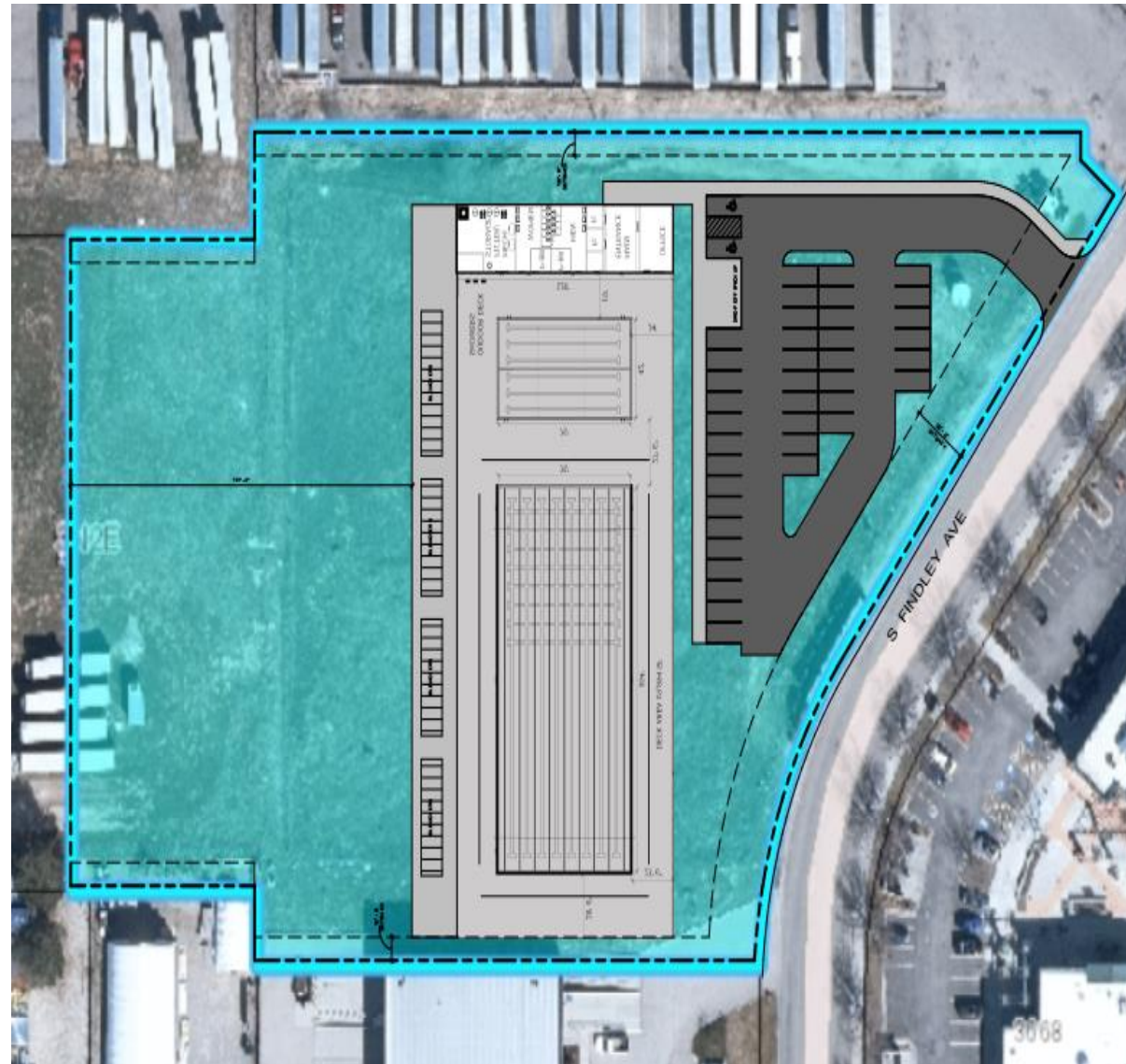
- Desirable location across from the premier shopping center in SE Boise! Located across from Fred Meyer, Home Depot, Ross and more!
- Easy access from I-84 freeway and Federal Way.
- Flexible C-3D zoning allows a wide variety of uses with a conditional use permit; Retail, Multifamily, Industrial, Hospitality.

DEMOGRAPHICS:

	2019	1 Mi.	3 Mi.	5 Mi.
Population:	8,676	62,698	120,036	
Avg HH Income:	\$82,561	\$83,360	\$79,036	
Daytime Pop:	5,308	44,603	131,606	



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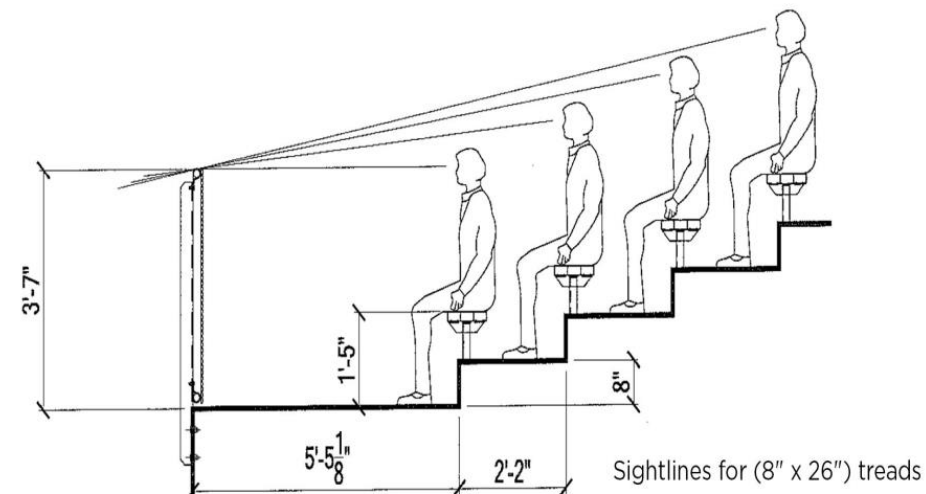




Facility Questions

Seating Capacity: We have designed the pool to have adequate space for either temporary or permanent bleachers. Standard bleacher measurements suggest that seven rows of bleachers running the length of just one side of the pool(s) would create seating capacity of 1,000+

Locker Rooms: Basic locker rooms are all that are required (example is KCAC). However, we are exploring options for expanded amenities with our architect.





Facility Questions

Comparability: It's all about the water and deck space. This would be the only 50-meter pool that meets all compliance regulations in the entire state of Idaho. While it may not have the extra amenities that KCAC has, it would have more deck space and similar locker rooms.

Hotel/Dining: The Findley property is a 4-8 minute drive (depending on traffic) from downtown. Access to all downtown hotels and dining are closer than amenities at similar pools in Seattle, Portland and Salt Lake City.

Outdoor Space: The available additional acreage creates a huge benefit for Spring & Summer meets and allows competitors and spectators to use space outside of the facility.



Facility Questions

Similar Venues: Sites don't typically "compete" for meets as they are often rotated through various facilities. If a team or group bids for a specific meet and another site is selected, then it is often awarded for a subsequent year.

Elite Tier: KCAC in Federal Way, WA

Great Tier: Proposed ICA Pool, Mt. Hood, Kearns,
Tualatin Hills, Phoenix



Events We Plan on Targeting

We plan on targeting a variety of different events throughout the year to fill the pool with both local and visiting aquatic competitors:

- Local swim club swim meets (would still include out-of-town participants)
- High School regular season, districts & state swim meets
 - Any IHSAA Meets and State Meet would be repeat business, however this facility would allow expanded capacity and allow for an increase in participants as well as those accompanying them.
- Snake River Championships (Winter or Summer)
- Northwest Age Group Regional Meet (Spring or Summer)
- Senior Sectionals (Spring or Summer)
- Long Course Invitational (Spring or Summer)
- Masters Nationals
- TYR ProSeries (Fall or Spring)
- Water Polo Club tournaments & camps
- Training Trip for Club/College Teams



Meet Bid Process & CVB Involvement

- The facility, along with Snake River Swimming or local club teams, can bid to host meets. The facility would be rented to the respective host. CVB can be a vital asset in discussions about swim meets and logistics of hosting larger events. However, CVB would not typically be involved in the specific bid processes.
- The CVB would not bid on the meets nor would they be asked by USA Swimming to host these meets or camps. The process runs through our Local Swim Committee (Snake River Swimming).
- For summer Zones/ Regionals/ Sectionals you must be able to dive from both ends of a 50 meter pool to bid on those meets. No pool in Idaho meets the requirements to host meets of a higher caliber. Our facility would meet these requirements.



Event Hosting Bid Process

- **Age Group:** These meets are run through the LSC (Local Swimming Committee) and hosted by local swim clubs. Meets are put on the calendar once approved by LSC governance. The facility would be able to host these meets immediately upon opening.
- **High School:** Athletic Directors assign meet dates and locations. This facility would allow for additional days/times for swim meets as well as an expanded capacity for High School State Meet. We have relationships with multiple people who make these assignments and hope to host multiple meets.



Event Hosting Bid Process

- **Regional/Senior/Zones:** Bids are presented and voted upon at the Section or USAS House of Delegates meeting each year. Bids are accepted for the meet 2 years out (2023 meets get bid and awarded Fall of 2021).
- **National/TYR Pro Series:** The same bid process; Junior Nationals as well. A lot of these are about relationships and we have those locally, regionally, and nationally.



Economic Impact: Event Examples

Economic Impact as calculated by CVB

- Local Age Group Swim Meet (these meets are run by local clubs and use entry fees from other teams to help bring in money to the club)
 - Business Sales (Direct) - \$60,012
 - Business Sales (Total) - \$112,325
 - Estimated Room Nights – 117
 - Jobs Supported - 46

ICA's figure:
\$163,000
- Regional/Zones Age Group Swim Meet (These meets are run by the LSC)
 - Business Sales (Direct) - \$407,404
 - Business Sales (Total) - \$763,125
 - Estimated Room Nights – 931
 - Jobs Supported - 169

ICA's figure:
\$597,000
- Open Invitational/Sectional Meet (Run by both local clubs and the LSC depending on the meet)
 - Business Sales (Direct) - \$458,083
 - Business Sales (Total) - \$858,042
 - Estimated Room Nights – 1,052
 - Jobs Supported - 190

ICA's figure:
\$705,000



S.P.L.A.S.H. Study

A study was conducted in 1990 to consider the construction of a new aquatics facility. While this was 30 years ago, the information is extremely pertinent to today's metropolitan area. In fact, the massive growth in population, coupled with virtually no change in net aquatics facilities, demonstrates that the city and area are overwhelmingly under-serving the community. National organizations suggest one facility for every 35,000 citizens.

(5/12)

<u>Year</u>	<u>Population</u>	<u>Indoor</u>	<u>Outdoor</u>	<u>Total</u>	<u>Pools/35,000</u>	
1990	130,000		0	5	2	0.538
2021	730,000	1	4	2.67	0.128	

We have exactly one year-round public facility and just a few seasonal facilities. This is nowhere near the suggested 20 facilities that we should aspire to have. A comparable city, Colorado Springs (with a metropolitan population of 430,000) has over 10 different recognized USA Swimming clubs competing at different facilities. Most of these facilities are also available for public use.



Daily Use

- Aside from events, virtually 100% of the use would be local.
- There will always be available public access for daily lap swim.
- This is truly a multi-use facility, designed to be utilized by a number of groups concurrently (swim team, lap swim, lessons, therapy, etc.).
- Major events occur 4-6 time annually.
- Minor events can occur as often as possible without interrupting normal use.



Partnerships & Relationships

- Snake River Swimming
- Western Zone Swimming
- Pacific NW Swimming
- Idaho HS Swimming
- USA Swimming
- US Masters Swimming
- USA Water Polo
- Tony Azevedo 68 Sports
- TYR Swimwear
- Speedo
- Phoenix Swim Club (Arizona)
- Pitchfork Aquatics (Arizona)
- Swim Neptune (Arizona)
- Park City Swimming (Utah)
- Kearns Youth Aquatic Team (Utah)
- PASA Swim (California)
- Dart Swimming (California)
- Alto Swim Club (California)
- Mission Viejo Swimming (California)
- West Coast Aquatics (Washington)
- Wave Aquatics (Washington)
- Seattle Metropolitan AC (Washington)
- Bozeman Barracudas (Montana)
- Saint Charles Swim Club (Illinois)
- Chicago Wolfpack (Illinois)
- Empire Swimming (New York)
- Badger Swim Club (New York)
- These are just a small fraction of the teams around the country we have relationships with who are willing and excited to attend a meet in Boise



Timeline

- **Land Availability:** Given the lack of available land and rising cost, we are hopeful that we can acquire the Findley property and move forward with the project. However, during any required due diligence period, we will continue to explore all options available.
- **Other Options:**
 - **ExpIdaho** – We are certainly intrigued by a sports complex located at the Fairgrounds and have made inquiries of their Executive Director and Commissioners. However, as of today, we have been told there is no immediate interest in allowing us to move forward with the project.
 - **Eagle** – We have had meaningful discussions with interested parties in Eagle, but sites are located outside The District
- **Summary:** While this project is relatively new to The District, we are interested in seeing this project through to completion as quickly as possible in order to create a great asset for the community.



Conclusion

- Idaho Competitive Aquatics sees an exciting opportunity to develop a privately-owned aquatics facility for all levels of swimming, including developmental and competitive programming.
- The Treasure Valley is inadequately supplied with available water space and additional facilities are needed to meet the basic needs of the swimming community.
- Additional pool space is needed for instructional, recreational, wellness, and competitive opportunities.
- ICA believes a facility could foster an improved health of the community and successful programming can not only cover the operational cost of such a facility, but provide a reasonable return on investment.



Questions?

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