



April 14, 2023

TO: Mayor Jan Liggett & Cambridge City Council

Thank you, Mayor Liggett and City Council, for allowing us to provide feedback on the two proposed options for the aquatic facilities at the new Cambridge Recreation Centre. The Cambridge Aquajets, our City's only competitive swim club, is very excited at the prospect of a new pool and facility to train our swimmers in as well as run premiere swim meets from!

After viewing the Council workshop on March 30th, where the proposed designs were explained in detail, we must strongly encourage the 10-lane pool design for the following reasons:

- With a 10-lane pool there are more options for configuration for training and rentals. Our Club already finds securing pool time difficult; with a 10-lane pool, not only can you run lanes lengthwise, but also widthwise, which would allow for more rental configurations such as the Swim Club training in the deep end and City swim-lessons in the shallow end, which equals increased revenue potential. It would also allow the Club to run different configurations during our training, to allow for multiple groups of differing swim capabilities in the pool at the same time (the benefits of which are far reaching).
 - o High school swim teams are also in desperate need of pool time for their students and were not able to find pool time this past winter. 10-lanes would open up the potential for after-school and peak rental time for multi-user rentals.
 - o It's important to note that this would not be possible with an 8-lane pool because the pool measurements would not be the same, so you could not run 25m width wise.
- A 10-lane pool would allow for top-level swim meets at the facility. It would be the **only** 10-lane pool between Toronto and Windsor, making it extremely attractive for

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regional & provincial swim meets, high school swim meets (WCSSAA, CWOSSA, OFSSA) and inter-club meets. These swim meets can bring in hundreds to thousands of swimmers and their families to Cambridge – all who would be looking to stay in local hotels, dine at local restaurants and shop in local stores and shopping malls. Swim meets are often multi-day (Thursday evening – Sunday evening) and have excellent revenue-generating potential for the City through rentals and tourism. Our upper-level swimmers spend at min. two weekends every month at a swim meet outside of Cambridge.

- Not only would the Cambridge Aquajets be interested in hosting swim meets at the pool, but so would other swim clubs in the vicinity, since it would be the only 10 lane pool in the area. Currently, clubs like Milton and others are renting larger pools in Markham & Etobicoke, to host meets. As you may remember, the Cambridge Aquajets cannot currently host any meets in Cambridge and we rent pool time in Wilmont and Brantford (both 8-lane pools). We will be looking forward to being able to host meets in our own City again.
- Increased usage of the centre, including top-level swim meets, also makes sponsorship of the building more attractive to corporate sponsors – the more people there the more visible the sponsorship.
- It's important to note that there are other 8-lane pools in the area including Wilmont, Waterloo, Brantford – so another 8-lane pool in the area would not be as attractive as a 10-lane pool.

There are many benefits to a 10-lane pool over and above the number of swimmers that can race at the same time. Yes – with a 10-lane pool we can put 2 more swimmers in the pool for an individual race, but it means so much more: we can increase the total number of swimmers at a practice (increasing the total number we can have join the Club), the total number of swimmers we can invite to a swim meet and overall, the total number of people, recreationally or competitively, that can enjoy the sport of swimming. With the population expected to rise in Cambridge, a larger pool is a long-term investment in our City and residents.

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One very important thing to note over and above the 8vs10 lane discussion is the planned seating in the pool area in both options, which is currently a capacity of 150. **We do not feel this is enough in *EITHER* option.** 150 viewers does not even allow for more than one parent from each swimmer in our club to watch their swimmer at a swim meet. To fully be able to take advantage of and reap the benefits of a 10-lane pool, we would recommend seating for 300 people (at minimum).

In addition to presenting at prior Council meetings, the swim club also provided the City with a report detailing the key design features we would recommend back in January of 2020. The intention of this report, while paid for by the swim club, was to assist the City of Cambridge in designing an aquatic facility which would meet the demands of both the Club and Community. I have attached a copy of this report for those who may not have seen it over the past couple of years.

Again, we are extremely excited about the prospect of a new pool and recreation centre and look forward to training our learn-to-swim through to National-level swimmers here. As one of your larger rental contracts for pool usage, we appreciate your consideration of our recommendations and look forward to continuing to work together as the building moves forward.

If you have any questions or need further information you can contact me directly at (519) 242-7470.

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