

YMCA Proposal for Aquatics Program Partnership



Request for Partnership

- → Letter received Oct. 28, 2021
- Corona-Norco Family YMCA requests to partner with the City of Corona to provide aquatic programming for the community.
- Aquatics programs are a traditional cornerstone of YMCA and could offer great benefit to the City of Corona.



City Offered Aquatics

- → Summer Aquatics:
 - Beginner, Intermediate, Advanced
 - Adaptive
 - Lifeguard Training
 - Parent & Me
- → Year Round:
 - Weekend Private/Semi-Private Lessons



City Aquatic Facilities

- → Auburndale Community Center
- → City Park Pool CLOSED
- → Centennial High School Seasonal



Other Facility Users

- → CROCS Corona Aquatics Swim Team
- → American Scuba Academy (Corona)
- → Internal Use (PD, Fire, etc.)



Budget and Staffing

→ Revenue: \$60,000

→ Expenditure: \$138,000

→ Part-Time/Seasonal Staff:

Assistant Recreation Coordinator (ARC)	1
Pool Manager	3
Water Safety Instructor (WSI)	21
Lifeguard	14



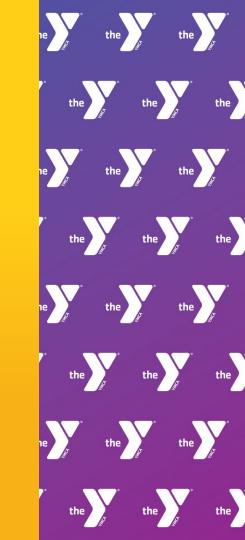
Real Challenges

- → City Park Pool closure
- → Difficult to recruit and retain staff
- → Limited quanity of offerings
- → Competitive enrollment process
- → Better private and neighboring community programs



YMCA Proposal

- Assume operation of City learn to swim programs at a comparable cost to residents.
- → Expand to provide:
 - Year-round offerings
 - Water-based fitness programs
 - Senior-specific programming
 - Restore lap and open swim offerings
 - Special events
 - Water safety awareness



YMCA Qualifications

- → Flagship quality programming
- → Reputation as "America's Swim Instructor"
- → Able to meet all professional training criteria Safety first!
- Comparable partnerships with other cities with highly positive results



Pros

- → Swimming is an essential life skill benefitting public safety as well as a popular recreation offering
- → YMCA is nationally known to provide high-quality aquatic programs, strengthening community partnership
- → Year-round programming and increased offerings
- → Similar cost to participants, less cost to City

Cons

- City would not have as much control regarding the ownership of the program, staffing, and customer service
- City still responsible to maintain and upkeep facilities as a facility use agreement
- → Change is not always an exciting premise and this has been a difficult program to grow post pandemic



Next Steps

- → Explore partnership feasibility
- Establish a mutually beneficial model of agreement
- → Outline operation, participant, and costs to the City
- → Define expectations to meet resident demand
- → Refine timeline for implementation



The Ask

- → That the Commission discuss the received proposal,
- Advise staff to continue to work with the YMCA to develop a more full-fledged program proposal to bring back before the Commission in January,
- → Provide a recommendation to the City Council.



QUESTIONS?





951-733-8603



Jason.Lass@CoronaCA.gov



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