

Swim Winchester's Progress Report

Select Board and School Committee Meeting 02/24/20

Who We Are

- A grassroots group formed in 2013 to pursue the pool initiative as a public-private partnership with a privately-funded capital campaign and self-sustaining operations
- Group comprised of volunteers
- Nonprofit 501(c)(3)
- Swim Winchester's goal is to build a community pool in Winchester that gives everyone affordable, easy access to swimming and fitness all year round. We envision a gathering place that promotes water safety, good health and community connection for children, adults, seniors, athletes, families, and residents with special needs.

What We Are Working Toward

--PLAY VIDEO--

- Available to everyone
- Positive impact on community-- Water safety, health and fitness, rehab/special needs, family and public events
- Good for business in town
- Helps the WHS Swim program

Project History as of Jan 2018

- Completed Feasibility Study by top aquatic consulting firm
- Completed Site Alternative Study by professional firm
- Completed Geotechnical Work on site by professional firm
- Raised \$35K for Phase 2: Advanced Concept Design
- Consulted with professional fundraiser and conducted interviews 40 Winchester potential donors
- Town grants conditional approval of site-- thank you!

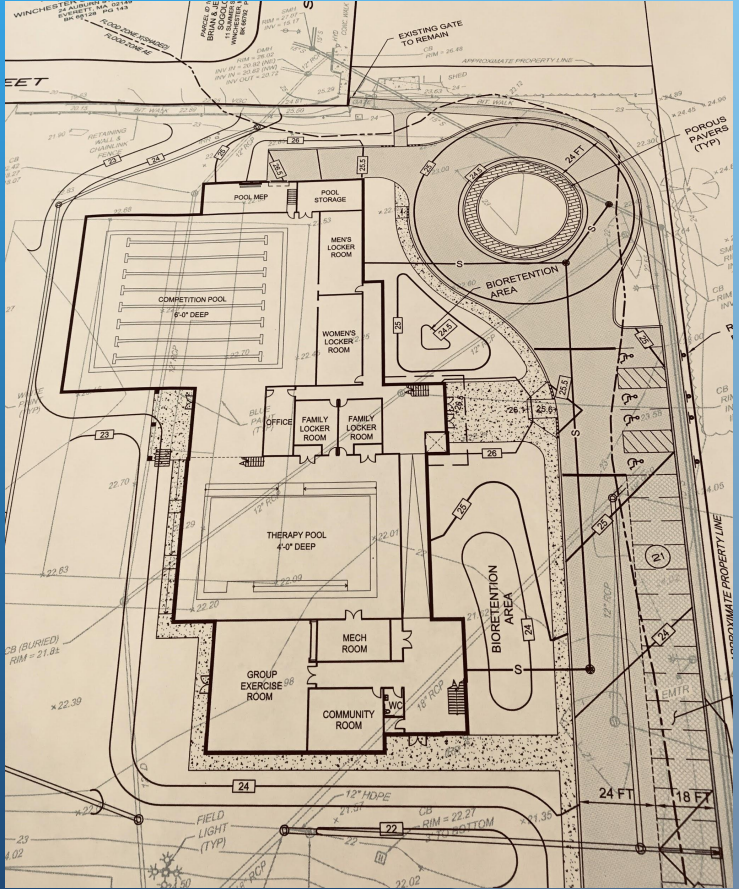
UPDATE: Two Years of Progress

- Prepping the Site
- Outreach and Community Engagement
- Site and Design Research
- Continued Partnership with the Town
- Fundraising Success
- Projected Timeline

Prepping the Site: Civil Engineering Study

- Expansion of artificial turf field (loss of space) required new plan
- Hired civil engineering firm HSI to survey site, address issues related to building placement, etc.
- HSI and architect generated plans with building resituated on site
- Met with Town Engineer Beth Rudolph and Town Planner Brian Szekely to review new plan
- Reviewed plans with neighborhood representatives

New Site Drawings



Prepping the Site: Flood Study

- Hired river hydrology experts, The H.L. Turner Group, to review Town's flood mitigation work, 800-page AECOM document as well as work on culvert and Skillings by VHB
- Coordinated work with Town officials
- Experts found site is buildable with water mitigation measures
- It may be possible to build additional water management capacity to improve existing conditions

Outreach and Community Engagement

- Held *Paint the Town Aqua* fundraiser, spring 2018
- Held *Adult Swim* fundraiser, spring 2019
- Organized two Swimathons, 2018 and 2019
- Many farmers market booths, annual Town Day booths
- Continued contact with numerous community groups such as Chinese American Network of Winchester, The Council on Aging, Friends and Neighbors of Skillings Field, Jenks Center, FAN, etc.
- Expanded our Board of Directors
- Updated our website
- Created an informational video
- Various articles in local papers
- Increased our supporter database by 50%
- Grew our social media following

Skillings Neighborhood Outreach

- March 22, 2018 - Swim Winchester president met a Friends and Neighbors of Skillings Field representative to give an update on the pool project next steps.
- January 30, 2019 - Friends and Neighbors of Skillings Field representatives were included in the presentation of the civil engineer's Skillings Field review findings to the Board. Neighbors gave input on the site and layout.
- November 26, 2019 - Emailed a summary of the flood study findings to Friends and Neighbors of Skillings Field representative and received an email response.

Site and Design Research

- Purpose: To learn what works and what doesn't from local examples, always keeping our mission front and center (affordable, community-centered)
- Important to understand programming needs first and build accordingly
- Educated ourselves on business plans of peer facilities to ensure the financial viability of our planned facility
- Visited many area facilities including:
 - Beede Center in Concord
 - Wayland Community Pool in Wayland
 - Wellesley Sports Center in Wellesley
- -LifeTime Athletic in Burlington
- -And others. More visits planned

Continued Partnership with the Town of Winchester

- 2018/2019 site work coordinated with Town Engineering Department and Town Manager
- Gave updates to and sought input from individual Select Board members and Town Manager
- Met with Superintendent of Schools and School Committee Members
- Consulted with Winchester Fire Chiefs Tustin and Temple to review preliminary plans for fire safety

Fundraising Success

- Raised over \$230,000 for Phase 2: Advanced Concept Design
- Broad-based support from residents
- Support from local organizations: Chinese American Network of Winchester, John and Mary Murphy Educational Foundation, En Ka, Winchester Mt. Vernon House, Cummings Community Giving
- Generous giving from private and family foundations
- Greatest support from repeat donors, but many new donors as well

Projected Timeline

- Estimated 5-8 years to pool opening
- Dependent on Capital Campaign, need \$12-15M
- Dependent on town approvals
- Dependent on design/engineering/construction

Next Steps

- Update 2014 Feasibility Study with a Pro Forma-- current and accurate facility business plan
- RFP process to choose architectural design firm for Advanced Concept Drawings
- Series of public meetings for input on design plans
- Launch Phase 3: Capital Campaign (\$12-15M)
- Solicit management proposals from professional aquatic facility management firms
- Develop legal aspects of land agreement with Town
- Continue close partnership with Town



Winchester Pool
View from Spectator Stand

MDS

architecture
planning
interiors