



“Jump In” for a New Pool
January 10, 2022

Background and Mission of Organizations

Jump In (www.facebook.com/groups/2912961738823389) is a community organization of over 550 members founded in the summer of 2020 to advocate for and raise funds for a new indoor community natatorium. This mission is a unique collaboration with the Cedar Falls School District, the City of Cedar Falls, UNI and the community. The **Cedar Falls Schools Foundation** supports the school district and the community natatorium by partnering with Jump In to provide support. Jump In conducts fundraising activities, while the Foundation directly receives and accounts for donor pledges and contributions and serves as fiscal sponsor for grant applications. All contributions designated for the Natatorium are held by the Schools Foundation in a dedicated pool fund and are tax deductible. The Schools Foundation is also a contributor to the community natatorium campaign.



Purpose of Funding

Overview: Your gift enables the Cedar Valley and surrounding communities to have access to a top-notch swimming facility. The proposed design of the new indoor swimming pool facility will provide the public with access to a pool facility throughout the school day – an amenity the community currently does not have. Additionally, the pool design includes features directly benefiting groups other than just high school students. These features target seniors, adults, special needs kids, youth competitive swimmers and toddlers. The pool design is a collaboration with representation from the school, city, UNI and community to ensure the needs of residents of the Cedar Valley will be met.

Existing indoor pools in Cedar Falls will be closed as the school district needs the space for classrooms and the pools are in disrepair. Without an adequate replacement for these pools, the community will not be able to ensure the continuation of competitive swimming programs, youth swimming lessons and other community aquatic programs. The new facility will also permit the development of additional educational, competitive and recreational aquatic programming by the school district, the city, and the University of Northern Iowa. While the pool will be in Cedar Falls, it will provide benefit to the broader Cedar Valley. Importantly, without community funding the indoor pool project will be downscaled to a lesser facility only adequate for current high school use, rather than meeting the future and current needs of all residents of the Cedar Valley.

Need: The City of Cedar Falls and the Cedar Falls School District share use of and expenses for two separate indoor swimming pools in Cedar Falls, one at Peet Junior High School and another at Holmes Junior High School. Both pools are heavily used. Programming exists from 6am to 9pm seven days a week during the school year and in the summer. Both pools were built in the mid 1970's and are nearing the expected end of their useful lives.

Peet Junior High will close its pool in the next 3 years to make way for classroom expansion that cannot be located in other areas of the school grounds.

When Peet pool closes, all programs conducted at Peet must be moved to Holmes pool, or be discontinued. Current programs at Peet include the opportunity for almost 700 Peet students to take swimming lessons as a part of their physical education curriculum; multiple swim practices for BLAST and the Waterloo USS Destroyers; community lap swim; community swimming lessons; community recreational swimming and scuba lessons.

It is impossible for Holmes pool to absorb all programs offered at Peet, and to the extent that any Peet programs are transferred to Holmes, they will negatively impact programming at Holmes. Programs at Holmes include programs offered at Peet, and also include men's and women's high school swim team practices, open recreational swim, lifeguard certification classes, pool rental and training for Falls Aquatic Center lifeguards and staff (The Falls Aquatic Center is an outdoor swimming pool open in summer only). Less pool space means less time for

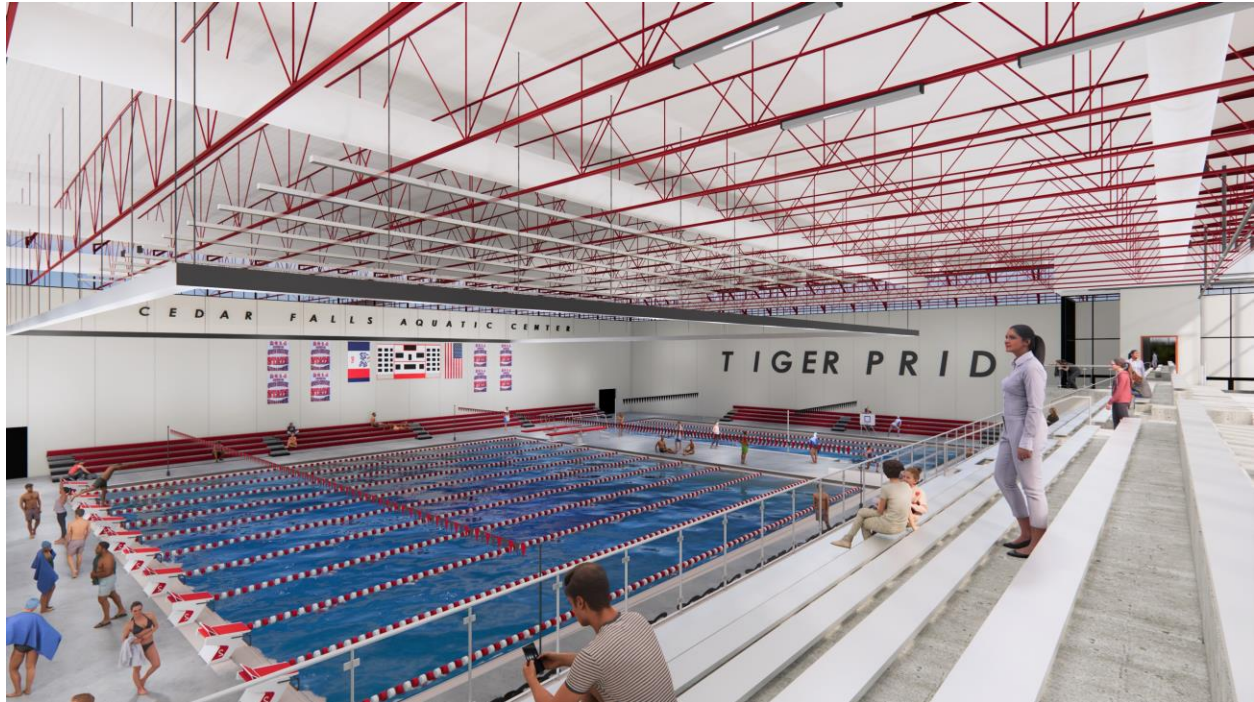
the swim team, which is a significant feeder for the 200 staff per year the city needs to operate the Falls Aquatic Center, as well as serving other pools throughout the Cedar Valley.

In addition, men's and women's high school swim meets are hosted at Holmes, as well as USA Swimming sanctioned club swim meets. Swim team members (both high school and club) come from surrounding communities. High school meets draw visitors from central and eastern Iowa. Club meets are often multi-day events that draw visitors from Iowa and neighboring states.

Holmes pool has a structural defect limiting the ability to drain the pool in the event repairs are necessary. Holmes pool also lacks ADA compliant spectator seating, despite being the primary site for area competitive swimming events.

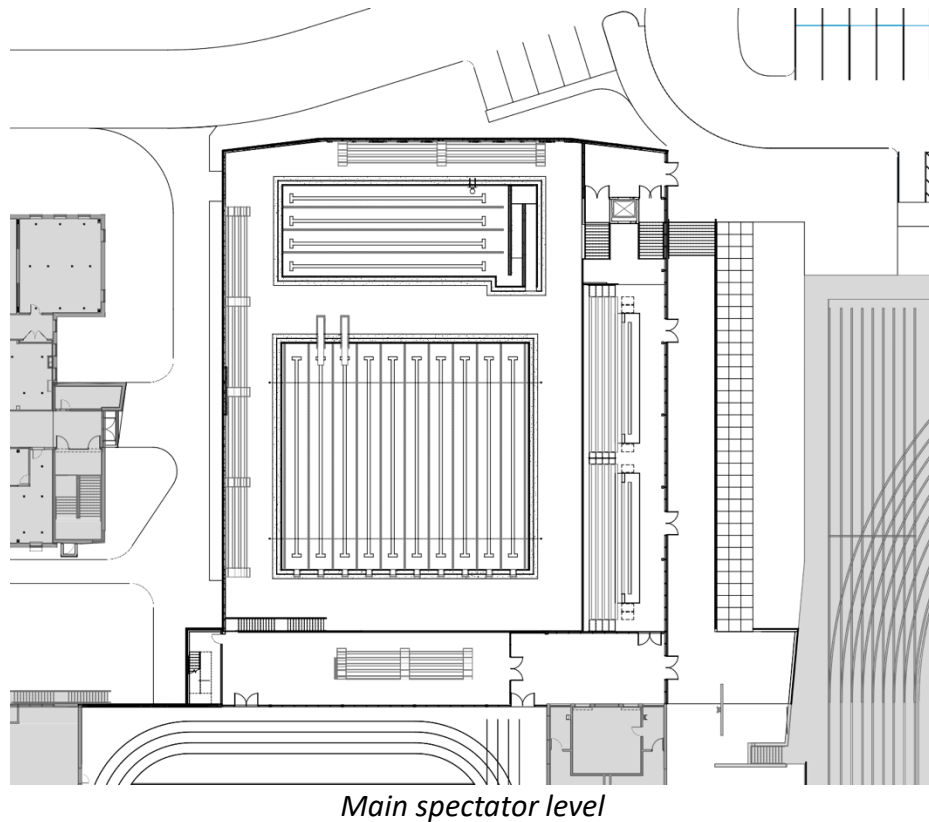
While the community hopes to keep these pools open until a replacement can be built, both pools are closed more and more frequently for repairs or due to unsafe chlorine levels. See https://wfcourier.com/news/local/govt-and-politics/holmes-and-peet-community-pools-to-remain-open-until-one-at-new-high-school-is/article_466562f5-c62e-5025-a2f0-210a3da1df59.html?utm_medium=social&utm_source=email&utm_campaign=user-share. In September and October of 2021, swimming activities at Peet and Holmes were cancelled for 10 days due to unacceptable chlorine levels, electrical breaker problems, and replacement of a chlorine pump. As each year passes, it becomes more difficult to find replacement parts for the pools, which increases costs and extends closing time. In 2020, non-routine maintenance costs at Holmes pool were \$120,000.

Facility Design



Recognizing the immediate need for indoor swimming facilities, representatives of the school district, city, and UNI collaborated with Jump in members (representing the wide variety of community interests) to develop facility design with the help of Counsilman Hunsaker, a nationally known firm specializing in pool design. The new pool design has been carefully crafted in recognition that the facility must meet community needs for another 50 years.

Highlights include two pools in one building which will have parking and entrance separate from the high school, allowing for daytime pool use by community members. One pool will be a 10 lane, 25 yard by 25 meter deep water competition pool; the other separate pool will be a 4 lane, shallower, 25 yard pool for teaching and therapeutic use. The two pools will have separate temperature controls, allowing the smaller pool to maintain a warmer temperature than the competition pool. The warmer temperature is much more conducive to special needs programming, senior programming as well as swim programming for elementary and toddlers. The facility also includes an office, lifeguard meeting and/or training room, spectator seating for 500, men's and women's and family locker rooms, and two 1-meter diving boards. A short video walk-through of the initial design is available at www.cfschools.org/CFPool.



The pool design is not the most expensive, however, we believe it is a more thoughtful design superior to many other Iowa pools which will give the Cedar Valley an edge in drawing swimmers and their families to the community. Additionally, we believe it is superior in that it will accommodate a broader variety community members as it has specific features aimed directly at reaching special needs kids, seniors, and those who would benefit from aqua therapy.

Funding Commitment: The total estimated cost of the pool facility is approximately \$16.4 million. The school district and the city have committed to provide the bulk of capital funding, leaving \$3.3 million in private funding to be raised. Meeting our fundraising goal is critical to avoid downsizing of the project. As of January 2022, we have raised nearly 2 million from grants and individuals. We have identified almost 50 substantial prospective donors and 10 prospective grantors; and almost 1200 past CFHS swimmers who are expected to have great interest. Our campaign was announced publicly with a matching gift opportunity. See newspaper coverage of the gift announcement here: https://wfcourier.com/news/local/education/donor-kicks-off-fundraising-for-new-cedar-falls-pool-with-500-000-matching-gift/article_acc1b40c-bfeb-51ae-9be7-0cc4ac51eb4a.html#tracking-source=home-top-story.

Location: A new pool facility needs to be completed as soon as possible. A new Cedar Falls High School is under construction in area expected to be the fastest growing residential development area in Cedar Falls. Timing of construction and the location of the high school site provide a great opportunity for the city and the school district to continue their long standing collaborative approach to construction and maintenance of indoor pools. Construction of the new facility at the high school site provides cost efficiencies. Also, swimming and diving are the only sports without a home at the new high school facility. All other sports are provided for.

Sustainability: For the past 40+ years, the city and school district have shared ongoing personnel, maintenance, utility and repair costs of Holmes and Peet pool, which is expected to continue for the new facility. Programming costs are paid through city and school budgets as well as through programming fees. For example, competitive swimming programs such as the Black Hawk Area Swim Team are funded through membership dues and fees.

Desired Outcomes and How Measured

Our target population is diverse and includes Cedar Valley residents of all ages and abilities and income levels. While our initial goal of the new facility is to prevent the cancellation of existing aquatic programs, the design of the proposed facility will allow the community to make use of the pool during the school day, something that is precluded by the current configuration of existing pools. Allowing community use during the daytime will provide significant opportunity to expand existing community aquatic programs and develop many new programs, all of which will better serve more Cedar Valley residents.

Growth of programs that provide water safety education, fitness, recreational, and competitive opportunities to area residents: The new pool design increases overall pool space from 12 to 14 lanes, and separate community access will allow community pool access to increase as much as 70 hours per week. This permits critical expansion of swimming lessons, water safety, and other programs.

Teaching children to swim has many safety and health benefits, and there is great demand for lessons. The City of Cedar Falls currently provides spring swimming lessons indoors to approximately 250 children and has a waiting list for these lessons that exceeds another 250 (enrollment is not limited to Cedar Falls residents). Additional pool space and time will allow for expansion of this program. Another example is the PAWS swimming lesson program for special needs pre-school students. See https://wfcourier.com/news/local/education/cedar-falls-schools-partner-with-program-to-provide-water-safety-training-for-preschool-students/article_43e5de44-2fcc-59c1-a20f-f0036a87a0e0.html. This pilot program provided therapeutic benefits of swimming to 20 special needs preschoolers. There are plans to expand this program to all special needs preschoolers (40+) in the near future, and the desire to offer lessons to all preschoolers (200+).

The new pool will allow CFHS, BLAST, UNI and Waterloo to host regional swim meets and to attract other athletes, teams and families within Iowa, Minnesota and other surrounding states. Currently the Cedar Valley is not competitive in attracting teams to attend meets in the area. Instead, most teams opt to attend meets in communities with updated aquatics facilities such as Cedar Rapids, Dubuque, Des Moines, Iowa City and Ames. In fact, in 2019 Cedar Falls High School could not host the conference meet in Cedar Falls as all the pools in the area including Waterloo and UNI pools were deemed inadequate to host the meet. Consequently, the Cedar Falls school district had to rent a pool in Cedar Rapids to host their home conference meet; Cedar Valley lost the opportunity to attract approximately 500 visitors to the area and diverted them to Cedar Rapids. The Cedar Falls Visitors Bureau estimates the proposed pool facility could bring in 1,961 visitors annually and \$912,000 of revenue to the community.

Objectives can be measured using current school and city tracking for program participation, which include tracking season pass sales, lesson enrollment, daily pool visits, and enrollment in other existing and new programs. The number of swim meets held each year (and number of participants, local and out of town) can be tracked. The number of visitors can be used to calculate revenue impact for spending for food, transportation, lodging and shopping as determined by the Cedar Falls Visitors Bureau.

Swimming is an immensely popular activity. We are confident that when this facility is completed as planned, it will be utilized to its full potential.

Conclusion

We are excited about the opportunity to build a state of art facility that meets current and future aquatics needs in our area. Thank you for your consideration and jump in! Join us in building for the future.

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Co-Chairs, “Jump In” to Support a New Pool at the New Cedar Falls High School

A video walkthrough of the proposed pool and other information, including donation links, can be found at cfschools.org/CFPool.

The next pages provide an overview of important water safety considerations, programs making use of current Cedar Falls pools, and information concerning donor recognition.

DONOR RECOGNITION CATEGORIES AND NAMING OPPORTUNITIES

Gifts of \$1000+ will be recognized on a donor wall in the natatorium unless requested otherwise. With donor permission, we share news of significant contributions on Jump In's Facebook page and the Cedar Falls Schools Foundation website. We are happy to assist with other announcements and promotions that donors may desire.

Naming Opportunities:

<u>Opportunity</u>	<u>Amount</u>	<u>Designated</u>
Natorium (Building)	\$1,000,000	
Competition Pool	\$500,000	Anonymous
Training Pool	\$250,000	Van G Miller Foundation
Pool Spectator Seating	\$100,000	BLAST
Training Room	\$100,000	Reserved
Flex Space	\$150,000	
Coach's Office	\$75,000	
Awards Podium	\$40,000	
Men's Locker Room	\$35,000	
Women's Locker Room	\$35,000	
Diving Board (1 meter) (2 available)	\$20,000	
Technology Center	\$15,000	MidWestOne
Lanes/Starting Blocks (14 available)	\$15,000	5 Reserved

Giving Level Designations:

Founder	\$200,000+
Gold Medalist	\$100,000+
Silver Medalist	\$75,000+
Olympian	\$50,000+
Champion	\$25,000+
Freestyle Club	\$10,000+
Streamline Club	\$5,000+
Thousand Club	\$1,000+

Water Safety Facts

Swimming is Popular

- 36% of the US population swims at least 6 times per year.ⁱ
- **Swimming is the number one recreational activity for children and teens (ages 7 -17)**ⁱⁱ
- 94% of parents surveyed by the American Red Cross expect their child to go swimming during the summer.ⁱⁱⁱ

But Swimming Presents Real and Disparate Risk

- Drowning is the leading cause of death by unintentional injury of young children. Year round water safety is essential to preventing drowning deaths.^{iv}
- 61% of parents surveyed by the American Red Cross say their child cannot perform basic water competency skills, and only 20% plan for their child to take swimming lessons.^v
- Nationwide, there are 4000 deaths annually (10 per day) from drowning. **Drowning is the leading cause of death (after congenital abnormalities) for children ages 1-4, and the second leading cause of death (after motor vehicle crashes) for children ages 1-14.**^{vi}
- For every child that dies of drowning, another 5 receive emergency care for non-fatal drowning injuries. 50% of these children require further hospitalization or transfer to further care for long term disabilities such as brain damage (compared to just 6% for all other unintentional injuries).^{vii}
- African American children ages 5-19 drown in swimming pools at 5.5 times the rate of white children. For ages 11-12, African Americans die at 10 times the rate of whites. Minority children are more likely to have poor outcomes from non-fatal drowning injuries, and higher drowning death and injury rates are tied to socioeconomic status.^{viii}
- Nationwide, 79% of children in households with incomes less than \$50,000 have little to no swimming ability. 64% of African American, 45% of Hispanic/Latino and 40% of Caucasian children have little to no swimming ability.^{ix}
 - In Cedar Falls, 17% of residents live at or below poverty level. 11.6% of children live at or below poverty level, and 15.6% of children receive public assistance.^x
 - 21.9% of Cedar Falls students enroll in free or reduced lunch.^{xi} 51.24% of Waterloo students receive food assistance.^{xii}

Formal Swimming Lessons and Water Safety Training Help

- Participation in formal swimming lessons is associated with an 88% reduction in the risk of drowning for children ages 1 - 4. ^{xiii}
- Swimming lessons are an important part of drowning prevention, but lifeguard training (including first aid, CPR and AED) is critical to safe swimming.^{xiv}
- Cedar Falls Recreation program winter swimming lessons are filled to capacity with a waiting list of another 250+ children.

Communities and Programs using Cedar Falls Aquatics Facilities

- City and Community Programming
 - Youth Swimming Lessons
 - Youth Competitive Swim Programming offered by Black Hawk Area Swim Team (BLAST)
 - Lifeguard, CPR and first aid training
 - Diving Club
 - Open Recreational Swimming
 - Early Bird Lap Swim (expansion to additional and other hours)
 - Scuba Programs (existing and expanded)
 - Pool Rentals
 - Possible new programs include but are not limited to water aerobics and exercise classes, toddler and infant lessons, kayaking and canoeing, water walking.
 - PAWS pilot special needs preschool program of 20 preschoolers would like to expand to all 224 preschoolers if they can get water time.
 - 12.3% of Cedar Falls students have an IEP (an indicator of special needs). This includes students who reside in Cedar Falls but who are educated elsewhere such as River Hills, CUCCC, or other service facilities.^{xv}
- UNI
 - Interest in using to pool to develop teaching curriculum for children and youth with special needs
 - Swim Team use: The UNI team currently uses the pools for off season practices, and can hold invitational meets at the new natatorium, which they cannot at UNI due to lack of space.
- School District
 - Students from Aplington-Parkersburg, Denver, Dike-New Hartford, Dunkerton, Hudson, Independence, Janesville, Oelwein, Sumner-Frederiksberg, Waverly-Shell Rock, and Valley Lutheran are eligible to participate in Cedar Falls High School swimming.^{xvi}
 - School District PE Swimming lessons: currently only for Jr. High students (1300), can be expanded to older and younger students (6100 total in district). Adaptive PE programs can be provided.
 - Waterloo High School Swim Team recently hosted meets at Holmes Pool
 - Cedar Falls Women’s High School Diving program can continue and expand.
 - High School Water Polo Club.

ⁱ US Centers for Disease Control, <https://www.cdc.gov/healthywater/swimming/publications.html>.

ⁱⁱ CDC, see note 1.

ⁱⁱⁱ American Red Cross, <https://www.redcross.org/about-us/news-and-events/press-release/survey-finds-children-teens-lack-basic-swim-safety-skills.html>

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- ^{iv} Iowa Department of Public Health, <https://tracking.idph.iowa.gov/People-Community/Deaths/Select-Causes/Drowning>
- ^v American Red Cross, see note 3.
- ^{vi} CDC, see note 1.
- ^{vii} CDC, see note 1.
- ^{viii} CDC, see note 1. See also *Identifying a Gap in Drowning Prevention: High Risk Populations*; Wilcox-Pidgeon SM, Franklin RC, Leggat PA et al. *Inj. Prev.* 2020; **26**: 279-288
- ^{ix} USA Swimming Foundation
- ^x US Census Data, www.data.census.gov.
- ^{xi} Census Data, see note 10.
- ^{xii} Waterloo Community Schools
- ^{xiii} Association Between Swimming Lessons and Drowning in Childhood, A Case-Control Study, Brenner et al., *Arch Pediatr Adolesc Med*, Vol 163 (No. 3), Mar 2009. See also National Institutes of Health, <https://www.nih.gov/news-events/news-releases/swimming-lessons-do-not-increase-drowning-risk-young-children> , see also <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4151293/>
- ^{xiv} <https://www.watersafetyusa.org/nwsap.html>
- ^{xv} Cedar Falls Community Schools District Demographics Fall 2019.
- ^{xvi} Cedar Falls School District Athletic Sharing Agreements, 2021-2022