



Counsilman · Hunsaker

AQUATICS FOR LIFE

Counsilman-Hunsaker Aquatic Management Program (CHAMP) Summary of Services

Level 1 Services (Consulting and Legal)

- Onsite Aquatics Consulting
- Pre-opening training and lifeguard orientation
- CH IMS Software application including MAHC-compliant forms and evaluations
- Yearly on-site Audit Service (includes Annual Operations Assessment and two (2) unannounced on-site visits)

Optional Level 1 Services

- Lifeguard and LGI Certification Liaison Services (ARC)
- Litigation support with optional supplemental insurance

Level 2 Services (Feasibility and Analysis)

- Includes all services listed above in Level 1
- Standard Operating Procedures audit, analysis, and written summary
- Facility inventory analysis
- Market and aquatics programming analysis
- Staffing and expenses analysis
- Monthly review of facility records and reports and recommendations for improvement

Level 3 Services (Standard Operating Procedures)

- Includes all services listed above in Levels 1 & 2
- Development of custom, facility-specific SOP manual
- Development of facility-specific business plan, including revenue plan, operating expense budget and consultation on goals and objectives
- Aquatic Programming recommendations (including price, format, content)
- Pool systems and mechanical maintenance support including development of a pool-specific systems manual and annual staff training

Optional Level 3 Services

- Annual CPO Instruction
- Branding and marketing planning and implementation

Description of Services

Level 1 Services

Do you have a well-rounded, expert staff in various experience in operations, management, and training?

On-site Aquatics Consulting

Councilman-Hunsaker's operations team possess collective decades of well-rounded, varying experience in all facility types and operations. As part of the agreement, Owner will receive access to Consultant's resources and knowledge as appropriate.

Is your staff prepared for the start of aquatics season?

Pre-opening training and lifeguard orientation

Councilman-Hunsaker's operations team will provide pre-opening training, including programming and maintenance training, for all aquatic staff members and pre-season/opening orientation for all lifeguards that includes customer service, rule enforcement, standard operating procedures, emergency medical procedures, and attraction operations.

Do you have a way to quickly and accurately assess compliance with your state health codes and MAHC?

Councilman-Hunsaker IMS Software application

Councilman-Hunsaker's management software package that includes MAHC compliant forms and evaluations. *Note: this provides a license for the software application and is a pass-through fee.*

Do you annually assess your facility? Are your guards audited on a regular basis?

Yearly on-site Audit Service

Councilman-Hunsaker provides a yearly lifeguard operations assessment and report, and administers a minimum of two (2) unannounced on-site evaluations, providing an objective evaluation of lifeguards, their skills, and accountability. Additionally, the Client will receive an empirical report documenting the findings of the annual assessment and each on-site audit while Consultant develops and assists in implementation of a plan to address the results of such visits.

Are you prepared for legal actions in the event of an incident?

Litigation support and supplemental insurance

Councilman-Hunsaker provides litigation support in the event of a fatal or catastrophic incident resulting in legal proceedings with the Client and is available as an expert witness in the event of course proceedings. Consultant will also provide an additional site visit to provide accident investigation and documentation and provide Client's legal team with appropriate records.

Are you confident in your staff's training?

Lifeguard and LGI Certification Liaison Services

Councilman-Hunsaker will serve as liaison to American Red Cross for lifeguard and lifeguarding instructor certification. This service includes a certain number of Lifeguarding certifications per year, Lifeguarding Instructor certifications per year, submission of course records, certification tracking for all lifeguards and Lifeguarding Instructors, and discounts on all Red Cross certifications and products.

Level 2 Services

Have you recently evaluated the Standard Operating Procedures specific to your facility?

Standard Operating Procedures audit, analysis, and written summary

Councilman-Hunsaker provides an evaluation of the current Standard Operating Procedures in place and provides MAHC-compliant recommendations based on those findings.

Have you recently evaluated your facility's functionality to accommodate community and staff needs?

Facility inventory analysis

Councilman-Hunsaker will utilize inventory data about the department's facilities and its uses as a baseline to evaluate the capacity and functionality of the facilities to accommodate needs. Consultant will identify deficiencies, constraints and opportunities for program development and maintenance.

Have you recently evaluated the target market surrounding your facility and/or the training portfolio offered at your facility?

Market and aquatics programming analysis

Councilman-Hunsaker will conduct a preliminary market analysis based on demographic information and prediction of future trends in the industry. The market analysis utilizes demographic, social and economic trends to in order to determine and recommend necessary program elements and usability purposes. Additionally, Consultant will analyze all current programs offered by the Aquatic Center, identify any competitors or providers and assess their capabilities to deliver services, and identify opportunity for potential partnerships and alternative service delivery.

Have you recently evaluated your facility's capacity to increase programming growth?

Staffing and expenses analysis

Councilman-Hunsaker will review existing staffing levels and wages and compare to industry averages in order to make recommendations on staffing efficiencies regarding to full time and part time positions, as well as review and compare annual budget by category.

Do you have a way to continuously monitor your records and reports in order to determine areas of improvement?

Monthly review of facility records and reports and recommendations for improvement

Councilman-Hunsaker will review facility records and reports for attendance, revenue, expenses, water chemistry, and training on a monthly basis and make recommendations for improvement.

Level 3 Services

Are you comfortable with your capacity to develop procedures for your facility that are state health code and MAHC-compliant?

Development of custom, facility-specific SOP manual

Councilman-Hunsaker will provide to Owner a written, facility-specific standard operation procedures manual outlining Owner's policies and procedures for operating the facility. The manual will include components on Pool & Attraction Rules & Regulation, Zones of Coverage and Rotations, a Staff Manual, Emergency Action Plans (including Medical & Non-Medical), Documentation and Reporting Procedures, In-Service Training and Documentation, and OSHA-Hazard Communication Standards (including Bloodborne Pathogens Control Plan). Additionally, the Consultant will develop a staffing plan designating lifeguard stations and zones based on peak facility use times and provide the Owner with lifeguard performance auditing procedures and tools to evaluate lifeguard vigilance, zone coverage, and response times.

Have you recently considered how your facility functions within the larger community, determined who your market competition is, and evaluated how your facility recovers costs?

Development of facility-specific business plan

Councilman-Hunsaker will develop a facility-specific business plan to meet the goals set forth by Owner and the community. The business plan will be reviewed and updated annually for the duration of the term of the Agreement. As part of the business plan, Consultant will develop a revenue plan for the facility, including a market competition analysis, attendance, fee structure, and programming revenue, as well as an operating expense budget. The Consultant will work closely with the Owner to review the plan and confirm the goals and objectives outlined based on Owner's input.

Are you and your guests satisfied with the programming provided at your facility, or have you recently evaluated the effectiveness of your program offerings?

Aquatic Programming recommendations

Councilman-Hunsaker provides the Owner with recommended format, pricing, and content for programming based on the facility-specific business plan. Consultant will direct the Aquatics Director in the implementation, operations, and evaluation of all aquatic programs. Additionally, Consultant will provide owner with training and tools to be able to provide the Red Cross Swimming and Water Safety instruction program (Learn-to-Swim).

Have you recently evaluated your facility's specific mechanical operations or identified potential needs?

Pool systems and mechanical maintenance support

Consultant will provide Owner with a written manual outlining the recommended procedures for operating the Facility as it relates to best practices and MAHC guidelines for water quality and pump room maintenance. Additionally, the Consultant will provide an annual training class for employees responsible for maintenance of water quality and pump room operations, including control practices, water testing and dosing, cleaning and maintaining pools, and how to conduct basic troubleshooting.

Are you confident in your team's ability to provide a consistently safe swimming environment for your facility's guest and staff?

Annual NSPF™ Certified Pool-Spa Operator Course

Councilman-Hunsaker will provide an on-site, facility-dedicated annual systems and operations training course following the nationally recognized guidelines of the National Swimming Pool Foundation (NSPF) Certified Pool/Spa Operators course such that Owner maintains at least one Certified Pool Operator on staff each year. The client may include up to fifteen (15) of their own participants in the class each year for one flat rate.

Have you recently evaluated your brand and how you advertise to the public in order to meet your goals?

Branding and marketing planning and implementation

Councilman-Hunsaker will provide Owner with a document that outlines the market strategy for the Facility and work with Owner to determine the best mediums and budget for marketing and advertising. Additionally, the Consultant will undertake implementation, including evaluating and negotiating contracts with selected vendors and sponsors, creating messaging, working with design professionals on the Owner's behalf, and analyzing return on investment.