

## **Pisces Project Activities—2008**

### **Chamber of Commerce**

- Pisces Project representatives have attended monthly *Business Before Hours* and *Business After Hours* events. At these events other Chamber members have learned more about Norman's need for an indoor swim complex. Pisces plans to continue with a Chamber membership in 2009.
- Pisces Project hosted a *Business Before Hours* event in August at Westwood Pool. Over 40 people attended; many expressed interest in building an indoor swim complex.
- Pisces Project is sponsoring a participant in the *Leadership Norman* program.

### **Coalition Building**

- Pisces Project was approached by Chuck Standridge, director of the Cleveland County YMCA, about working with representatives of the Norman Regional Health System, Norman Public Schools, and the City of Norman on a public/private partnership to build, among other things, a swim complex. From that meeting, and building on contacts Pisces Project has with other community entities, the Aquatic Center Taskforce, or ACT was formed.

### **Aquatic Center Taskforce (ACT)**

- ACT meets monthly and is chaired by Pisces Project. ACT's mission is to explore ways in which these various entities could partner to construct and manage an aquatic center for the benefit of their various constituencies. ACT's work is ongoing.

### **City of Norman Parks and Recreation Master Plan Steering Committee**

- A member of Pisces Project's board has been appointed to the steering committee to select and monitor the consulting firm working to develop the Parks and Recreation Master Plan.

### **Fact Finding Missions**

- Members of Pisces Project have continued to investigate aquatic facilities in Oklahoma and adjacent states to learn how the construction of these facilities was funded, how they are managed, and who swims in them. Recently Pisces Project has investigated public and private facilities in Denton, TX; Southlakes, TX; Boise, Idaho; San Antonio, TX; and Cedar Park, TX.

### **Exploration of For-Profit Ventures**

- Pisces Project recently visited Nitro Swim, a coach-owned facility and USA Swimming program in Cedar Park, TX. This program (including the pool) is owned by a limited partnership formed by the team coach. The facility has turned a profit in its first year teaching swim lessons and coaching competitive teams. Pisces Project is currently developing a business plan for a private pool that breaks even or turns a profit. This plan would be in addition to the business model we currently have of a non-profit public facility operating at a loss. We are in the preliminary stages of developing this plan. Pisces representatives have visited with two sports entrepreneurs in the Norman marketing area to gain greater insights on the business and discuss possible facility sharing.