



## Founders Circle Campaign 2023

### We Invite You to Join Us!



### Just Imagine Your Impact ...

We welcome you to join your fellow community members in support of a state-of-the-art, multi-purpose **Aquatic Center** for the Greater Philadelphia Region. A project of the nonprofit 501(c)(3) charity, the Greater Philadelphia Aquatic Association (dba "PhilAquatics"), the Aquatic Center will be a shared destination, enhancing our quality of life and providing a critical resource that is:

- 💧 The *first of its kind* in our region
- 💧 *Responsive* to a clear, demonstrated need
- 💧 *Inclusive and accessible* to persons of all backgrounds and abilities
- 💧 *Supportive* of physical, mental, and emotional well-being
- 💧 A *community magnet* to attract, benefit, and retain area residents and businesses
- 💧 An *economic driver*, hosting local, regional, and national events benefiting business and tourism

### A Contemporary, Community-Minded Concept

The Aquatic Center will provide unparalleled instruction, recreation, competition, and wellness opportunities to enrich mind and body. Prioritizing inclusion and accessibility, PhilAquatics is engaged in intentional planning to ensure that the Aquatic Center's physical plant and programming will benefit and engage the widest range of swimming levels, interests, needs, and abilities, including traditionally underserved populations.

With 76,000 square feet of programmable and operating space across 2 floors, the Aquatic Center will include 4- 5 different bodies of water with varying depths, temperatures, and configurations, as well as flexible meeting space, and amenities for sports and youth training camps and clinics. The building site's 10-15 acres will include Green Space reserved for recreational trails, outdoor activities, event staging, and family or community gatherings. Programming will include high-level competition and training, swim lessons for all ages and abilities, aquatic fitness and cross-training, therapy and sports rehab, workout and cardio/strength training, community convenings, and general family recreation, wellness, and fun.



## By the Numbers ...

The Aquatic Center is expected to welcome an astounding 500,000 visitors annually, with a total economic impact of \$23.5MM per year. Project costs are estimated to be \$53-\$60MM based on comparable projects across the country.

Once the building site and development funding are secured, we expect the project design and permitting process to take approximately 12 months. Construction is projected to require 18 to 24 months after capital funding is secured.



## Project Readiness

Laser-focused on project success, sustainability, and accountability, PhilAquatics has undertaken a rigorous, data-driven, approach to planning the Aquatic Center. This includes seating a visionary and dedicated Board of Directors, retention of professional partners to support analysis and implementation, and extensive research of, and site visits to, similar facilities and potential building locations.

The PhilAquatics **Board of Directors** brings expertise in the areas of business, health and wellness, education, community, real estate, and nonprofits. **100% of the Board has made financial commitments to the Founders Circle**, putting their resources behind their shared passion for and commitment to the life enhancing benefits of the Aquatic Center. Through their professional and personal connections, the Board also is assembling a broad network of highly aligned stakeholders to support a project of this size and scope. Board members include:

- |                              |                                       |
|------------------------------|---------------------------------------|
| Michael D. Morgan, Chair     | Geoffrey A. Meyer, Executive Director |
| Stephanie Graaf, Vice Chair  | Dan Cooke                             |
| Frank Geraci, Secretary      | Kire Filipovski                       |
| Stephen Dougherty, Treasurer | Jeremy Gross                          |

Retained **Professional Partners** include:

- Isaac Sports Group, LLC (ISG/Stu Isaac - Ann Arbor, MI), a nationally recognized aquatics consultant providing market analysis, site identification/evaluation, program development, design, partner strategies, project costing, management/staffing models, and budget projections
- Dunleavy & Associates (Blue Bell, PA; [www.matchingmissions.com](http://www.matchingmissions.com)), a one-stop professional services firm “building capacity and bottom lines” for nonprofits, including fundraising and development, board/leadership training and facilitation, strategic planning, executive search, interim leadership and staffing, implementation, and communications and relationship cultivation
- Spillman Farmer Architects (Bethlehem, PA; [www.spillmanfarmer.com](http://www.spillmanfarmer.com)), an award-winning architecture firm providing design, engineering, floor and site plans, construction documents, bid process support, and construction administration

To date, PhilAquatics has completed **in-depth site visits** to:

- 10 comparable aquatic facilities located in 6 states across the country, including extensive conversations with organizational leaders to explore opportunities, challenges, and learnings
- 19 potential building locations within the Greater Philadelphia Region, narrowed to 5 finalist sites determined to be the most suitable to achieve mission priorities





## About the Founders Circle Campaign

As a member of the Founders Circle, you will join other visionary early investors who understand the extraordinary potential of the Aquatic Center and feel called to lend their financial support to make the Center a reality. Founders Circle members are creating a lasting legacy, laying the foundation for a successful project that will positively impact the lives of thousands of individuals for years to come.

### Campaign Fundraising Goals

- 💧 \$650,000 by Thanksgiving 2023
- 💧 Target member donation: \$25,000\*
- 💧 \$155,000+ raised as of May 2023

*\*In appreciation of our visionary investors, Founders Circle membership and related perquisites are limited to individuals and businesses that contribute at least \$2,500 to this initial campaign.*

### Founders Circle “Perks”

- 💧 Founders Circle Donor Board in the Aquatic Center (displaying your commemorative name)
- 💧 Invitations to milestone events (e.g., presentations, updates, groundbreakings)
- 💧 Website, E-newsletter, and social media acknowledgements
- 💧 Priority naming opportunities for building spaces and functional elements (donations of \$25,000+)
- 💧 PhilAquatics “swag”
- 💧 Our sincere gratitude!

### Donation Options

- 💧 Up to 3-year pledge period
- 💧 Cash (checks, wire transfers, credit card, web portal) or appreciated stock
- 💧 Employer matching gift program, to maximize your impact

## Be a Community Champion! Become A Founders Circle Member Today!

Personal and community support is vital to the success of the Aquatic Center. To learn more about this exciting project and help make the Aquatic Center a reality, please visit **[www.philaquatics.org](http://www.philaquatics.org)** or contact:

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*Greater Philadelphia Aquatics Association (dba PhilAquatics) is a nonprofit 501(c)(3) charity. All contributions are tax-deductible to the fullest extent of the law. The official registration and financial information of GPAA may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1 (800) 732- 0999. Registration does not imply endorsement.*