



# SWIMMING CANADA POOL WEBINAR SERIES

# OBJECTIVES FOR TODAY



- Introductions
- Background and Key Research Insights
- Why are Aquatic facilities important?
- Are you shovel ready and want to be?
- A road map for the future (Myrtha)

# INTRODUCTIONS



- Ahmed El-Awadi, CEO Swimming Canada
- Stu Isaac, Aquatic Facility, Program, and Management Consultant:  
The Isaac Sports Group
- Dan Thompson, CEO and President, Myrtha Pools Canada
- Mark Versfeld, Western Canada Sales Manager, Myrtha Pools Canada

# BACKGROUND SWIMMING CANADA



Swimming Canada is the Governing Body of the sport of Competitive Swimming in Canada and the #1 ranked Olympic Summer sport. In addition, our coalition with the Canadian Red Cross, Lifesaving Society Canada and the YMCA Canada position us as the leader of the activity of swimming in Canada.

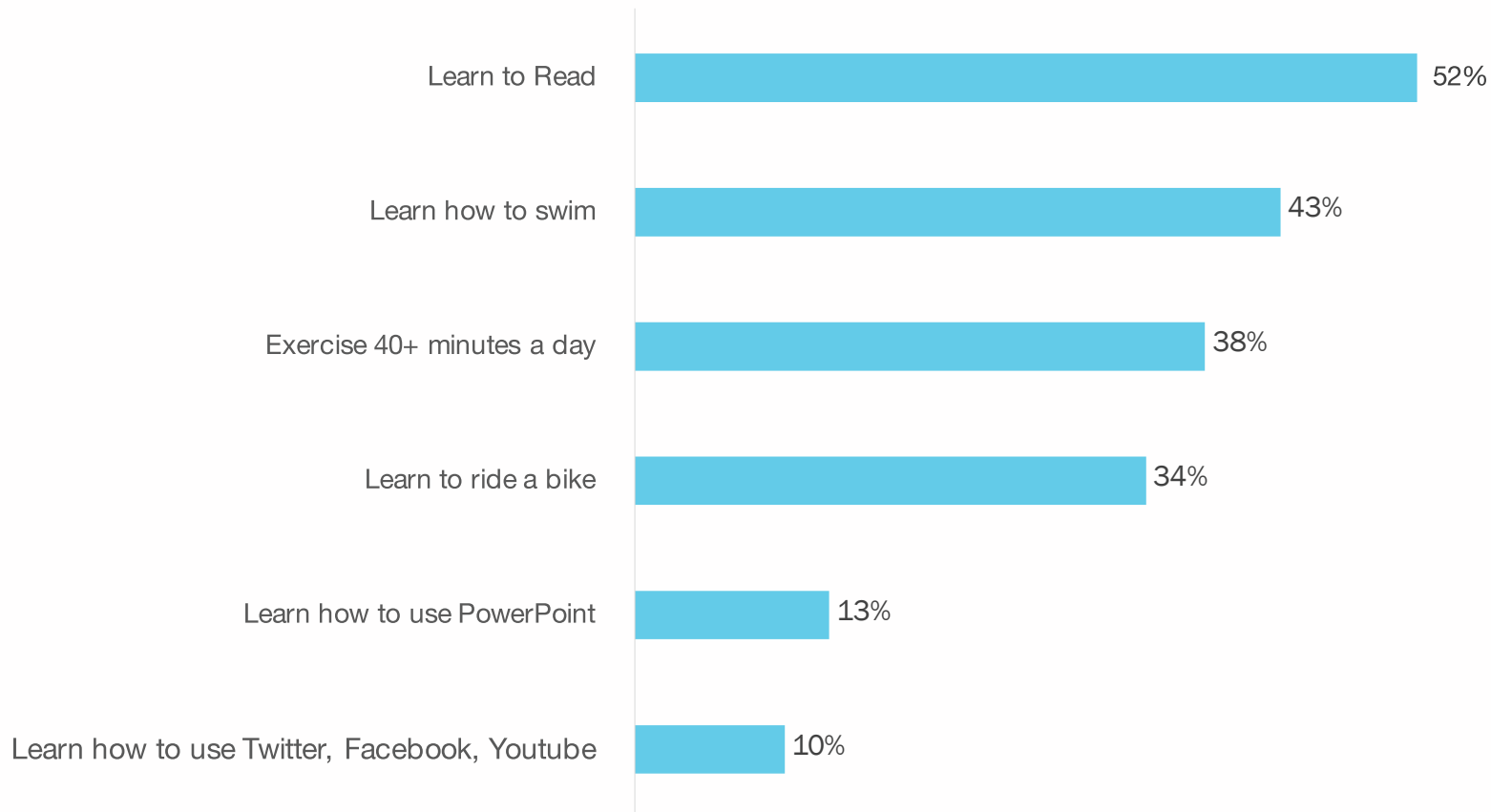
Our membership reach is large, and when combined with the lesson market, we offer an unparalleled audience.

- 50,000 competitive swimmers.
- 2 Million swimming lesson participants per year.
- 100,000 officials
- 4,000 coaches
- 20,000 Masters swimmers.
- Professional infrastructure for distribution.
- Access to lifeguards at outdoor pools

# SWIMMING CANADA STRATEGIC PLAN



# I THINK IT IS ESSENTIAL FOR CHILDREN TO:



# INVESTING IN CANADA

## \$180 + BILLION INFRASTRUCTURE PLAN OVER 12 YEARS



Create long-term economic growth	Build inclusive communities	Support a low carbon, green economy		
<b>PUBLIC TRANSIT</b> <b>\$28.7 BILLION</b> Build new urban transit networks and service extensions that will transform the way Canadians live, move and work. Budget 2016: \$3.4 billion Budget 2017: \$20.3 billion Canada Infrastructure Bank: \$5 billion	<b>GREEN</b> <b>\$26.9 BILLION</b> Ensure access to safe water, clean air, and greener communities where Canadians can watch their children play and grow. Budget 2016: \$5 billion Budget 2017: \$16.9 billion Canada Infrastructure Bank: \$5 billion	<b>SOCIAL</b> <b>\$25.3 BILLION</b> Provide adequate and affordable housing and child care as well as cultural and recreational centers that will ensure Canada's communities continue to be great places to call home. Budget 2016: \$3.4 billion Budget 2017: \$21.9 billion	<b>TRADE AND TRANSPORTATION</b> <b>\$10.1 BILLION</b> Provide safe, sustainable and efficient transportation systems that will bring global markets closer to Canada to help Canadian businesses compete, grow and create more middle-class jobs. Budget 2017: \$5.1 billion Canada Infrastructure Bank: \$5 billion	<b>RURAL AND NORTHERN COMMUNITIES</b> <b>\$2 BILLION</b> Grow local economies, improve social inclusiveness and better safeguard the health and environment of rural and northern communities. Budget 2017: \$2 billion In addition, the \$400 million Arctic Energy Fund will be delivered under this stream to support energy security in the territories.

### DELIVERING THE PLAN

**CANADA INFRASTRUCTURE BANK**  
 Help public dollars go farther and build more infrastructure projects

**BILATERAL AGREEMENTS**  
 Achieve national objectives while providing provinces, territories and municipalities with the flexibility to meet their infrastructure priorities

**SMART CITIES CHALLENGE**  
 Challenge communities of all sizes to improve the lives of their residents through innovation, data and connected technology

**DISASTER MITIGATION AND ADAPTATION FUND**  
 Help communities adapt to a changing climate while mitigating the impacts of future disasters

**INVESTING IN INDIGENOUS COMMUNITIES**  
 Improve community infrastructure and create new opportunities

The Investing in Canada plan also includes \$92.2 billion for existing and renewed infrastructure programs such as the federal Gas Tax Fund that provides over \$2 billion every year to municipalities.

[www.infrastructure.gc.ca](http://www.infrastructure.gc.ca)



# INFRASTRUCTURE CANADA BILATERAL AGREEMENTS WITH PROVINCES AND TERRITORIES

Investments delivered by Infrastructure Canada through bilateral agreements with provinces and territories will streamline the delivery of funding. These agreements will ensure that federal investments help achieve national objectives, while providing the flexibility for provinces, territories and municipalities to meet their infrastructure investment priorities.

## BUDGET 2016 INVESTMENTS

Accelerated federal investments providing short term funding for the rehabilitation, repair, and modernization of existing infrastructure.

CLEAN WATER & WASTEWATER FUND

PUBLIC TRANSIT INFRASTRUCTURE FUND

## BUDGET 2017 INVESTMENTS

Delivered over the next decade, this predictable source of funding will support local priorities and help communities across the country prosper and innovate. Infrastructure Canada funding will be delivered through bilateral agreements with provinces and territories under four streams:

PUBLIC TRANSIT    COMMUNITY, CULTURE AND RECREATION    GREEN    RURAL AND NORTHERN COMMUNITIES

Under these integrated bilateral agreements, the Government of Canada will invest up to:

- 40% of municipal\* and not-for-profit projects in the provinces;
- 50% of provincial\* projects;
- 75% for projects in the territories and for projects with Indigenous partners;
- 25% of for-profit private sector projects (except in the Community, Culture and Recreation Stream, where for-profit private sector projects are not eligible).

Provinces will have to cost-share municipal projects at a minimum of 33.33% of eligible costs.

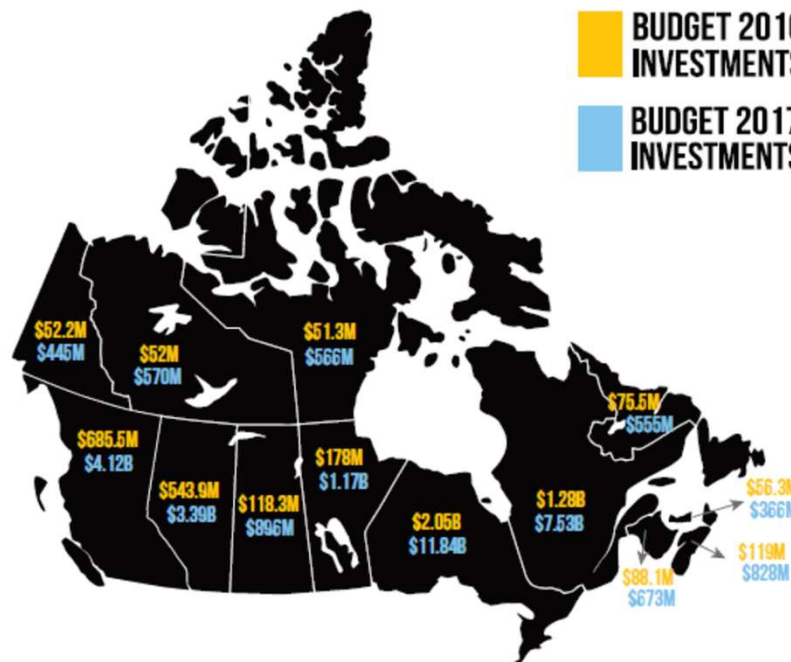
\* For public transit, Canada will invest up to 50% for rehabilitation projects and up to 40% of new public transit construction and expansion projects.

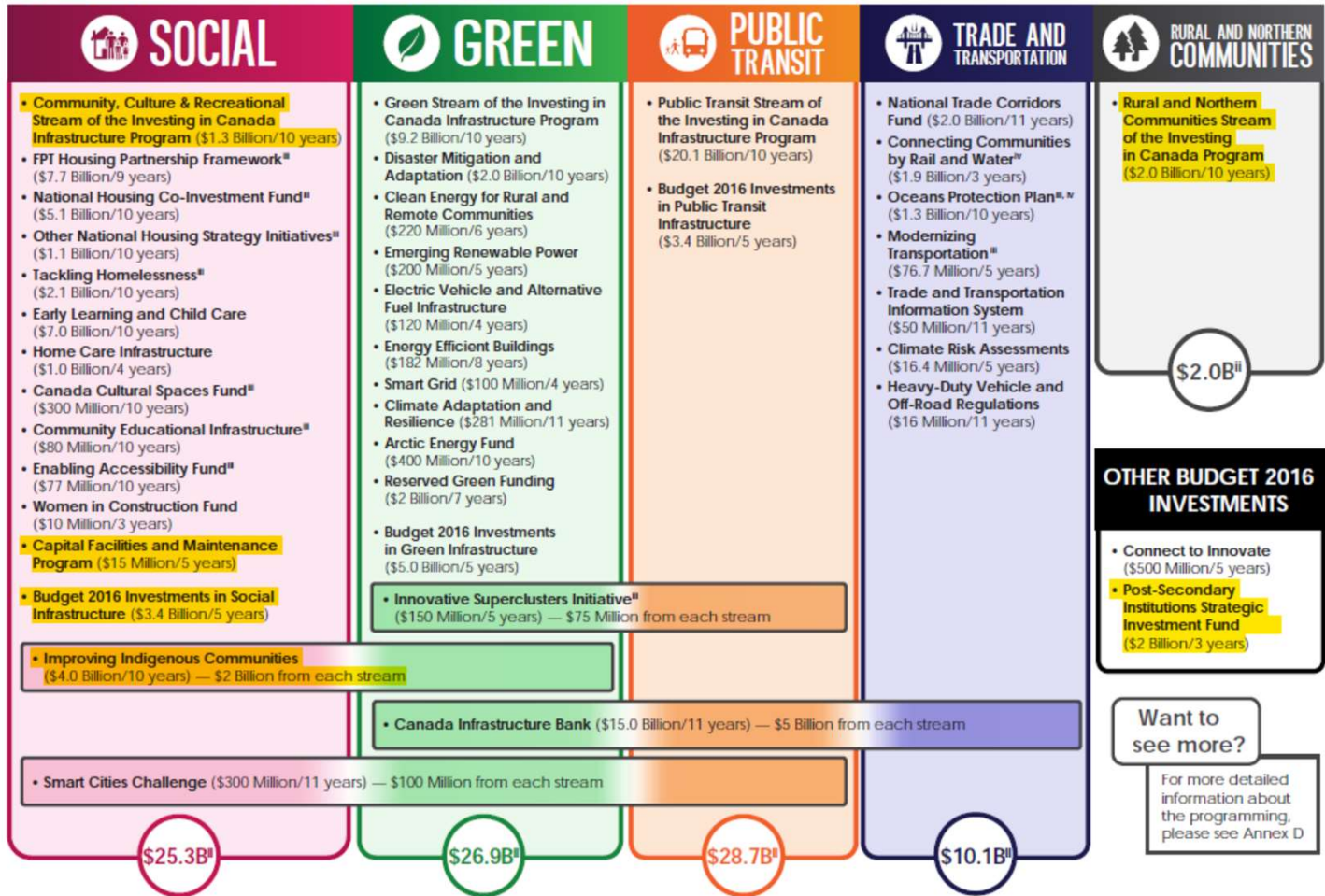
\* For projects under the Rural and Northern Communities stream, Canada will invest up to 50% for provincial, municipal and not-for-profit projects, and up to 60% for municipal projects in the provinces where municipalities have a population of less than 5,000.

## ALLOCATIONS BY PROVINCE AND TERRITORY

BUDGET 2016 INVESTMENTS

BUDGET 2017 INVESTMENTS





NOTES

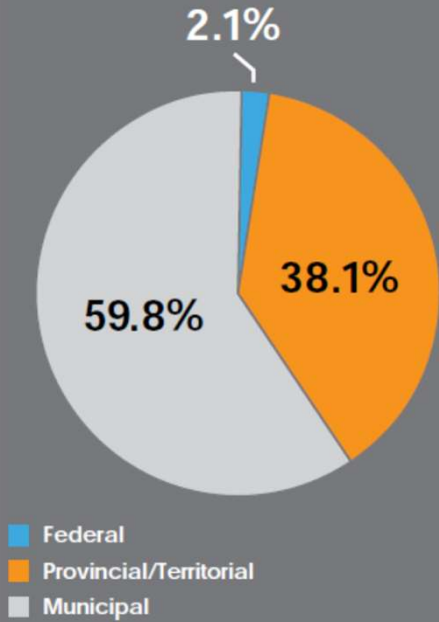
<sup>1</sup> Existing funding envelope of \$92.2B is not presented in this graphic. See Annex A, Figure 10.

<sup>2</sup> New investments under the IICP represent \$95.6B. In this figure, totals do not add up to \$95.6B due to fiscal framework adjustments, rounding and other revenues.

<sup>3</sup> Initiative partially funded through the Investing in Canada plan

<sup>4</sup> Includes funding to support capital projects where costs are amortized over the useful life of the asset.

FIGURE 2: OWNERSHIP OF PUBLIC INFRASTRUCTURE BY ORDER OF GOVERNMENT<sup>2</sup>



Source: Infrastructure Canada, 2016



## HOW TO ACCESS FUNDS?

- Letter of Intent
- Letters of Support from partners and user community/user groups
- Contact your Provincial/Territorial Government
- Municipality approval

# ISAAC SPORTS GROUP



## GOALS OF THIS PRESENTATION

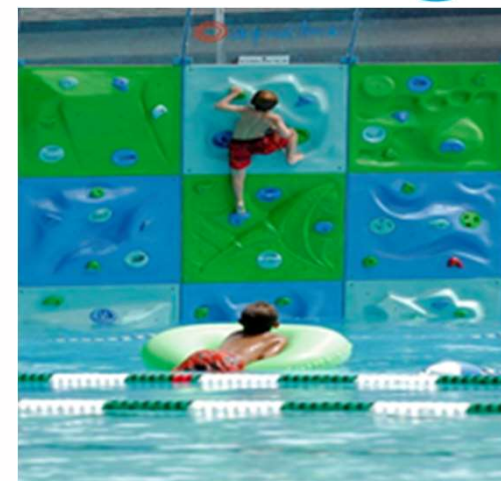
- Understanding Your Needs
- Identifying Opportunity
- Identifying the Challenges
- Understanding the Process
- Strategy and Action
- Next Steps
- Future Webinars and Available Resources



# UNDERSTANDING YOUR NEEDS

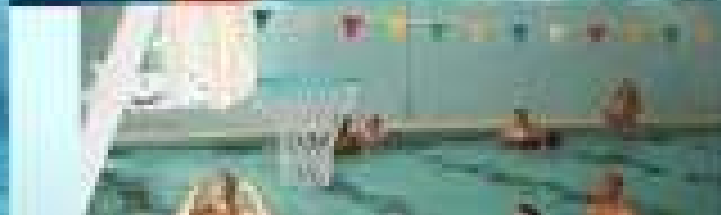


- ***Competitive Aquatics: A priority with this Group***
  - Training
  - Competition
  - Local, Regional, Provincial, National needs and interests
  - Across all aquatic sports
- ***Community Aquatics: A necessity for any successful project***
  - Recreation
  - Fitness
  - Health/wellness
  - Schools
  - Access and cost





# Rectangular Recreation



# IDENTIFYING OPPORTUNITIES



- ***Potential for new funding opportunities and resources***
  - Funding for “Shovel Ready” projects
  - Stimulus and recovery programs
  - Importance of health, wellness, and sport
- ***New building, mechanical, and pool technology***
  - Reducing construction costs
  - Reducing annual and long term operating and maintenance costs
- ***New trends in co-existing competitive and recreation aquatic amenities, features, and designs***
- ***Support of sports organizations and governing bodies***
- ***Heightened awareness of sport and community needs***



# THE CHALLENGES



- ***Current challenges for the competitive aquatic community***
  - Not enough pool time and space to support our programs
  - Fight for pool space with other organizations and community use and programming
  - Lack of year round 50 metre training facilities and space
  - Travel time to existing 50 metre training sites
  - Lack of suitable event venues for mid-size and provincial level meets
    - Right sized and affordable
- **Technical facility challenges: in Myrtha Section of Webinar**

# THE CHALLENGES



- ***Fast-Forwarding to Shovel Ready projects***
  - What does Shovel Ready mean?
  - Importance of strategic planning
  - Shortening the Design/Development process
  - Expediting the approval and funding process
  - Prime candidates for shovel ready expedited funding
    - Renovation or expansion of existing facilities
      - Renovations already in “Master Plan” that can be pulled forward
    - Projects already in development that can be upgraded
      - 25m pool project that can be expanded to a 50m pool
      - Community Aquatic Centre that can be expanded to include a 50m pool

# THE CHALLENGES

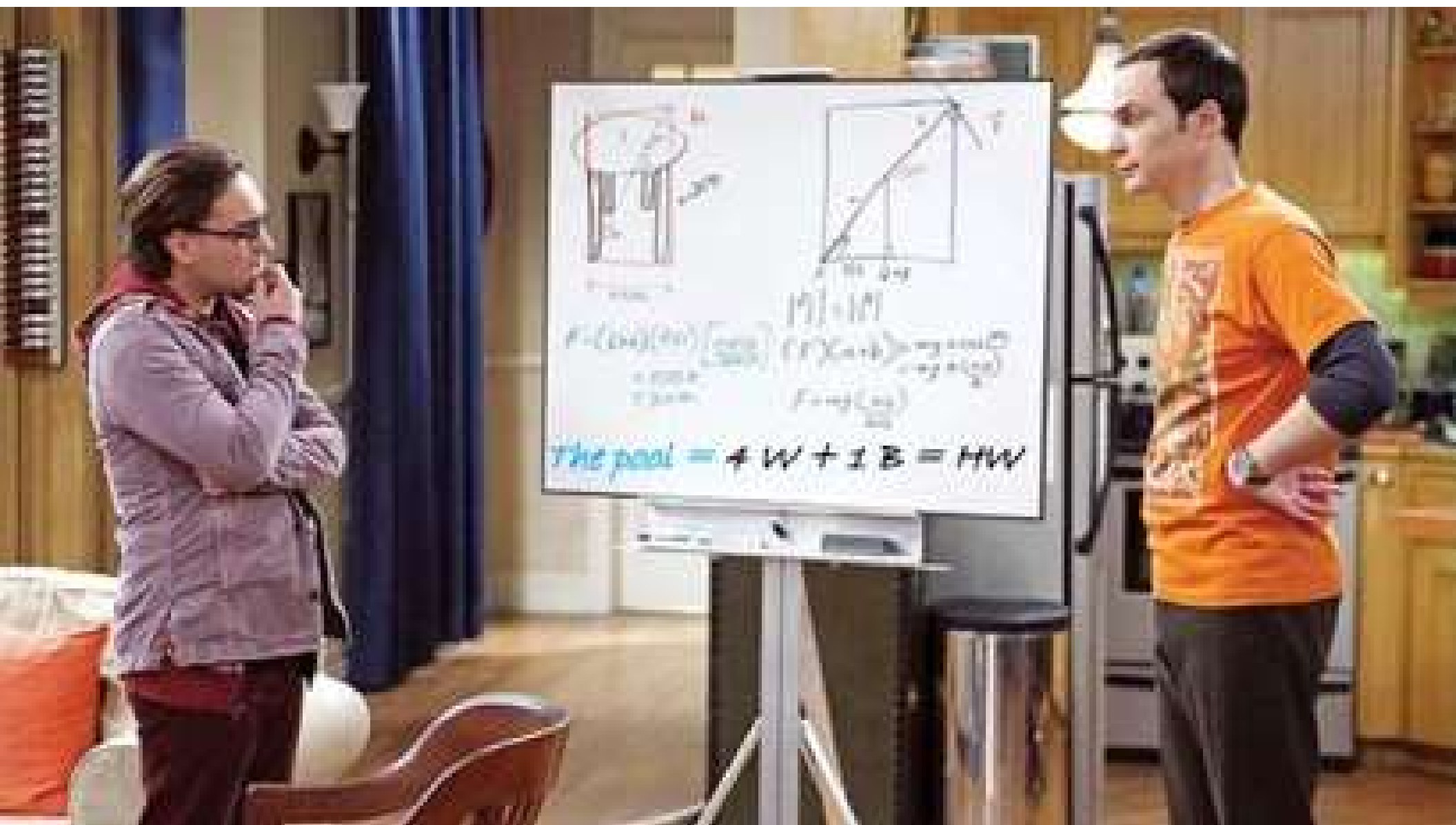


- ***Public misconceptions of aquatic facilities involving competitive elements***
  - Pools always lose money!!
  - I am not a swimmer, I will never use it!!
  - I like the programs, but they are never offered when I can participate
  - There are never lap lanes when I want to swim!!
  - Every time there is a swim meet we can't use the pool!
  - The water is too warm! The water is too cold!
  - I can't breathe in the pool—the air is awful!!
  - I can't afford to use the pool!

## CHALLENGES



- ***Public perceptions of the Competitive Aquatic Community***
  - Loudest voice at the table
  - Narrow interest
  - Lobbying to prioritize interests
  - Not interested in overall community goals and aquatic needs
  - Want more pool time for less \$\$\$
  - Don't want to share space
- ***Project Capital Cost: Addressed in Myrtha portion of the Webinar***
  - Alternate technology and flexible facilities
  - Development of Project Partners
- ***Annual and long term net operating and maintenance costs***
  - Capital costs versus reduced operating costs: Return on Investment
  - Plan for future facility needs
- ***Feasibility Study Challenges and Fallacies***



## CHALLENGES

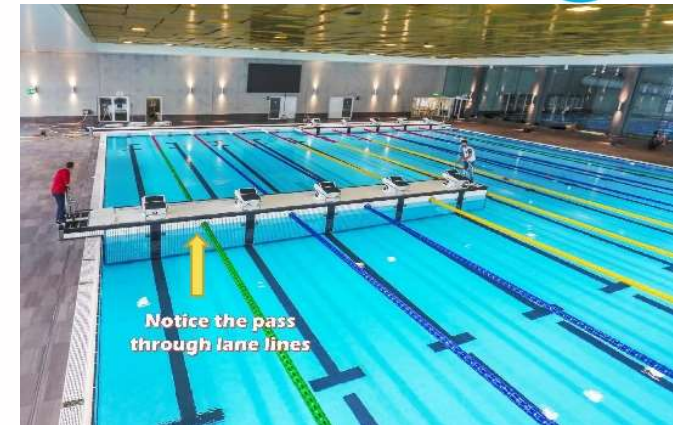


- ***The “Macro” Feasibility Study***
  - Number of Pools or Square footage of water per capita
    - No consideration of types of water, programs, temperatures, depth and uses
  - National averages versus best practices and opportunities
  - Planning for mediocrity
  - 50m competitive facilities have limited recreational and community functions
- ***Program, Use, Demand, Opportunity, and Management based Feasibility Study***
  - Market specific
  - Understanding stakeholders and partnerships
  - Integrating overall community aquatic programming: "Hub and Spoke" and "Magnet" Facilities
  - Management based financial and operating analysis
- ***Understanding Consulting Services versus Feasibility Studies***
  - Don't pay for what you already know
  - Focus on what you need to know and the analysis you need
  - Make your questions are clearly known to consultant

# THE DEVELOPMENT PROCESS



- *Identify the needs and opportunities*
- *Identify and engage the resources available to you and any professional services needed*
- *Identify key stakeholders, potential partners, and user groups*
  - Involve these groups in the development process—preferably early in the process
  - Partnerships can provide project capital, site/land, programs, annual operating support, and in-kind services
- ***Program Precedes Design:*** Develop the program and use model
  - Full range of programming
  - Involve all constituencies
  - Gain commitments for use and space
  - Program needs drives design flexibility



# THE DEVELOPMENT PROCESS



- Develop a schedule model
  - Drives design
  - Brings the stakeholders and user groups on board
  - Informs the financial operating analysis
  - Concurrent programming and access
- Develop a realistic event/competition model if applicable
- Develop the conceptual design based on program, user, and schedule models***
  - Maximize flexibility and potential for concurrent programming
- Assess site options***
- Develop management and staffing model***
- Develop financial and business model projections: Annual and long term***

		Masters/Triathlon		Synchro Club Team		Home School Prog.			
		Open Times: Community		Summer Camp		Senior Program		Rental/Open Space	
		BTSC Training		Club Diving		Special Needs Programs		Therapy/Rehab	
		Other Swim Clubs		High School Diving		Special Needs Programs		Aquatic Fitness	
		Pre-Team Program		Rec Teams: Summer/Winter		School Dist Programs		Deep Water Fitness	
		HS Teams		Water Polo Club Team		Rec Programs/Classes		Lap Lanes	

Color Codes

	Main Competition Pool: 50m x 25m					Course One: 2.25 m to 4m						Teaching Pool 25mx10m						
	Course Two: 1.25m to 2.25m					Diving End						Warm: Depth: 1.1-1.5m						
	1	2	3	4	5	6	7	8	9	10		1	2	3	4	5	6	
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5:30	Lap			Masters Group								5:30						
6:00	Lanes			Triathlon				BTSC Training				6:00						
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# STRATEGY AND ACTION PLAN



- ***Detailed action timeline***
- ***Role of clubs, user groups, and stakeholders***
  - Create the Advocacy Group
    - Wide breadth and scope, not just competitive swimming
    - Work with municipality in community engagement and representation of the needs and opportunities for a wide range of constituencies
- ***Explore and engage potential partners: project, program, and site***
- ***Engage resources and support***
  - Professional Services
    - Paid
    - Pro-bono: Talent and expertise available within user groups and Advocacy Group
  - SNC, PSO, sport organizations, foundations, community organizations and aquatic safety, health, and fitness organizations and advocates
- ***Regular communication between municipality and stakeholders***
- ***Early in the process clearly identify and address the hurdles and resistance as well as engage naysayers as part of the education and development process***

# NEXT STEPS



This initial SNC Facility Webinar is just the start of the process. We all hope to continue this Webinar series, expanding topics and increasing detail to parallel and support your facility development efforts in your communities and region.

We also plan to develop additional materials and resources to help you all with this process. Your input and questions will be critical to the development of future webinars and resource materials.

- ***Future Webinars: Potential topics***
  - ***Strategy and Planning***
    - Identifying and developing collaborative partnerships
    - Integrated programming elements and design
      - Competitive, Community, Recreation, Health & Wellness
  - ***Operating Analysis: Management and Financial/Business models***
    - Includes event and economic impact analysis

# NEXT STEPS



- ***Technology & Design***
  - Trends in aquatic features, amenities and design flexibility
  - Air Handling and HVAC technology
  - Pool mechanical systems
  - Environmental and operating conservation and cost savings
- ***Webinar follow up***
  - Follow up questions and engagement
  - Ongoing support to help you all reach your facility goals

# MYRTHA POOLS-INTRODUCTION

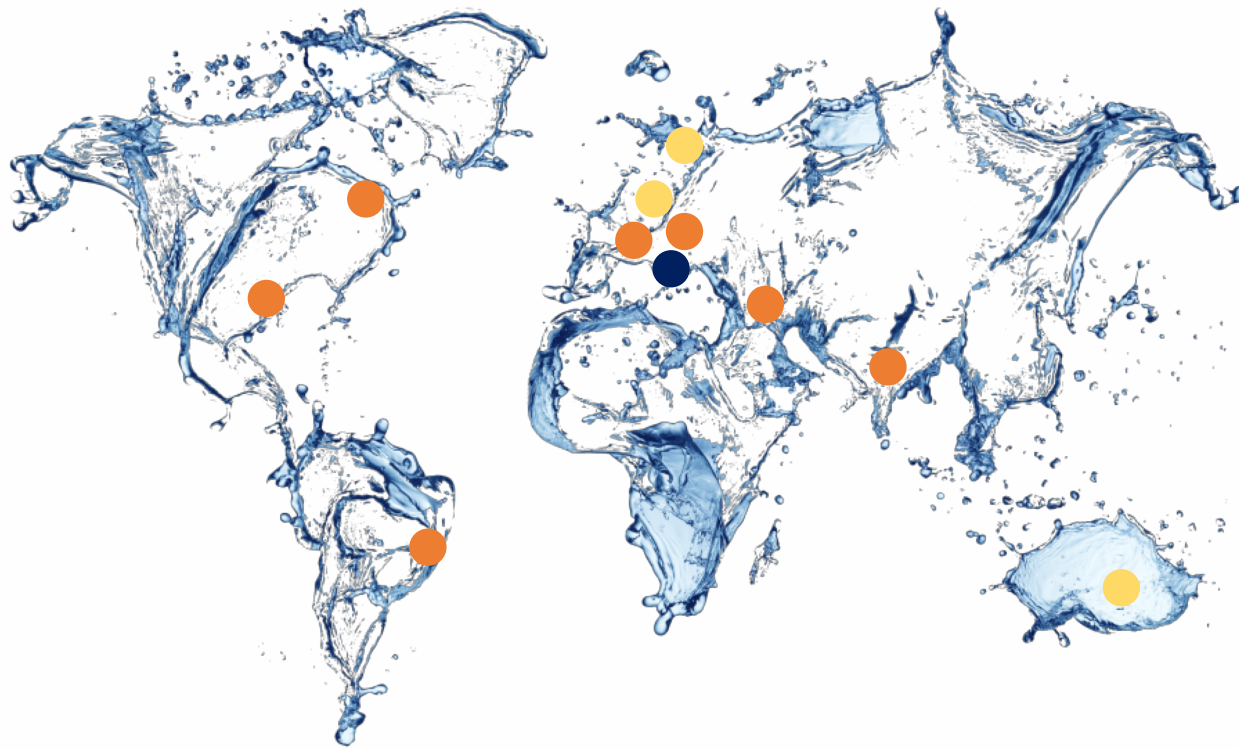


- ***The Myrtha Pools team is unique in the industry in their commitment to competitive aquatics: Swimming is in their DNA.***
  - As a company
  - As individuals
- ***Myrtha as a resource***
  - Do not consider Myrtha and its management team as just your pool builder
  - Very important resource in many areas of your project development
  - Pro-active partner
- ***Myrtha as a problem solver***
  - When you run into design and even strategic hurdles and challenges
    - ***Myrtha can help***
- ***Wide range of applications and project scope***



WATER. VISION. CREATION.

# THE WORLD'S LEADING STAINLESS-STEEL POOL COMPANY



**72**

countries

**350+**

direct employees

**7 + 3 upcoming**

subsidiaries

**400**

representatives

**1.500** swimming pools a year

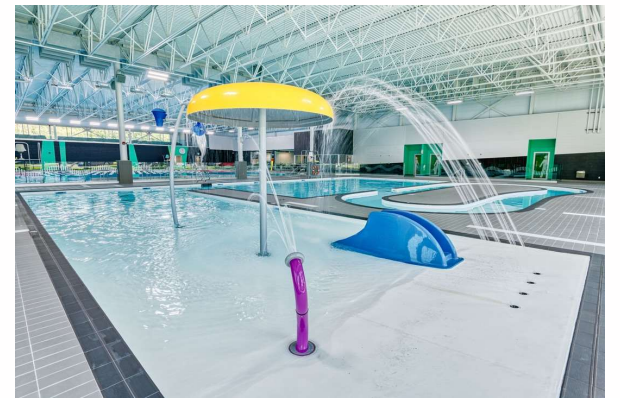
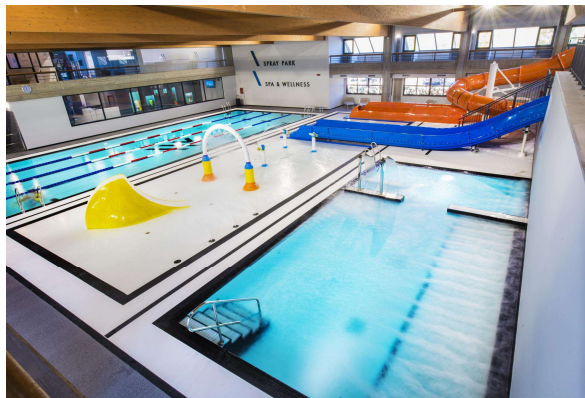
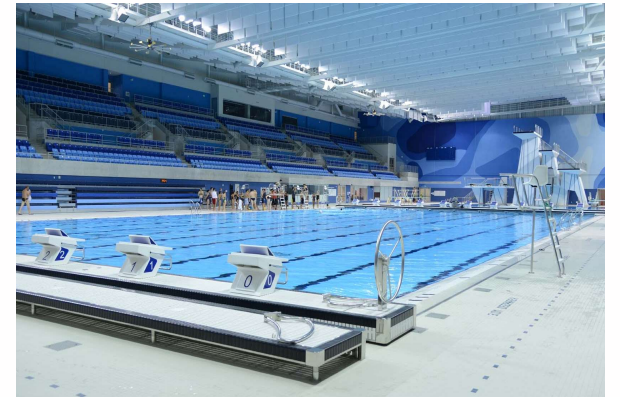
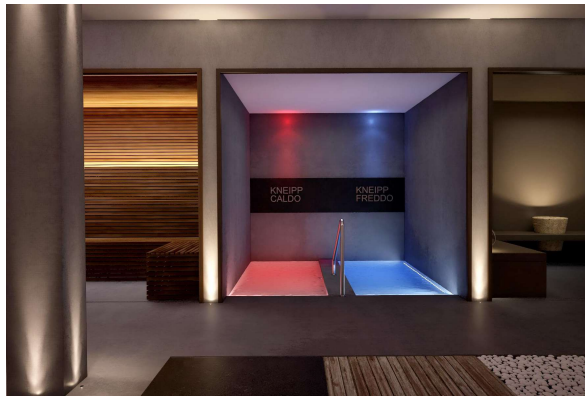
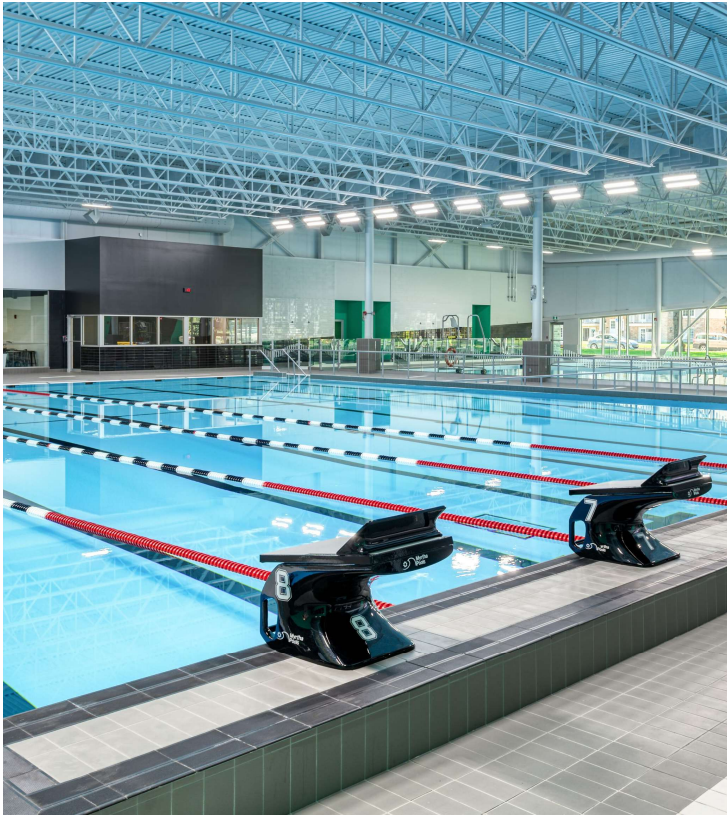
**more than 350**

large size pools

# WE PRIDE OURSELVES ON OUR PARTNERSHIPS AND THE COMPANY'S SPIRIT OF COLLABORATION



# BUT WE ARE ALSO ABOUT FUN, LEISURE AND WELLNESS!



# WHAT IS MYRTHA POOLS SEEING IN THE MARKETPLACE?



- Two areas of opportunity Renovations/Expansions and New Builds
- Renovations/Expansions
  - Lots off old Infrastructure in need of substantial repair
    - Old leaky concrete tanks
    - Tanks that no longer meet FINA/SNC standards ( 1.35M)
    - Lack of preventive maintenance
    - Slides and water features in disrepair
    - End of Life HVAC & Mechanical systems (lack of UV, rusting, valves, pumps, rails, surge tanks, lack of chemical monitoring systems)

# WHAT IS MYRTHA POOLS SEEING IN THE MARKETPLACE?



- New Builds
  - Arduous Municipal tender process nation wide
  - Macro-Economic Feasibility studies
  - Lack of thoughtful capital & operating budgeting
  - Lack of economies of scale from turnkey design options
  - Huge opportunity for PPP's

# HOW CAN MYRTHA POOLS HELP YOU GET SHOVEL READY?



- Supply free Myrtha Technology Concepts for Renovations/Expansions and New Builds
- Be a trusted resource in terms of understanding FINA/SNC Standards & local health regulations
- Be a trusted partner to understand best in class global trends in competition, leisure and wellness.
- Supply as part of our service fully designed tanks complete with integrated Myrtha Pools accessories
- Through Myrtha LEED green mapping program score up to 44 points

# MYRTHA TECHNOLOGY



## ***QUALITY COMPONENTS***



### **MODULAR PANELS**

- Hard Bonded PVC
- Marine Grade Stainless
- Lightweight
- Thermo resistant
- 100% Customizable

## ***RESILIENT DESIGN***



### **BUTTRESSES**

- Modular & Scalable
- Millimetric Precision
- No Welds - Bolted
- Seismic Advantages
- Fast Construction

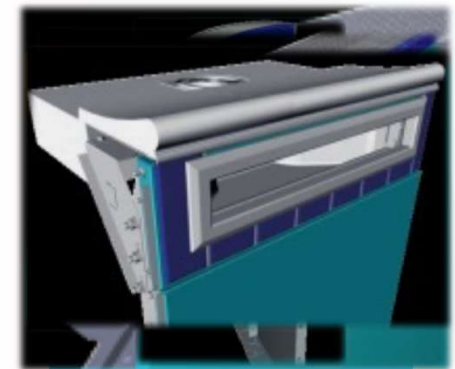
## ***FLEXIBLE WATERPROOFING***



### **MEMBRANES**

- Evolution 5
- Easy to Clean
- Inert & Anti-UV
- Durable, Flexible Membrane Transitions
- Pleasant, Soft Feel

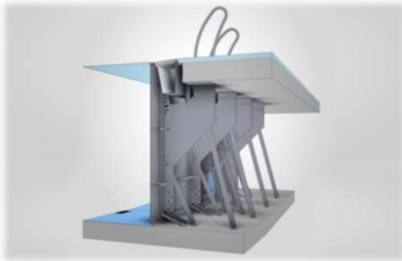
## ***PRECISE SOLUTIONS***



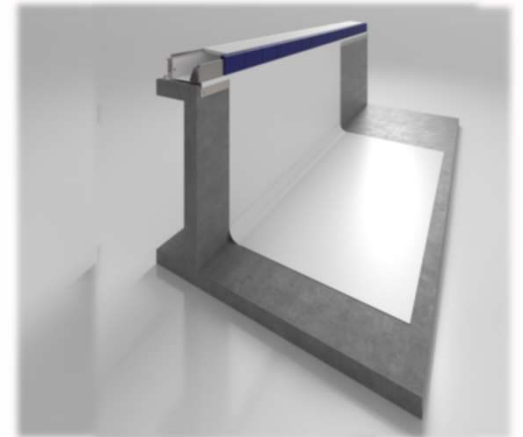
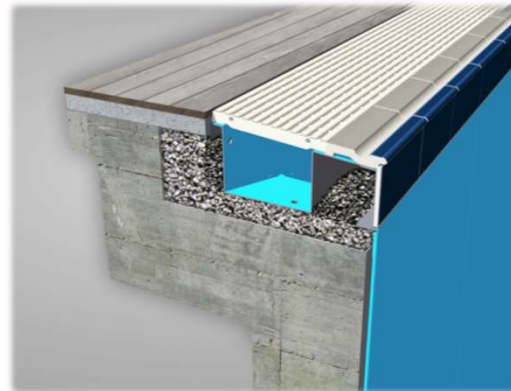
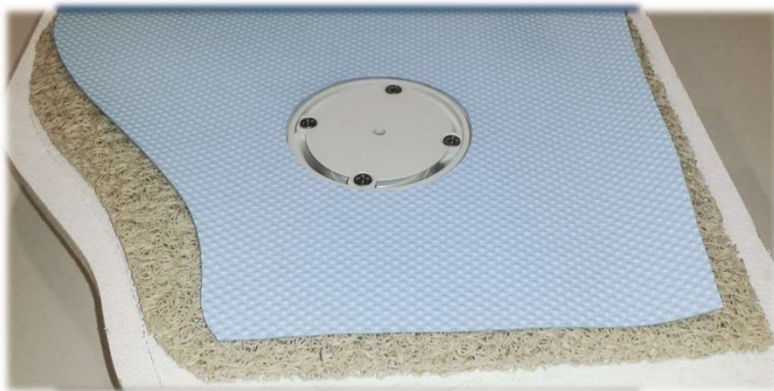
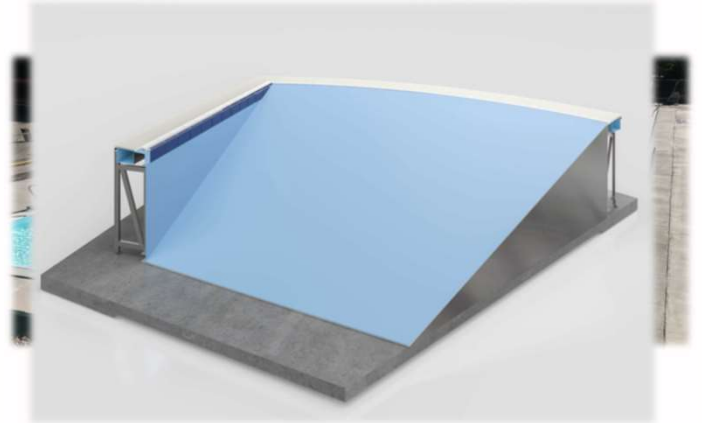
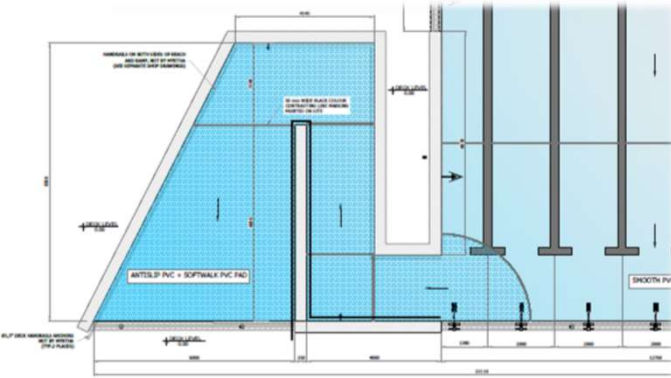
### **GUTTERS**

- Skimmer
- Rimflow
- Hidden Gutters
- Infinity Edges
- Cascades
- Custom

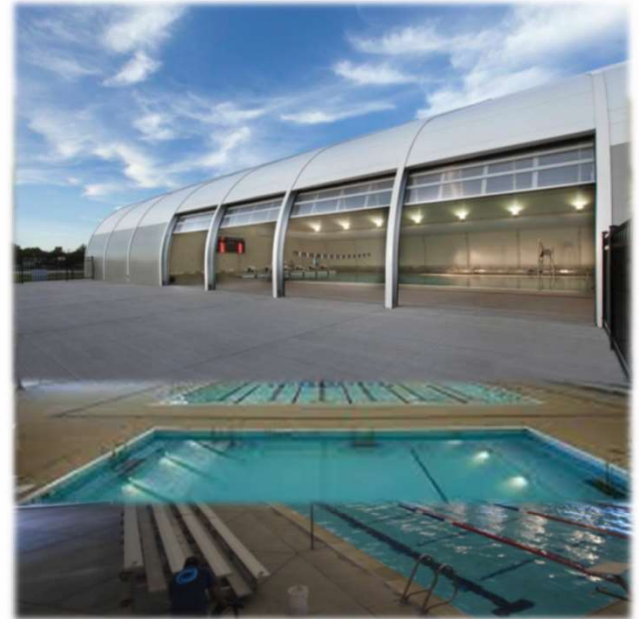
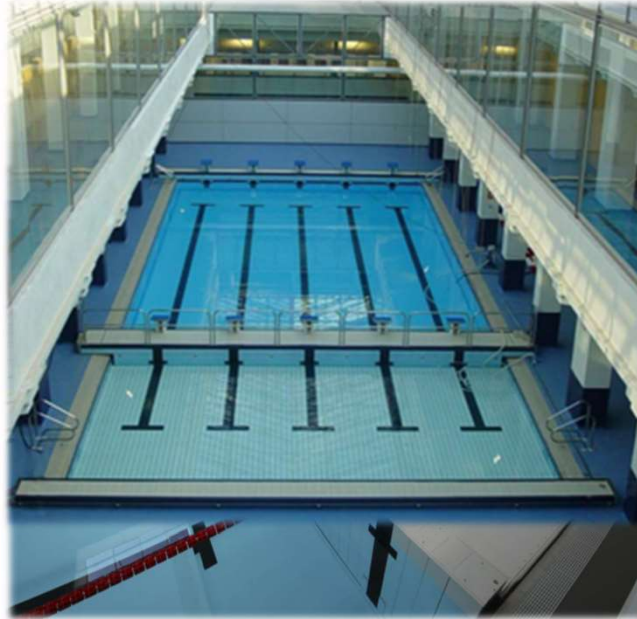
# MYRTHA INNOVATION



# MYRTHA RENOVATION



# MYRTHA INNOVATION



# RESOURCES



Swimming Canada	Ahmed El-Awadi	<a href="mailto:natloffice@swimming.ca">natloffice@swimming.ca</a>
ISG	Stu Isaac	<a href="mailto:stu@isaacsportsgroup.com">stu@isaacsportsgroup.com</a>
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Myrtha Pools	Mark Versfeld	<a href="mailto:mark.versfeld@myrthapools.com">mark.versfeld@myrthapools.com</a>



**Questions?**



THANK YOU!

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FOR THE NEXT WEBINAR DATE &  
TOPIC!



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