



# Santa Clara Swim Club

Est. 1951

**We Dream \* We Train\* We Achieve**

# Our History

- Santa Clara Swim Club was founded in 1951 by **Coach George Haines**. In his 23 year career he placed 26 swimmers on Olympic teams.
- The Club has received many awards and honors throughout the years ranging from World Records, Olympic Champions, World Champions and Sullivan Awards to Male and Female World and U.S. Swimmer of the Year.
- Swimmers such as Donna de Varona, Don Schollander, Mark Spitz, Chris Von Saltza, and Pablo Morales have trained and competed for Santa Clara



# Our Accomplishments

46 Olympians

51 Olympic Gold medals

17 Olympic Silver medals

11 Olympic Bronze medals

48 National Titles

The Club is a Silver Medal Team in the USA Swimming Club Excellence program

We are a Level IV Recognition Club



# Our Facility



# George Haines International Swim Center

- Includes three heated outdoor swimming pools
- The main pool is 25 yards by 50 meters.
- One 6 lane 25 yard warm up pool
- One 6 lane 25 yard competitive diving pool
- The pool has hosted 45 International Invitational Meets, which draw top athletes from around the world.
- The pool has seen 23 World Records, 333 American Records, and 64 Foreign National records set in its waters.
- The Swim Center has hosted Senior Nationals, Junior Nationals, Western Zone Championships, Far Western Championships, and Masters Nationals

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# Santa Clara Swim Club



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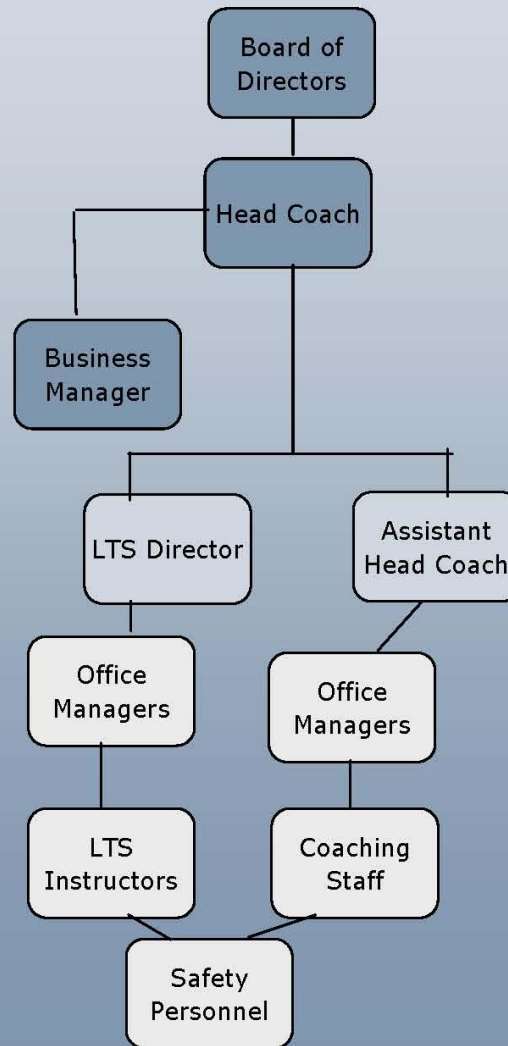
# The SCSC Way

Mission: Our mission is to inspire athletes to pursue excellence through the sport of swimming.

Vision: We are committed to being a world-class swimming organization.

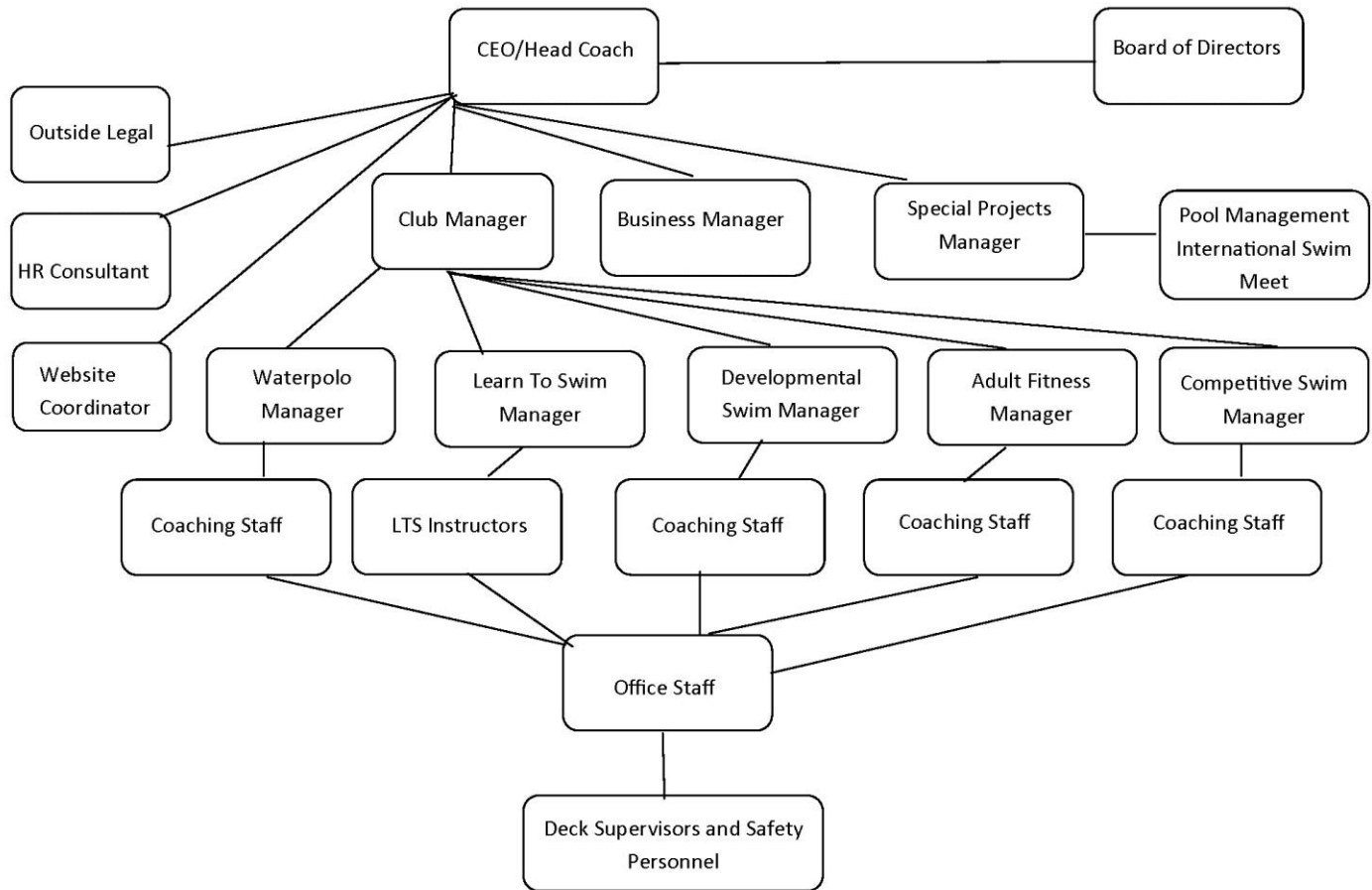


# Santa Clara Swim Club—Pre 2010





# Santa Clara Swim Club





# Our Club



A program for all ages and goals.

**Competitive**  
**Developmental**  
**Learn To Swim**  
**Adult Fitness**  
**Water Polo**



# Competitive Program

## What sets us apart?...



We strive to offer the most cutting edge training and applying equally to all groups.

We offer the following :

- A dedicated Dryland coach
- Yoga programs
- In water training tools
- Endless pool
- Swim clinics
- A dedicated month of stroke clinic that focuses on resetting strokes and team building.

To refocus our team to competing on the national stage we have set our time standards to USA Swimming National standards .

Each of our age group programs has a low swimmer to coach ratio to provide constant stroke corrections and feedback.

Introduced a continuing education program for our coaches that rewards development in the sport.

# Competitive Program

## Recent Successes



- 2013 USA Swimming Junior World Championship Team – Aidan Burns
- 2013 USA Swimming World University Team - Alex Wold
- SCSC Swimmer Joe Wise competed in the 2012 Paralympic Games in London
- 59 appearances on National Age Group Top 10 list for 2011-12 season
- USA Open 5<sup>th</sup> place finish - Summer 2012
- Summer 2012 - Junior National Woman's 14<sup>th</sup> place team finish – team finish 13<sup>th</sup> place
- 7 USA Swimming Scholastic All-Americans for 2011-2012 season
- Michael Nunan named to USA Swimming National Junior Team
- Winter 2012 - Junior National Woman's 7<sup>th</sup> place finish/Team Finish 9<sup>th</sup> place/Women's 800 Free Relay – Junior National Record

# Developmental Program

## What sets us apart?...



The Pre-Competitive program is the introduction to competitive swimming and provides the basics of being on a swim team.

We offer two options after graduation out of Pre-Competitive.

Our BELLfIT program which offers programs for age group fitness swimming.

Our White Bell program develops the cardiovascular fitness and stamina to transition to the competitive team.

# Developmental Recent Successes



- Graduated over 178 kids to Competitive Swimming in 2011
- Last season we held 300 Tryouts and taught over 500 swimmers to do all four Competitive strokes and dives
- Program has consistently grown by over 25% in the last two years
- BELLfIT Program - A unique program cultivating a love and appreciation for swimming while increasing endurance, health and general physical fitness levels. The BELLfIT program is perfect for those who love the water and want to get in shape while increasing their aquatic ability level.
  - Where are we now?
    - First 30 swimmers in BELLfIT Middle school
    - Planning for 1<sup>st</sup> year BELLfIT Summer Prep and Summer Swim Team for 2013 season in partnership with local private school .
    - BELLfIT – 1 day a week program over 50 kids in first session.

# Learn To Swim

## What sets us Apart?...



We offer multiple programs for every swimmer's goals; Camp accelerate, private lessons, summer swim program and year round lessons.

Unique registration program that encourages consistent participation and brand loyalty.

50 hours of in classroom and pool training for all instructors

Layered lesson program in which participants have specific standards for graduation to the next level.

# Learn to Swim Successes



- Taught over 1500 children to be water safe in 2011-12 season
- Graduated over 250 kids to Precompetitive in 2011-12 season
- Consistent revenue growth in program by 15% in 2011 and on track to grow another 5-10% in 2012. More growth in the next decade is in existence.
- New programming developed in 2011 increased by at least 25% for the 2012 season including Forest Park Summer Lessons, Camp Accelerate and private swim lessons



# Adult Fitness

## What sets us apart?



The Adult swim lessons program in our Masters program feeds from our Learn To swim program.

### Tiered Masters program - Group 3 to 1

**Group 1** - Swimmers in this group can expect to swim about 4000 yards in the one and a half hour workout

**Group 2** - Swimmers in this group can expect to swim about 4000 yards in the one and a half hour workout

**Group 3** - Group 3 is our introductory group for our Masters program

### We are always focusing on new streams of business:

Open water training clinics

Tri Training

Coast Guard and Navy readiness program

As we reset into another four year Olympic cycle we wanted to outline SCSC's focus for the club as a whole and each individual department for the upcoming years.

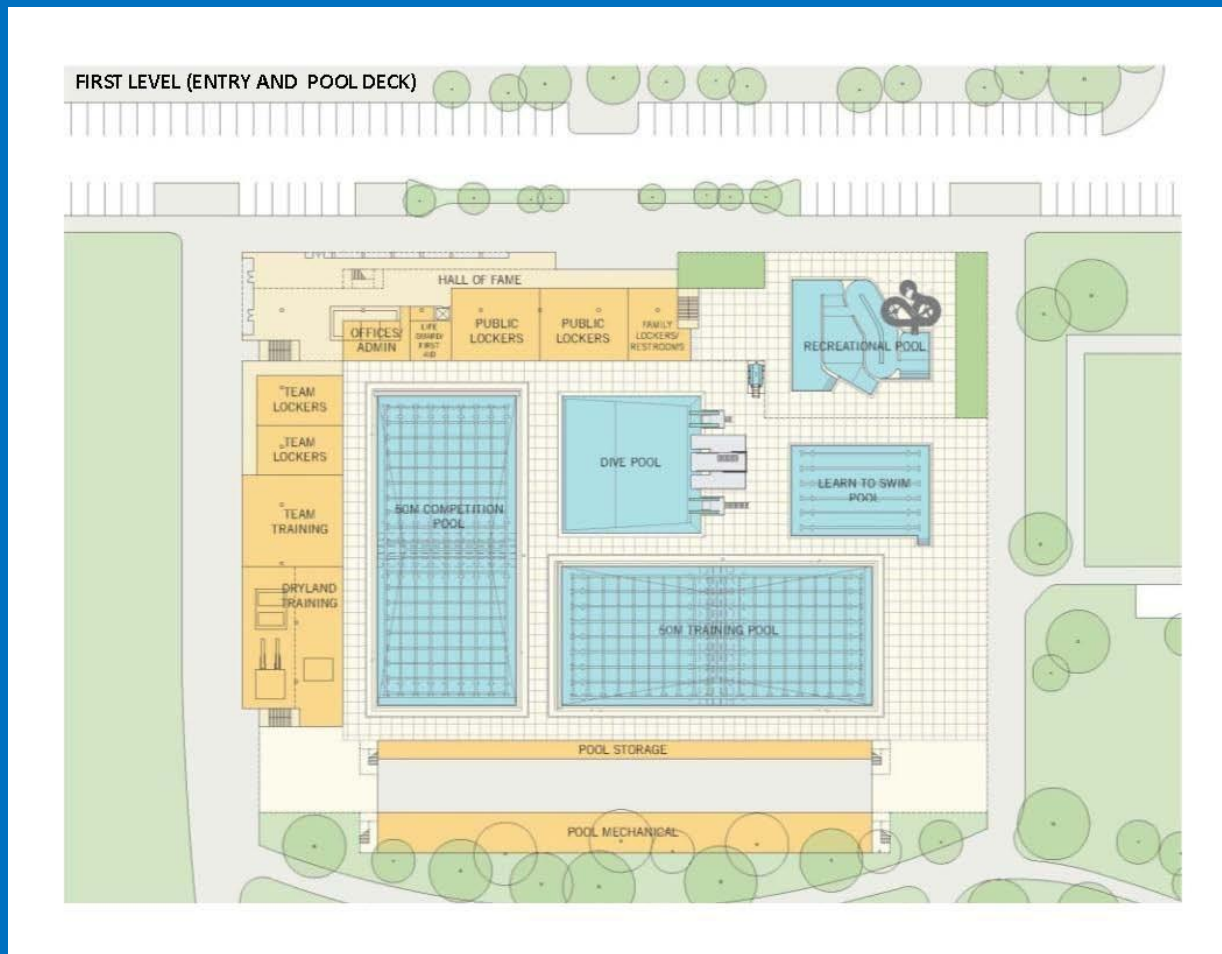


# Club Goals

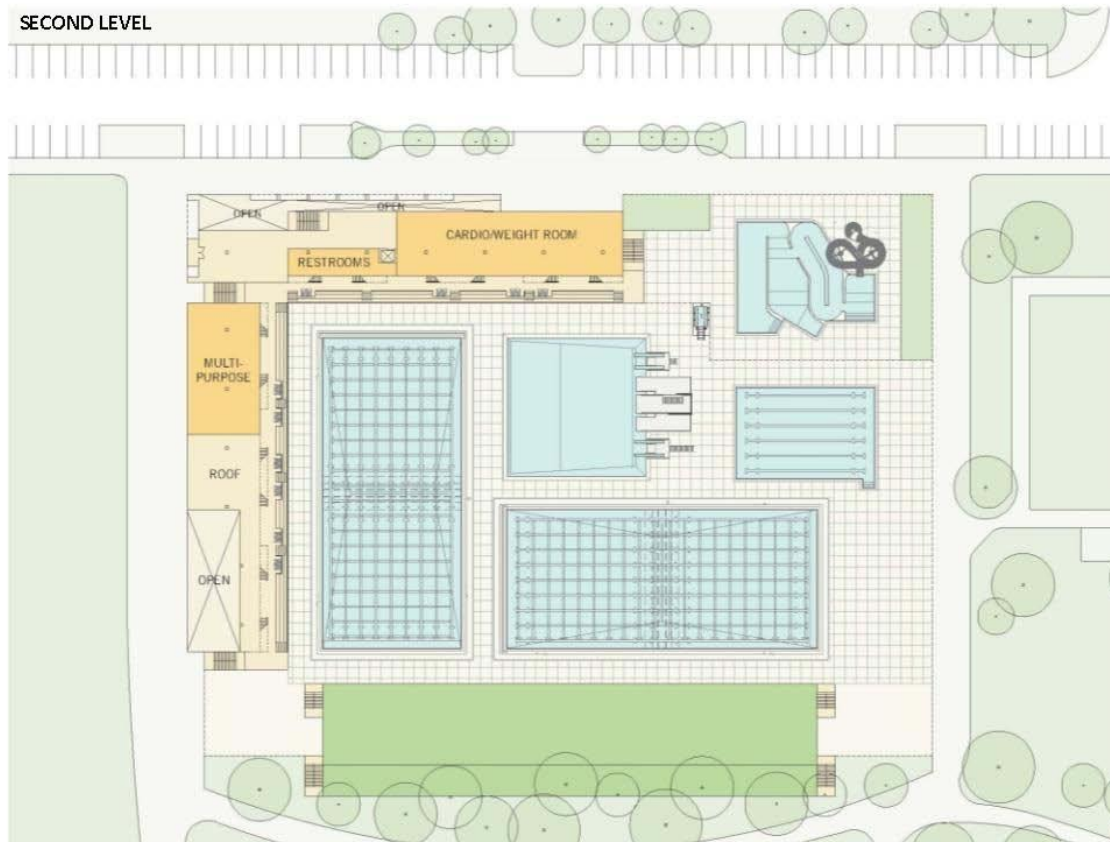
Develop the framework for a successful Capital Campaign to raise necessary funds for a new International Swim Center.



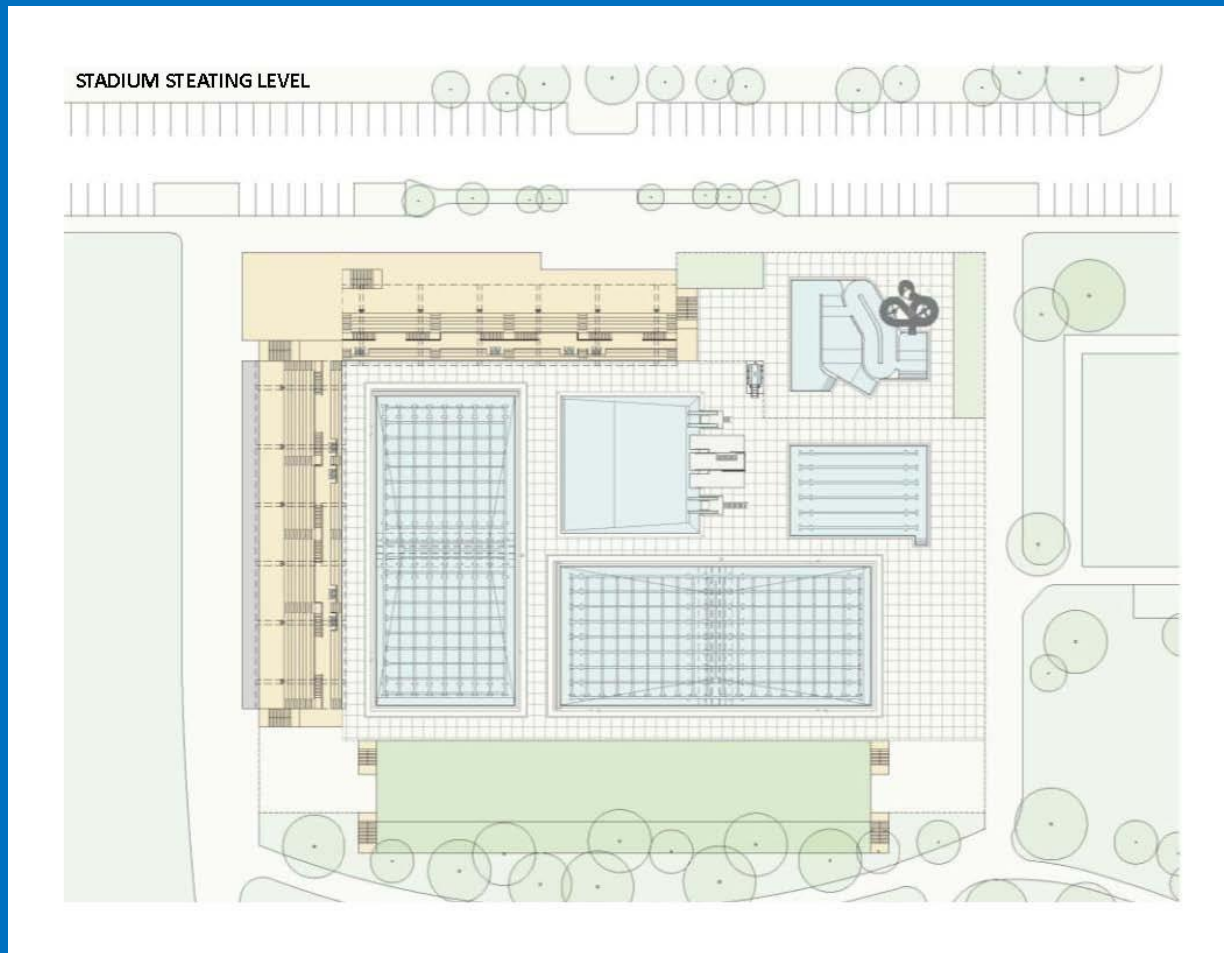
# First Level Entry and Pool Deck



# Second Level



# Stadium Seating Level













# Competitive Team Goals

- Achieve the level of success we have obtained in Pacific Swimming on the National stage for both our age group and senior level programs. (Restructured our competitive team program to increase workout availability and realigned groups to decrease group size. Set National time standards as the base of our program)
- Have SCSC represented on USA Swimming National Teams
- Develop and support a post graduate team.

# Age Group Program

- Start a coaches development program encouraging our coaches to reach top levels of USA Swimming.
- Find new streams of talents, through outreach efforts to Cabana clubs, high schools etc.
- Create camps and programs to introduce SCSC swimmers from around the country.



# Learn to Swim

- Grow and diversify our Learn to Swim programs to the capacity of running two year round locations.
- Manage all City of Santa Clara swim lessons programming.



# Developmental

- Brand and develop BELLfIT programming with the goal of netting \$175,000 by year four.



# Masters

- Create a niche for our team in open water and tri training markets
- Host local and National Masters swim meets



# Water Polo

- The first year of operation will feature a high school girl's team, comprised of female athletes between the ages of 13 and 18. Focusing on fundamentals, Santa Clara Swim Club (SCSC) Water Polo will prepare athletes to compete on the national level while developing life-long skills such as discipline, teamwork, and a strong work ethic. SCSC Water Polo will run three sessions: winter, spring, and summer.



SCSC developing champions in and out of the water since 1951.

