

ALPHA AQUATICS

“El Segundo’s Swim Team”



LANE USE PROPOSAL FOR THE OPERATION OF
EL SEGUNDO’S SWIM TEAM AT THE
EL SEGUNDO/WISEBURN AQUATIC CENTER

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Lead Contact Details:

Octavio Alesi Head Coach
Email: oalesi@gmail.com
Telephone: (310) 339-0992

Jay Mortenson Team President
Email: jpmortenson@gmail.com
Telephone: (310) 428-4547

Mark Young Board Member
Email: myoung11@aol.com
Telephone: (310) 612-4977

COVER LETTER



Arecia Hester
Recreation Superintendent
City of El Segundo, c/o City Clerk's Office
350 Main Street
El Segundo, CA 90245

Dear Arecia

On behalf of Alpha Aquatics "El Segundo's Swim Team", we have enclosed our response to the City of El Segundo's Request for Proposal (RFP) for the El Segundo/Wiseburn Aquatic Center.

Alpha Aquatics' proposal is synergetic with the city of El Segundo's Recreation and Parks mission; to provide a community aquatics program that fosters participation from all residents and visitors. Almost two years ago, Alpha Aquatics was selected by the City of El Segundo to take over operations of the struggling swim team in El Segundo whose membership had steadily dropped from 90 to 27. Since then, our first-class inclusive program has increased participation expanding to over 140 athletes ranging in age from six to eighteen. Well over 50% of our membership are El Segundo residents, with the remaining athletes living in the surrounding communities and many attending El Segundo schools.

Our aquatics program provides opportunities for the young people of El Segundo to participate in all levels of swimming, whether competing at USA Nationals, qualifying for junior lifeguards, or simply becoming better swimmers. Whatever the priority, we provide an innovative, quality program packed with fun and focused on developing swimming skills based upon our foundational values of technique, work habits and teamwork. We understand the need to engage young people and providing a safe, inspiring place to learn and play. The young people of El Segundo have a place to achieve that with Alpha Aquatics.

By way of background, Alpha Aquatics is a year-round aquatics program, primarily operating at the Urho Saari Swim Stadium (commonly known as the "Plunge"). We are a 501(c)(3) non-profit organization and a member of USA Swimming and its Pacific Committee in Southern California Swimming.

Founded in 2014 with 23 athletes, we have progressively grown to one of the premier teams in the region. Since partnering with the City of El Segundo in December 2016, we have taken the broken remnants of the previous program and created a swim program that fulfills a vital community interest of this beach community: a place where children can become water and beach safe and pursue elite level competitive swimming.

Alpha Aquatics promotes diversity and inclusion for all abilities. For example, Alpha Aquatics' coaches previously trained a para-athlete who represented the United States at international meets, and currently have a younger disabled athlete from El Segundo who is just starting to compete at para-swimming events. We aim to remove barriers that exist for young people entering

swimming and make our program accessible for all. We currently provide need-based financial scholarships benefiting El Segundo residents allowing them to participate in the program.

The City of El Segundo has strong ties to the swimming world past and present and we have inspired new enthusiasm within the community. Despite being built in 1940, Alpha Aquatics hosted the first-ever USA Swimming sanctioned swim meet at the Plunge in October 2017. In that meet, and another one in June 2018, the bleachers at the Plunge were packed to the rafters with El Segundo residents. Friends and family enthusiastically cheering while their children competed, many for the first time. Our commitment to El Segundo brings a level of excitement to the El Segundo swimming community, which is part of why we have seen such growth. We have inspired young people to try the sport and join the team. As the back of our team t-shirt states: "We are El Segundo's Swim Team." We take pride in introducing new athletes to swimming and enhancing the El Segundo community through sport.

Alpha Aquatics success, however, is not limited to creating enthusiasm for swimming. We have also created a program that has developed swimmers at the National, Junior National, Sectional, and Junior Olympic level. Our swimmers are inspired by the leadership of our Head Coach, Octavio Alesi, who is a two-time Olympian, and multiple NCAA All-American at the University of Tennessee. Octavio leads by example, an inspirational role model and experienced USA Swim Coach. Our Board President, Jay Mortenson, is an Olympic Gold Medalist, four-time NCAA Division I champion, and was recently inducted into the Stanford University Athletics Hall of Fame. With such champions leading the team, Alpha Aquatics has already set a course to foster champions of the future.

Alpha Aquatics currently provides the City of El Segundo and its residents with a local swim program that fulfills the Recreation and Parks' goals. We will continue to be focused on serving the City of El Segundo and providing the residents with an affordable and local swim program. We want to make the El Segundo/Wiseburn Aquatics Center our home and the home of El Segundo's Swim Team. Our community impact will drive leisure and competitive swimmers to the El Segundo/Wiseburn Aquatics Center. Fostering relationships with local groups and teams to run collaborative events at the pool we aim to make the swimming community the flagship of El Segundo Recreation and Parks. Bringing USA sanctioned competition to the pool Alpha Aquatics will drive revenue directly at the El Segundo/Wiseburn Aquatics Center and for local business and supporting groups.

We are excited to continue our partnership with the City of El Segundo and continue to serve its swimming community.

Sincerely,

Octavio Alesi
Head Coach

Jay Mortenson
Team President

Mark Young
Board Member

PROPOSED VISION AND PURPOSE

B. PROPOSED VISION AND PURPOSE

Alpha Aquatics' Mission Statement sets forth our vision and purpose:

Alpha Aquatics is dedicated to creating nationally and internationally recognized swimmers based upon an up-to-date training philosophy that emphasizes both conditioning and technique. Using a positive and team-orientated approach that strives to maximize each swimmer's potential as an athlete, student and citizen, Alpha Aquatics provides an environment where each swimmer has equal opportunity to succeed and where they will gain skills and benefits that will last a lifetime.

Alpha Aquatics goal:

Deliver an aquatics program addressing all the needs of all age groups and swimmers and of all abilities or skill levels. Increase participation in swimming by expanding all swim groups with year-round programming and competition opportunities.

Over the last four years, we have presented the philosophy of teaching the young athletes at Alpha Aquatics the technical skills of swimming because those skills last a lifetime, and learning those skills is the fastest and safest way to improve in the sport. It also makes them safer in a community that has the Pacific Ocean as one of its borders. Teaching those skills requires we put qualified coaches on the deck at a good ratio to students. When we initially bid for the El Segundo pool contract, we made clear that we would follow this philosophy, which is exactly what we have done. In general, we have had four or more coaches on deck almost every night at the Plunge helping our young swimmers develop in the sport.

We believe in the value of the continuity of the relationship between the coach and the swimmers. Our policy is to pay wages that allow us to retain the best coaches on staff. The wage strategy preserves the quality of our program, the stability of participant coach relationships, and ensures we retain the best staff long term. The stability of our coaches is the foundation to the relationships we build with young people, the teaching of skill and leadership we provide.

Alpha Aquatics is part of the El Segundo community. We currently serve 142 athletes, 76 of which are El Segundo residents, many of whom attend El Segundo schools and other recreation programs. To accommodate our growth and demand, we identified the need to adapt our schedule to best utilize the space we have at the Plunge. Staggering start times and being creative with group assignments allowed us to continue to reduce the ever-growing wait list and serve additional El Segundo residents. A new home for El Segundo's swim team will allow us to introduce more residents to the sport and to continue to welcome more swimmers to the team.

By moving to the El Segundo/Wiseburn Aquatics Center, Alpha Aquatics will have access to additional pool lanes, which will increase our availability to accommodate more local swimmers. The size of our program is only limited by lane space and cost. Our current growth has been wholly organic -- neighbors spreading the word about our quality program. In addition to reputation, future growth will be driven by a marketing strategy incorporating experiential events and fun days at the pool, registration and membership collateral at the Aquatics Center, and a social media and email campaign to raise awareness of Alpha Aquatics throughout the South Bay.

As part of our commitment to El Segundo, we have already successfully run two USA Swimming meets at the Plunge – the first sanctioned swim meets held at the Plunge in its distinguished history. These swim meets have been used to introduce our younger swimmers, new swimmers and their families to competitive swimming. Fostering a sense of community meets are a place to bring families together, to give swimmers a goal and provide opportunities for wider community engagement. Future swim meets are planned at the Plunge with the next on October 28, 2018. We will continue to grow our presence as El Segundo's swim team and service the community building relationships with local business and groups who support the swim community.

In addition to our community meets, the state-of-the-art facilities at the El Segundo/Wiseburn Aquatics Center will provide Alpha Aquatics the ability to host regional, state-wide and national level meets. Our coaching team and board collectively have years of experience and extensive knowledge in operating and running sanctioned meets. We are excited at the opportunity to capitalize on our global relationships in the swimming world bringing swimming associates to El Segundo. As a result, generating revenue for local businesses and wider community recognition. As an example, the 2017 CIF High School Swimming Championships in Riverside were estimated to bring in over \$650,000 to the host city. As Los Angeles prepares for the arrival of the Olympics, we intend to put El Segundo on the map as a premier destination for elite aquatic athletes.

DESCRIPTION OF EXPERIENCE

C. DESCRIPTION OF EXPERIENCE

A brief timeline of Alpha Aquatics and our Accomplishments:

2014 September	Alpha Aquatics was founded with 23 athletes.
2014 December	Alpha Aquatics sends 2 athletes to the SCS Sectional Championships.
2015 May	Alpha swimmers individually finish in top 8 at CIF 5 times
2015 July	28 Alpha swimmers compete at Summer JO's. Despite being one of the smallest teams at the meet, the team finishes 18 th place overall.
2015 September	Alpha begins practices for younger swimmers as the Bronze, Silver, Gold and Junior groups begin training. The team expands to over 50 swimmers.
2016 May	Alpha swimmers individually finish in top 8 at CIF 7 times
2016 July	Alpha sends 36 athletes to Summer JO's and finishes a surprising 9 th place overall.
2016 November	By late 2016, grew to over 60 athletes
2016 December	Voted by the City of El Segundo to take over the existing swim team at the Plunge pool.
2016 December	Alpha Aquatics sends 8 athletes to the SCS Sectional Championships.
2017 May	Alpha swimmers individually finish in top 8 at CIF 10 times
2017 May	Alpha swimmer finishes 15 th at California HS Championship
2017 July	Alpha sends 2 athletes to USA Swimming Futures Championships. At the meet, one athlete achieves Alpha's first Summer Junior National qualifying time.
2017 July	Alpha sends 50 athletes to Summer JO's and finishes 8 th place overall.
2017 September	By late 2017, grew to over 100 swimmers on the team.
2017 October	Held the first USA Swimming sanctioned swim meet at the Plunge.
2018 May	Alpha swimmers individually finish in top 8 at CIF 12 times.
2018 May	5 Alpha swimmers compete at California HS Championship.
2018 June	Held the second USA Swimming sanctioned swim meet at the Plunge.
2018 July	Re-designed the Plunge Schedule to allow more swimmers in the program.
2018 July	Alpha sends 7 athletes to USA Swimming Futures Championships. At the meet, one athlete achieves Alpha's third Summer Junior National qualifying time.
2018 September	148 swim team members, 76 of those El Segundo residents.

Team groups:

Alpha Aquatics training groups provide ability appropriate groups with a progression pathway for all our swimmers. We use this structure to ensure proper and appropriate development for each swimmer on the team. It also serves to allow us to control our growth at a sustainable pace.

- **BRONZE/Racing Development** – Started September 2015
(Recommended for ages 6 to 9)
The Bronze Group is Alpha's entry level group. Intended for young swimmers who have a basic knowledge of swimming but want to learn and develop in all the strokes and learn essential racing skills.
 - Practices four times a week for 45 minutes a practice and one 60-minute practice.
 - Swimmers are encouraged to attend swim meets if desired.
- **SILVER Racing Development** – Started September 2015
(Recommended up to age 10)
The Silver Group is intended for younger swimmers who already have experience in the sport and want to continue learning all the strokes and develop essential racing skills.
 - Practices five times a week for 60-minutes a practice.
 - Swimmers are encouraged to attend swim meets if desired.

GOLD Racing Development – Started September 2015

(Recommended up to age 14)

The Gold Group is the top-level racing development group. Intended for the more skilled swimmers who are continuing to master all the strokes and are interested in further developing their racing skills. The goals of this group range from moving up to the Junior and Senior Groups or to excel at the middle school and/or high school level.

- Practices five times a week for 90-minutes and has one two-hour practice.
- Swimmers are expected to compete in at least three swim meets a year.

Junior Group – Started September 2015

(Ages 9 to 14)

The Alpha Junior Group is intended for young competitive swimmers who enjoy training and competing year-round and who would like to do so at a higher level. The goals of this group include achieving Junior Olympic qualifying times and to ultimately move up to the Senior Development Group.

- Practices (up to) six times a week for two-hours.
- Swimmers are expected to compete monthly.

Senior Development Group – Started September 2017

(Ages 11 and over)

The Senior Development Group is a transition group that prepares swimmers coming from the Junior Group to train in the Alpha Senior Group. As the name implies, the goal of this group is to develop the younger swimmers into senior-level swimmers who will ultimately move up to the Senior Group.

- Practices (up to) six, two-hour practices a week along with dryland sessions.
- Swimmers are expected to compete on a regular basis.

Senior Group – Started September 2014

(Ages 12 and over)

The Senior Group is our top-level training group and is intended for advanced swimmers who already have experience competing at a high level. The goal of the Senior Group is to achieve Sectional and National level qualifying times.

- Practices (up to) eight, two-hour practices per week, along with dryland sessions.
- Swimmers are expected to compete monthly.

Alpha Aquatics continuously reviews the needs of our community and our program offerings. Future consideration will be given to learn to swim, private lessons, fitness and safety programs representative of our goals and in line with the El Segundo/Wiseburn Aquatic Center vision.

We have a current wait list of members, many from El Segundo. Interest in our young team is growing due to our reputation and standing in the community.

STAFFING PLAN

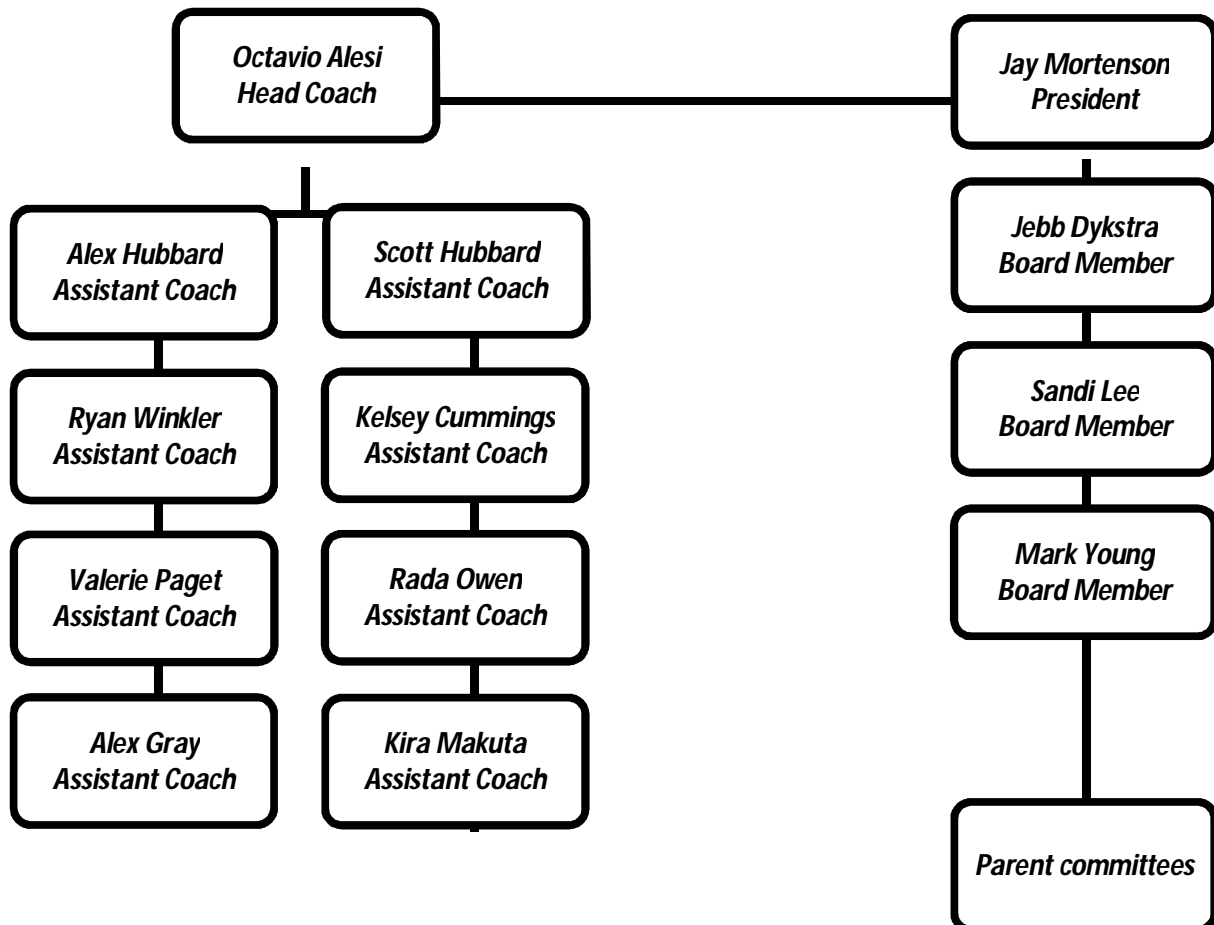
D. Staffing Plan

Our staffing program is built around our desire to be the best and to provide a quality program. Our leadership, inspired through Olympic success takes the values of sportsmanship, perseverance and work ethic and it runs through all we do.

We like to maintain a coach to participant ratio that keeps the pool safe, allows for individual and group coaching and most importantly keeps the program fun! We strive for the best quality program and attract the best coaches. Our coaching structure is designed to ensure we retain the services of our people. We pay fair wages and offer progression within our coaching groups.

Our team of coaches are qualified certified USA Swim Coaches, and all undergo additional Alpha Aquatics on-boarding training to ensure the quality of our program is maintained. Several coaches grew up swimming in the plunge and swimming for El Segundo High before progressing onto Division 1 college programs. We currently offer a pathway for local swimmers to learn coaching and continue to be part of the El Segundo swimming community. Our coaches and board respectively support Octavio and Jay's vision for the team and continue to drive Alpha Aquatics forward.

Alpha Aquatics Organizational Chart



Our Team:



Octavio Alesi
Head Coach

Achievements: Two-time Olympic swimmer, NCAA All Star Coach Octavio, competed at both the 2008 Beijing (100m Butterfly) and 2012 London (4x100m Freestyle Relay) Olympics. This is his fifth season as the founder and head coach of Alpha Aquatics.

Octavio's swimming career began at age five in his home country of Venezuela. During his high school years, he won Gold Medals at the South American and Central American Championships (2003). After moving to the United States, he continued his success earning Gold Medals (18 & under) in the 50m and 100m Freestyle at the 2005 US Long Course Nationals, becoming one of the fastest age group swimmer in America.

After being recruited to the University of Tennessee, Coach Octavio raced to a total of 15 NCAA All-America Honors and set new school records in the 100 Butterfly and as a member of the 4x100 Freestyle Relay. During his junior season, he became only the second Volunteer to complete the entire dual-meet regular season without losing a single race.

After earning his bachelor's degree in International Studies, Octavio moved to Los Angeles and joined the USC Trojan Swim Club. He participated in a total of six FINA Long Course and Short Course World Championships, reaching the Semi-finals in 2006 (Shanghai, China) and placing among the fastest swimmers in the planet numerous times. He took part and earned medals in three different Pan American Games, setting a new record in the 100m Butterfly (2007), which qualified him for the 2008 Olympic Games under the guidance of late Tennessee Coach Joe Hendee.

Octavio has always been passionate about mentoring the next generation. While in college, he was awarded SEC Volunteer swimmer of the year (2007). In Los Angeles, he served as an ambassador for the WorldFit Organization, a foundation dedicated to help reduce childhood obesity in America (2010-2012). Also in Los Angeles, he acted as supervisor for the Trojan Swim Club's outreach program (2014) where the "Learn-to Swim" program continues to benefit hundreds of children in East Los Angeles. Octavio also was an Assistant Coach for Loyola Marymount University Women's Swim Team where he coached numerous swimmers to the PCSC Championships during the 2016-17 season.



Jay Mortenson
Board President

Jay was born and raised in Madison, Wisconsin. He started swimming at age 8 with a local summer league team, and started swimming year round with a club team starting at age 9. In high school he won 10 state championships and his team won the state championship all of four years he was there. His senior year in high school he had the fastest 100 Yard Butterfly and the 4th fastest 100 Yard Backstroke in the country.

He chose to go to Stanford, where he trained with several world record holders and under Hall of Fame coach Skip Kenney. During his sophomore year he broke the American Record in the

100 Backstroke and the World Record in the 100 Meter Backstroke (short course). At NCAAs his junior year, he won both the 100 Fly and 100 Back in the same night. Later that summer he qualified for the 1988 U.S. Olympic team, where he competed in the 100 Fly and 100 Back, as well as on the Men's 400 Medley relay. At the Olympics he finished 6th in the 100 fly and 10th in the 100 back. The relay team won a gold medal and set a world record. He has lived in Los Angeles for 19 years and has 4 kids, three of whom swim for Alpha. He is a quantitative analyst for the Capital Group Companies.



Alex Hubbard
Assistant Coach

Coach Alex is originally from Phoenix, Arizona. Her passion for swimming began at age nine when she joined her local club team, Desert Aquatics. She continued to swim year-round for Desert Aquatics through high school, where she was an All-American and State Champion team member. While a high school student, Alex began coaching the 8 & Under group for her club team. She learned then that she found coaching and helping others very rewarding.

After high school graduation, Alex moved to Los Angeles in search of a milder climate, attending Loyola Marymount University. She competed all four years at LMU under Bonnie Adair and Clay Evans, and was captain her last two years. During college, she worked for a novice swim lesson program, Aqua Pro Aquatics, run by her college coaches. After graduating with a degree in English, she stayed in Los Angeles and began coaching for Team Santa Monica in 2005 (in addition to running the Aqua Pro program). As head age group coach for Team Santa Monica from 2006-2010, Alex coached numerous nationally ranked 12 & Under swimmers (including a number one ranking). She also represented Southern California Swimming as the 11-12 girl's coach at the North American Challenge Cup (NACC) meet for 3 years (06-09).

Coach Alex coached at Westside Aquatics from 2010-16 as well as at Palisades High from 2012-16. She began working at Alpha in 2017.



Scott Hubbard
Assistant Coach

Scott Hubbard was born in Edina, MN. His first aquatic experience began at the age of 6 months, when his parents enrolled him in water baby classes. Scott showed proficiency as he grew, and by age 8 had ascended to the top of the swim lessons program.

Scott transitioned into competitive swimming and immediately took to the sport with many early successes. In 1984, at age 12, Scott's family moved to Sacramento, CA where Scott joined legendary Hall of Fame coach Sherm Chavoov of the Arden Hills Swim club. Sherm had coached numerous Olympians including Debbie Meyer, Mark Spitz, Mike Burton and, most recently, Jeff Float who was a member of the 1984 4 x 200 "Gross Buster" relay. Scott's swimming career accelerated under Sherm and by his Junior year in high school he was among the top college prospects in mid-distance freestyle. As a 16 year-old Scott broke the Junior National record in the 200M free with a time of 1:51.64 and attended his first Olympic Trials for the 1988 team. A year later he broke another Junior National record in the 400M free with a time of 3:56.56.

Scott then moved to California Capital Aquatics for his final year of high school and trained under Coach Mike Hastings where he placed 2nd at winter nationals in 500 free (4:22:83) and accepted a scholarship to swim at UCLA.

Scott swam for the Bruins for 3 years, until the men's team was cut due to Title IX. Scott elected to retire from swimming rather than transfer from UCLA with one year of eligibility remaining. After graduation, he became an assistant coach at Team Santa Monica, coaching distance freestyle to the Senior and Senior Development groups, as well as coaching masters for SCAQ, LMU and UCLA.



Kelsey Cummings
Assistant Coach

Kelsey Cummings is originally from El Segundo and began swimming at the Urho Saari Plunge at the age of 6. She excelled as a swimmer under Bob Gillett and Mark Schubert at Golden West Swim Club and El Segundo High School. In high school, she led El Segundo to a CIF championship, qualified for the Olympic Trials in multiple events and eventually made the junior national team.

Kelsey accepted a scholarship to the University of North Carolina at Chapel Hill and qualified for the NCAA championships. She transferred to the University of Michigan and swam alongside multiple Olympians. Kelsey finished her career at the NCAAs in 2015 and graduated with a degree in Biopsychology, Cognition and Neuroscience. Additionally, while in Michigan, Kelsey coached for Club Wolverine and the University of Michigan Swim Camps.

She has returned home to work on the beach as a Los Angeles County Lifeguard. As a lifeguard, Kelsey has achieved success as the 2017 Ironwoman national champion and became the second woman on the coveted Taplin Bell. She has continued to compete internationally and claimed silver in the surf race at the 2016 World Lifesaving Championships in Noordwijk, Netherlands.



Ryan Winkler
Assistant Coach

Ryan biggest strength has always been his devotion to his teams and to the water. After watching the 2004 Summer Olympics, he joined the YMCA Swim Team at age 8 to improve his swimming skills and conditioning while he played water polo for South Bay United. When his family moved to El Segundo, he swam with the El Segundo Sea Turtles under Jim Makuta. He later joined the La Mirada Armada.

He graduated from El Segundo High School in 2015, where he swam and played water polo all four years. His junior and senior years he was voted most valuable swimmer. He competed in freestyle, backstroke and butterfly, and was always a part of relays.

At El Camino College, he continues to both swim and play polo. Last year he was a starter on the polo team and was named second-team all-state. He also had an excellent season on the swim team.

In 2015 Ryan started life guarding for the City of El Segundo at the Plunge, where he still works. In addition to his lifeguard duties, he teaches both group and private swim lessons to all ages.

His greatest joy comes from seeing the excitement of the young kids as they begin their careers in swimming, and he feels this is his opportunity to give back to the community that supported him on his own journey.



Alex Gray
Assistant Coach

Alex Gray was born in Birmingham, Al. He started swimming at a young age at a local country club. He swam in the summers there until he was 10 years old and decided he wanted to try other sports. He got back into the sport and started swimming competitively at age 16, competing at a local YMCA. He went on to win the high school state swim meet in the 50 free senior year and earned a scholarship to swim for The University of Alabama.

In college, he was surrounded by competitive and talented swimmers, and he improved quickly. During his 4 years, he enjoyed many individual successes, and become a staple on relays. He won an SEC title in the 4x200 Freestyle Relay and earned first team All American status with a 4th place finish at NCAAs with the same relay. He graduated with BS in Business in Marketing. In 2017, he served as the head coach of Greystone Golf and Country Club, the same team he grew up. He recently moved to California where he is currently swimming as a professional in the senior group as well as coaching at Alpha Aquatics.



Rada Owen
Assistant Coach

Rada Owen was born and raised in Richmond, Virginia, where she began her swimming career at the age of 5. She is a graduate of Auburn University where she swam as a member of one of the top swim programs in the country. While there she held numerous team records, was a six-time Southeastern Conference champion, a fourteen-time All-American, and was key in developing a national championship-winning team.

She competed for the United States in several international competitions, including the 2000 Olympic Games in Sydney, Australia.

Her technique is the basis for the swim clinics she has run around the world. She lends her stroke demonstration to the "Swimming Faster Freestyle" DVD series and has been the focus of magazines articles depicting her form. She retired from competition in 2003, and now occasionally competes at Master's meets.



Kira Makuta
Assistant Coach

Kira was born and raised in El Segundo and she graduated from El Segundo HS in 2014 with a 4.0 GPA. While at El Segundo HS she lettered in swimming all four years and was the team MVP her sophomore, junior, and senior years.

She chose to attend the University of Hawaii where she was a four time conference all-academic selection. Her best events were the 200 and 500 free, along with the 200 fly.



Valerie Pagett
Assistant Coach

Valerie Pagett brings over ten years of coaching experience to ALPHA Aquatics. Originally from South Bay, she started with a small swim club in Hawthorne before quickly transitioning to Swim Torrance (formally known as SPPY).

Starting a little later than most at the age of 13, Valerie quickly excelled as an athlete and went on to qualify for Junior Nationals at the age of fifteen. Specializing in breaststroke, she was able to compete at the international level for several years in high school before joining Trojan Swim Club.

Under the guidance of Dave Salo and Staciana Stitz, Valerie went on to receive a full scholarship at the University of Hawaii. She competed all four years and finished her career at Senior Nationals in 2012. She received many awards both academically and athletically during her time there, including Rookie of the Year, Most Inspirational, Dean's List honoree, and Student-Athlete Academic Honors from 2008-2012. She was also voted team captain her senior year by her peers.

Swimming in Hawaii also equipped her for long distance open water racing. The competitive environment taught her how to race without limits and leave everything in the pool. Having swam for many talented coaches, Valerie internalized what she learned over the years and brings to ALPHA only the qualities that helped her to succeed. She also participated in many swim studies produced by the famous swim scientist, Jan Prins. She has coached countless swim camps either as a volunteer or a paid specialist.

RENTAL NEEDS AND OFFER

E. RENTAL NEEDS AND OFFER

Alpha Aquatics Bid Proposal:

Our proposal offer is determined by long term strategy for financial sustainability and to enable us to continue running an accessible and affordable program. We are interested in entering into a multi-year contract to secure lane use. We would like to work in cooperation with the high schools and other water sports teams and pool users to maximize pool utilization.

PROPOSED START DATE: IMMEDIATE

PROPOSED CONTRACT TERMS: FIVE TO TEN YEAR TERM

FIRST OPTION:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning		5:30am to 7:00am		5:30am to 7:00am		8:00am to 10:00am	
Number of Lanes		3 TOTAL 3 lanes - competition pool		3 TOTAL 3 lanes - competition pool		13 TOTAL 10 lanes - competition pool 3 lanes – teaching pool	
Afternoon	4:00pm to 5:00pm	4:00pm to 5:00pm	4:00pm to 5:00pm	4:00pm to 5:00pm	4:00pm to 5:00pm		
Number of Lanes	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool		
Afternoon	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm		
Number of lanes	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool		
Rate per hour	\$10	\$10	\$10	\$10	\$10	\$10	
Rate per day	\$300	\$340	\$300	\$340	\$300	\$260	

**We would like all four teaching pool lanes; however, it appears only three lanes are suitable for lane swimming due to the ramp in one lane*

SECOND OPTION:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning		5:30am to 7:00am		5:30am to 7:00am		Flexible 2 hour slot to suit pool schedule	
Number of Lanes		4 TOTAL 4 lanes - competition pool		4 TOTAL 4 lanes - competition pool		13 TOTAL 10 lanes - competition pool 3 lanes – teaching pool	
Afternoon	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm	5:00pm to 6:00pm		
Number of Lanes	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool	17 TOTAL* 14 lanes - competition pool 3 lanes - teaching pool		
Afternoon	6:00pm to 7:00pm	6:00pm to 7:00pm	6:00pm to 7:00pm	6:00pm to 7:00pm	6:00pm to 7:00pm		
Number of lanes	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool	13 TOTAL* 10 lanes - competition pool 3 lanes - teaching pool		
Rate per hour	\$10	\$10	\$10	\$10	\$10	\$10	
Rate per day	\$300	\$340	\$300	\$340	\$300	\$260	

**We would like all four teaching pool lanes; however, it appears only three lanes are suitable for lane swimming due to the ramp in one lane*

Lane Rental summary:

Weekly basic: \$1,740 Per suggested practice schedule
 Annual basic: \$87,000 (50-week practice schedule)

Anticipated additional lane rental income by years 2 - 3:

\$8000	4 x 2 day meets, 2 x local invite meets 2 x Alpha intra-squad meets
\$250	Annual community fun day with USA swimming foundation
\$6,000	Summer camp 4 x 3hr 5 half day programs

Rental notes:

- Price: \$10 per hour/lane.
While this is more than the area pool rates for local non-profit organizations, \$10 per hour/lane is a fair and sustainable rate for a locally based non-profit organization. This cost would hopefully limit any potential raises in member’s dues that would otherwise be needed to cover any larger increase in pool expenses. This lane rate facilitates Alpha Aquatics to continue to expand our program and use revenue to reinvest in our infrastructure user benefits.

Comparative lane rates (all quotes are per lane per hour):

Pool	Plunge	Santa Monica	Culver City	Los Angeles	Hawthorne
Lane Rate \$	\$5	\$7	\$6	\$7	\$6

- Weekday Requests: Monday through Friday from 4 p.m. to 6 p.m., or if that interferes with school use of the pool, 5 p.m. to 7 p.m.
 - For the first hour, we are requesting 17 lanes. For the second hour, we are requesting 13 lanes. As part of our lane usage, we would request 3 lanes in the teaching pool for both hours. We are requesting 3 lanes because it appears that the fourth lane has a ramp and might not be conducive to lap swimming.
- Saturday Request: 13 lanes from 8 a.m. to 10 a.m. or whatever morning two-hour time block works best with the facility. Ten lanes in the competition pool, and 3 lanes in the teaching pool.
- Tuesday/Thursday morning: 3 lanes from 5:30 a.m. to 7:00 a.m.

We are flexible as to whether the pool is set up for either short course or long course usage. If the pool is set up long course, we would request 6 lanes, and we would still request the three lanes in the teaching pool.

We are willing to work with the El Segundo/Wiseburn Aquatic Center to maximize the pool usage and work in agreement with other users.

Alpha Aquatics Hosted Swim Meets at the El Segundo/Wiseburn Aquatic Center:

Over the last two years, Alpha Aquatics has successfully hosted several swim meets at the Plunge and we are scheduled to host one at LMU. With the larger pool and increased deck space, we envision hosting regular meets at the El Segundo/Wiseburn Aquatics Center.

The state-of-the-art facility can host all levels of meets, including regional and national level meets. We can certainly imagine a time in the near future where we are hosting regional and championship meets at the Wiseburn Aquatics Center that attract 1,000+ athletes. These meets are not only a great advertisement for the City of El Segundo and its amazing facilities, but it would be a substantial economic boost to nearby hotels, restaurants and businesses.

REFERENCES

F. References:

Company **Loyola Marymount University**
Contact Marley Abbott
Email: lmuaquatics@gmail.com
Telephone: 562-304-6473

Ms. Abbott is the Aquatics Manager for Loyola Marymount University. Ms. Abbott is responsible for the day-to-day schedule of the LMU pool and has worked with Alpha Aquatics on a monthly basis scheduling pool events and practice times.

Company **City of El Segundo**
Contact Meredith Petit, Director of Recreation and Parks
Email: mpetit@elsegundo.org
Telephone: 310-524-2880

Ms. Petit, please add any endorsement or relevant information in this space.

Company **Parent on team**
Contact Leonard Koike
Email: lmkoike@gmail.com
Telephone: 310-529-7941

Company **Parent on team**
Contact Philip and Susanne Shimon
Email: philip.shimon@gmail.com
Telephone: 310-210-6758



Summary:

Alpha Aquatics provides El Segundo residents with an affordable elite swim program. Our goal is to continue to provide that service for the community and grow participation in swimming. We are a non-profit organization – nobody makes money from our activities. The revenue generated from our fundraising is re-invested in the team and providing scholarship funds for swimmers.

Alpha Aquatics' low risk proposal continues to foster the relationship already established with the City of El Segundo and the community whilst providing growth opportunities and revenue generation for the Aquatics center and wider community.

Alpha Aquatics key takeaways:

- **Sustainable long-term financial model**, we don't over promise only to re-negotiate later. Transparency is core to our values, our expenses are limited to coaches' salaries, pool expenses, insurance and workers compensation.
- **Quality coaching**, our premium coaching team and program incorporates technical skill learning to teach the fundamentals and set swimmers up for success
- **Progressive inclusive swim program**, we promote diversity and welcome all, using our non-profit status to remove barriers enabling swimmers access to an elite swim program
- **Scalable growth strategy and quality assurance controls**, we have the infrastructure, processes, board and parent committees to protect our program and future development
- **Community team endorsed once by the City and validated by the El Segundo residents**, we have proven our commitment to the City of El Segundo. With a world class facility, we will make the El Segundo swim team a flagship part of the recreation and Parks program
- **More than a swim team**, the wider impact of our program includes the benefits of life lessons associated to being part of a team. Alpha Aquatics has become a vibrant part of the El Segundo community bringing together families, businesses and inspiring a revival of a swimming community.

In 2016 we were excited by the partnership with the City of El Segundo and our vision has not changed. Alpha Aquatics will continue to honor our promises and trust the City will support us with a home for the El Segundo Swim Team in the El Segundo/Wiseburn Aquatics Center.

If we can provide any further information to support our proposal, please do not hesitate to reach out to any of the lead contacts.