



PRINCIPLE: The people that operate the facility should play a role in its design.

It was just a case of opening night jitters.

The years of visioning, planning, fundraising, debates — it had all led to this. Now, surveying her spectacular new aquatic center the night before it opened, the facility manager took a deep breath. The stage was set; her team was trained and ready. The butterflies flew away.

The operations manager is a critical piece to the design and execution of an aquatic center. Including the manager from the very beginning — and then properly educating his or her facility staff — will set the stage for increased efficiency and long-term success.

Counsilman • Hunsaker understands the value of an inclusive design and implementation process. And, we provide hands-on, participatory training on-site to prepare for opening day and beyond.





PRINCIPLE: Aquatic design is the art of the impossibly inspiring.

“You could use a vacation,” his agent said. So the novelist, jumpy and fretful about his unwritten pages, booked a short trip, if only to prove the agent wrong. But now, calmly staring at the edge of a pool that edged the endless ocean, that edged the endless sky, the writer had an idea.

People are drawn to water. And they draw inspiration from water. Aquatic design is the art of bringing that inspiration to the surface. You only get one shot at creating what can be an amazing experience. To do that you need a process that is inspired.

Councilman • Hunsaker has been pioneering and growing the aquatic design industry for over 45 years. We've done it so you don't have to. We'll help you make the decisions that create inspiration.





JUST FUN

PRINCIPLE: Aquatic design isn't just about aquatic design; it's about people.

“What should we do first?”
asked dad. He looked down at the
8-year-old twins, their eyes as big
as saucers. The new water park
had only been open for two days
and for the last 48 hours he'd heard
nothing but begging. Now, facing
their greatest adventure, they were
stunned speechless.

Your first step into a well-designed aquatic facility should feel like an unscripted adventure. It will if the design is perfectly executed to meet the needs of every swimmer — from mom and toddler to competitive swimmer — and everyone in between.

At Counsilman • Hunsaker, user experience is a fundamental principle of every single design — and it's your competitive advantage of working with a recognized leader.





BLAST OFF

PRINCIPLE: Aquatic recreation makes life worth living.

“Hey Grandma, did the blast get you?”

He'd been down the slide 1001 times, at least. Each time varying his position to try and make a bigger and better splash. Grandma clapped and cheered happily from her dry deck chair at the edge of the pool. “Almost got me that time,” she shouted, “blast off again!”

Building an aquatic center is not just about making a short-term splash. It's about long-term enjoyment for the whole community. However, it can be difficult to quantify the value of this experience in the face of its hard costs.

Councilman • Hunsaker understands community budget pressures. We can help you assess the tangible and intangible value of an aquatic center, and provide you with the research and support you need to make your case.

