**Project Background:**

The competitive swimming community in New York would like to regain access to practice facilities during the COVID pandemic.  With swimming being a low risk for the spread of the virus, swimming advocates feel strongly that the swimming programs can reopen safely and still provide for the physical and mental wellness of students. There has been inconsistent application of precautionary restrictions for aquatic facilities thus making it difficult for

It is believed that a single resource could more effectively advocate on behalf of the sport, swim clubs/teams and facilities with the different levels of government organizations and agencies.

**Project Scope:**

This role would lead the following activities:

* Establish relationships with the key leaders within government organizations and agencies
* Work with the Niagara LSC (and possibly others in NYS) to create a communication mechanism within each of their swimming communities
* Develop a common message for gaining safe access to pools for swim programs across the region
* Consolidate and prepare safe pool access resources
	+ Metrics on successful safe track record in managing COVID infection rate
	+ Safe Operating Plans for swim practice
	+ Communication campaigns templates for clubs to use with school districts, college and community pools (letter writing campaign, news articles
	+ Supporting materials from other resources such as other LSC’s, CDC, SwimSwam, etc
	+ Represent the swimming community in meetings or discussions with key leaders or prepare others to attend the meetings with a consistent message

**Potential Cost:**

Average salary for this type of role is $100,000 in a full-time capacity.  This could be lower for not-for-profit focused initiatives compared to a “big business” effort such as energy, pharma, etc.  The compensation could also be in the form of a 1099 or contractor relationship which could be at a rate of $25-50/hour depending on the experience of the contractor.

**Role Profile:**

Ideally this person should have experience in navigating government organizations and understand who and how to make contact with the decision makers of aquatics activities and facilities.  They should have knowledge of competitive youth swimming but if not at least knowledge of competitive youth sports in general.

With most swim clubs and teams being 501 c3, they should be versed in allowed advocacy activities including:

* Efforts to make an administrative agency of the government change its policies, rules or regulations, or to adopt new ones, are not considered lobbying.
* Target a political executive (e.g.: a mayor or governor) so long as they are not being asked to promote, discourage or veto legislation.
* Develop a general policy position directed at issues as long as the issues have not been reduced to a specific legislative proposal.
* Testifying before a legislative committee on a matter for which the organization has received a written request from the committee to testify.