



**JUDGES' COMMENTS:**  
"Great growth,  
great mix of facilities."

## BEST INDOOR/OUTDOOR FAMILY AQUATICS CENTER (Class 12)

Denton Aquatic Center, Denton, Texas

**A**s a year-round, indoor/outdoor facility, the Denton Aquatic Center in Denton, Texas, expects a lot from its lifeguards. The center serves a wide variety of patrons, including seniors, school kids with the Denton Independent School District, the adaptive aquatics community and families.

To ensure its staff is up to par, Denton provides free training to candidates who make it through the interview process. This training includes city policies, customer service, review of basic certification, training in waterpark guarding and physical conditioning. Besides regular in-service training each month, lifeguards also receive audits and one-on-one meetings with managers. Pool operators are all AFO-certified, and attend conferences and workshops. They are trained in slide maintenance, repair, heater maintenance and the like.

To attract the best staff, it's important to have a reputable image. So Denton's marketing includes everything from traditional print and broadcast to catalogs, community calendars, coupons, posters, guides, direct mailings, and e-mail blasts. In addition, the center partnered with a local fast-food restaurant, Sonic, to create a two-day promotional event at the aquatics facility, featuring a DJ, contests and dunk tank. Both businesses gave out cross-promotional discount coupons for each other. Result: double the regular attendance, which helped the center offset a negative effect from a bad-weather day.

This type of marketing also was used to attract an additional 150 staff members when the facility shifted from seasonal to year 'round. The program created a surplus of applicants each year, giving the facility flexibility to hire the most qualified people — and maintain its reputation for excellence. — *Rin-rin Yu*

**FACILITY HIGHLIGHTS:** Host of Therapeutic Recreation Camp and Denton County Special Olympics for adaptive aquatics swimmers • Extensive TV, newspaper, calendar, magazine, Web, movie screen, billboard and direct-mail advertising • Denton Parks Foundation actively solicits donations to fund programming and features for the center

**FEATURES:** 1 indoor pool • 1 outdoor pool • 1 leisure pool • 1 lazy river • 5 water slides • 2 diving wells • 4 diving boards • 5 water playgrounds • 3 water toys

**PROGRAMMING:** Learn-to-swim • Diving • Lifesaving • Water aerobics • Water yoga • Competitive swimming • Water polo • Water therapy • Scuba • Snorkeling • Canoeing • Kayaking • Adaptive aquatics

