

SWIM ONTARIO

VISION 2020: LEAD – MOTIVATE - PERFORM

From the desk of Dean Boles



August 1, 2020

Town of Aurora

Dear all,

Swim Ontario was pleased to contribute to the feasibility study recently conducted by ISG for the Town of Aurora. Swim Ontario is excited to know the Town of Aurora is interested in expanding its current Aquatics facility.

The impact of a 50m pool to the Town of Aurora and surrounding area would add great value and service not only to the residents of the town also reaching out to the greater York Region and other Ontario communities. All swimming and aquatic activities are essential for a healthy, growing and vibrant community such as the Town of Aurora. Swim Ontario believes swimming is a life-long sport and we know along with our sport and recreation partners, aquatic activities promotes life skills second to none.

A 50 metre pool in the northern York Region is a priority for both Swim Ontario and Swimming Canada given approximately 800,000 people live in the communities of New Market, East Gwillimbury, Stouville, Uxbridge, Richmond Hill, Vaughn and King City who would reap the benefits of a facility such as this.

A 50 metre event facility with easy highway access for 75% of the Swim Ontario's 20,000 swimmer membership who seek competitions regularly would be an attractive location for regional and provincial championships.

As we understand shovel ready projects with the support of Government of Canada in partnership with provincial and municipal infrastructure opportunities as part of the healing process post COVID, Swim Ontario along with Swimming Canada see the time is perfect. The potential will leave a legacy for decades to be proud of, recognizing the Town of Aurora as an aquatic recreation and sport destination and the positive impact experienced by the growing community.

Swim Ontario and Swimming Canada is very excited with the prospect of this proposal to help continue to grow the sport of swimming as well grow the economic impact to the community. Please let us know how we can assist the Town of Aurora moving forward.

Regards

Dean Boles
Chief Executive Officer
Swim Ontario
dean@swimontario.com