



## MAVERICKS WATER POLO

Aug 31, 2020

Mayor Tom Mrakas  
Town of Aurora

Dear Mayor Mrakas,

On behalf of the Mavericks Water Polo Club, I'd like to express excitement and support for the development of a new competition pool in Aurora. As an aquatics sport organization in Ontario, fresh water is welcome news!

Water polo is a fast, fun fitness-oriented sport that can easily grow to be an anchor tenant in the right facility. As an idea of the kind of activity a water polo club can support, in going from start-up to ~ 50 members, a club would likely need 10-15 hours of pool time across 4-6 days per week. Obviously, as membership rises, pool time needs increase.

Over the past decade, following a strategic shift in our operation, The Mavericks have grown from a club of about 60 to one that reached more 200 members prior to Covid-19 closures. We serve an active membership of girls, boys, men and women... ages 7-40 with most of our players falling in the 10-20 age group.

I believe the development strategy that has seen The Mavericks grow to the #1 club in Canada (2019) is one that can be successfully adopted by other groups. I would be happy to offer counsel to the board of a new club in the area and to share some of the tactics that have worked well for us. And would reach out to our network to help find a local champion interested in building a club in Aurora.

In closing, I'd like to restate our enthusiasm in support of the idea of a new competition facility in Aurora. If I can offer any additional information as you consider your options, please feel welcome to reach out.

Best regards,

Brad Myers  
President  
Mavericks Water Polo Club  
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