



IT'S IN THE WATER

DECEMBER 2020

It's In The Water: Case for Support

Proposal for Philanthropic Support

WHO WE ARE: For over a century, the Old Town Hot Springs' (OTHS) unique facilities and its staff have provided the local community with needed health and wellness programs as well as providing a community meeting place. Our mission is to be the non-profit center for health and wellness providing recreation and education in aquatics and fitness for our members, guests and community.

OTHS is a 501(c)3 nonprofit organization, focused on providing family-friendly health and wellness benefits. Our offerings are unique in the community because the water, pools and fitness facilities are all in one place. As a result, we have become the center of Steamboat Springs' famous sense of community.

The Heart Spring is the source of all the healing mineral water in our eight pools, naturally pumping 220 gallons per minute out of the ground like an artesian well without the use of man-made pumps. Today, the facility has grown into a multi-use complex featuring hot soaking pools, eight lap lanes, 2 kiddie areas, an aquatic climbing wall, massage therapy opportunities, childcare, and a fitness center with classes, cardio equipment, and weight rooms. In 2007 two new 225-foot waterslides with splash pool, a 3,000 square foot hot activity pool and 2 spas with jets were added.

In the past ten years, annual visits have increased significantly from 100,000 to 300,000, and will continue to increase, as the population of Routt County is expected to grow more than 42% over the next 15 years.

Experiencing and anticipating this growth, OTHS has done everything possible to maintain a quality facility delivering quality service, even as it has become increasingly challenging to do so. It is time for Old Town Hot Springs to undertake expansion and remodeling efforts to be able to continue providing quality facilities and programs for all members and guests.

CURRENT USERS

Residents/community

The city of Steamboat Springs, CO, currently has 12,000 residents. The Old Town Hot Springs has 5,000 members. We are the pool for the City; however, we receive no dedicated funding from the City. We are the only public water facility in Routt County. We consider ourselves an essential recreational facility to our residents and visitors to Steamboat Springs.

Steamboat Springs is a very active community and our facility is always busy. Our current usage demographics for the water areas include: recreational/fun water users, lap/leisure swimmers, therapy swimmers, masters competitive swimmers, swimming lessons, swim teams and outdoor water slide users.

We are committed to partnerships that align with our overall mission and provide benefits to the community. We are thankful for the community partnerships that allow us to further our goal of providing quality health and wellness opportunities to all members of the community regardless of age or financial status. We strive to ensure that all residents have equal access to our resources and services. In 2018-19, we responded to over 175 requests for donations from forty different non-profits, resulting in 3750 individuals receiving free or reduced entry at a donated value of \$78,000. Some of our largest partnerships include:

- Routt County School District: Throughout the school year we welcome Routt County school children for swimming, sliding and fun. Last year we hosted more than 1000 visits from elementary through high school students who came and enjoyed the facilities in various ways. Elementary classes come spring and fall for a variety of water activities, competition and swim lessons. Almost 350 middle and high school students come for competition in the Cardboard Classic Event, combining science, math and fun. High school PE classes come to learn water activities and the high school football team has used the hot pools to heal after big games. Area day camps and after school programs, as well as area pre-schools, enjoy fun and swimming lessons throughout the year.
- STARS (Steamboat Adaptive Recreational Sports) – For several years, we have provided free and reduced rates for the STARS clients to enjoy recreational opportunities in the water.
- Horizon's Specialized Services – For many years Horizon's clients have enjoyed our facilities at no charge. In 2018, we welcomed adults with cognitive disabilities

for over 1000 visits, providing them with opportunities for community integration while they enjoy restorative, therapeutic healing in our mineral pools.

- There are more than 100 kids on the swim team and 1000 swim lessons are given annually.

While it is impossible to gain exact numbers of individuals that have benefited from using our facility, we can safely say that the 5000+ members as well as the many visitors who come through our doors, leave a little healthier, physically and mentally, than when they arrived.

Visitors/guests - As a resort destination, Steamboat Springs regularly attracts many visitors each weekend during peak summer and winter seasons. Many weekends, 2000-3000 guests visit our facility. The majority of our guests and visitors come to soak in the world-famous hot pools, utilize the lap pools for recreational and fun swimming and ride the water slides.

LET'S MAKE HISTORY TOGETHER

We invite you to become a stakeholder in this capital campaign to build OTHS so that it is ready for the future. Our community is richer for your support of our vision. To undertake these initiatives is a substantial challenge for Old Town Hot Springs. In recent years, we have successfully funded daily operational needs and minor improvements through existing revenue streams such as memberships and admission fees. Going forward, we need to fund *It's in the Water* projects through philanthropic giving from friends and other contributors who we will involve in the campaign –something we have not done before. The water provided from the heart spring is a gift to the community and as stewards of this gift, we must take care of it. We welcome your thoughts and suggestions and invite you to join us to make history together.