Adam Nelsen, Aquatics Director, City of Benton, Arkansas

Shark Attack: How to take a bite out of your community by creating your own summer swim league?
2018 ARPA Sports Program of the Year

REGISTER NOW!
Who is Daddy Shark?

• Aquatics Director for the City of Benton, Arkansas
• Competitive swimmer at all levels of the sport
• Head Coach for the Central Arkansas Swim Club Racers
• 2014 Arkansas Swimming Hall of Fame Inductee
• 2017 Arkansas Swimming Age Group Coach of the Year
• 2018 Arkansas Recreation and Parks Association (ARPA) Professional of the Year
• Arkansas Swimming Age Group Chair
• ASCA Level 3 performance coach
Creative ways to stage a Shark Attack

• Traditional Summer Swim Leagues
• Politics
• Soccer Moms
• Blastball
Why did our Sharks get Hungry?

• New facility means teaching people how to swim
• Drowning prevention in a new format
• Need to participate locally
• We can create our own rules and regulations
• Mentor and develop coaches
• Inclusion of all participants
• We wanted something more FUN!
Who let the Sharks out?

• Create a progression for free swim lessons to other aquatic programs
• Increase numbers back into swim lessons
• Increase numbers into local swim clubs
• Increase numbers into high school programs
• Increase numbers into other aquatic special events
What kind of Sharks are we talking about?

• 2017
  • 62 registered
  • $4,455 revenue

• 2018
  • 130 registered
  • $8,745 revenue

• 2019
  • 160 registered
  • $12,500 revenue

• Reach all socioeconomic groups and skill groups
  • Price
  • Discounts
  • Ages
  • Abilities
How we took a bite out of the community?

• Relaxed rules and regulations
• Multiple practice options and creative team socials
• Energetic and engaged coaches
• Reduced burden on facility – Swimmingly product
• Fun meets and over the top championship meet experience
• Huge Awards
  • Mako, Hammerhead, Whale, Great White, Megalodon
Why are Shark Attacks important?

• Reach and inspire new people to participate in aquatics
• Increased accessibility of adaptation in swim programs
• Broader community engagement
• Introduction to advanced coaching styles for younger instructors
Questions?

- THANK YOU!!!
- Big Appreciation to the WAHC and to you!
- Adam Nelsen – anelsen@bentonar.org
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- Hit me with your best shot? Fire away…(Q & A time)
Final slide reserved for conference marketing purposes