

## "THE PROMOTION OF A SWIMMING POOL"

By

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The subject assigned, "The Promotion of a Swimming Pool", includes one word, "promotion", which should be clarified or defined a bit before proceeding with this discussion, as the word can convey various meanings, some according to Webster and some applied or implied. In this instance the word is intended to mean "organizing and financing a swimming pool project or undertaking." The odiousness which sometimes is attached to this word as applied to the promoter of projects of questionable soundness or value, need not apply to the promotion of a swimming pool, as a project of this character, properly and intelligently set up, pays dividends of immeasurable value which can not be expressed in terms of dollars and cents. However, when intelligently planned and organized a swimming pool in the average community need not lack in financial success. Soundness, financially, economically, socially, in health and recreation dividends, is not only possible but should and can be paramount in any plan for a community swimming pool.

The first step in promoting a new swimming pool in a community which has not had one, or a new or improved pool where the old one is inadequate, inefficient or obsolete, is to create a community swimming pool consciousness. This means education, often involving tact, ability, patience and perseverance in this first process. However, usually the lack of success in this preliminary step is due to lack of sufficient interest on the part of someone who could do the job well. The best way to do a job is to do it. There is no substitute for intelligent effort, in building a swimming pool or a wood shed.

This job of educating the public is an important one, presenting many opportunities to have the people of the community understand in the beginning what a good modern swimming pool means, and understand the difference between a pool of highest sanitary standards and one which may be simply a hole with water in it, or a nearby creek or river. When the public understands the value of a modern clean sanitary pool, and the reasons why bathing places which are below these standards are extremely dangerous, the promoters have gone far toward the ultimate goal and are ready for the next step.

The second step overlaps somewhat the first one in that it is helpful to have at least part of the information provided by the second part of the undertaking to secure best results in the first. This second division of procedure is to have prepared, by one well qualified, a proper design for the pool and all equipment to fit the community. The subject of pool design will be presented by another speaker on the program, but reference should be made to it here to emphasize the importance of having proper plans and specifications if the promoters are to succeed in any stage of their work, and to assure success of the project after the pool is in operation. Design and success, financially and otherwise, are inseparable. In the past before modern swimming pool standards were established, too many pools were constructed by those whose good intentions, conscience and honesty are above question, but whose work and efforts produced results which show unmistakable evidence of "zeal without knowledge". This statement should not be interpreted as unfair criticism, as swimming pool standards as we now have them, thanks to the State Department of Public Health, do not date back many years in any state. However, it is this situation which makes the job of reselling the public on rebuilding or improving swimming pools so difficult for the State Health Department, local health authorities, and local organizations which are trying to help communities by providing safe, sanitary, clean pools.