

# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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### **CLARK POOL OPENS THANKS TO COMMUNITY SUPPORT**

(Temple) – Saturday, July 17, residents in the East Temple area will welcome back a summer icon. After being closed due to budget cuts, the Maxine Rae Clark Swimming Pool in Wilson Park will return to operation. The reopening comes as a result of overwhelming support and cooperation of the community to assist the City in increasing attendance at the pool. To celebrate the occasion, the Parks & Leisure Services Department will be offering throwback prices on July 17, with admission costing just fifty cents.

“We have been working with several community members to reopen the pool,” Parks & Leisure Services Director Ken Cicora said. “Their passion for this project is absolutely inspiring.”

Faced with significant budget cuts last year, the Parks & Leisure Services Department had to close the Clark Pool closed this summer. Response from Temple residents, especially those in East Temple has recently prompted the City Council and City Manager to reevaluate the closure.

“For years Clark Pool has offered children and families the chance to spend time together in a safe environment,” Genevieve Gregg said. “When the pool closed, we knew we needed to rally the community to get it back open again.”

“One of the first things I wanted to convey when we met to discuss the feasibility of reopening the facility was just that we need to work to increase attendance at the pool,” Cicora said. “I did not like to have to close the pool, and the best way to avoid that for the future is to increase usage.”

The City has three goals with the reopening of the pool. First, the desire is to increase attendance to the facility.

“We know that if we want to be able to make a case to keep the pool open, we have to get people visiting it everyday,” Greg said. “We are working hard to get word out to people that if they want the pool, they better come out and swim.”

The second goal for the reopened pool is to garner the support of community.

“In that respect,” Cicora said. “I think we are already seeing a lot of success. The cooperation and input that we have been receiving so far has been fantastic.”

Finally, the last goal for the reopening of the pool is to increase the revenues over past summers.

“Traditionally, community pools are not profitable facilities,” Cicora said. “Our expectation for Clark Pool is not that will generate all the funds it needs to be self-supportive, but we hope that it can generate a higher rate of cost recovery. That can be achieved by more swimmers using the pool.”

Following its reopening Clark Pool will be open Mondays, Wednesdays and Saturdays through August 21. Its hours of operation will be 12:00 noon to 5:00 p.m..

“Our hope, though, is that we will be able to add some swim lessons and programs at other times,” Gregg said. “The Parks and Leisure Services Department has been really great to work with on this.”

For more information about the reopening of Clark Pool or to arrange an interview, please contact Marketing Coordinator James Stafford at (254) 771-4134.

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