



# **Brampton Aquatics**

## **A Case for facility investments**

COBRA Swim Club

Committee of Council Delegation

February 21, 2024

# WHAT IS COBRA ADVOCATING FOR?

---

**Current Brampton Aquatic Facilities  
*Do Not* Meet the Demand for Growth  
and the Standards for Aquatic Sport**

# THE COBRA ADVANTAGE

---



**OUR YOUTH, OUR COMMUNITY, OUR FUTURE**



**COBRA Athletes achieve National lifeguard  
Certifications and Swim Instructor Training**



**Development of future Community Leaders is one of  
COBRA's top priorities**

**We are like minded individuals who put our youth development first to  
grow strong community leaders**

# WHY IS COBRA ADVOCATING?

---

## GROWTH

**COBRA is the only competitive swim club in Brampton. Competitive membership is at it's lowest in 10 years.**

## QUALITY

**The ability to attract top Athletes, high revenue generating competitions and stimulate revenue are increased with modernized facilities**

## COMMUNITY

**COBRA, a not-for-profit organization and member of the Brampton Sport Alliance, is focused on equipping our youth with the tools to become leaders in the community**



# DID YOU KNOW...

---



Of **Canada's 20 largest** cities Brampton is 1 of only 4 without a 50M Pool



Ontario is projected to **grow by 43%** in the next 25 years



Canadian parents rate swimming as the #2 **most important skill** for youth to learn, second only to reading.



# THE ADVANTAGES

---



**Growth in the number of certified as lifeguards and instructors** to assist with recreational programming shortfalls



**Growth in the number of top Athletes** being attracted to the City of Brampton



**Economic stimuli for small business owners and the City of Brampton** through **top competitions** and the number of spectators at these events



**Positive image and profile gains** for City of Brampton



Ability to offer **new Aquatic and sport programming**



**Value add of a minimum of 50 years** through the legacy project



# OUR ASK TO CITY COUNCIL

---

- ① **Include the necessary Aquatic Sport design elements for Embelton Pool**
- ② **Amend the Existing Master Plan to allow for the development of concept for a new Aquatic Centre which includes a 50M Pool**
- ③ **Amend the Existing Master Plan to include for the revitalization and upgrades to McMurphy Pool**

**WIN**  
**WIN**



**We need your support!**

---

**OUR FUTURE IS BRIGHT  
AND  
IT STARTS WITH YOU!**



**Benefits to the constituents of Brampton and the sport of swimming**