



# KEISER UNIVERSITY

## AQUATIC CENTER CAMPAIGN

**At Keiser University**, service to our students and to the community has always been at the heart of our mission. Providing opportunities that give people the best chance to succeed in life is demonstrated in our quality academic programs and commitment to coaching students to employment. To continue our service to the community, we see an incredible opportunity to change lives by building a new aquatic center on our Flagship Campus. This aquatic center will provide a home for the National Champion Seahawks swim teams, a catalyst for sports tourism in South Florida, and a venue for children in our community to learn to swim.





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### **A Home for our Swim Teams:**

Keiser University's men's and women's swim teams are consistently among the best in the NAIA despite having no home facility in which to train and host meets. Nevertheless, the Seahawks have earned many accolades and championships because of their dedication to the university and their commitment to their sport. A home base will create a place where they can further excel at their sport, keeping them on campus to maximize their collegiate experience, commitment to their academic studies, and sense of community.

### **A Catalyst for Sports Tourism:**

Keiser University sees this as a big opportunity to further our impact on sports tourism by hosting NAIA Championships in the future as well as other national and international swim competitions. Keiser has always held a "students first" philosophy and with this aquatic center, we will be able to extend this same philosophy to our community by utilizing this facility as a place to mentor, train, and host potential future Olympians.

### **A Place for Swim Safety:**

Recently, Keiser University helped the International Swimming Hall of Fame pass a bill in Florida which requires public schools to provide parents of kindergarten students with information about the importance of learn-to-swim programs. Drowning is currently the number one cause of accidental death in children younger than 5 years old in the state of Florida. This bill will help save lives and encourage swim lessons with the intention of making "Every Child a Swimmer." Our aquatic center on Keiser University's Flagship Residential Campus in West Palm Beach will be a gathering place in which we work with community organizations to teach children and families the importance of swimming.







# A LOOK INTO OUR VISION FOR THE KEISER UNIVERSITY AQUATIC CENTER IN WEST PALM BEACH



**Keiser University is proud to partner with Hedrick Brothers Construction and Harvard Jolly Architecture to turn our vision for the Keiser University Aquatic Center into a reality.**

To realize our commitment to serving our students and community, Keiser University has embarked on an \$8 million fundraising campaign to build an aquatic complex on its Flagship Campus. This effort will be supported by generous individual, corporate, and foundation donors that make gifts over a 3-5 year period. We invite you to join us in this effort to help children learn to swim, encourage our student athletes to continue achieving their highest goals, and further bolster the sports tourism industry of Palm Beach County.

## ANTICIPATED PROJECT SUMMARY BUDGET

Building Cost	\$1,700,000
<u>Olympic Pool and Outdoor Deck</u>	<u>\$4,500,000</u>
Construction Costs	\$6,200,000
<u>Project Fees</u>	<u>\$1,800,000</u>
<b><u>Budget Total</u></b>	<b><u>\$8,000,000</u></b>

## NAMING OPPORTUNITIES SUMMARY

<b>Aquatic Center</b>	<b>\$3,000,000</b>
<b>50 Meter Olympic Size Pool</b>	<b>\$1,500,000</b>
<b>Aquatic Center Support Building</b>	<b>\$1,500,000</b>
<b>Learn to Swim Pool</b>	<b>\$500,000</b>
<b>Outdoor Deck</b>	<b>\$500,000</b>
<b>Lobby/Lounge and Check-in Area</b>	<b>\$250,000</b>
<b>Men's Locker Rooms</b>	<b>\$100,000</b>
<b>Women's Locker Rooms</b>	<b>\$100,000</b>
<b>Scoreboard/Record Board <b>SOLD</b></b>	<b>\$100,000</b>
<b>Spectator Seating and Shade Canopies</b>	<b>\$100,000</b>

\* Additional naming opportunities are available. Please contact us to learn more. All donors will be featured at the Keiser University Aquatic Center Donor Wall.





## We ask that you JOIN US

This critical campaign will provide the Keiser University NAIA National Champion swim teams the opportunity to continue to achieve at the highest level, further support the ever-growing sports tourism economy of Florida, and offer water safety programs that will help to save lives in our community.

## Contact Us

To learn more about this project, please visit the Keiser University Aquatic Center Website:  
<https://AquaticCenter.KeiserUniversity.edu>  
and/or contact:

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# Keiser University Athletics / Swim Team Accolades

## Keiser University captures coveted Learfield Cup in 2021!

The award is given annually to the nation's best collegiate athletic programs honoring student athlete outcomes in competition, academics, and character.

## Keiser University Athletic Success over the Years:

- 16 National Championships
- 51 Regular Season Championships
- 46 Tournament Championships
- 3 Sun Conference Commissioner's Cup Championships
- 1 Learfield Directors' Cup Championship



## Keiser University Swim Teams National Rankings:



### Men's Swim Team

- 2018 - 2019: 1st
- 2019 - 2020: 1st
- 2020 - 2021: 1st
- 2021 - 2022: 1st



### Women's Swim Team

- 2018 - 2019: 2nd
- 2019 - 2020: 2nd
- 2020 - 2021: 1st
- 2021 - 2022: 1st

# Keiser University's Impact on Sports Tourism Economy

## Keiser University NAIA Sports Tourism

Keiser University and the Palm Beach County Sports Commission hosted the NAIA Men's Soccer National Championships from 2014-17 (4 years)

- 7,200+ hotel room nights created
- \$5,760,000 of visitor spending (\$1.4 million per year)

2014-2017

West Palm Beach Invitational (collegiate basketball tournament at Keiser), 2018-2020 (3 years)

- 2,178 hotel room nights
- \$1,742,400 of visitor spending

2018-2020

2017-2018

Keiser University and the Palm Beach County Sports Commission hosted the NAIA Women's Golf National Championships from 2017-18 (2 years)

- 2,800+ hotel room nights
- \$2,240,000 of visitor spending (\$1.2 per year)

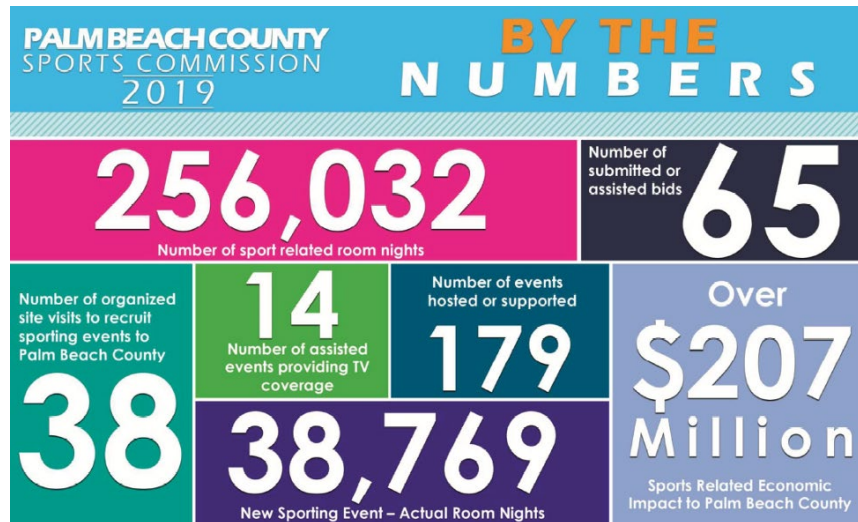
The NAIA Regional Playoffs (men's soccer, volleyball, & football) created tourism benefits in 2021.

These events generated nearly 400 hotel room nights and contributed to more than \$250,000 of visitor spending.

2021



Keiser University is excited about the potential impact the new Aquatic Center will provide the sports tourism economy of Palm Beach County and looks forward to hosting major national and international swimming events.



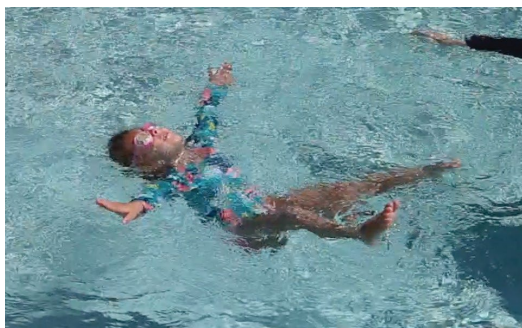
## EveryChild a Swimmer

### **Drowning statistics**

- Florida leads the U.S. in unintentional drowning deaths of children ages 1–4.
- The number of accidental drownings has increased tremendously in the last decade:
  - Up 50% among children 3-5 years old
  - Up 62% among children 5-12 years old
- According to a water safety study conducted by the American Red Cross:
  - Only 39 percent of parents of children aged 4-17 report that their child(ren) has all five of the Red Cross recommended basic water safety skills.
  - More than half (56%) of all Americans “either can’t swim or don’t have all the basic swimming skills.”

### **More about Every Child a Swimmer legislation:**

The bill, which will be enacted during the 2021-22 academic school year, encourages parents to register their school-aged children for swim lessons by having public school systems in Florida distribute information on the important role water safety education plays in recreational swimming. The bill does not mandate or require swim lessons, but rather provides materials to parents about local options for age-appropriate water safety courses and swimming lessons, including classes offered for free or at reduced prices.



***Keiser University is proud to support the International Swimming Hall of Fame in its mission to make Every Child a Swimmer, and continues to encourage swim lessons for children and people of all ages.***



# KEISER UNIVERSITY

## History

Keiser University is a private, independent, not-for-profit university serving approximately 20,000 students and 66,000 alumni at its 21 campuses throughout Florida. Today, the university employs approximately 3,800 people and offers more than 100 degrees from the associate to doctoral level.

Founded in 1977, Keiser was launched to meet the needs of the business and healthcare communities and students seeking a career-focused education, small class sizes, and innovative scheduling that accommodates working adults.

The university continues to be a valuable partner to employers, the community, and, above all, a valued choice for students serious about their education and careers.

## Economic Development Impacts

An independent study by the Washington Economics Group found that Keiser University's annual economic impact on the state of Florida is approximately \$3 billion with over 30,000 direct and indirect jobs positively impacted by the University's campus and operations statewide.

## Keiser Rankings

### U.S. News & World Report

**No. 1** in the U.S. for Social Mobility (2023)

### Chronicle of Higher Education

**No. 7** for 4-year graduation rates for private, nonprofit, nonresidential campuses (2021-2022)

### Forbes Magazine

**Top 100** College Financial Grades (2022)

### Niche

**No. 29** Best Hispanic-Serving Institution in the U.S. (2023)

### Florida Trend

**No.1** in Florida for private, non-profit institutions for 2021 - 2022 enrollment

## Key Points

Keiser University works hard to make sure its students – recent high school graduates, Veterans, professionals, and working parents – have the tools they deserve to succeed in a global economy.

With campus-based and online curriculum and flexible schedules, Keiser's "students first" philosophy empowers students and faculty members to enrich their lives and give back to the community.