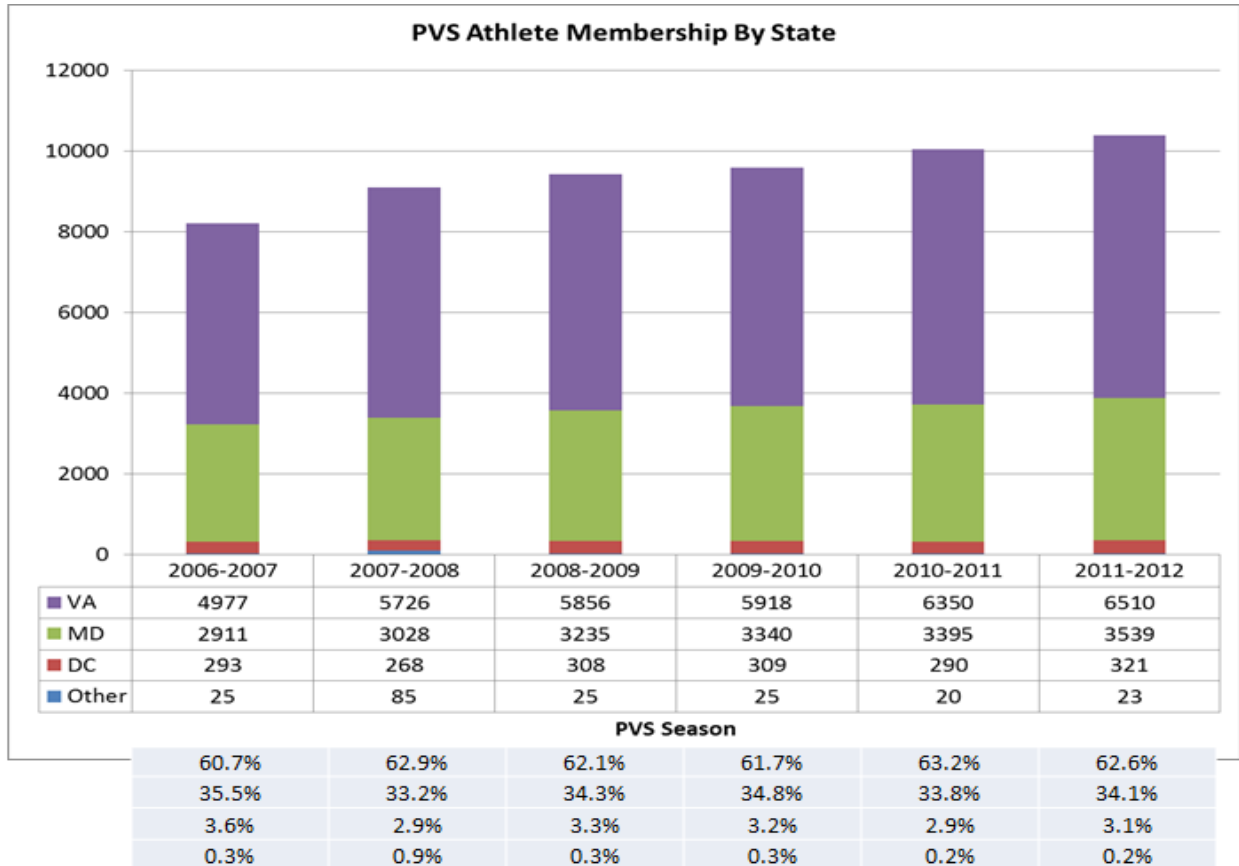


Strategic Planning

A study was conducted based on athlete numbers at the end of the 2011-2012 season to see where the population of athletes are geographically and also project future growth.

The distribution of athletes by state shows:

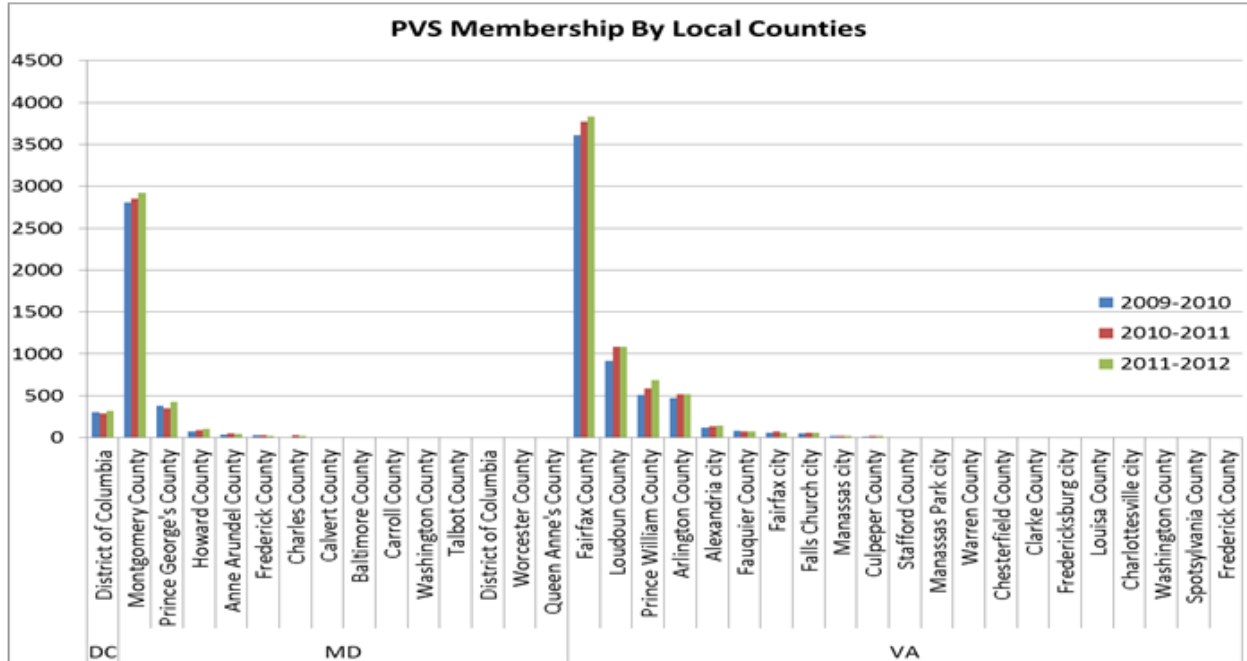


While the population has grown, the percentage of which State the athletes are in has remained fairly constant with about 62% in Virginia and 34% in Maryland. I don't expect that this will change as we move forward.

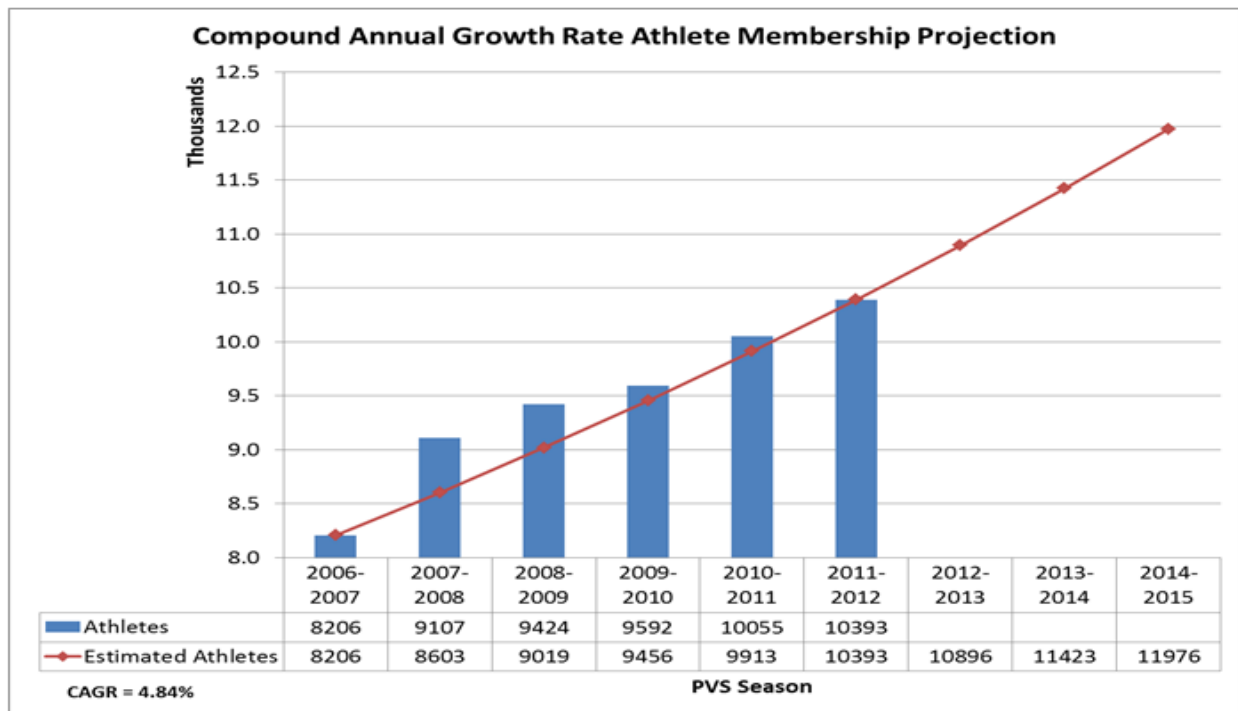
We also looked at population by county, but only for 3 years of data (2009 – 2012). If the colors are not in the slide, the 1st column is 2009-2010, the 2nd is 2012-2011 and the last column is 2011-2012 for each county. In Maryland the bulk of the athletes are in Montgomery County, probably no big surprise. The population in Montgomery County in 2012 is around 1 million with about 237,000 of these 18 and under. In Prince George's County the population in 2012 was 880,000 with about 207,000 18 and under. This shows that Prince George's County is an opportunity for growth.

In Virginia the 2nd and 3rd most populous counties are Loudon and Prince William. Population numbers for Fairfax County in 2012 are about 1.1 million total with about 269,000 18 and under. This is about the same as Montgomery County in Maryland, but a lot more of these kids (by percentage) swim. That would seem to say that there is still great opportunity for growth in Maryland.

Strategic Planning



We then tried to gauge future athlete counts based on what was observed as the Compound Growth Rate, this was based on the 2006-2007 through 2011-2012 season, that number is 4.84%.



This projection predicts 10,896 athletes at the end of 2012-2013 season, we actually have 11,217 as of 4/15/2013, this is close to what we estimated for the end of next year. We didn't get much of an Olympic surge in the 2008-2009 season, but we may be getting one this time around. So we'll have to see what happens next year.