



RUDY A. CICCOTTI CENTER Albany, NY

CHALLENGE

To compete with the local YMCA's, the Ciccotti Family Rec & Fitness Center wanted to provide a creative water environment that would make them stand apart from their competition. In order to draw and retain family memberships, the aquatic facility had to serve a dual purpose of providing a multi-functional space for swim lessons, fitness classes and active play while creating an exciting distinctive unique water environment to entice memberships.

SOLUTION

The Ciccotti Center hired the team at ADG to design and build a family aquatic center that was truly unique to the area and responsive to the aquatic recreational needs of the community. Designed to fit within a 15,000 sqft. space, the carefully designed combination of lap/swim pools and play structures provided multi-use functionality by incorporating a hydrotherapy pool with a current channel and adjustable floor for special program offerings. Wave generation capability, an activity pool with children's play elements and a water slide enhanced entertainment appeal.

RESULT

The initial membership drive results exceeded expectations and have continued to remain strong since the center's opening. The aquatic facility remains a unique draw within the market and provides a regular revenue stream through rental for birthdays and other private events.



"I love this center...best of all, in my opinion, is the Pool! I am so glad I'm able to be a member here!"

-Ciccotti Center Member

