



# SNOHOMISH AQ. CENTER FLOWRIDER® Snohomish, WA

## CHALLENGE

A 52,000 sf aquatic center that serves two school districts and the community at large, Snohomish Aquatic Center wanted to add an attraction that would further increase their appeal to key demographic audiences. The new attraction needed to generate increased attendance among teens and young adults and provide a source of revenue for the facility.

## SOLUTION

The FlowRider® surf simulator by ADG. The only one of its kind in the area, the FlowRider® is a unique draw! And as a skill based attraction, encourages repeat visitation and membership applications for the center.

From mastering the art of the boogie board to actually stand-up surfing, the FlowRider® brings a fun new challenge to this state-of-the-art community swim center. It is also the ideal space to hold special events and parties for community members

## RESULT

Only one year after its introduction, the FlowRider® has become an integral part of the Center's ROI. It has resulted in increased facility attendance, primarily among teens and young adults, and has allowed the center to funnel profits back to the school districts it serves.



"Every member of our community benefits from this wonderful facility. It is now a true aquatic facility and not just a swimming pool. The possibilities we can offer the kids and adults in our district and community are tremendous."

*-Bill Fulton, Community Design Team Member*

