

MISSION

The Upper Valley Aquatic Center will deliver a diverse range of high-quality aquatic and fitness programs accessible to all members of the Upper Valley Community. We promote aquatic competition, fitness education, and wellness programs.

CORE VALUES

- Make a positive difference in people's lives
- Deliver unparalleled aquatic and fitness programs in a fun, safe, environment
- Provide responsive service for members, guests and co-workers
- Maintain a meticulously clean facility that will delight our guests
- Continuously improve programs and services

HISTORY

In 2004 a group of parents associated with the North Country Aquatic Club (NCAC) began discussing the lack of space to grow swimming in the Upper Valley. It was clear that there was a need for additional space for swim teams and the general public to swim; train and compete. The increased popularity of competitive swimming in the area and the constraints on existing pool availability were making it difficult to accommodate the growing demand. The group assessed what it would take to develop an aquatic center that would not only support the needs of competitive swimming, but would also be a place where other water-based and fitness programs could be offered.

As discussions and research continued, an anonymous donor stepped forward to make an extremely generous and significant donation that would serve to catapult the project forward. The donor stipulated that the center support competitive swimming and be accessible to all members of the Upper Valley community.

With the initial cash donation and challenge of the donor in hand, the group separated from the North Country Aquatic Club and established the non-profit **Sports Venue Foundation** to assess the feasibility of building an aquatic center. As planning progressed another donor came forward with a land donation. The land, added to the raising of 100% of the costs to build the \$15 million facility, meant the planning and development could begin in earnest. The Town of Hartford, Vermont enthusiastically backed the concept.

The Sports Venue Foundation assembled a Board of Directors who generously volunteered their time and expertise to develop the plan and oversee the construction of the 37,500 square foot center. Once completed, the land and building was donated to the Town of Hartford under a formal management agreement, and the Upper Valley Aquatic Center came into being. The doors opened in February 2009.