



Your Feedback, Our Action

2026 Member Activities Survey Results

Spring 2026

2026 Priority Action Plan

Prioritized by member feedback volume and overall impact

1

Improve Communication & Advance Notice

Pre-season calendar, consistent email cadence, clear event sign-up

2

Launch Swim Lessons Program

Partner with instructor; most-requested new programming addition

3

Food Truck Nights

Coordinate with holiday events and high attendance days / times

4

Family Movie Night

Family-first; outdoor setup; BYO chairs/blankets

5

Easy Online Event Sign-Up

Simple RSVP system

6

Shade & Seating Improvements

Umbrellas + shaded areas

7

Concessions Rollout

Freeze pops, snacks, ice creams, water & healthier options

8

Holiday Celebrations

4th of July

9

Adult Programming

Adult-only events

10

Sound System

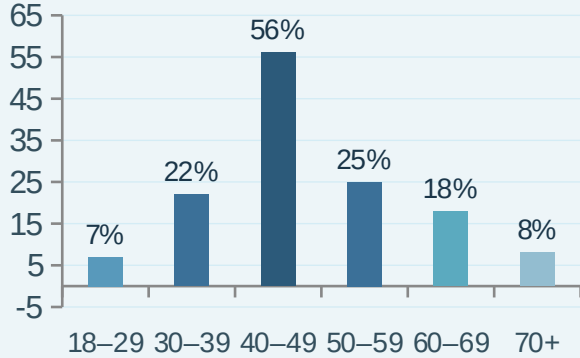
Background music that is family friendly

Who We Are

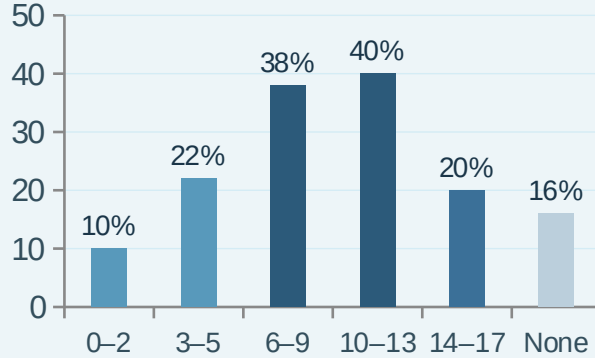
Demographics · Household Makeup · Visit Patterns · Event Enthusiasm

Community Demographics

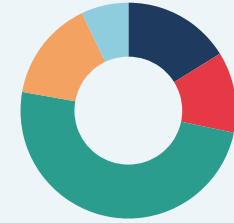
Adult Age Groups



Children Age Groups



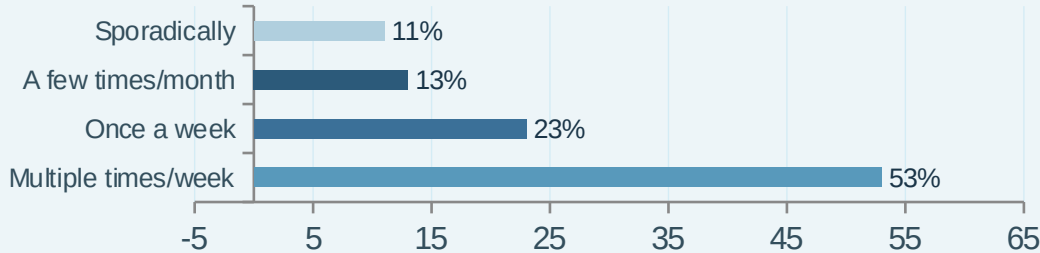
Children per Household



- None (16%)
- 1 child (12%)
- 2 children (49%)
- 3 children (15%)
- 4 children (7%)

How Often Members Visit

Households by Visit Frequency



53%

Visit multiple times/week

85%

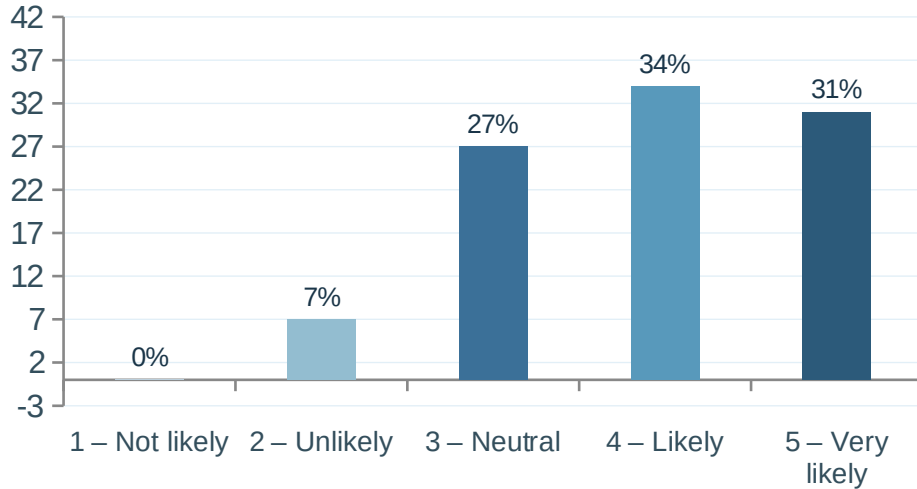
Have children at home

49%

Average HH size: 2 kids

Event Enthusiasm & Member Segments

Likelihood to Attend Events (1-5 Scale)



Family vs. Adults-Only Households

FAMILIES	ADULTS ONLY
84 of 99	15 of 99
Top events: Food trucks, Movie nights, Kid activities	Top events: Food trucks, Happy hours, Live music
Best times: All weekend	Best times: Saturday
Key asks: Swim lessons, shade, advance notice	Key asks: Adult programming
Enthusiasm: Avg 4.0 / 5	Enthusiasm: Avg 3.6 / 5
Volunteer: 60% Yes or Maybe	Volunteer: 53% Yes or Maybe

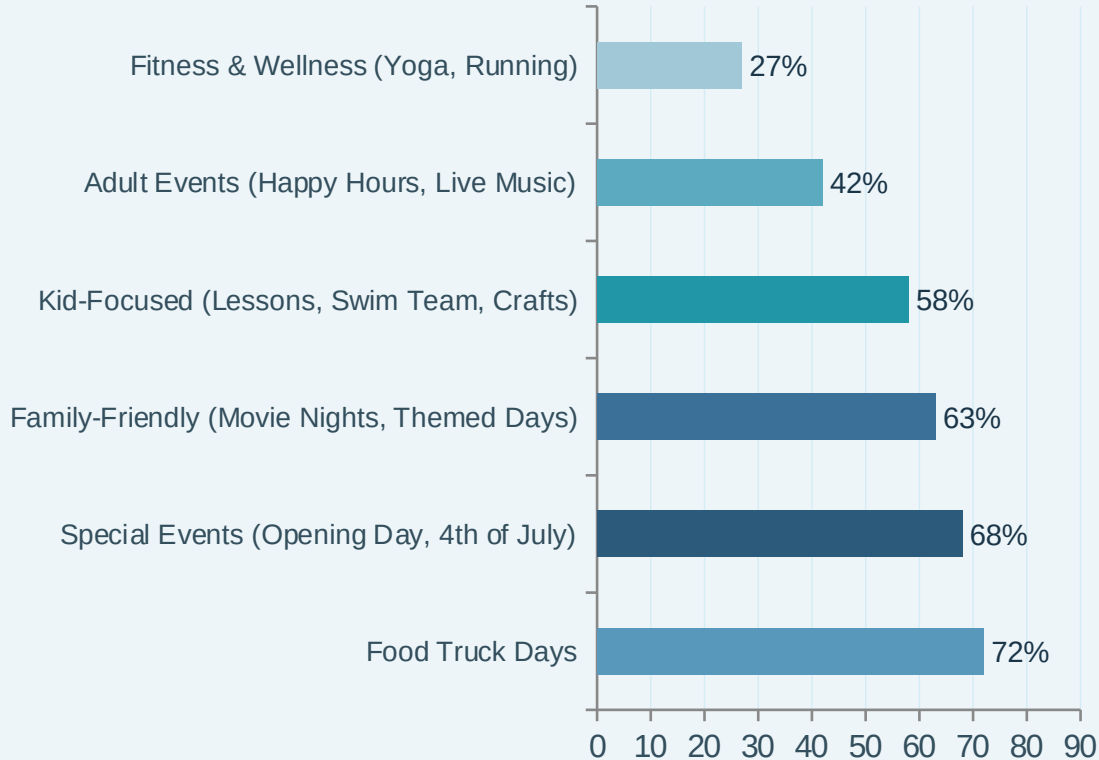
65% of members scored event likelihood at 4 or 5

Events & Programming

Most Wanted Events · Best Timing · What Drives Attendance

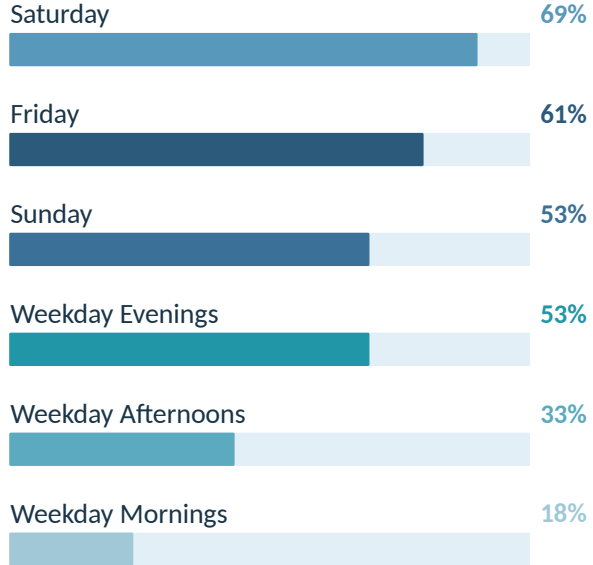
What Events You Want Most

Percentage of Households

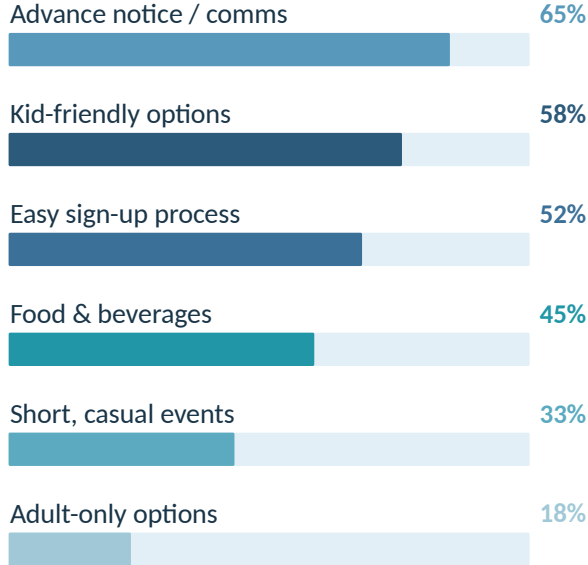


When, What Helps & What Members Suggest

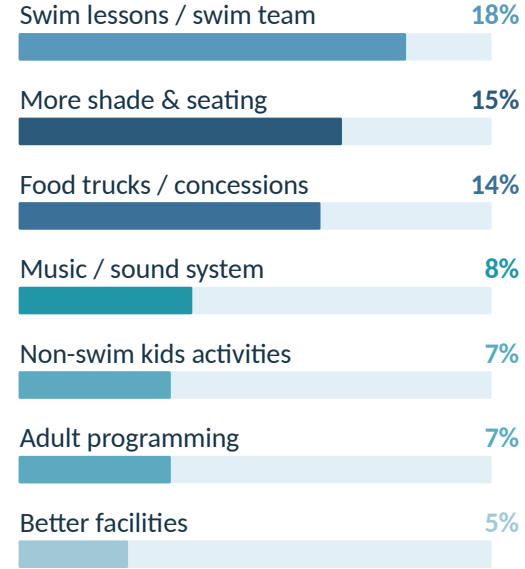
Best Timeframes



What Would Help You Attend



Top Write-In Ideas



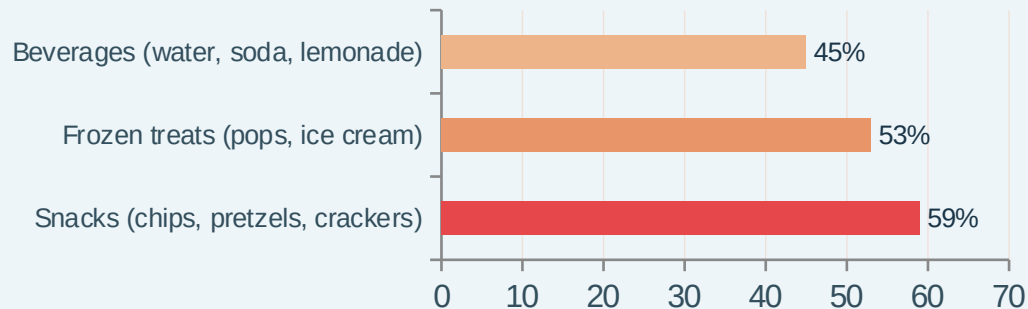
Sweet spot for events: Friday evenings, Saturdays and Sundays with plenty of advance notice, easy RSVP, kid-friendly formats and food truck option.

Concessions

What members want to eat & drink at the pool

What Members Want to Eat & Drink

Requests by Category (households mentioning)



Frozen treats & snacks

Freeze pops, ice cream, chips, pretzels and granola bars are the clear top requests. Members want grab-and-go options. Freeze pop return was the most celebrated announcement

Beverages

Water (still & sparkling) and lemonade lead. Multiple members flagged dye-free and low-sugar drink options.

Hot food: occasional, not daily

Hot dogs, pizza, and burgers are wanted but primarily from food trucks or Friday/Saturday evenings. Members don't expect a full kitchen.

Special notes from members:

- Dye-free & allergy-friendly options
- Non-sugary items (to reduce stinging insects)
- Affordable pricing is essential to the community feel

Communications

Email Frequency Preferences · In-season vs. Off-season

Communications & Volunteer Pipeline

In-Season Email Preference



- Every other week (41%)
- Weekly (21%)
- Important updates only (20%)
- Monthly (18%)

Off-Season Email Preference



- Important updates only (76%)
- Monthly (14%)
- Every other week (10%)

Cadence: Every other week in-season, important updates only off-season.

Volunteer Pipeline



- Maybe (47%)
- Not this time (41%)
- Yes — committed (11%)

59% open to helping

(47 Maybe + 11 Yes = 58 households)

Volunteer roles to offer:

Movie night setup
Food truck logistics
4th of July set-up

Social media & comms
Event day support
Feedback & surveys

You Said It Best

“

A bigger all-ages swim team... could be a good revenue stream as well.

— Parent, 2 children

“

Investment in a permanent speaker system for background/event music would be a noticeable experience upgrade.

— Member

“

More shade — we miss the trees... last summer we found ourselves camped under the new enclosure with so many people.

— Family member

“

We would love food truck days and teen-friendly activities, movie nights geared towards teens/adults, swim and diving lessons.

— Parent, teen at home

“

Organized activity/playdates for young kids (2-5) — Saturday morning preschool swim hour.

— Parent, young children

“

We are new to The Swimming Hole, so we are excited to meet families and build community!

— New member

“

Please continue to fix the pool chairs, deck, and other areas promised to be modernized.

— Adult member

“

Use clear, common English instead of corporate speak in all communication and facilitate members who have ideas to improve the pool.

— Member

SEASON PREVIEW

Save the Dates

2026 season: May 23 - September 7

Subject to change pending RSVPs



23	MAY, SAT	● 10am – 8pm	Opening Day + Food Truck	14	JUL, TUE	● All day	Adults Only: Trivia Tuesday
29	MAY, FRI	● All day	Food Truck Night The Swimming Hole, 630 Lorimer Rd, Davidson, NC 28036, USA	18	JUL, SAT	● All day	Family Dive-in Movie Night The Swimming Hole, 630 Lorimer Rd, Davidson, NC 28036, USA
31	MAY, SUN	● All day	Sundaes on Sunday: Ice Cream Truck	25	JUL, SAT	● All day	Adults Only: Adult Swim Night
6	JUN, SAT	● All day	Early Bird Lap & Coffee Social The Swimming Hole, 630 Lorimer Rd, Davidson, NC 28036, USA	26	JUL, SUN	● All day	Sundaes on Sunday: Ice Cream Truck
12	JUN, FRI	● All day	Food Truck Night The Swimming Hole, 630 Lorimer Rd, Davidson, NC 28036, USA	1	AUG, SAT	● All day	Food Truck Night + Live Music
16	JUN, TUE	● All day	Adults Only: Trivia Tuesday	8	AUG, SAT	● All day	Adults: Water Aerobics Class
21	JUN, SUN	● All day	Sundaes on Sunday: Ice Cream Truck	14	AUG, FRI	● All day	Glow Night
27	JUN, SAT	● All day	Kids Tye Dye Day	18	AUG, TUE	● All day	Adults Only: Trivia Night
4	JUL, SAT	● 10am – 8pm	4th of July Celebration The Swimming Hole, 630 Lorimer Rd, Davidson, NC 28036, USA	22	AUG, SAT	● All day	Food Truck Night
5	JUL, SUN	● All day	Sundaes on Sunday: Ice Cream Truck	23	AUG, SUN	● All day	Sundaes on Sunday: Ice Cream Truck
10	JUL, FRI	● All day	Food Truck Night	5	SEP, SAT	● All day	Closing Weekend: Last Splash

Activities Calendar Link: <https://theswimminghole.club/events-calendar/>

Questions or ideas? Reach out to Julie at activities@swimminghole.club · theswimminghole.club