



Key Reasons for Sponsoring the South Metro STORM Swim Club

- **Lake Marion Triathlon** – Our first year, 2008, more than 300 triathletes participated. We were voted in the top three of the best triathlons in Minnesota. In 2009, more than 360 triathletes participated.
- **Meets** – The South Metro STORM Swim Club (STORM) currently hosts three major meets (averaging 450 participants) and two minor meets (averaging 100 participants) per year. With family members, we can have traffic of a thousand guests. The primary goal of these meets is to enable the STORM swimmers to showcase their talents and hard work by allowing them to compete in their home pools in front of their parents and peers. The secondary function of the meets is to raise revenue for the club. They provide a valuable community resource by bringing athletes from all over the state and Canada to our communities of Lakeville and Prior Lake.
- **Growth** – In the past six years, STORM has grown from a team with 60 registered athletes to a solid foundation of ~200 athletes per session. This year alone, more than 150 new athletes registered with STORM. Approximately 400 athletes are associated with our team in at least one of our sessions each year, making STORM the largest swim club in Minnesota out of 68 registered clubs.
- **STORM Diving** – This summer we added diving to our programs, with three levels of instruction and four diving coaches. Diving expands your audience to an additional group of athletes and their families as well as their closely associated peers in gymnastics.
- **Elite Athletes** – This past year, more than 20 athletes who trained with STORM in the off-season swam at the state high school swim meets. One of our athletes attained Junior National cutoff times; and two others were within tenths of a second of achieving this status. Swimmers who attain Senior National cutoff times are eligible for Olympic trials. Five of our swimmers will continue their swimming careers in college (three of which will swim Division 1).
- **Coaching Staff** – The STORM Swim Club is a coach-run nonprofit organization, not a parent-run club. All of the team's direction is acted upon by the coaches. This distinction is significant because it enables the club to act more quickly on issues and ideas from a point of expertise while still allowing parents to provide input and share their areas of expertise with the club. Phil Smith serves as the Head Coach in Lakeville and the President of the club. Chuck Smith serves as the Head Coach in Prior Lake and the Vice President and Treasurer. They both graduated from Lakeville High School in 1996 and were 14-time letter winners in track, swimming, and cross-country. They went on to run for the University of Minnesota and, after graduating with a degree in Kinesiology (Phil) and Applied Economics (Chuck), they began their coaching careers. Phil is in his fifth year and Chuck is in his fourth year with STORM. They are also two of the top amateur triathletes in the nation, with top finishes of 6th and 7th at the national meet age group competition. The club also has 14 well-qualified assistant coaches.
- **The Future** – Please see the next page.

- **The Future**

- Add more coaches to support the current and future growth of the team
- Expand our offerings to include more sports (water polo, triathlon, etc)

To facilitate our growth in both size and offerings, we need more capital than our membership fees. We need additional funds to enable the team to advertise the current and new programs and to pay for their coaches. STORM is uniquely positioned to offer these additional programs to our communities due to our club's structure and the unmatched expertise of the coaching staff. You will not find another swim club so well positioned to answer the Lakeville and Prior Lake communities' demands for additional programs. With your contribution to our nonprofit organization, you will increase your visibility and goodwill within these communities as well as provide a tax write-off to your organization.