



October 13, 2006

S.P.L.A.S.H.
213 140th NE
Bellevue, WA 98005

Thank you for involving Sylvia's in your information gathering process for this project. Sylvia's strongly endorses the development of a local state of the art aquatics facility, and Bellevue is an ideal location for such a project. There is a strong need for a local public aquatics facility large enough to service the needs of the community. A facility such as the one proposed by S.P.L.A.S.H. would be a huge asset to the local community as well as an additional boost to the local economy and tax base. The following input on a facility proposal is based on our experience as a vendor serving the aquatics community.

Sylvia's Swimwear, Inc. (Sylvia's) is a specialty retailer of swimwear and accessories. Sylvia's began operations in 1975 to fill a void in the market for competitive swimming products. Since then, Sylvia's has grown to service teams and aquatics customers around the country with the largest volume of customer's right here in the Northwest. Currently we service a majority of the swim teams in the greater Eastside.

Sylvia's currently operates two retail locations in the state of Washington (Bellevue & Northgate) in addition to our corporate offices in Bellevue. Our corporate location also houses our Team & Catalog offices as well as our company shipping and receiving department. Our Team Division services our aquatics community customers ordering in bulk or via mail order. In addition to sales at our three permanent locations, Sylvia's maintains sales booths at numerous local pools during swim meets and related events. We are regularly at the Weyerhaeuser King County Aquatics Center (WKCAC) as a preferred vendor for large venue swim events. I reference this facility as it currently the premier aquatics facility in the region.

Currently, WKCAC lacks adequate space to accommodate vendors for events, nor does it have the option of leasing space on a more permanent basis to a vendor. Vendors are contracted by the event sponsor to set up in the lobby during these events. The vendor pays a commission to both King County as well as the meet sponsor for these events. The current arrangement at WKCAC involves a tremendous amount of work for vendors and the selling conditions are not ideal for maximizing revenue potential at the facility. Sylvia's would like to see a new facility incorporating enough retail space to accommodate permanent leased space for both aquatics related equipment as well as a (healthy choice) food vendor. Another "floating" space could be added for event specific vendors such as T-Shirt sales. Sylvia's would consider negotiating for a long term lease option on a space of roughly 800 square feet for retail operations in a new aquatics facility. This arrangement would service the needs of the patrons as well as offset a portion of the facility operating expenses.

We would be pleased to offer additional input to an aquatics consultant as the need arises. We would also be pleased to offer S.P.L.A.S.H. assistance in communicating with the aquatics community on the project wherever possible. The following is a list of aquatics contacts in the area that may be able to offer additional input:

Mike Dunwiddie – Weyerhaeuser King County Aquatics Center

Scott Armstrong & Mike Koenig – Bellevue Aquatics Center

Don Burton – Pro Sports Club

Dan Richards – Aquatic Specialty Services, Inc.

John Pringle – Hal Moe Pool

Klaas Schenk – Bellevue Athletic Club

Jack Ridley – Chinook Aquatic Club

Paul Von Destinon – Mercerwood Shore Club & Bellevue H.S.

Catherine & John Gundlach – WEST Aquatics

Let me know where we can help.

Regards,



Scott Powell
President
Sylvia's Swimwear, Inc.

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