**Bellevue Club Swim Team**

Fact Sheet

The Bellevue Club Swim Team (BCST) was established in 1979. BCST provides an opportunity for Bellevue Club (BC) members to participate in a top-level competitive swimming program. The swim team is open to swimmers of all ability levels. Non-BC members are also eligible to join the team. The swimmers train at BC which is a high-end health club located in downtown Bellevue. Swim team members come from Bellevue and surrounding cities such as Seattle, Mercer Island and Issaquah. Currently, BCST has about three-hundred swim team members.

Mission Statement

*The mission of the Bellevue Club Swim Team is to provide a well-balanced training environment so that all swimmers may achieve their maximum potential.*



Campaign Messaging

BCST currently has all the human and physical resources to become the leading swim team in the Pacific Northwest. Those resources just need to be slightly refined and the message of success more broadly communicated. BCST has access to amazing training and recreational facilities and a large talent pool to draw from. This campaign will create a resounding message that swimmers who train with BCST will reach their maximum potential. The campaign will also improve and manage communication between coaches, board members and swimmers to guarantee a universal understanding of the organization’s commitment to the team, expectations of team members and the organizations goals for the immediate and long-term future. The organization’s primary goal is to become the most dominant swim team in the Pacific Northwest. To reach all of BCST’s goals, they must raise money and improve membership through effective advertising and public relations.

To realize the mission, the level of participation of swimmers, parents and coaches must symbolize a commitment to excellence in competitive swimming. Swimmers must demonstrate a commitment to the team, a commitment to teammates and the acceptance of a personal role in the pursuit of excellence. BCST believes that their swimmers will grow and mature socially, mentally and physically through participation in the program. They are among the top teams in the Pacific Northwest. Their swimmers collectively have established many local, regional and even national records.