

Beach Cities Swimming x Alpha Aquatics



Family Zoom Meeting

July 8, 2025

8:30pm



“We are excited to announce the launch of Beach Cities Alpha - the South Bay’s premier swim club - a unified, inclusive, and elite program offering unmatched water time, expert coaching, and flexible training environments for families across the region. Built on the combined strengths of Beach Cities Swimming and Alpha Aquatics, BCα is the destination for every stage of a swimmer’s journey—bringing out the best in each athlete and in each other.”



Impetus for Merger

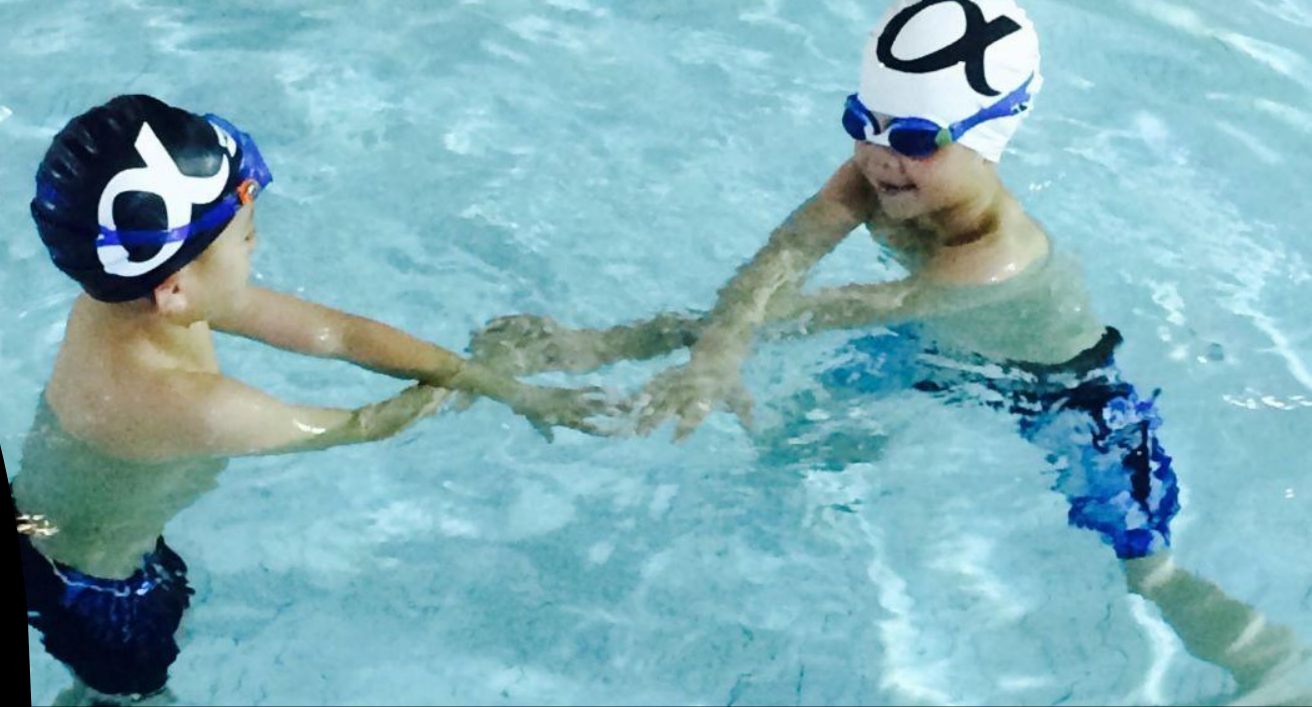
- Beach Cities Swimming and Alpha Aquatics are excited to join forces in a merger bringing together two of Southern California Swimming's premier clubs
- For too long, club swimming in the South Bay has been fragmented, creating inefficiencies and missed opportunities
- This merger offers a synergy which will help us to compete together versus against one another
- We look forward to maximizing pool resources, and providing a unified, best-in-class swim experience for every level — from beginners to Olympic hopefuls
- Why Now? - The South Bay is a water-centric hub — from surfing and water polo to junior lifeguards. Historically, LA's swim clubs have operated in isolation. By joining forces, Beach Cities Alpha will offer a true regional powerhouse.





Merger Benefits

- This merger brings together **combined resources** (water access and coaching talent) to deliver unmatched opportunities
- Our united club will provide **best-in-class programming** for all swimmers—from developmental to elite
- The merger enhances **flexibility and convenience** for families across the South Bay
- By operating as one team under **Beach Cities Alpha**, we create a **more inclusive, competitive, and sustainable environment**
- Together, we are investing in a **future of excellence**, driven by shared values and a commitment to our athletes

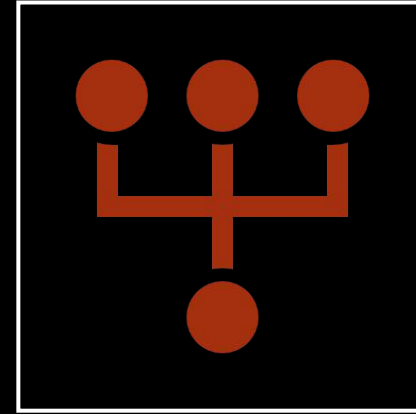


BCA Roll-Out Structure



Announcement Phase

Summer '25



Merged Phase

Fall '25 and beyond

BCA Announcement Phase – Summer '25

- **Two Teams: Beach Cities Swimming & Alpha Aquatics**
- **Maintain existing practice locations and schedules**
- **Maintain existing group structures – joint practice opportunities for elite groups**
- **Coaches collaborate and assess for future merged structure**
- **Continue competing as separate clubs through summer championship series**



North - Alpha Aquatics

El Segundo Aquatics Center

Hawthorne High School

Loyola Marymount University (LMU)

South - Beach Cities Swimming

El Camino College

El Segundo Aquatics Center

Redondo Union High School

Torrance Aquatic Center

BCA Merged Phase – Starting Fall 2025 1 of 2

- New name: **Beach Cities Alpha**
- Head Coach: **Coach Justin Max**
- Associate Head Coach & North Site Director: **Coach Scott Hubbard**
- **Unified and consistent group structures**



BCA Merged Phase – Starting Fall 2025 2 of 2

- Same practice locations with opportunity for combined workouts
- Younger groups and lessons remain close to home
- Combined practices for elite groups
- Athletes outfitted with new Beach Cities Alpha gear
- We do not expect changes in dues or fees at this time



More Information to Come



FAQ's will be sent by email to club membership following this meeting



Website and social media updates



Press release and updates



Group meetings held with coaches as we approach Merged Phase



Any individual questions, please contact your group or head coach