

Project Summary

Mira Costa High School



The Mira Costa High School new scoreboard is a success story. It began when Lauren Burton, Vice President of the Ways and Means Committee of the Mustang Aquatic Booster Club, had an idea about how the club money could best be put to use.

“As a parent, I heard complaints about the scoreboard (at the Mira Costa High School Aquatics Facility), how it didn’t always work and it was hard to read,” Burton said. “My daughter played four years of water polo, and my son was a swimmer so I decided to get involved.”

Burton thought a new scoreboard could be a Booster Club project that would provide immediate results. She went to the club and offered to take charge of raising money. But there was a condition, that the board members themselves would contribute money. They agreed, and Burton began her endeavor.

With Burton’s experience as Executive Director for a non-profit organization, she knew what to do. Burton went to past supporters and presented the benefits to the donors for giving to this cause. In particular, she targeted Body Glove in Redondo Beach, a manufacturer of wet suits and surfing gear.

“My pitch was to give them first shot at having their logo on the new scoreboard,” said Burton. “They jumped at the chance.”

Burton was savvy enough to know that getting the coach involved was crucial to its success. “I went to him and asked for names of scoreboard manufacturers. He was totally behind the project, and made the choice easy for me,” said Burton. The coach said, “It has to be a CTS scoreboard. They’re the best in the industry.” The high school already had other CTS equipment, so that part was easy.

Burton also talked to parents and other supporters of the facility and asked what they’d like to see in a new scoreboard. “Everyone wanted more flexibility,” said Burton. “Our old board was a one-line scoreboard. We couldn’t do anything fun or creative, we couldn’t recognize corporations that participated -- we had to use banners tacked up around the facility.”

The end result of the scoreboard project? “[It’s] everything I envisioned,” Burton said. “There’s a learning curve with how to run the equipment, but we’re getting there. At the final game, we were able to introduce the swimmers with a slide show.” The scoreboard installed is a 36mm red outdoor LED matrix scoreboard, 80 x 96 pixels, about 2.9m x 3.5m (9.5’ x 11.3’)

“We’re the envy of all Southern California,” Burton said. “And it was great to work with Colorado Time Systems. The install was timely, and they trained us on the software. They did a lot of good things for us!”