



MONTHLY REPORT

Report provided by
Carrie Fabel

NOVEMBER/DECEMBER | UPDATES

PROGRAMS UPDATE

- Fairplay Flyers
- Cross Country Skiing
- High Rockies Community School
- Small Biz Saturday sale- \$4,887.07 in revenue
- New personal trainer and class

OPERATIONS

- Management restructure
 - Facility Manager
 - New FD Lead
 - Hiring new Aquatics Coordinator/Head LG

TRAINING & SAFETY

- LGI training is scheduled for 12/28-29
- Hoping to get new LGs hired in January
- CPO training starts 12/19

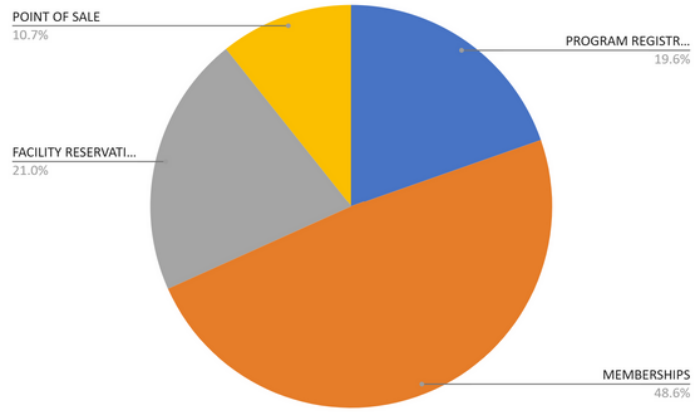
FINANCIAL & GRANTS

- BGV Gives grant- applied for \$5k for restroom remodel. Results in mid-December
- Large remodel project grants to be presented at January meeting

MONTH TO DATE SALES

- Rec Desk | October 2024 sales: \$13,248.37
- Rec Desk | October 2023 sales: \$9,789.52
- Rec Desk | November 2024 sales: \$18,106.72
- Rec Desk | November 2023 sales: \$16,923.05

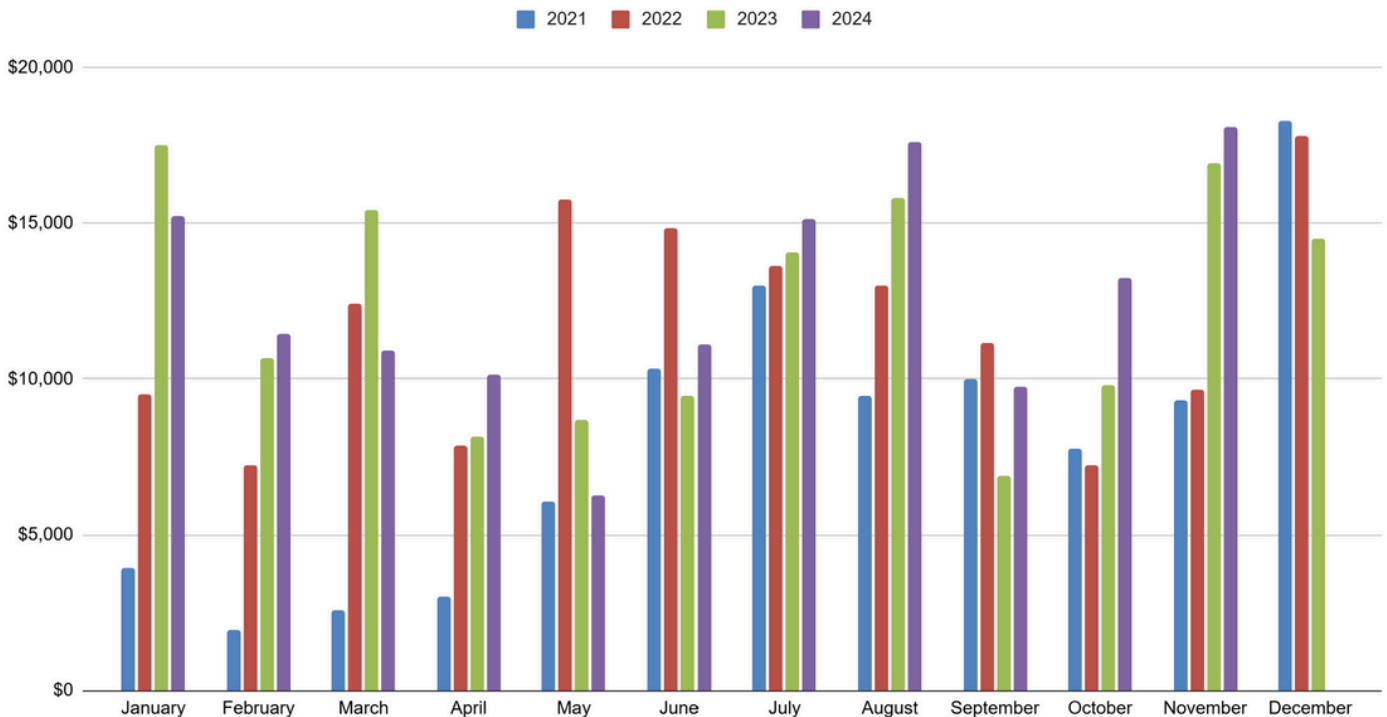
OCTOBER MONTHLY SALES REPORT



REVENUE SUMMARY | OCTOBER 2024

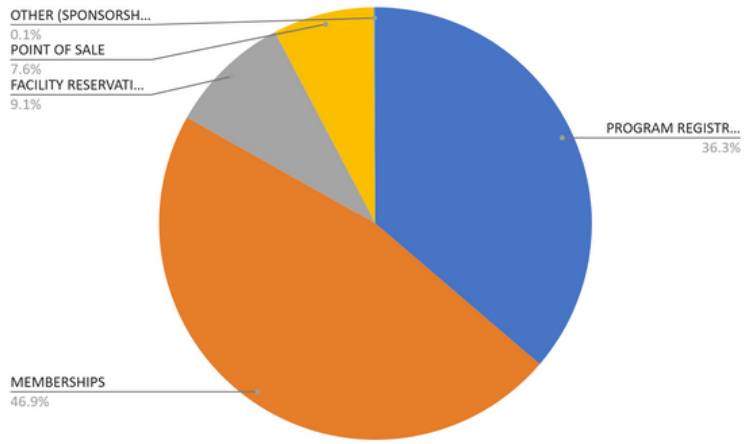
PROGRAM REGISTRATIONS	\$2,651.00
MEMBERSHIPS	\$6,565.00
FACILITY RESERVATIONS	\$2,835.00
POINT OF SALE	\$1,447.37
OTHER (SPONSORSHIPS, REFUNDS)	\$0.00
TOTAL	\$13,498.37

ANNUAL COMPARISONS



*Please note that these sales reports only reflect what is sold through Rec Desk.

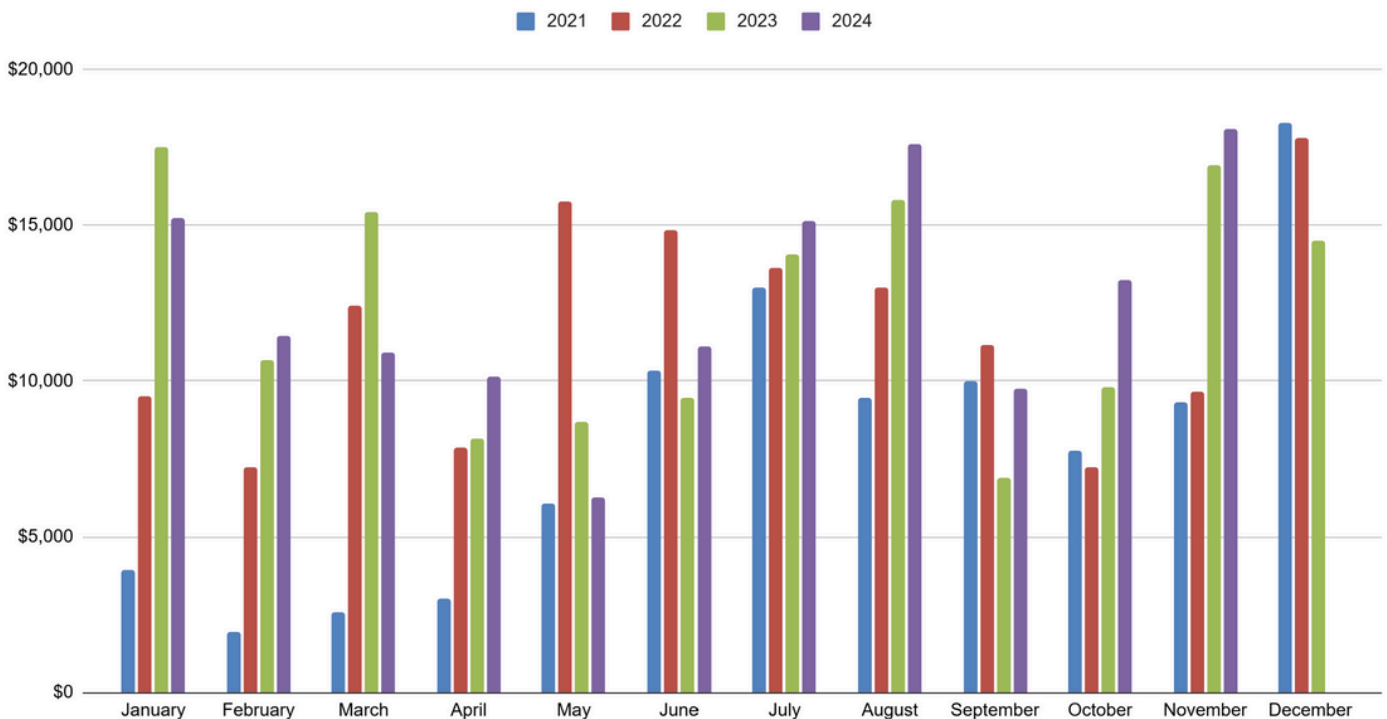
NOVEMBER MONTHLY SALES REPORT



REVENUE SUMMARY | NOVEMBER 2024

PROGRAM REGISTRATIONS	\$6,614.00
MEMBERSHIPS	\$8,546.48
FACILITY RESERVATIONS	\$1,665.00
POINT OF SALE	\$1,385.24
OTHER (SPONSORSHIPS, REFUNDS)	\$20.00
TOTAL	\$18,230.72

ANNUAL COMPARISONS



*Please note that these sales reports only reflect what is sold through Rec Desk.

MEMBERSHIP DEMOGRAPHICS

NOVEMBER 10TH-DECEMBER 10TH, 2024

	<u>Memberships</u>	<u>Registrations</u>	<u>Reservations</u>	<u>Check-Ins</u>	<u>Profiles Created</u>
All	21	4	132	1314	63
Resident	18	4	129	1306	53
Non-Resident	3	0	3	8	10
No Residency Set					
Demographics					
< 18	19	3	11	21	13
18 - 65	1	1	95	1000	41
65+					
Male	11	2	72	779	32
Female	10	2	59	533	29
Other Genders	0	0	1	2	2
Online vs In-House					
Online	10	0	10	N/A	35
In-Person	11	4	122	N/A	28
In-Person	1	1	6	N/A	1

MEMBERSHIP SUMMARY

OCTOBER/NOVEMBER 2024

☰ Summary By Month

	Oct, 2024	Nov, 2024
New Primaries	88	107
All New	93	115
Primary Renewals	5	4
All Renewals	7	5
Active Primaries	785	800
All Active	841	859

WEB REPORT

OCTOBER 2024

1,927

👁 People viewed your Business Profile
 ↗ +41.8% (vs Oct 2023)

GOOGLE

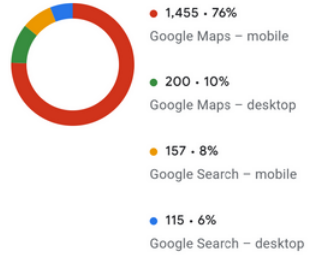
475

Business Profile interactions ⓘ
 ↗ +11.8% (vs Oct 2023)



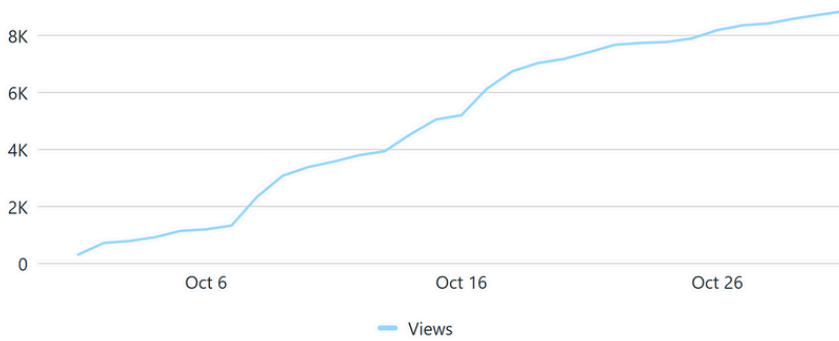
Platform and device breakdown

Platform and devices that people used to find your profile



SOCIAL MEDIA

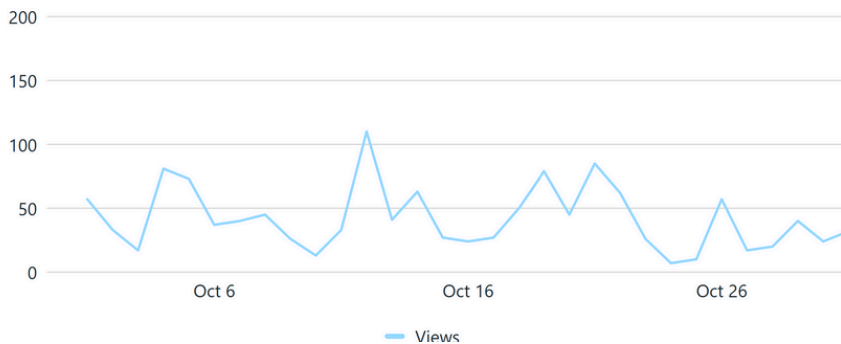
Views ⓘ 8.9K —	Reach ⓘ 2.9K ↑ 13.7%	Content interactions ⓘ 116 ↑ 7.4%	Followers ⓘ <small>Lifetime</small> 1.6K	Link clicks ⓘ 0 0%
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Views breakdown

Total
8,860 —
 From organic
100% —
 From ads
0% —

Views ⓘ 1.3K ↓ 48.4%	Reach ⓘ 280 ↑ 1.8%	Content interactions ⓘ 75 ↓ 35.9%	Followers ⓘ <small>Lifetime</small> 569	Link clicks ⓘ 0 0%
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Views breakdown

Total
1,301 ↓ 48.4%
 From organic
100% 0%
 From ads
0% 0%

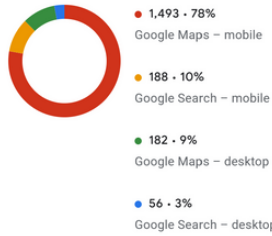
WEB REPORT

NOVEMBER 2024

1,919

👁 People viewed your Business Profile
 ↗ +27.3% (vs Nov 2023)

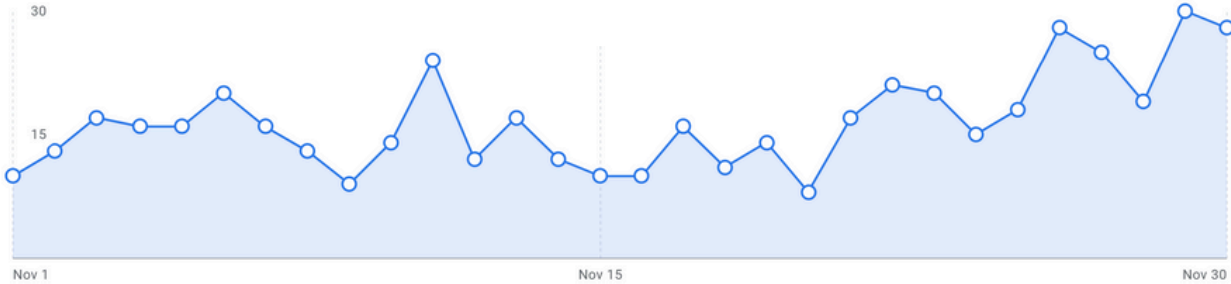
Platform and device breakdown
 Platform and devices that people used to find your profile



GOOGLE

499

Business Profile interactions ⓘ
 ↗ +18.0% (vs Nov 2023)



SOCIAL MEDIA

Views ⓘ
5.8K ↓ 32.2%

Reach ⓘ
1.6K ↓ 44.5%

Content interactions ⓘ
56 ↓ 50.4%

Followers ⓘ
Lifetime
1.6K

Link clicks ⓘ
0 0%

Views breakdown

Total
5,792 ↓ 32.2%

From organic
100% 0%

From ads
0% 0%

Line chart showing daily Facebook views. The y-axis ranges from 0 to 400. The x-axis shows dates from Nov 6 to Nov 26. The chart shows several peaks, with the highest reaching over 400 views.

Views ⓘ
1.1K ↓ 9.6%

Reach ⓘ
199 ↓ 26.6%

Content interactions ⓘ
58 ↓ 17.1%

Followers ⓘ
Lifetime
569

Link clicks ⓘ
0 0%

Views breakdown

Total
1,125 ↓ 9.6%

From organic
100% 0%

From ads
0% 0%

Line chart showing daily Instagram views. The y-axis ranges from 0 to 200. The x-axis shows dates from Nov 6 to Nov 26. The chart shows a steady flow of views with a peak around 100.

ISSUES + CONCERNS

Maintenance & Repairs

- Chlorine feeder needs to be repaired
- Call tower on hold for now. Meeting with PCSD on 12/18 to discuss

Proposed Projects/Programs

- Cheer
- 20th Anniversary Party, need volunteers
- Senior engagement and potential transportation collaboration with Town of FP