



MONTHLY REPORT

Report provided by
Carrie Fabel

APRIL | UPDATES

PROGRAMS UPDATE

- Kickball facility use was approved!
- Youth screenings hosted at SPRC on 4/26
- Summer programs: climbing, mountain biking, women's skateboarding, youth summer camps, swim club (potentially)

OPERATIONS

- Cleaning/remodel closure scheduled for 5.13-5.20 or 21. See sign up sheet
- Website is fully transferred to Streamline
- Front Desk lead search. Current lead needs to relocate in late May.

TRAINING

- Emergency Action Plans are being updated
- CPR training for staff is set for May 18th and 19th
- New lifeguard training is set for the last week of May

FINANCIAL & GRANTS

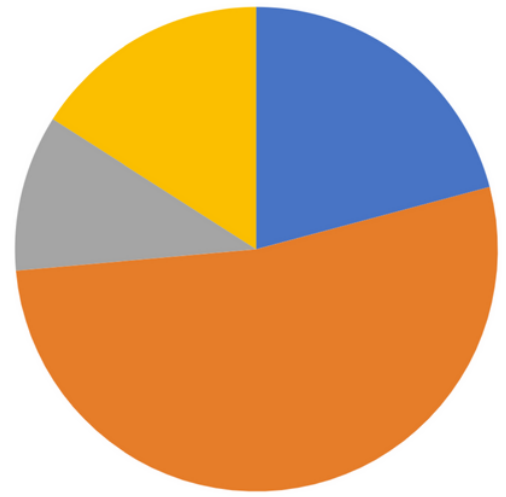
- American Rescue Plan | Under review
- Summit Foundation | \$10,000 applied for to assist with FD/Weight room remodel project (will get results in 4-5 weeks)
- Rec Foundation is back to regularly scheduled meetings and recruiting new members

MONTH TO DATE SALES

- April 2024 sales (to date): \$5241.91
- April 2023 sales: \$8,139.60

MARCH MONTHLY SALES REPORT

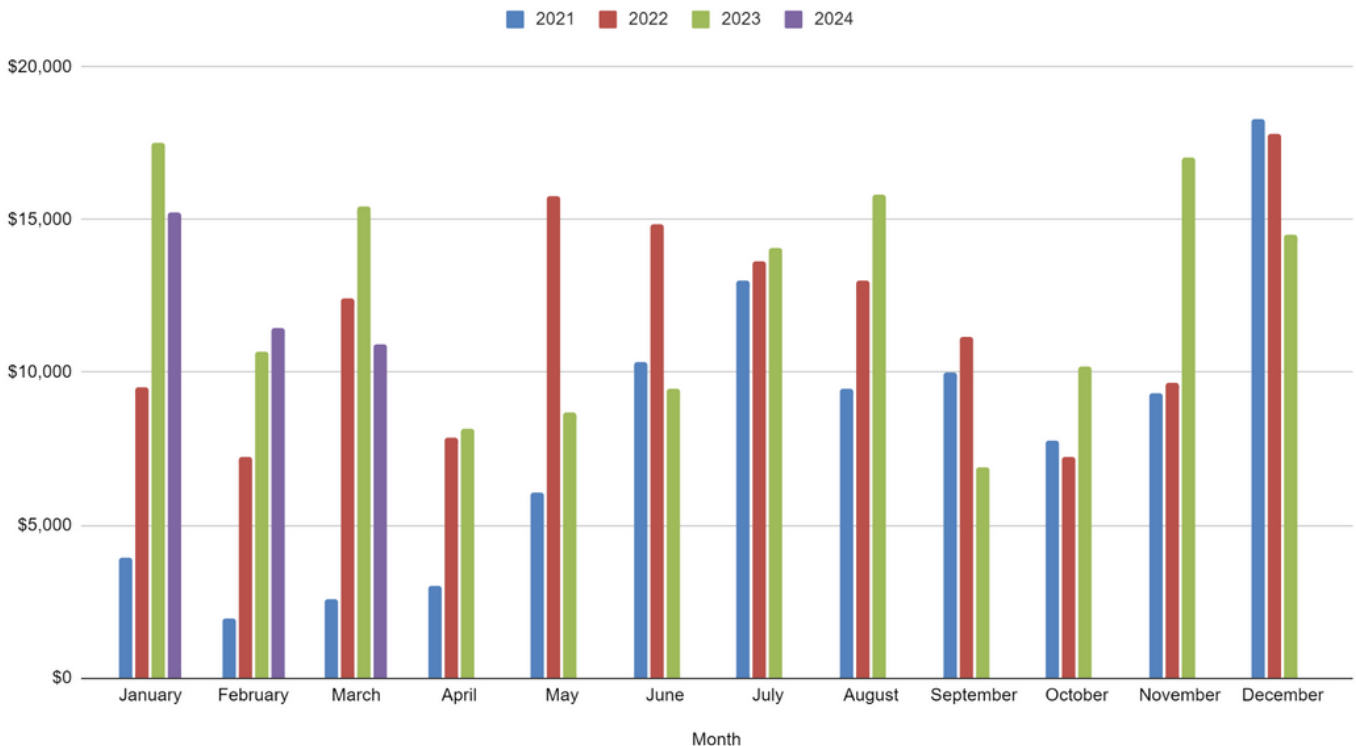
- PROGRAM REGISTRATIONS
- MEMBERSHIPS
- FACILITY RESERVATIONS
- POINT OF SALE



REVENUE SUMMARY | MARCH 2024

PROGRAM REGISTRATIONS	\$2,278.00
MEMBERSHIPS	\$5,759.05
FACILITY RESERVATIONS	\$1,140.00
POINT OF SALE	\$1,744.72
HOUSEHOLD CREDIT ACCOUNTS	-\$21.87
TOTAL	\$10,899.90

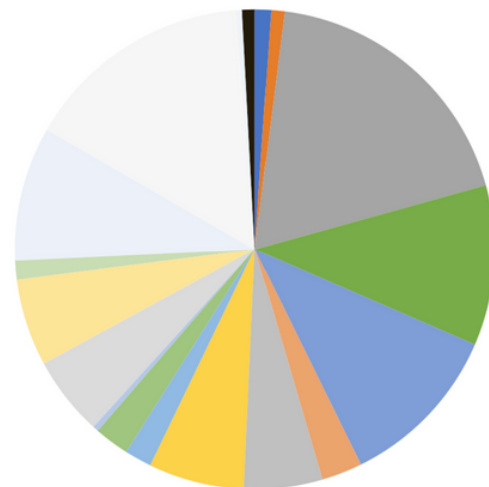
ANNUAL COMPARISONS



REVENUE DETAILS

MARCH 2024

PROGRAMS	
Fitness Challenge	\$120.00
Nordic Ski	\$100.00
Soccer	\$2,058.00
Swim Lessons	\$0.00
MEMBERSHIPS	
Monthly 1	\$1,192.20
Monthly 3	\$1,234.00
Punch Passes 5	\$302.50
Punch Passes 10	\$580.00
Punch Passes 20	\$710.00
Punch Passes Shower	\$200.85
Annual	\$259.00
Annual Billed Monthly	\$42.50
Locker Rentals	\$0.00
Personal Training	\$590.00
Private Swim Lessons	\$648.00
FACILITY RESERVATIONS	
Multipurpose Rooms	\$140.00
Monthly Lease	\$1,000.00
POINT OF SALE	
Daily Passes	\$1,688.50
Food & Beverage	\$5.52
Merchandise	\$50.70
OTHER PAYMENTS	
BBall Shoot a Thon	\$93.00
Other	-\$12.87
Household Credit	-\$102.00



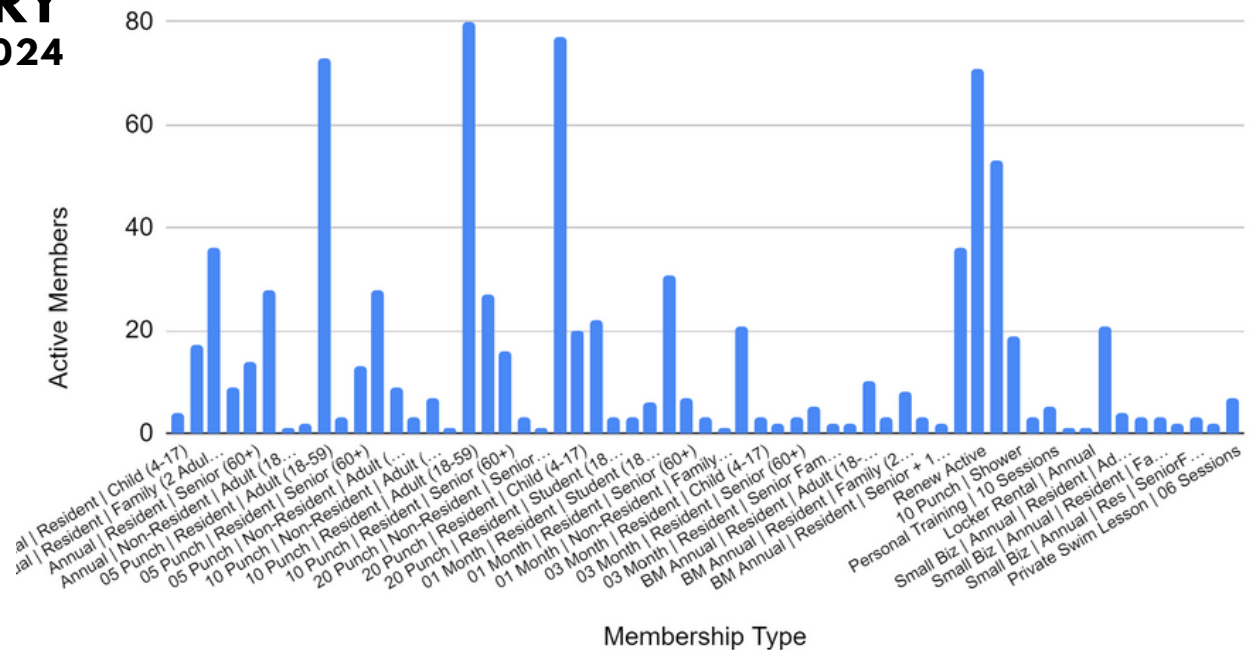
- Fitness Challenge
- Nordic Ski
- Soccer
- Monthly | 1
- Monthly | 3
- Punch Passes | 5
- Punch Passes | 10
- Punch Passes | 20
- Punch Passes | Shower
- Annual
- Annual | Billed Monthly
- Personal Training
- Private Swim Lessons
- Multipurpose Rooms
- Monthly Lease
- 4 more

MEMBERSHIP DEMOGRAPHICS

MAR 23 - APR 22, 2024

	<u>Memberships</u>	<u>Registrations</u>	<u>Reservations</u>	<u>Check-Ins</u>	<u>Profiles Created</u>
All	45	0	116	1264	70
Resident	45	0	113	1249	64
Non-Resident	0	0	3	15	6
No Residency Set					
Demographics					
< 18	41	0	32	145	26
18 - 65	1	0	71	836	38
65+					
Male	18	0	59	750	31
Female	27	0	57	513	39
Other Genders	0	0	0	1	0
Online vs In-House					
Online	28	0	11	N/A	38
In-Person	17	0	105	N/A	32

MEMBERSHIP SUMMARY MARCH 2024



WEB REPORT

MARCH 2024

1,636

👁 People viewed your Business Profile
 ↘ -58.7% (vs Mar 2023)

GOOGLE

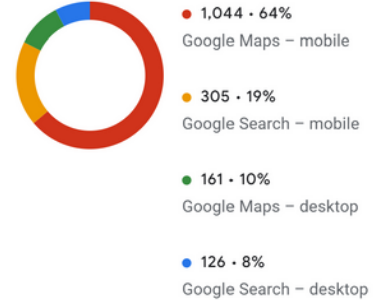
590

Business Profile interactions ⓘ
 → +0.0% (vs Mar 2023)



Platform and device breakdown

Platform and devices that people used to find your profile



SOCIAL MEDIA

Reach ⓘ

1.9K ↓ 45.5%

Content interactions ⓘ

77 ↓ 59.3%

Followers ⓘ

Lifetime
1.6K

Link clicks ⓘ

1 ↓ 75%

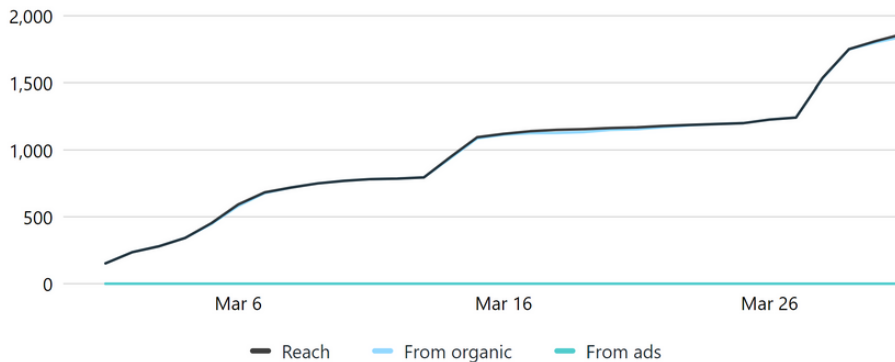


Reach breakdown

Total
1,862 ↓ 45.5%

From organic
1,842 ↓ 46.1%

From ads
0 0%



Reach ⓘ

280 ↓ 16.4%

Content interactions ⓘ

50 ↓ 49%

Followers ⓘ

Lifetime
534

Link clicks ⓘ

0 0%

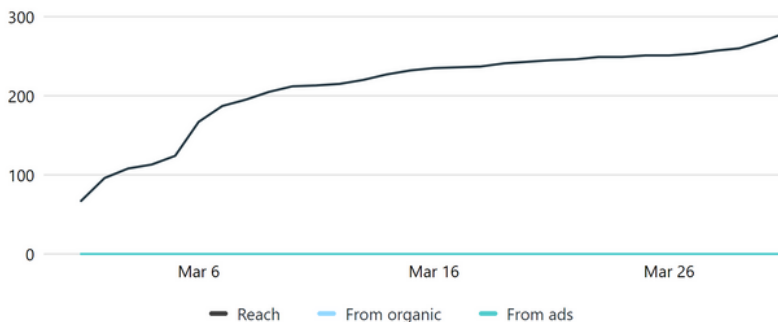


Reach breakdown

Total
280 ↓ 16.4%

From organic
280 ↓ 16.4%

From ads
0 0%



ISSUES + CONCERNS

Maintenance & Repairs

- Roof leak
 - Will repair during cleaning closure
- Pool
 - Have to fix leak caused by poorly glued pipe that came undone during previous repair project. Appx \$2,400
 - Fountain feature motor will need to be replaced, not a priority \$824.54 on poolsupplyunlimited.com

Proposed Projects/Programs

- Will start to look into funding for remodeling the steam room