



MONTHLY REPORT

Report provided by
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OCTOBER | UPDATES

PROGRAMS UPDATE

- Valley to Valley homeschool group
 - Skateboarding, climbing and mountain biking
 - Weekly room rental for music lessons and yoga
- Fairplay Flyers
 - Flyers private donor scholarship
- Swim lessons
- Winter ski/ride prep

OPERATIONS

- Pool resurface is complete and looks great. Staff have strict rules to follow to keep it in tip top shape

TRAINING & SAFETY

- PDF remediation software licenses were funded through SIPA, set up this week
- LGI training was cancelled, will have to wait until December
- CPO training starts 10/22

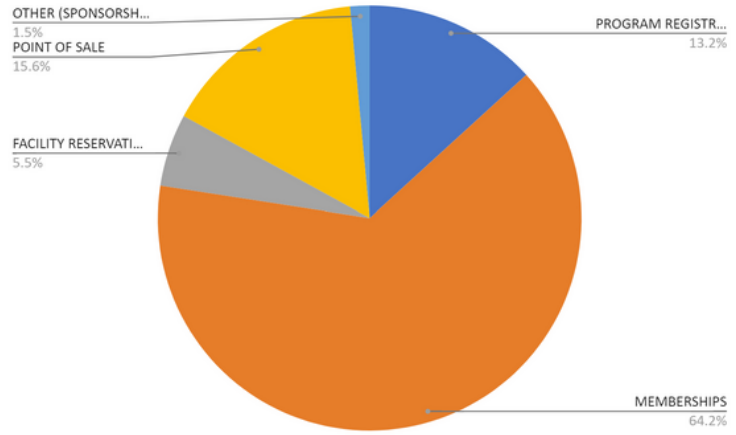
FINANCIAL & GRANTS

- BGV Gives grant- applied for \$5k for restroom remodel. Results in mid-December
- CEPT policy rate increase (appx 13%)
- Sales trend: none to note this month

MONTH TO DATE SALES

- Rec Desk | September 2024 sales: \$6,899.44
- Rec Desk | September 2023 sales: \$9,763.47

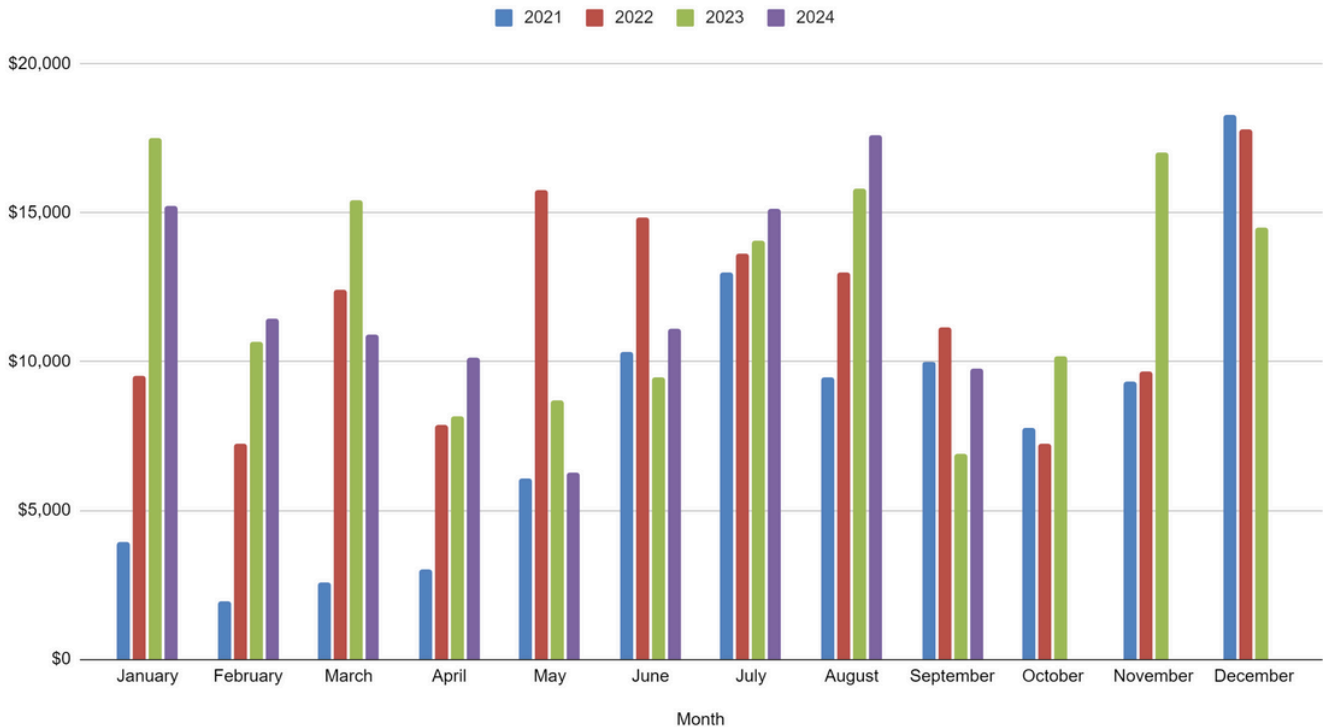
SEPTEMBER MONTHLY SALES REPORT



REVENUE SUMMARY | SEPTEMBER 2024

PROGRAM REGISTRATIONS	\$1,293.00
MEMBERSHIPS	\$6,265.90
FACILITY RESERVATIONS	\$540.00
POINT OF SALE	\$1,519.57
OTHER (SPONSORSHIPS, REFUNDS)	\$145.00
TOTAL	\$9,763.47

ANNUAL COMPARISONS



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

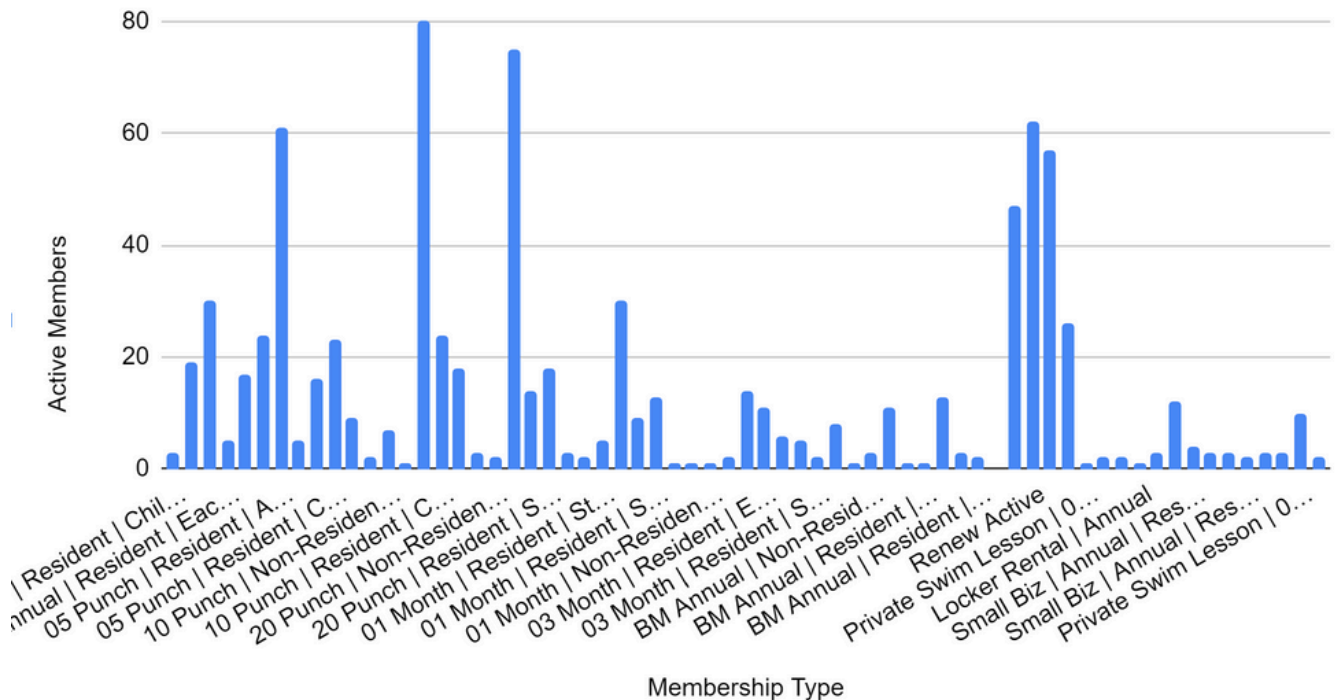
MEMBERSHIP DEMOGRAPHICS

SEPTEMBER 21ST-OCTOBER 21ST, 2024

	<u>Registrations</u>	<u>Reservations</u>	<u>Memberships</u>	<u>Check-Ins</u>	<u>Profiles Created</u>
All	23	7	96	1374	48
Resident	23	7	94	1364	46
Non-Resident	0	0	2	10	2
No Residency Set					
Demographics					
< 18	18	3	5	71	6
18 - 65	4	4	75	1057	34
65+					
Male	12	2	49	867	23
Female	11	5	47	498	25
Other Genders	0	0	0	9	0
Online vs In-House					
Online	12	0	16	N/A	20
In-Person	11	7	80	N/A	28

MEMBERSHIP SUMMARY

SEPTEMBER 2024



WEB REPORT

SEPTEMBER 2024

1,991

👁️ People viewed your Business Profile
 ↗️ +24.4% (vs Sep 2023)

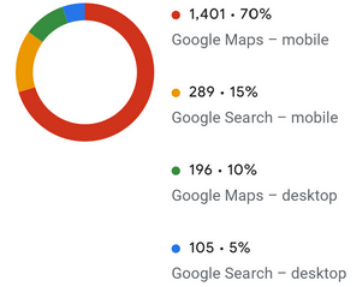
GOOGLE

464

Business Profile interactions ⓘ
 ↗️ +6.7% (vs Sep 2023)

Platform and device breakdown

Platform and devices that people used to find your profile



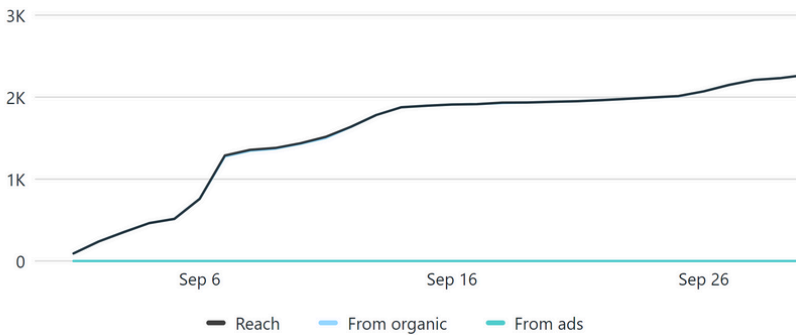
SOCIAL MEDIA

Reach ⓘ
2.3K ↓ 14.3%

Content interactions ⓘ
108 ↓ 18.8%

Followers ⓘ
Lifetime
1.6K

Link clicks ⓘ
0 ↓ 100%



Reach breakdown

Total
2,270 ↓ 14.3%

From organic
2,270 ↓ 11.8%

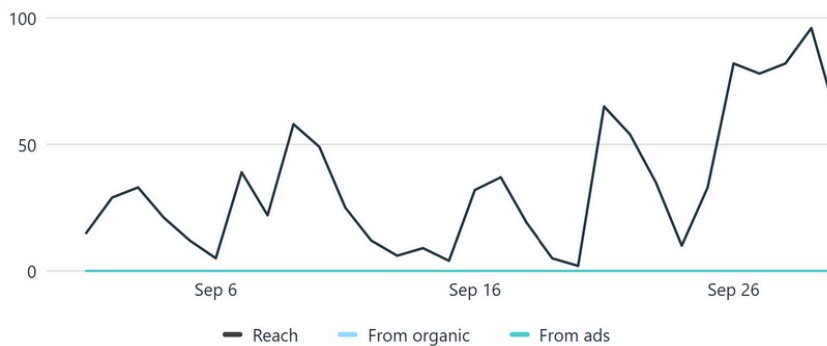
From ads
0 0%

Reach ⓘ
271 ↓ 21.7%

Content interactions ⓘ
116 ↓ 2.5%

Followers ⓘ
Lifetime
559

Link clicks ⓘ
0 0%



Reach breakdown

Total
271 ↓ 21.7%

From organic
271 ↓ 21.7%

From ads
0 0%

ISSUES + CONCERNS

Maintenance & Repairs

- Starting to look into getting funding for a barrel sauna
- Jason is rebuilding the shed out back
- We are in need of a camera system out back and in the parking lot
- Call tower is almost ready for pickup

Proposed Projects/Programs

- Utilizing the multipurpose room 3 for facility rental
- Small Biz Saturday sale coming up
- New merch order