



# MONTHLY REPORT

Report provided by  
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## AUGUST | UPDATES

### PROGRAMS UPDATE

- Homeschool Group collaborations
- Dance lease renewal- Thursdays
- Burros Days fundraiser- \$466.51!

### OPERATIONS

- New Tolin rep, Eric.

### TRAINING & SAFETY

- Pool gate was fixed to be able to be locked

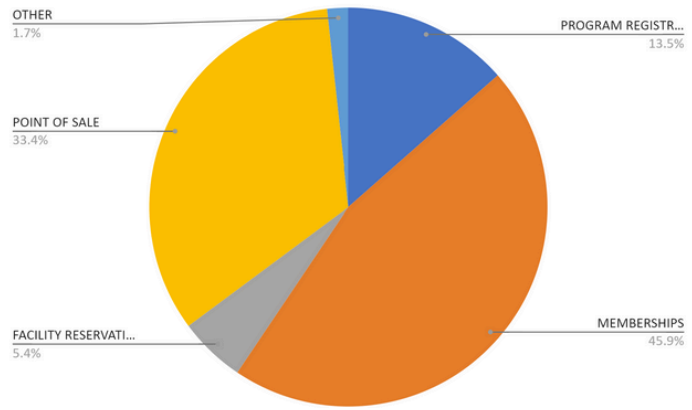
### FINANCIAL & GRANTS

- American Rescue Plan | In progress
- SIPA | Did not receive
- EPA | In progress
- BGV Gives | Application due 10/1
- Budget committee to meet before 10/15

### MONTH TO DATE SALES

- Rec Desk | August 2024 sales: \$17,627
- Rec Desk | August 2023 sales: \$15,806

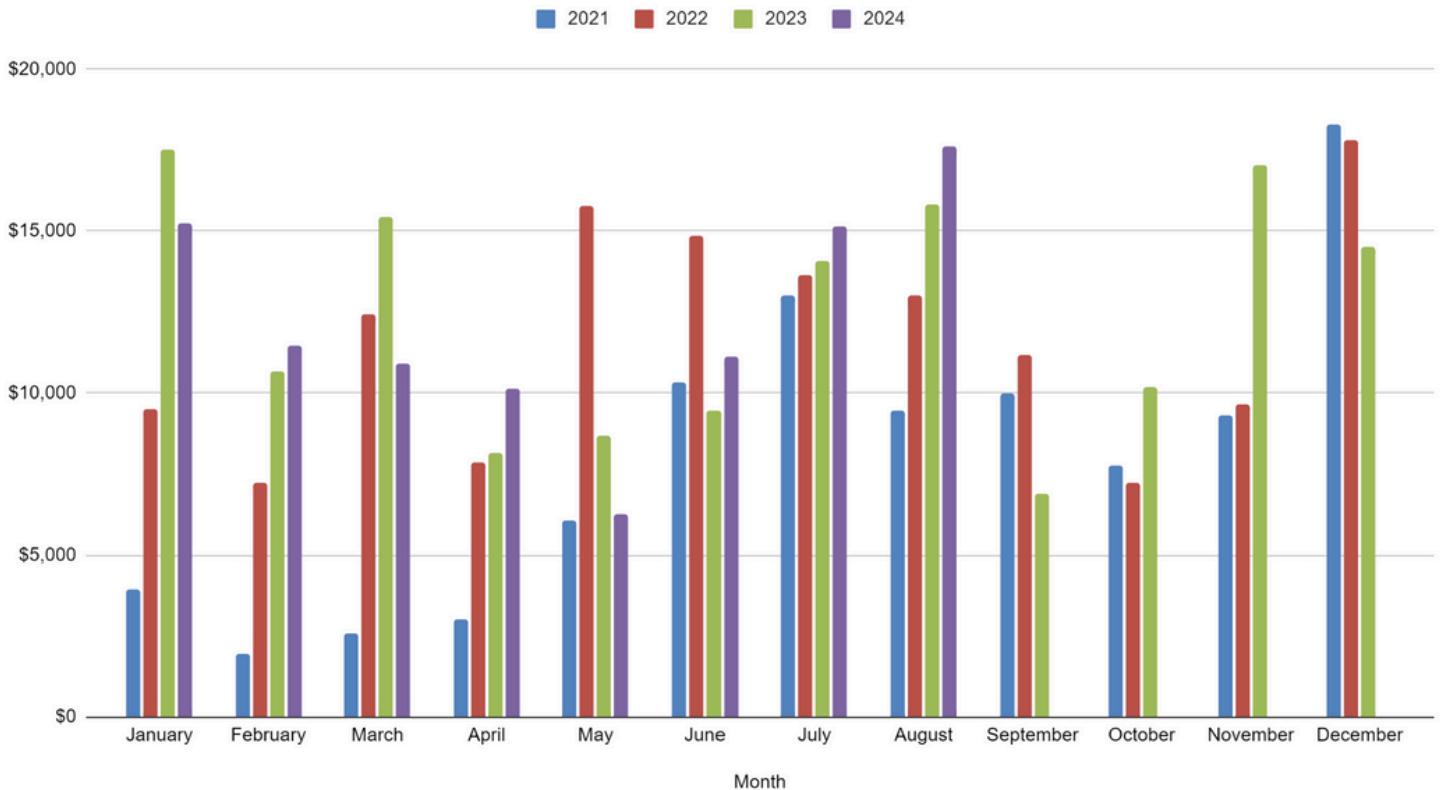
# JULY MONTHLY SALES REPORT



## REVENUE SUMMARY | JULY 2024

PROGRAM REGISTRATIONS	\$2,047.50
MEMBERSHIPS	\$6,957.30
FACILITY RESERVATIONS	\$820.00
POINT OF SALE	\$5,066.40
OTHER	\$262.01
<b>TOTAL</b>	<b>\$15,153.21</b>

## ANNUAL COMPARISONS



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

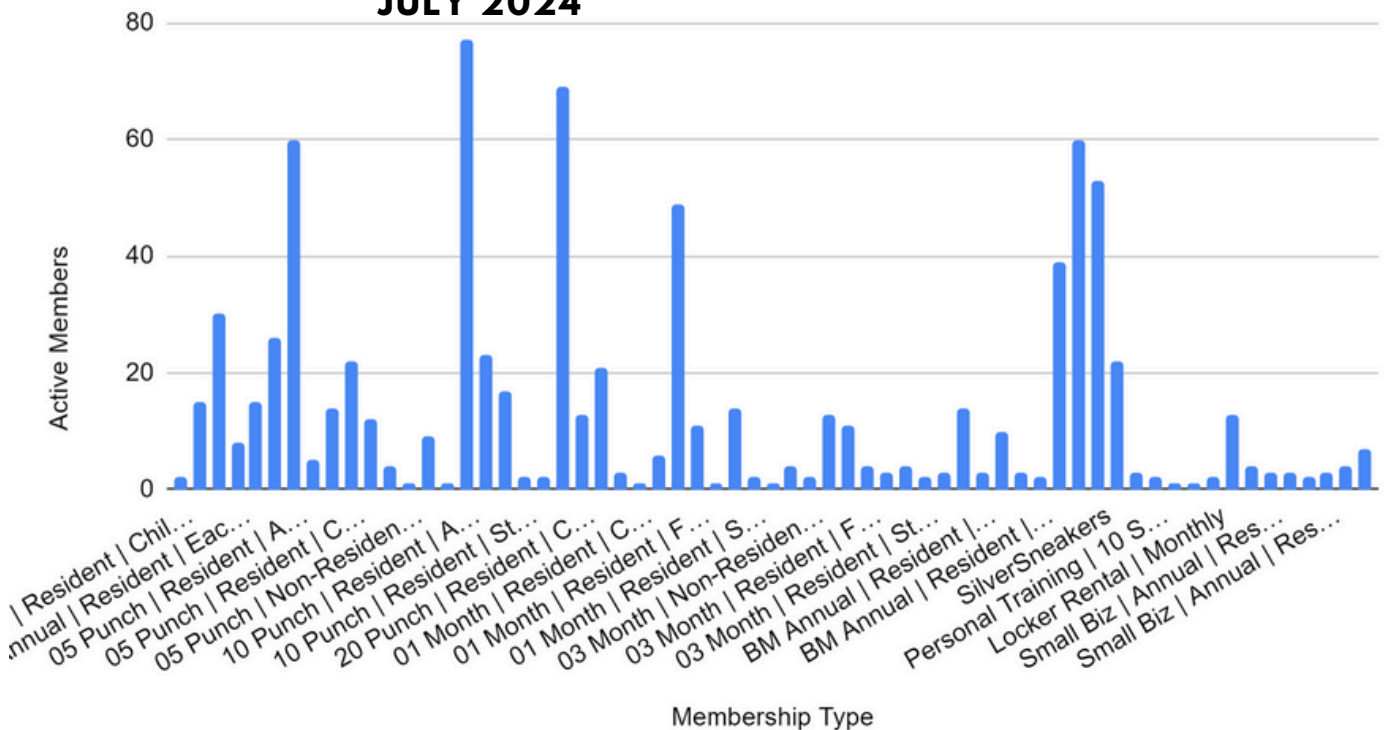
# MEMBERSHIP DEMOGRAPHICS

## JULY 25TH-SEPTEMBER 23RD

	<u>Registrations</u>	<u>Reservations</u>	<u>Memberships</u>	<u>Check-Ins</u>	<u>Profiles Created</u>
<b>All</b>	121	3	251	2951	136
<b>Resident</b>	104	3	236	2853	108
<b>Non-Resident</b>	17	0	15	98	28
<b>No Residency Set</b>					
<b>Demographics</b>					
<b>&lt; 18</b>	72	0	36	159	21
<b>18 - 65</b>	40	3	182	2145	101
<b>65+</b>					
<b>Male</b>	59	0	141	1744	74
<b>Female</b>	62	2	108	1193	61
<b>Other Genders</b>	0	1	2	14	1
<b>Online vs In-House</b>					
<b>Online</b>	68	0	21	N/A	78
<b>In-Person</b>	53	3	230	N/A	58

## MEMBERSHIP SUMMARY

### JULY 2024



# WEB REPORT

## JULY 2024

2,692

👁 People viewed your Business Profile  
 ↗ +11.5% (vs Jul 2023)

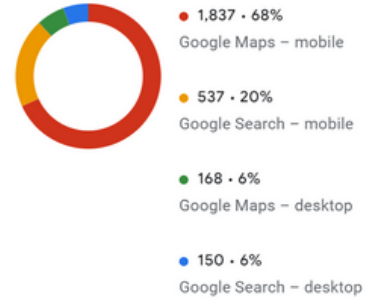
### GOOGLE

759

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

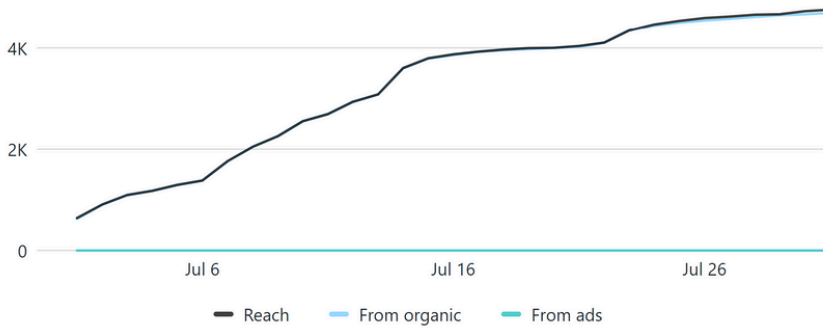


Platform and device breakdown  
 Platform and devices that people used to find your profile



### SOCIAL MEDIA

<b>Reach ⓘ</b> 4.8K ↑ 17.1%	<b>Content interactions ⓘ</b> 244 ↑ 62.7%	<b>Followers ⓘ</b> Lifetime 1.6K	<b>Link clicks ⓘ</b> 2 ↑ 100%
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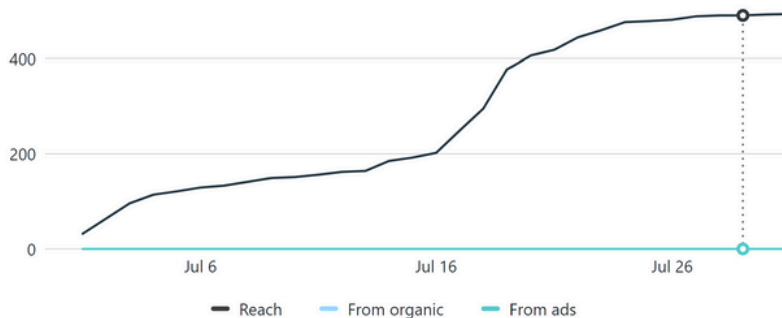
Reach breakdown

**Total**  
 4,764 ↑ 17.1%

**From organic**  
 4,701 ↑ 17.9%

**From ads**  
 0 0%

<b>Reach ⓘ</b> 493 ↑ 3.6%	<b>Content interactions ⓘ</b> 119 ↑ 30.8%	<b>Followers ⓘ</b> Lifetime 555	<b>Link clicks ⓘ</b> 0 0%
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Reach breakdown

**Total**  
 493 ↑ 3.6%

**From organic**  
 493 ↑ 3.6%

**From ads**  
 0 0%

# ISSUES + CONCERNS

## **Maintenance & Repairs**

- Gas leak on 8/23/24
  - Primary boiler fixed on 8/23
  - Both boilers restored on 8/30
  - Final repair/control valve install this week (9/23)

## **Proposed Projects/Programs**

- Full mechanical remodel (to apply for funding with EPA)
- Insurance policy evaluation
- Review service/predictive plan with Tolin