

South Park Parks & Recreation District
Executive Director's



MONTHLY REPORT

Report provided by
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MAY ACTIVITIES

In the month of April, we sold a total of **100** memberships, and **162** daily passes. The total sales for the month were **\$15,326.95** (see attached Mindbody report).

MEMBERSHIPS

- Punch Passes: 50
- Monthly Passes: 38
- 3 Month Passes: 5
- Annual Passes: 7

PERSONAL TRAINING

- 10 Punch Pass: 3
- 5 Pinch Pass: 1
- Single Sessions: 0
- 2 Sessions: 0

FACILITY RENTALS

- Bouncy Castle: 0
- Fitness Room: 1
- Pool/Room: 3
- Pool/Room/Bouncy Castle: 2

PROGRAMS

- School Swim Lessons - wrapped up the school swim lessons (last day: May 25th)
- Fitness Classes (continued)
- Finished setting up summer programs

OPERATIONS

- We had some staff resignations in the months of May. We have been interviewing, hiring, and training new staff.
- Contacted Greg Winkler with DOLA for District Board training at the June meeting on 6/28.

MAINTENANCE & REPAIRS

- Pool circulation pump motor started making a grinding noise on the last day of the month. Sounded like the ball bearings need to be replaced. The motor was replaced in early June with the new back-up motor we had.
- Reached out to Ridgeline Mechanical for a quote. They do not provide commercial services any longer.
- Looked into Breck Mechanical for their services. Their pricing is higher than Tolin. They are also currently dealing with lots of turnover. I spoke to a few of their clients and the reviews were not the best.

INFORMATION TECHNOLOGY

- Continued researched of other rec management software. In June, we had a demo for Rec Desk.
- Added all ED monthly reports to the rec center website.
- Created new rec center email addresses for all board members.
- Website updates
- Continued updating the cloud drive tree.

TRAINING

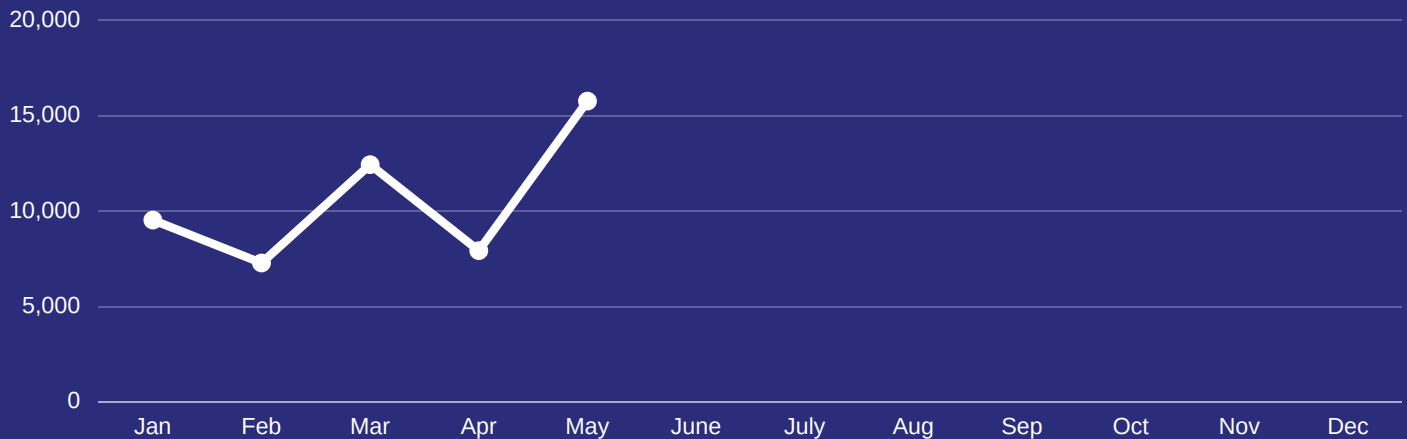
- Attended trainings for conducting the district elections.

FINANCIAL & GRANTS

- We received a \$7,500 grant from Summit Foundation for the skate park repairs.

MAY MONTHLY SALES REPORT

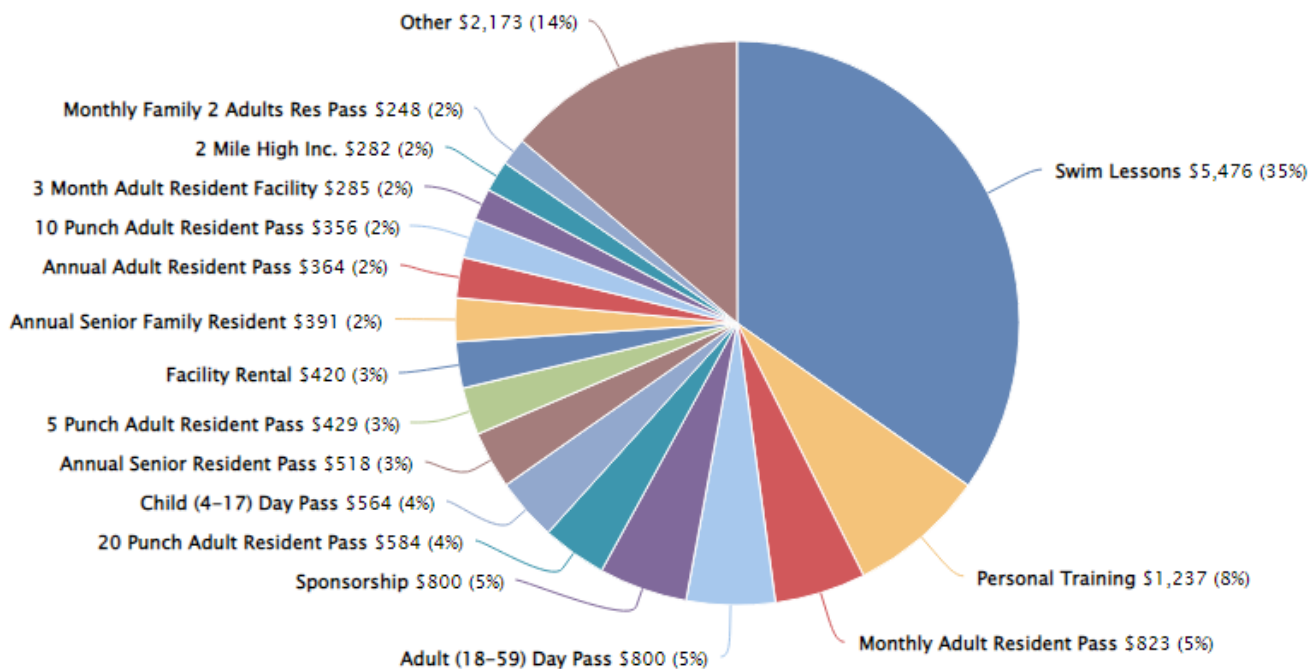
In the month of **April**, we had **\$7,888** in sales, and in **May** we did **\$15,757** in total sales. The May sales were 56% greater than the April sales in 2019 (\$10,079). In June we have done **\$13,545** in sales to date (6/27/22).



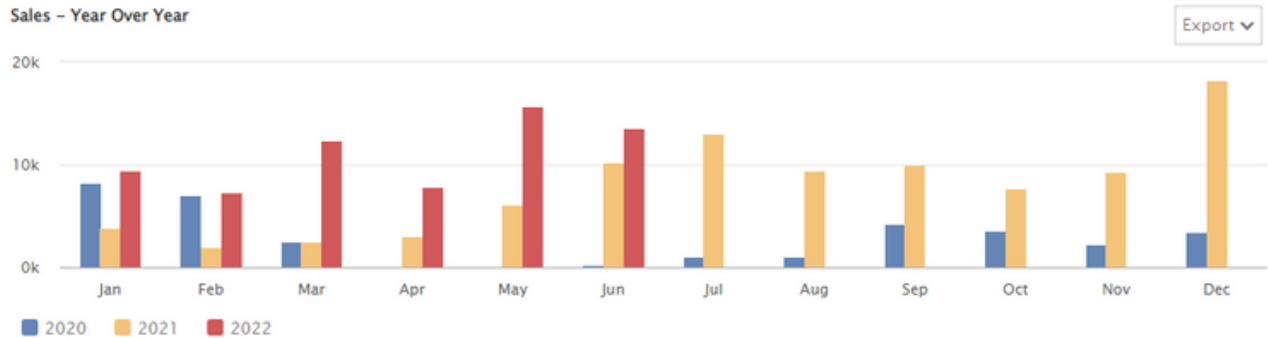
Sales By Category

Total: \$15,757

Export



ANNUAL COMPARISONS

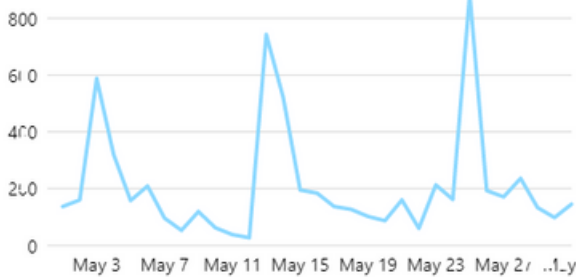


SOCIAL MEDIA & WEB REPORT

Reach

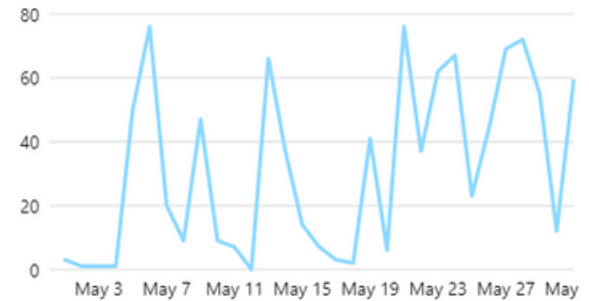
Facebook Page reach ⓘ

2,946 ↓ 17.7%



Instagram reach ⓘ

177 ↓ 11.5%

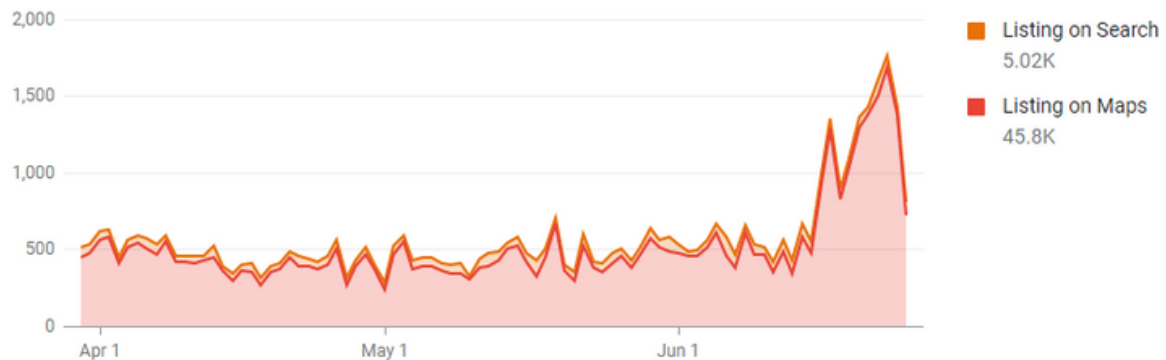


Where customers view your business on Google
The Google services that customers use to find your business



1 quarter ▾

Total views 50.8K



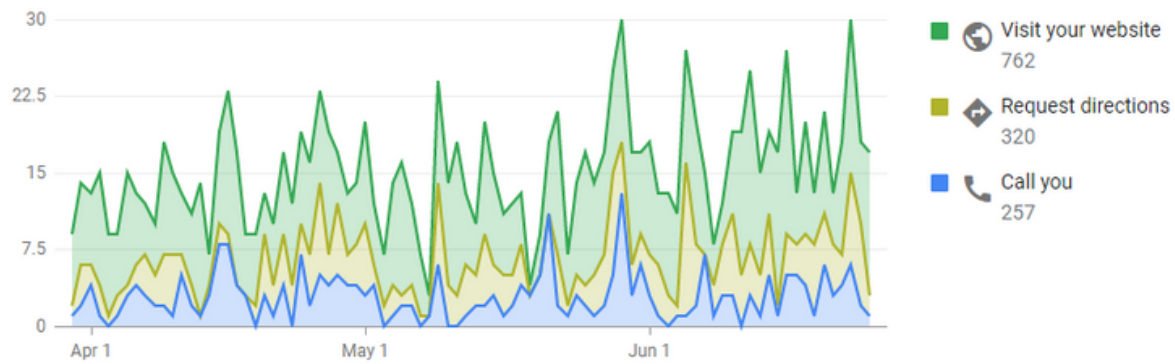
Customer actions

The most common actions that customers take on your listing



1 quarter ▾

Total actions 1.34K



ISSUES + CONCERNS

- Shortage of lifeguard and front desk staff.