

South Park Parks & Recreation District
Executive Director's



MONTHLY REPORT

Report provided by
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NOVEMBER ACTIVITIES

In the month of November, we sold a total of **88** memberships, and **122** daily passes and **9** daily showers. The total sales for the month were **\$9,576.00** (see attached Mindbody report).

MEMBERSHIPS

- Punch Passes: 42
- Shower Passes: 9
- Monthly Passes: 16
- 3 Month Passes: 11
- Annual Passes: 10

PERSONAL TRAINING

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

FACILITY RENTALS

- Bouncy Castle: 0
- Fitness Room: 4
- Pool/Room: 2
- Pool/Room/
Bouncy Castle: 1

PROGRAMS

- Finished up the fall swim lessons and started registration for the winter sessions at the end of the month.
- Dance classes continue.
- Had a very successful Studio Music Production class with 8 participants.
- Started registration for Fairplay Flyers at the end of the month. The ski resort changed the age ranges on us for this year. The age range for Fairplay Flyers was 4-12. Due to staff shortage and changes in chaperone policies, the resort has change the age range to 7-14. This may effect the total number of participants for this season.

- Swim & Movie nights continued.
- Created a fitness challenge for December and January. We only had 2 people registered for December, so we cancelled the December challenge and are concentrating on pushing the January challenge.
- Created new senior programming for 2023 including cooking class, dance class, gardening class, and books & BBQ.

OPERATIONS

- Hired and trained a 2 new Front Desk Attendant
- Trained a new front desk staff as a lifeguard
- Will be training 3 new lifeguards in early 2023
- Continuing the work on additional quotes for pool surface and roof repairs. We are slow to receive new quotes due to the holiday season and end of the year.

MAINTENANCE & REPAIRS

- N/A

INFORMATION TECHNOLOGY

- Set up a new computer at the front desk.
- Continuing the RecDesk system setup.
- Lots of new website updates integrating the RecDesk platform with the rec center website.
- Continued updating the cloud drive tree.

TRAINING

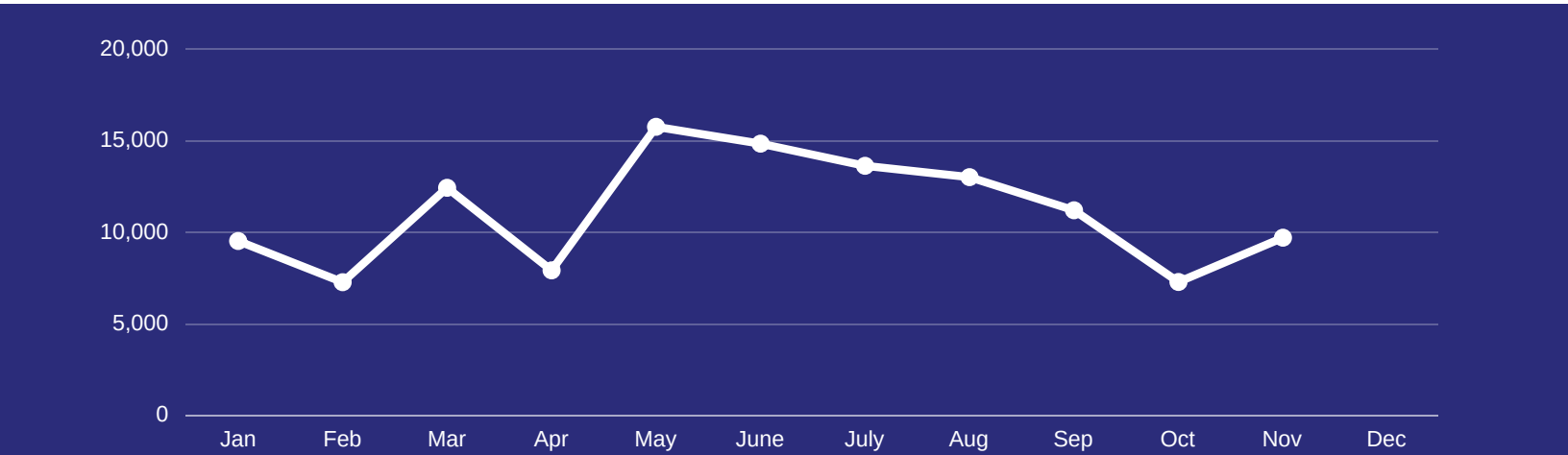
- Continued training on the RecDesk platform
- I completed all of my online training requirements for my Red Cross Water Safety Instructor and Instructor Trainer recertifications. I need to attend an instructor trainer academy in May to complete my recertification.

Financial & GRANTS

- Continued working on the 2023 budget.
- Working on a \$50K ARP grant through the county for capital projects. If received, this funding can be used towards resurfacing the pool.

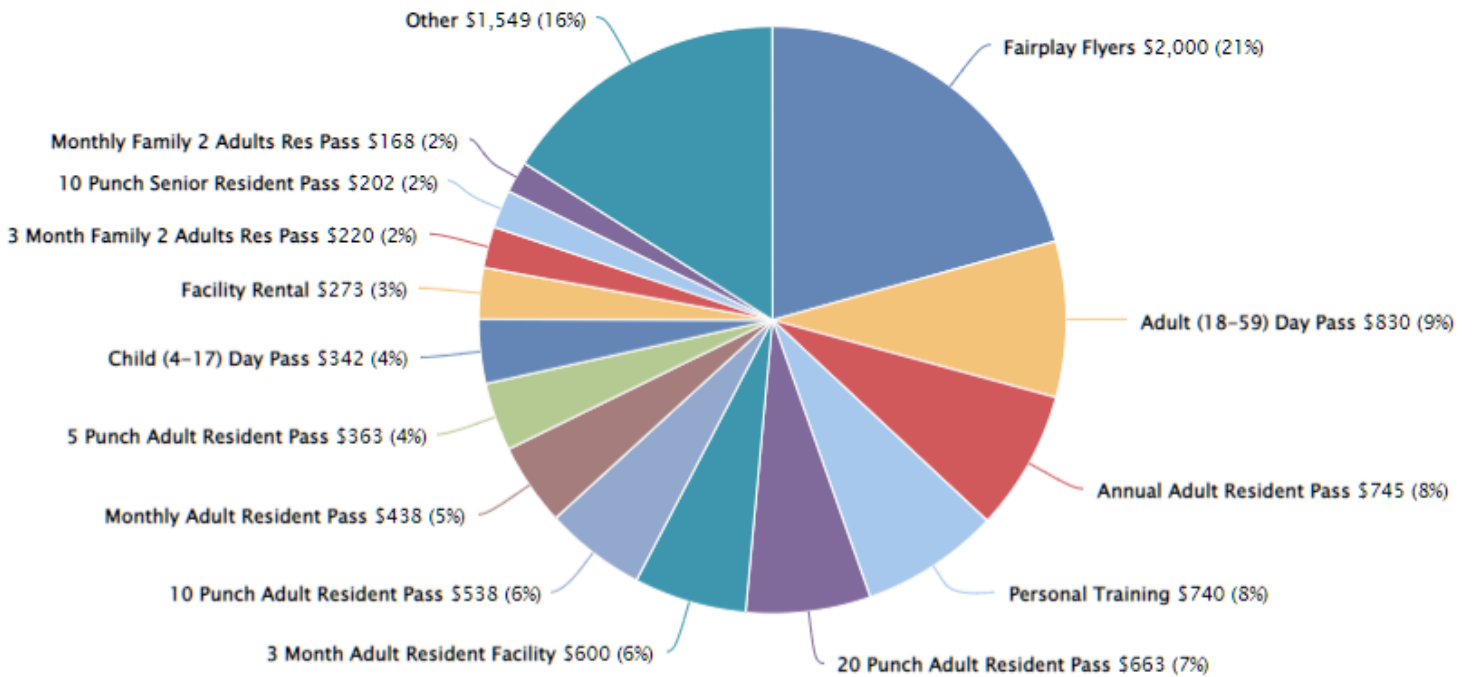
NOVEMBER MONTHLY SALES REPORT

In the month of October, we had **\$7,248** in sales, and in November we had **\$9,677** in sales. The October sales were 6% lower than the October sales in 2021 (\$7,742), and the November sales were 4% greater than November sales in 2021 (\$9,310).



Sales By Category
Total: \$9,677

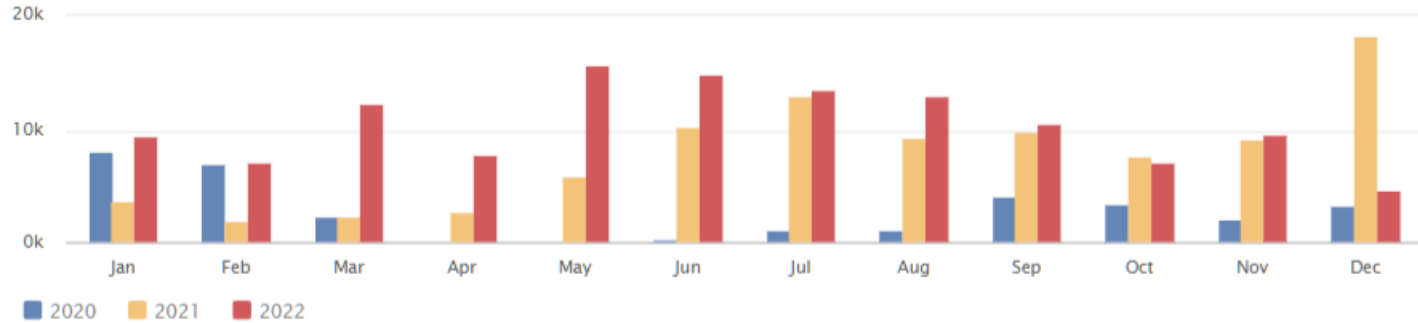
Export



ANNUAL COMPARISONS

Sales – Year Over Year

Export ▾



SOCIAL MEDIA & WEB REPORT

FACEBOOK

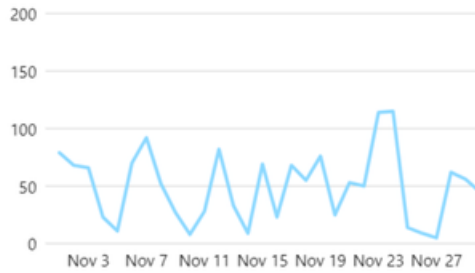
Facebook Page reach ⓘ

7,229 ↑ 73.2%



Instagram reach ⓘ

305 ↑ 13.4%



GOOGLE

381

Business Profile interactions ⓘ

↗ +8.9% (vs Nov 2021)



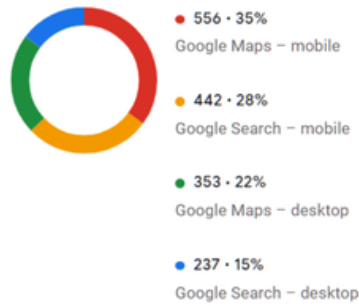
GOOGLE | NOVEMBER 2022

1,588

👁 People viewed your Business Profile
↗ +15.0% (vs Nov 2021)

Platform and device breakdown

Platform and devices that people used to find your profile



734

🔍 Searches showed your Business Profile in the search results
↗ +14.2% (vs Nov 2021)

Searches breakdown

Search terms that showed your Business Profile in the search results

1. south park	180
2. fairplay rec center	97
3. south park rec center	84
4. rec center	55
5. recreation center	52

ISSUES + CONCERNS

- TBK Bank would like the district to switch to the new account set up that was presented to the district board a few months ago.