

South Park Parks & Recreation District
Executive Director's



MONTHLY REPORT

Report provided by
Saam Golgoon





FEBRUARY ACTIVITIES

PROGRAMS

- Fairplay Flyers ski and snowboard program continues.
- Winter weekend swim lessons continue.
- Dance classes continue.
- Mountaineers Basketball started at the end of January.
- Last swim and movie night for the season was Friday, February 24.
- January Fitness Challenge was completed with 6 participants.
- Started registrations for the spring soccer program.
- The February Lacrosse Camp was cancelled due to lack of participants.
- The February senior programming with Devoted Health Plans was cancelled due to weather and lack of Devoted Health Plan staff. The senior programs will resume in May.

OPERATIONS

- Continued interviews for front desk staff.
- January 30th Lifeguard Training class was cancelled and we have rescheduled for April.

- Received our new membership key tags.
- Posted the Election Notice to the rec center website and social media. We have received one self nomination form.
- Had our quarterly rec center wide staff meeting on 2/22.

MAINTENANCE & REPAIRS

- Received one additional quotes for roof repairs from Troyer's Coating Systems. (See attached)
- Had challenges with maintaining the ski/snowboard street style course due to lack of snow.
- Working with Tolin Mechanical for design and instillation quote of a commercial ventilation for the steam room.

INFORMATION TECHNOLOGY

- Website updates.
- Setting up members with new key tags for checking in.

TRAINING

- Continued training on the RecDesk platform.
- Continued attending SDA and DOLA Designated Election Official trainings.

Financial & GRANTS

- Discovered more federal grant and funding opportunities through the National Special Districts Coalition. Had a meeting with them to learn more about the opportunities. Federal funding is always for the next fiscal year. (See attached info pdf)
- Working on a \$10,000 grant with Summit Foundation for roof repairs.
- The FY24 Congressionally Directed Spending fund applications are now open with an application deadline of March 10th, 2023.
- Switched over to the new IntraFi - ICS accounts at TBK Bank.
- Cancelled our QuickBooks Online subscription, and will start a new account in early March for the 60 day assisted data transfer.

FEBRUARY MONTHLY SALES REPORT

In the month of January, we had **\$17,524** in sales, and in February we have **\$9,378** in sales to date (2/26/23). The January sales were 84% greater than the January sales in 2022 (\$9,496), and the February sales to date (1/26/23) are % greater than February sales in 2022 (\$7,236).

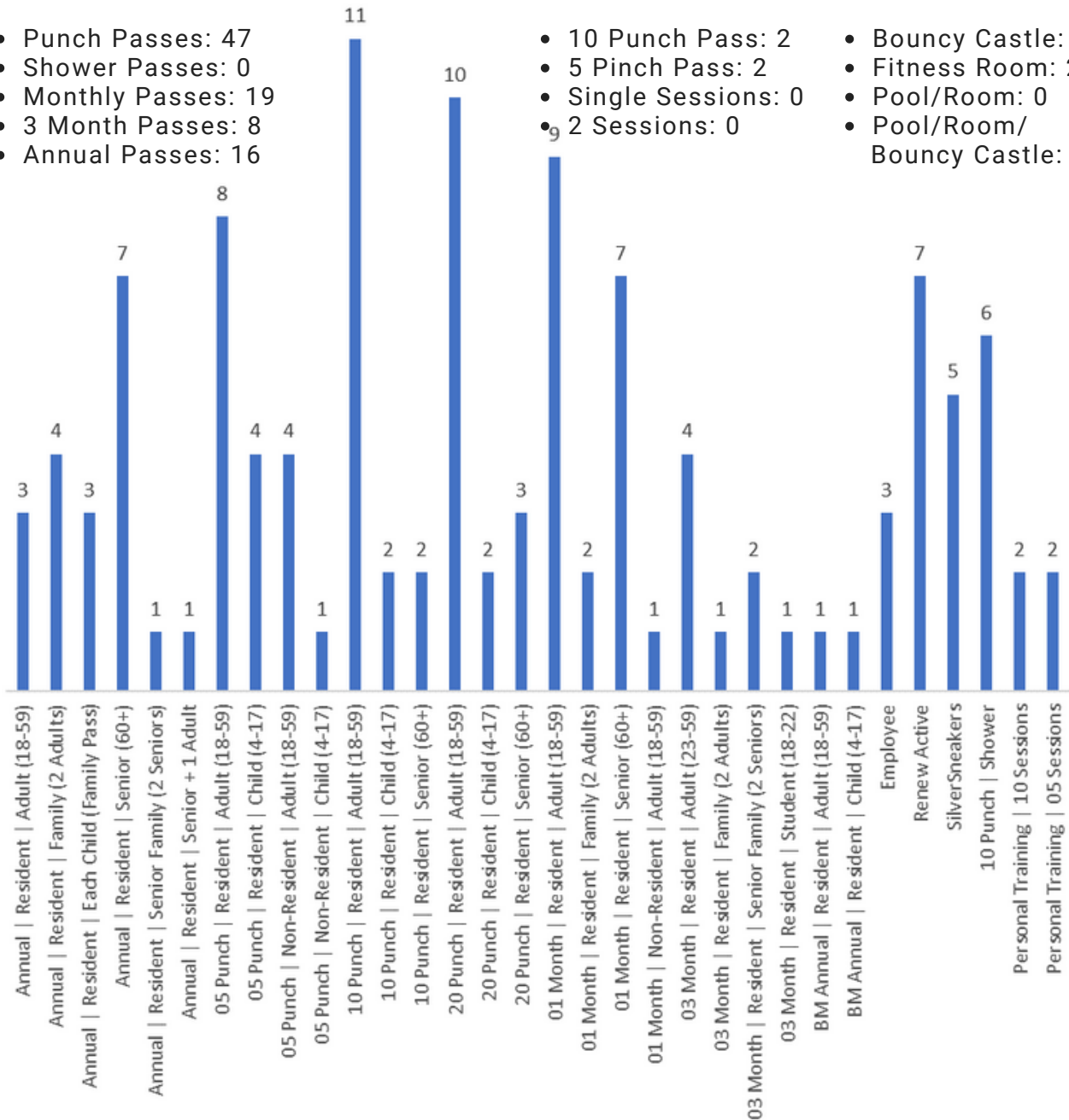
February 2023 New Memberships

MEMBERSHIPS

- Punch Passes: 47
- Shower Passes: 0
- Monthly Passes: 19
- 3 Month Passes: 8
- Annual Passes: 16

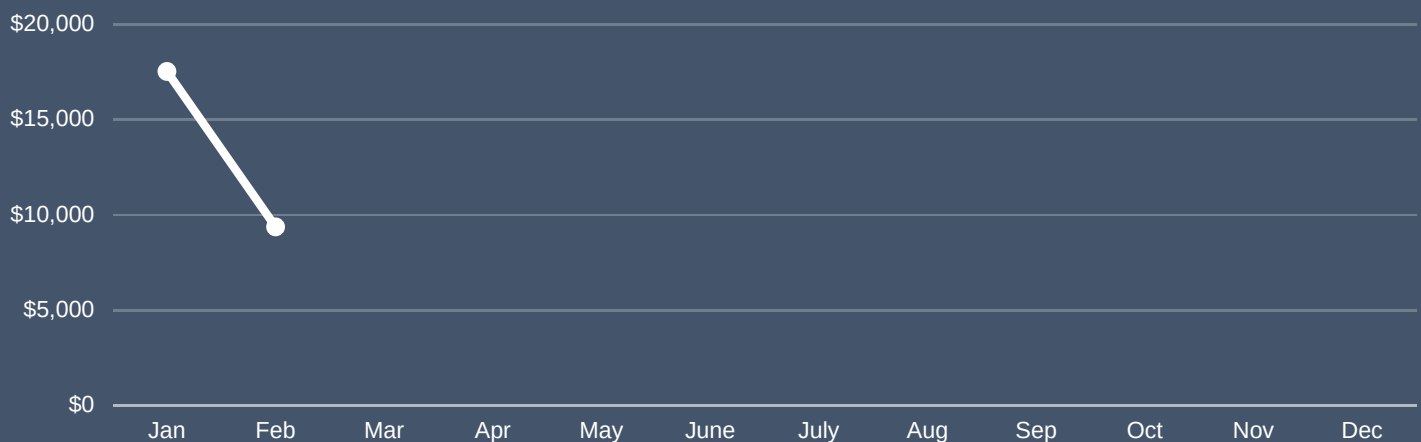
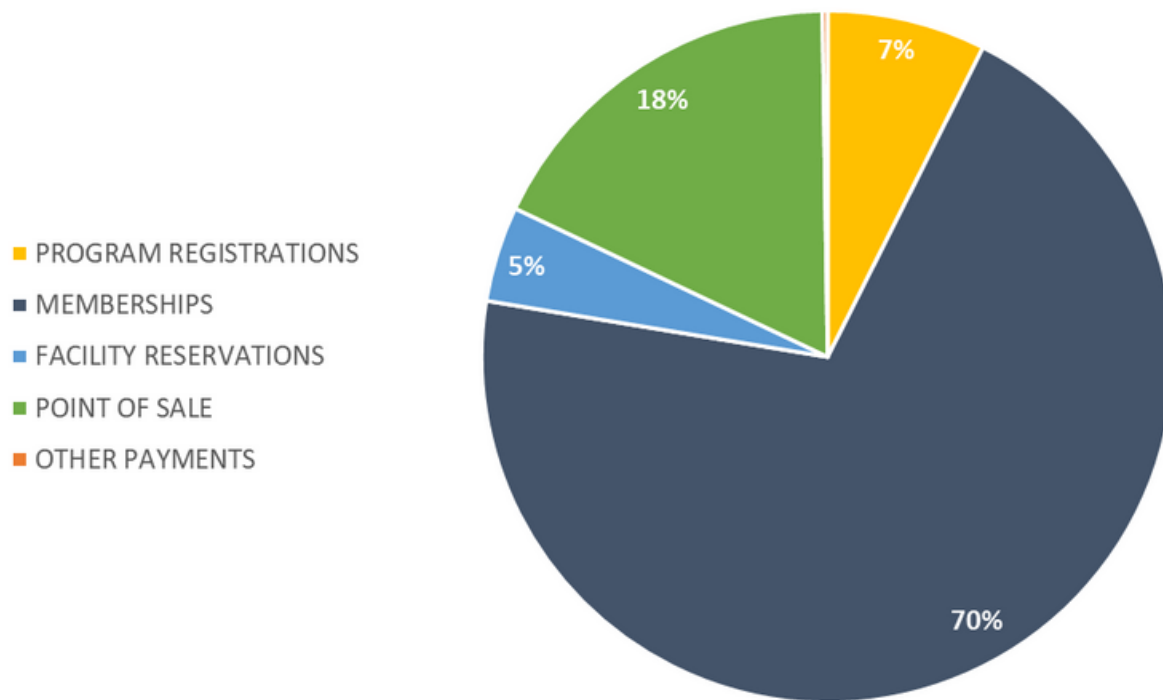
PERSONAL TRAINING FACILITY RENTALS

- 10 Punch Pass: 2
- 5 Pinch Pass: 2
- Single Sessions: 0
- 2 Sessions: 0
- Bouncy Castle: 0
- Fitness Room: 2
- Pool/Room: 0
- Pool/Room/Bouncy Castle: 2



FEBRUARY REVENUE SUMMARY

PROGRAM REGISTRATIONS	\$698.00
MEMBERSHIPS	\$6,614.50
FACILITY RESERVATIONS	\$420.00
POINT OF SALE	\$1,688.40
OTHER PAYMENTS	-\$23.00
TOTAL	\$9,337.90



FEBRUARY REVENUE DETAILS

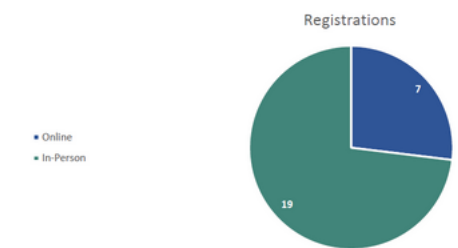
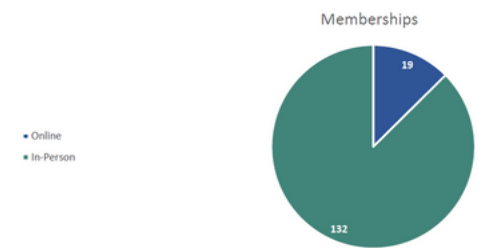
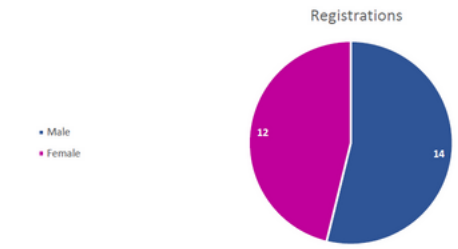
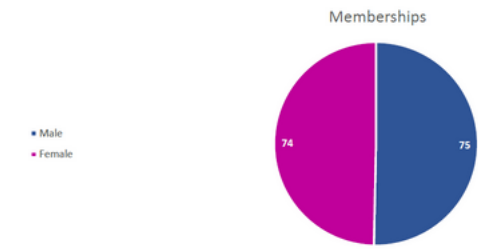
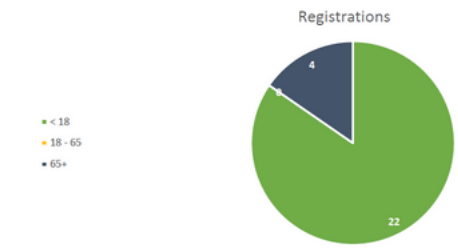
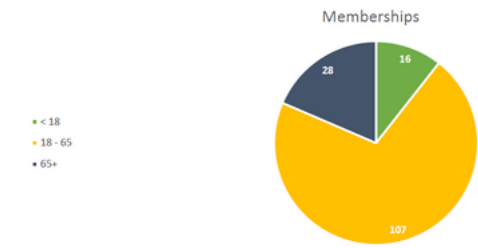
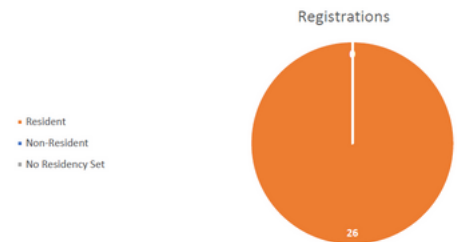
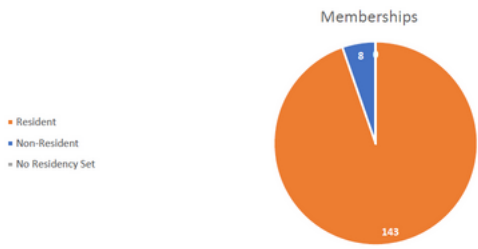
PROGRAMS	
Soccer	\$554.00
Swim Lessons	\$144.00
MEMBERSHIPS	
Monthly	\$904.80
3 Month	\$1,158.00
5 Punch Passes	\$501.00
10 Punch Passes	\$706.45
20 Punch Passes	\$965.00
Shower Punch Passes	\$140.00
Annual	\$1,514.25
Personal Training	\$725.00
FACILITY RESERVATIONS	
Multipurpose Rooms	\$120.00
Pool Parties	\$300.00
POINT OF SALE	
Daily Passes	\$1,583.00
Food & Beverage	\$49.68
Merchandise	\$35.72
OTHER PAYMENTS	
Other	\$0.00
Household Credit	-\$23.00

TOTAL

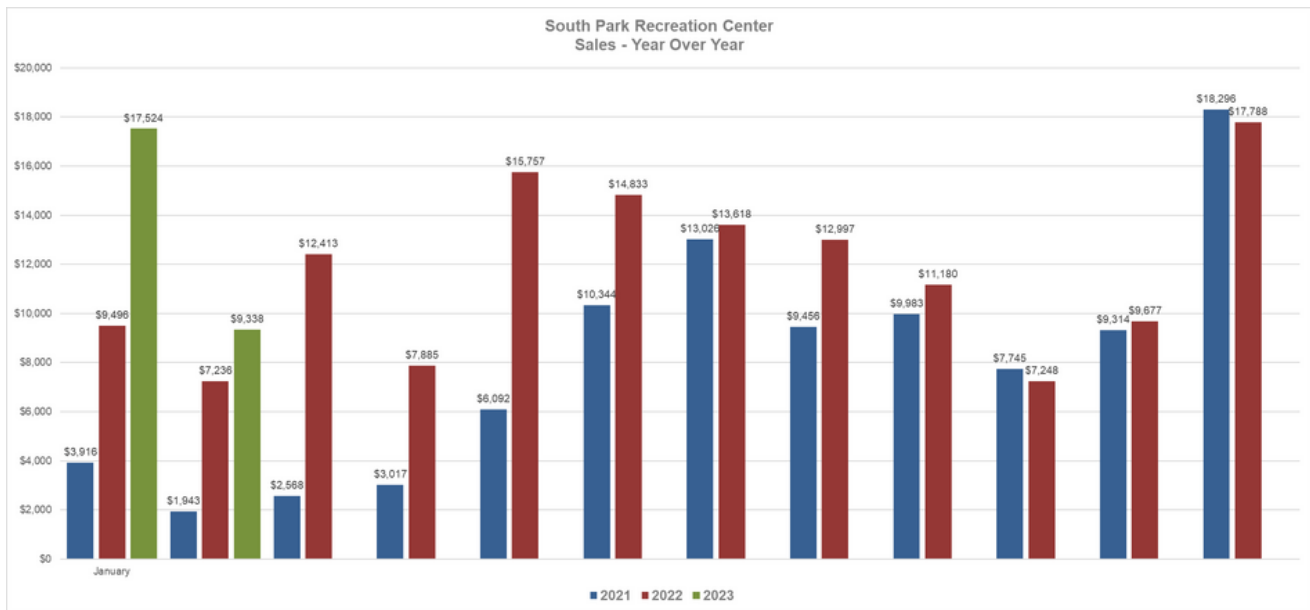
\$9,337.90

SALES DEMOGRAPHICS

	Memberships	Registrations	Reservations	Check-ins	Profiles Created
All	151	24	4	905	162
Resident	143	26	4	871	149
Non-Resident	8	0	0	34	13
No Residency Set	0	0	0	0	0
< 18	16	22	0	55	35
18 - 65	107	0	4	699	100
65+	28	4	0	151	27
Male	75	14	0	530	79
Female	74	12	4	372	82
Other Genders	2	0	0	3	1
Online	19	7	1	N/A	122
In-Person	132	19	3	N/A	40



ANNUAL COMPARISONS



WEB REPORT

GOOGLE

5,066

👤 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



1,432

🔍 Searches showed your Business Profile in the search results

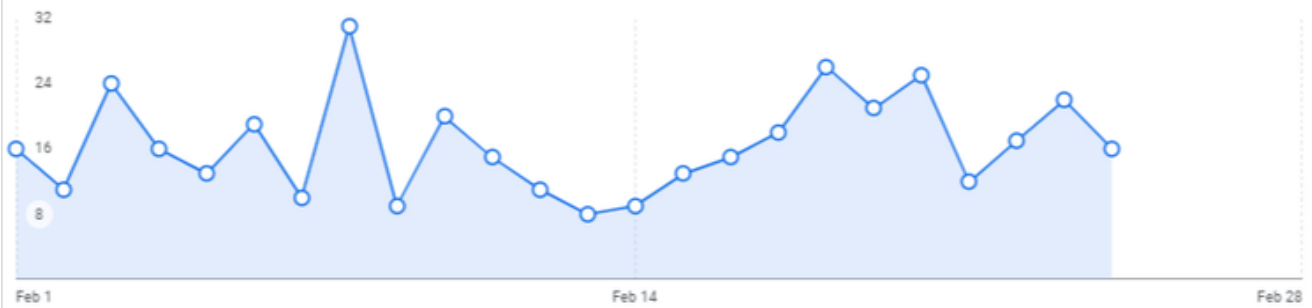
Searches breakdown

Search terms that showed your Business Profile in the search results

1. south park	303
2. fairplay rec center	141
3. south park rec center	121
4. rec center	105
5. south park, co	83

397

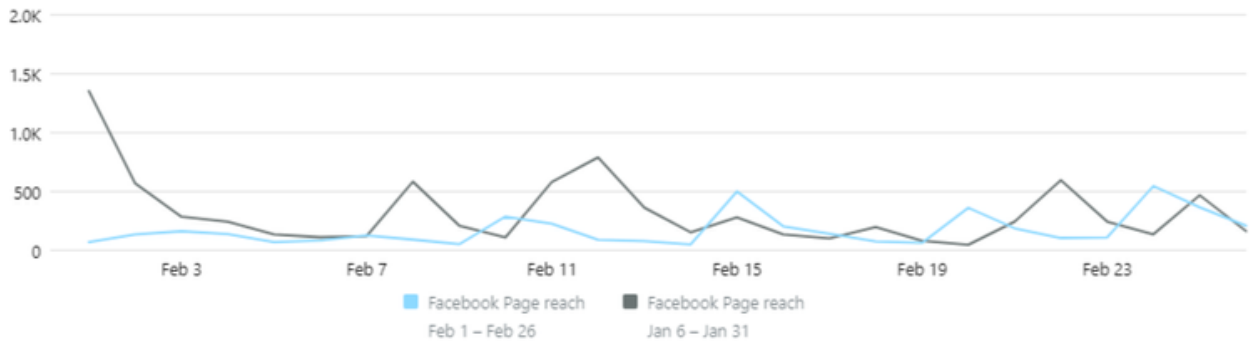
Business Profile interactions ⓘ



SOCIAL MEDIA REPORT

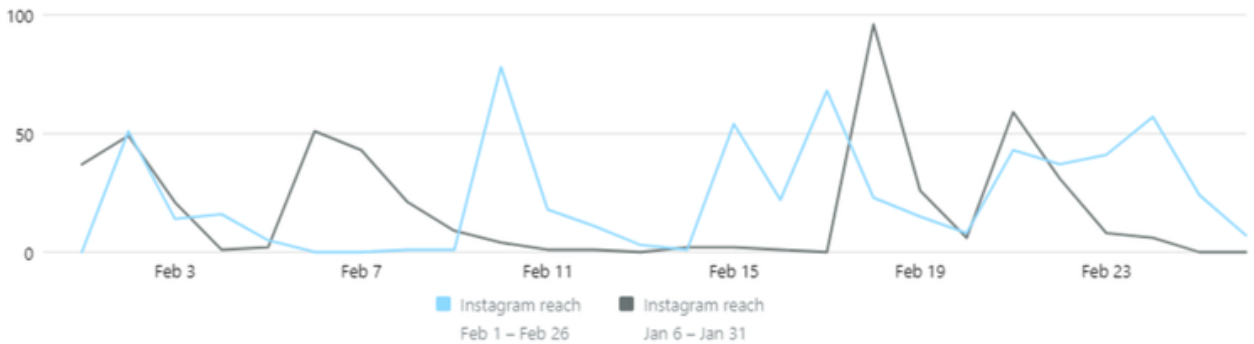
Facebook Page reach ⓘ Instagram reach ⓘ Paid reach ⓘ
2,228 ↓ 37.1% 156 ↓ 6% 0 0%

Daily Cumulative



Facebook Page reach ⓘ Instagram reach ⓘ Paid reach ⓘ
2,228 ↓ 37.1% 156 ↓ 6% 0 0%

Daily Cumulative



ISSUES + CONCERNS

- I haven't been able to find the engineered plans for the steam room. Also, there is no permit on file with the Town of Fairplay or Park County.