

South Park Parks & Recreation District
Executive Director's



MONTHLY REPORT

Report provided by
Saam Golgoon





DECEMBER ACTIVITIES

In the month of November we sold a total of **123** memberships, and **147** daily passes (see below for a breakdown). The total sales for the month were \$18,296. In a two week period we registered 24 kids for the Fairplay Flyers ski program. We started the Swim and Movie nights the first weekend of January.

MEMBERSHIPS

- Punch Passes: 68
- Monthly Passes: 20
- 3 Month Passes: 15
- Annual Passes: 20

PROGRAMS

- Swim Lessons
- Fairplay Flyers
- Fitness Classes
- X-country Skiing

OPERATIONS

- Finished training 3 new lifeguards. One is one of our front desk staff, another is a high school student that will pick up shifts starting in January, and the 3rd person will be a substitute lifeguard.
- I have made contact with our local CSU Extension Office for their assistance in facilitating a strategic plan session. I haven't received possible dates yet for conducting this planning session.
- The end of year holiday membership sale was a success. We generated \$6,290.53 of revenue from the promo code HOL21. This promotion ended on 12/31/2021.

MAINTENANCE & REPAIRS

- The new backflow prevention valve in the pump room was installed in January.
- We hired a new maintenance technician.

INFORMATION TECHNOLOGY

- New VoIP phone system (RingCentral) was installed and in operation. Our CenturyLink account was cancelled. The new phone system saves us about \$200 per month.
- We bought a couple of cell phones for the rec center and installed the RingCentral app on them. These phone are for when the power goes out or when a staff member has to walk away from the front desk.

TRAINING

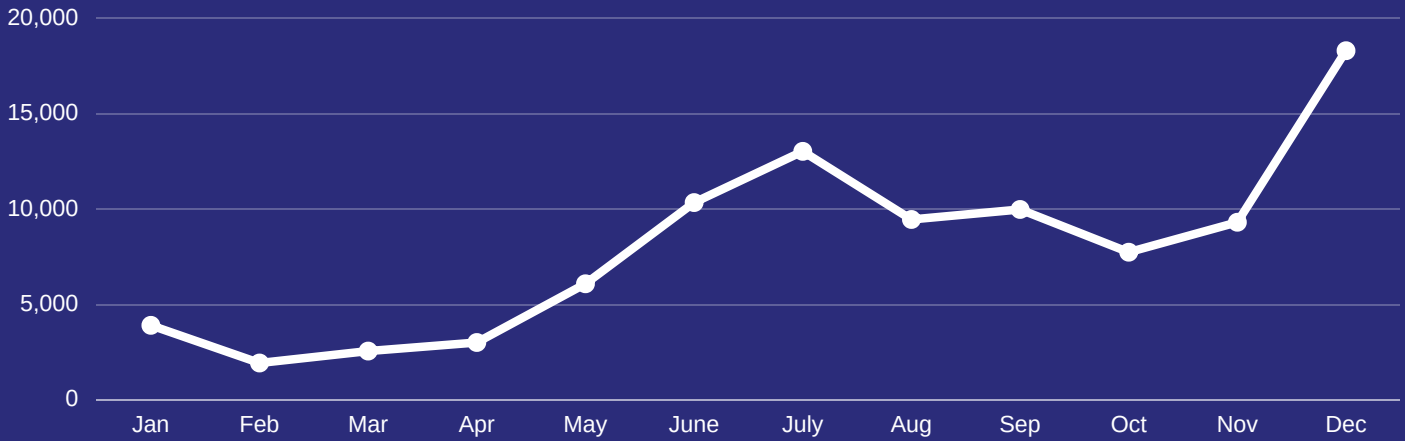
- Kristina completed her Personal Trainer certification and started personal training sessions in January.

FINANCIAL

- I found approximately a \$90K discrepancy in the 2022 Annual Budget. Adjustments were made and resubmitted to our bookkeeper for review and approval. A final draft will be presented to the board in the January 2022 board meeting for review and approval.
- We received a CARES ACT grant for \$2,624.34 from DOLA. This covered all the expenses for all the new computer and electronic equipment we purchased since July of 2021(including the new cell phones), and covered the cost of all cleaning equipment that we purchased in the second half of the year. Unfortunately, DOLA didn't approve the cost of the new motor and repair work for the pool circulation pump.
- We had one of our best sale dates ever on 1/30/2021. We had a total of \$3,469.09 in generated revenue that day.

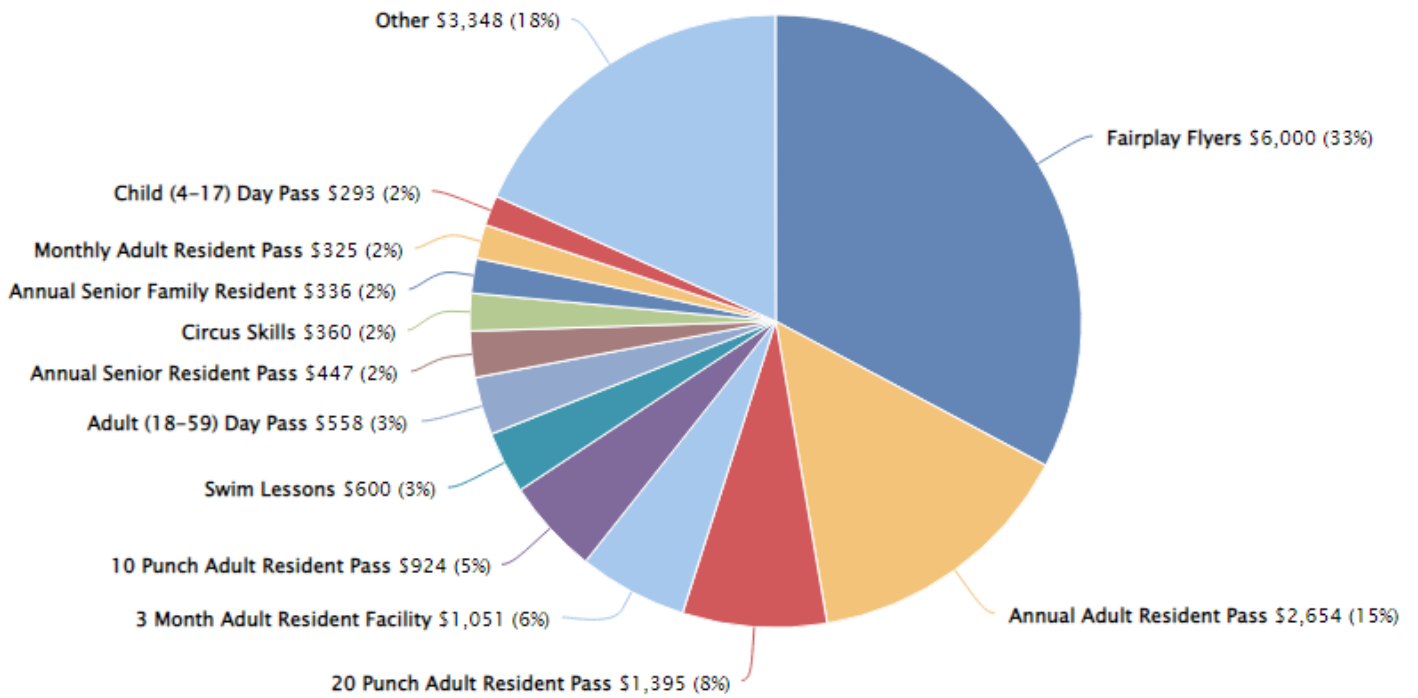
DECEMBER MONTHLY SALES REPORT

In the month of **November**, we had **\$9,314** in sales, and in **December** we did **\$18,296** in total sales.



Sales By Category

Total: \$18,296

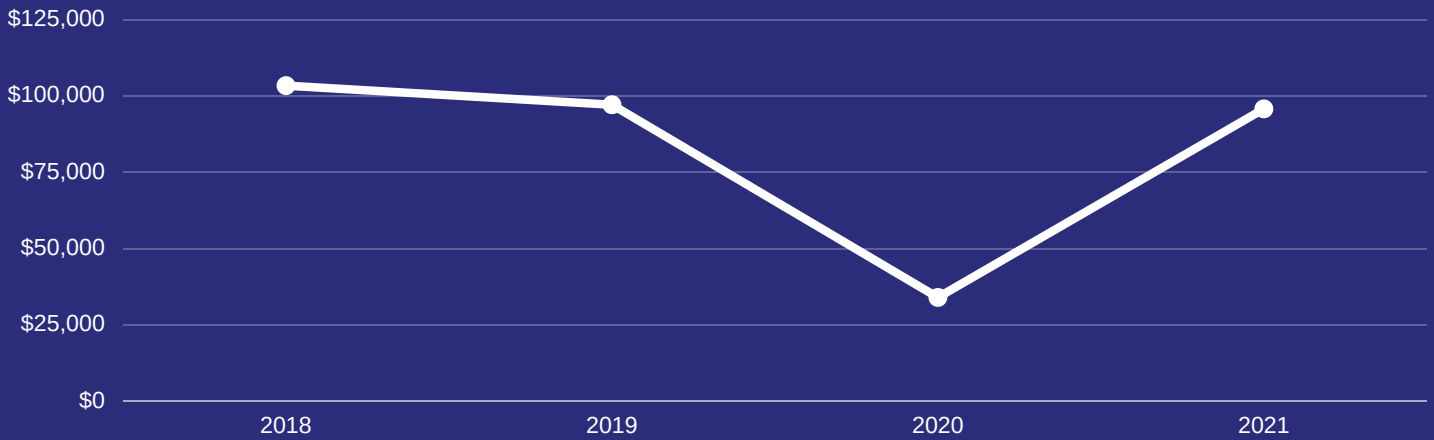


2021 | DECEMBER
2019 | DECEMBER

\$18,296
\$8,151

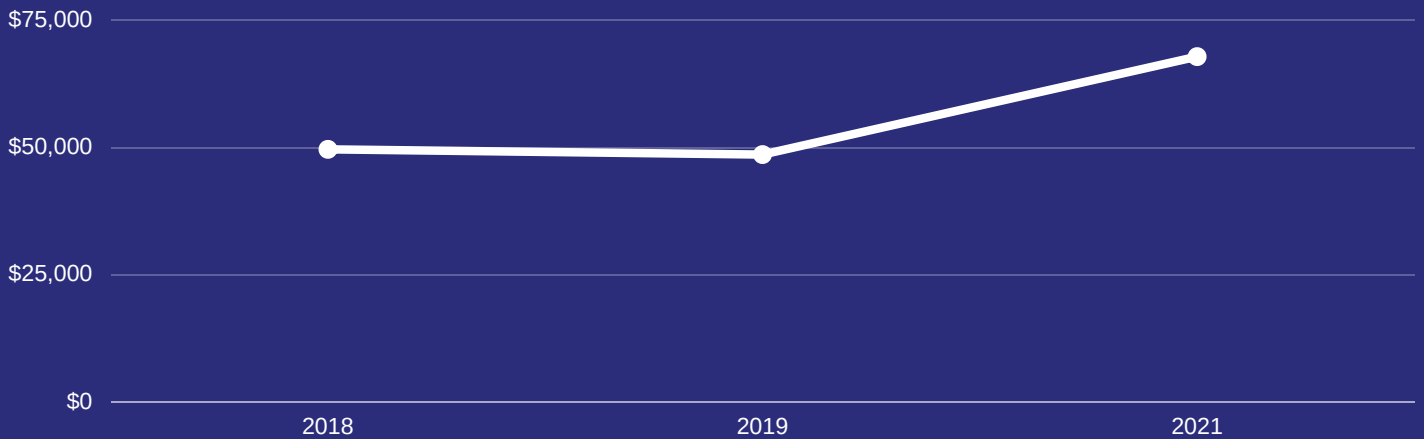
ANNUAL COMPARISONS

2021:	\$95,755.98
2020:	\$34,042.40
2019:	\$97,112.42
2018:	\$103,366.97



JULY - DECEMBER COMPARISONS

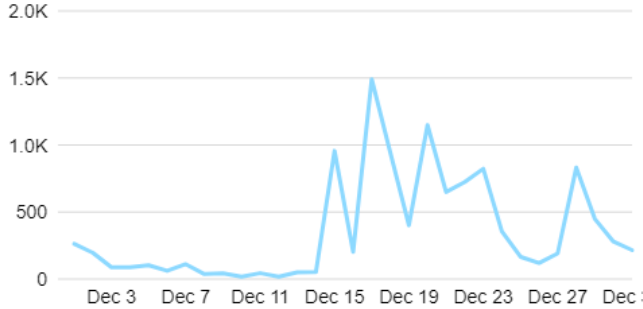
2021:	\$67,874.67
2019:	\$48,639.66
2018:	\$49,665.76



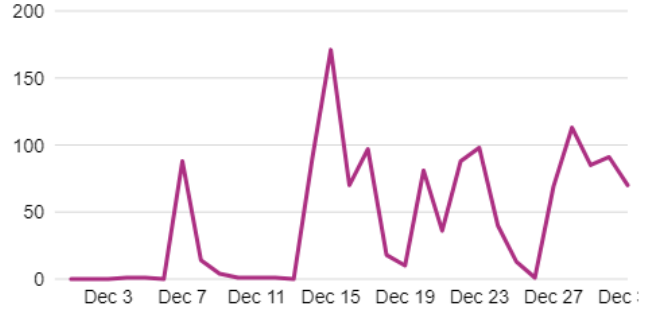
SOCIAL MEDIA REPORT

Reach

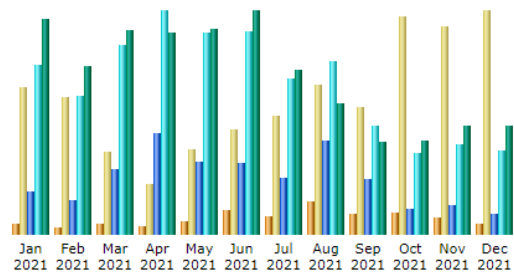
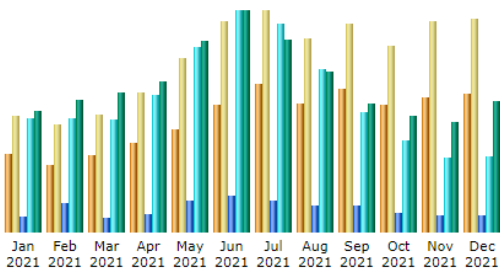
Facebook Page ⓘ
Reach
4,469 ↑ 29.5%



Instagram ⓘ
Reach
314 ↑ 91.5%



ANNUAL WEBSITE REPORT



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	1,191	1,789	25,179	192,677	35.41 GB
Feb 2021	1,032	1,647	47,816	192,994	38.75 GB
Mar 2021	1,186	1,792	24,558	190,804	40.94 GB
Apr 2021	1,362	2,141	30,411	231,119	44.16 GB
May 2021	1,574	2,658	53,874	312,130	55.70 GB
Jun 2021	1,945	3,235	61,136	374,006	64.65 GB
Jul 2021	2,278	3,391	53,268	352,359	56.08 GB
Aug 2021	1,972	2,959	45,453	275,008	46.76 GB
Sep 2021	2,193	3,195	44,643	202,286	37.64 GB
Oct 2021	1,942	2,857	32,532	155,598	34.08 GB
Nov 2021	2,061	3,225	28,335	124,833	32.28 GB
Dec 2021	2,113	3,267	27,800	127,114	38.36 GB
Total	20,849	32,156	475,005	2,730,928	524.81 GB

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	13	187	2,081	8,267	15.30 GB
Feb 2021	8	174	1,663	6,767	11.96 GB
Mar 2021	14	104	3,188	9,210	14.44 GB
Apr 2021	11	63	4,916	10,902	14.29 GB
May 2021	16	107	3,523	9,825	14.55 GB
Jun 2021	31	133	3,459	9,900	15.85 GB
Jul 2021	23	150	2,773	7,578	11.63 GB
Aug 2021	42	189	4,576	8,422	9.25 GB
Sep 2021	26	161	2,681	5,280	6.53 GB
Oct 2021	28	276	1,259	3,956	6.61 GB
Nov 2021	22	263	1,436	4,406	7.67 GB
Dec 2021	13	283	1,021	4,072	7.70 GB
Total	247	2,090	32,576	88,585	135.78 GB

2021

2,819,513 HITS
21,096 UNIQUE

2020

2,329,542 HITS
42,387 UNIQUE

2019

1,519,618 HITS
78,161 UNIQUE

ISSUES + CONCERNS

I found approximately a \$90K discrepancy in the 2022 Annual Budget. Adjustments were made and resubmitted to our bookkeeper for review and approval. A final draft will be presented to the board in the January 2022 board meeting for review and approval.

We still haven't received our back up pool circulation pump motor that was ordered in October. This is due to supply chain issues. Currently the estimated ship date is February 4th.

The artificial truffle for the ball field was delivered in December. The school did their best to get the truffle installed, but unfortunately due to weather challenges the installation has been postponed until spring time. Our \$350K GOCO grant deadline for this project is March 31st, 2022. The project will not be completed by this date. I have been working with GOCO to extend our grand deadline. It look like we'll be able to extend the deadline to at least September 30th, 2022.

We continue to deal with sick staff due to COVID and having to cancel classes.

The steam room continues to have issues with the grout coming off.