

South Park Parks & Recreation District
Executive Director's



MONTHLY REPORT

Report provided by
Carrie Fabel





NOVEMBER | ACTIVITIES

NEW PROGRAMS

- Fairplay Flyers
- Mountaineers Basketball
- Nordic Ski
- Ice Climbing (pending insurance approval)
- Gift Drive
- Swim and Movie Night
- Volleyball Clinic

OPERATIONS

- New management structure

NOVEMBER | UPDATES

MAINTENANCE & REPAIRS

- Estimate received from Mark Kelly Electrical for \$2,680 to fix accessible automatic door opener, replacing hand dryers in restrooms and replacing can lights
- We received an inquiry seeing if we would be willing to sell the call tower or trade for excavation work. Thoughts?
- Future Tolin expenses- under 1k to replace bearings on the rooftop unit

INFORMATION TECHNOLOGY

- Website transfer- onboarding to begin next Wednesday

TRAINING

- Staff meeting on Oct. 30th- introduced new management structure to staff
- Employee morale (Rec Family activities) set to start in 2024
- New management training has been going well!

Financial & GRANTS

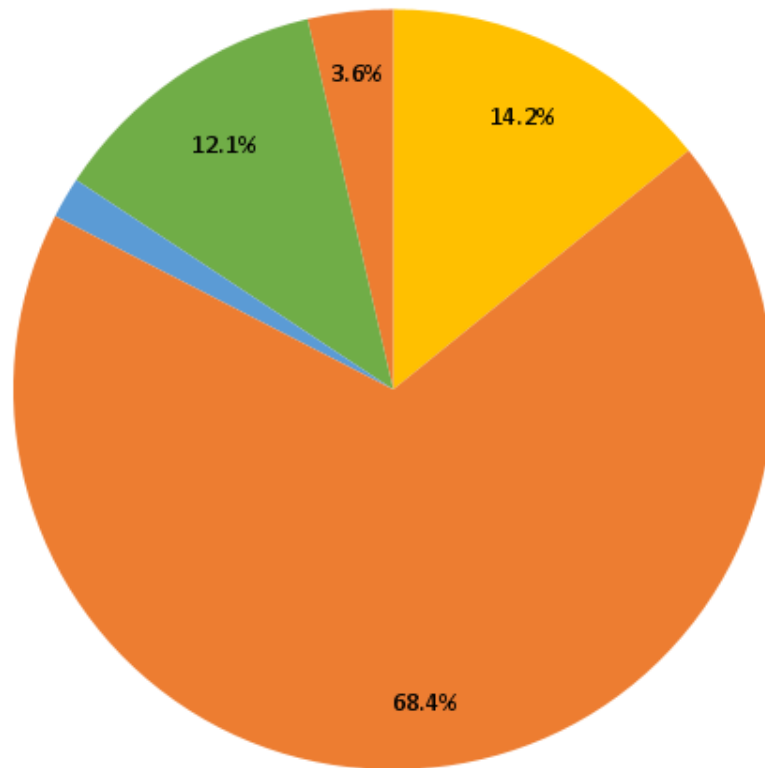
- Denise and Carrie have been working with ARP
- Free music lessons and memberships to teens, SP Prevention Coalition
- Giving Tuesday fundraising campaign is live until the end of the year
<https://go.rallyup.com/sprcweightroom>
- Small Biz Saturday / Cyber Monday sale

REVENUE SUMMARY

NOV 1ST-27TH, 2023

PROGRAM REGISTRATIONS	\$1,460.00
MEMBERSHIPS	\$7,036.14
FACILITY RESERVATIONS	\$180.00
POINT OF SALE	\$1,244.29
OTHER PAYMENTS	\$372.92
TOTAL	\$10,293.35

- PROGRAM REGISTRATIONS
- MEMBERSHIPS
- FACILITY RESERVATIONS
- POINT OF SALE
- OTHER PAYMENTS



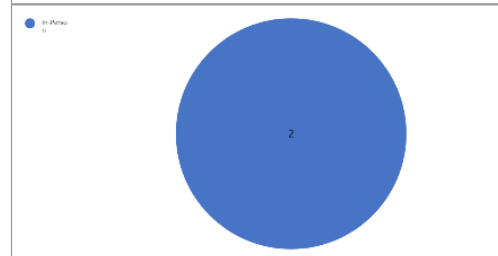
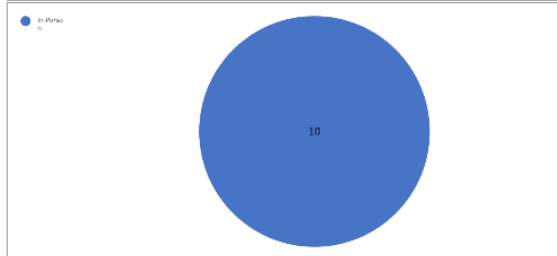
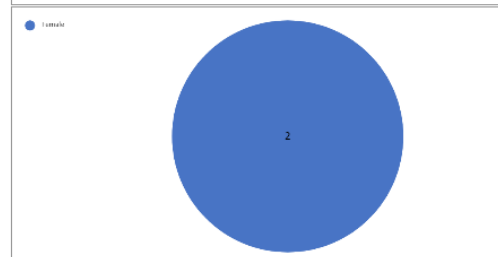
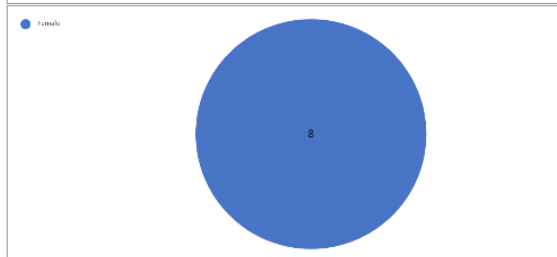
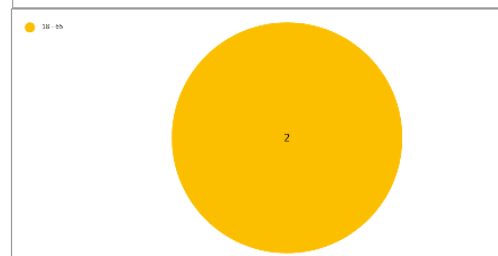
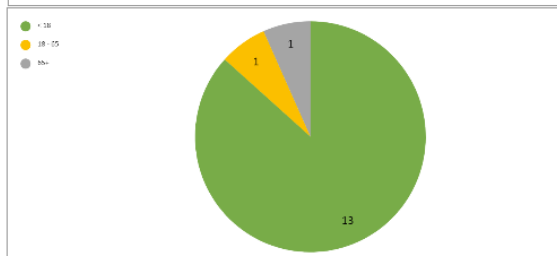
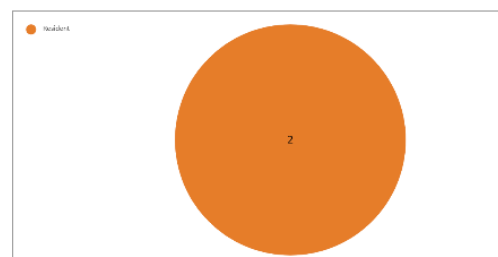
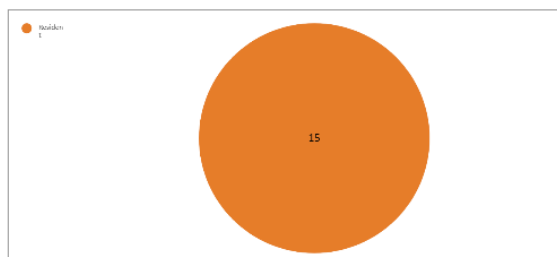
REVENUE DETAILS

NOV 1ST-27TH, 2023

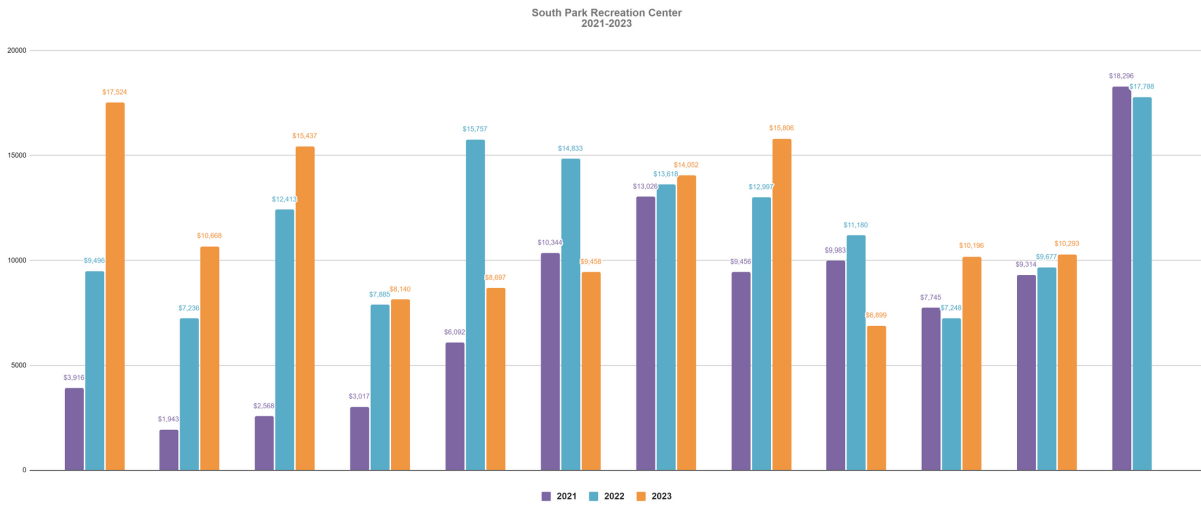
PROGRAMS & EVENTS	
Early Release	\$90.00
Fairplay Flyers	\$960.00
Football	\$150.00
Basketball	\$260.00
MEMBERSHIPS	
Monthly	\$830.00
3 Month	\$809.00
5 Punch Passes	\$272.25
10 Punch Passes	\$641.00
20 Punch Passes	\$334.00
Shower Punch Passes	\$35.00
Personal Training	\$0.00
Annual	\$4,114.89
FACILITY RESERVATIONS	
Multipurpose Rooms	\$180.00
Bouncy Castle	\$0.00
Monthly Rentals	\$0.00
POINT OF SALE	
Daily Passes	\$1,013.00
Showers	\$143.00
Food & Beverage	\$34.96
Merchandise	\$53.33
OTHER PAYMENTS	
Locker Rental	\$200.00
Equipment Sales	\$160.92
Other	\$12.00
TOTAL	\$10,293.35

SALES DEMOGRAPHICS

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	15	2	87	1111	61
Resident	15	2	83	1095	55
Non-Resident	0	0	4	16	6
No Residency Set	0	0	0	0	0
< 18	13	0	18	120	14
18 - 65	1	2	63	713	43
65+	1	0	6	278	4
Male	7	0	53	694	34
Female	8	2	34	417	27
Other Genders	0	0	0	0	0
Online	5	0	10	N/A	28
In-Person	10	2	77	N/A	33



ANNUAL COMPARISONS



WEB REPORT

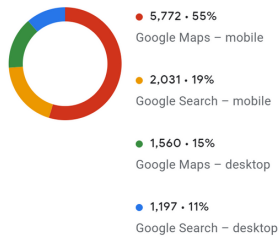
GOOGLE

10,560

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



4,427

🔍 Searches showed your Business Profile in the search results

Searches breakdown

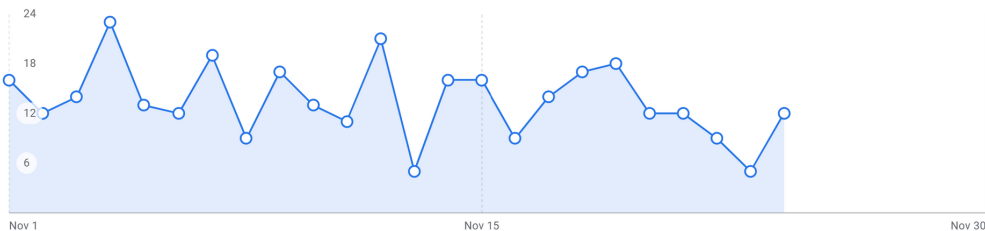
Search terms that showed your Business Profile in the search results

1. south park	1,448
2. rec center	475
3. south park, co	367
4. recreation center	279
5. south park recreation center, bullet road, fairplay, co	240

[See more](#)

325

Business Profile interactions ⓘ



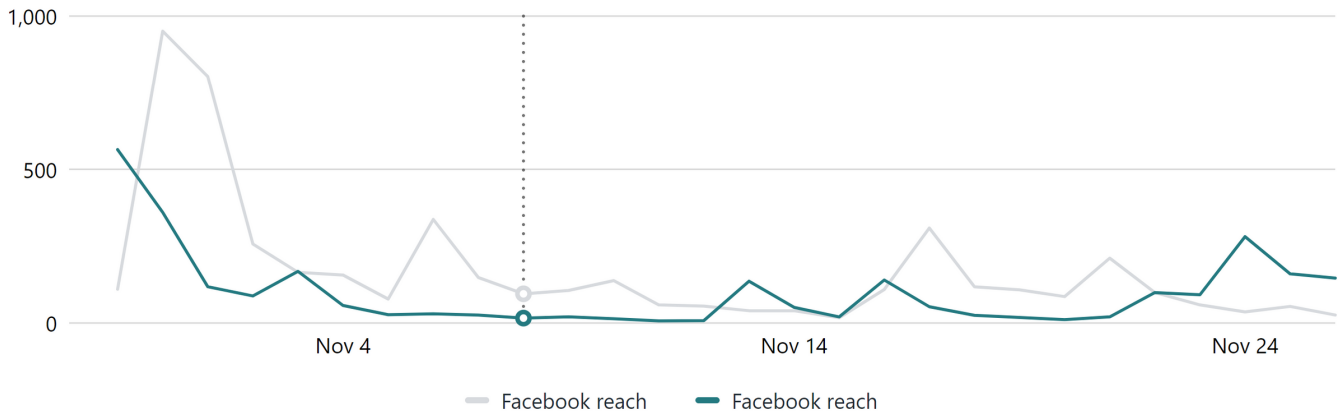
SOCIAL MEDIA REPORT

f Facebook reach
1,591 ↓ 46%

@ Instagram reach
263 ↑ 48.6%

📣 Paid reach
0 0%

Daily Cumulative ⓘ

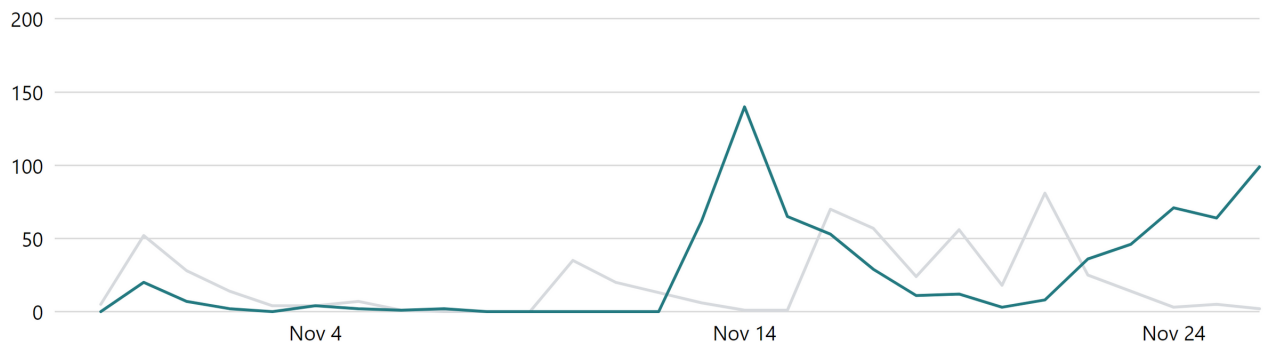


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ISSUES + CONCERNS

- Prop HH, Monica Jones will update us with changes by 12/1/23
- Ceiling damage in foyer and area between cardio room and front desk. Noticed Monday, November 27th. Owner of roof repair company will come out to evaluate.

