



MONTHLY REPORT

Report provided by
Carrie Fabel

JANUARY | UPDATES

NEW PROGRAMS

- Ice Climbing
- Fitness Challenge
- New Spin Instructor

OPERATIONS

- Management Team is established
- Handbook review and revision in progress

INFORMATION TECHNOLOGY

- New website is up and running! southparkrec.org

TRAINING

- First staff meeting was held on 1.10.24
- CSD | Slips, Trips and Falls webinar

Financial & GRANTS

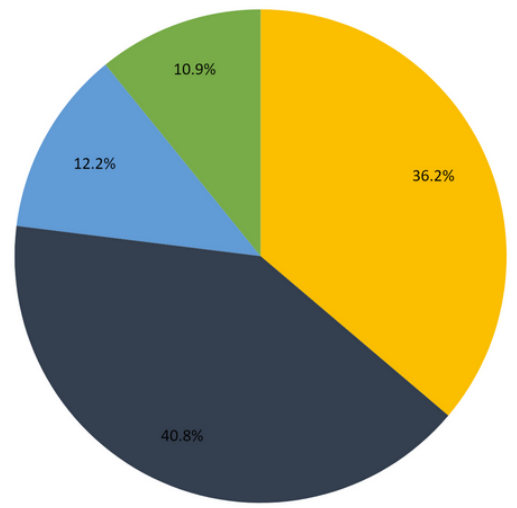
- American Rescue Plan | Emailed 1.11.24, no response, ideas for follow up?
- SP Prevention Coalition | \$1,500 for free teen music lessons
- SP Prevention Coalition | \$2,520 for free memberships for teens
- SP Prevention Coalition | \$2,230 to create/maintain a terrain park on site
- Small Business Saturday Sale | \$2,947.90 in sales in one weekend

MONTH TO DATE SALES

- \$12,497.18

DECEMBER MONTHLY SALES REPORT

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



REVENUE SUMMARY

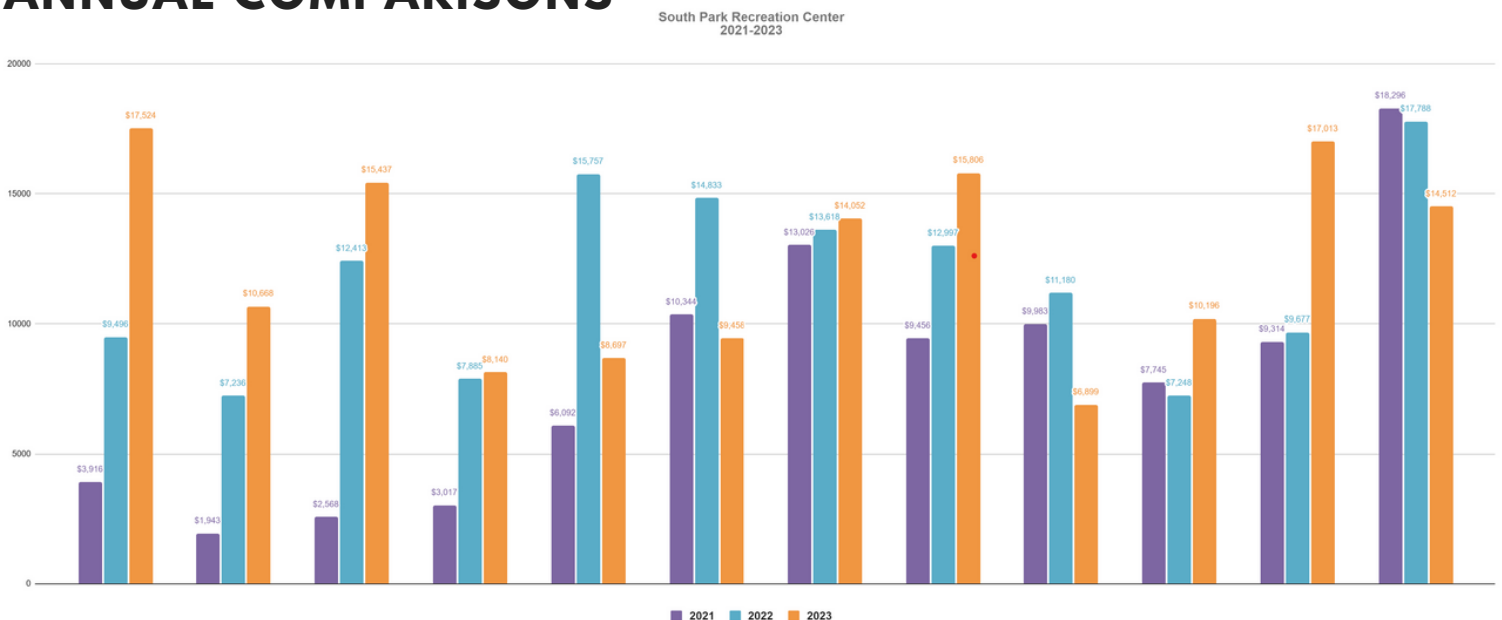
PROGRAM REGISTRATIONS	\$5,269.00
MEMBERSHIPS	\$5,937.80
FACILITY RESERVATIONS	\$1,775.00
POINT OF SALE	\$1,581.42
OTHER PAYMENTS	-\$54.12

TOTAL

\$14,509.10

Program Registration amount reflects Fairplay Flyers' pre-reimbursement amount of \$3360

ANNUAL COMPARISONS



2023 | JANUARY

SOUTH PARK RECREATION CENTER

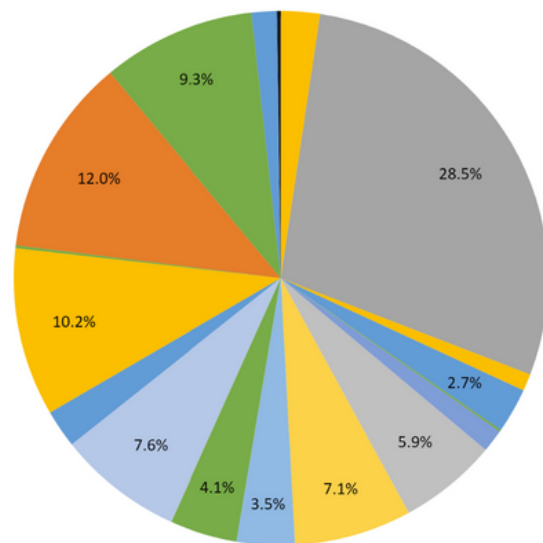
REVENUE DETAILS

DECEMBER 2023

PROGRAMS & EVENTS	
Basketball	\$345.00
Fairplay Flyers	\$4,160.00
Ice Climbing	\$150.00
Swim Lessons	\$396.00
Ornament Making	\$18.00
Nordic	\$200.00
MEMBERSHIPS	
Monthly	\$867.80
3 Month	\$1,035.00
5 Punch Passes	\$511.75
10 Punch Passes	\$595.50
20 Punch Passes	\$1,106.00
Shower Punch Passes	\$0.00
Private Swim Lessons	\$336.00
Annual	\$1,485.75
FACILITY RESERVATIONS	
Multipurpose Rooms	\$25.00
Bouncy Castle	\$0.00
Monthly Rentals	\$1,750.00
POINT OF SALE	
Daily Passes	\$1,356.00
Showers	\$214.50
Food & Beverage	\$0.92
Merchandise	\$10.00
OTHER PAYMENTS	
Locker Rental	\$30.00
Equipment Sales	\$0.00
Refunds	-\$81.06
Other	-\$3.06

TOTAL

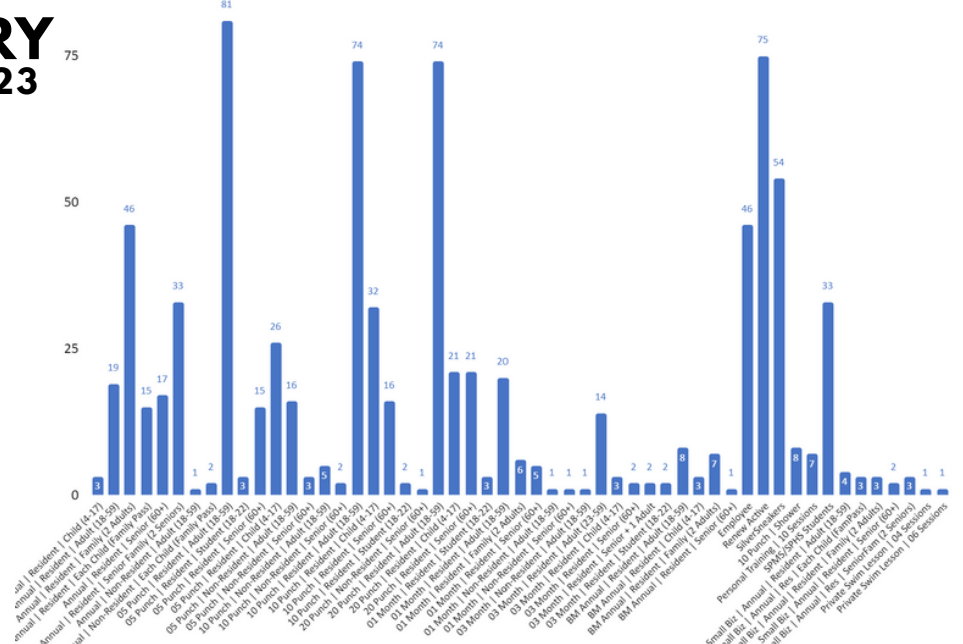
\$14,509.10



- Basketball
- Fairplay Flyers
- Ice Climbing
- Swim Lessons
- Ornament Making
- Nordic
- Monthly
- 3 Month
- 5 Punch Passes
- 10 Punch Passes
- 20 Punch Passes
- Private Swim Lessons
- Annual
- Multipurpose Rooms
- Monthly Rentals
- Daily Passes
- Showers
- Food & Beverage
- Merchandise
- Locker Rental

MEMBERSHIP SUMMARY

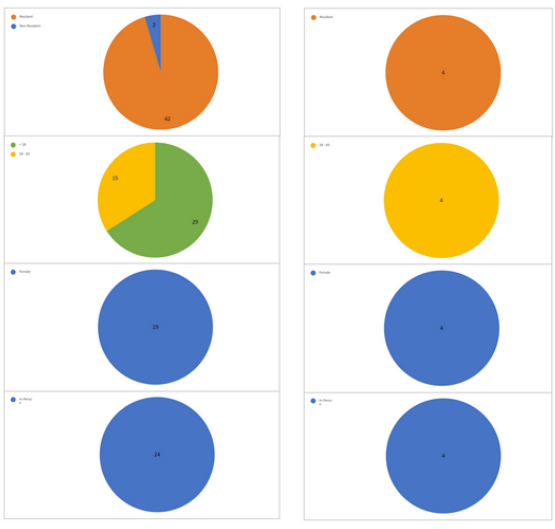
DECEMBER 2023



SALES DEMOGRAPHICS

DECEMBER 2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	44	4	157	1074	98
Resident	42	4	144	1040	79
Non-Resident	2	0	13	34	19
No Residency Set	0	0	0	0	0
< 18	29	0	18	118	22
18 - 65	15	4	106	714	66
65+	0	0	33	242	10
Male	25	0	94	626	52
Female	19	4	63	447	46
Other Genders	0	0	0	1	0
Online	20	0	9	N/A	45
In-Person	24	4	148	N/A	53



WEB REPORT

DECEMBER 2023

1,593

👁 People viewed your Business Profile

📉 -16.9% (vs Dec 2022)

GOOGLE

Platform and device breakdown

Platform and devices that people used to find your profile



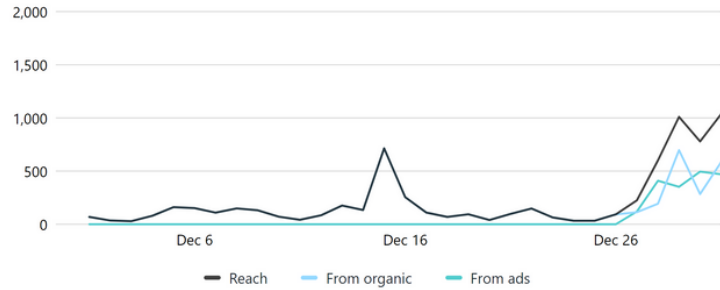
535

Business Profile interactions ⓘ
 ↗ +20.0% (vs Dec 2022)



SOCIAL MEDIA

Reach ⓘ 3.3K ↑ 86%	Content interactions ⓘ 137 ↑ 191.5%	Followers ⓘ <small>Lifetime</small> 1.5K	Link clicks ⓘ 10 ↑ 150%
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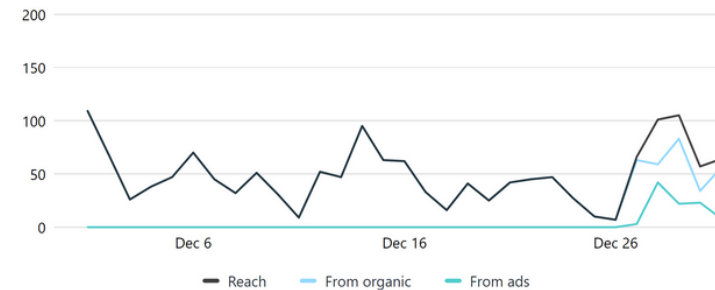
Reach breakdown

Total
3,309 ↑ 86%

From organic
2,329 ↑ 30.9%

From ads
1,221 ↑ 100%

Reach ⓘ 475 ↑ 58.9%	Content interactions ⓘ 98 ↑ 15.3%	Followers ⓘ <small>Lifetime</small> 519	Link clicks ⓘ 0 0%
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Reach breakdown

Total
475 ↑ 58.9%

From organic
390 ↑ 30.4%

From ads
86 ↑ 100%

ISSUES + CONCERNS

Maintenance & Repairs

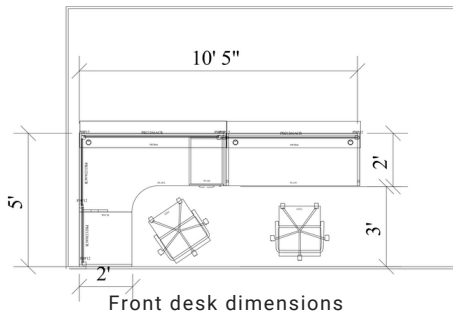
- Leak update- Tolin was in on Jan. 9th. Filling gaps (pictured below) and replacing insulation above office space may be our best solution.
 - Troyer Coating systems has been contacted for an estimate to replace the siding above the front door which may be causing foyer leaks
- The blower for the gas heating system had to be replaced on Jan. 11th costing approximately \$1,800
- Damper and bearings on rooftop HVAC unit are not properly functioning, Tolin will send an estimate



Wall between the pool & cardio room

Proposed Projects

- New front desk area- quoted at \$2,470.05 by Madison Liquidators



Front desk rendering



Merch. display case \$1,195



Back view



Front view