



MONTHLY REPORT

Report provided by
Carrie Fabel

JULY | UPDATES

PROGRAMS UPDATE

- Cornhole, need volunteers
- Kickball update, 50 plus community members!

OPERATIONS

- Aquatics Manager update
 - Aysha and Jason to split responsibilities and cover LG hours
- Handbook update

TRAINING & SAFETY

- Locks changed on 6/21/24
 - Knox box key is updated
- Fire extinguishers to be replaced next month

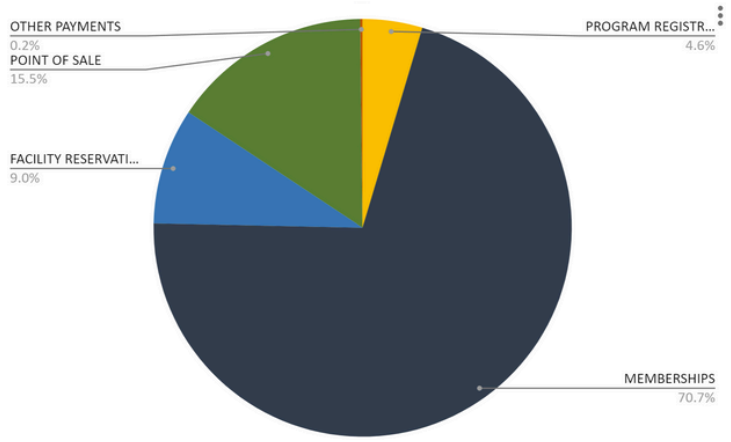
FINANCIAL & GRANTS

- American Rescue Plan | Under review, sent requested risk assessment
- SIPA | Results announced in August
- EPA | In progress
- Venmo is set up for SPRF

MONTH TO DATE SALES

- Rec Desk | July 2024 sales (to date): \$11,547.35
- Rec Desk | July 2023 sales: \$14,051.56

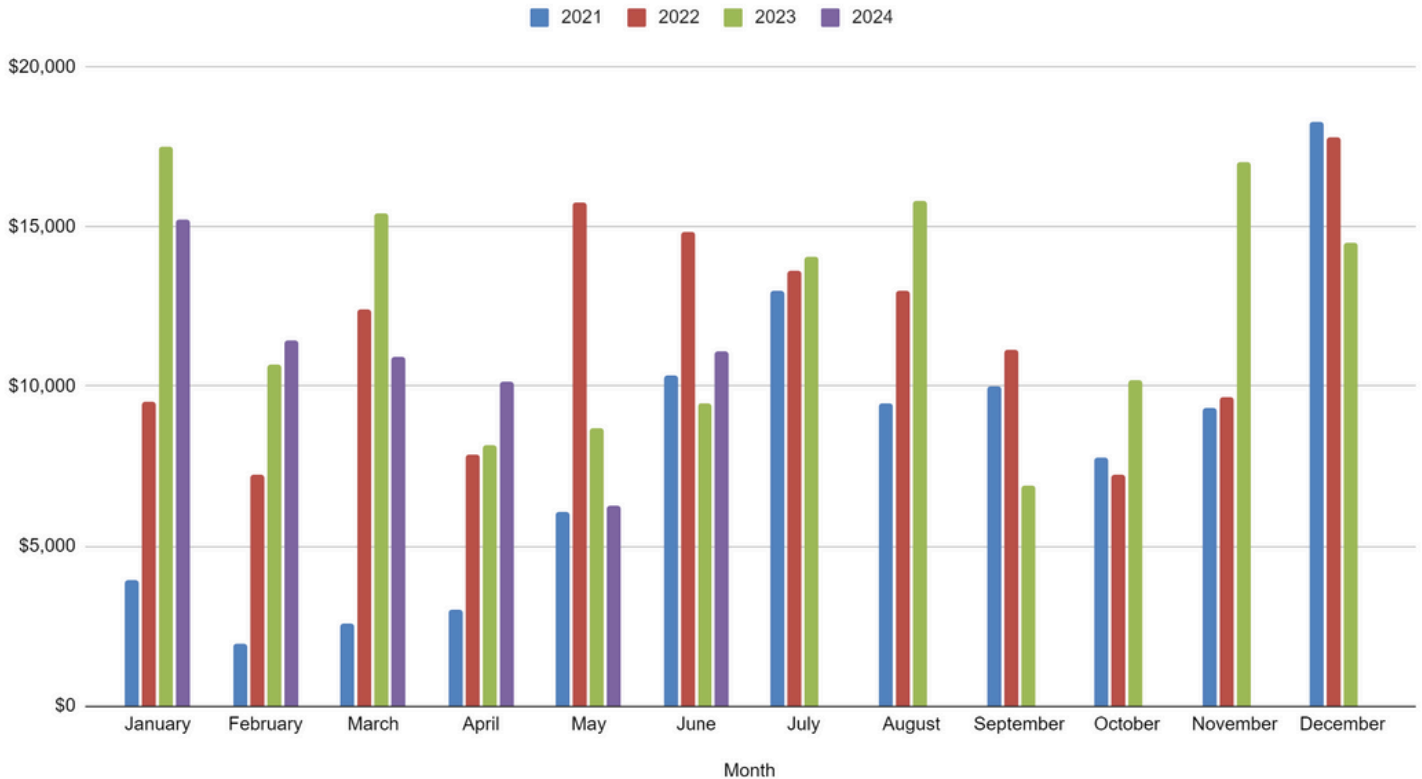
JUNE MONTHLY SALES REPORT



REVENUE SUMMARY | JUNE 2024

PROGRAM REGISTRATIONS	\$514.00
MEMBERSHIPS	\$7,865.65
FACILITY RESERVATIONS	\$1,000.00
POINT OF SALE	\$1,723.39
OTHER PAYMENTS	\$20.00
TOTAL	\$11,123.04

ANNUAL COMPARISONS



*Please note that these sales reports only reflect what is sold through Rec Desk.

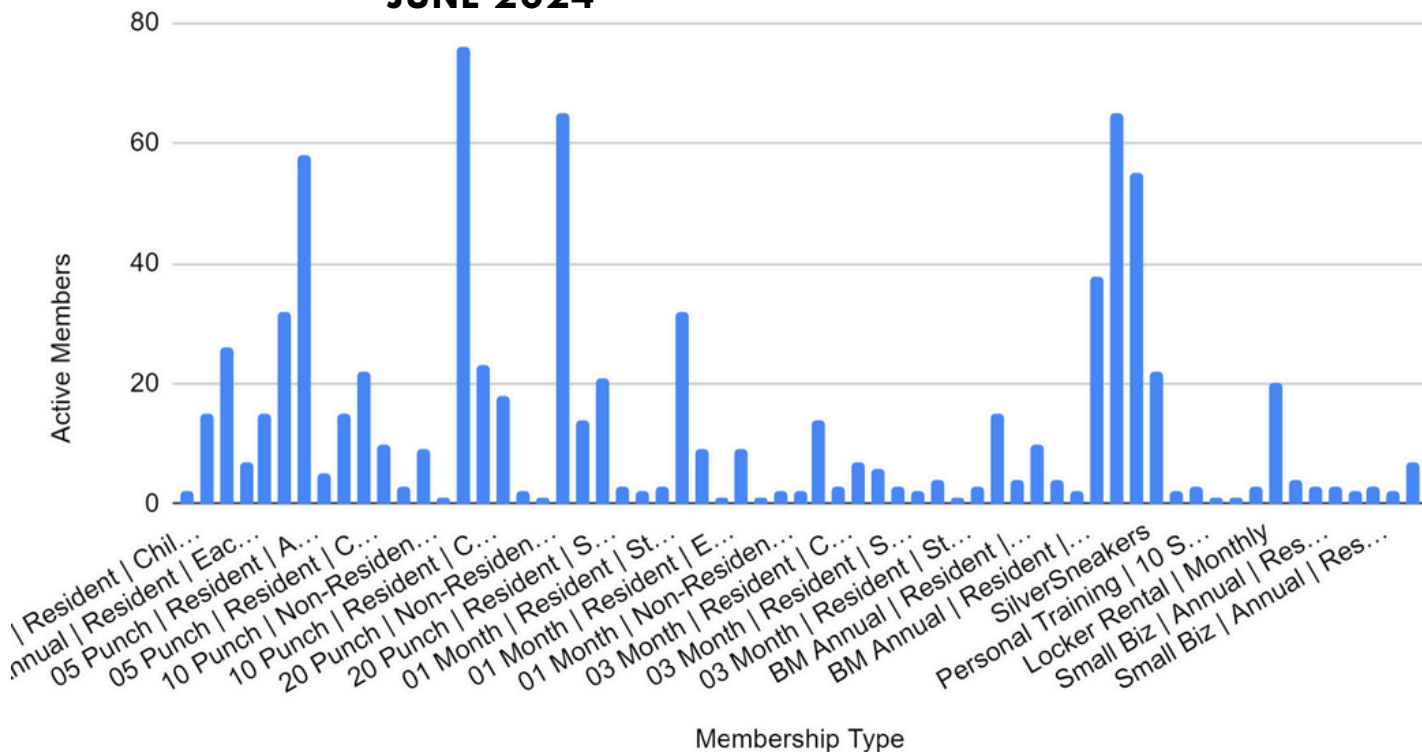
MEMBERSHIP DEMOGRAPHICS

JUNE 22ND - JULY 22ND, 2024

	<u>Registrations</u>	<u>Reservations</u>	<u>Memberships</u>	<u>Check-Ins</u>	<u>Profiles Created</u>
All	42	1	133	1430	100
Resident	40	1	121	1340	86
Non-Resident	2	0	12	90	14
No Residency Set					
Demographics					
< 18	33	0	27	93	21
18 - 65	9	1	88	1047	66
65+					
Male	25	0	67	806	54
Female	17	1	66	619	46
Other Genders	0	0	0	5	0
Online vs In-House					
Online	11	0	9	N/A	43
In-Person	31	1	124	N/A	57

MEMBERSHIP SUMMARY

JUNE 2024



WEB REPORT

JUNE 2024

2,249

👁 People viewed your Business Profile
📈 +6.0% (vs Jun 2023)

GOOGLE

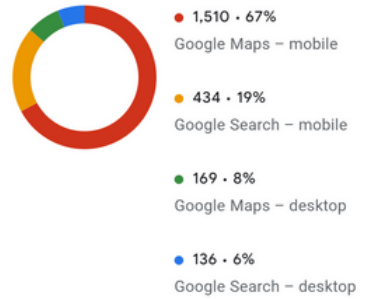
537

Business Profile interactions ⓘ
📉 -24.7% (vs Jun 2023)




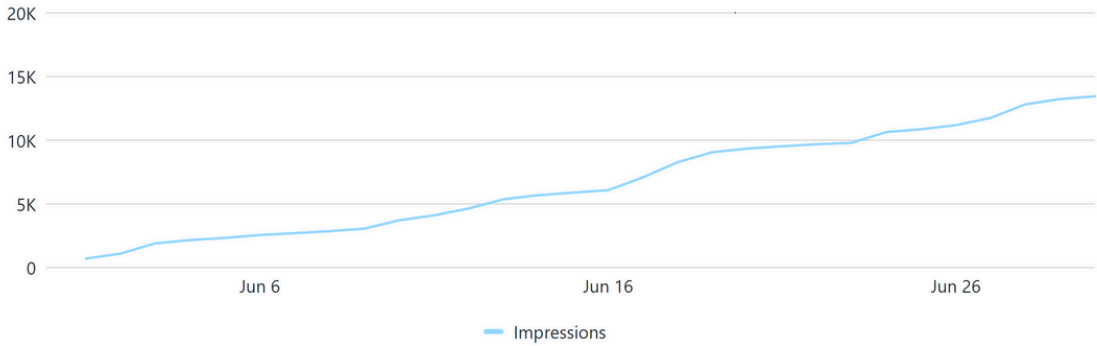
Platform and device breakdown

Platform and devices that people used to find your profile

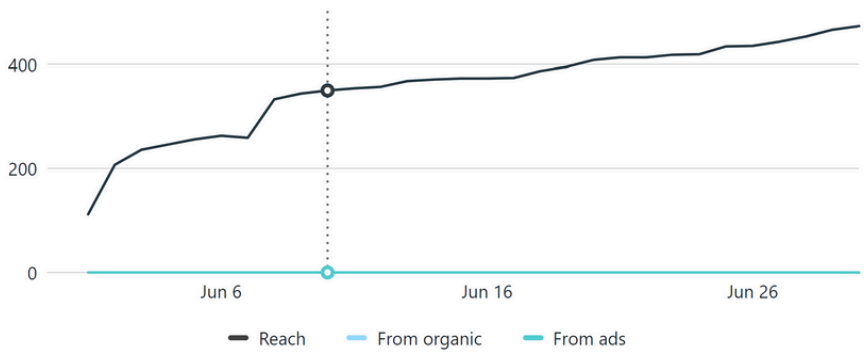


SOCIAL MEDIA

Impressions ⓘ 13.5K ↑ 43.8%	Reach ⓘ 4K ↑ 26.8%	Content interactions ⓘ 147 ↑ 4.3%	Followers ⓘ Lifetime 1.6K	Link clicks ⓘ 0 0%	
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Reach ⓘ 473 ↑ 67.1%	Content interactions ⓘ 88 ↑ 6%	Followers ⓘ Lifetime 553	Link clicks ⓘ 0 0%	
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Reach breakdown

Total
473 ↑ 67.1%

From organic
473 ↑ 67.1%

From ads
0 0%

ISSUES + CONCERNS

Maintenance & Repairs

- Replace fire extinguishers
 - Salida Fire Extinguisher

Proposed Projects/Programs

- Meeting with Andy (Colorado Pool Designs) to get quote for full mechanical remodel (to apply for funding with EPA)
- Insurance policy evaluation
- Review service/predictive plan with Tolin