

South Park Parks & Recreation District  
Executive Director's



# MONTHLY REPORT

Report provided by  
Saam Golgoon







# OCTOBER ACTIVITIES

In the month of October, we sold a total of **49** memberships, and **85** daily passes and **18** daily showers to date. The total sales for the month to date (10/25) are **\$5,608.65** (see attached Mindbody report).

## MEMBERSHIPS

- Punch Passes: 20
- Shower Passes: 15
- Monthly Passes: 15
- 3 Month Passes: 3
- Annual Passes: 11

## PERSONAL TRAINING

- 10 Punch Pass: 0
- 5 Pinch Pass: 0
- Single Sessions: 0
- 2 Sessions: 0

## FACILITY RENTALS

- Bouncy Castle: 0
- Fitness Room: 2
- Pool/Room: 0
- Pool/Room/  
Bouncy Castle: 0

## PROGRAMS

- Session C of the Fall evening swim lessons started on 10/17. We have 8 total kids registered for this session.
- Wrapping up Fall soccer, and football programs.
- Dance classes continue.
- For Breast Cancer Awareness month we offered the Zumba Party in Pink classes. This is a trademark event by Zumba.
- Working on 202/2023 winter programs including Fairplay Flyers, swim lessons, poll fitness

## **OPERATIONS**

- Hired and trained a new Front Desk Attendant
- Working with South Park Prevention Coalition for getting the ski/snowboard street style terrain park parts
- Clearing the field in front of the rec center to prepare for the ski/snowboard street style terrain park installation. Our new Maintenance Technician has background and experience in building and maintaining terrain parks.
- Received another quote for roof replacement or repairs, (see attached)

## **MAINTENANCE & REPAIRS**

- Replaced all broken/cracked ceiling tiles.
- Installed new soap dispensers throughout the facility. We received the soap dispensers free of charge due to order errors with Waxie and extremely delayed shipping and delivery.

## **INFORMATION TECHNOLOGY**

- Setting up the new RecDesk system.
- Website updates
- Continued updating the cloud drive tree.

## **TRAINING**

- ED, AD, attended the CPRA Annual Conference 10/5-10/7. Work sessions attended included:
  - How to Become a Renaissance Leader in the Age of Disruption
  - Paving the Path for Young Leaders - Leadership and Internship Programs
  - Turning Research into Practice through the CPRA Statewide Healthy Play & Recreation Initiative
  - Thanks For The Feedback – The Art of Giving and Receiving Feedback
  - Cultivating your Unique Culture
  - Hype Team – Collaboration between Marketing and Programming to offer quality services
  - How to Plan an Effective Outdoor Fitness Space
  - MythBusters: Fighting Misinformation in the Aquatics Industry
  - From Grant Funding to Grand Opening: Community Engagement for Parks and Recreation Projects
  - BINGO! Youth Sports is More than a Game!
  - Youth Sports Compliance – Setting Standards and Enforcing Requirements
  - Statewide Partner Updates and Initiatives Impacting Colorado Parks & Recreation Agencies
  - Solving... I Got 99 Problems
  - Turning Failure on Its Head: How to Stop What's Stopping You From Moving Forward
  - Crisis Communication in the Age of What Feels Like Perpetual Crisis
  - Will Your Program Be a Fit, Fad, or Flop?
  - Embrace Your Awesomeness

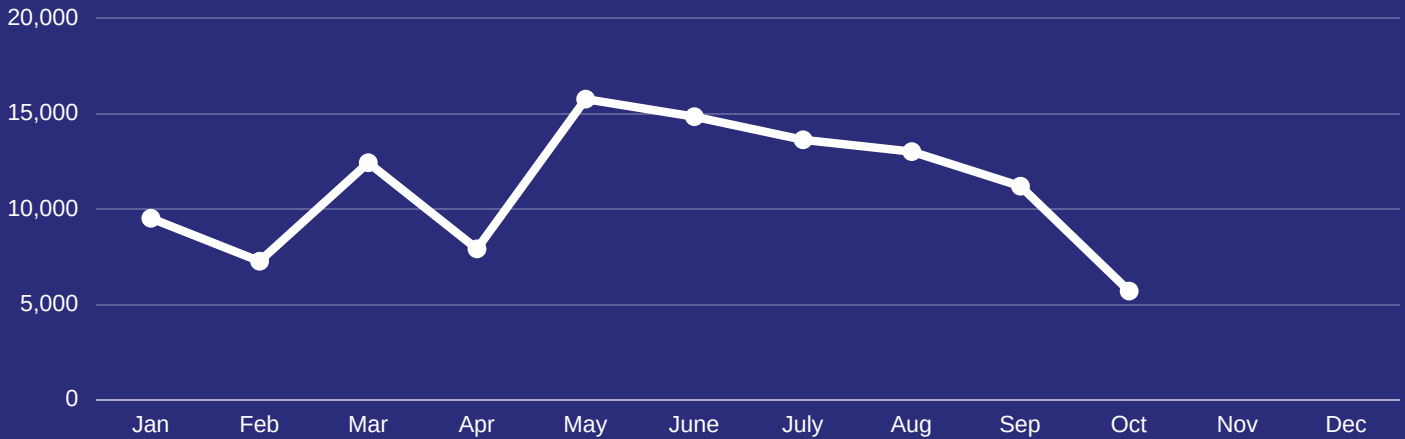
- ED and AD training for the new RecDesk system
- Working on my American Red Cross WSI (Water Safety Instructor) Trainer recertification
- Provided CPR/AED/First Aid training for a couple of new staff.

#### **FINANCIAL & GRANTS**

- Working on 2023 budget with the budget committee. (see attached payroll budget options)
- In late September, completed and submitted the final report for the \$350,000.00 GOCO grant the district receive back in 2011 for the completion of the school ball field. The report was accepted by GOCO and we are receiving the funds by the end of October.
- Received approval from the Foundation board for the purchase of the new bottle filling water fountain, and the chair for the ADA hydrolic pool lift.
- AD applied for another mini grant with South Park Prevention Coalition for a ski/snowboard street style terrain park.

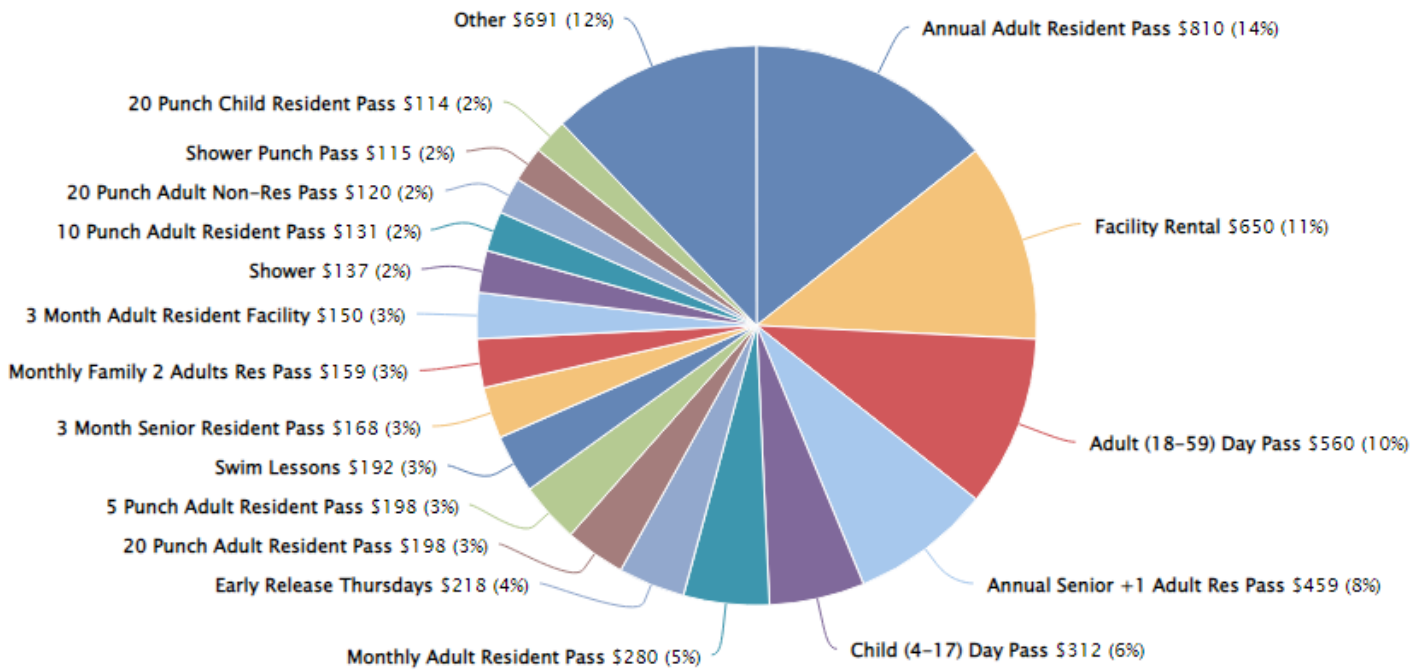
# OCTOBER MONTHLY SALES REPORT

In the month of September, we had **\$11,180** in sales, and in October to date (10/25) we have **\$5,667** in sales. The September sales were 12% greater than the September sales in 2021 (\$9,973).



Sales By Category  
Total: \$5,667

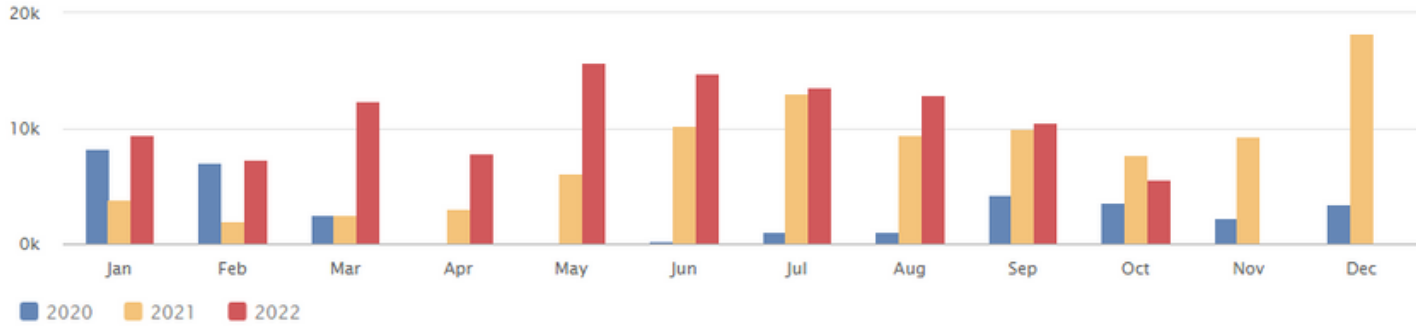
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# ANNUAL COMPARISONS

Sales – Year Over Year

Export



# SOCIAL MEDIA & WEB REPORT

## FACEBOOK

### Reach

Facebook Page reach

3,751 ↑ 30.5%



Instagram reach

245 ↑ 48.5%



## GOOGLE

Time period

Oct 2022 - Oct 2022

- Overview
- Calls
- Messages
- Bookings
- Directions
- Website clicks

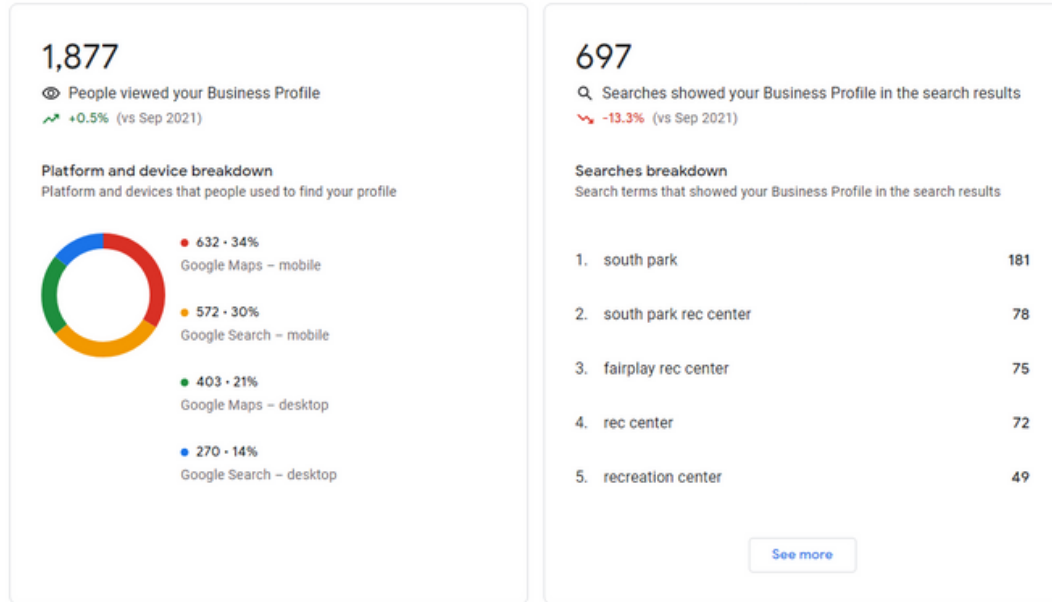
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Business Profile interactions





## GOOGLE | SEPTEMBER 2022



# ISSUES + CONCERNS

- The district need to appoint a Designated Election Official for the 2023 elections.