



**FARMERS
BRANCH**

MEMORANDUM

PARKS & RECREATION

To: Robert Diaz, Director of Parks and Recreation
From: Ashley Waldon, Facility Recreation Manager
Date: June 18, 2026
Subject: Division 52, 53, and Athletics FY25-26 Q2 Report

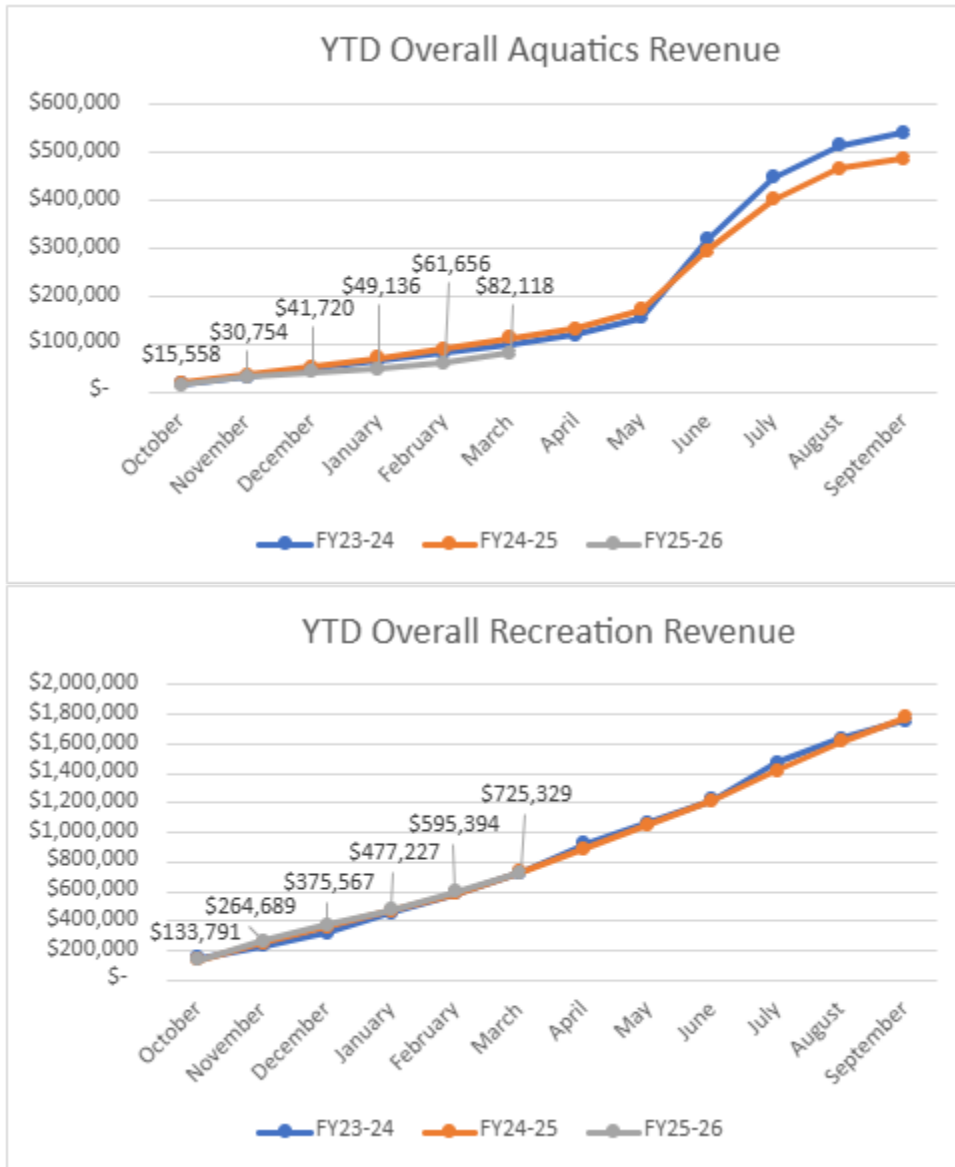
Aquatics, Athletics, and Recreation

The quarterly report reflects year-to-date totals. The City's fiscal year runs from October through September. This report includes the January through March 2026 time period. Numbers have not been audited and are subject to adjustment.

As part of the recent organizational transition placing both the Aquatics and Recreation divisions under unified management, this financial report has been updated to a new format designed to provide a more streamlined and comprehensive view of combined operations, while revenues and expenditures remains separate. This revised presentation is intended to improve clarity, consistency, and oversight for the Board moving forward.

Revenue

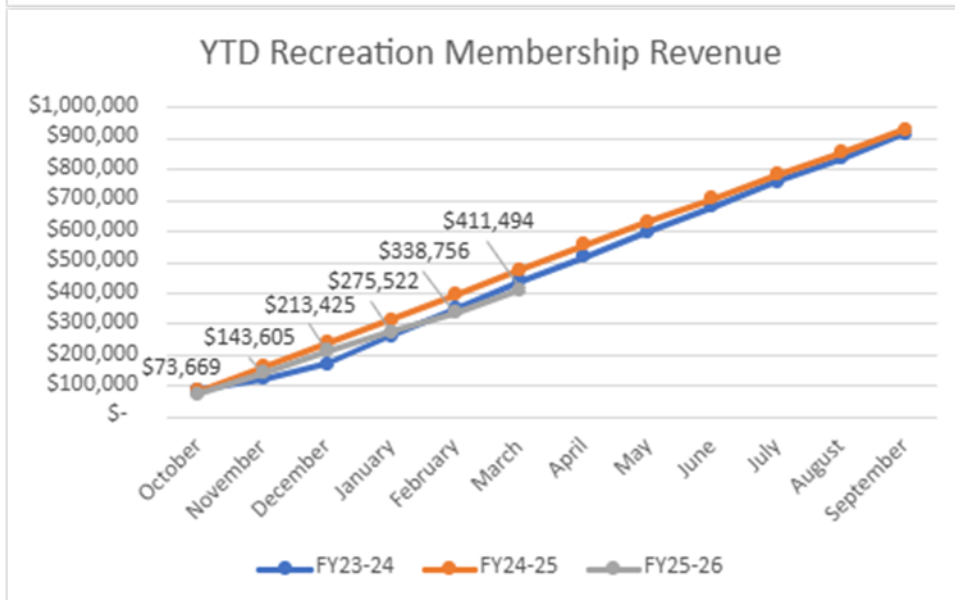
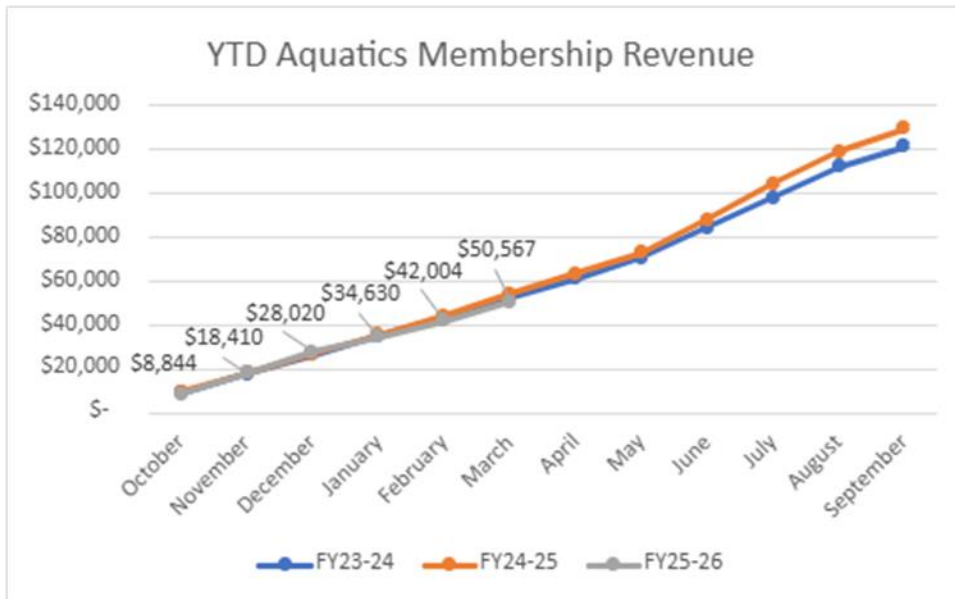
YTD Overall Revenue



Aquatics revenue for FY 25–26 totaled \$82,118. The decrease in revenue during Q2 compared to Q1 is attributed to the temporary closure of the natatorium from December 8 through January 19 for scheduled pool replastering and maintenance improvements.

Recreation revenue for FY 25–26 totaled \$725,329. YTD revenue remains consistent with FY 24–25 performance. Staff anticipates continued stability and potential growth as seasonal revenue from the Summer Funshine Program and increased summer facility usage contribute to overall activity levels.

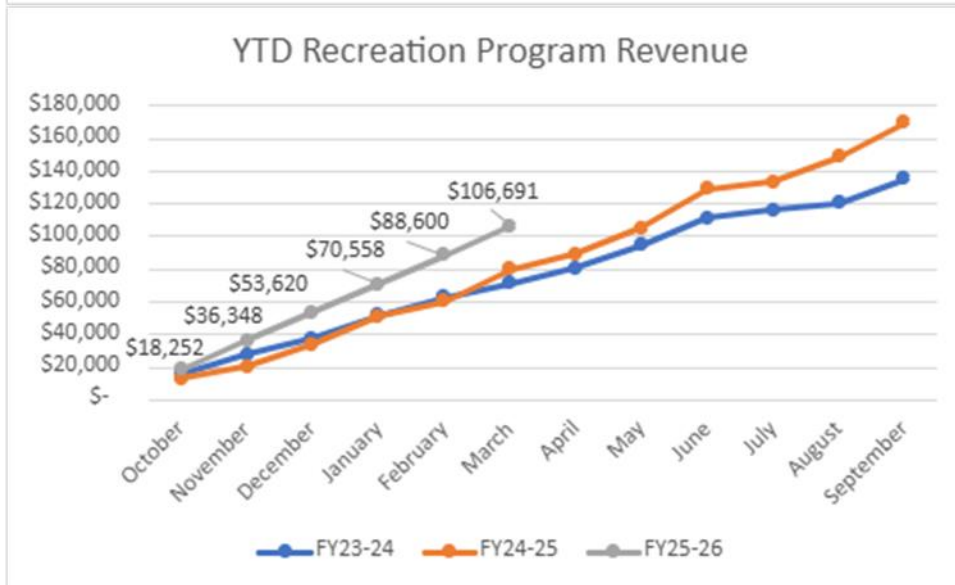
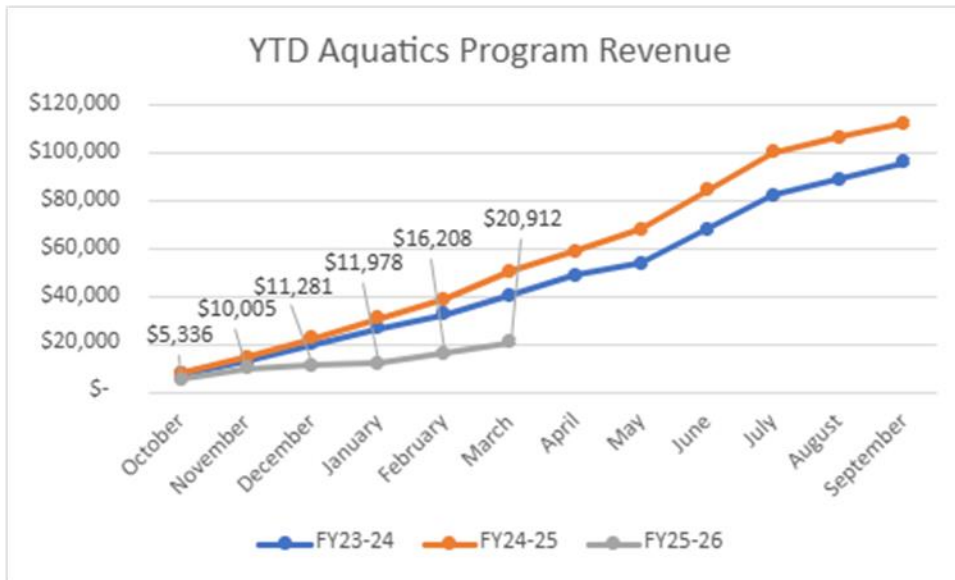
YTD Membership Revenue



At the end of Q2, Aquatics membership revenue totaled \$50,567, with 398 active memberships. Staff anticipates continued growth in Q3 as the natatorium maintains uninterrupted operations, expanded program participation, and increased seasonal demand for aquatic activities.

Recreation membership revenue experienced an 8% decrease during Q2 of this fiscal year. Total recreation membership revenue for FY25-26 was \$411,494, with 2,689 active memberships. The decrease is attributed to typical seasonal trends following increased membership activity earlier in the fiscal year, as well as reduced participation during the holiday and winter months. Staff anticipates revenue growth in Q3 driven by renewed fitness engagement, warmer weather, and increased facility usage associated with summer programming and personal wellness goals.

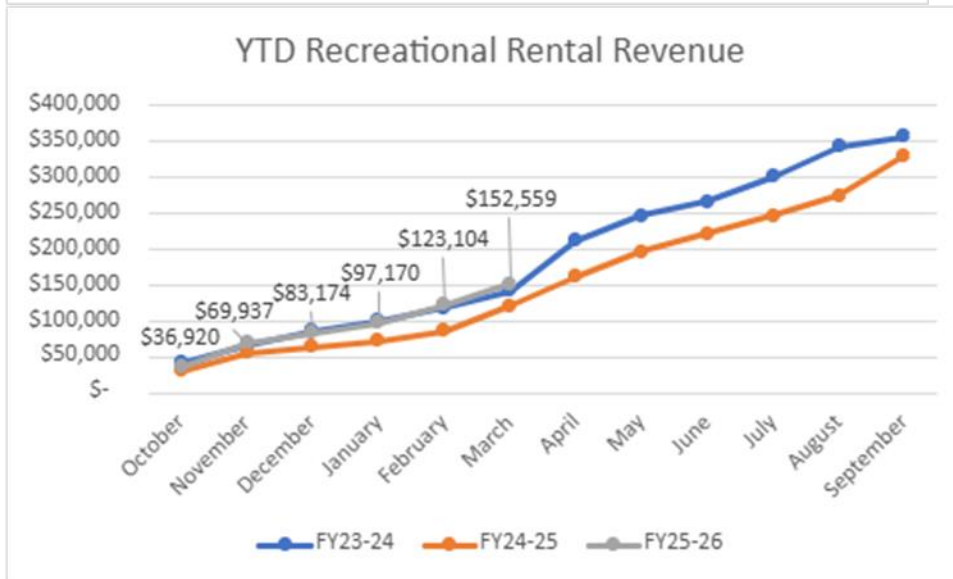
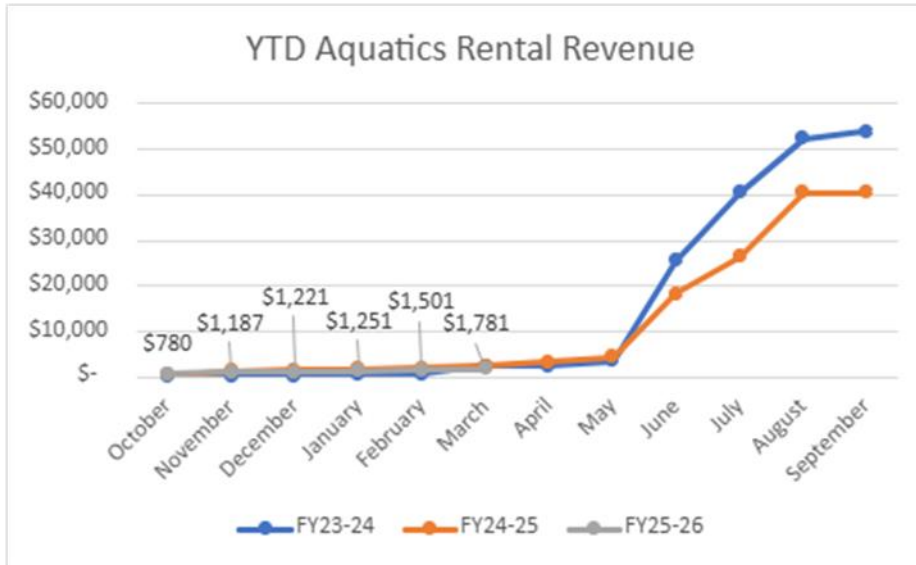
YTD Recreational and Fitness Classes/Activities



Aquatics Center programs has generated \$20,912 in revenue YTD. The decrease in program revenue compared to the FY24-25 is primarily attributed to the temporary closure of the natatorium from December 8 through January 19 for scheduled pool replastering and maintenance improvements. By comparison, Aquatics Center programs generated \$50,815 in revenue by the end of Q2 in FY24–25. Despite the temporary closure, the Aquatics Center continued to provide a variety of engaging programs and services, including swim lessons, private instruction, fitness classes, and American Red Cross certification courses.

Revenue generated from recreation and fitness programs, including gymnastics, group fitness, and similar offerings, totaled \$106,691. This represents an 11% increase compared to the same period last fiscal year. Staff attributes the increase to the introduction of new programming opportunities, including dance classes and the BEST multisport program.

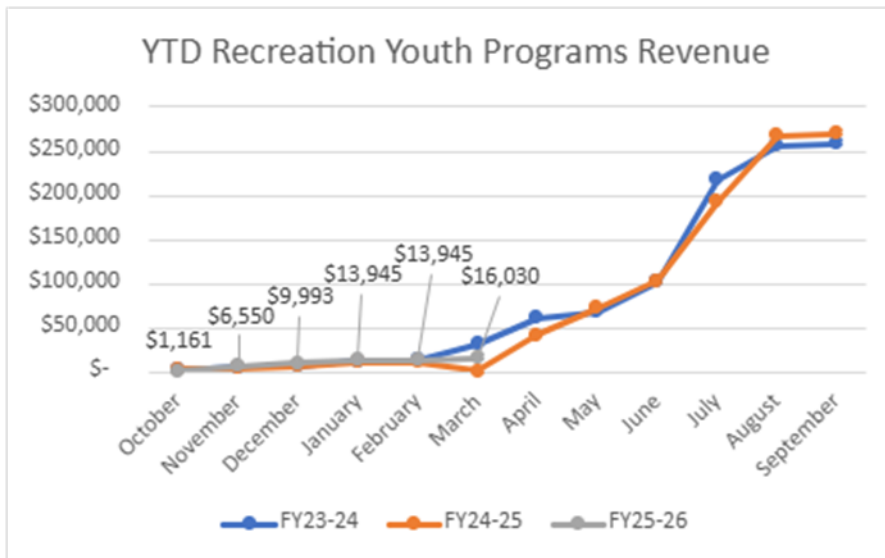
YTD Rentals and Park User Fees



Aquatics rental revenue totaled \$1,781 through the end of Q2 and includes fees generated from Aquatics Center pavilion and Party Room rentals. Revenue decreased compared to the same period last fiscal year, primarily due to the temporary closure of the natatorium for the pool replastering project, which limited availability and use of the Party Room.

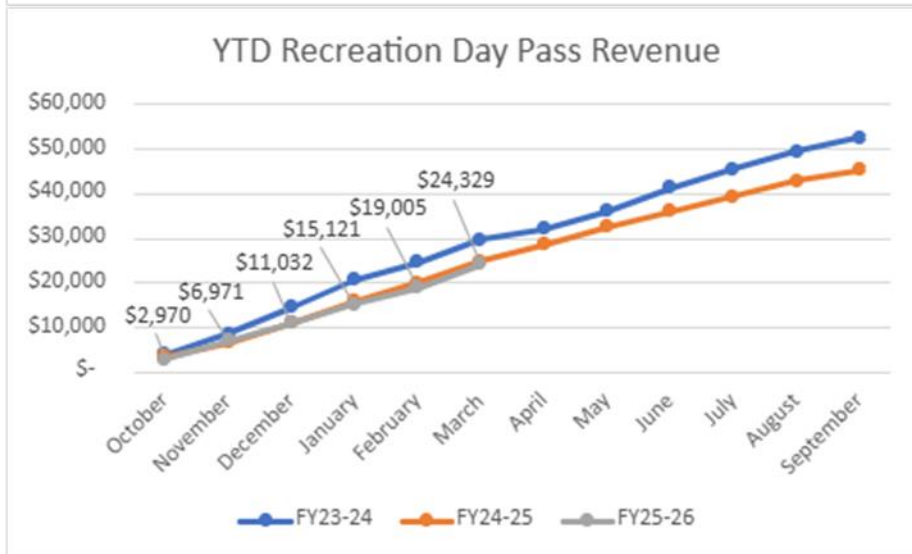
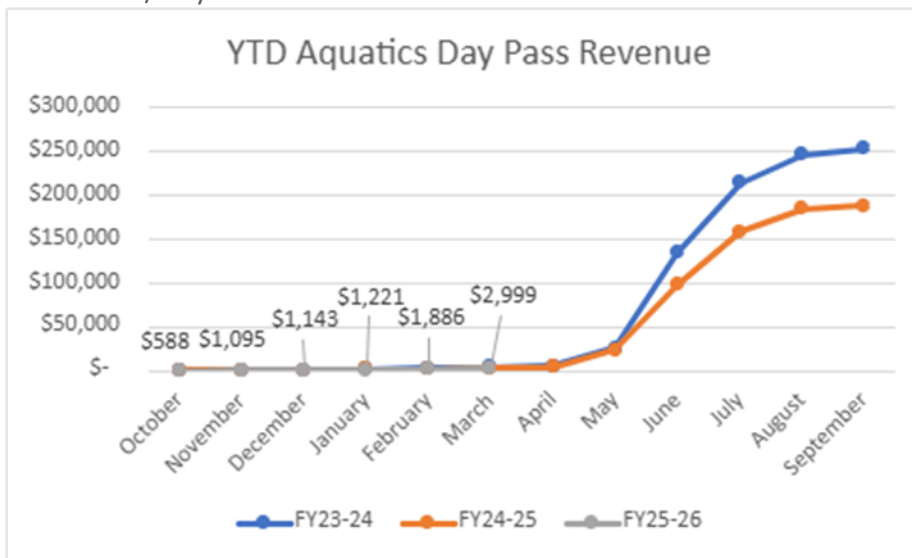
Recreation rental revenue totaled \$152,559 through the end of Q2 and includes fees from Recreation Center room rentals, pavilions, athletic fields, gardens, and athletic user groups. This represents a 12% increase compared to the same period last fiscal year, reflecting continued demand for recreational facilities and rental spaces. Staff anticipates this positive growth trend will continue through the remainder of FY25–26.

YTD Youth Programs Revenue



Youth Program revenue totaled \$16,030 through the end of Q2 and includes revenue generated from Holiday Craze and the Summer Funshine Program. Historically, the majority of Youth Program revenue is generated during the summer months, primarily driven by participation in the Summer Funshine Program. Revenue experienced a slight decrease compared to the same period last fiscal year, due in part to the payout structure utilized by Active Camps, the registration platform used for youth program enrollment and payment distribution.

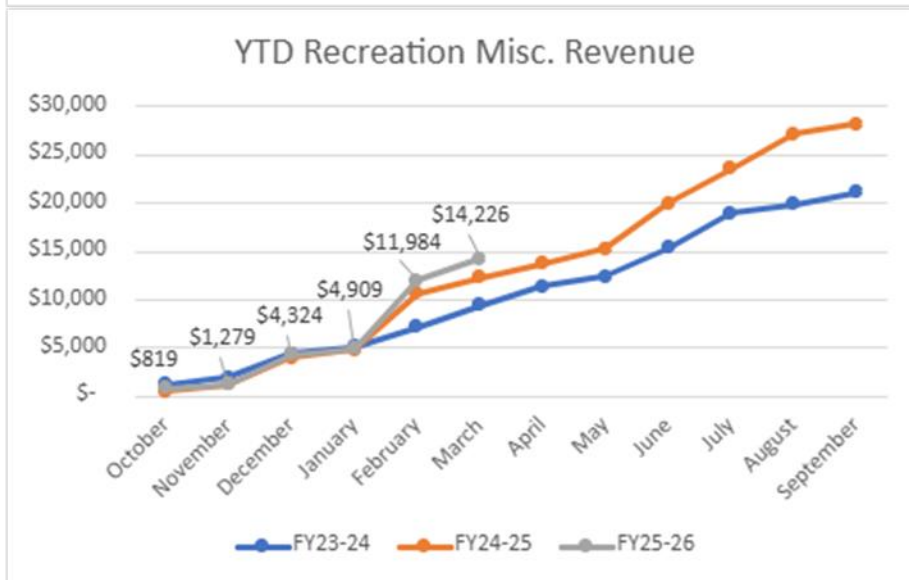
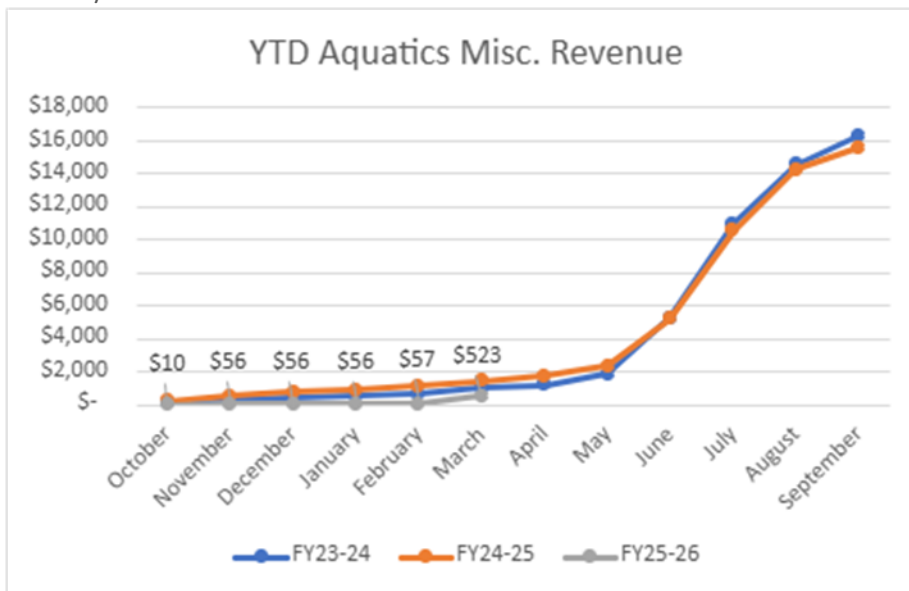
YTD Guest/Day Passes Revenue



Aquatics Center day passes (guest passes) are priced at \$3 for residents and \$6 for non-residents, generating \$2,999 in revenue. By comparison, Aquatics Center day passes generated \$3,917 in revenue by the end of Q2 in FY24–25. Despite the temporary closure, staff anticipates an increase in guest volume during the third quarter with the opening of the Frog Pond.

Recreation Center day passes (guest passes) are priced at \$7 for residents and \$15 for non-residents, generating \$24,329 in revenue. This quarter saw a 3% decrease in day pass revenue compared to last year and reflected in a similar decline in overall membership retention. Staff attributes this Q1 decline to severe winter weather volatility in January and February, which disrupted normal foot traffic.

Events/Miscellaneous

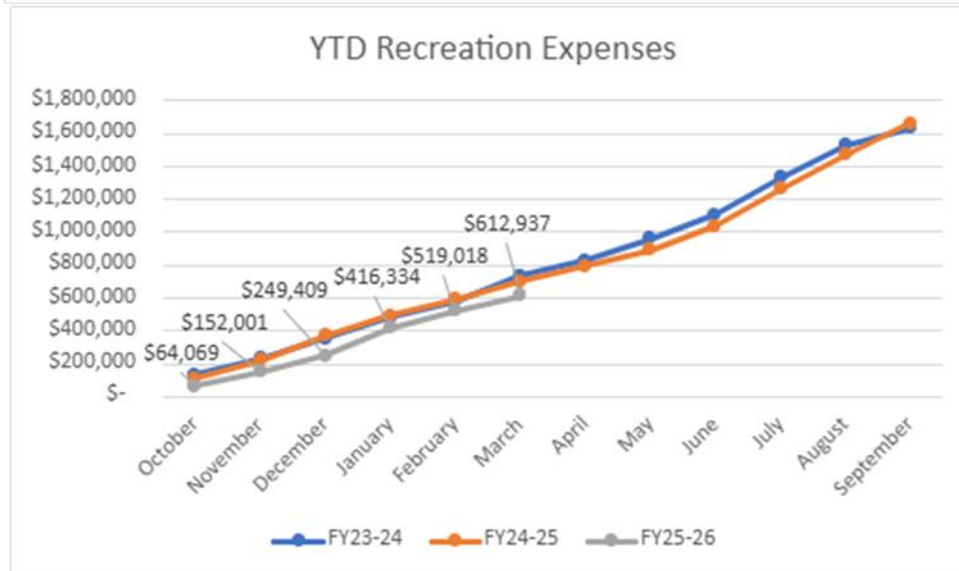
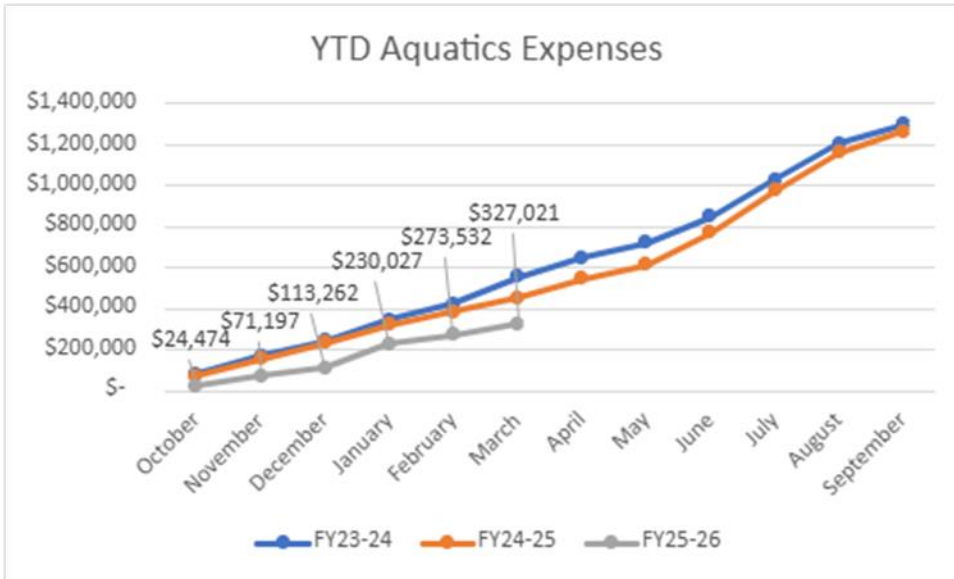


Aquatics Miscellaneous Revenue includes merchandise, special events, and concessions. This revenue totaled \$523. All special programs offered to the public up to Q2 were free. Staff anticipates revenue to increase during the summer season.

Recreation revenue from events and various sources includes proceeds from event admissions, registrations for the Teen Leadership Program, a portion of event concession sales, vending machine sales, branded merchandise, and other miscellaneous sales. Revenue for this quarter was \$14,226, which was a 17% increase compared to this time last year.

Expenses

YTD Expenses

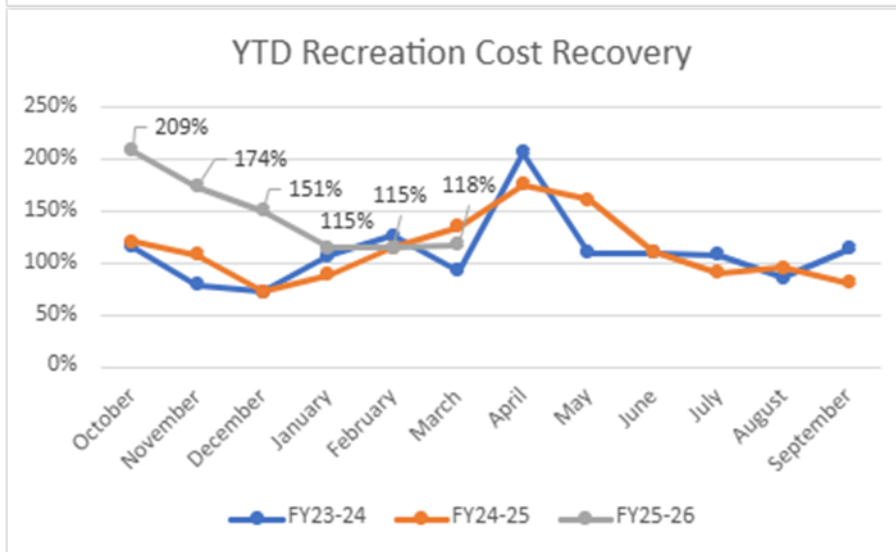
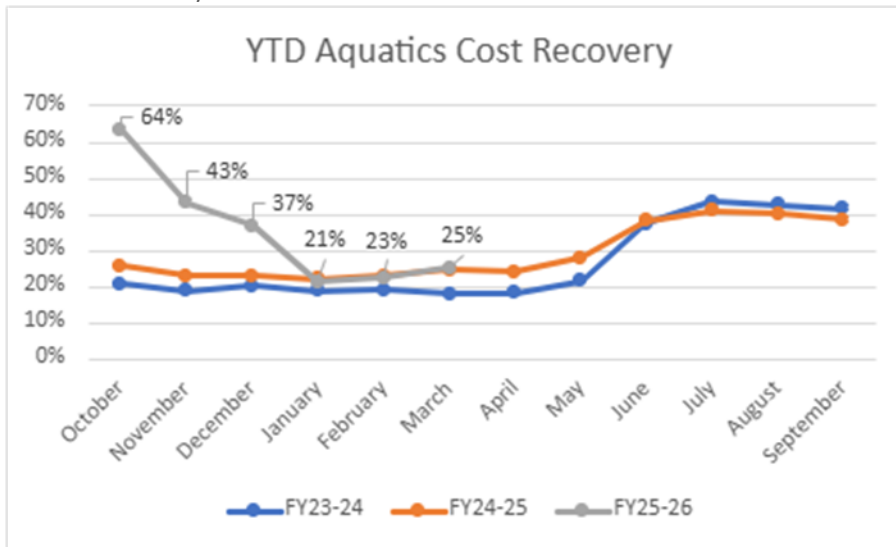


Aquatics expenses totaled \$327,021. The total spent in Q2 was \$213,759. In comparison FY24-25 Q2 expenses were \$221,246.83. Costs comprised of operational expenses, supplies, services, maintenance, and personnel. This decrease is attributed to the replaster closure, requiring less supplies and staffing.

Recreation expenses totaled \$612,937. The total spent in Q2 was \$363,528. In comparison FY24-25 Q2 expenses were \$363,527.49. Recreation has maintained consistent spending, despite expanding programming, exemplifying staffs' efforts to optimize both staffing and supplies for current and future programs and events.

Summary

YTD Cost Recovery



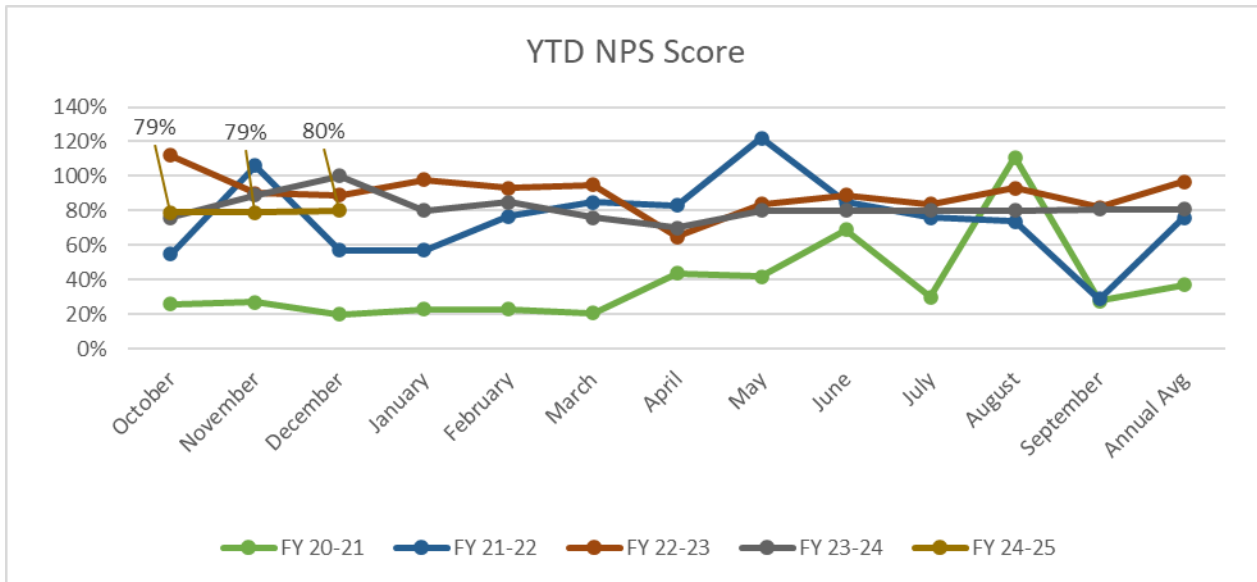
The cost-recovery percentage, including renovation project expenses, for the Recreation Center is 118%. The Recreation Center team continues to operate efficiently to keep costs down while ensuring a safe environment for guests. The Recreation Division aims to achieve 100% cost recovery for the fiscal year. The cost-recovery percentage for the Aquatics Center is 25%.

Summary (Continued)

Q2 Overall Recreation Revenue- \$349,762
 Memberships- \$198,069
 YTD Recreational and Fitness Classes/Activities- \$53,071
 Rentals and Park User Fees- \$69,385
 Youth Programs- \$6,037
 Day/Guest Passes- \$13,297
 Events/Misc- \$9,902
 Q2 Overall Aquatics Revenue- \$40,397
 Memberships- \$24,547
 YTD Programs- \$34,102
 Rentals- \$560
 Day/Guest Passes- \$1,856
 Events/Misc- \$467

Q2 Aquatics Expenses- \$213,759
 Q2 Recreation Expenses - \$363,528

Delivering outstanding customer service is a key objective by every team member, resulting in strong feedback and reviews from our valued members and guests. The Recreation Center takes pride in achieving an impressive cumulative Net Promoter Score (NPS*) of 79, a testament to its commitment to exceptional service.



The facility has a 4.7 Google rating, which is, on average, higher than local municipal and private facilities. The average Google rating of recreation centers in neighboring cities is 4.4, while nearby private fitness facilities have an average rating of 4.0.

*Net Promoter Score (NPS) is a management tool used to gauge the loyalty of an organization’s customer relationships and gathers real-time feedback to help improve operations and retain customers who may be at risk of leaving. A Net Promoter Score of 50 or greater is considered excellent, and anything over 70 is exceptional.

