



# MEMORANDUM

## PARKS & RECREATION

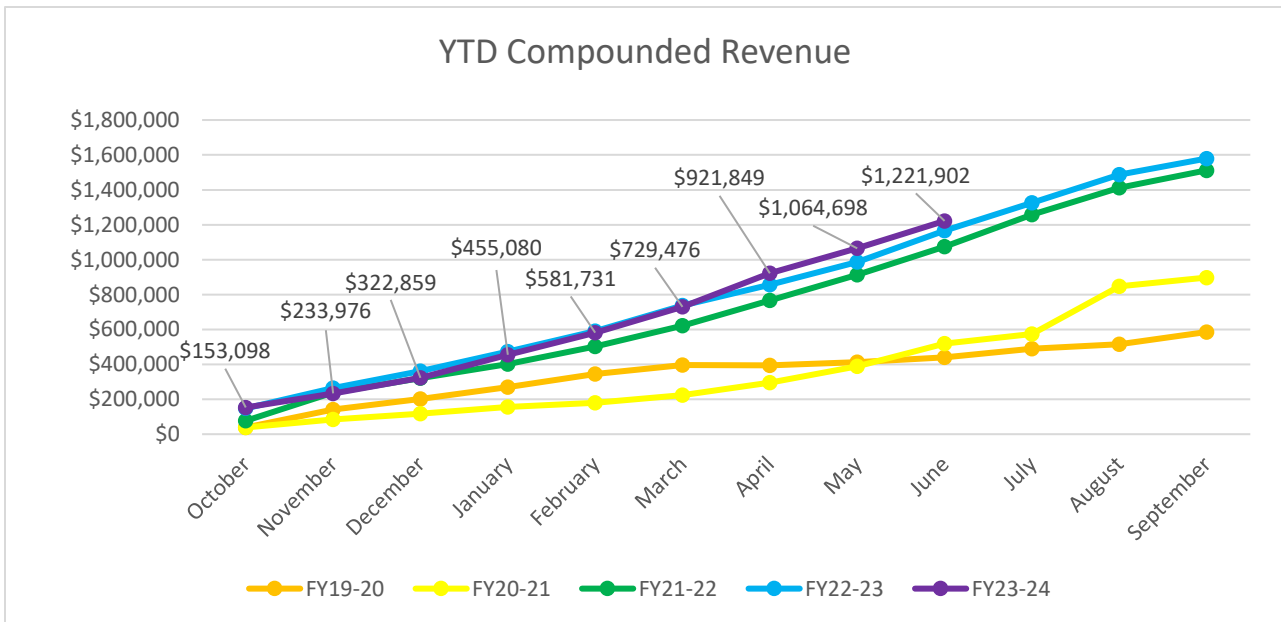
**To:** Robert Diaz, Director of Parks and Recreation  
**From:** Ashley Muñoz, Recreation Manager  
**Date:** October 17, 2024  
**Subject:** Division 52 and Athletics FY23-24 Q3 Report

### Recreation Center and Athletics

The quarterly report reflects year-to-date totals. The City’s fiscal year runs from October through September. This report includes the October 2023 through June 2024 time period. Numbers have not been audited and are subject to adjustment.

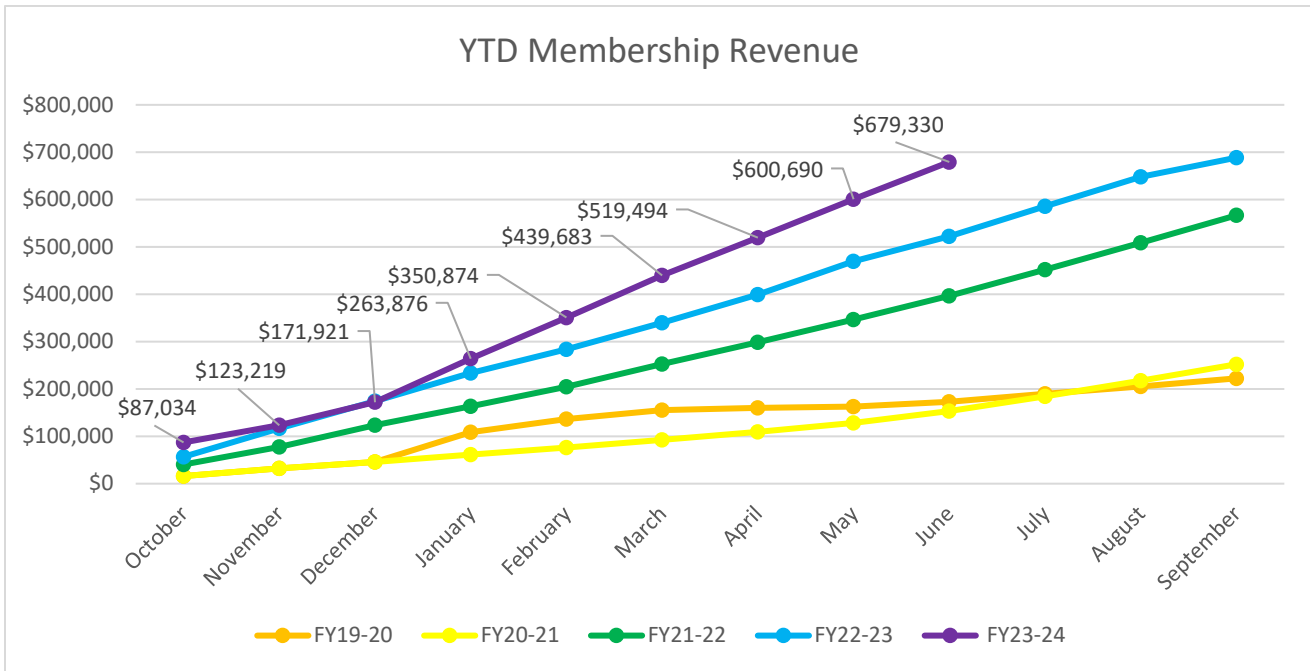
### Revenue

YTD Overall Revenue



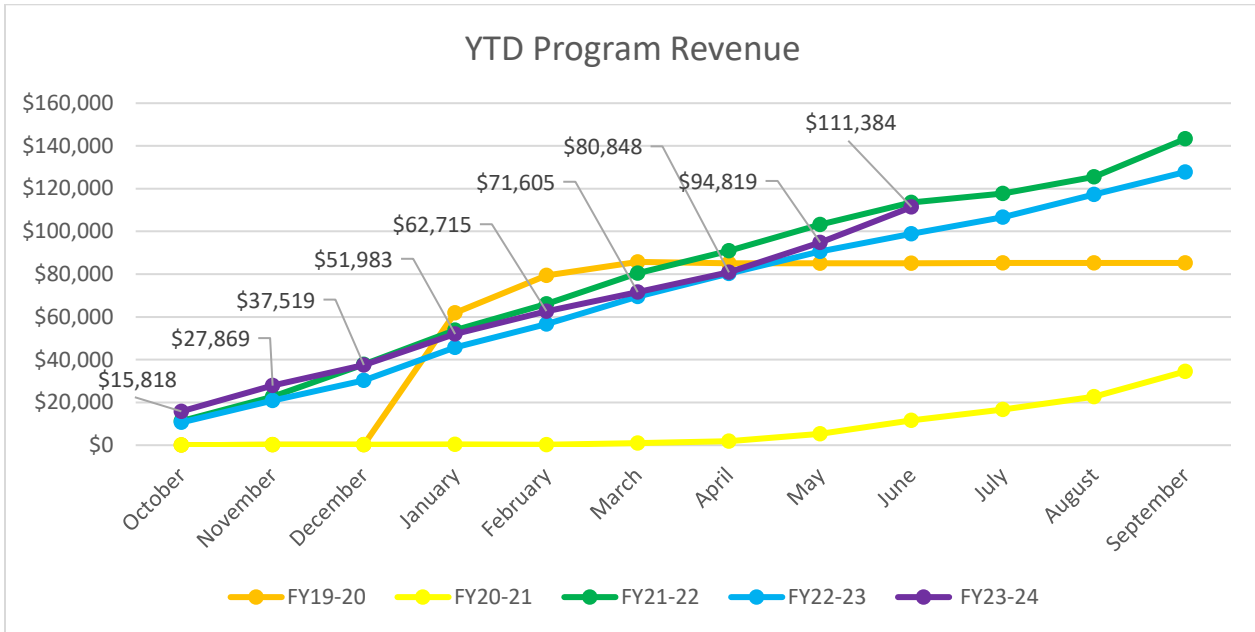
Q3 had a 14% increase compared to last year’s quarters revenue, totaling \$492,425. Staff continues to contribute this increase to the increase in membership revenue. This quarter we begin to see some of our revenue come in from our Summer Funshine Program and Teen Leadership Program that has contributed to the overall revenue.

## YTD Membership Revenue



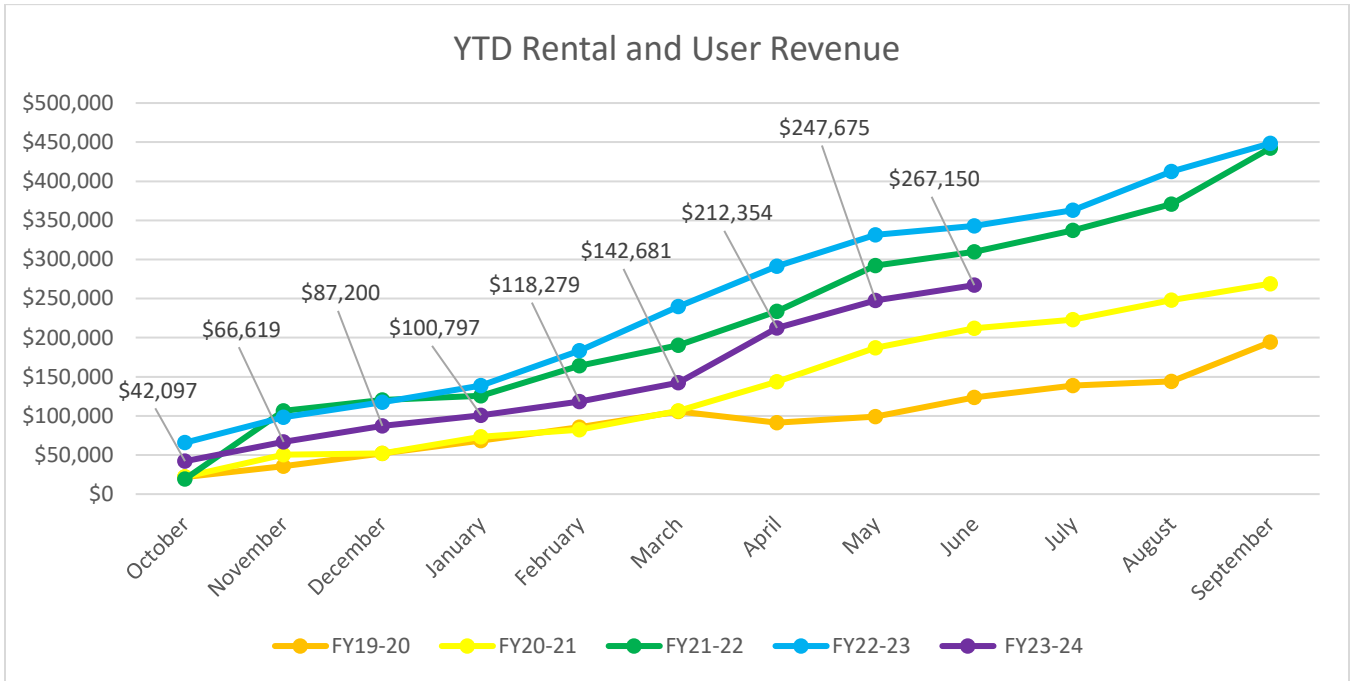
Q3 ended the quarter with a membership revenue of \$239,647. This reflects a 31% increase in membership revenue compared to this time last year. The increase in membership costs for all members began January 2024 and continues to be a contributing factor to the increase in revenue. The Branch Connections' programs were re-located to another location beginning in May due to Summer Funshine being in session, but staff did not see an impact on our membership revenue. Staff believes that this trend of membership revenue will continue to increase when The Branch Connection members return to the Recreation Center in August.

YTD Recreational and Fitness Classes/Activities



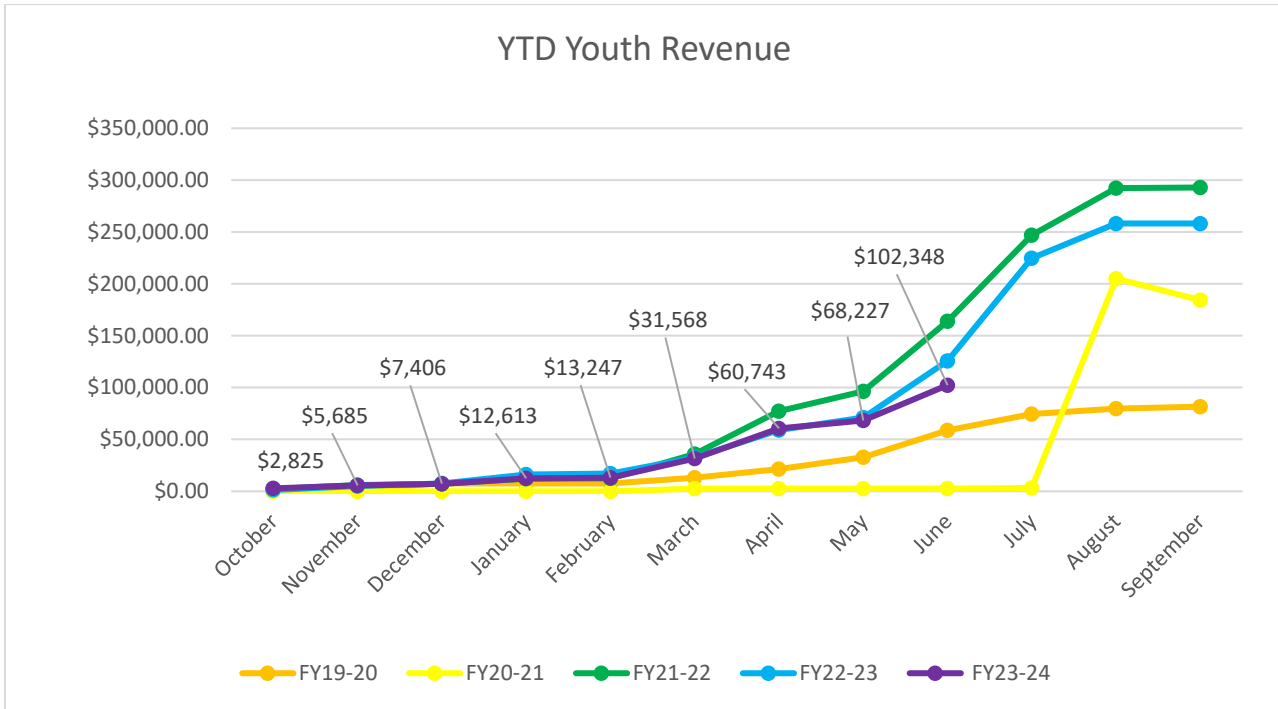
Q3 showed a 35% increase in Program revenue from last year finishing the quarter at \$39,779. This revenue includes gymnastics, fitness classes, art programs, and preschool classes. Our numbers increased for gymnastics, fitness classes, art programs and preschool classes due to schools beginning to let out for the Summer starting in May.

YTD Rentals and Park User Fees



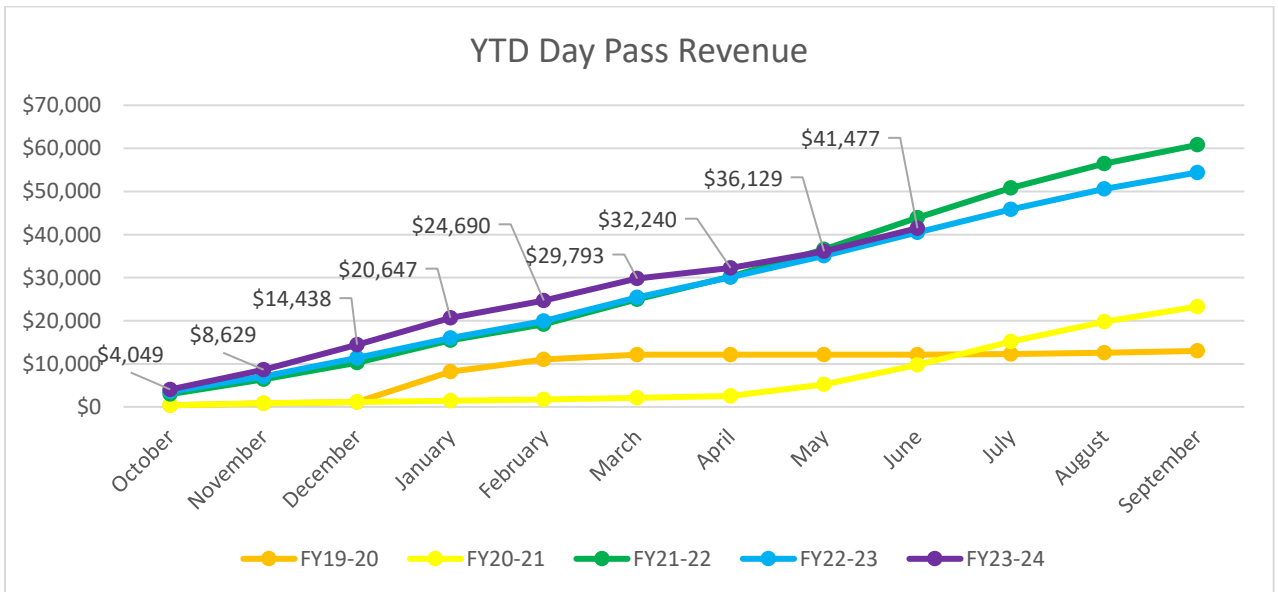
This quarter's rental revenue totaling \$124,469, includes fees from Recreation Center rooms, pavilions, athletic fields, gardens, and athletic users. This is a 20% increase from last fiscal year's Q3. Staff attributes this increase to the new pay structure we implemented with some of our leagues. In this quarter we are seeing the athletic rental revenue for some of our usage that occurred in Q2.

### YTD Youth Programs Revenue



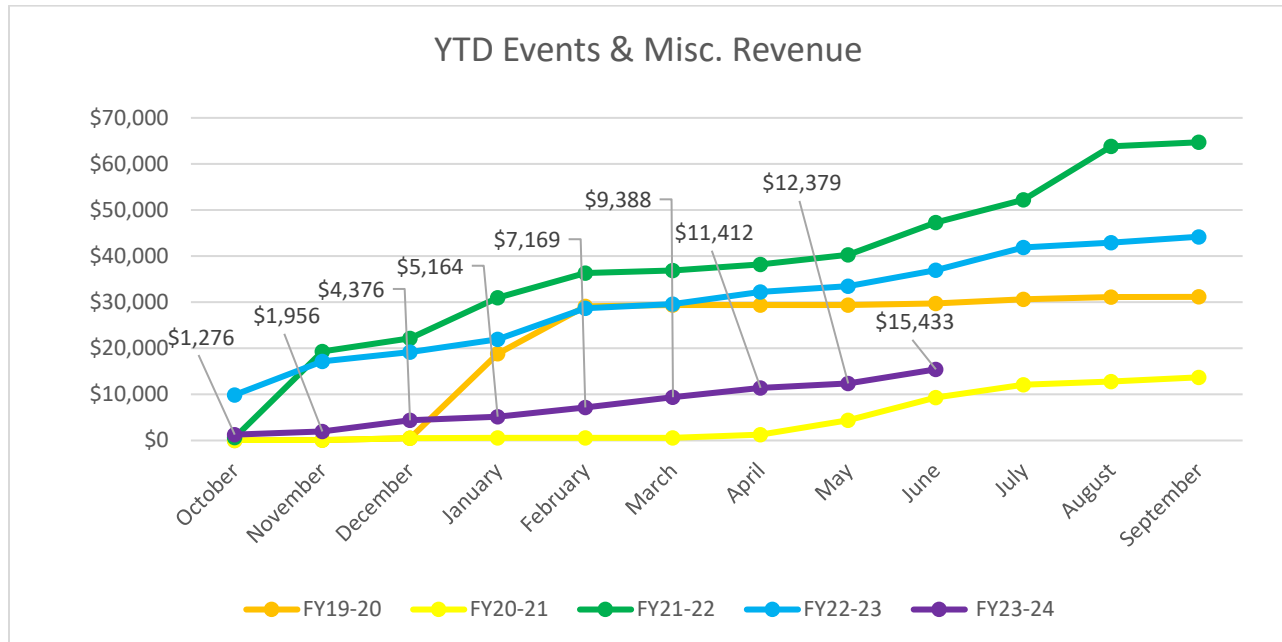
This quarter's Youth Program revenue is \$70,780, which includes Holiday Craze and Summer Funshine. It is a slight decrease of 13% from the last quarter. The number of Summer Funshine enrollees have had a slight decrease this quarter from the previous fiscal year. Staff attributes this decrease due to more families taking their vacations in June.

### YTD Guest/Day Passes Revenue



For Q3 Day Pass Revenue there was a 22% decrease for this quarter compared to last year. This decrease is largely due to the closure of the gymnasium for floor re-surfacing for the entire month of April. Even with the decrease in this quarter compared to last year we are still above the overall membership revenue for this fiscal year at this time.

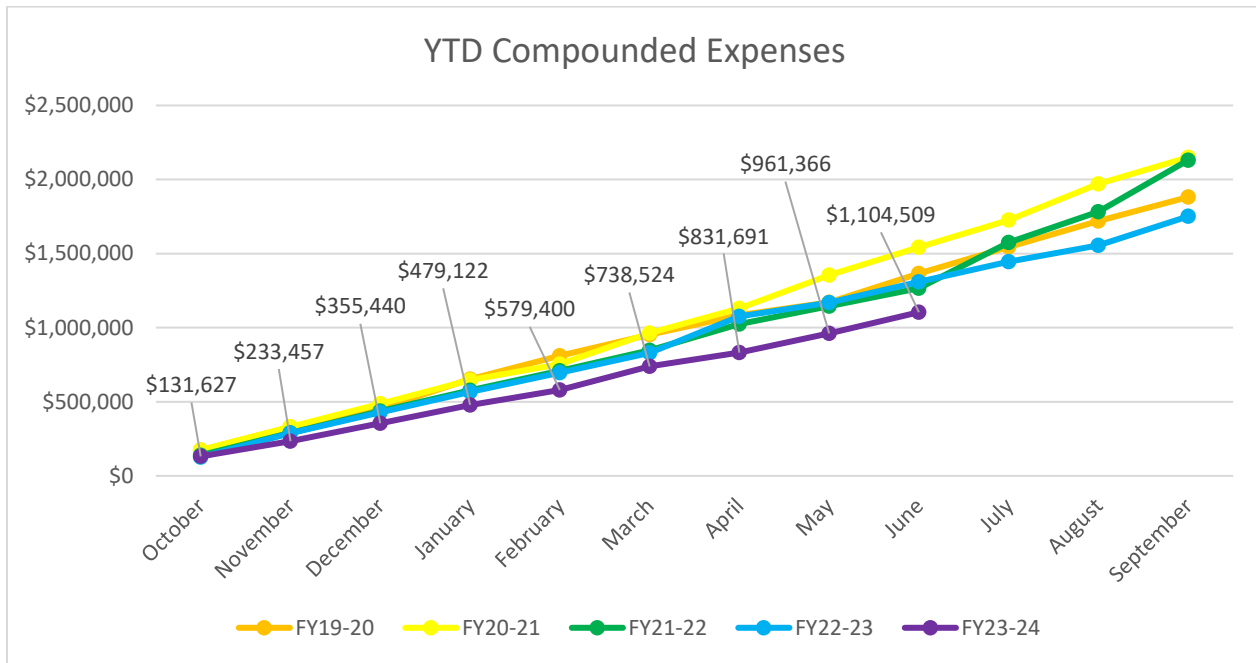
Events/Miscellaneous



We will continue to note that we are still recovering from the loss of revenue from Halloween in the Park being canceled and Kid Zone being included in the membership fee. Event and miscellaneous revenue includes event admissions, Teen Leadership Program registrations, a portion of event concessions sales, vending machine sales, branded merchandise, locker rentals, and other miscellaneous sales. Teen Leadership Program registrations are not as high this quarter as this time last year, but we remain consistent in enrollments this Summer in regard to the Teen Leadership Program.

# Expenses

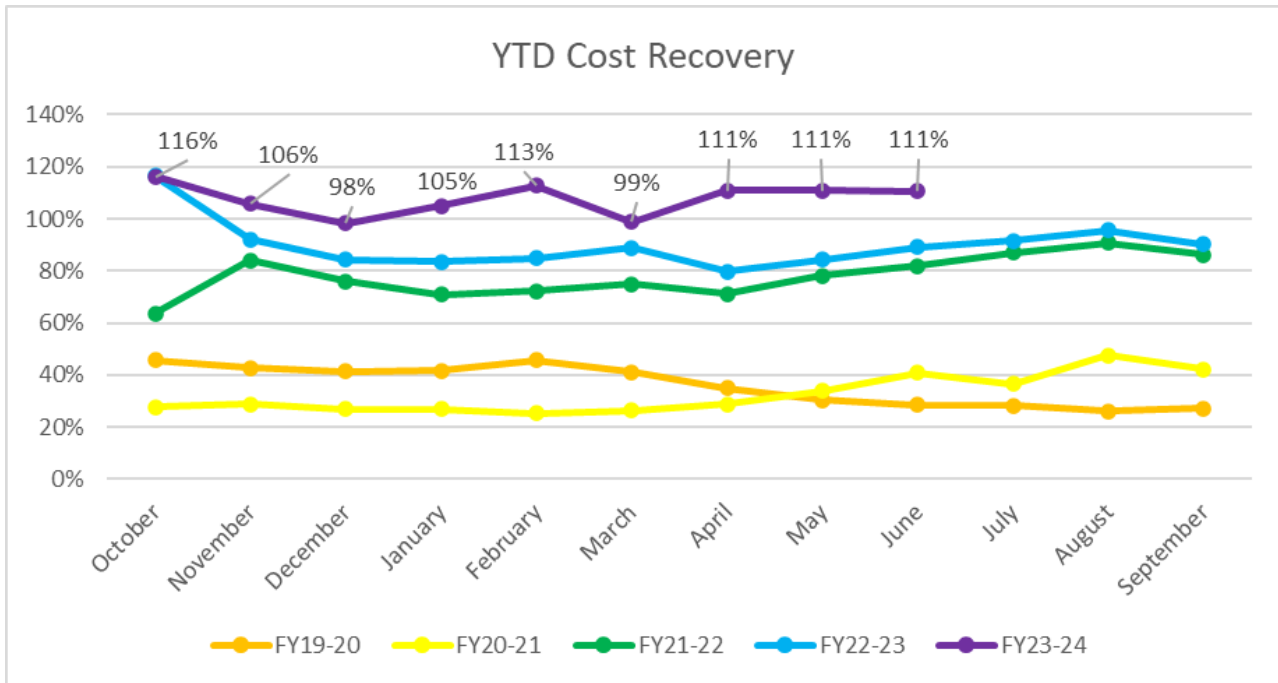
## YTD Expenses



Expenditures for the third quarter have decreased by almost 18% compared to previous year. Expenses include operational costs, supplies, services, maintenance, and personnel. Our strategy to cut spending and innovate programming by utilizing existing supplies has continued to contribute to this decrease. For this quarter staff costs did slightly increase due to Joya and Summer Funishine program beginning.

# Summary

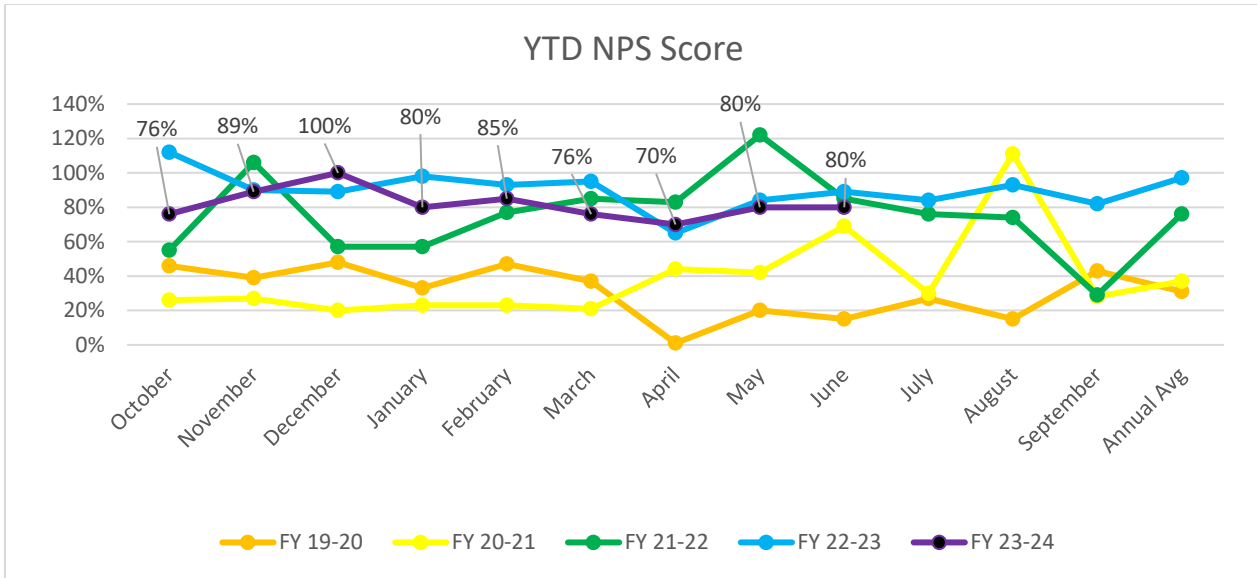
The cost-recovery percentage, including renovation project expenses, is 111% for the quarter. The Recreation Center team continues to operate efficiently to keep costs down while maintaining a safe environment for guests. The Recreation Division aims to continue to achieve 100% cost recovery for the fiscal year.



Q3 Overall Revenue- \$492,425  
 Memberships- \$239,647  
 Recreational and Fitness Classes/Activities- \$39,779  
 Rentals and Park User Fees- \$124,468  
 Youth Programs- \$70,780  
 Day/Guest Passes- \$11,684  
 Events/Misc- \$6,045

Q3 Expenses- \$365,985





Providing exceptional customer service is a primary objective of the Recreation Center division. We take very seriously the feedback and reviews from members and guests. The Recreation Center’s cumulative Net Promoter Score (NPS\*) is 80. The main detractor for NPS scores has been a result of the membership increases that began in January 2024 for all memberships. We have seen the negative feedback from the fee increase begin to decrease. Staff expects the scores to continue to increase now that the membership fee increase has begun to subside.

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.