MEMORANDUM

PARKS & RECREATION

FARMERS BRANCH

To: **Robert Diaz, Director of Parks and Recreation**
From: **Ashley Waldon, Facility Recreation Manager**
Date: **July 15, 2026**
Subject: **Division 52, 53, and Athletics FY25-26 Q3 Report**

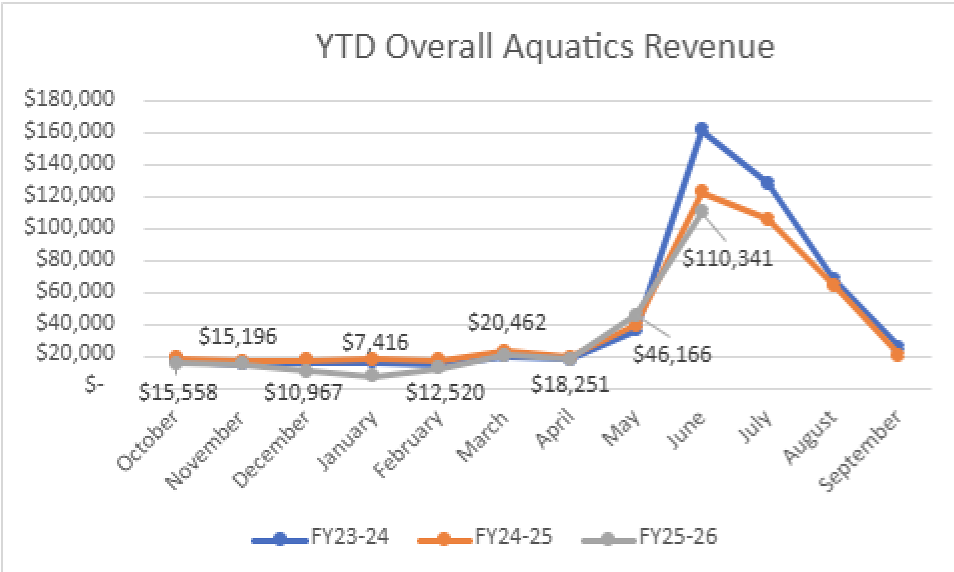
Aquatics, Athletics, and Recreation

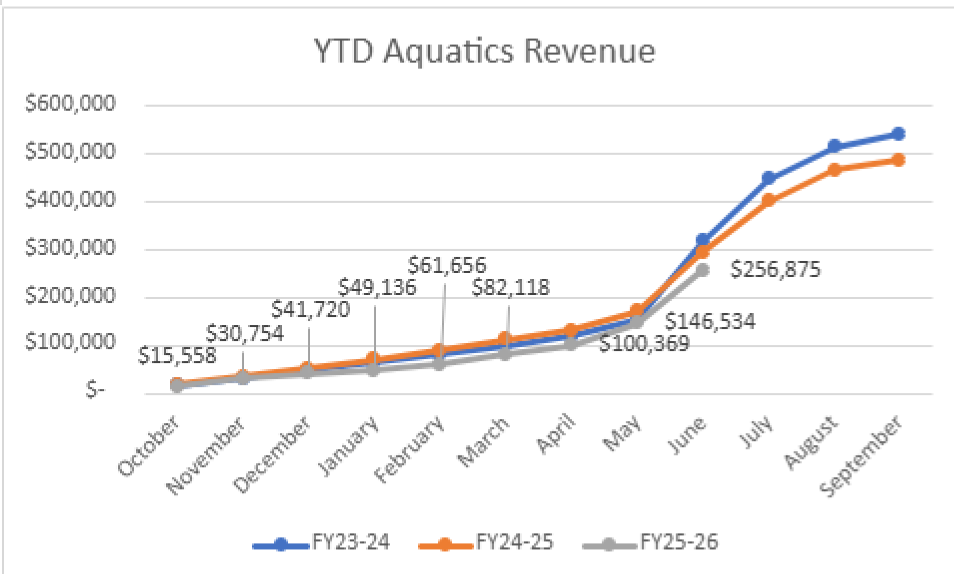
The quarterly report reflects year-to-date totals for the City's fiscal year, which runs from October through September. This report covers the April through June 2026 reporting period, highlighting the transition into the peak summer season for Aquatics and Recreation programs. Numbers have not been audited and are subject to adjustment.

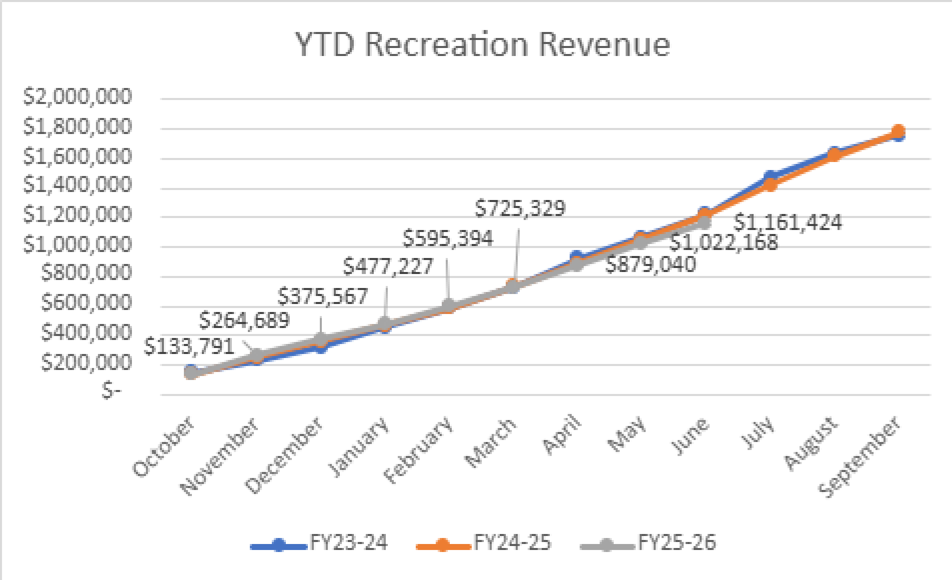
This quarter represents a period of increased activity across both divisions, with seasonal operations at their highest levels. Aquatics experienced increased participation with the opening of The Frog Pond, while the Recreation Division saw continued engagement through summer offerings, including the Summer Funshine Program and other seasonal programming. Revenues and expenditures continue to be reported separately while providing a comprehensive view of combined operations. This format supports continued transparency, consistency, and oversight for the Board.

Revenue

YTD Overall Revenue



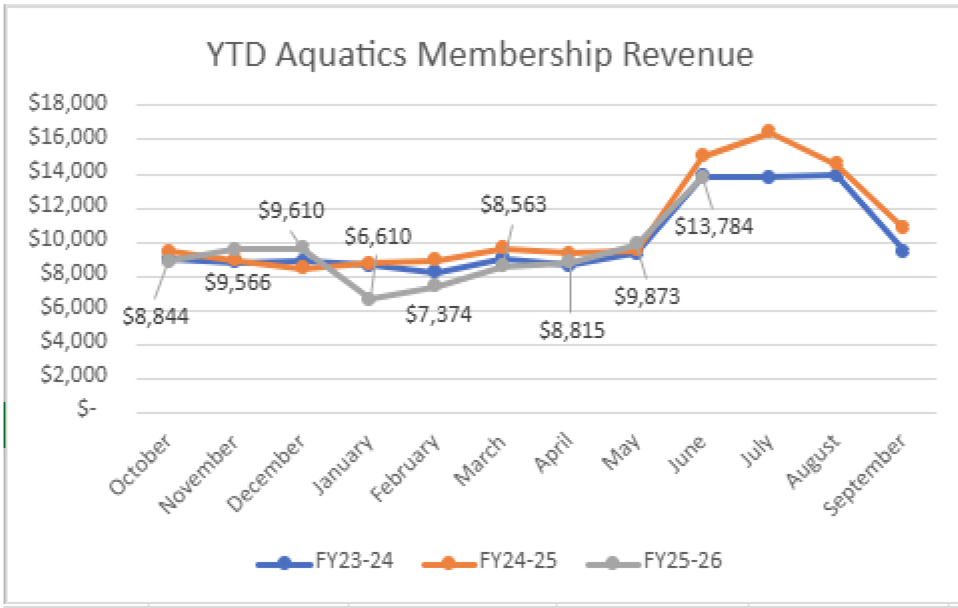


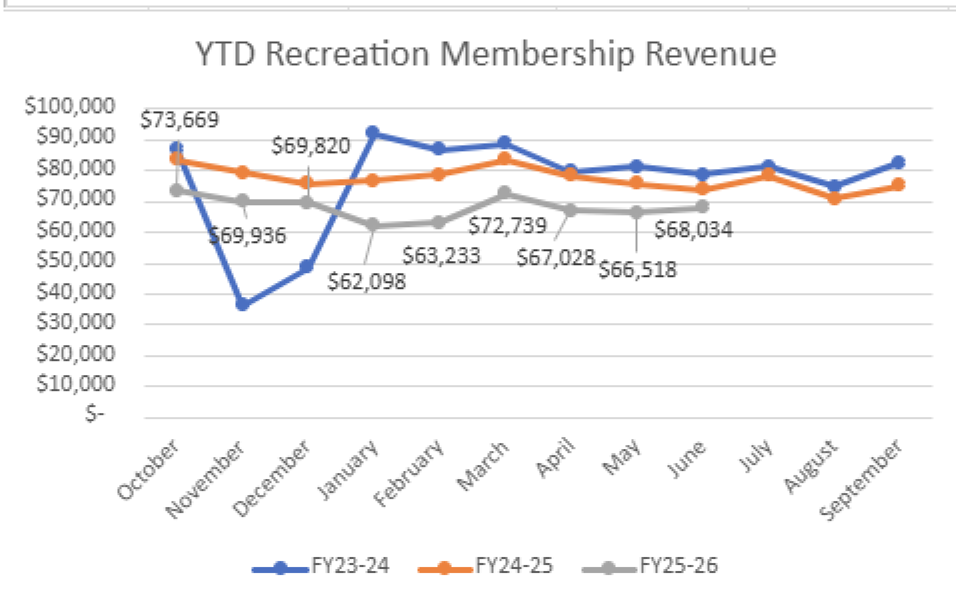


Aquatics Center revenue totaled $174,758 during Q3, bringing year-to-date revenue through June to $256,875. Revenue continues to be supported by membership sales, day passes, programs, rentals, and miscellaneous revenue streams, with increased activity during the summer season. June remained the strongest month of the quarter, driven by increased participation following the opening of The Frog Pond for the season.

Recreation Center revenue totaled $436,095 during Q3, bringing year-to-date revenue through June to $1,161,424. Revenue was generated through memberships, programs, rentals, day passes, youth programs, and miscellaneous sources, reflecting continued engagement across a variety of recreation offerings. Staff continues to see strong participation across programs and facility offerings, supporting consistent revenue generation throughout the fiscal year.

YTD Membership Revenue

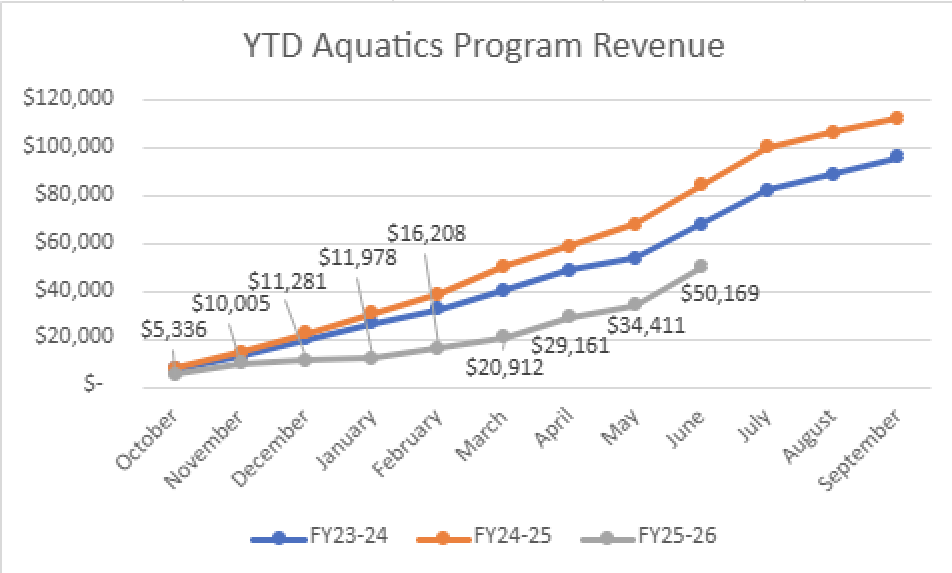


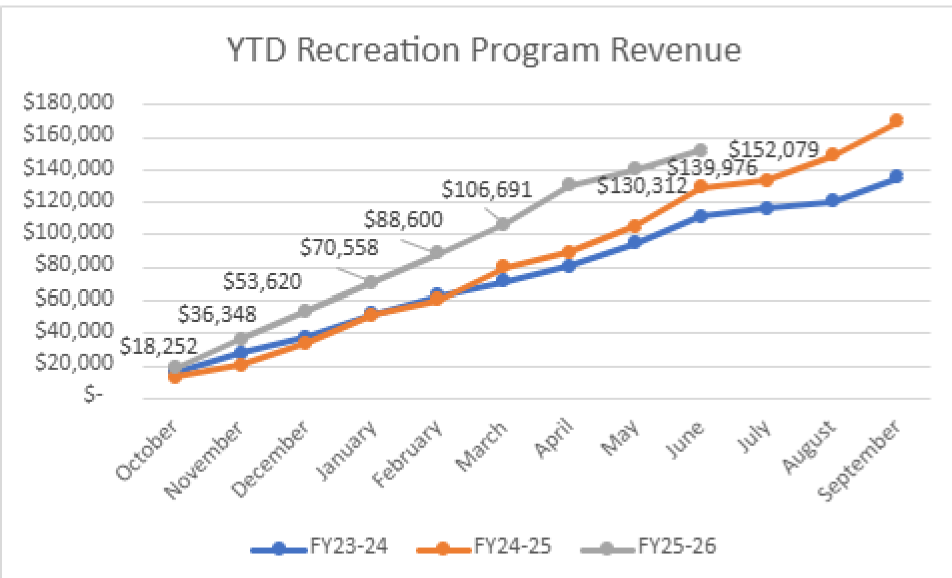


Aquatics membership revenue remained steady throughout Q3, generating $8,815 in April, $9,873 in May, and $13,784 in June for a quarterly total of $32,473. June was the strongest month of the quarter because it was the first full month that The Frog Pond was open for the season, driving increased membership activity and accounting for more than 42% of the quarter's revenue.

Recreation Center membership revenue remained consistent during Q3, totaling $67,028 in April, $66,518 in May, and $68,034 in June for a quarterly total of $201,579. By the end of June, the Recreation Center had a total of 2,982 active memberships.

YTD Recreational and Fitness Classes/Activities

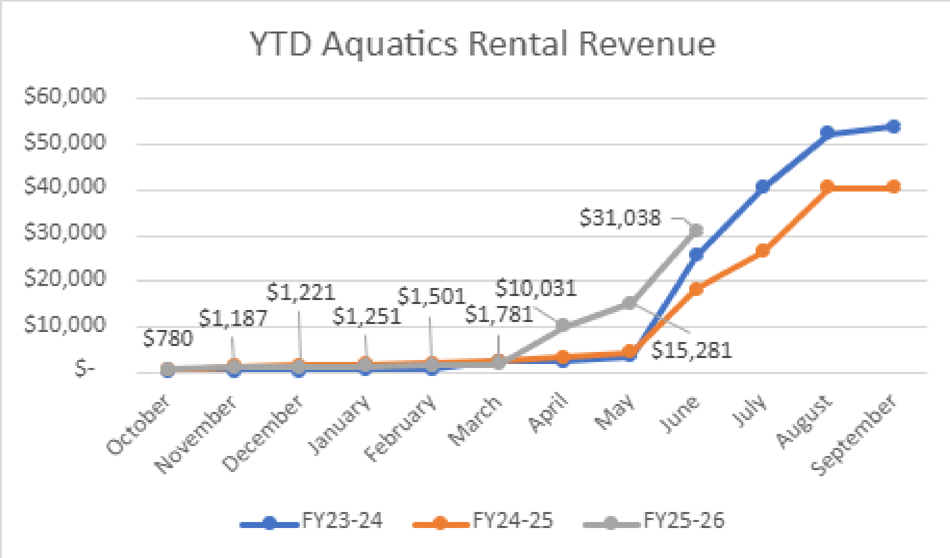


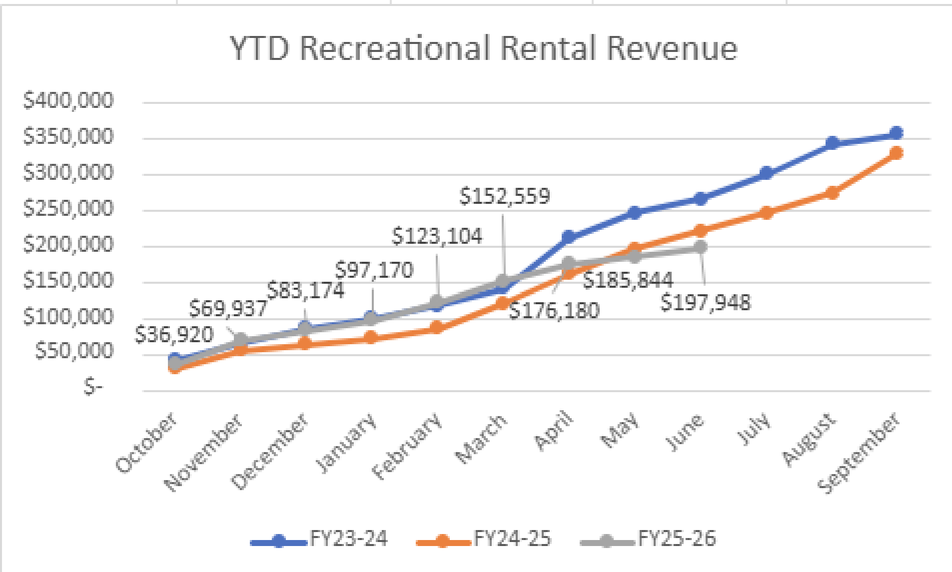


Aquatics program revenue totaled $29,258 during Q3, with $8,250 in April, $5,250 in May, and $15,758 in June. June was the strongest month of the quarter as participation increased with the start of the summer season. Through the end of June, Aquatics generated $50,169 in year-to-date program revenue by offering a variety of programs and services, including swim lessons, private instruction, fitness classes, and American Red Cross certification courses.

Recreation Center program revenue totaled $45,388 during Q3, with $23,621 in April, $9,663 in May, and $12,104 in June. Through the end of June, program revenue reached $152,079, an 18% increase over the same period last fiscal year. Staff attributes the increase to the continued programming success, including dance classes, the BEST multisport program, gymnastics, group fitness, and other recreation programs.

YTD Rentals and Park User Fees

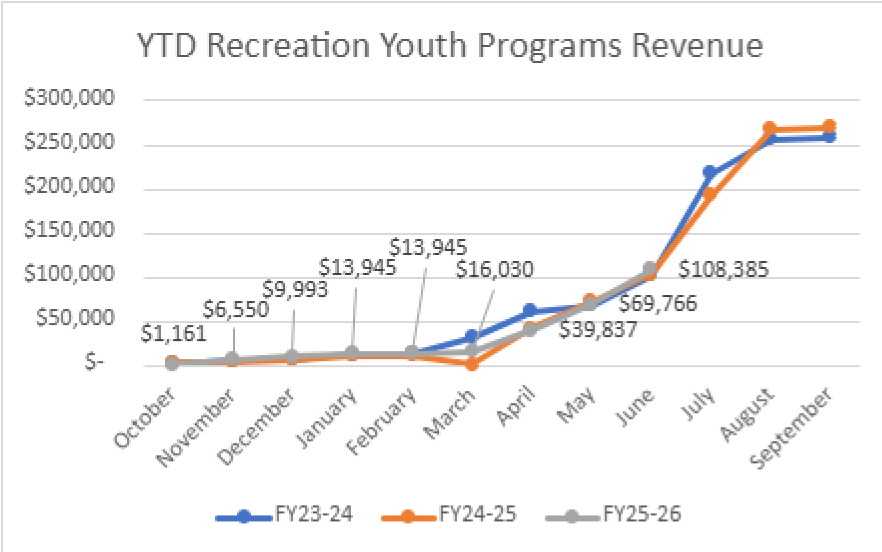




Aquatics rental revenue totaled $29,258 during Q3, with $8,250 in April, $5,250 in May, and $15,758 in June. Revenue includes rentals of the Aquatics Center pavilion and Party Room, with June being the strongest month as summer demand increased. Through the end of June, Aquatics generated $31,038 in year-to-date rental revenue, representing a 71% increase compared to the same period last fiscal year.

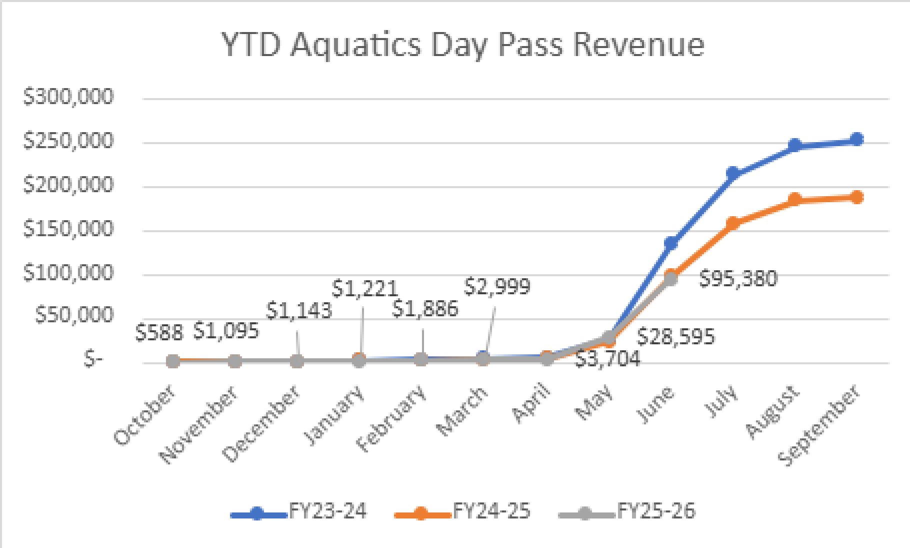
Recreation Center rental revenue totaled $45,388 during Q3, with $23,621 in April, $9,663 in May, and $12,104 in June. Through the end of June, Recreation rental revenue reached $197,948 and includes fees from Recreation Center room rentals, pavilions, athletic fields, gardens, and athletic user group reservations. While Q3 revenue was lower than the same period last fiscal year, rentals continued to provide a significant source of revenue.

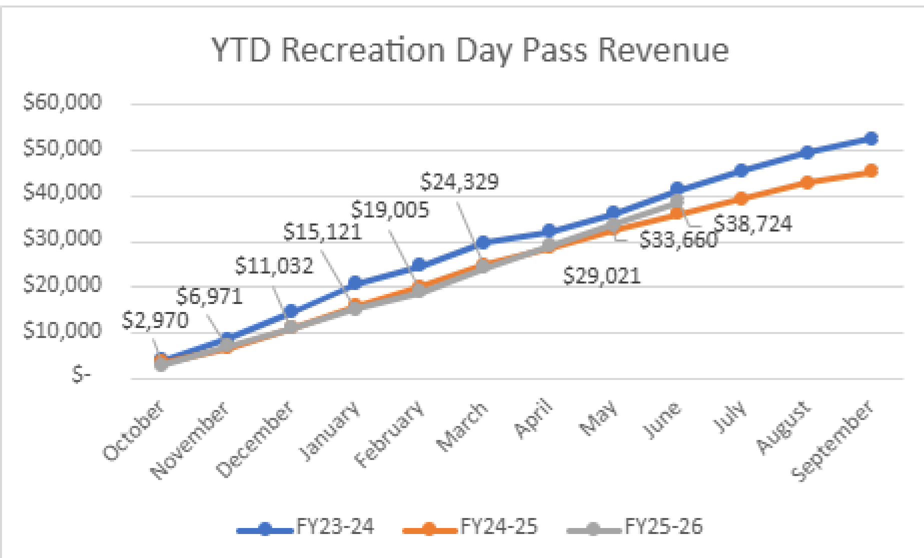
YTD Youth Programs Revenue



Youth Program revenue totaled $92,355 during Q3, with $23,808 in April, $29,929 in May, and $38,619 in June. Through the end of June, Youth Program revenue reached $108,385, a 71% increase over the same period last fiscal year. Revenue includes Holiday Craze and the Summer Funshine Program, with the majority of annual revenue historically generated during the summer months as participation in Summer Funshine increases. The Summer Funshine Program is scheduled to conclude on August 10.

YTD Guest/Day Passes Revenue

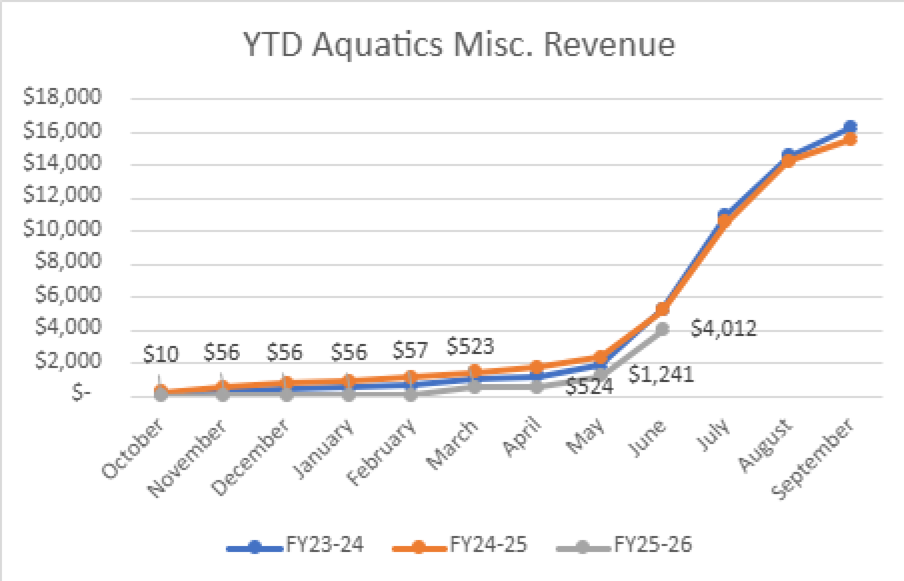


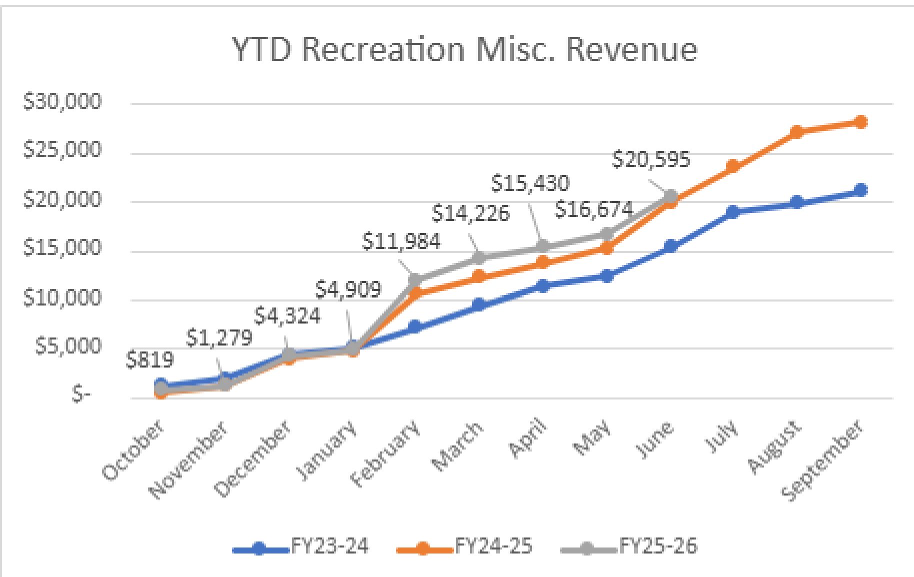


Aquatics day pass revenue totaled $92,381 during Q3, with $705 in April, $24,891 in May, and $66,785 in June. The increase in May and June reflects the seasonal opening of The Frog Pond, with June marking the first full month of operations and the highest day pass revenue of the fiscal year to date. Through the end of June, Aquatics generated $95,380 in year-to-date day pass revenue. Aquatics Center day passes are priced at $3 for residents and $6 for non-residents, while The Frog Pond day passes are $5 for residents and $10 for non-residents.

Recreation Center day pass revenue totaled $14,395 during Q3, with $4,692 in April, $4,639 in May, and $5,064 in June. Through the end of June, year-to-date day pass revenue reached $38,724, a 7% increase over the same period last fiscal year. Staff attributes this growth to increased demand for indoor recreation during the summer heat. Recreation Center day passes are priced at $7 for residents and $15 for non-residents.

Events/Miscellaneous



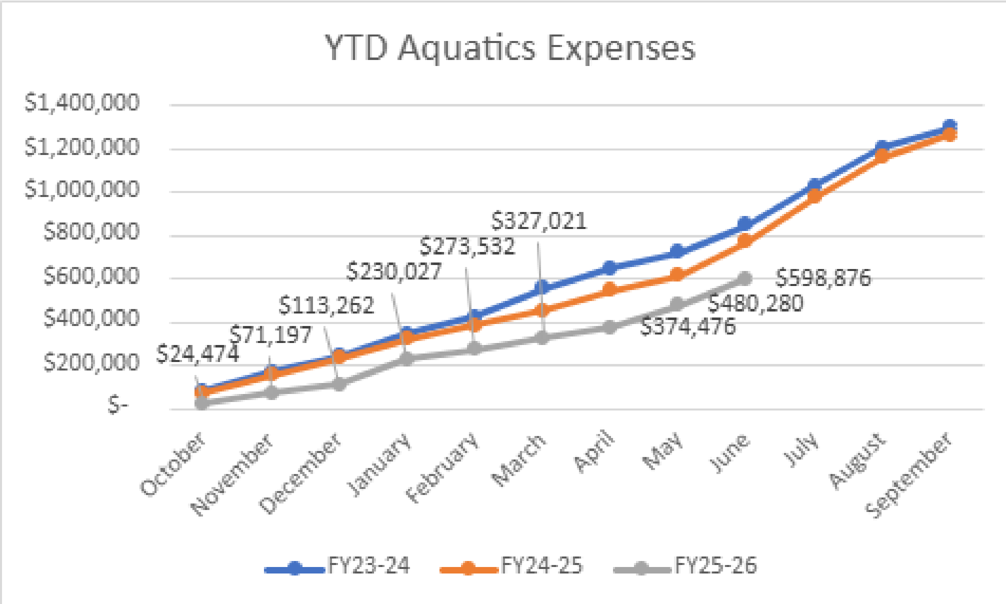


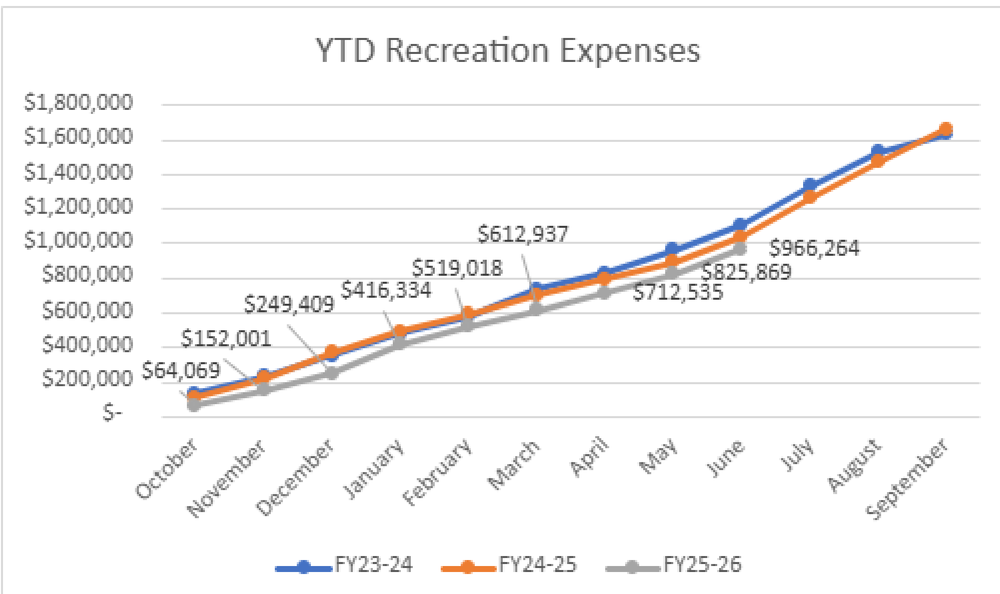
Aquatics miscellaneous revenue totaled $3,489 during Q3. Through the end of June, miscellaneous revenue reached $4,012 and includes merchandise, concessions, and other miscellaneous sales. All Aquatics special programs offered to the public through Q3 were provided free of charge, limiting miscellaneous revenue during the fiscal year.

Recreation Center miscellaneous revenue totaled $6,368 during Q3. Through the end of June, miscellaneous revenue reached $20,595, a 3% increase compared to the same period last fiscal year. Revenue includes event admissions, Teen Leadership Program registrations, a portion of concession sales, vending machine sales, branded merchandise, and other miscellaneous sources..

Expenses

YTD Expenses



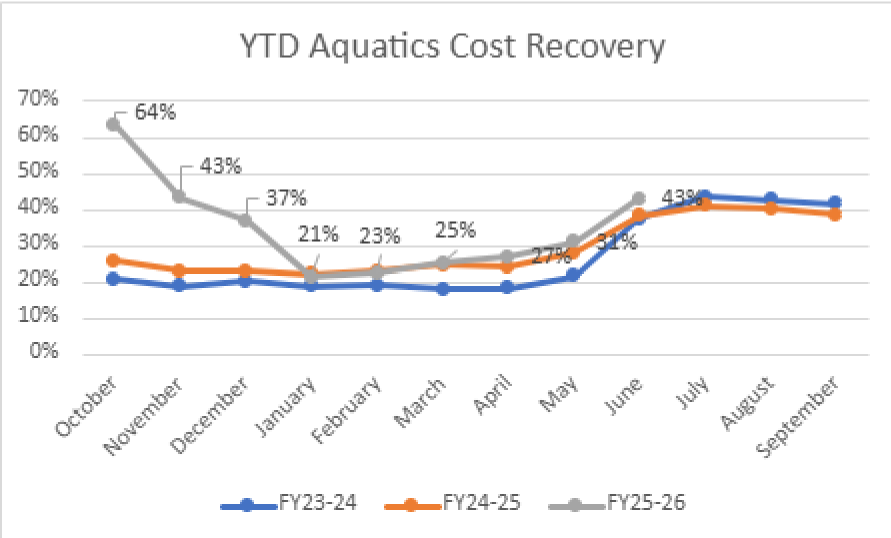


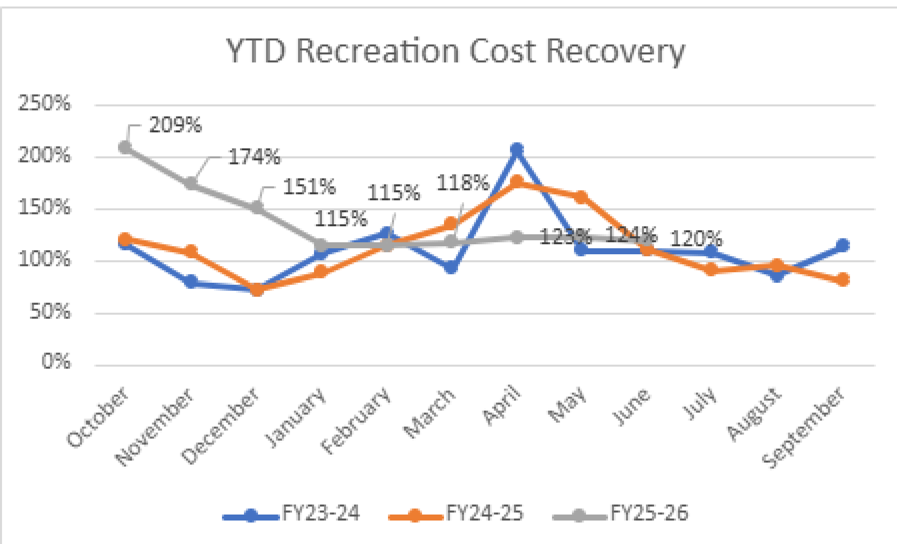
Aquatics Center expenses totaled $271,854 during Q3, bringing year-to-date expenses through June to $598,876. Expenses increased in May and June due to seasonal preparations, increased operations, and staffing needs associated with the summer aquatics season and The Frog Pond opening. Overall, expenses remain aligned with seasonal program and facility operations.

Recreation Center expenses totaled $353,327 during Q3, bringing year-to-date expenses through June to $966,264. Expenses reflect ongoing facility operations, staffing, maintenance, and support for a wide range of recreation programs and services. Spending remained consistent with operational needs while supporting continued community access and program delivery throughout the quarter.

Summary

YTD Cost Recovery





Aquatics Center achieved a 43% year-to-date cost recovery rate through the end of June, compared to 38% during the same period last fiscal year. Cost recovery increased throughout Q3 as seasonal revenue growth from memberships, day passes, programs, rentals, and increased summer activity helped offset operational expenses. June remained the strongest month with a 93% monthly cost recovery rate, supported by increased participation following the opening of The Frog Pond.

Recreation Center achieved a 120% year-to-date cost recovery rate through the end of June, compared to 111% during the same period last fiscal year. Strong revenue performance from memberships, programs, rentals, and other recreation offerings continued to exceed operational expenses. June achieved a 130% monthly cost recovery rate, contributing to the continued positive financial performance of the facility.

Summary (Continued)

Q3 Overall Aquatics Revenue- $256,875

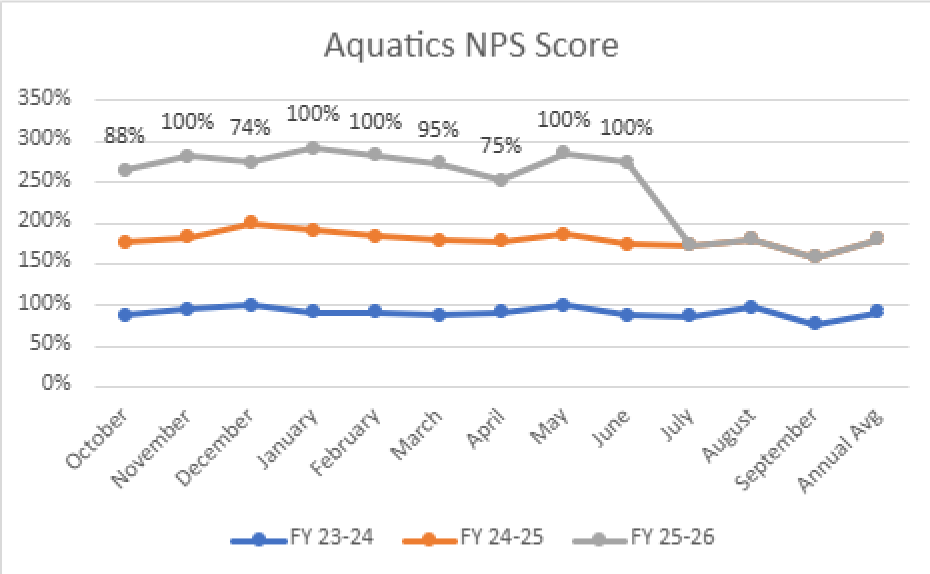
- Memberships- $83,039
- YTD Programs- $50,169
- Rentals- $31,038
- Day/Guest Passes- $95,380
- Events/Misc- $4,012

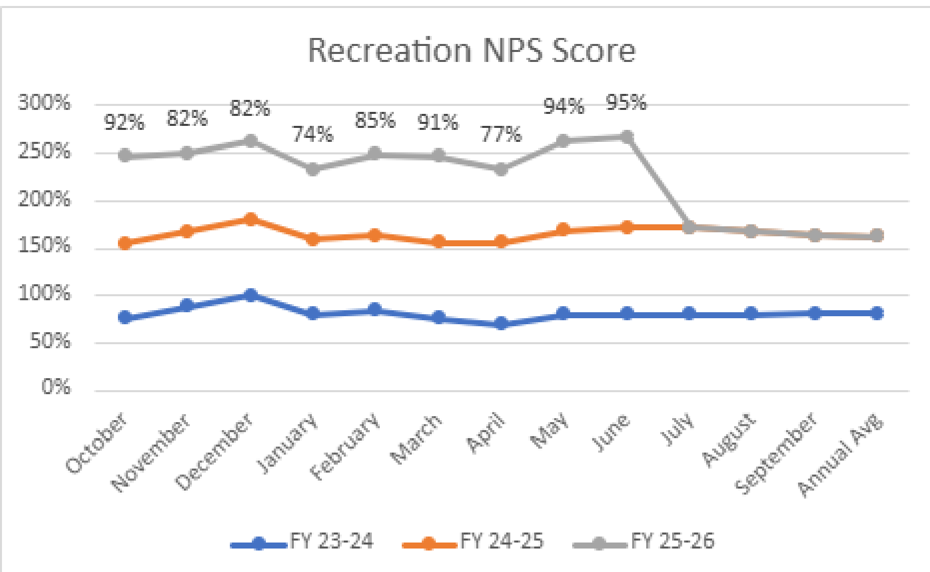
Q3 Overall Recreation Revenue- $1,161,424

- Memberships- $613,074
- YTD Recreational and Fitness Classes/Activities- $152,079
- Rentals and Park User Fees- $197,948
- Youth Programs- $108,385
- Day/Guest Passes- $38,724
- Events/Misc- $20,595

Q3 Aquatics Expenses- $598,876

Q3 Recreation Expenses - $966,264





Aquatics Center received an average NPS score of 92% during Q3, reflecting strong customer satisfaction and positive experiences among facility users. Scores remained high throughout the quarter, with 100% satisfaction reported in both May and June, while April recorded 75%. The year-to-date average for FY25-26 is 93%, demonstrating continued positive feedback from Aquatics Center participants.

Recreation Center received an average NPS score of 89% during Q3, indicating strong customer satisfaction across facility users and program participants. Scores improved throughout the quarter, increasing from 77% in April to 94% in May and 95% in June. The year-to-date average for FY25-26 is 85%, reflecting continued positive customer experiences with Recreation Center services and programs.

*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.