MEMORANDUM
PARKS & RECREATION

To: **Rachael Arroyo, Superintendent of Recreation**
From: **Jackie Byles, The Branch Connection Manager**
Date: **August 11, 2022**
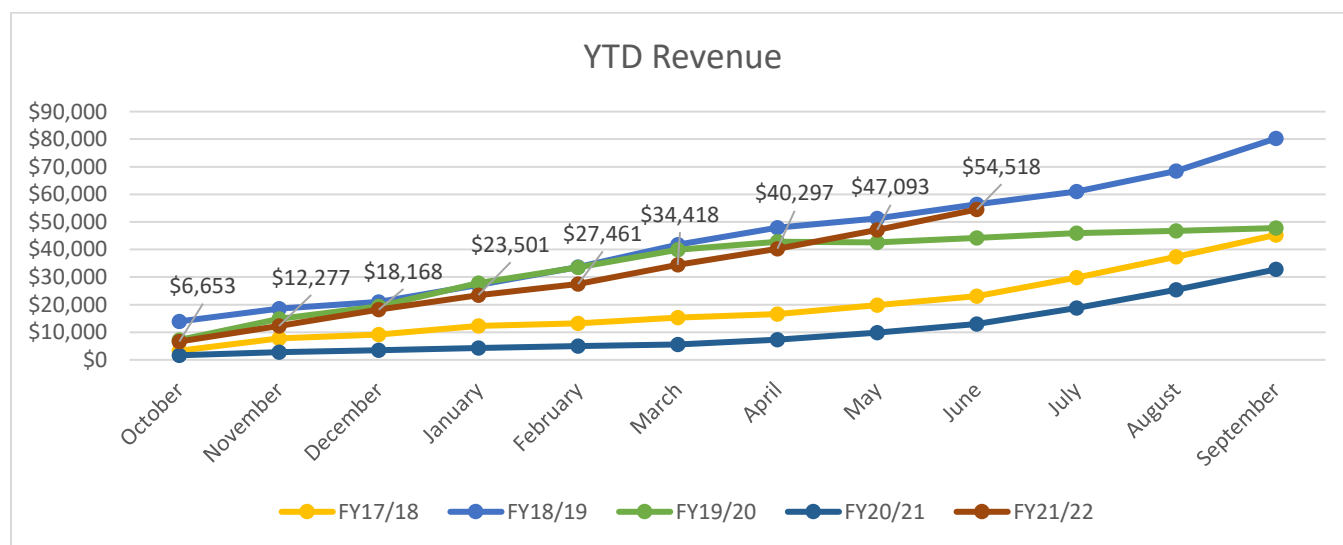**Subject:**   **The Branch Connection Quarterly Report**

The Branch Connection

The City's fiscal year (FY) runs from October through September. This report includes year-to-date (YTD) information for the October through September time frame. Numbers have not been audited and are subject to adjustment.

The Branch Connection has continued to evaluate the ever-changing environment and remains fully operational. The facility usage analysis during this third quarter reflects continued positive upward results that coincides with our projections from previous first and second quarter reports.
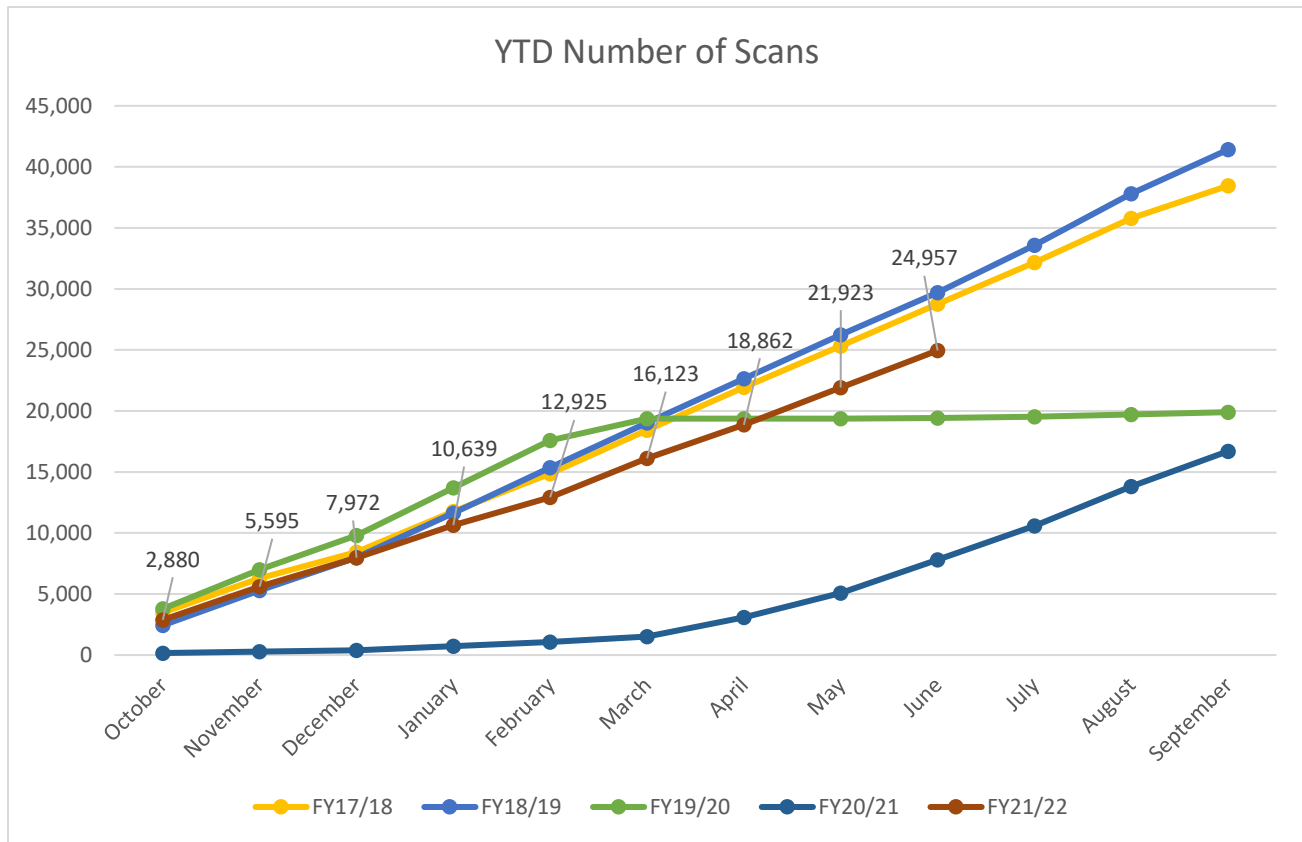
Revenue

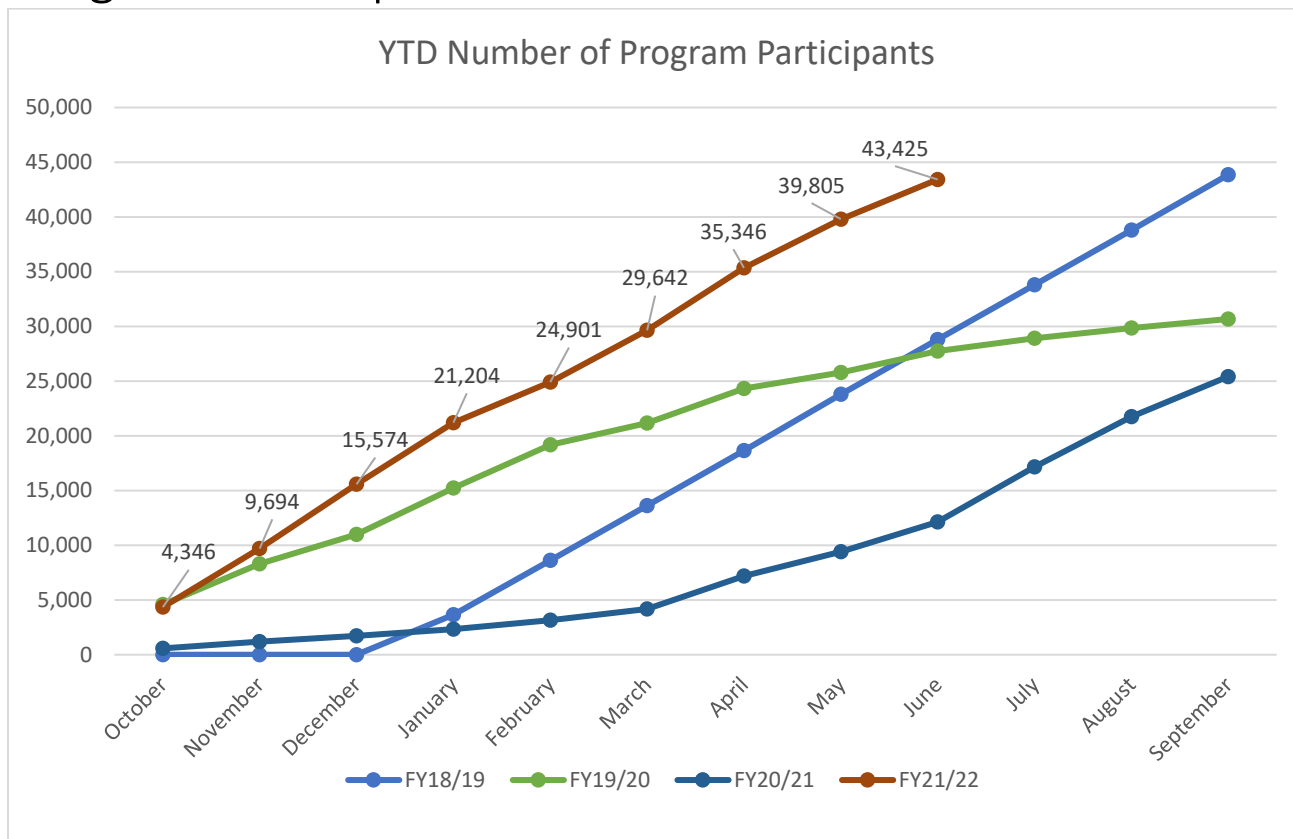Overall Revenue for: The Branch Connection

The third quarter of FY 21/22 has shown The Branch Connections revenue reflects an increase in revenue. Our revenue has continued to be on par with our projections based on a results from the first two quarters. However, for the third quarter, the revenue was $20,100, our highest revenue quarter for FY21/22. This is mainly attributed to third-party, renewal, new membership, and rental revenues.

Membership Scans

YTD Number of Scans

The Branch Connection's total membership scans for the third quarter for FY 21/22 is 8,834, which reflects an 8% increase over the last quarter. As program participation, membership and renewals increase, the number of scans will reflect this trend. We evaluate and address this data accordingly as we continue to track it.
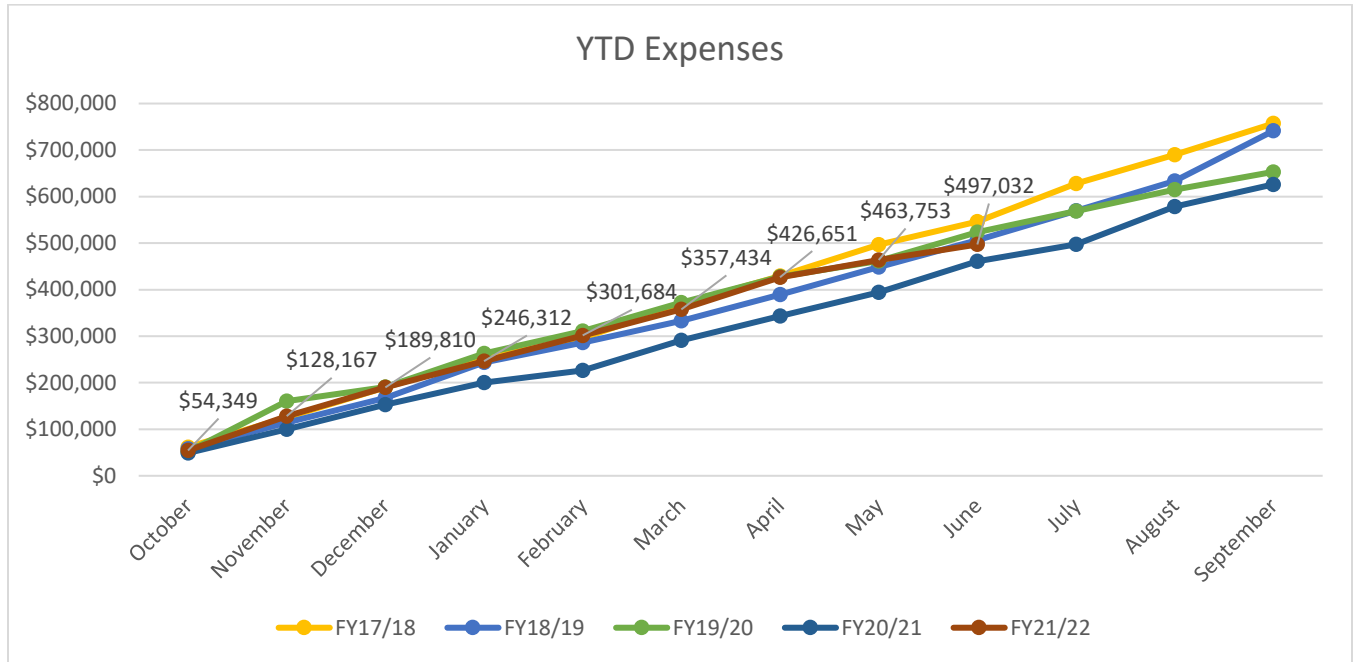
Program Participation

YTD Number of Program Participants

This category accounts for the total of program participants. We recorded 13,783 participants in our programs for the third quarter of FY 21/22. Our total program participants for the first three quarters is the highest total in comparison to previous years. During this quarter, we provided two special events, four individual day trip programs, a fitness program, an evening program, and two community volunteer programs. We will continue to find additional programs that provide quality to our members and evaluate current programs to ensure continued success.

For the third quarter of FY 21/22, The Branch Connection provided various programs and events for our community. For the third quarter of FY 21/22, we provided 168 total programs. During our third quarter of FY 21/22, we hosted our Fishin Fun event and Spring Branch Bazaar, which brought enjoyment to over 1,700 participants.

Expenses

YTD Expenses

Legend: FY17/18, FY18/19, FY19/20, FY20/21, FY21/22

Data labels shown: $54,349, $128,167, $189,810, $246,312, $301,684, $357,434, $426,651, $463,753, $497,032

Expenses this quarter are associated with programs, staffing costs, instructor pay, cleaning supplies, and the Fishin Fun event. This FY 21/22 expenses for the third quarter total was $139,600 and is a 17% decrease compared to last quarter expenses. Year-to-date expenditures continue to monitor.

Summary

For FY 21/22, the third quarter's cost recovery is 11%. There are a two reasons we have seen this increase. One is due to 20 % increase in rental revenue compared to the previous quarter. The other reason was having a 16% increase from third-party, renewal, and new membership revenue compared to the last quarter. As FY 21/22 continues, we will track our progress and address areas of concern. However, we will also be cognitive regarding our changing environment for our demographics and ensure our best efforts are applied. Considering the FY 20/21 numbers and this quarter's numbers for FY 21/22, the numbers support our previous projections for these gradual increases.

Providing outstanding customer service and quality programs to the community is a priority for The Branch Connection. Our customer service philosophy is reflected by our Net Promoter Score (NPS)* of 80 for the past year. Our NPS for the third quarter of FY 21/22 was 88. Staff continues to provide quality programs and outstanding service to all guests.

*Net Promoter Score (NPS) is a management tool used to gauge an organization's customer relationships' loyalty and can be associated with revenue growth. An NPS of 50 or greater is considered excellent, and anything over 70 is exceptional.