



MEMORANDUM

PARKS & RECREATION

To: Michael Mashburn, Director of Parks and Recreation

From: Paul Macias, Aquatics Manager

Date: July 15, 2022

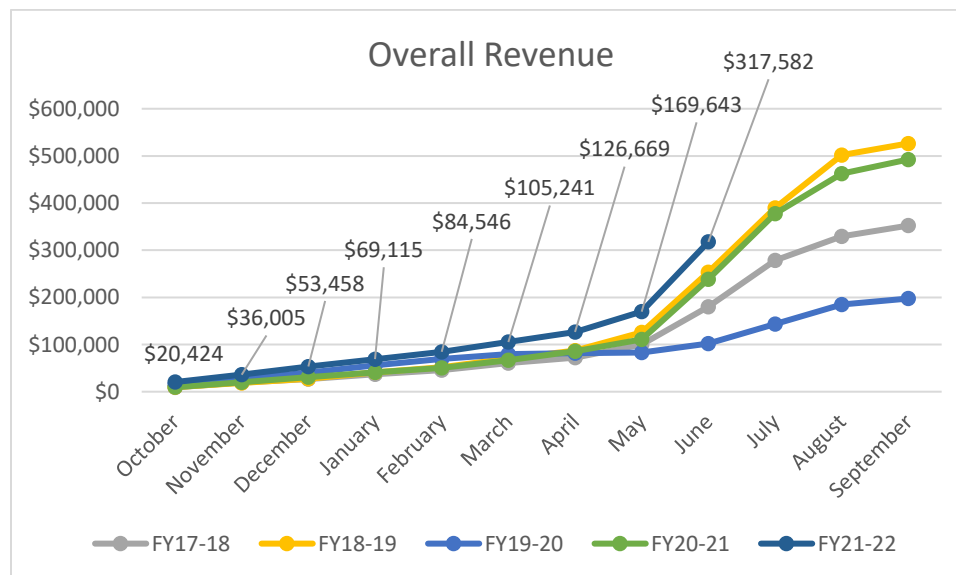
Subject: Aquatics Center Quarterly Report

Aquatics

The format of the quarterly report reflects year-to-date totals. The City's fiscal year runs from October through September. This report includes October through June 2022. Numbers have not been audited and are subject to adjustment.

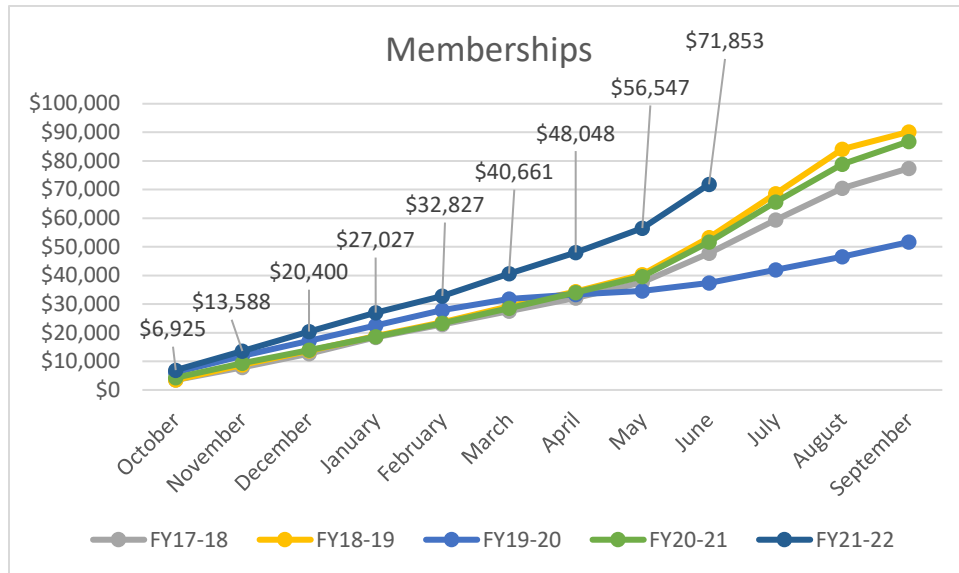
Revenue

YTD Overall Revenue



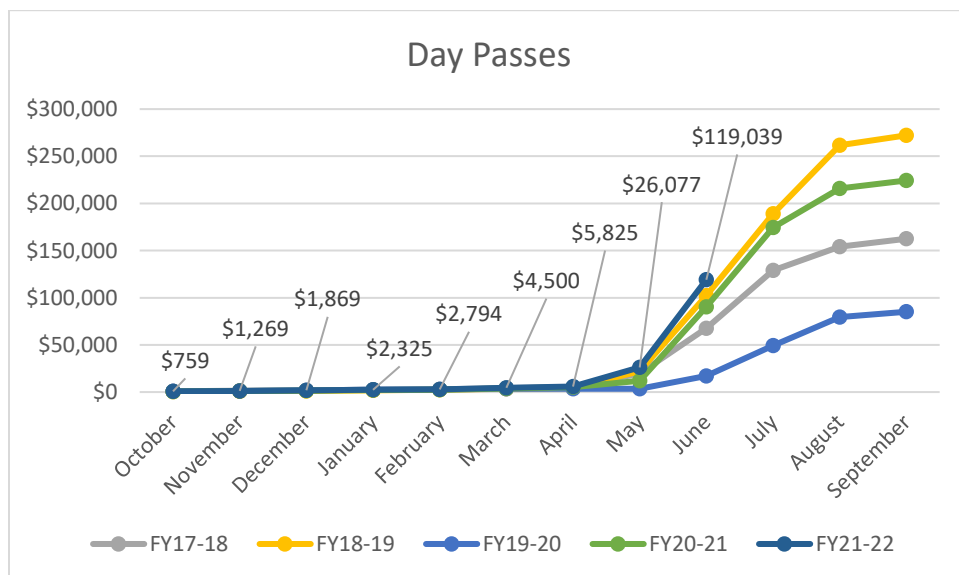
The 2021-2022 fiscal year has continued with record-high overall revenue. The nine months in the fiscal year brought in \$317,582, a 25% increase from the first nine months of the 2019 fiscal year. The Frog Pond for the 2022 Summer Season saw a record number of day passes sold in May and June. Increased membership sales, seasonal passes, and rentals primarily contributed to the overall revenue increase. Rentals are up 18% from two years ago. The staff anticipates reaching \$550,000 in YTD revenue by Q4's end.

Memberships



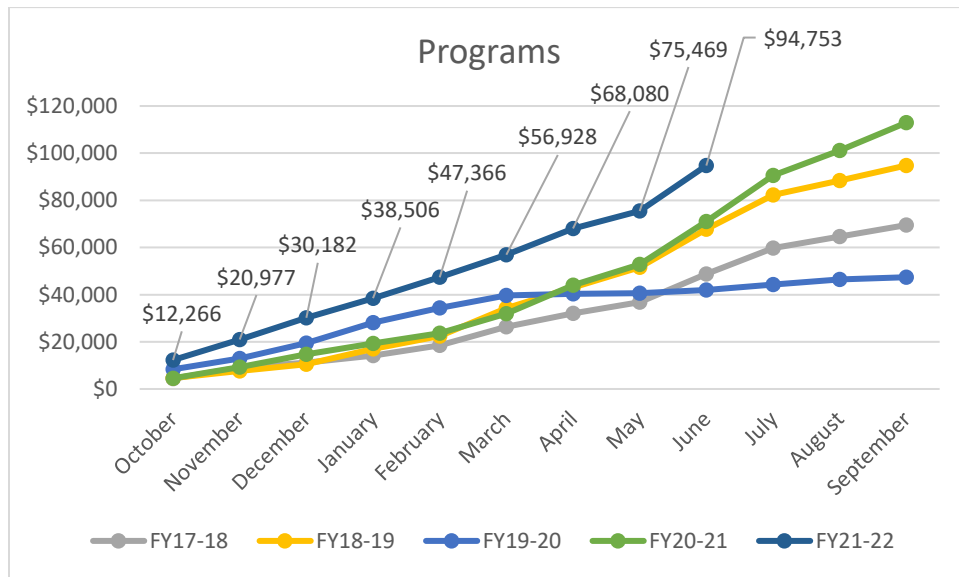
The nine months of the year brought in \$71,853, up 34% from this time two years ago (pre-pandemic). The Aquatics Center continued to promote a healthy lifestyle for all swimmers in the community. Promotional efforts resulted in 151 Frog Pond season passes and 73 individuals with punch cards. The Natatorium memberships for the first nine resulted in 944 members and 21 individuals with punch cards. Staff anticipates reaching 975 Natatorium memberships for the next quarter and a YTD membership revenue total of \$90,000 by Q4's end.

Day Passes



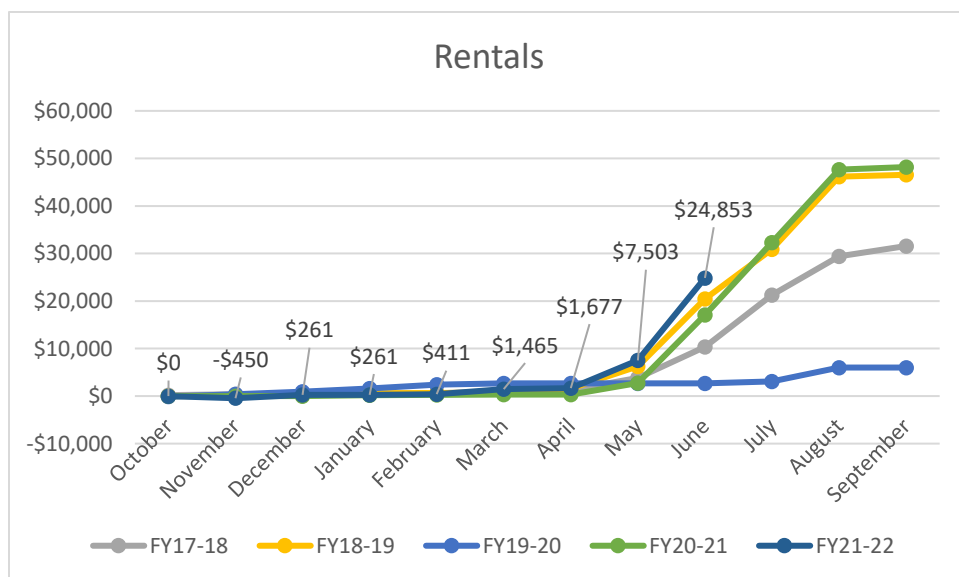
The third quarter includes Natatorium and Frog Pond sales. There was a 16% increase in revenue compared to the first nine months in 2019. Day passes are sold to guests who choose not to purchase a membership or season pass either because they are visiting family or trying out the facility for the first time. Over 27,000 individuals visited the Frog Pond, and 1,000 went to the Natatorium during the third quarter.

Programs



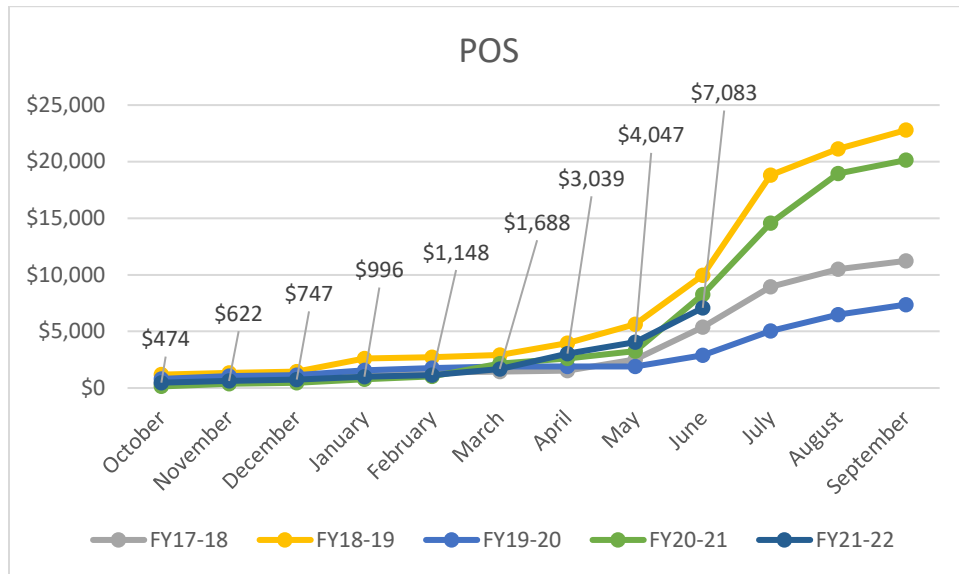
The Aquatics Center programs saw an increase in revenue in the first nine months of the fiscal year. The program's revenue totaled \$94,753, which amounts to a 39% increase from this time two years ago (pre-pandemic). All programs include swim lessons/private lessons, fitness, and American Red Cross classes. A goal for the Aquatics Center was to increase participation in aqua fitness, swim lessons, and the American Red Cross classes. Aqua fitness participation from the first nine months was 2,662, slightly higher than in 2019. Aqua River was added to the Aqua Flex pass during the third quarter. There are currently 118 individuals who have a fitness punch card. Swim lessons saw a participation increase of 7% from the first nine months of the 2019 fiscal year. 168 individuals went through our American Red Cross program, which allowed the Aquatics Center to be 96% full for seasonal staff positions. Staff anticipates teaching 1,200 individuals in our swim lesson program by Q4's end.

Rentals



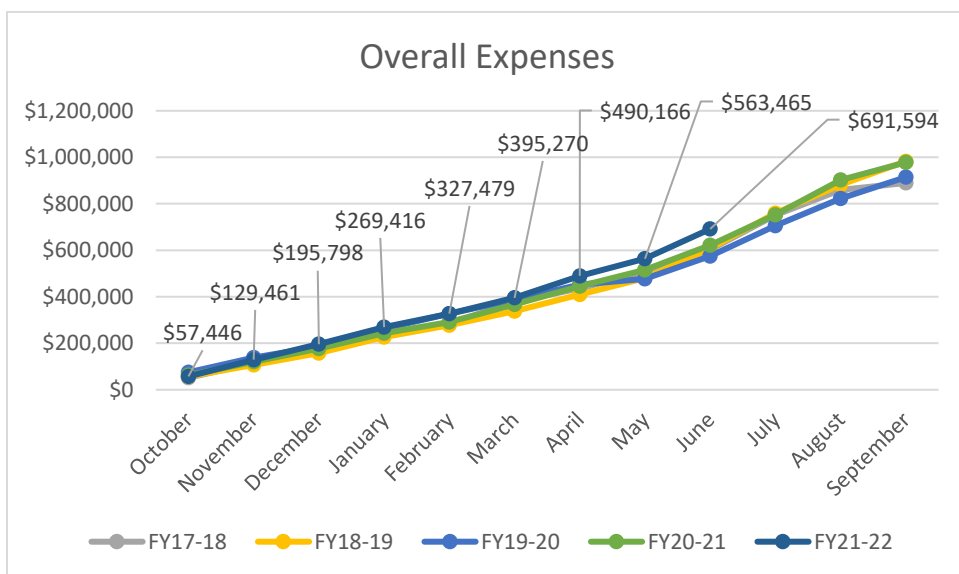
The Party Room and parts of the Frog Pond are available for the public to rent. The revenue for the first nine months of the year totaled \$24,853. The Aquatics Center had 102 rentals during the third quarter. Staff anticipates a YTD membership revenue total of \$49,000 by Q4's end.

Point-of-Sale



Our last revenue source is Point-of-Sale Revenue, including merchandise, special events, and concessions. This revenue totaled \$7,083, which amounts to an 11% decrease in revenue. The Aquatics Center hosted the Easter Egg Splash and the first Hoppy Hour in the third quarter. The Easter Egg Splash had 110 participants, an 11% increase from 2019. The event concept for Hoppy Hour was good, but this year it wasn't attended by many guests. Staff anticipates a YTD POS revenue total of \$10,000 by Q4's end.

Expenses



As of this report, our expenses are \$691,594, with 11% attributed to building facility maintenance and janitorial, while the other 89% is for the aquatic's division expenses. The expenses include chemicals,

staff costs, general pool-related maintenance, and all program-related fees. We are on trend to maintain costs similar to years past.

Summary

The Aquatics Center expanded operations during a national hiring shortage and achieved record numbers for the first nine months of the fiscal year while maintaining a safe and clean environment. The Aquatics Center's goal was to promote a healthy lifestyle for all swimmers in the community. Overall, revenue is at an all-time high of \$695,594 for the first nine months compared to other fiscal years.

YTD Overall Revenue - \$317,581

Memberships - \$71,853

Programming - \$94,753

Day Passes - \$119,039

Rental - \$24,853

POS - \$7,083

YTD Expenses- \$691,594

The Aquatics Center's cost recovery is 46% for the first nine months, 5% higher than the first nine months of the 2019 fiscal year.

Day passes accounted for 37% of revenue. Programming comes in second with 30% of total revenue. Membership comes in third with 23% of total revenue. Rental and POS revenue account for 10% of the first nine months of the fiscal year. Providing outstanding customer service and quality programs to the community is a priority for the division. The Net Promoter Score* reflects our customer service philosophy. The Farmers Branch Aquatics Center NPS score for the third quarter was 91, with 143 responses. Overall, the NPS score is 90. Staff will continue to provide quality programs and outstanding to all guests. The Frog Pond has 4.4, and the Margaret Young Natatorium has a 4.7 Goggle rating

*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.