



MEMORANDUM

PARKS & RECREATION

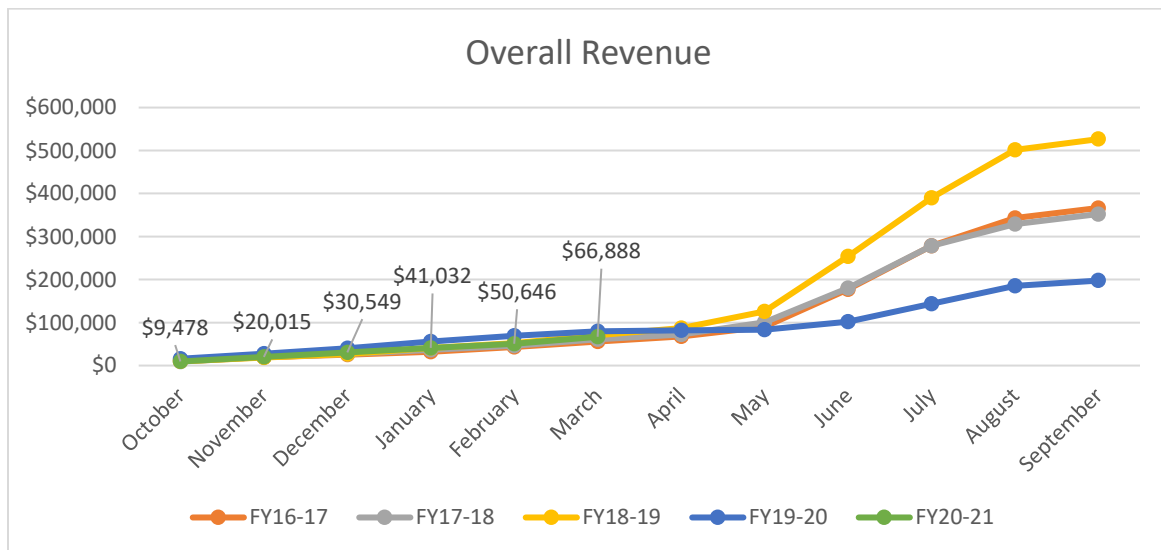
To: Rachael Arroyo, Recreation Superintendent
From: Paul Macias, Aquatics Manager
Date: May 18, 2021
Subject: Aquatics Center Quarterly Report

Aquatics

The quarterly report reflects year-to-date (YTD) totals. The City's fiscal year (FY) runs from October through September. This report includes October 2020-March 2021 data. Numbers have not been audited and are subject to adjustment.

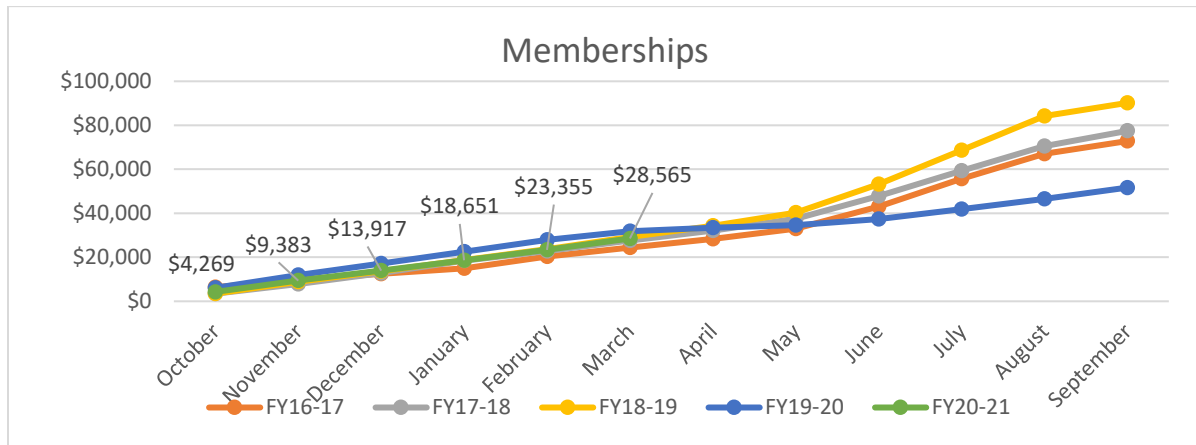
Revenue

YTD Overall Revenue



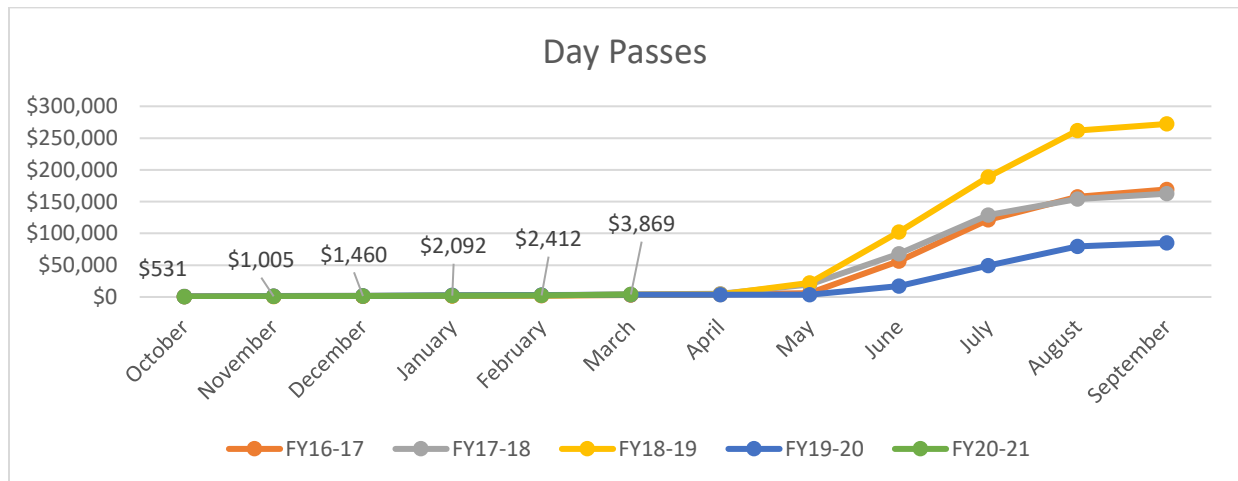
The first half of the fiscal year brought in a total of \$66,888, which is down \$12,491, or 14% lower than this time last year. Overall revenue decreased due to reduced programming, specifically swim lessons and American Red Cross classes. The Aquatics Center held its first in-person special event since COVID-19 began. The Governor lifted restrictions on March 10, which will allow the Aquatics Center to operate all programs at a normal use and ratios.

Memberships



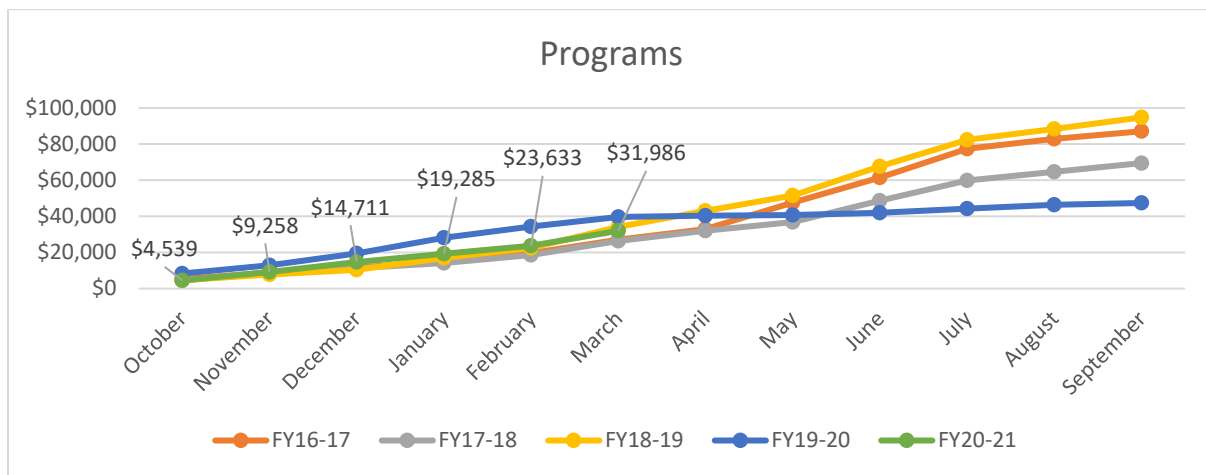
The second quarter kicks off the Frog Pond season pass sales. Membership revenue is down \$3,192 from this time last year. The Senior Marketing Coordinator and Aquatics Center staff promoted a "Stay the Day" campaign in February. On social media, the team highlighted the cleanliness of the facility and the affordability of the membership. There were 175 new memberships generated in the second quarter compared to only 75 in the second quarter of last year. With The Branch Connection being closed, the facility experienced a 51% increase in Renew Active, Silver Sneakers, and Silver & Fit membership scans the first half of this fiscal year.

Day Passes



Day passes are sold to guests who choose not to purchase a membership either because they are visiting family or trying out the facility for the first time. The first half of the fiscal year day pass revenue only includes natatorium sales. There was a 16% increase in revenue compared to last year's fiscal year, totaling \$3,896 for the quarter.

Programs

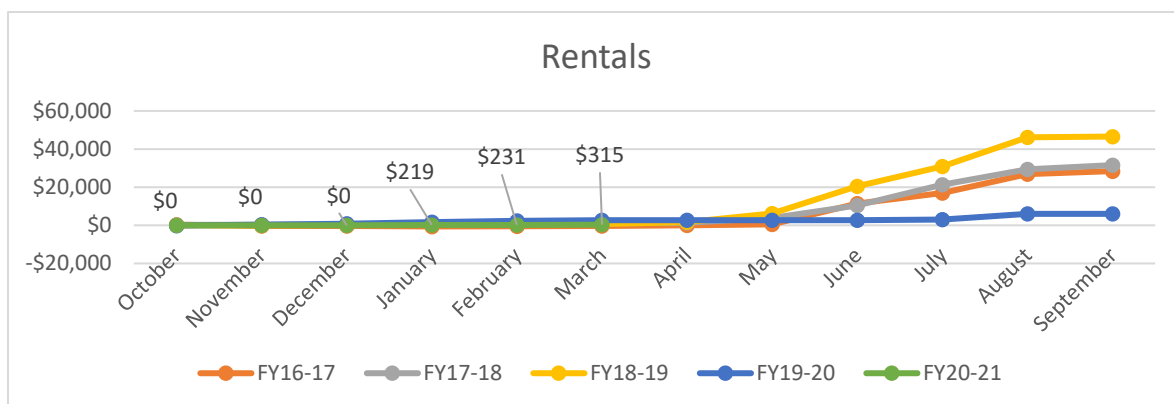


The Aquatics Center started to offer all programs to the general public on October 1, but each program has capacity restrictions due to COVID-19 safety guidelines. All programs include swim lessons/private lessons, fitness classes, and American Red Cross classes. Programs revenue totaled \$31,986, which amounts to a 19% decrease in revenue from this time last year. Fitness programs and American Red Cross classes for the first half of the year were at or near each capacity.

The winter storm forced the cancellation of a Lifeguard Training course, which resulted in a loss of potential revenue. On a brighter note, private swim lesson requests are increasing, and currently, six staff members are consistently conducting private lessons. Additionally, there was an uptick in public swim lesson participation in March. Staff expects this trend to continue into the summer.

The Aquatics Center and Recreation Center collaborated in March to offer a fitness challenge for members of both facilities. Awards were given to members who attended each facility a designated number of visits. Another partnership included the Aquatics Center hosting a Recreation Center fitness class in the pavilion area while indoor classes were not available. Staff plans to continue a similar program in the off-season.

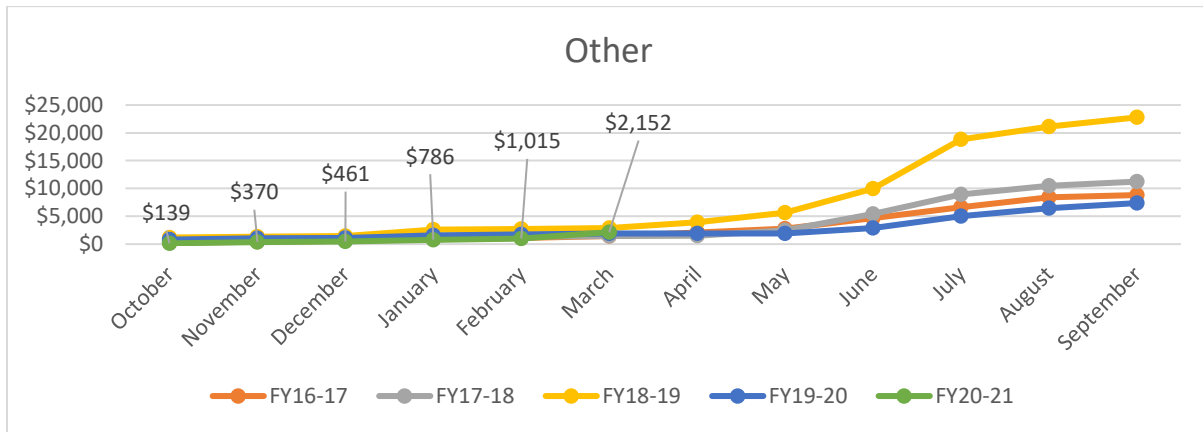
Rentals



The Party Room, Pavilions, and lap lanes are available for the public to rent, but COVID-19 restrictions have limited public interest. Staff found other opportunities to make other areas of the facility available to rent. A middle school swim team rented two lanes from the Aquatics Center in the first and second quarter.

Staff is experiencing many inquiries about Frog Pond rentals and expects the number of rentals to increase in the summer. There are currently ten rentals booked at the Frog Pond.

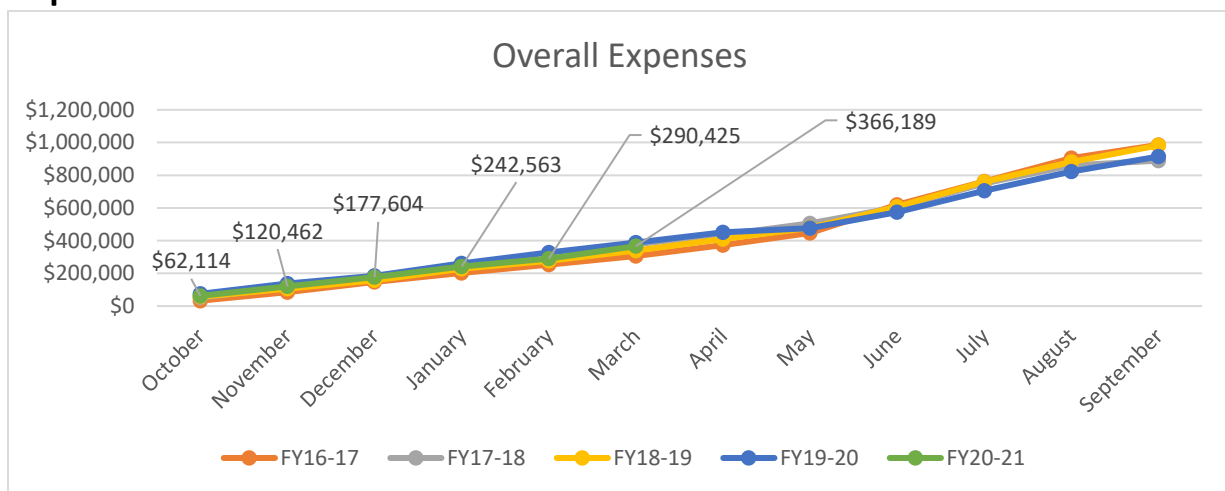
Miscellaneous



Our last revenue source is Point of Sale (POS) revenue, which includes merchandise, special events, and concessions. This revenue totaled \$2,152, which amounts to a 12% increase in revenue than last fiscal year's first half. Point of Sale revenue is up in the second quarter because the Easter Egg Splash was the first in-person event held since COVID-19 began. COVID-19 restrictions were in place during the Easter Egg Splash. The staff boiled and dyed 100 eggs for the event. Participants could pick their egg and paint the egg with the Aquatics Center staff's painting materials. Each participant, on their way out of the event, received a prepackaged candy bag.

Merchandise sales have slowly increased over the first half of the fiscal year. The two most popular items are bath towels and swim goggles. Staff expects sales of sunglasses to grow in the summer months as they have before. The front desk team will continue to let guests know about items available for purchase.

Expenses



As of this report, the Aquatic's Division YTD expenses are \$366,189 with 16% being attributed to building facility maintenance and janitorial costs. Expenses include chemicals, staffing, general pool-related maintenance, and all program-related fees. We are on-trend to maintain costs similar to years past.

Summary

COVID-19 has impacted everyone's lives. The Aquatics Center found innovative ways to offer programs in a safe environment at a reduced rate. The Aquatics Center turned the winter storm into a positive marketing campaign by creating a "snow day" contest on Instagram. Participants had to direct message their photos to staff via Instagram. Ten families partook in the event and each family received a prize for participating. Overall, staff considers the first half of the fiscal year a success with total revenue of \$66,887. In January, the Texas Public Pool Council recognized the Aquatics Center as one of top Texas organizations.

Programming accounted for 48% of second-quarter revenue. Membership revenue comes in second with 40% of total revenue; day passes account for 7% this quarter. Point of Sale revenue accounted for 5% and 1% for rental revenue. Providing outstanding customer service and quality programs to the community is a priority for the division. The Net Promoter Score* reflects the Aquatics Center's customer service philosophy. The Farmers Branch Aquatics Center NPS score is 91. Staff will continue to provide quality programs and outstanding service to guests.

*Net Promoter Score (NPS) is a management tool used to gauge an organization's customer relationships' loyalty. It allows us to gather real-time feedback to help improve operations, retain customers who may be at risk of leaving and can be associated with revenue growth. An NPS of 50 or greater is considered excellent, and anything over 70 is exceptional.