



Legislation Text

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Receive the Recreation Center Quarterly Report.

BACKGROUND:

The current cost-recovery percentage, including renovation project expenses, is 85%. The Recreation Center team continues to operate efficiently to keep costs down while maintaining a safe environment for guests. The Recreation Division is tasked with achieving 70% cost recovery for the fiscal year.

Q3 Overall Revenue- \$1,074,560

- Memberships- \$396,262
- YTD Recreational and Fitness Classes/Activities- \$113,515
- Rentals and Park User Fees- \$309,651
- Youth Programs- \$163,941
- Day/Guest Passes- \$43,885
- Events/Misc- \$47,306

Q2 Expenses- \$848,260

Providing exceptional customer service remains a top priority and has been adopted by each team member, aiding in outstanding feedback and reviews from members and guests. The Recreation Center's cumulative NPS* is 83. The facility's NPS has steadily increased since reopening in April 2021. When narrowed down to the last six months, the NPS rating is 90.

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.