



Town of Warrenton
Department of Parks and Recreation
FY23 Third Quarter Report

Revenue Summary								
	FY 2021 Total	FY 2022 3rd Qtr.	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 Total
Memberships	\$158,897.04	\$55,937.50	\$79,256.09	\$287,924.14	\$88,400.29	\$58,026.88	\$88,610.12	\$235,037.29
MVPasses	\$38,412.30	\$11,909.00	\$8,361.25	\$43,391.37	\$7,930.50	\$11,976.00	\$13,055.00	\$32,961.50
Daily Admissions	\$44,793.00	\$38,728.00	\$63,140.33	\$180,423.72	\$55,859.05	\$28,006.37	\$42,732.44	\$126,597.86
Programs (Aquatics, Fitness, Recreation)	\$67,815.85	\$43,777.63	\$54,368.13	\$156,799.70	\$21,779.87	\$22,739.00	\$31,997.87	\$76,516.74
Rentals	\$118,193.50	\$110,829.49	\$37,154.25	\$272,185.24	\$30,606.50	\$82,894.00	\$115,697.75	\$229,198.25
Individual Instruction	\$30,077.00	\$29,017.00	\$32,391.00	\$119,670.00	\$21,847.37	\$9,346.50	\$14,568.00	\$45,761.87
Merchandise	\$2,248.44	\$1,147.62	\$1,118.86	\$4,408.79	\$831.98	\$894.67	\$818.72	\$2,545.37
Sponsorship/Grant/ Ad Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Park Rentals and Events	\$6,475.00	\$1,955.00	\$3,287.50	\$9,405.00	\$2,600.00	\$165.00	\$1,082.50	\$3,847.50
Childcare	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Miscellaneous	\$713.77	\$244.97	\$242.76	\$612.20	\$384.47	\$186.38	\$354.23	\$925.08
End of period	\$467,625.90	\$293,546.21	\$279,320.17	\$1,074,820.16	\$230,240.03	\$214,234.80	\$308,916.63	\$753,391.46

Monthly Memberships/25 Visit Passes/Admissions Sales Summary								
	FY 2021 Total	FY 2022 3rd Qtr.	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 Total
New Annual Memberships	272	97	124	639	175	117	182	292
Renewal Rate	1%	5%	6%	3%	7%	3%	3%	5%
Monthly Memberships	341	222	227	902	178	158	188	336
25 Visit Passes	284	85	62	316	129	86	93	215
Daily Admissions	6,758	6,114	10,413	29,049	7,985	4,237	6,412	12,222
Total Number of Check-ins	42,274	17,232	24,004	79,181	21,627	21,700	25,756	43,327

Monthly Programming Summary								
	FY 2021 Total	FY 2022 3rd Qtr.	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 Total
Aquatic Classes Offered	179	85	69	261	71	5	46	122
Number of Participants in Aquatic Classes	N/A	N/A	N/A	N/A	302	17	206	525
Fitness Classes Offered	542	723	747	2681	784	705	738	2227
Number of Participants in Fitness Classes	N/A	4221	4213	16336	4656	4147	5754	14557
Specialty Classes Offered	0	3	3	11	3	3	5	11
Number of Participants in Specialty Classes	0	10	9	41	9	13	14	36
Recreation Programs/Events Offered	0	0	1	3	0	4	0	4
Number of Participants in Recreation Programs/Events	0	N/A	N/A	N/A	0	181	0	181

Rentals								
	FY 2021 Total	FY 2022 3rd Qtr.	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 Total
Swim Lanes	N/A	N/A	N/A	N/A	395	2894	3279	6568
Birthday Parties	0	56	59	181	46	71	53	170
Facility Rentals	0	12	59	83	17	81	125	223
Pavilion Rentals	52	8	46	96	28	15	2	45
Field Rentals	1	1	0	6	1	0	0	1



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Maintenance

CIP

Roof: The roof repair has been completed. Leak tests were performed to ensure that the work was done properly and fixed all the leaks.

ARPA

Fitness and Studio Floor Replacement: Wellness Solutions was selected as the vendor to complete the replacement of the fitness center floor and multipurpose room floor. Material has been ordered and work is expected to begin at the end of April.

Fitness Equipment Replacement: The following pieces of equipment have been ordered and replaced: Smith machine and a treadmill. The following pieces of equipment were added to the fitness room: a second rowing machine, stair stepper and leg curl/extension machine.

Revenue Highlights

We saw an increase in annual pass holder sales as well as an increase in the purchase of 25 visit pass and daily admissions.

Significant increase in rentals due to swim meets, birthday parties and other facility rentals.

Park Rentals and Events experienced a decline at the beginning of the quarter due to the colder temperatures but began to pick back up with the warmer weather.

Programs

Aquatics

We offered 46 aquatic classes to include group swim lessons, lifeguard classes and water safety instructor classes with over 200 participants total.

Fitness

Additional strictly strength, yoga and Zumba classes were added to the schedule, as well as aqua yoga, aqua Zumba and an align, breath and control class.

Seasonal Programs/Special Events

We partnered with a Shenandoah University Occupational Therapy Doctoral student on their Doctoral Capstone project to bring the Grace Program to the community. The Grace Program was developed by

the student intern to create a more inclusive soccer program for youth with varying abilities in the community. The program included implementation of tasks and activities that helped to improve balance, bilateral integration, and other skills along with emotional regulation and sensory tactics. There were 6 participants in the program, and they met at Academy Hill and the WARF when there was inclement weather. Caregivers and participants of the program reported improvements in various areas to an overall better quality of life.

Rentals

During the 3rd quarter we hosted 53 birthday parties at the WARF, as well as 2 large swim meets, high school swim meets and a regional meet.

Staffing

Due to our active recruiting of lifeguard staff through offering certification courses and social media advertising we have hired 10 new lifeguards and 1 new head guard. We have continued to operate at reduced hours for both the leisure and competition pools but are hopeful that we can return to normal operating hours in the 4th quarter.

Additionally, we have hired 4 additional customer service specialists and 1 manager on duty.

We have also trained and hired 3 additional water safety instructors.

On February 26, we held our quarterly all staff meeting. The quarterly meeting included a review of our Emergency Action Plan, as well as several interactive emergency scenarios for the staff to participate in.