

Quarterly Report

Parks and Recreation

Department



Town Council Meeting Date: November 12, 2025.

First Quarter FY-2026: July, August, September

Please accept this as the quarterly report for the Parks and Recreation Department

Department introduction:

The Town of Warrenton Parks and Recreation Department's mission to enhance the quality of life by connecting the community to accessible services, diverse programs and well-maintained parks and facilities. We strive to be a leading provider of high-quality recreational programs, services and facilities in the Town of Warrenton. Our values are as follows: **Growth**-embracing new ideas and innovation to enhance our services, **Accessibility**-Ensuring that all community members feel welcome, safe and valued, **Teamwork**-Collaborating effectively with other departments, organizations and community members to achieve shared goals, **Health and Wellness**-Promoting physical, mental and emotion well-being through recreational opportunities, **Excellence**-Striving for the highest standards in all aspects of service delivery, **Respect**-Treating every individual, community member and the environment with dignity, fairness and kindness. We invite you to GATHER at one of our facilities, parks or programs.

Commendable Achievements:

Hosted a Taylor Swift Eras Tour outdoor movie pop up event at the WARF

Our Halloween events are certainly the highlight of the Fall season which kicked off with the Halloween Parade on Main St, then Trunk or Treat at the WARF and finally Flashlight Candy Hunt at Rady Park.

Finalized our updated Emergency Procedures Guide with assistance from Human Capital, Community Development, Emergency Management and the Police Department.

Take a Puzzle, Leave a puzzle box was installed at the WARF having been designed and built by our incredibly talented Public Works staff.

Worked with Public Works and our parks mowing contractor to procure a tree to be decorated for Christmas and then afterwards will be later planted at the WARF

The Town's Christmas Parade Float this year was designed by our parks and recreation intern and involved collaboration from all town departments to put together.

Holiday House Decorating Contest had 12 entries with winners chose for Most Traditional, Most Creative and Most Wow Factor.

Our Swim with Santa event had over 50 children in attendance.

For the pass sale that ran from November 28 through January 5, we had 145 new annual memberships, 114 renewed annual memberships, 49 new monthly memberships and 63 renewed monthly memberships for a total of \$81,826 in revenue.

Project Progress:

Parks and Recreation Master Plan-Kimley Horn completed the stakeholder interviews, focus groups, as well as the survey summary. That along with the summary of their findings from the demographics analysis, parks and facilities evaluations, benchmarking, funding and revenue assessment completed the Needs Assessment Summary for Phase 1 of our Master Plan. This summary will be reviewed with council during the January work session.

Water Play Structure-Scope of work was finalized and an IFB was published with a goal of choosing a vendor to complete the work by the end of January.

Community Garden-We are working with the Master Gardeners to develop an MOU to develop and manage a community garden at the WARF.

CARP projects-In preparation for the FY 27 budget, we have been evaluating and putting together an additional list of larger scale items that need to be fixed or replaced to include the large slide tower at the WARF and replaster of the leisure pool.

WARF Front Walkway lights-we are currently exploring options to replace the lights that were removed during the front walkway repairs.

Park Restrooms-We have started repairs and upgrades to the park restrooms during the downtime of winter to include light and fixture replacement, power washing and painting.

Charts and information:



Town of Warrenton
Department of Parks and Recreation
Second Quarter FY26

Revenue Summary							
	FY 2025 FY 25 2nd Qtr.	FY 2025 3rd Qtr.	FY 2025 4th Qtr.	FY 2025 YTD	FY 2026 1st Qtr.	FY 2026 FY 26 2nd Qtr.	FY 2026 YTD
Memberships	\$87,516.37	\$94,633.72	\$99,886.59	\$374,784.52	\$96,871.42	\$113,526.60	\$210,398.02
MVPasses	\$10,849.50	\$12,748.82	\$13,418.75	\$47,097.77	\$11,320.00	\$13,457.20	\$24,777.20
Daily Admissions	\$34,027.50	\$53,060.50	\$84,296.00	\$234,725.00	\$68,870.00	\$46,401.00	\$115,271.00
Group Fitness 15 Class Pass	\$1,890.00	\$2,390.00	\$1,485.00	\$7,655.00	\$2,250.00	\$1,200.00	\$3,450.00
Programs (Aquatics, Fitness, Recreation)	\$23,603.38	\$35,968.00	\$59,390.33	\$150,489.21	\$24,537.88	\$31,057.32	\$55,595.20
Rentals	\$54,884.50	\$99,241.00	\$34,044.50	\$229,319.84	\$36,213.50	\$39,051.10	\$75,264.60
Individual Instruction	\$7,563.00	\$9,805.00	\$14,475.00	\$40,582.00	\$11,905.00	\$9,810.00	\$21,715.00
Merchandise	\$936.92	\$1,087.63	\$6,650.49	\$10,021.93	\$1,314.60	\$790.34	\$2,104.94
Sponsorship/Grant/ Ad Sales	\$2,000.00	\$5,400.00	\$6,800.00	\$15,100.00	\$2,900.00	\$3,200.00	\$6,100.00
Park Rentals and Events	\$540.00	\$2,845.00	\$3,887.50	\$9,407.50	\$4,122.50	\$845.00	\$4,967.50
Vending Commission	\$1,132.66	\$2,894.77	\$2,092.01	\$8,528.26	\$3,017.23	\$1,695.34	\$4,712.57
End of period	\$224,943.83	\$320,074.44	\$326,428.17	\$1,127,711.03	\$263,322.13	\$261,033.90	\$524,356.03

Monthly Memberships/25 Visit Passes/Admissions Sales Summary							
	FY 2025 FY 25 2nd Qtr.	FY 2025 3rd Qtr.	FY 2025 4th Qtr.	FY 2025 YTD	FY 2026 1st Qtr.	FY 2026 FY 26 2nd Qtr.	FY 2026 YTD
New Annual Memberships	88	128	73	397	89	128	217
Renewed Annual Membership	126	111	133	496	114	150	264
Renewal Rate	59%	46%	58%	55%	57%	54%	55%
Monthly Memberships	193	212	270	832	196	204	400
25 Visit Passes	70	83	88	315	67	81	148
Group Fitness 15 Class Pass	14	18	11	59	15	8	23
Daily Admissions	5,253	7,924	12,896	36,190	9,840	6,497	16,337
Total Number of Check-ins	25,783	29,482	32,818	114,578	29,134	25,432	54,566

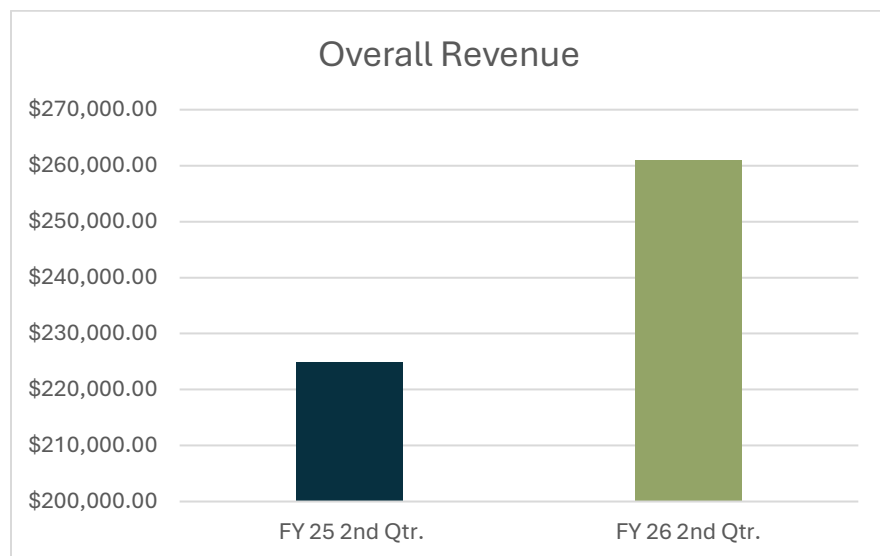
Monthly Programming Summary							
	FY 2025 2nd Qtr.	FY 2025 3rd Qtr.	FY 2025 4th Qtr.	FY 2025 YTD	FY 2026 1st Qtr.	FY 2026 2nd Qtr.	FY 2026 YTD
Aquatic Classes Offered	6	42	114	251	84	30	114
Number of Participants in Aquatic Classes	21	203	547	1146	345	118	463
Fitness Classes Offered	691	604	663	2616	650	635	1285
Number of Participants in Fitness Classes	6441	6639	6993	26079	4811	6794	11605
Specialty Classes Offered	3	3	3	13	3	3	6
Number of Participants in Specialty Classes	16	24	21	82	17	26	43
Recreation Programs/Events Offered	5	4	8	23	5	5	10
Number of Participants in Recreation Programs/Events	131	48	282	521	58	156	214

Rentals							
	FY 2025 2nd Qtr.	FY 2025 3rd Qtr.	FY 2025 4th Qtr.	FY 2025 YTD	FY 2026 1st Qtr.	FY 2026 2nd Qtr.	FY 2026 YTD
Swim Lanes	2608	3108.5	1224.5	7709	449	1880.5	2329.5
Birthday Parties	71	76	65	265	39	39	78
Facility Rentals/Group Swims	47	33	19	136	15	18	33
Pavilion Rentals	17	9	56	117	45	27	72
Field Rentals	0	0	0	0	13	10	23

Data:

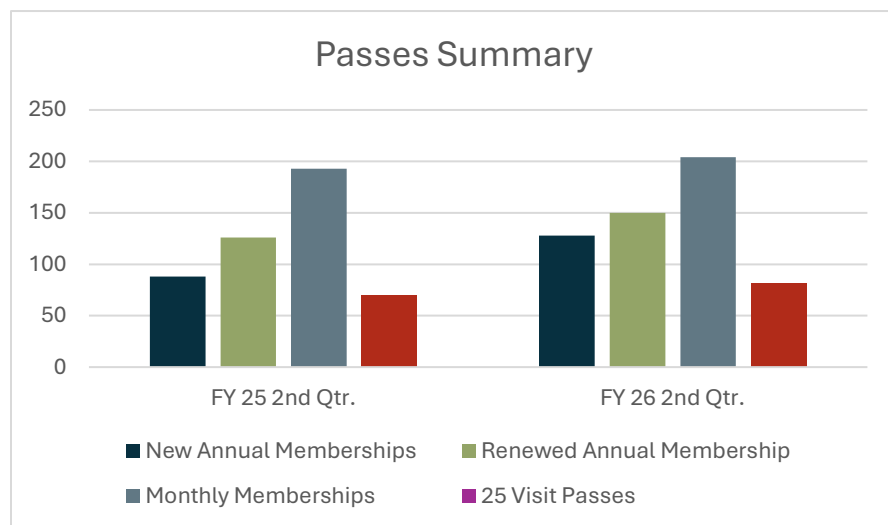
Revenue:

Overall revenue has increased by 14% compared to FY 25-2nd quarter. Even with the reduction in revenue for our Swim Lane rentals, there's been an increase in the rest of our revenue line items to include memberships, daily admissions, personal training, and programs.



Passes:

Compared to the second quarter of FY 25, we've seen an increase annual memberships, renewals, monthly memberships and 25 visit passes. We have a pass sale during the month of December, which is where we see the annual, monthly and renewal increase. Additionally, we've seen a 19% increase in our daily admissions as well.



Programs:

Our participation numbers are back up this quarter showing an increase from FY 25-2nd quarter in our aquatic, fitness and recreation programs. We added a short session of swim lessons in November through December.

Rentals:

Compared to FY 25-2nd quarter, we are seeing about a 28% decrease in swim lane rentals, 45% decrease in birthday parties, 61% decrease in group swims with a 59% increase in pavilion rentals, as well as a new soccer field rental at Rady Park that we have not had in the past.