

Quarterly Report

Department

Town Council Meeting Date: August 13, 2024

Fourth Quarter FY 24: April, May, June



Please accept this as the quarterly report for the department

1) Department Introduction:

The Town of Warrenton Parks and Recreation Department provides programs, facilities and services that enhance the quality of life in our community and further perpetuate the Town of Warrenton as an exceptional place to live, work and play. We strive to provide citizens with attractive, clean, functional, safe, and pleasant places to recreate.

2) Commendable Achievements:

The spring session of swim lessons ran from April 9-May 28 with 37 classes offered and 150 participants.

Beginner Pickleball classes started the second Saturdays of each month, needed to add a second timeslot due to the popularity!

Hosted the FHS After Prom Party with over 200 students in attendance.

Held two Earth Day programs with tree plantings at Rady Park and Eva Walker Park with the Master Gardeners and Friends of the Rappahannock.

Farmer's Market Peak season kicked off on April 27 with 40 vendors each week.

Held the first Dog-a-palooza with 25 vendors. Attendance was low due to the weather, but we will try again next year!

Kids to Parks Day included a Storywalk at Eva Walker Park in partnership with the library and featured a book written by Eva Walker's granddaughter, Ashleigh Corrin Webb. Additional activities were planned but had to be cancelled due to the weather. We hosted Games against Guards on the same day and to celebrate Water Safety Month.

For Family Health and Fitness Day we hosted a Fun Run at the WARF, as well as Zumba and Yoga classes at Rady Park.

In partnership with Fauquier County Parks and Recreation, we provided activities from sunrise to sunset for the Virginia Recreation and Park Society's Play All Day Initiative on June 20.

On June 28, we brought back the full-scale Warrenton Town Limits Festival with an estimated attendance of over 7000, 14 food trucks, 50 vendors, 6 moon bounces, axe throwing, 9 music/entertainment activities, and so much more!

3) Project Progress:

Front walkway-As an update to the last quarterly report, this project is now included in the CARP submission and will cover any costs the insurance does not cover. We have received information back from the insurance company, along with quotes for the repairs needed for the damage inside the WARF due to the water main break. The front walkway will go out to bid in the next couple of months and will be included in the ADA improvement project as well.

Pool Lighting -As an update to the last quarterly report, the natatorium lighting replacement project has been approved as part of the FY 25 CIP submission and we anticipate the work being completed in the Fall.

Eva Walker Park-Phase 1 of Master Plan-As an update to the last quarterly report, we have had monthly meetings and provided feedback on the site and amenity plans. Next steps include receiving the design development plans and then the cost estimations.

WARF Elevator-As an update to the last quarterly report, we are currently awaiting the results of the evaluation and recommendations from the manufacturer.

ADA Playgrounds-We began conversations with a vendor to help us determine and recommend designs to make our playgrounds more accessible. We will be focusing on the Fun for All Playground surfacing replacement, expanding the Rady Park playground to include a swing set and additional inclusive and accessible pieces of equipment. Additionally, we are looking at and seeking feedback to an expansion of the Sam Tarr Park playground that would include a larger swing set and playground with accessible features. Additional grading will also most likely need to be done at all three playgrounds to ensure we are compliant with ADA standards. The Eva Walker Park playground will be addressed within the phased concept of the Eva Walker Park Master Plan.

Parks and Recreation Master Plan-Began work on drafting the scope of work to be included in the RFP for the master plan and will continue to evaluate and refine the RFP.

4) Charts and information:



Town of Warrenton
Department of Parks and Recreation
FY24 Fourth Quarter Report

Revenue Summary								
	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total	FY 2024 1st Qtr.	FY 2024 2nd Qtr.	FY 2024 3rd Qtr.	FY 2024 4th Qtr.	FY 2024 YTD
Memberships	\$88,610.12	\$89,896.43	\$324,933.72	\$90,169.41	\$78,405.81	\$82,469.01	\$74,192.76	\$325,236.99
MV/Passes	\$13,055.00	\$7,140.50	\$40,102.00	\$11,728.00	\$8,918.75	\$11,588.50	\$11,515.00	\$43,750.25
Daily Admissions	\$42,732.44	\$73,903.86	\$200,501.72	\$62,803.24	\$30,831.15	\$51,794.00	\$80,779.00	\$226,207.39
Programs (Aquatics, Fitness, Recreation)	\$31,997.87	\$50,916.65	\$127,433.39	\$28,028.47	\$24,802.00	\$30,069.87	\$56,734.74	\$139,635.08
Rentals	\$115,697.75	\$24,106.50	\$253,304.75	\$48,419.00	\$48,704.00	\$115,367.50	\$26,237.50	\$238,728.00
Individual Instruction	\$14,568.00	\$13,750.87	\$59,512.74	\$12,600.00	\$8,124.50	\$5,355.00	\$2,490.00	\$28,569.50
Merchandise	\$818.72	\$1,092.91	\$3,638.28	\$1,062.69	\$549.01	\$1,146.16	\$1,145.45	\$3,903.31
Sponsorship/Grant/ Ad Sales	\$0.00	\$0.00	\$0.00	\$2,900.00	\$0.00	\$6,500.00	\$6,050.00	\$15,450.00
Park Rentals and Events	\$1,082.50	\$3,747.50	\$7,595.00	\$2,752.50	\$635.00	\$2,585.00	\$3,330.86	\$9,303.36
Special Events	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$595.00	\$2,290.00	\$2,885.00
Childcare	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vending Commission	\$354.23	\$10,702.61	\$11,627.69	\$1,618.32	\$918.17	\$2,144.10	\$1,969.71	\$6,650.30
End of period	\$308,916.63	\$275,257.83	\$1,028,649.29	\$262,081.63	\$201,888.39	\$309,614.14	\$266,735.02	\$1,040,319.18

Monthly Memberships/25 Visit Passes/Admissions Sales Summary								
	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 YTD	FY 2024 1st Qtr.	FY 2024 2nd Qtr.	FY 2024 3rd Qtr.	FY 2024 4th Qtr.	FY 2024 YTD
New Annual Memberships	182	247	721	245	228	209	202	884
Renewal Rate	3%	3%	5%	2%	2%	4%	7%	3.5%
Monthly Memberships	188	235	759	216	179	207	193	795
25 Visit Passes	93	52	360	81	67	83	74	305
Daily Admissions	6,412	10,857	29,491	8,946	4,553	7,890	11,538	32,927
Total Number of Check-ins	25,756	27,934	97,017	25,468	23,706	27,721	30,174	107,069

Monthly Programming Summary								
	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total	FY 2024 1st Qtr.	FY 2024 2nd Qtr.	FY 2024 3rd Qtr.	FY 2024 4th Qtr.	FY 2024 YTD
Aquatic Classes Offered	46	96	220	81	6	39	97	223
Number of Participants in Aquatic Classes	206	427	952	342	34	191	465	1032
Fitness Classes Offered	738	640	2867	744	736	682	716	2878
Number of Participants in Fitness Classes	5754	5031	19588	5651	5419	6943	6352	24365
Specialty Classes Offered	5	3	23	3	3	3	7	16
Number of Participants in Specialty Classes	14	15	51	21	17	22	55	115
Recreation Programs/Events Offered	0	6	10	0	3	3	5	11
Number of Participants in Recreation Programs/Events	0	108	289	0	183	145	96	424

Rentals								
	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total	FY 2024 1st Qtr.	FY 2024 2nd Qtr.	FY 2024 3rd Qtr.	FY 2024 4th Qtr.	FY 2024 YTD
Swim Lanes	3279	1253.5	7821.5	853.75	3280	3100.25	1424.5	8658.5
Birthday Parties	53	59	229	51	56	69	74	250
Facility Rentals	125	36	259	25	35	22	25	107
Pavilion Rentals	2	44	89	33	16	3	44	96
Field Rentals	0	0	1	0	6	2	0	8

5) Data:

Compared to this time last fiscal year, we are only seeing about a 1% decrease in overall revenue, this is due to decreases in memberships, individual instruction, and park rentals, but increases in 25 Visit passes, daily admissions, program revenue, sponsorships and facility rentals. *Please note the Vending Commission difference was due to receiving a large check in FY 23 4th quarter from the company that accounted for sales from May 2019-March 2023. The amount for FY 24 4th quarter is typically what we receive on a quarterly basis from the vending commission. *

25 visit pass sales are up 42% and daily admissions are up 6% compared to this time last year. Annual membership sales are down 22%, but the renewal rate has increased by 4%.

Aquatic class participation has increased by 9% and fitness class participation has increased by 26%.

We saw a 13% increase in swim lane rentals and 25% increase in birthday parties.