



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

Revenue Summary								
	FY 2021 Total	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total
Memberships	\$158,897.04	\$79,256.09	\$287,924.14	\$88,400.29	\$58,026.88	\$88,610.12	\$89,896.43	\$324,933.72
MVPasses	\$38,412.30	\$8,361.25	\$43,391.37	\$7,930.50	\$11,976.00	\$13,055.00	\$7,140.50	\$40,102.00
Daily Admissions	\$44,793.00	\$63,140.33	\$180,423.72	\$55,859.05	\$28,006.37	\$42,732.44	\$73,903.86	\$200,501.72
Programs (Aquatics, Fitness, Recreation)	\$67,815.85	\$54,368.13	\$156,799.70	\$21,779.87	\$22,739.00	\$31,997.87	\$50,916.65	\$127,433.39
Rentals	\$118,193.50	\$37,154.25	\$272,185.24	\$30,606.50	\$82,894.00	\$115,697.75	\$24,106.50	\$253,304.75
Individual Instruction	\$30,077.00	\$32,391.00	\$119,670.00	\$21,847.37	\$9,346.50	\$14,568.00	\$13,750.87	\$59,512.74
Merchandise	\$2,248.44	\$1,118.86	\$4,408.79	\$831.98	\$894.67	\$818.72	\$1,092.91	\$3,638.28
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	\$3,287.50	\$9,405.00	\$2,600.00	\$165.00	\$1,082.50	\$3,747.50	\$7,595.00
Childcare	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Miscellaneous	\$713.77	\$242.76	\$612.20	\$384.47	\$186.38	\$354.23	\$10,702.61	\$11,627.69
End of period	\$467,625.90	\$279,320.17	\$1,074,820.16	\$230,240.03	\$214,234.80	\$308,916.63	\$275,257.83	\$1,028,649.29

Monthly Memberships/25 Visit Passes/Admissions Sales Summary								
	FY 2021 Total	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total
New Annual Memberships	272	244	759	185	117	182	247	731
Renewal Rate	1%	6%	3%	7%	3%	3%	3%	5%
Monthly Memberships	341	227	902	178	158	188	235	759
25 Visit Passes	284	62	316	58	86	93	52	289
Daily Admissions	6,758	10,413	29,049	7,985	4,237	6,412	10,857	29,491
Total Number of Check-ins	42,274	24,004	79,181	21,627	21,700	25,756	27,934	97,017

Monthly Programming Summary								
	FY 2021 Total	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total
Aquatic Classes Offered	179	69	261	73	5	46	96	220
Number of Participants in Aquatic Classes	N/A	N/A	N/A	302	17	206	427	952
Fitness Classes Offered	542	747	2681	784	705	738	640	2867
Number of Participants in Fitness Classes	N/A	4213	16336	4656	4147	5754	5031	19568
Specialty Classes Offered	0	3	11	3	3	5	3	14
Number of Participants in Specialty Classes	0	9	41	9	13	14	15	51
Recreation Programs/Events Offered	0	1	3	0	4	0	6	10
Number of Participants in Recreation Programs/Events	0	N/A	N/A	0	181	0	108	289

Rentals								
	FY 2021 Total	FY2022 4th Qtr.	FY2022 Total	FY 2023 1st Qtr.	FY2023 2nd Qtr.	FY 2023 3rd Qtr.	FY 2023 4th Qtr.	FY 2023 Total
Swim Lanes	N/A	N/A	N/A	395	2894	3279	1253.5	7821.5
Birthday Parties	0	59	181	46	71	53	59	229
Facility Rentals	0	59	83	17	81	125	36	259
Pavilion Rentals	52	46	96	28	15	2	44	89
Field Rentals	1	0	6	1	0	0	0	1



Quarterly Report FY23 Fourth Quarter

Maintenance

At the beginning of April, there was a water main break at the WARF impacting the front walkway, as well as some interior damage. A contractor has been hired to complete an assessment of the damage and make repair recommendations.

Additional assessment was completed on pool pumps and surge tank with repair and replacement part recommendations.

ARPA

Fitness and Studio Floor Replacement: Wellness Solutions completed the installation of the new floors in the fitness room and multipurpose room during the month of April.

Revenue Highlights

Significant increase in daily admissions due to school being out and increasing hours of our leisure pool operations, as well as group visits.

Park Rentals and programs revenue went back up due to warmer weather, several spring programs and the beginning of our summer swim lessons.

Programs

Aquatics

We offered 96 aquatic classes to include group swim lessons, lifeguard classes and water safety instructor classes with over 950 participants total.

In May we handed out "Water Watcher" bracelets to adults and "Water Safety Month" bracelets to youth to promote Water Safety Month.

Fitness

Two additional aqua fit classes were added to the class schedule for June.

We partnered with the Mental Health Association to offer Wellness Walks along the trails at the Warrenton Sports Complex during Mental Health Awareness Month in May.

One of our group fitness classes had a modified “Murph” workout in honor of Memorial Day and we hope to make that a larger event next year.

We offered a pop-up Yoga event for the International Day of Yoga, as well as a POUND event in support of the Alzheimer’s Association.

Seasonal Programs/Special Events

In April we hosted 3 egg hunts. The daytime one at the WARF had over 50 in attendance. The glow in the dark egg hunt at Rady Park had over 30 in attendance. Two egg hunts were held in the pool with a total of 30 participants.

Kids to Parks Day was held on Saturday, May 20 with a silly walk along the trail behind the WARF and a storywalk at Eva Walker Park. Families were also encouraged to try a scavenger hunt at Rady park, play a game of pickleball at Academy Hill and fly a kite or have a picnic at Sam Tarr Park.

Rentals

During the 4th quarter we hosted 59 birthday parties at the WARF and 44 pavilion rentals.

Staffing

Due to our active recruiting of lifeguard staff through offering certification courses and social media advertising we have hired 9 new lifeguards and promoted 2 lifeguards to head guard.

Additionally, we have hired 5 additional customer service specialists and promoted a CSS to manager on duty.

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

On June 4, we held our quarterly all staff meeting. The quarterly meeting included a town and department updates as well as a review of incident reports and fire drills in the Emergency Action Plan. Several “live” fire drills were conducted.