



**RECREATION AND OUTDOOR AQUATIC CENTER
REPORT TO COUNCIL
May 16th, 2024
DEPARTMENT ACTIVITIES – April 2024**

- **Groveport Rec Center Marketing Campaign:**
 - On April 24th the Groveport Rec Center launched the first round of online marketing campaigns in conjunction with Chop Tank. These ads will run through May 31st and target traffic to both the membership information page, and fitness program information page. There were a total of 9 different campaigns launched that targeted different demographics as well as fitness classes. The Cardio Drumming and Middle Age Membership ads are performing exceptionally well. These ads are resonating with the target audience, resulting in high click-through rates and engagement. The current results of the campaign can be seen on the following page.
- **Online Membership, Day Pass, Rental Reservations**
 - On April 1st we launched the new online platform. People now have the ability to purchase Outdoor Aquatic Memberships, Day Passes, and perform Rental Reservations online. The current online layout can be seen on the following page.
- **Meetings:**
 - **Little Italy:** Meeting on April 11th with Little Italy to discuss the potential for a food truck during the outdoor pool season.
 - **Junior Achievers:** Held a presentation to students of the Junior Achievers program at Middle School Central on May 19th to discuss potential employment pathways within the recreation field including aquatics, fitness, sports, and customer service.
- **Programs:**
 - **Swim Lessons:** 106 participants in April.
 - **Fitness Classes:** 30 fitness classes offered weekly in April.
 - **Lifeguard Classes:** 17 registrants enrolled in April.
 - **Pickleball Classes/Ladder League:** 78 registrants enrolled in April.
- **Membership:**
 - **Rec Center:**
 - Memberships Sold: 690 in April 2024.
 - Memberships Sold: 795 in March 2024.
 - Day Passes Purchased: 728 in April 2024.
 - Day Passes Purchased: 961 in March 2024.



GROVEPORT RECREATION META ADS - MEMBERSHIP & FITNESS

YOUNG MALE HEALTH AND FITNESS DEMOGRAPHIC

Groveport Recreation Center

Sponsored

You're not here to show off — you're here to grow, to push, to perfect your personal best. Join the Groveport Recreation Center — where the humble reign, and the hype takes a backseat. It's time to let your workout do the talking. #HumbleOverHype



Groveport Recreation Center

Like

Comment


Share

See variations

Groveport Recreation Center

Sponsored

You're not here to show off — you're here to grow, to push, to perfect your personal best. Join the Groveport Recreation Center



Groveport Recreation...
Fitness Center

Learn more

Groveport Recreational
Fitness

Like

Comment

Share



LEARN MORE

See variations

Instagram Stories


Expand




LEARN MORE

See variations




YOUNG FEMALE HEALTH AND FITNESS DEMOGRAPHIC

 **Groveport Recreation Center**
Sponsored

Ready to trade hype for hustle? Groveport Recreation Center is your arena for authentic fitness where every squat, sprint, and stretch speaks volumes. [#HumbleOverHype](#)




Membership Rates
Learn more
Membership Rates

 Like  Comment  Share

 **Groveport Recreation Center**
Sponsored


Membership Rates

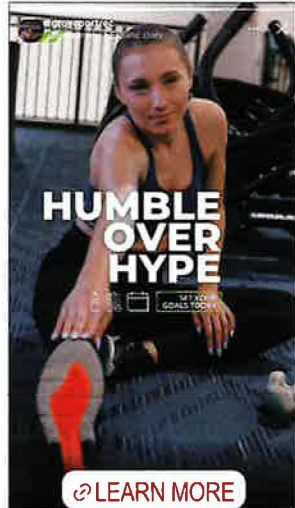


Ready to trade hype for hustle? Groveport Recreation Center is your arena for authentic fitness where every squat, sprint, and stretch speaks volumes. [#HumbleOverHype](#)

Learn more

 **Instagram Stories** **Expand**



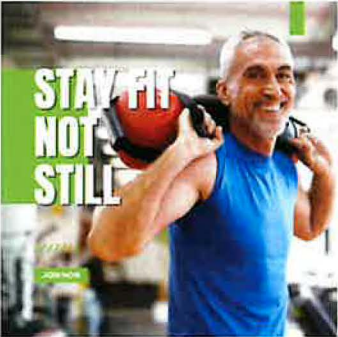
LEARN MORE

AVERAGE OUT OF SHAPE MALE DEMOGRAPHIC

Groveport Recreation Center

Sponsored

Getting back into shape doesn't have to be daunting. At Groveport Recreation Center find the freedom to explore fitness your way—whether that's easing into workouts on the treadmill, rediscovering the joy of a casual basketball game, or just moving more. We're here to cheer you on, every step of the way. Ready to rewrite your fitness story?



groveportrec.com

Annual and 30-Day Membership Rates |

Learn more

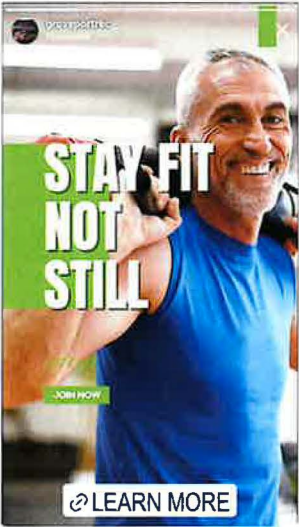
Like

Comment

Share

Instagram Stories

Expand



See variations

AVERAGE OUT OF SHAPE MID/LATE AGE WOMAN DEMOGRAPH

**Groveport Recreation Center**
Sponsored

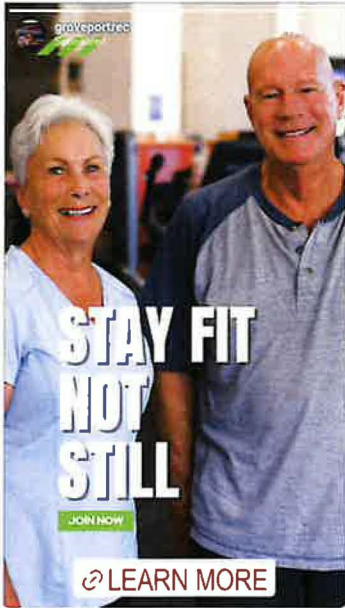
Balance, strength, flexibility—whatever your goal, find it here. Join a community that supports and motivates each other to stay fit, not still.



[groveportrec.com](#)
Annual and 30-Day Membership Rates |...

[Learn more](#)

 Like  Comment  Share



[groveportrec.com](#)

[JOIN NOW](#)

[LEARN MORE](#)

AVERAGE OUT OF SHAPE ADULT DEMOGRAPHIC - LOOKING FOR COMMUNITY

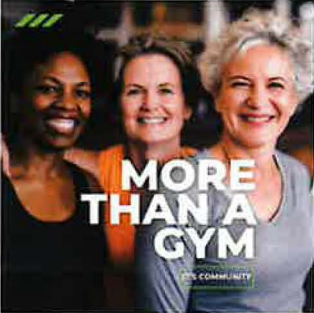
Groveport Recreation Center

Sponsored

×

⋮

Looking to get back in shape and reignite your energy? You're not alone. At Groveport Recreation Center, we're more than a gym; we're a community where every workout is a step towards confidence and strength. With group classes, friendly faces, and endless support, start moving and feel embraced by a network of women just like you. Your journey to wellness starts here?



groveportrec.com

Annual and 30-Day Membership Rates |...

Learn more

Like

Comment

Share


Groveport Recreation Center

Sponsored

×

⋮

Looking to get back in shape and reignite your energy? You're not alone. At Groveport Recreation Center, we're more than a gym; we're a community where every workout is a step towards confidence and strength. With group classes, friendly faces, and endless support, start moving and feel embraced by a network of women just like you. Your journey to wellness starts here?



groveportrec.com

Annual and 30-Day Membership Rates |...

Learn more

Like

Comment

Share

See variations


Groveport Recreation Center

Sponsored

×

⋮

Ready to be part of something bigger? Groveport Recreation Center is where your fitness journey becomes a shared adventure. Connect, sweat, grow—better, together.



groveportrec.com

Annual and 30-Day Membership Rates |...

Learn more

Like

Comment

Share

See variations

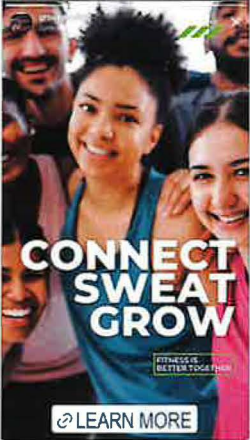
Groveport Recreation Center

Sponsored

×

⋮

Ready to be part of something bigger? Groveport Recreation Center is where your fitness journey becomes a shared adventure. Connect, sweat, grow—better, together.



groveportrec.com

Annual and 30-Day Membership Rates |...

Learn more

Like

Comment

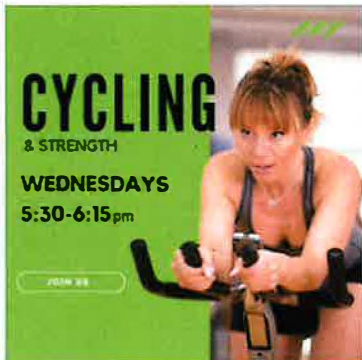
Share

See variations

EXPRESS CYCLING & STRENGTH

 **Groveport Recreation Center**
Sponsored

Start with a cycle session that fits your fitness level and end with a muscle-conditioning blast. Our class is the perfect mix of fun and fitness with a soundtrack to match!



groveportrec.com
Fitness Classes - 2024 |
Groveport Recreation, OH

[Learn more](#)

 Like  Comment  Share

 **Groveport Recreation Center**
Sponsored

Our Express Cycling & Strength class is perfect for those who want more from their workout. Combine the thrill of the ride with the challenge of strength training and power up your fitness routine.



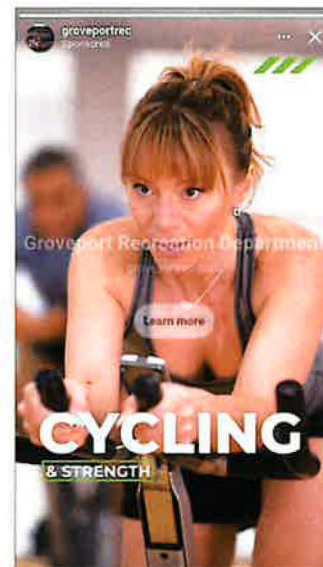
**Drop-in
Classes**

[Learn more](#)

**Drop-in
Classes**

 Like  Comment  Share

 **Instagram**
Stories  Expand 



CARDIO DRUMMING



Groveport Recreation Center

Sponsored



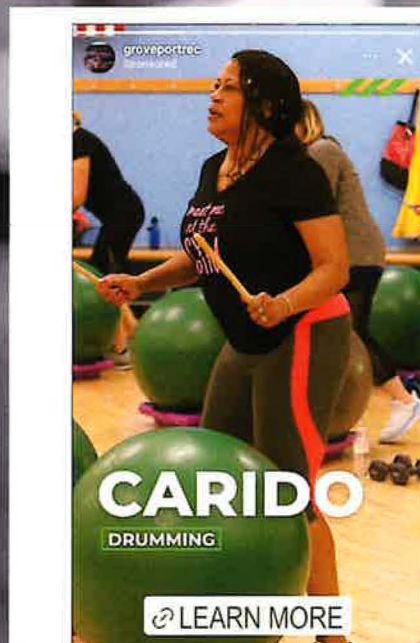
Dive into the world of Cardio Drumming where fitness meets fun. Pound on drums as you strengthen your core and tone your body. Every beat brings you closer to your fitness goals.



groveportrec.com

Fitness Classes - 2024 |
Groveport Recreation, OH

[Learn more](#)



ZUMBA STRENGTH & TONE

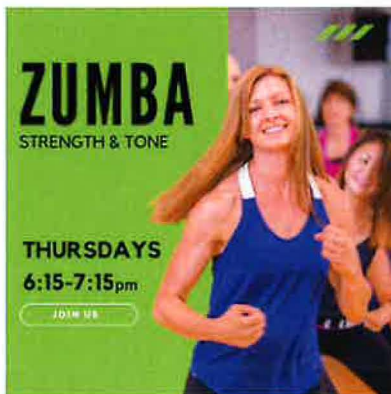


Groveport Recreation Center

Sponsored



Sweat it out, crack a smile, and hit repeat. Join us where every workout is a party, and every movement counts towards a happier, healthier you. Ready to transform your fitness routine into a celebration? Let's start today!



groveportrec.com

Fitness Classes - 2024 |
Groveport Recreation, OH

Learn more



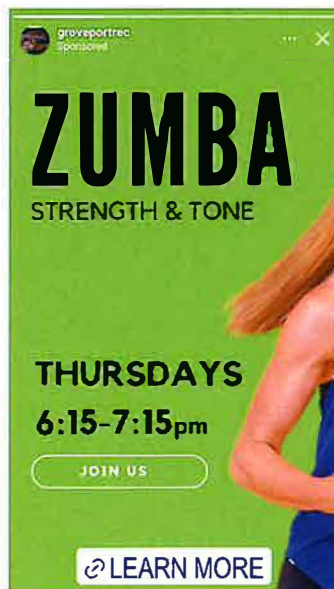
Like




Comment





Share



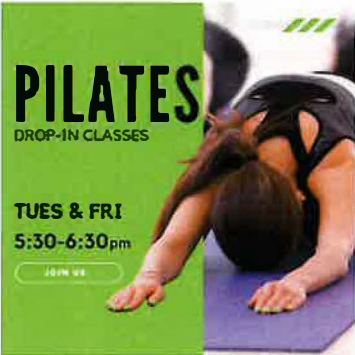
PILATES

 **Groveport Recreation Center**

Sponsored

Empower your fitness journey with our Pilates classes. Build core strength and flexibility while enhancing mental awareness in a supportive environment.




PILATES
DROP-IN CLASSES


TUES & FRI
5:30-6:30pm


[JOIN US](#)


groveportrec.com
Fitness Classes - 2024 |
Groveport Recreation, OH



[Learn more](#)

 Like

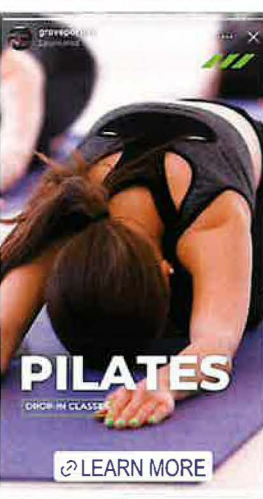
 Comment

 Share

 **Groveport Recreation Center**


 



Sponsored



PILATES
DROP-IN CLASSES

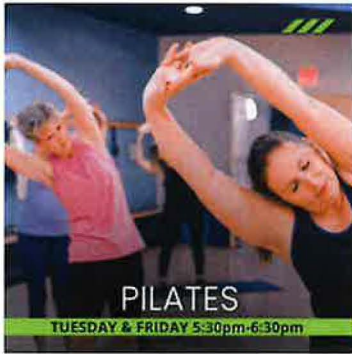
[LEARN MORE](#)

 **Groveport Recreation Center**

Sponsored


Enhance your muscle tone, flexibility, and overall health in our Pilates class. Perfect your form and function with us and elevate your well-being!





PILATES
TUESDAY & FRIDAY 5:30pm-6:30pm

groveportrec.com
Fitness Classes - 2024 |
Groveport Recreation, OH

[Learn more](#)

 Like

 Comment

 Share

 **Groveport Recreation Center**

Sponsored



PILATES

[LEARN MORE](#)

Membership & Fitness Class Ads Analytics

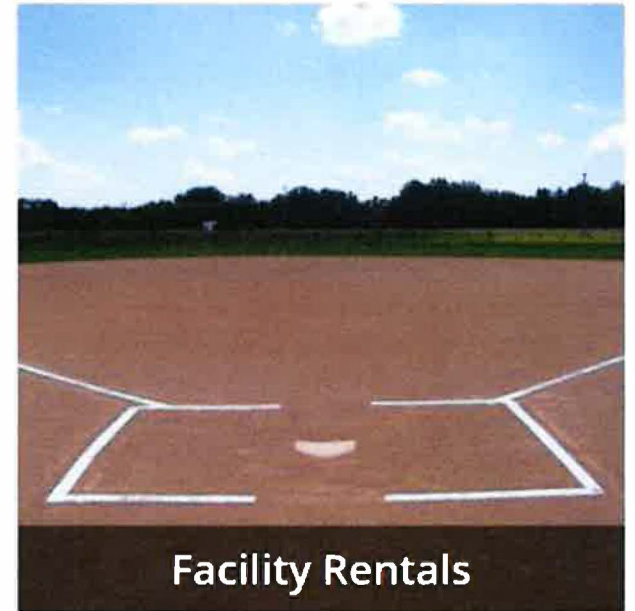
Campaign	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Fitness: Cycling Class Drop-in	Using ad set bid ...	Using ad set bud...	229 Link clicks	9,548	17,060	\$0.35 Per Link Click	\$81.20	May 31, 2024
Fitness: Cardio Drumming Drop-in	Using ad set bid ...	Using ad set bud...	444 Link clicks	11,246	18,835	\$0.18 Per Link Click	\$81.57	May 31, 2024
Fitness: Zumba Drop-In	Using ad set bid ...	Using ad set bud...	278 Link clicks	8,512	14,695	\$0.29 Per Link Click	\$80.99	May 31, 2024
Fitness: Pilates Drop-In	Using ad set bid ...	Using ad set bud...	303 Link clicks	6,657	14,428	\$0.27 Per Link Click	\$81.23	May 31, 2024
Membership: Community Audience	Using ad set bid ...	Using ad set bud...	158 Link clicks	9,783	15,473	\$0.51 Per Link Click	\$81.05	May 31, 2024
Membership: Middle Age Male	Using ad set bid ...	Using ad set bud...	186 Link clicks	6,987	13,117	\$0.43 Per Link Click	\$80.75	May 31, 2024
Membership: Middle Age Female	Using ad set bid ...	Using ad set bud...	249 Link clicks	6,615	11,900	\$0.32 Per Link Click	\$80.79	May 31, 2024
Membership: Young Female Fitness Demograp...	Highest volume	\$150.00 Lifetime	274 Link clicks	7,356	12,908	\$0.29 Per Link Click	\$80.28	May 31, 2024
Membership: YOUNG MALE FITNESS DEMOGR...	Using ad set bid ...	Using ad set bud...	202 Link clicks	7,824	13,180	\$0.39 Per Link Click	\$79.58	May 31, 2024
Results from 61 campaigns ⓘ				45,990	131,596		\$727.44	
Excludes deleted items				Accounts Center acco...	Total		Total spent	



Outdoor Aquatic



Outdoor Aquatic Day Passes



Facility Rentals



Programs



Special Events