



**RECREATION AND OUTDOOR AQUATIC CENTER
REPORT TO COUNCIL
January 12th, 2022
DEPARTMENT ACTIVITIES – December 2022**

- **December Membership Campaign (December 7th-December 31st):**



- We launched our December membership campaign centered around the Groveport Rec Center being here “For your health”. This was a targeted Facebook ad campaign that began on December 7th.
- We highlighted the benefits of group exercise, our youth sports program, and the benefits of being active.
- Each ad also had a QR code which could be scanned and be directed to our website.
- During the ad campaign anyone who signed up for an annual membership received 50% off their first month of membership fees.
 - Through the ad campaign we had the following results:
 - 29,008 people saw the ad’s in their Facebook feed.
 - 451 people clicked on our website through the ad to learn more.
 - Our most popular audience was age 25-44 years old.
 - During the ad campaign we sold:
 - 121 new memberships
 - 66 renewed memberships
 - Total of 187 memberships
 - Due to the success of the campaign we extended this promotion through January 15th.

- **Meetings:**
 - **Gym Inspection:** On December 8th and 9th we had our annual gym inspection. We also replaced all winches and motors on the basketball hoops at this time. This has given us the ability to raise and lower all basketball hoops moving forward.
 - **Patterson Pools:** Meeting with Tim Patterson from Patterson Pools on December 28th to discuss options for the lazy river repair.
 - **Temporary Emergency Shelter:** Ongoing monthly meeting held on December 6th to discuss identifying the Groveport Rec and Senior Center as an emergency shelter for the community.

- **Programs:**
 - Group Swim Lessons: 44 participants in December.
 - SCUBA: 1 SCUBA class offered in December.
 - Lifeguard Class: 1 Lifeguard class offered in December.
 - Lifeguard Instructor Class: 1 Lifeguard Instructor class offered in December.
 - Water Safety Instructor Class: 1 Water Safety Instructor class offered in December.
 - Fitness Classes: 28 fitness classes offered weekly in December.

- **Membership:**
 - Rec Center Visits: 6,949 visits in November 2022.
 - Rec Center Visits: 7,476 visits in December 2022.
 - Visit Increase: 527