
RECREATION AND OUTDOOR AQUATIC CENTER REPORT TO COUNCIL

08/13/ 2026

DEPARTMENT ACTIVITIES – July 2026

Program Spotlights:

- **Bally's Sports Camp End of Summer Recap:**

- Bally Sports Group partnered with the Groveport Recreation Center to provide an eight-week Summer Sports & Activity Camp from June 1 through July 31, 2026. The program offered youth a variety of weekly sports themes, including baseball, softball, soccer, football, cheer, lacrosse, volleyball, basketball, and gymnastics, while providing families with a convenient local summer activity option. The camp utilized the Recreation Center Monday through Friday from 9:00 a.m. to 3:00 p.m., increasing daytime facility utilization while providing quality youth recreation programming. In 2026, the partnership generated \$24,700 in revenue for the City of Groveport and provided a valuable opportunity to keep local youth active and engaged throughout the summer.

Membership Data Update:

While reviewing the attached information, I would like to provide several important explanations regarding the data and the changes that were made to our membership model in 2026.

First, it is important to understand that the membership structure changed significantly beginning in 2026. During 2025, Recreation Center memberships were sold as 30-day memberships. Once those memberships expired, members were required to purchase another membership, and every purchase was counted as a new membership. There was no automatic renewal process, which is why there is no "Memberships Renewed" data for 2025.

Beginning in 2026, we transitioned to a monthly recurring membership model. Members now remain active unless they choose to cancel. As expected, this has resulted in monthly renewals steadily increasing while the number of brand-new memberships gradually decreases. This trend is not a decline in membership interest—it is evidence that members are remaining with us rather than repeatedly purchasing new 30-day memberships. Capturing and retaining members through recurring monthly memberships was one of the primary objectives of our membership restructuring, and the data demonstrates that this goal is being achieved.

Likewise, the membership cancellation data between the two years is not directly comparable. In 2025, cancellations were only tracked as an annual total, so the monthly figures shown on the spreadsheet represent an average of the year's cancellations rather than actual monthly counts. Beginning in 2026, our software will allow us to accurately track cancellations each month due to the monthly membership model.

Most importantly, our **overall membership base is larger in 2026 than it was in 2025**. While the way memberships are counted has changed, the total number of active members has increased. This growth is also reflected in overall Recreation Center usage.

Through July, Recreation Center attendance continues to outperform last year. Daily log-ins totaled **84,883** through July 2026 compared to **73,864** during the same period in 2025—an increase of more than **11,000 visits**, or approximately **15%**. This demonstrates that not only are more individuals maintaining memberships, but they are also utilizing the facility more frequently.

Day pass usage has decreased compared to 2025, and this is an anticipated and positive outcome. One of the primary goals of the new membership structure was to encourage occasional users to become recurring monthly members rather than purchasing one-time day passes. The increase in monthly renewals, coupled with the decline in day pass sales, indicates that this strategy is working exactly as intended. We would much rather have long-term members who consistently utilize the Recreation Center than individuals who visit only once.

The Groveport Aquatic Center experienced lower attendance and fewer day passes than the previous season; however, several external factors significantly affected operations. This summer included numerous weather-related closures, including hazardous air quality caused by the Canadian wildfires, as well as a closure due to glass contamination that required the pool to remain closed for the safety of our guests. These unavoidable closures reduced operating days and attendance opportunities and should be considered when comparing aquatic attendance year over year.

Even with these operational challenges, the Recreation Department continues to demonstrate positive financial performance. According to the City's Year-to-Date Financial Report through June 30, 2026, Recreation Fund operational receipts increased by **\$84,190.78** compared to the same period in 2025. Additionally, Recreation Center membership fee revenue increased by **\$37,169.89**, indoor aquatic revenue increased by **\$28,889.50**, recreation athletics revenue increased by **\$9,383.83**, and Optum Fitness revenue increased by **\$12,592.00** over the prior year, reflecting the continued success of our operational and membership changes.

These financial results support what we are seeing operationally. The changes made to the membership structure were intended to increase member retention, create a more stable recurring revenue stream, improve customer convenience, and reduce the reliance on one-time purchases. Based on the current membership trends, attendance figures, and revenue increases, I believe those objectives are being successfully achieved.

As we continue through the remainder of 2026, we expect the available data to become even more valuable as we accumulate a full year of monthly renewal, cancellation, attendance, and revenue information under the new membership model. This will allow for even more meaningful year-over-year comparisons in future reports.

Groveport Rec. Center Membership Data

Recreation Center														
2025	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	
New Memberships Sold	863	475	568	480	572	541	512	396	413	457	498	753	6528	
Memberships Renewed	0	0	0	0	0	0	0	0	0	0	0	0	0	
Memberships Cancelled	24	24	24	24	24	24	25	25	25	25	25	25	294	
Net	863	451	544	456	548	517	487	371	388	432	473	728	6258	
Day Passes Sold	915	768	976	775	635	832	536	451	330	385	778	1158	8539	
Daily Log Ins	11,673	11,583	11,567	10,278	9,584	9,507	9,672	8,960	8,845	9,436	9,421	9,968	120,494	
2026	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	
New Memberships Sold	689	522	435	305	251	336	210	X	X	X	X	X	X	
Memberships Renewed	244	369	548	618	636	658	713	X	X	X	X	X	X	
Memberships Cancelled	5	31	40	52	54	41	39	X	X	X	X	X	X	
Net	689	860	943	871	833	953	884	X	X	X	X	X	X	
Day Passes Sold	955	844	729	560	387	349	404	X	X	X	X	X	X	
Daily Log Ins	13,034	13,939	13,706	11,647	10,723	10,739	11,095	X	X	X	X	X	X	
Groveport Aquatic Center														
2025	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	
New Memberships Sold	X	X	X	X	315	825	98	7	X	X	X	X	1245	
Day Passes	X	X	X	X	122	7912	7529	3546	0	X	X	X	19109	
Daily Log Ins	X	X	X	X	235	10,753	10,390	4,822	169	X	X	X	26,369	
2026	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	
New Memberships Sold	X	X	X		482	624	124	X	X	X	X	X	X	
Day Passes	X	X	X	X	379	3884	4436	X	X	X	X	X	X	
Daily Log Ins	X	X	X	X	1,054	8,266	8,420	X	X	X	X	X	X	