



RECREATION AND OUTDOOR AQUATIC CENTER

REPORT TO COUNCIL

January 11th, 2024

DEPARTMENT ACTIVITIES – December 2023

- **December Promotion:**
 - This year for our December membership campaign we promoted the Groveport Rec Center via radio advertisements and through Facebook. This promotion was for 10% off all new annual memberships and focused on family, fun, and fitness. The promotion ran from December 18th-December 31st. Due to the popularity of this year's promotion we extended the sale through January 5th, 2024.
 - In total we ran:
 - 117 ad spots on WNCI (97.9) and WODC (93.3)
 - Each ad spot was 30 seconds in length.
 - 2 Facebook ads during the two-week promotion.
- **Meetings:**
 - **Backstops/Field Repair:** Meeting to discuss upcoming work on the new backstops and repairs to existing ones.
 - **Positive Coaching Alliance:** Meeting on December 19th to discuss possible future partnerships with the Positive Coaching Alliance.
- **Special Events:**
 - **Groveport High School vs. Grove City High School Swim Meet:** December 13th
 - **Volleyball Banquet:** December 21st
- **Programs:**
 - **Swim Lessons:** 58 participants in December.
 - **Fitness Classes:** 28 fitness classes offered weekly in December.
 - **ISR Swim Classes:** 2 instructors offered weekly classes in December.
- **Membership:**
 - **Rec Center:**
 - Memberships Sold: 768 in December 2023.
 - Memberships Sold: 264 in November 2023.
 - Day Passes Purchased: 1085 in December 2023.
 - Day Passes Purchased: 226 in November 2023.