



**RECREATION AND OUTDOOR AQUATIC CENTER
REPORT TO COUNCIL
November 14th, 2024
DEPARTMENT ACTIVITIES – October 2024**

- **Pumpkin Plunge:**
 - On Saturday October 26th the Groveport Rec Center hosted a pumpkin plunge at the indoor pool. There were over 35 participants who were able to pick out their own pumpkin from the pool. Each child also received a trick or treat bag filled with candy and goodies.

- **Marketing Update:**
 - On Tuesday October 8th we met with Chop Tank to discuss our current marketing success, end of the year membership promotion, and ideas for next year. So far this year we have had 715,000 impressions on Facebook, which has resulted in 197,000 people being reached and 10,700 link clicks to our website. In total we have only spent \$3,760 to obtain these metrics.

- **Meetings/Special Events:**
 - **YOGA Trainer Class:** Meeting on October 11th to discuss offering a YOGA Trainer class at the Groveport Rec Center.

 - **Rec Trac Server Migration:** Meeting on October 17th to discuss the upcoming Rec Trac update and migration to their cloud-based server.

 - **Groveport High School Swim Team:** On Friday October 25th the Groveport High School Swim Team started their practices in the indoor pool.

- **Programs:**
 - Swim Lessons: 72 participants in October.
 - Pickleball Classes: 12 participants in October.
 - Fitness Classes: 27 classes offered weekly in October.

- **Membership:**
 - **Rec Center:**
 - Memberships Sold: 478 in October 2024
 - Memberships Sold: 617 in September 2024.

 - Day Passes Purchased: 358 in October 2024.
 - Day Passes Purchased: 427 in September 2024.



THIS YEAR SO FAR...

715k Impressions

197k Reach

10.7k Link Clicks

\$3,760.25 Spent

Budget Remaining

\$5,239.75