
RECREATION AND OUTDOOR AQUATIC CENTER REPORT TO COUNCIL

June 11th 2026

DEPARTMENT ACTIVITIES – May 2026

Color Run 5K:

The Groveport Rec Center partnered with Groveport Madison Schools and the Middle School PTO to host the inaugural Middle School Color Run on May 1. The event welcomed approximately 350 middle school students and their families for an afternoon focused on fitness, school spirit, and community engagement. Transportation was provided to and from the Rec Center, helping ensure broad participation from students across the district. Participants enjoyed a colorful run experience, along with snacks, commemorative ribbons, and other event giveaways.

Rec Day:

The Groveport Rec Center partnered with Groveport Elementary School and the Groveport Elementary PTO to host Rec Center Days for all elementary students during the final two days of the school year. Kindergarten through 2nd grade students attended on one day, while 3rd through 5th grade students participated on the second day, ensuring that every Groveport Elementary student had the opportunity to take part in the event. Throughout the day, students rotated through a variety of recreational and educational activities including swimming, basketball, soccer, pickleball, flag tag, fishing, a petting zoo, PTO-sponsored yard games, and refreshments. The event provided students with a fun and active way to celebrate the end of the school year while introducing them to the many programs and amenities offered by the Rec Center.

Red White and Run 5K:

The Groveport Rec Center hosted its inaugural Red, White & Run 5K on Memorial Day 2026, providing residents with an opportunity to honor and remember the men and women who made the ultimate sacrifice while promoting health, wellness, and community engagement. The event attracted 61 participants and featured a patriotic race experience centered around the theme, "Who Are You Running to Remember?" Proceeds from the event supported the Motts Military Museum, further strengthening the event's connection to honoring our nation's veterans and military history. Participants received commemorative race shirts, dog tags, and admission passes to the museum as part of their registration.

Meetings & Special Events:

- **Canva Meeting:**
A meeting was held on May 19th to discuss the potential implementation of Canva.
- **Art Classes:**
A meeting was held on May 27th to discuss the possibility of hosting art classes at the Rec Center.

- **Programs:**
 - Lifeguard Classes: 9 classes offered in May.
 - Swim Lessons: 192 participants in May.
 - Fitness Classes: 29 classes offered in May.

- **Membership:**
 - **Rec Center:**
 - Memberships Sold: 251 in May 2026.
 - Memberships Sold: 305 in April 2026.

 - Day Passes Purchased: 387 in May 2026.
 - Day Passes Purchased: 560 in April 2026.

 - **Aquatic Center:**
 - Memberships Sold: 482 in May 2026.
 - Memberships Sold: 315 in May 2025.

 - Day Passes Purchased: 379 in May 2026.
 - Day Passes Purchased: 122 in May 2025.

Groveport Recreation Center Meta Advertising Report

Campaign Period: April 1, 2026 – May 19, 2026

Campaign Overview

The Groveport Recreation Center Meta advertising campaign launched on April 1st with the goal of increasing community awareness, introducing the new Groveport Rec branding, and driving membership interest through strategic digital advertising. The campaign was structured around two primary Meta campaigns:

1. Brand Awareness Video Campaign

A professionally produced video campaign designed to showcase the Recreation Center experience, highlight the new Groveport branding, and build awareness throughout the community.

2. Meta Landing Page Campaign

A campaign utilizing Meta Instant Experience landing pages to educate audiences about the Recreation Center before driving traffic directly to the Groveport Rec website and membership pages.

Together, these campaigns generated strong visibility, efficient traffic, and positive community engagement while successfully introducing the refreshed Groveport Recreation Center brand.

Combined Campaign Performance

Combined Campaign Totals	
Total Amount Spent	\$689.81
Total Impressions	159,281
Total Reach	81,232
Total Link Clicks	1,061

Campaign Breakdown

Brand Awareness Video Campaign

- Spend: \$187.44
- Impressions: 66,097
- Reach: 35,305
- Focused on awareness, branding, and introducing the Groveport Recreation Center experience through

emotionally driven video storytelling.

Meta Landing Page Campaign

- Spend: \$502.37
- Impressions: 93,184
- Reach: 45,927
- Clicks: 3,736
- CTR: 4.01%
- CPC: \$0.13

This campaign focused on driving audiences into an expanded Meta landing page experience before directing users to membership and facility information on the Groveport Rec website.

Marketing Insights

Key Marketing Highlights

- The campaign delivered over **159,000 total impressions** while reaching more than **81,000 people** throughout the region.
- Meta ads successfully drove users toward membership and informational content while introducing the new Groveport Rec identity.
- The landing page campaign achieved a **4.01% CTR**, significantly outperforming standard Meta advertising benchmarks.
- Cost efficiency remained extremely strong, with website traffic generated at only **\$0.13 CPC**.
- Audience demographics demonstrated strong engagement across multiple age groups, particularly adults ages 35–65+.
- Community-focused creative and storytelling generated meaningful positive interaction and engagement from local residents.

The campaign successfully positioned Groveport Recreation Center as more than a gym but as a welcoming community destination focused on fitness, wellness, families, and connection.

Final Summary

Overall Campaign Success


The Groveport Recreation Center Meta advertising strategy has delivered a strong foundation for long-term brand growth and membership awareness. By combining emotionally driven video storytelling with educational landing page experiences, the campaign successfully:

- Increased awareness of the Recreation Center
- Drove traffic to membership info
- Introduced the new Groveport branding
- Generated meaningful website traffic
- Reached multiple key demographics
- Encouraged positive community engagement
- Positioned Groveport Rec as a community-focused destination for all ages

Creative Examples, Demographics & Landing Pages

Groveport Recreation Center

Only in Groveport does something this special feel like an everyday thing. Neighbors cheering each other on. Families growing [See more](#)




0:00 / 1:29

You, Taylor H. 13 comments 10 shares

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Ad



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Learn more

Ad

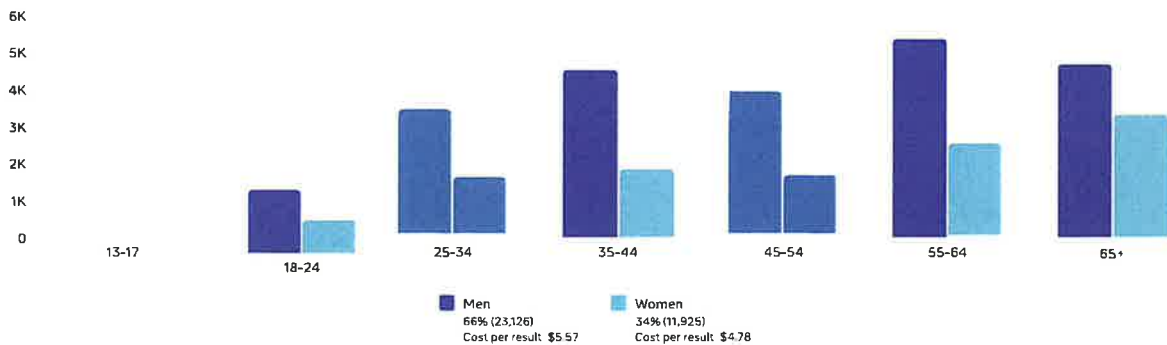
Age and gender distribution

All Impressions



Age and gender distribution

All Reach



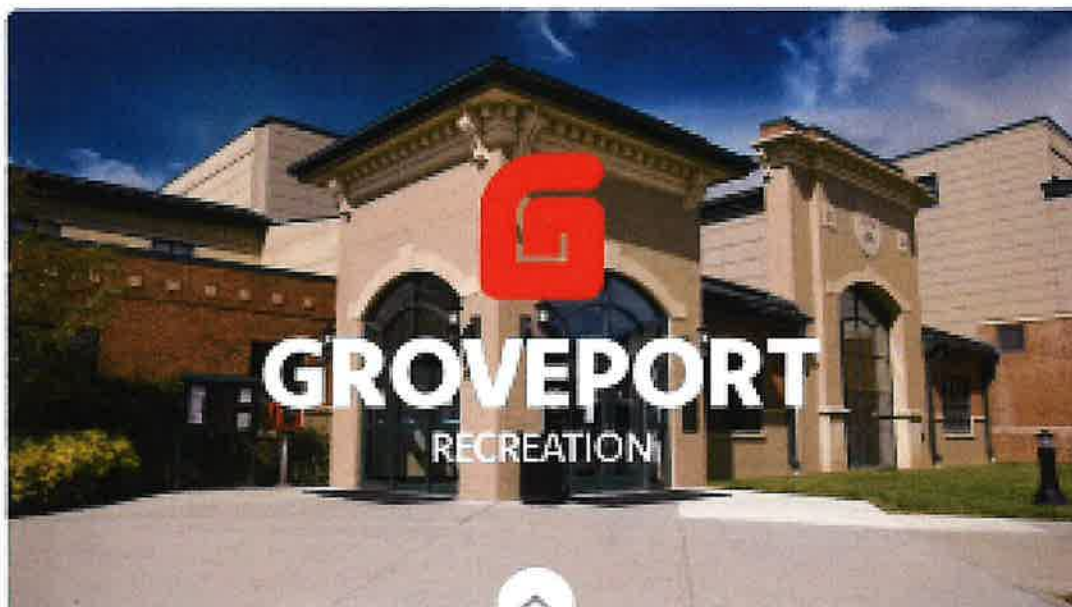


Groveport Recreation Center

Ad · 🌐



More Than a Gym. It's Groveport Rec!
Discover a place where every body belongs. At
Groveport Recreation Center, we're ...[See more](#)



Learn More



You, Meg Mannion ...

4 comments



Like



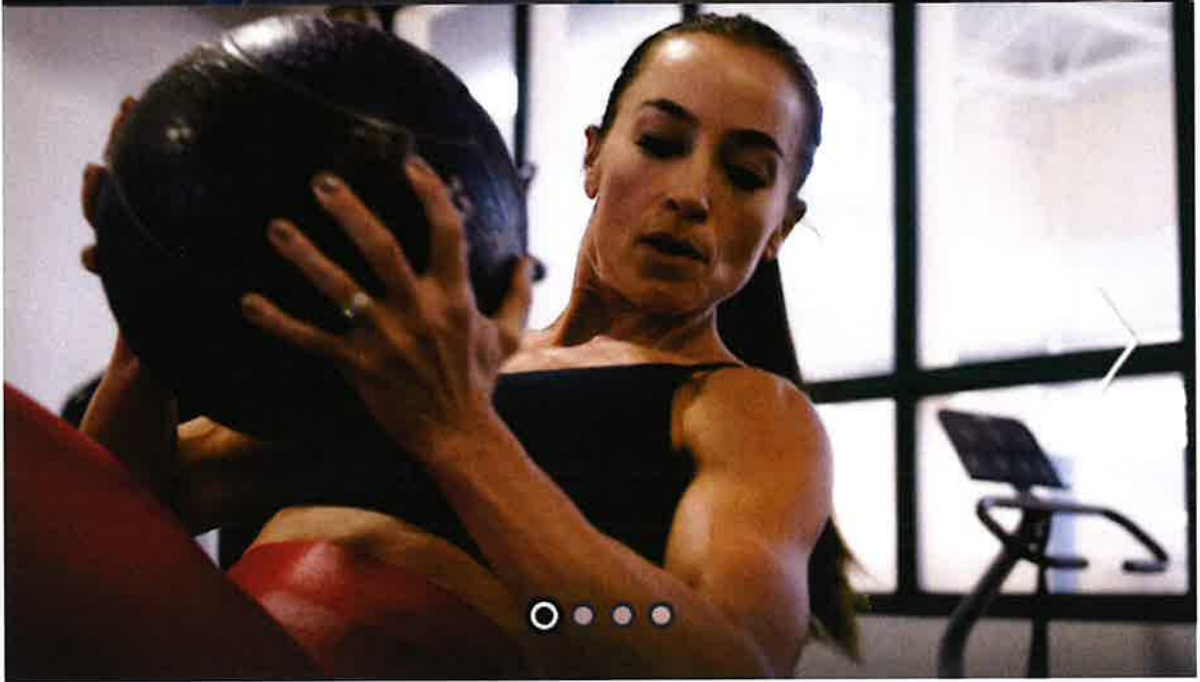
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Share



The Groveport Recreation Center isn't just a gym it's the heart of a vibrant, active community. From first-timers to seasoned athletes, we welcome every age and fitness level with open arms. Whether you're working toward personal goals, joining a group class, or cheering on your kids in the pool, Groveport Rec is where progress feels personal and fitness becomes a lifestyle.





Morgan Resor

This is so awesome!!!

a month ago



Groveport Recreation Center

Appreciate that! Just showing off what makes Groveport special.

a month ago



Choptank Agency

Morgan Resor yes!! Just like the Rec Center. Truly something for everyone and a place that brings the community together.

a month ago



Nancy Holloway

Great job on this!

a month ago



Groveport Recreation Center

Nancy Holloway Thank you. Just showing off what's been here all along.

a month ago



Bally Sports Group

Nice job ! Groveport will always have a piece of our heart!

a month ago



Tyler Toles

Awesome video !!

a month ago



Groveport Recreation Center

Tyler Toles Glad you enjoyed it! Shoutout to Choptank Agency for helping make it happen.

a month ago



Choptank Agency

Groveport Recreation Center can't wait for more! Bringing this rebrand to life is going to be so much fun!

a month ago