
RECREATION AND OUTDOOR AQUATIC CENTER REPORT TO COUNCIL

July 16th 2026

DEPARTMENT ACTIVITIES – June 2026

Program Spotlights:

- **Groveport Fighting Fish Swim Team:**
 - The Groveport Fighting Fish continued to provide a high-quality summer competitive swim experience for youth ages 5–18 during the 2026 season. As members of the Tri-County Aquatic League, swimmers competed in six regular-season meets culminating in the league championship while developing stroke technique, sportsmanship, teamwork, and confidence in the water. The program reached full capacity for the 2026 season, with both registration and the waitlist closing due to strong community demand. Supported by a dedicated coaching staff, parent volunteers, and the Groveport Rec Center, the Fighting Fish remain an outstanding example of how recreation programs foster athletic development, leadership, and community pride for Groveport families.
- **Bally's Sports Camp:**
 - The Groveport Recreation Center once again partnered with Bally Sports Group to provide a fun, active, and engaging summer camp experience for children ages 6–12 throughout the 2026 season. Running from June through July, the camp introduces participants to a different sport each week while also incorporating traditional camp activities such as swimming at the Groveport Rec Center, nature walks, team-building games, and educational activities. Led by experienced coaches and educators, the program emphasizes skill development, sportsmanship, confidence, and healthy lifestyles in a safe and positive environment. This partnership continues to provide local families with a high-quality summer childcare and recreation option while encouraging youth to stay active and build lasting friendships.

Choptank Advertising Metrics:

New Brand Video Push:

This campaign continues to serve as a brand awareness initiative, delivering strong reach.

- Spend: \$544.36
- Impressions: 165,086
- Reach: 76,925
- Frequency: 2.15
- Unique Link Clicks: 414

2026 Brand Awareness Campaign:

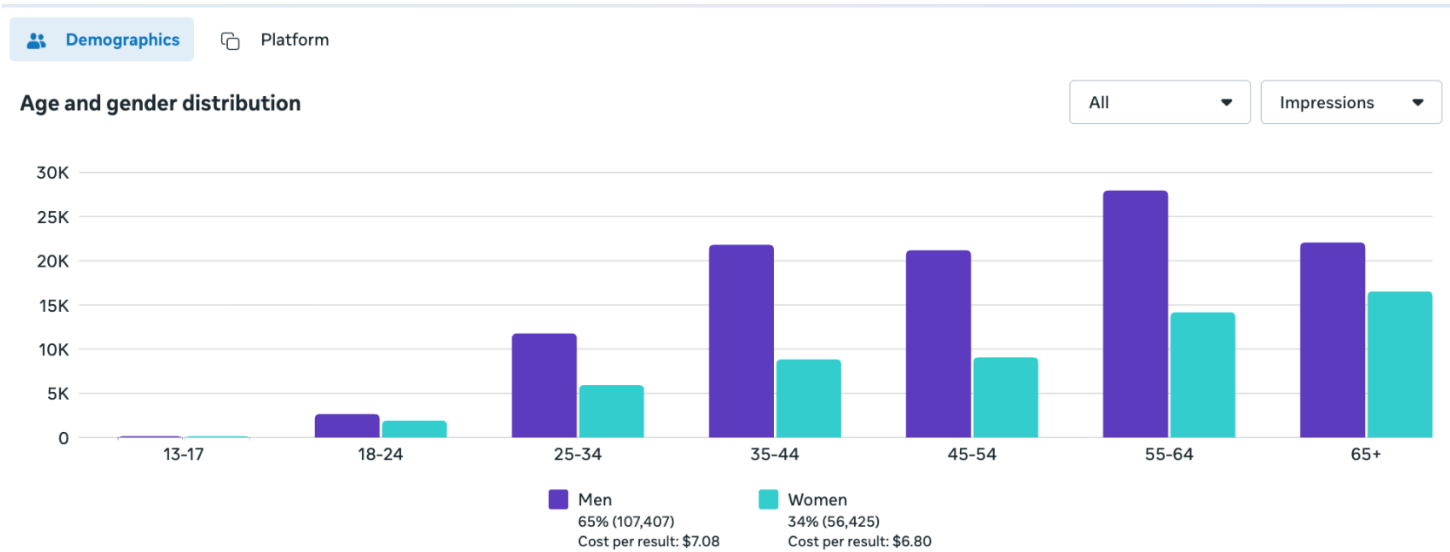
This campaign continues to perform very well, generating a strong click-through rate while driving traffic to the website at a very low cost per click.

- Spend: \$232.22
- Impressions: 36,251
- Reach: 23,682
- Landing Page Views: 147
- Link Clicks: 471
- CTR: 4.93%
- CPC: \$0.13

Audience Insights:

Our ads continue to resonate most with:

- Adults 35–65+, with the strongest delivery in the 55–64 age group.
- Men account for approximately 65% of impressions, while women account for 34%.
- Cost per result remains very similar between men and women, indicating both audiences are being reached efficiently.



Membership Metrics:

These numbers demonstrate that we have been successful in transitioning members to recurring monthly auto-draft memberships, which provides greater long-term membership stability and revenue consistency.

ACH Billed Memberships Each Month by Number**		
Month	2025	2026
Jan	230	244
Feb	245	369
Mar	257	435
Apr	254	410
May	252	376
Total	1238	1834

ACH Billed Memberships Each Month by Revenue**		
Month	2025	2026
Jan	\$8,004.53	\$8,081.92
Feb	\$8,283.25	\$12,849.67
Mar	\$8,539.40	\$15,464.77
Apr	\$8,623.65	\$14,464.12
May	\$8,444.50	\$13,554.22
Total	\$41,895.33	\$64,414.70

CC Billed Memberships Each Month by Number**		
Month	2025	2026
Jan	0	0
Feb	0	0
Mar	0	113
Apr	0	210
May	0	261
Total	0	584

CC Billed Memberships Each Month by Revenue**		
Month	2025	2026
Jan	\$0.00	\$0.00
Feb	\$0.00	\$0.00
Mar	\$0.00	\$4,271.10
Apr	\$0.00	\$8,409.00
May	\$0.00	\$10,652.50
Total	\$0.00	\$23,332.60