

LENEXA REC CENTER  
MONTHLY REPORT  
JULY 2020



### COVID-19 TIMELINE:

- March 16, 2020 – Rec Center is shut down
- March 20, 2020 – No membership billing collected
- April 20, 2020 – No membership billing collected
- May 20, 2020 – No membership billing collected
- June 1 – Facility reopens to the public
- June 8 – Kid Zone reopens
- June 20 – First membership billing completed since reopening
  - Started accepting day pass patrons if they were accompanied by a member.

### MEMBERSHIP OPTIONS:

Prior to the facility reopening we identified that 68% of our members were classified as 'Monthly' members. Given this we determined they needed options as to how their membership could be handled. We came up with three options they could choose:

1. Remain active
2. Freeze membership for 3 months
3. Cancel

While it took some time to navigate that process, we have identified the following in terms of a progression:

<b>Active as of 3.16.2020</b>	<b>10,140</b>
Currently frozen	1,447
• 39 reactivated since June	
Members lost	2,167
• 342 lost since June	
• 18% increase since June	
<b>Current active members</b>	<b>6,526</b>
• 36% decrease since June	

### CALL OUTS:

#### Revenue

- Annual revenue target for 2020 is \$2.48 million. Currently we are about \$400k off target for hitting that goal.
- July saw roughly \$15k more in revenue. Mostly from day passes (**\$14k increase**) and our specialty visits – revenue collected was for our June visits.
- Majority of our revenue stayed constant from previous month.
- If revenues continue as they have the past two months we should average \$167k/mo – this would land us around \$1.9m by year end.

#### Expenses

- We have been very diligent about managing expenses at the Rec. Our biggest way to control expenses is through managing staffing levels. While visits are much lower than typical and we can cut staffing in some areas, there are other areas that we have needed to staff up, in order to stay on top of the additional cleaning duties.
- We had a \$15k increase in expenses over last month – mainly due to staffing; largest area being Aquatics due to not operating the indoor pool the first two weeks of June.
- Aside from staffing, our two biggest changes from June to July with respect to expenses were City Wide cleaning and Electric.
- In looking at our average monthly expenses, I expect us to end the year around \$2.10m in expenses – well under budgeted approval.

#### Cost Recovery

- With respect to the projections above, we could be looking at an approximate cost recovery of 91%.

### Visits

- Prior to the pandemic we had been averaging 26k visits a month and roughly 800-1000+ visits a day, depending on the season.
- The month of July we saw an average of 516 visits/day during the week (up 8% from June) and an average of 296 visits/day on weekends (up 10% from June).
- We had 12 days where we had over 500 visits.
- Of our 6,526 active members we saw 2,210 unique membership visits in the month of July – 34% usage.

### Membership

- With regard to monthly paying members, we are currently seeing \$50/billable unit. This figure is up 3% over same time period in 2019.
- That said, our 1,447 frozen members equates to 676 membership **units**. The table below shows our revenue gained based on specific conversion rates when applied to our current rate of \$50/billable unit and four months of billing (Sept. 19 is when current freezes come to an end).

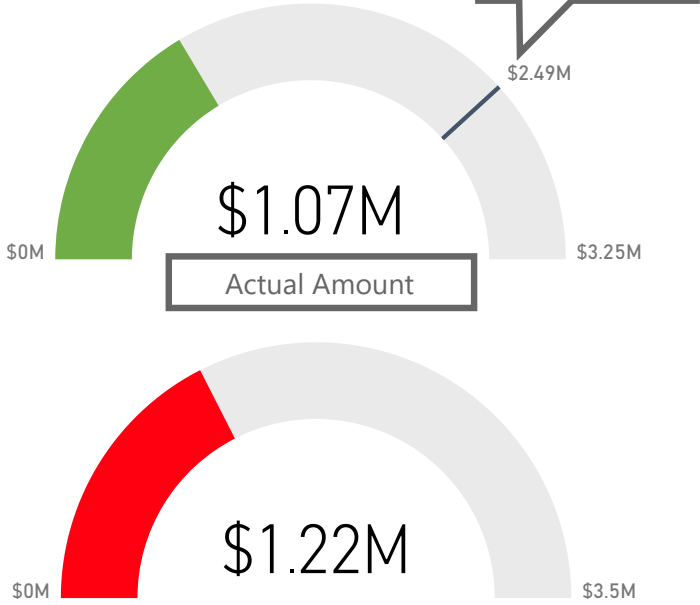
Units	Convert	Revenue
676	10% (67)	\$13,400
676	25% (169)	\$33,800
676	50% (338)	\$67,600
676	75% (507)	\$101,400

# FINANCES

Total Rev

Total Exp

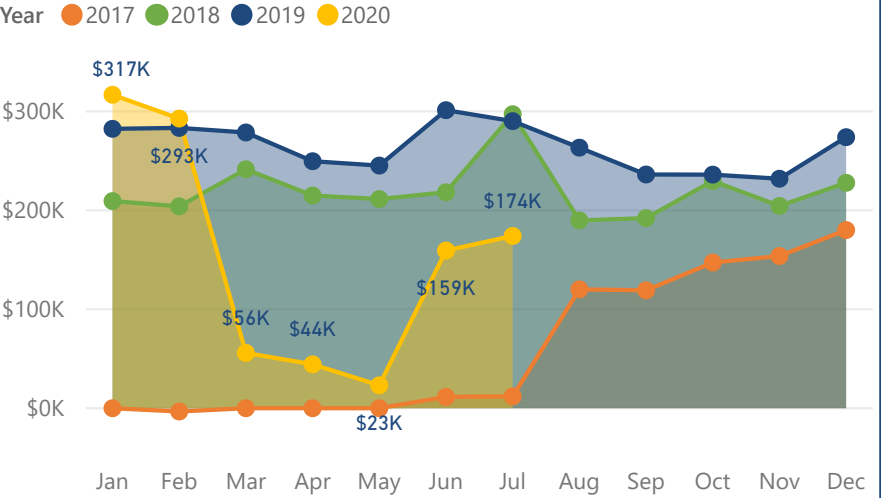
This line represents our budgeted goal.



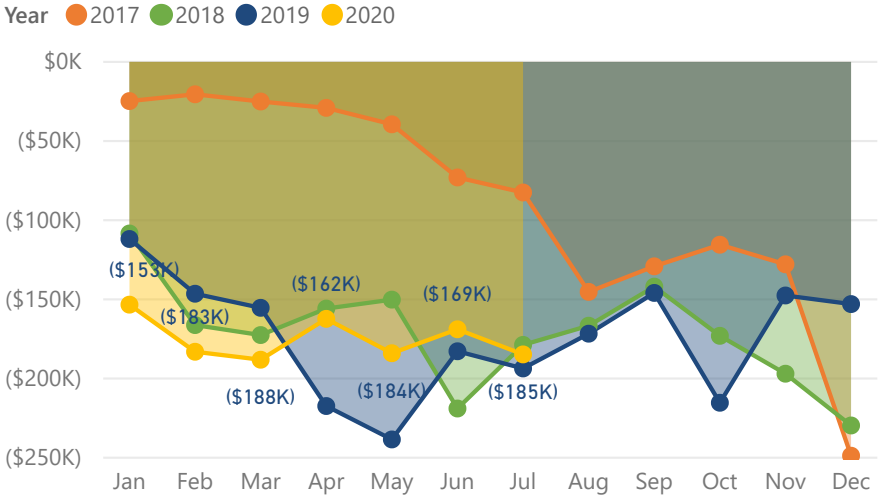
Year	2019					2020			
TYPE	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Total
Rev	\$844,291.03	\$796,022.71	\$789,648.94	\$741,883.61	\$3,171,846.29	\$665,388.23	\$226,831.41	\$174,111.64	\$1,066,331.28
Exp	(\$413,631.31)	(\$638,601.43)	(\$511,221.99)	(\$515,801.93)	(\$2,079,256.66)	(\$524,518.50)	(\$515,182.88)	(\$184,757.72)	(\$1,224,459.10)
Total	\$430,659.72	\$157,421.28	\$278,426.95	\$226,081.68	\$1,092,589.63	\$140,869.73	(\$288,351.47)	(\$10,646.08)	(\$158,127.82)

Year	2018		2019		2020		Total	
Month	Total Rev	Total Exp	Total Rev	Total Exp	Total Rev	Total Exp	Total Rev	Total Exp
Jan	\$209,341.02	\$108,387.28	\$282,351.87	\$111,860.84	\$316,766.11	\$153,329.87	\$808,459	\$373,577.99
Feb	\$204,026.2	\$166,231.45	\$283,287.92	\$146,434.82	\$292,738.92	\$183,077.6	\$780,053.04	\$495,743.87
Mar	\$241,464.42	\$172,531.08	\$278,651.24	\$155,335.65	\$55,883.2	\$188,111.03	\$575,998.86	\$515,977.76
Apr	\$214,956.4	\$155,796.85	\$249,608.75	\$217,361.16	\$44,385.97	\$162,291.21	\$508,951.12	\$535,449.22
May	\$211,390.32	\$150,161	\$245,206.17	\$238,462.61	\$23,133.14	\$184,005.53	\$479,729.63	\$572,629.14
Jun	\$218,250.53	\$218,930.87	\$301,207.79	\$182,777.66	\$159,312.3	\$168,886.14	\$678,770.62	\$570,594.67
Jul	\$297,138.61	\$178,746.04	\$290,135.88	\$193,623.47	\$174,111.64	\$184,757.72	\$761,386.13	\$557,127.23
Aug	\$189,787.09	\$166,641.09	\$263,330.43	\$171,672.4			\$453,117.52	\$338,313.49
Sep	\$192,101.82	\$141,945.49	\$236,182.63	\$145,926.12			\$428,284.45	\$287,871.61
Oct	\$229,624.16	\$173,019.91	\$236,051.9	\$215,293.18			\$465,676.06	\$388,313.09
Nov	\$204,449.62	\$196,949.12	\$231,918.06	\$147,541.18			\$436,367.68	\$344,490.3
Dec	\$227,803.45	\$229,642.82	\$273,913.65	\$152,967.57			\$501,717.1	\$382,610.39
Total	\$2,640,333.64	\$2,058,983	\$3,171,846.29	\$2,079,256.66	\$1,066,331.28	\$1,224,459.1	\$6,878,511.21	\$5,362,698.76

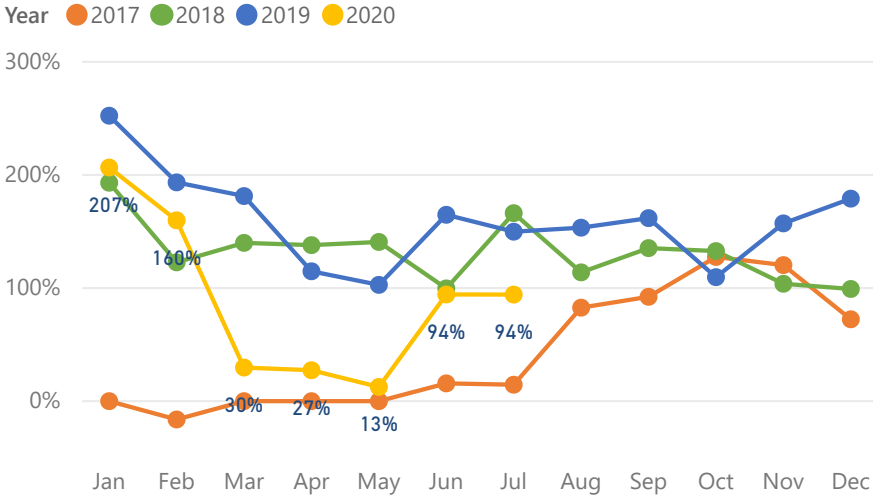
Annual Revenues



Annual Expenses

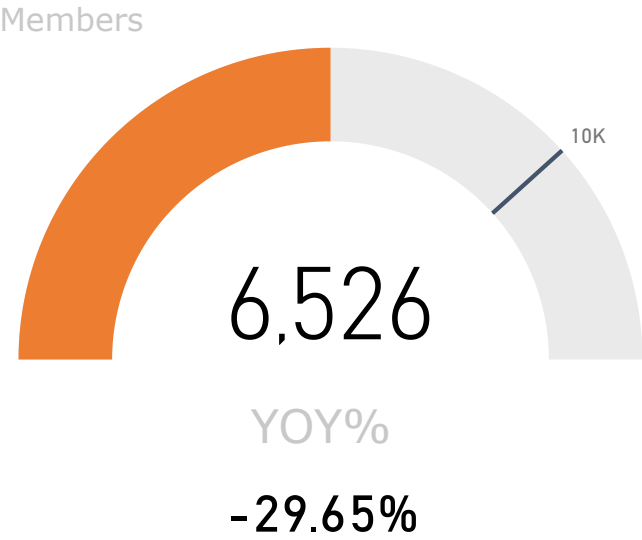
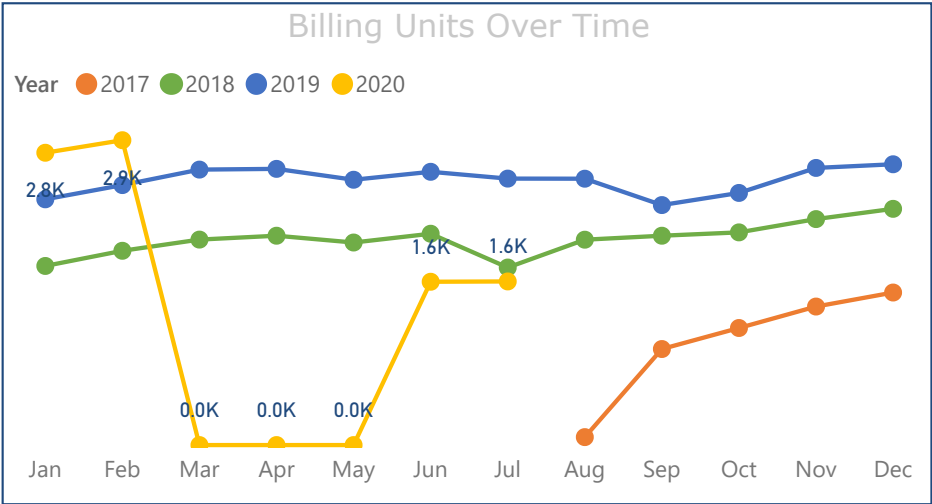
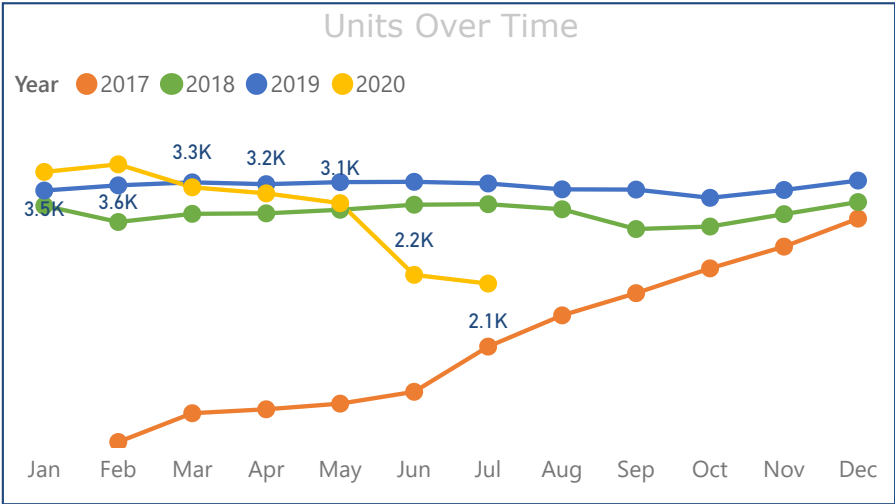
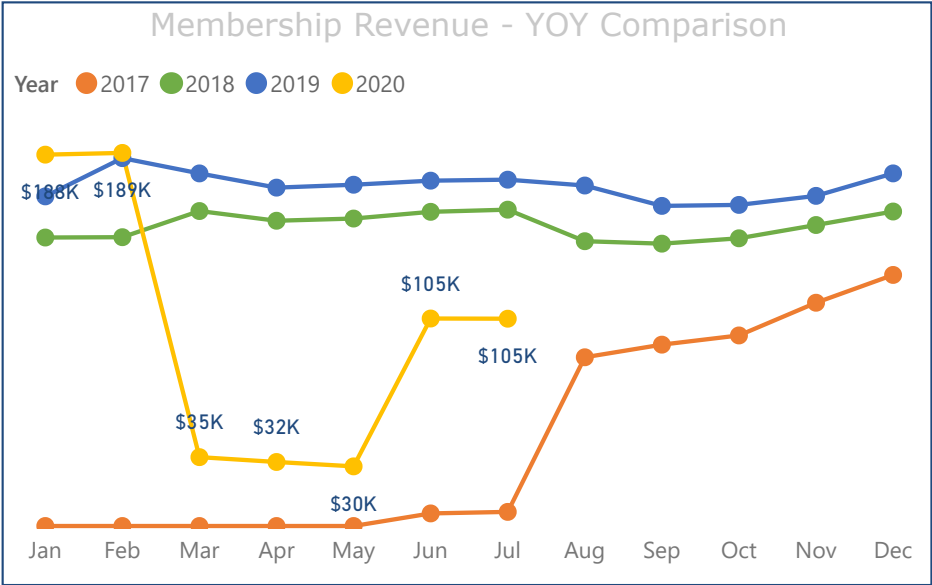
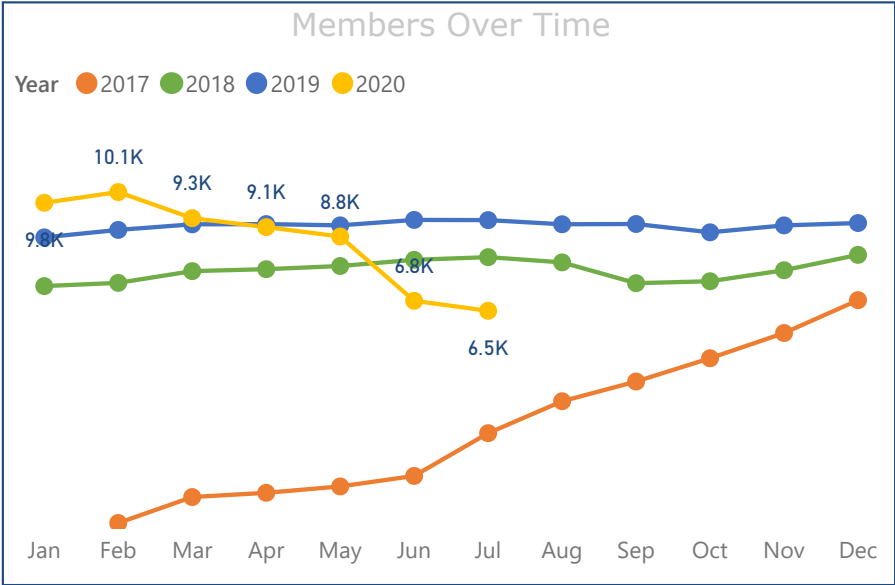


Cost Recovery Over Time



# MEMBERSHIPS

Top 5 Member Types   ● Adult   ● Household   ● Plus 1   ● Senior   ● Specialty\*



**\$50.61**      **3.28%**

Revenue/Billing Unit      YoY% Change

Billing (MO)	Billing YoY%	Billing Units	Billing Units YoY%
\$81,428	-36.58%	1,564	-38.59%

Upgrades	Upgrades YoY%	Members on Freeze
7	-22.22%	1,447

\*Specialty = SilverSneakers, Silver&Fit, Peerfit & UHC Program members.

# VISITS



13,950

# of Monthly Visits

## Busiest Facility Times

Month	10:00:00 AM	4:00:00 PM	5:00:00 PM
Jul	1,267	1,269	1,214

## Busiest Kid Zone Times

Month	8:00:00 AM	9:00:00 AM	10:00:00 AM
Jul	46	100	68

2210

Unique Visits

34%

of Active Members Visited

Busiest Day	Visits
Monday, July 27, 2020	603

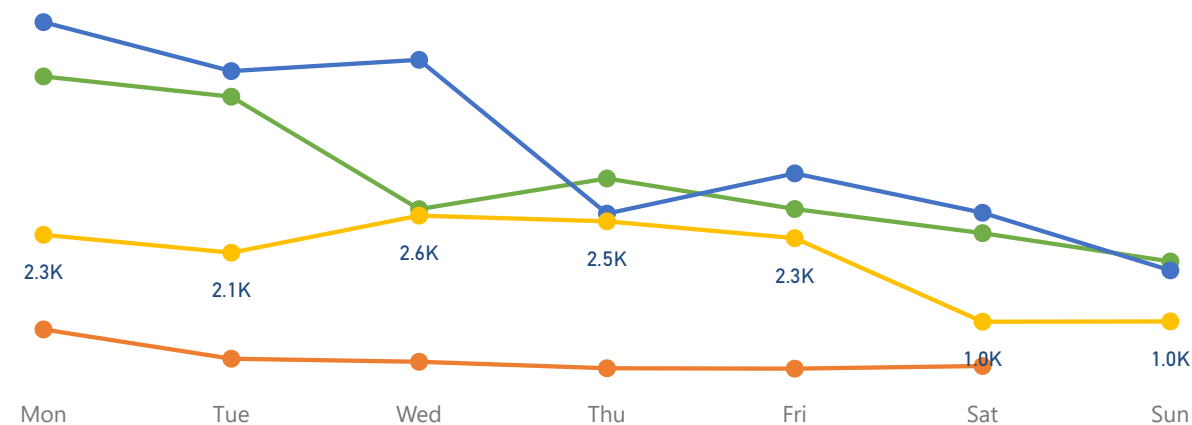
Slowest Day	Visits
Sunday, July 12, 2020	240

## Group X Attendance



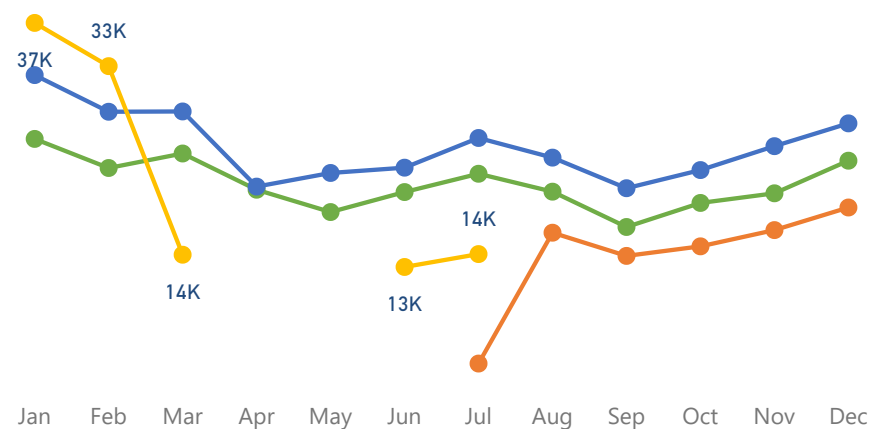
## Visits by Day of Week

Year ● 2017 ● 2018 ● 2019 ● 2020



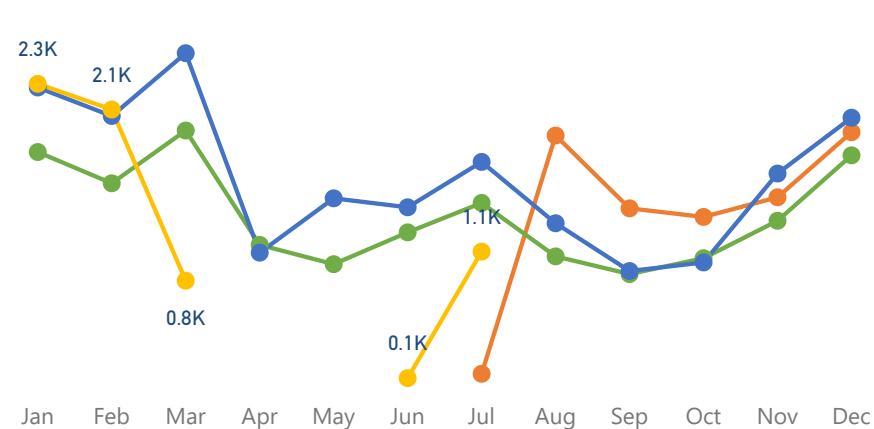
## Membership Visits

Year ● 2017 ● 2018 ● 2019 ● 2020



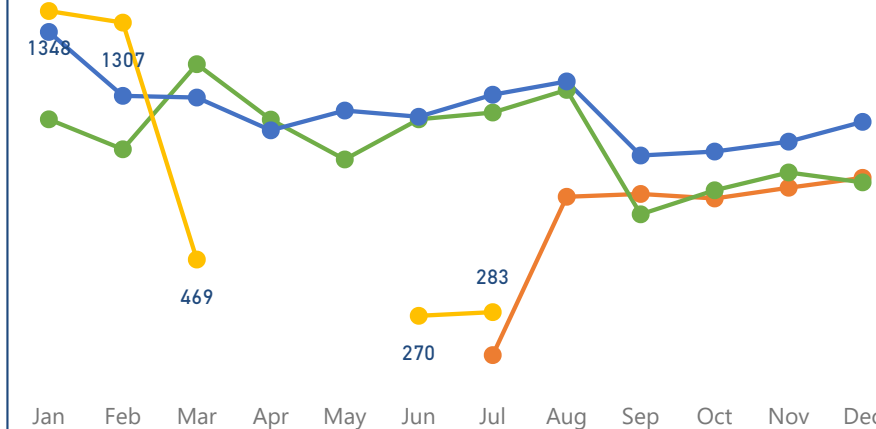
## Day Pass Visits

Year ● 2017 ● 2018 ● 2019 ● 2020



## Kid Zone Visits

Year ● 2017 ● 2018 ● 2019 ● 2020



# FITNESS

87

Training Sessions



12

Wellness Assessments



695

Group X Attendance



## Monthly Stats

-67.64%

Total Rev YoY%

-65.53%

PT Rev YoY%

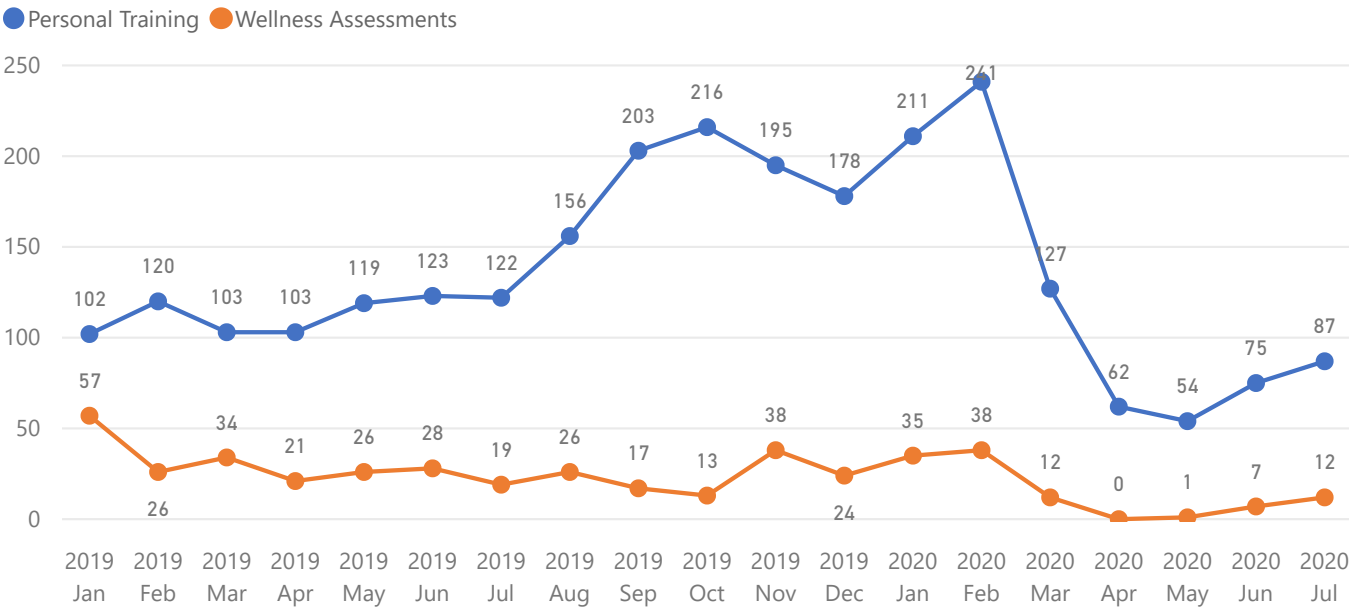
-67.36%

Group X Rev YoY%

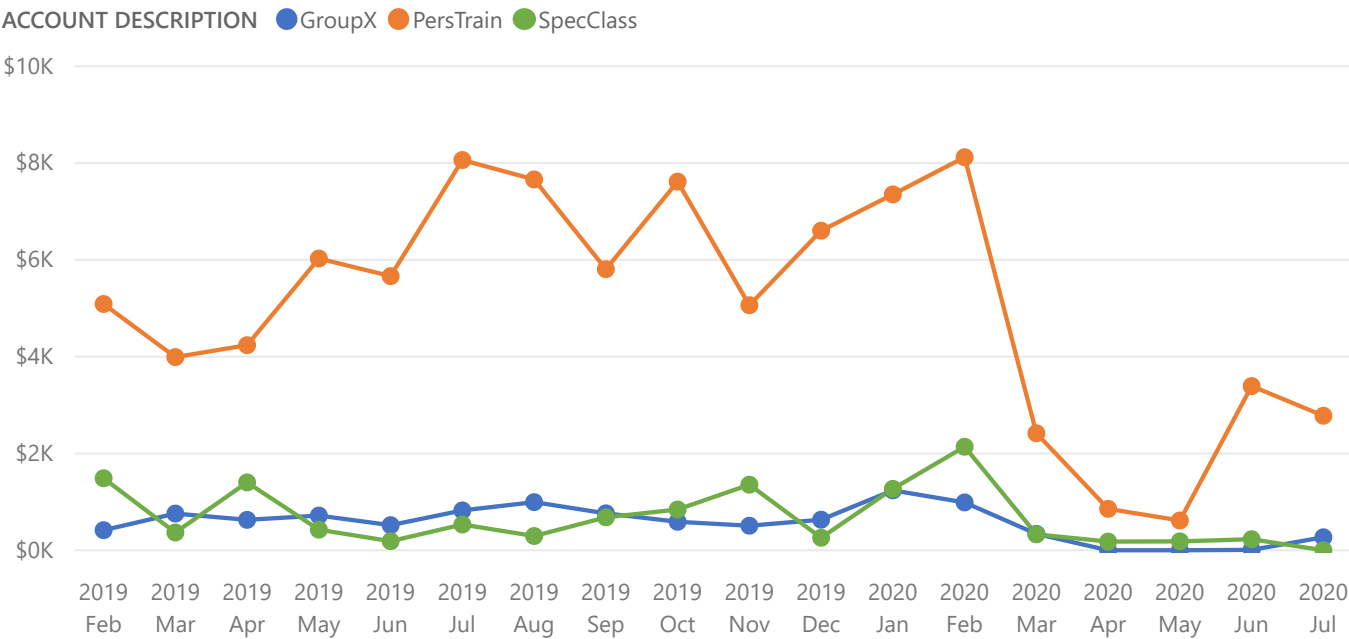
-100.00%

Specialty Classes Rev YoY%

Personal Training Sessions Served



Fitness Revenue



Fitness Rev vs. Salaries

Year	2018		2019		2020		Total	
Month	Fit Revenue	Fit Salaries	Fit Revenue	Fit Salaries	Fit Revenue	Fit Salaries	Fit Revenue	Fit Salaries
Jan	\$4,804	\$12,633.24	\$6,537.58	\$12,232.15	\$9,858.4	\$14,868.44	\$21,199.98	\$39,733.83
Feb	\$1,507	\$18,638.86	\$6,990.3	\$18,714.7	\$11,246.1	\$22,766.88	\$19,743.4	\$60,120.44
Mar	\$3,077.5	\$16,212.3	\$5,115.4	\$19,134.73	\$3,084.88	\$23,065.43	\$11,277.78	\$58,412.46
Apr	\$4,075	\$15,181.92	\$6,267.6	\$20,248.91	\$1,035	\$14,573.62	\$11,377.6	\$50,004.45
May	\$3,886	\$15,783.94	\$7,168.8	\$28,438.68	\$799	\$19,402.63	\$11,853.8	\$63,625.25
Jun	\$5,241	\$23,169.66	\$6,369.7	\$20,054.61	\$3,627.2	\$13,433.1	\$15,237.9	\$56,657.37
Jul	\$5,709	\$15,168.43	\$9,417.3	\$20,073.1	\$3,047.8	\$16,090.1	\$18,174.1	\$51,331.63
Aug	\$2,879.1	\$15,742.51	\$8,949	\$21,163.9			\$11,828.1	\$36,906.41
Sep	\$7,237.4	\$15,726.22	\$7,249.9	\$22,245.7			\$14,487.3	\$37,971.92
Oct	\$1,916.4	\$16,740.47	\$9,046.1	\$34,812.21			\$10,962.5	\$51,552.68
Nov	\$3,476.58	\$26,764.57	\$6,924.4	\$22,297.5			\$10,400.98	\$49,062.07
Dec	\$5,883.88	\$23,308.67	\$7,491.18	\$20,548.41			\$13,375.06	\$43,857.08
Total	\$49,692.86	\$215,070.79	\$87,527.26	\$259,964.6	\$32,698.38	\$124,200.2	\$169,918.5	\$599,235.59