

FY 15 Summary of Recreation Revenue/Memberships/Passes Report Through January 31, 2015

	2013-2014	2014-2015	Difference	Percentage
Total Revenue	\$264,965	\$270,933	\$5,968	2.25%
Membership Revenue	\$193,919	\$211,601	\$17,683	9.12%
Beach Parking Revenue	\$77,694	\$90,171	\$12,477	16.06%
Renewal Memberships / Passes	* Previous users			
Daily / Weekly Resident	937	759	-178	-19.00%
Daily / Weekly Visitor	586	560	-26	-4.44%
Member Guest	266	193	-73	-27.44%
Six Month Members	383	382	-1	-0.26%
Annual Members	360	364	4	1.11%
New Memberships / Passes	*First time users			
Daily / Weekly Resident	328	316	-12	-3.66%
Daily / Weekly Visitor	512	510	-2	-0.39%
Member Guest	388	344	-44	-11.34%
Six Month Members	121	146	25	20.66%
Annual Members	192	191	-1	-0.52%
TOTAL Memberships / Passes	*Total of New & Renewed Passes			
Daily / Weekly Resident	1265	1075	-190	-15.02%
Daily / Weekly Visitor	1098	1070	-28	-2.55%
Member Guest	654	537	-117	-17.89%
Six Month Members	504	528	24	4.76%
Annual Members	552	555	3	0.54%

FY 15 Summary of Recreation Revenue/Memberships/Passes Report Through January 31, 2015

MONTH/YEAR 15	Oct-14	Nov-14	Dec-14	Jan-15	TOTAL
Beginning Balance	\$ -	\$ 58,478.86	\$ 126,783.99	\$ 196,725.05	
Memberships	\$ 43,019.99	\$ 49,517.11	\$ 57,346.36	\$ 61,717.69	\$ 211,601.15
Summer Rec	\$ -	\$ -	\$ -	\$ -	\$ -
After School Program	\$ 7,511.00	\$ 11,223.75	\$ 443.50	\$ 1,869.75	\$ 21,048.00
Holiday Rec	\$ -	\$ -	\$ 4,877.25	\$ (267.75)	\$ 4,609.50
Fun Days	\$ 1,312.00	\$ 1,627.45	\$ 2,352.50	\$ 1,251.75	\$ 6,543.70
Rec Activity Wellness Classes	\$ 765.50	\$ 1,461.50	\$ 1,566.75	\$ 961.40	\$ 4,755.15
Youth Activities	\$ 3,280.00	\$ 689.25	\$ 635.25	\$ 2,533.25	\$ 7,137.75
Teen Activities	\$ 33.75	\$ 20.50	\$ -	\$ 1,163.00	\$ 1,217.25
Additional Afterschool Lessons	\$ 1,752.50	\$ 1,869.00	\$ 241.50	\$ 744.00	\$ 4,607.00
Other Misc Activity	\$ -	\$ -	\$ -	\$ -	\$ -
Other Misc. Fees	\$ -	\$ 275.00	\$ -	\$ 581.62	\$ 856.62
Donations	\$ 345.00	\$ 163.00	\$ 102.25	\$ 361.73	\$ 971.98
Facility Rental Fees	\$ 78.00	\$ -	\$ 189.00	\$ 42.00	\$ 309.00
Sanctuary Memberships	\$ -	\$ -	\$ -	\$ -	\$ -
Product Sales	\$ 381.12	\$ 1,100.07	\$ 1,967.70	\$ 2,915.22	\$ 6,364.11
Recreation Trips	\$ -	\$ 358.50	\$ 219.00	\$ 334.50	\$ 912.00
GRAND TOTALS	\$ 58,478.86	\$ 126,783.99	\$ 196,725.05	\$ 270,933.21	\$ 270,933.21

MONTH/YEAR 14	Oct-13	Nov-13	Dec-13	Jan-14	TOTAL
Beginning Balance	\$ -	\$ 37,274.95	\$ 112,552.06	\$ 170,806.25	
Memberships	\$ 22,454.50	\$ 55,368.00	\$ 43,016.00	\$ 73,080.13	\$ 193,918.63
Summer Rec	\$ -	\$ -	\$ -	\$ -	\$ -
After School Program	\$ 4,493.66	\$ 8,394.00	\$ 169.00	\$ 1,970.00	\$ 15,026.66
Holiday Rec	\$ -	\$ -	\$ 2,865.00	\$ 1,211.00	\$ 4,076.00
Fun Days	\$ 480.00	\$ 1,281.00	\$ 2,304.00	\$ 583.00	\$ 4,648.00
Rec Activity Wellness Classes	\$ 1,240.07	\$ 983.33	\$ 2,236.00	\$ 4,074.36	\$ 8,533.76
Youth Activities	\$ 3,125.00	\$ 2,542.75	\$ 681.25	\$ 1,195.00	\$ 7,544.00
Teen Activities	\$ 70.50	\$ 42.75	\$ 16.50	\$ 73.50	\$ 203.25
Additional Afterschool Lessons	\$ 4,540.00	\$ 2,930.00	\$ 575.00	\$ 1,257.50	\$ 9,302.50
Other Misc Activity	\$ -	\$ 394.00	\$ 3,719.00	\$ 6,126.00	\$ 10,239.00
Other Misc. Fees	\$ 509.00	\$ 463.00	\$ -	\$ 9.00	\$ 981.00
Donations	\$ 169.21	\$ 1,912.19	\$ 1,121.75	\$ 2,164.50	\$ 5,367.65
Facility Rental Fees	\$ 60.00	\$ -	\$ 270.00	\$ -	\$ 330.00
Sanctuary Memberships	\$ -	\$ -	\$ -	\$ -	\$ -
Product Sales	\$ 133.01	\$ 498.09	\$ 554.69	\$ 1,099.00	\$ 2,284.79
Recreation Trips	\$ -	\$ 468.00	\$ 726.00	\$ 1,315.75	\$ 2,509.75
GRAND TOTALS	\$ 37,274.95	\$ 112,552.06	\$ 170,806.25	\$ 264,964.99	\$ 264,964.99

Activity / Item	FY15	FY14	Increase / Decrease
Memberships	\$ 211,601.15	\$ 193,918.63	\$ 17,682.52
Summer Rec	\$ -	\$ -	\$ -
After School Program	\$ 21,048.00	\$ 15,026.66	\$ 6,021.34
Holiday Rec	\$ 4,609.50	\$ 4,076.00	\$ 533.50
Fun Days	\$ 6,543.70	\$ 4,648.00	\$ 1,895.70
Rec Activity Wellness Class	\$ 4,755.15	\$ 8,533.76	\$ (3,778.61)
Youth Activities	\$ 7,137.75	\$ 7,544.00	\$ (406.25)
Teen Activities	\$ 1,217.25	\$ 203.25	\$ 1,014.00
*Addtl Afterschool Lessons	\$ 4,607.00	\$ 9,302.50	\$ (4,695.50)
*Other Misc Activity	\$ -	\$ 10,239.00	\$ (10,239.00)
Other Misc Fees	\$ 856.62	\$ 981.00	\$ (124.38)
Donations	\$ 971.98	\$ 5,367.65	\$ (4,395.67)
Facility Rental Fees	\$ 309.00	\$ 330.00	\$ (21.00)
Sanctuary Memberships	\$ -	\$ -	\$ -
Product Sales	\$ 6,364.11	\$ 2,284.79	\$ 4,079.32
Recreation Trips	\$ 912.00	\$ 2,509.75	\$ (1,597.75)
TOTAL REVENUE	\$270,933.21	\$264,964.99	\$ 5,968.22

*Other Misc Activity -\$10,239 (did not hold New Year's Eve Event in FY15)

*Addtl Afterschool Lessons -\$4,695 (not currently offering private music lessons)