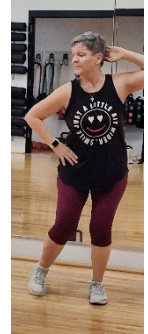


March Operations Report – Highlights

Staff Win

Theresa Collins – Fitness Instructor

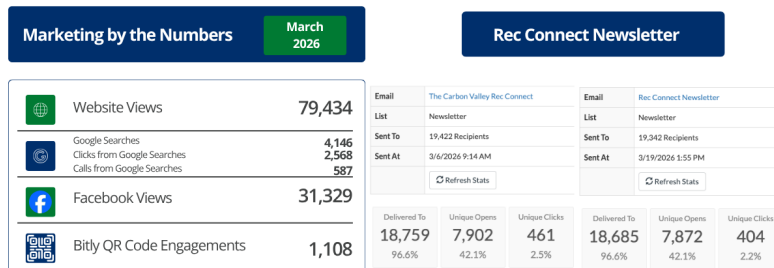
- Returned to teaching just **two weeks after knee replacement surgery**
- Fully cleared and now teaching **Yoga, Zumba, and SilverSneakers Circuit**
- Inspires members by modeling safe, active recovery and resilience
- Exemplifies commitment to health, movement, and community connection



Marketing

Monthly Highlights

- Facebook engagement **↑ 33%** monthly
- **67 new Instagram followers** on newly launched account
- Captured **17 programs** generating **3,000+ photos/videos** for content
- Cross-department collaboration sessions completed for Q2 campaigns
- Launched **department-specific newsletters**
 - Open rates: **45–60%**



Active Adults

Monthly Highlights

- New bus driver led trip to **Phantom of the Opera** — rated best show by group
- **2nd Annual Soup Off** hosted; chili by patron Penny Slayton took top honors
- Carbon Valley Emergency Management Team utilized Community Room for preparedness drill



Registration Comparisons

Program	March 2025	March 2026	Δ Change
Drop-In Participants	785	1,452	↑ 85%
Friendly Fork Lunches	471	532	↑ 13%

Aquatics

Monthly Highlights

- Added **two Special Olympics teams**, expanding inclusive programming (pool users/renters)
- Longmont Redtails Swim Team expanded from **1 to 6 weekly practices**
- Increased open swim hours during Spring Break
- Spring Swim Lessons Session 3 launched with steady enrollment



Registration Comparisons

Program	2025	2026	Δ Change
Group Swim Lessons	137	146	↑ 7%
Private Lessons	25	59	↑ 136%

Fitness

Monthly Highlights

- Partnered with Kids Camp for fitness relays and youth yoga
- **Les Mills BodyPump HEAVY pilot**
 - **95% participant approval**
 - Increase in class attendance observed
- Shifted staff training to **workshop-based professional development**
 - Targeted, instructor-specific skill building



Registration Comparisons

Program	March 2025	March 2026	Δ Change
Group Fitness – Rec Center	1,257	1,615	↑ 28%
Group Fitness – Comm. Center	996	1,183	↑ 19%
Junior Trainers	—	17	Newer

Guest Services

Monthly Highlights

- Hosted first **on-site American Red Cross Blood Drive**
 - **32 donors**, including **7 staff**
 - Additional drives scheduled



- Coordinators completed **Youth Mental Health First Aid** training
 - Two additional mental health sessions planned

Operational Metrics

Metric	March 2026	March 2025	Δ Change
Spring Break Week Visits	5,218	2,637	↑ 98%
Monthly Facility Attendance	17,889	17,397	↑ 3%

Gymnastics

Monthly Highlights

- Full **gym deep clean** completed during Spring Break
- Held Mini Camp and modified Open Gym & Party schedule
- Session 1 launched March 9 (runs through June 6)



Registration Comparisons

Program	2025	2026	Notes
Open Gym	498	397	↓ 20%
Class Registration	683	593	↓ 13%
Birthday Parties	8	8	Flat
Mini Camps	50 (2 camps)	20 (1 camp)	↓ 60%

Maintenance

Monthly Highlights

- Soccer fields prepped and painted for spring season
- HVAC & Fire System vendors evaluated to address service gaps
- Staff transition completed; new hire begins March 31
- Sound system project deposit submitted
- Pump room pool pump replacement scheduled
 - **Lap Pool closure: April 15, 2026**

Work Orders

Month	Completed
March 2025	107
March 2026	117

Sports

Monthly Highlights

- Staff participated in **Denver Nuggets Operator Night**
 - Peer collaboration and on-court experience
- Adult 4v4 Volleyball Spring league launched
 - **15 teams registered**
 - Introduced **Summit & Social divisions** for competitive balance
- Spring youth sports underway
- New **NHL Street Hockey** approved for Summer 2026



Adult Sports Registration

Program	2025	2026
4v4 Volleyball (Spring)	5 teams	15 teams (75 players)
3v3 Basketball	—	7 teams (28 players)

Youth Sports Registration

Program	2025	2026	Notes
Soccer	421	355	Low enrollment cancellations
Volleyball	232	215	↑ volunteer coaches
Softball	141	130*	Waitlisted players pending to accept more players

Youth Programs

Monthly Highlights

- **5 summer camp weeks waitlisted**
- Camp Bloom Spring Break program highly attended
- Toddler Social Time focused on early social-emotional skills



Upcoming Program Registrations

- Kids Night at the Rec – April 11
- Snapology: Archeology – April 27
- CVPRD Summer Camp – June 1–July 31