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Ave.
Russellville, AR
72801

RUSSELLVILLE
AQUATIC
CENTER



M. J.
HICKEY
POOL

1312 E. 16th Street
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City Council Report - October 2024 - RAC & M.J. Hickey Pool Report

September saw a major slowdown in aquatics as patrons and guests adjusted to the new season. Lap Swimmers were able to stick it out at M.J. Hickey Pool until September 12th. We received great feedback from the members that utilized this added programming, and are hoping to start earlier in the summer. We have many triathletes and open water swimmers who like the longer length that Hickey provides. What a valuable resource to have in our community. The Central Arkansas Racers held two practices and the Russellville High School Swim Team is still practicing out there. They hope to continue until October 18th or until the swimmers just can't take it anymore.

As with all months, every available time to hold a party was booked, bringing in \$7,950 in revenue. Our fall water aerobics classes resumed, and we are now offerings 3 classes and have one new instructor in training to be able to add more classes soon. The demand for these classes far exceeds the supply. As such, we have been given the go ahead to recruit and train new instructors. So if you, the reader of this report, know anyone who might be interested in teaching water based exercise classes please pass along their information. These classes and our fall swim lessons brought in \$3,065.

Memberships, new and renewals, brought in almost \$10,000 for the month. This number includes insurance program reimbursements of approximately \$2,500 for July and August. We have seen a lot of growth in Silver Sneakers, Renew Active and our New Silver & Fit memberships. These membership programs are vital for the health of our more senior patrons.

As mentioned earlier, we are slower now that fall is settling in, as such day passes dropped to \$3,666 dollars. In our down time we have been working with our guards on skill building and stroke development to make sure they are always ready and able to perform saves.

We experienced a loss of revenue due to increased credit cards fees. The Aquatics Manager, finance team and IT are diligently working to get this issue resolved. As a note of caution, all departments should use a generic email for all financial or operational services to ensure nothing falls through the cracks due to personnel changes.