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Russellville, AR 72801
479-890-SWIM

RUSSELLVILLE
**AQUATIC
CENTER**



M. J.
**HICKEY
POOL**

1312 E. 16th Street
Russellville, AR 72801
479-968-6612

City Council Report – November 2025

Reporting for the Aquatic Center during the month of October 2025

October is slow at the Aquatic Center, we are using the time to plan for 2026, clean the facility, and test and drill the lifeguards to keep their skills sharp. The patrons have mentioned they like seeing these drills successfully completed by the young staff; it gives them peace of mind to know they would be able to help in the case of an emergency. Our lifeguards make a team of responsible, professional and diligent young adults. At the time of this writing, we are on a 9 week streak for 100% compliance with our weekly swim requirements. This is huge and this month we wanted to celebrate their efforts by hosting a Murder Mystery party in lieu of our monthly in-service training. It was a fun night. The employee of the month for October is Will Kersh, the lead guards had this to say about him: "he is always on top of the rules and is a great example of a lifeguard on stand...he always has a positive attitude".

Revenue for October 2025 compared to 2024 overall showed a 12% decrease. The main contributors being memberships and daily admissions. Overall, we have experienced an increase in memberships. However, these are memberships that are free to those who qualify (Silver Sneakers, Silver & Fit and Renew Active). We anticipate seeing an increase in the membership revenue over the coming months as these individuals utilize the facility. Interestingly enough, we did see a 30% increase in the one year senior memberships (must be 60 years or older). 86 people either set up new memberships or renewed expired memberships during the month. Total membership revenue, which includes insurance reimbursements, totaled \$6,050. Finally, 2 city employee memberships were activated during this reporting period.

Parties booked this month brought in \$5,275 and we hosted 26 parties. This was a 22% increase in revenue compared to last year, but that just means more people were planning ahead for the upcoming months as we host roughly the same number of parties each month.

Another increase was for classes and programming, up 27%. Factors that contribute to this increase are: adding one more day time class, the evening dive class, and how registration falls for the 6 week sessions.





WANTED
WAXA DEBEST

WANTED
COUNT TO FOUR

WANTED
HOLDEN STEPHAN

WANTED
RARA SIS BOOMBA

WANTED
NOELL NO ZEE

WANTED
BLINKY AXFLOWER

WANTED
DELTA DISHILL

WANTED
N. TERLE OPER

WANTED
DIGGORY EMIFF

WANTED
AVERY SEVES

WANTED

WANTED
LADY LEMMONS

WANTED
TAKI BOBBINS

WANTED

WANTED

WANTED
MIMI CHYE

WANTED
MAX TROZY

WANTED
MAX TROZY

N. Terle Oper

N. Terle Oper

N. Terle Oper

N. Terle Oper