February Board Report – Operational Report

Department: Brand



Staff win: Welcome Anna Hoover! Our new Brand Supervisor started and is off and running! Anna brings a wealth of knowledge in not only Marketing but also Recreation, ADA Compliance, Photography, and is a fantastic artist. Welcome, Anna!

Active Adults

Highlights



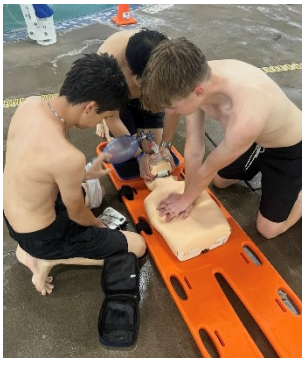
- Casino trip sold out with a full van.
- Successful Valentine Tea & Bingo event supported by local Girl Scouts and catered by "Boards By Nae."
- Volunteer-led bead class continues to grow and is nearing space capacity.

Registration Comparison

Category	2026	2025
Drop-In Participants	1,064	742
Friendly Fork Lunches	428	406

Aquatics

Highlights



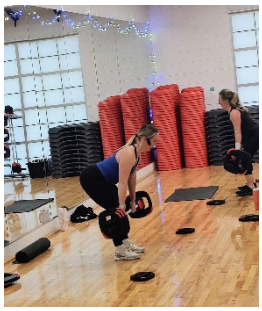
- Successfully completed the second session of 2026 swim lessons, achieving a 7% increase in the number of programs run from Session 1 to Session 2.
- Supported community-wide programming through partnership with the high school, including completing the Frederick Girls' swim season and assisting through their state competitions.
- Full-time team participated in multiple industry trainings; several staff earned new professional certifications as a result.

Registration Comparison

Program Type	2026	2025
Group Swim Lessons	**149**	**126**
Private Swim Lessons	**45**	**20**

Fitness

Highlights



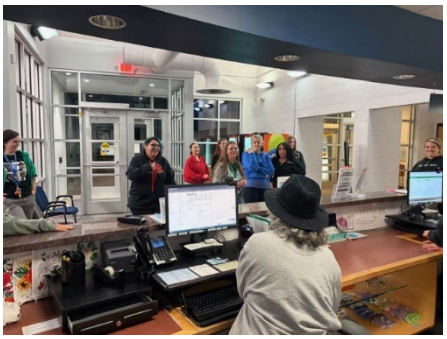
- BodyPump HEAVY remains one of the most popular offerings; additional class times added to meet demand.
- Hosted second SilverSneakers/Renew Active Fitness Fair with strong participation and measurable improvements.
- Junior Trainers program continues meeting/exceeding enrollment minimums, demonstrating stable youth participation.

Registration Comparison

Category	2026	2025
Group Fitness – Rec Center	1,593	1,424
Group Fitness – Community Center	982	867

Guest Services

Highlights



- Departments actively uploading documents into Connect2; major progress toward a fully digital workflow.
- February 22 staff meeting achieved full attendance, focusing on team building and safety training.
- PA/Music/Marketing Sound System bid under final review and approaching approval.

Registration Comparison

Category	2026	2025
Visits	15,794	14,660

Gymnastics

Highlights

- Team cookie dough fundraiser earned $2,955 toward uniforms, competition fees, and tuition.
- Staff in-service held Feb 13 covering safety, training, expectations, and team building.
- Session 1 registration opened Feb 16; 422 participants registered by Feb 26.



Registration Comparison

Category	2026	2025
Birthdays	7	8
Open Gyms	385	489
Classes	635	655

Maintenance

Highlights

- Completed setup for Spring Soccer; inspected, repaired, and deployed field equipment.
- Continued collaboration on PA/Sound System upgrade; bid refined to match facility needs.
- Held kickoff meeting with Collab for the new maintenance building's layout, equipment planning, and geotechnical survey.
- Awaiting CMGC RFP feedback for the new building project.

Workload Comparison

Category	2026	2025
Work Orders Completed	126	110

Sports

Highlights

Adult Sports

- 4v4 Volleyball: Winter ends March 8; Spring registration open with 12 teams (deadline March 16).
- 3v3 Basketball: Winter ends March 6; Spring registration opens March 9.

Youth Sports

- 5th–8th Grade Basketball wrapped up February 27.
- Jr. Nuggets free clinic on March 7 has 123 registered participants.
- Spring soccer and volleyball begin practices the week of March 2; games start March 14.
- Softball begins late March/early April.
- Summer programs (NHL Street Hockey & baseball) open March 2.

Youth Registration Comparison (soccer and softball still coming in…)

Sport	2026 Participants	2025 Participants
Basketball	156	136
Soccer	343	421
Volleyball	213	232
Softball	123	141

Youth Programs

Highlights



- Toddler Social Time relaunched successfully.
- Continued recruitment for Summer Camp staff.
- Welcomed a new Kid Zone team member: Payton.

Program Registration Status

- Snapology Super Structures (Mar 16–20) – **Open**
- Camp Bloom (Mar 16–20) – **Open**
- Kids Night at the Rec (Apr 11) – District **open now**; Non-district opens **Mar 2**
- CVPRD Summer Camp (Jun 1–Jul 31) – **Open**

Marketing by the Numbers — February 2026

Website Views	75,225
Google Searches	3,787
Clicks from Google Searches	2,430
Calls from Google Searches	560
Facebook Views	26,865
Instagram Views	Under Construction

Rec Connect Newsletter

Email	The Carbon Valley Rec Connect
List	Newsletter
Sent To	19,601 Recipients
Sent At	2/4/2026 1:31 PM

Refresh Stats

Delivered To	Unique Opens	Unique Clicks
16,002	7,935	411
81.6%	49.6%	2.6%

Email	The Carbon Valley Rec Connect
List	Newsletter
Sent To	19,537 Recipients
Sent At	2/19/2026 10:20 AM

Refresh Stats

Delivered To	Unique Opens	Unique Clicks
18,832	8,003	408
96.4%	42.5%	2.2%