



Total AC
Lane
hours:
10044

October 2024 Report

Aquatics Center Instructional Programming		Lane Hours	\$	Number of Participants
Contract Classes				
	Naomi's Hiit Water Aerobics	184	\$ 8,074.00	733
	Saul Gonzalez - Swim With Me	48	\$ 2,052.00	5
Swim Lessons				
	Group	0		On break until January
	Semi-Private and Private	0		
Totals			\$ 10,126.00	738

Aquatics Center Public Drop In Programming			\$	Number of Customer Lane Reservations
Public Swim				
	Reservations	6557	\$ 10,572.00	6908
	Lap Swim Drop in	508	\$ 607.00	351
	Recreation Swim	144	\$ 550.00	206
Totals			\$ 11,729.00	7465

Annual Membership Sales at the Aquatics Center			\$	Memberships sold
Wiseburn Rec IDs	Adult ID		\$ 45.00	3
Wiseburn Rec IDs	Senior ID		\$ 15.00	3
Wiseburn Rec IDs	Youth ID		\$ 20.00	2
Wiseburn Rec IDs	Infant ID		\$ -	0
Totals			\$ 80.00	8

El Segundo Rec IDs	Adult ID		\$ 75.00	5
El Segundo Rec IDs	Senior ID		\$ 10.00	3
El Segundo Rec IDs	Youth ID		\$ 50.00	5
El Segundo Rec IDs	Infant ID		\$ -	0
Totals			\$ 135.00	13

Membership Sales			\$	Passes Purchased to use towards Lane Rentals
El Segundo Resident Punch Passes				
	10 Punch Pass		\$ 240.00	7
	20 Punch Pass		\$ 182.00	3
	30 Punch Pass		\$ 733.00	8
El Segundo Resident Membership Passes				
	Annual		\$ 1,100.00	3
Wiseburn Resident Punch Passes				
	10 Punch Pass		\$ 115.00	3
	20 Punch Pass		\$ 82.00	1
	30 Punch Pass		\$ 338.00	4
Wiseburn Resident Membership Passes				
	Annual			0
Non-Resident Punch Passes				
	10 Punch Pass		\$ 1,084.00	29
	20 Punch Pass		\$ 1,791.00	18
	30 Punch Pass		\$ 4,492.00	33
Non-Resident Membership Passes				
	Annual		\$ 4,700.00	9
Totals			\$ 14,857.00	118

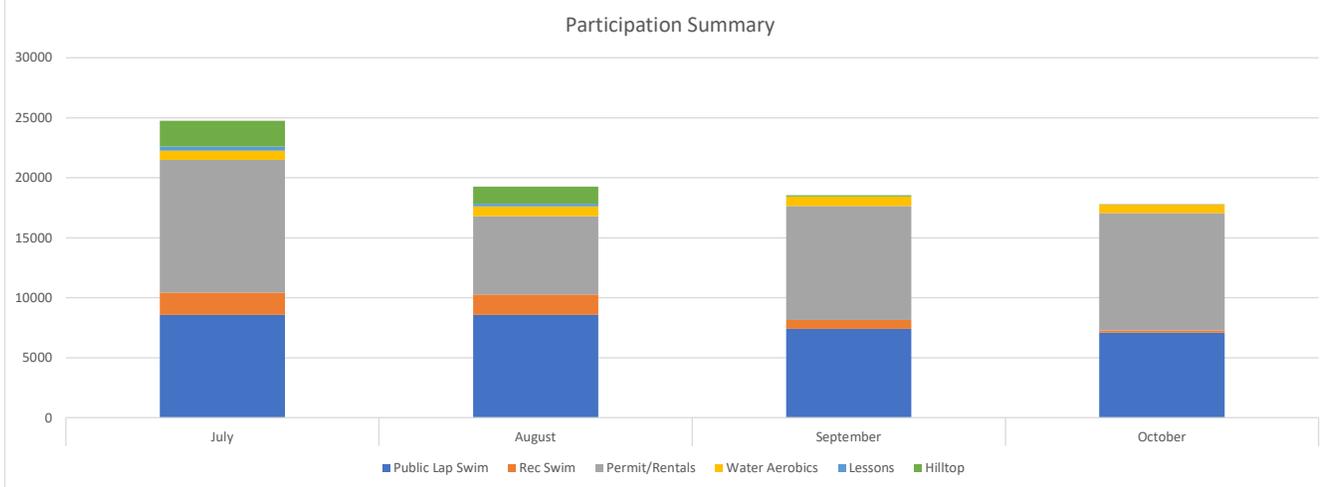
Aquatics Center Permit Groups		Lane Hours	\$	Estimated Participants (4 to 5 per lane)
Alpha		965.00	\$ 17,370.00	3860
Beach Cities		499.50	\$ 8,559.00	1998
SCAQ		429.50	\$ 7,731.00	1718
South Bay United		478.00	\$ 4,684.40	956
Tower 26		156.50	\$ 2,817.00	469.5
Trojan		270.00	\$ 2,646.00	540
Coastal		120.00	\$ 1,176.00	240
Totals		2918.50	\$ 44,983.40	9781.50

Events			\$	Number of Participants
Pumpkin Poolooza			\$ 1,705.00	200
Totals			\$ 1,705.00	200

Total Revenue		Estimated Amount of Visitors in October	
TOTAL \$ 83,615.40		18323.50	

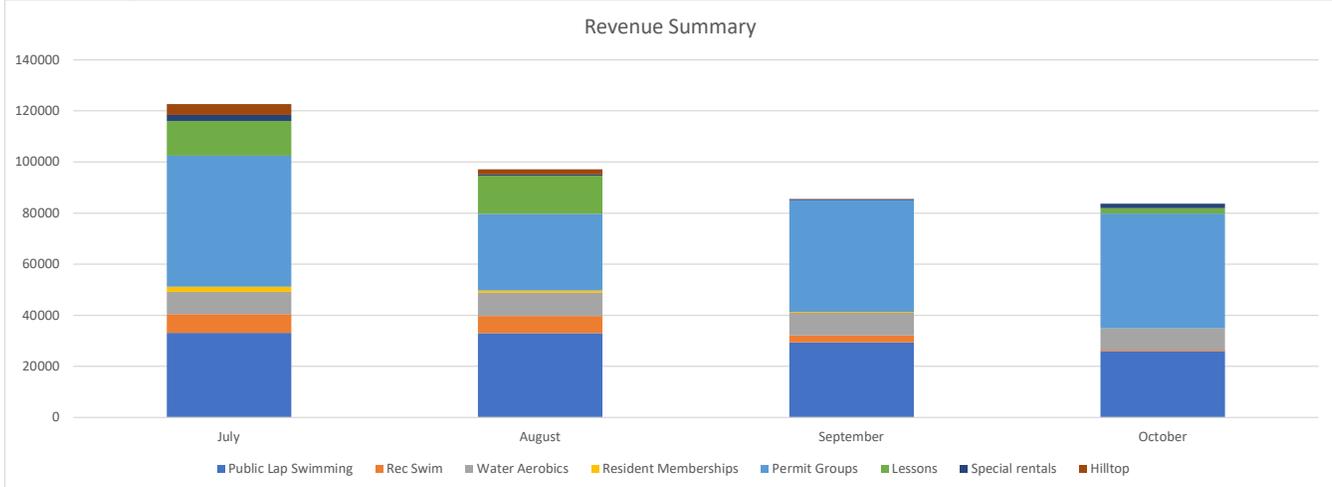
Monthly Statistics	July		August		September		October	
	Revenue	Participation	Revenue	Participation	Revenue	Participation	Revenue	Participation
Water Aerobics	\$ 8,672.00	783	\$ 9,054.00	829	\$ 8,830.00	799	\$ 8,074.00	733
Lesson Programming	\$13,650.00	336	\$14,922.50	231	\$0.00	0	\$2,052.00	5
Lap Swimming	\$33,074.00	8577	\$32,936.00	8577	\$29,410.00	7391	\$26,036.00	7065
Family/Rec Swim	\$ 7,397.00	1849	\$ 6,738.00	1688	\$ 2,671.00	753	\$ 550.00	206
Annual Membership Sales	\$2,075.00	172	\$920.00	78	\$360.00	29	\$215.00	21
Rentals/Permit Groups	\$ 51,236.30	11055	\$ 30,086.00	6510	\$ 43,749.40	9502	\$ 44,983.40	9781
Special Events/Rentals	\$ 2,315.00	113	\$ 543.00	278	\$ 440.00	268	\$ 1,705.00	200
Hilltop	\$ 4,267.00	2144	\$ 1,898.00	1416	\$ 114.00	88	\$ -	0
	\$118,419.30	22,885	\$95,199.50	17,913	\$85,020.40	18,474	\$83,615.40	18,011

Participation Summary



Total Participation July-October 77,283

Revenue Summary



Total Revenue July-October \$382,254.60