



A Year In Review

Like No Other For the community, by the community
The jewel of the city The ultimate gathering place
All ages and abilities Something for everyone

GOODYEAR RECREATION CENTER





GRC 2021

One year of **family**

One year of **friends**

One year of **trying new things**

One year of **fun**

One year of **wellness**

One year of **fitness**

One year of **playing**

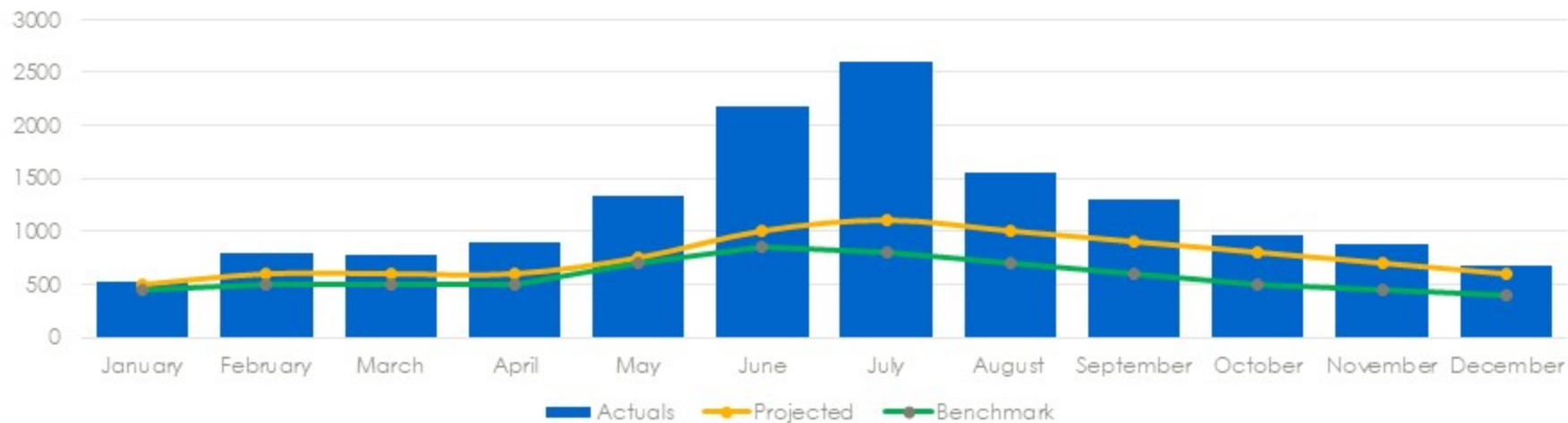
One year of **community**





Usage Analysis

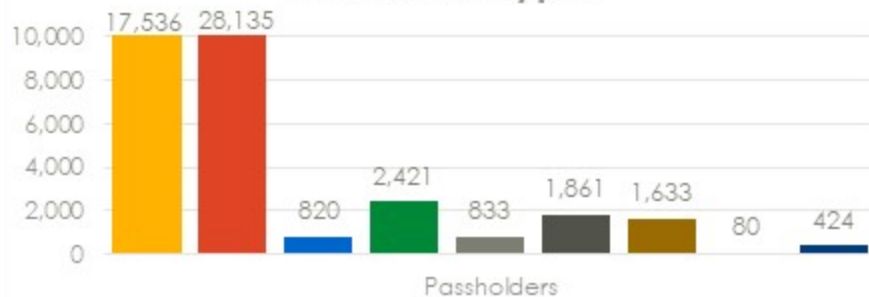
GRC Average Daily Attendance



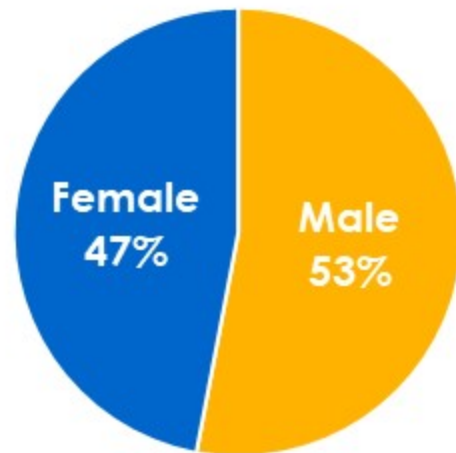
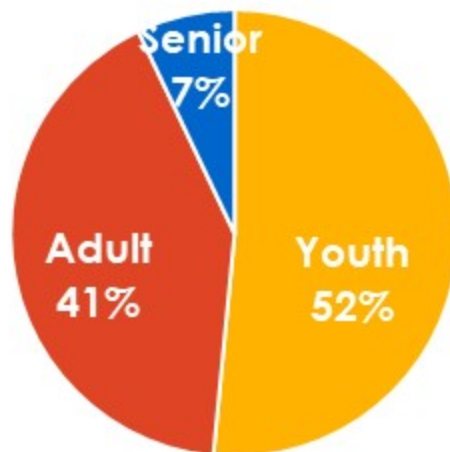


Passholder Demographics

Passholder Types



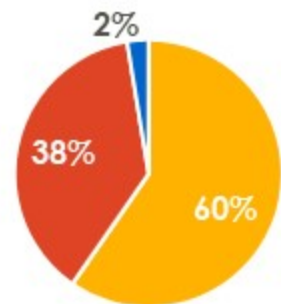
- 75th Pass Promotion
- Daily
- Punch Pass
- Monthly
- Quarterly
- Semi-Annual
- Annual
- Scholarship
- Insurance Based





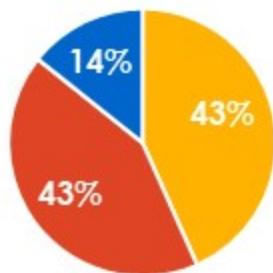
Passholder Demographics

Daily Drop-in Passes



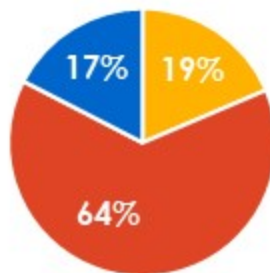
■ Youth ■ Adult ■ Senior

Monthly Passes



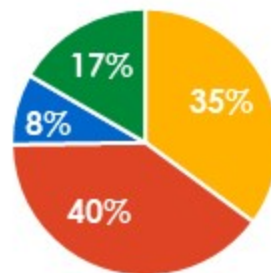
■ Youth ■ Adult ■ Senior

Semi-Annual Passes



■ Youth ■ Adult ■ Senior

Annual Passes



■ Youth ■ Adult ■ Senior ■ Insurance Based

New & Expanded Programs

- Group Fitness
- Special Interest Classes
- Swim Lessons
- Open Swim
- Something For everyone





GOODYEAR RECREATION CENTER

Metrics are important but...

What's the impact?



