

The background of the slide features a photograph of a brick building with large windows, partially obscured by a large, semi-transparent blue graphic overlay on the right side. The overlay contains the title text and the organization's logo.

End of Year

Report

FY20



STATEMENTS

Mission:

The Keller Pointe exceeds community expectations and achieves fiscal success by providing unprecedented service and award winning programs.

Vision:

To be recognized in the recreation industry as a fiscal and operational leader with a first-class facility achieving continuous growth.





COVID-19

- **Facility Closed – 3/18/20 through 5/17/20.**
- **Reopened to Members Only.**
- **Provided extension through the closure.**
- **Implemented cleaning & sanitation protocols**
- **Established benchmarks for returning services.**
- **Modified operation to maximize efficiency & fiscal responsibility.**
- **Re-evaluated programming to increase efficiency, remove barriers, and increase profitability.**

COVID-19

- **Deep cleaning of the entire facility.**
- **Allowed Unrestricted access to the locker room contractor.**
- **Provided opportunity for re-striping and refinishing the gymnasium and aerobic room floor.**
- **Refinish the cardio and weight flooring.**
- **Replaced the indoor pool impeller, waterslide pump, and play structure repainting.**
- **Re-plastered the indoor pool.**



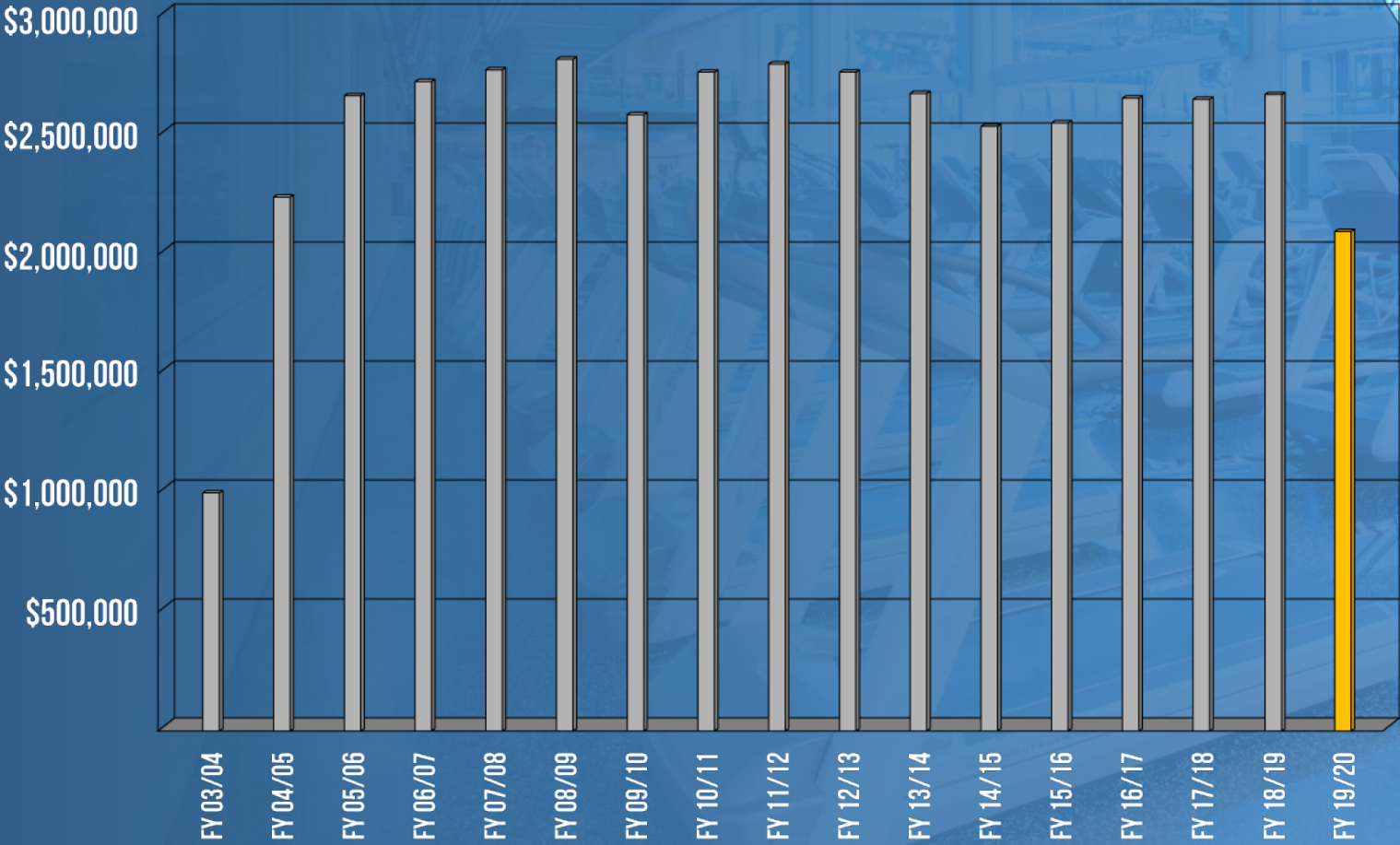


GOALS FOR 2020

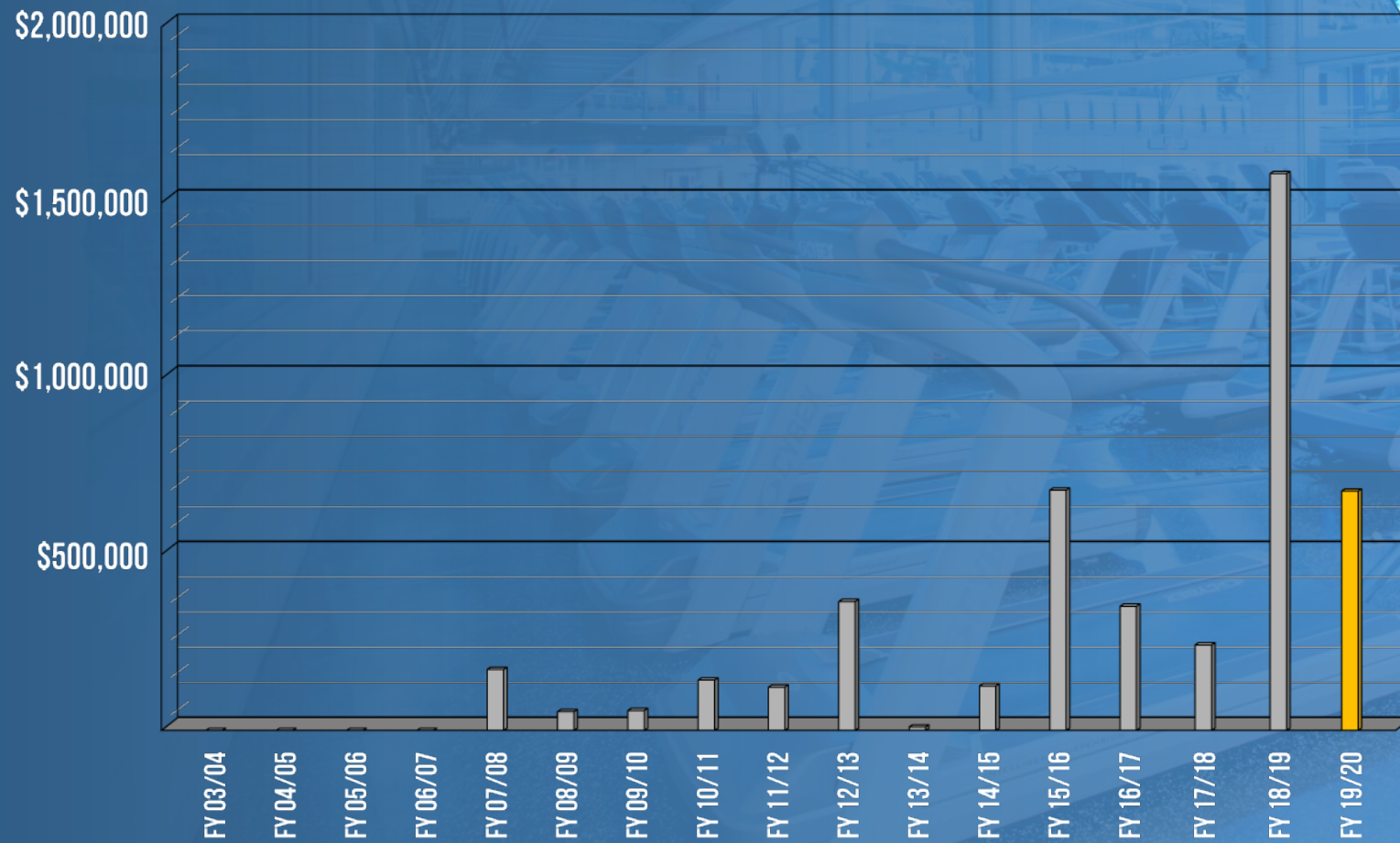
Revitalize Personal Training

**Achieve \$650,000 Operation
Net Revenue**

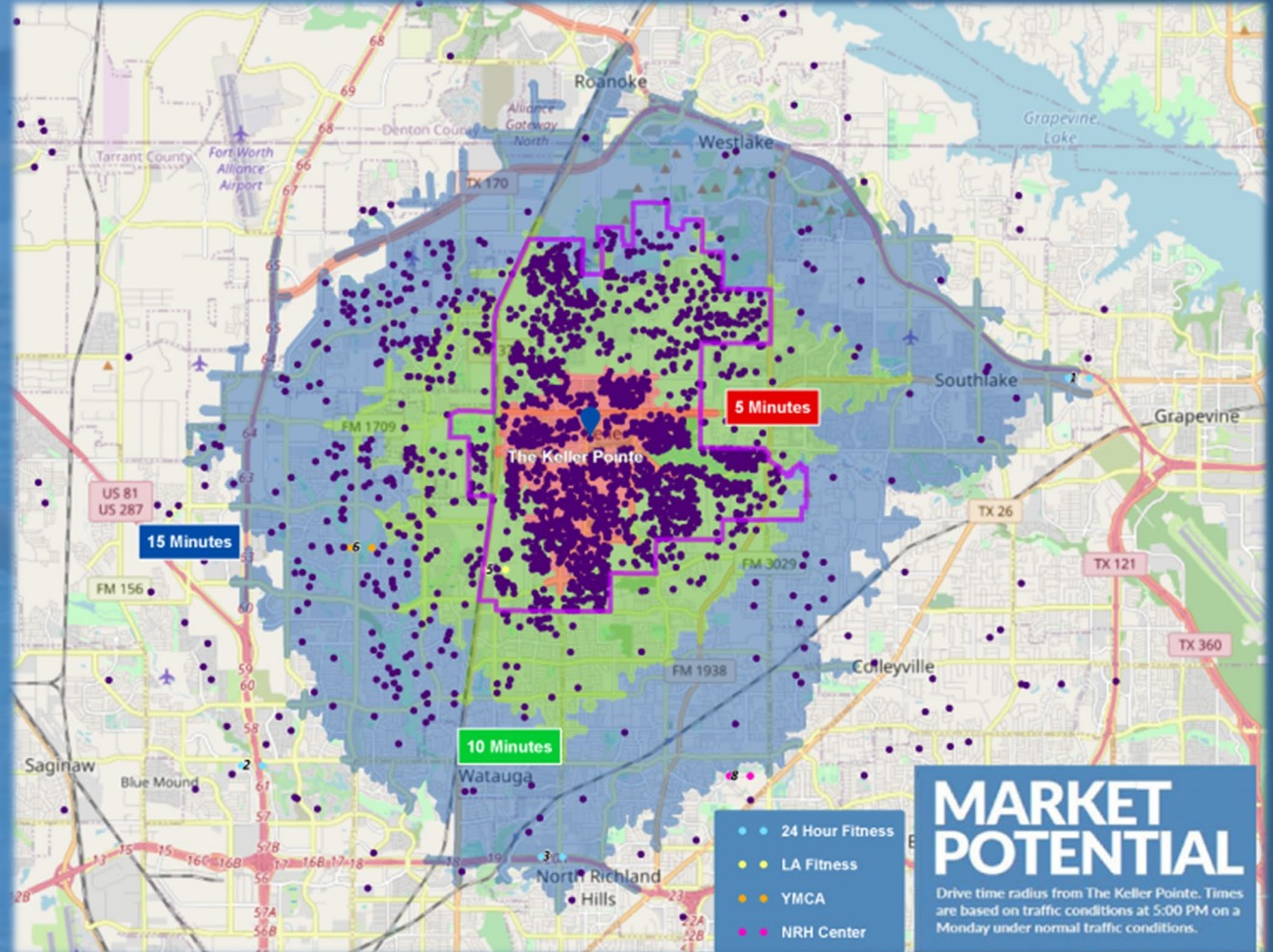
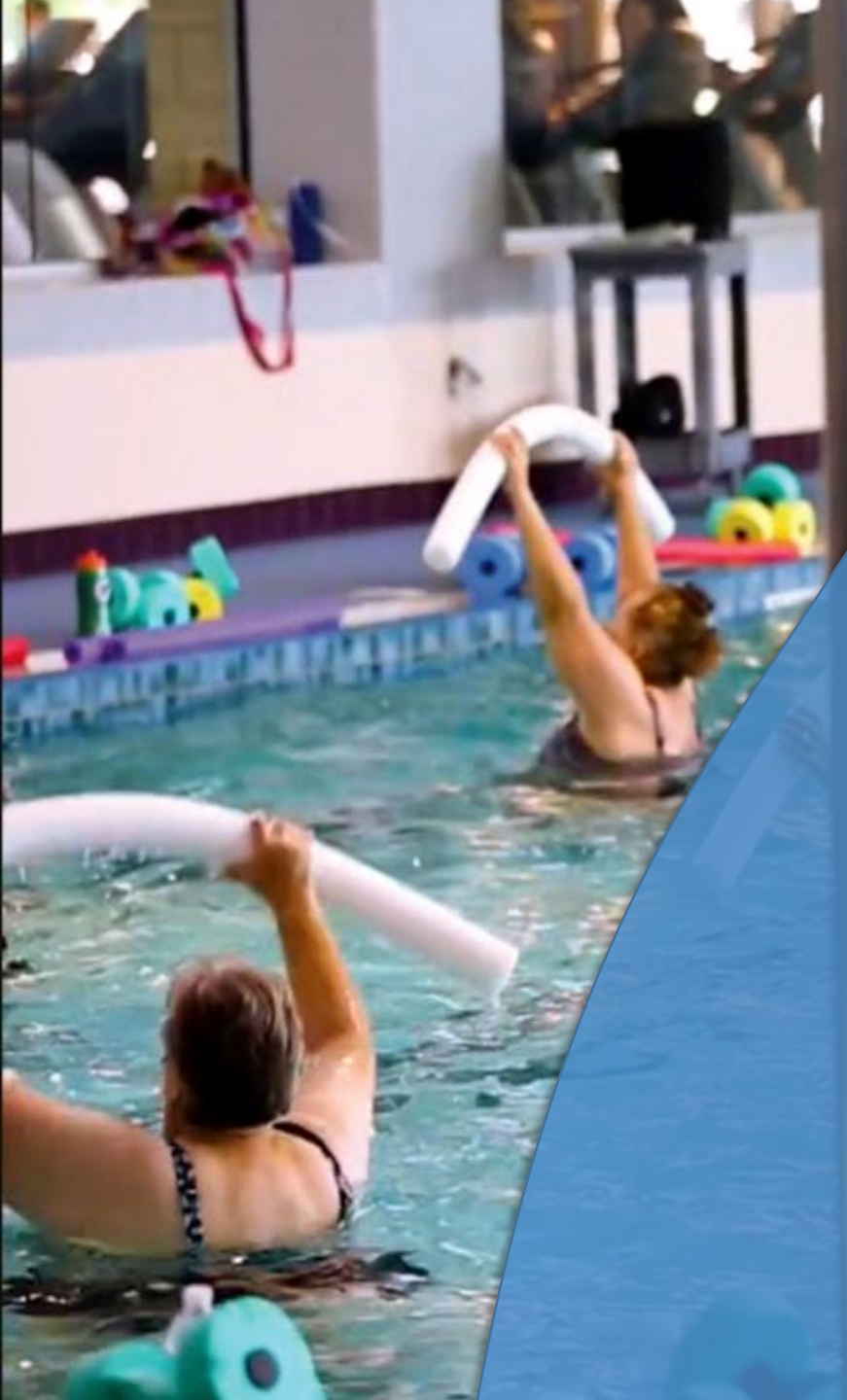
BASE OPERATING EXPENSES



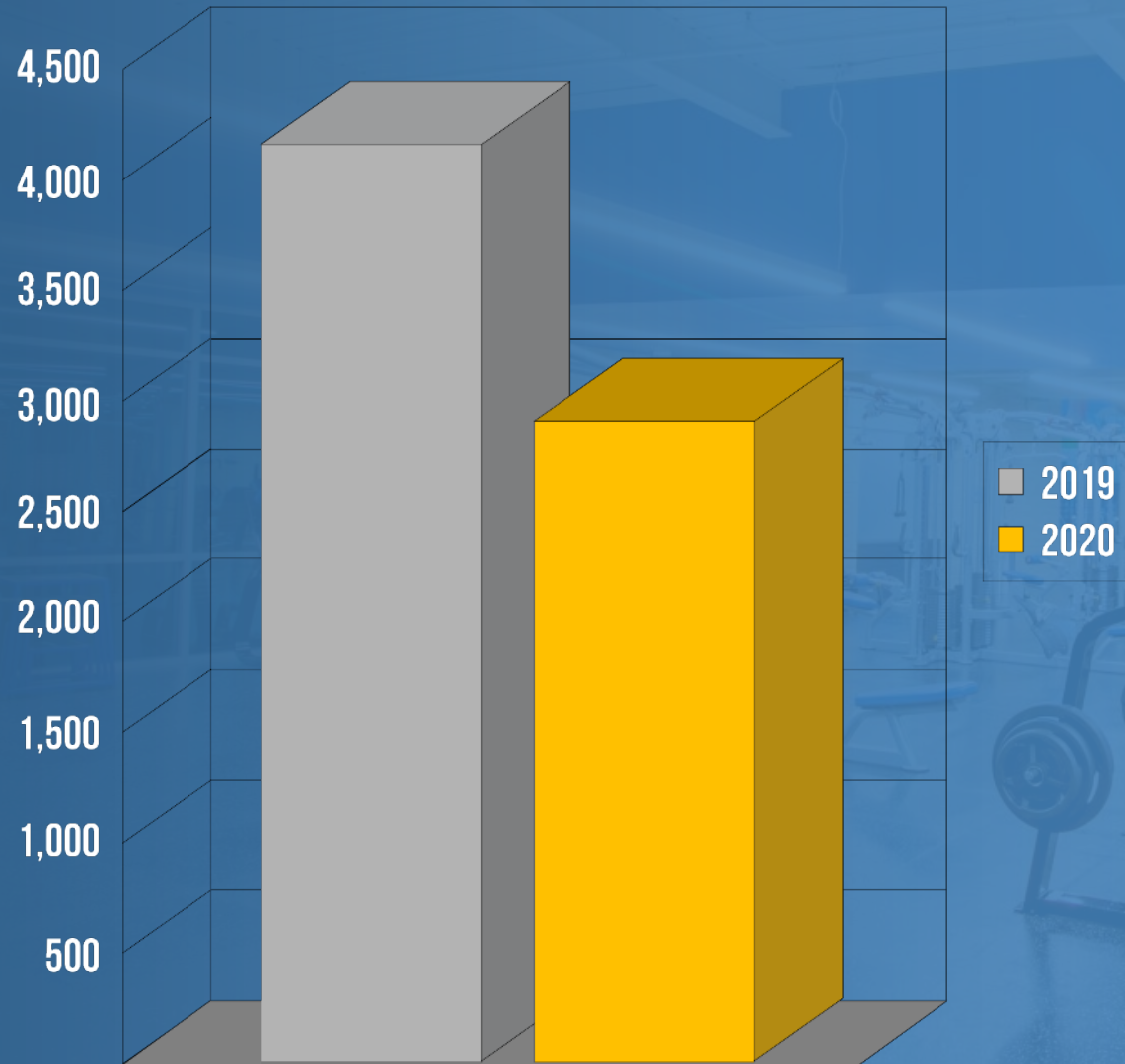
ONE-TIME CAPITAL EXPENSES



MARKET POTENTIAL



MEMBERSHIPS



4,208

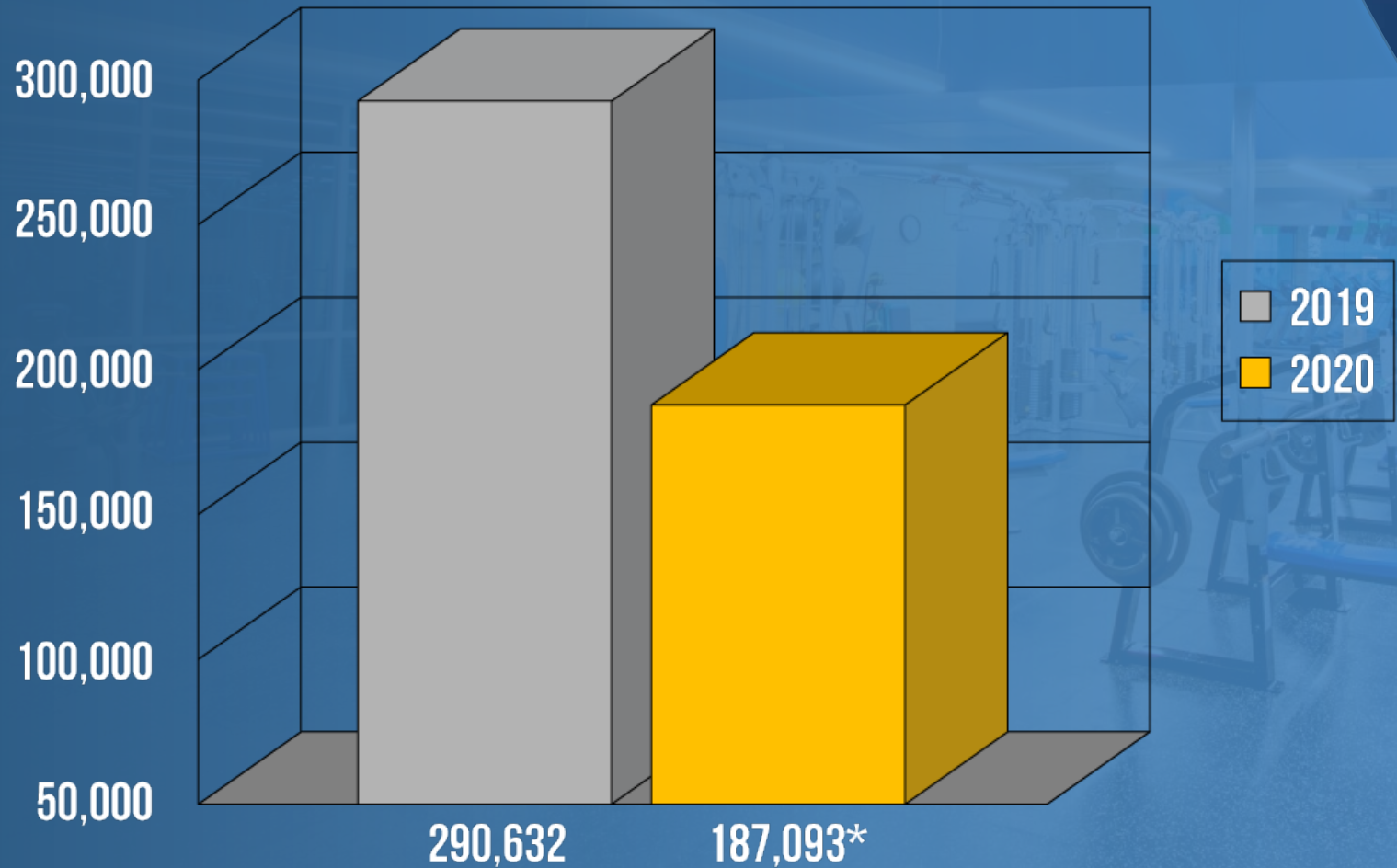
2,926*

*NUMBERS AS OF 9/30/20

■ 2019
■ 2020



ANNUAL ATTENDANCE



*UNAUDITED NUMBERS





REVENUES

\$3,500,000

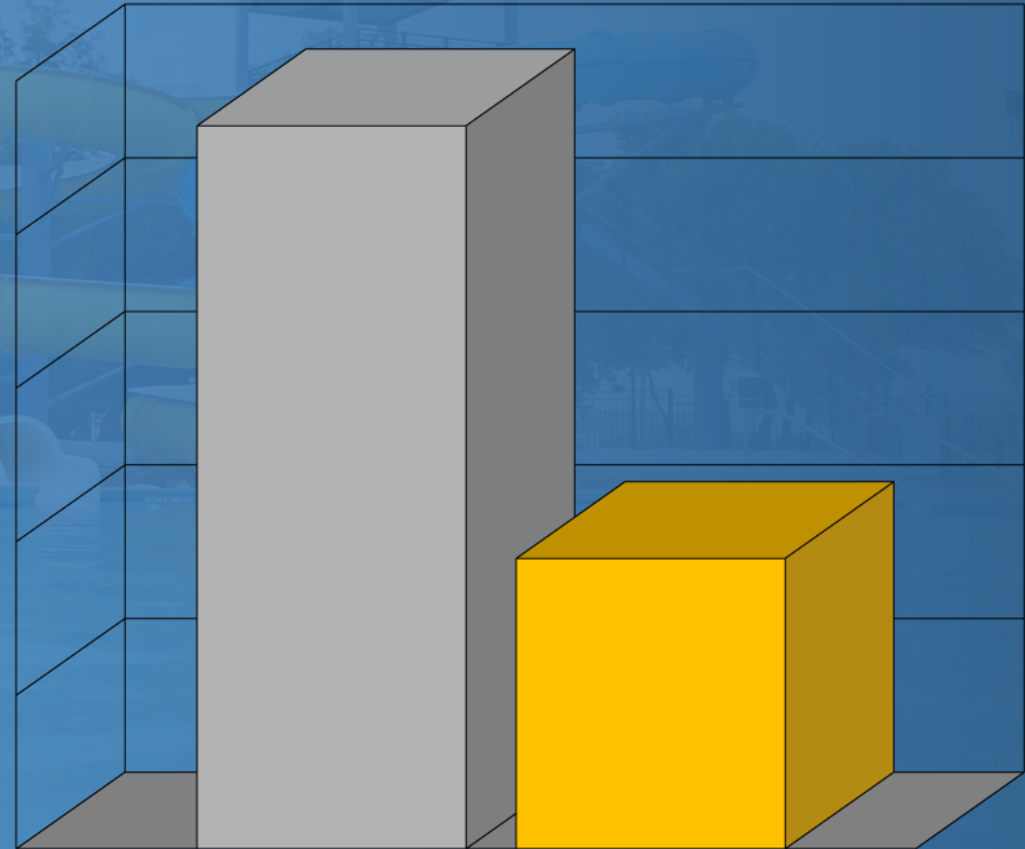
\$3,000,000

\$2,500,000

\$2,000,000

\$1,500,000

\$1,000,000



■ 2019
■ 2020

\$3,384,826

\$1,964,819



EXPENSES

\$3,500,000

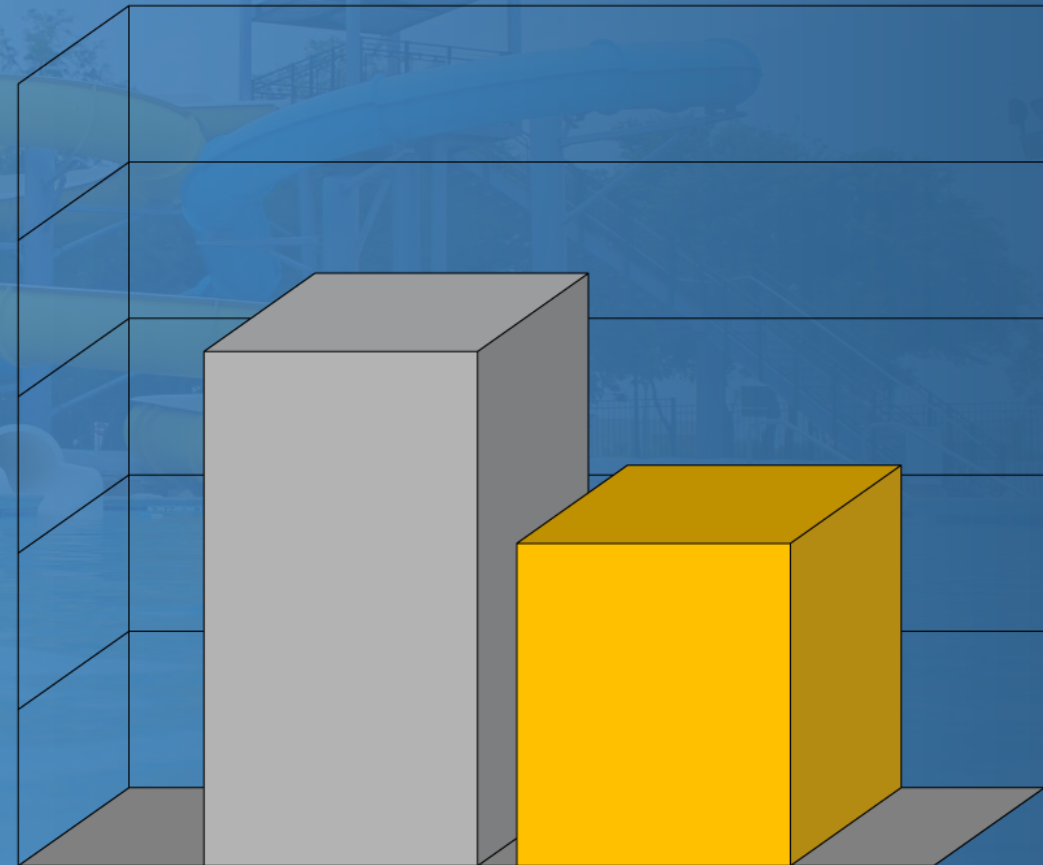
\$3,000,000

\$2,500,000

\$2,000,000

\$1,500,000

\$1,000,000



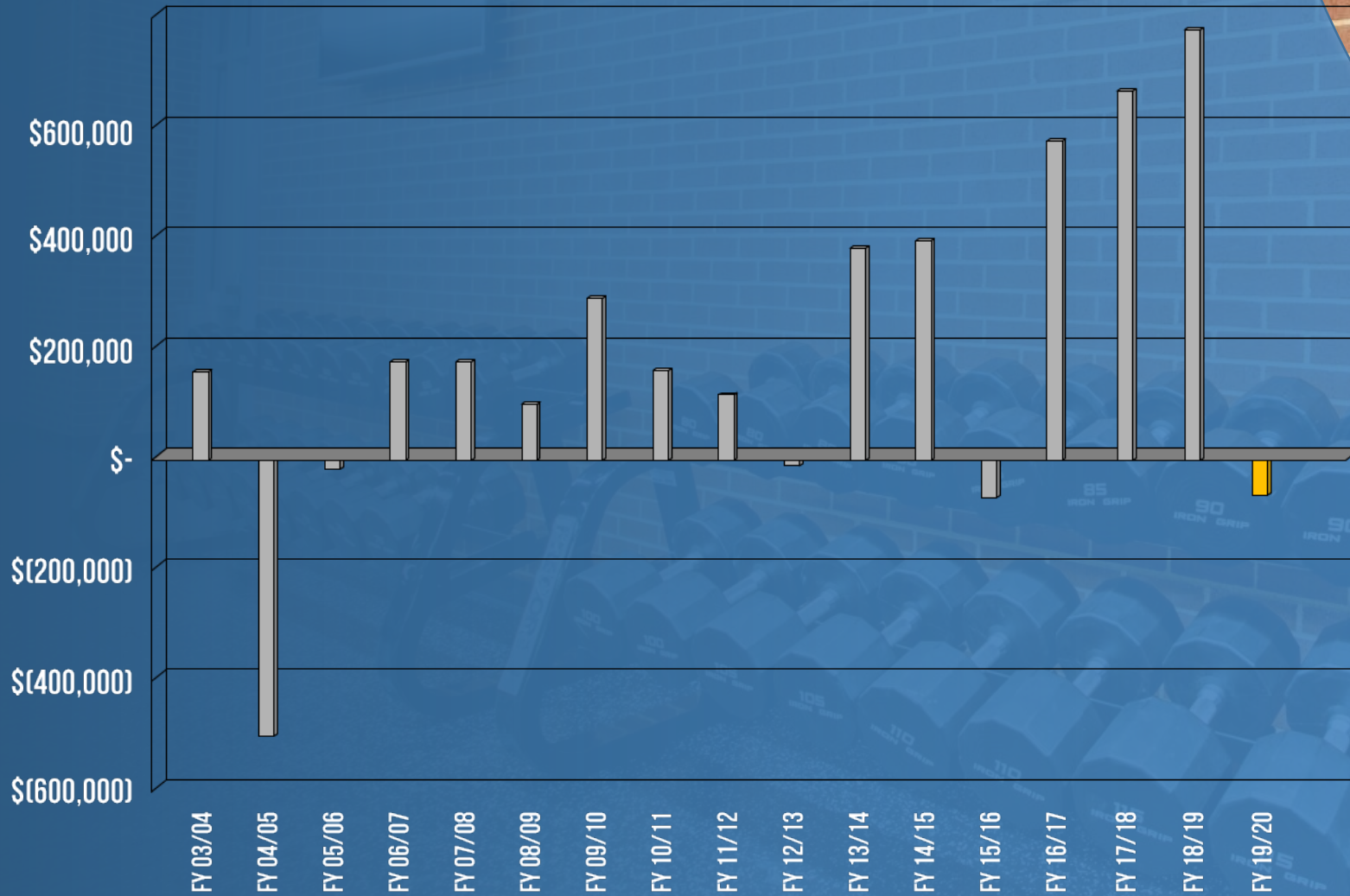
2019

2020

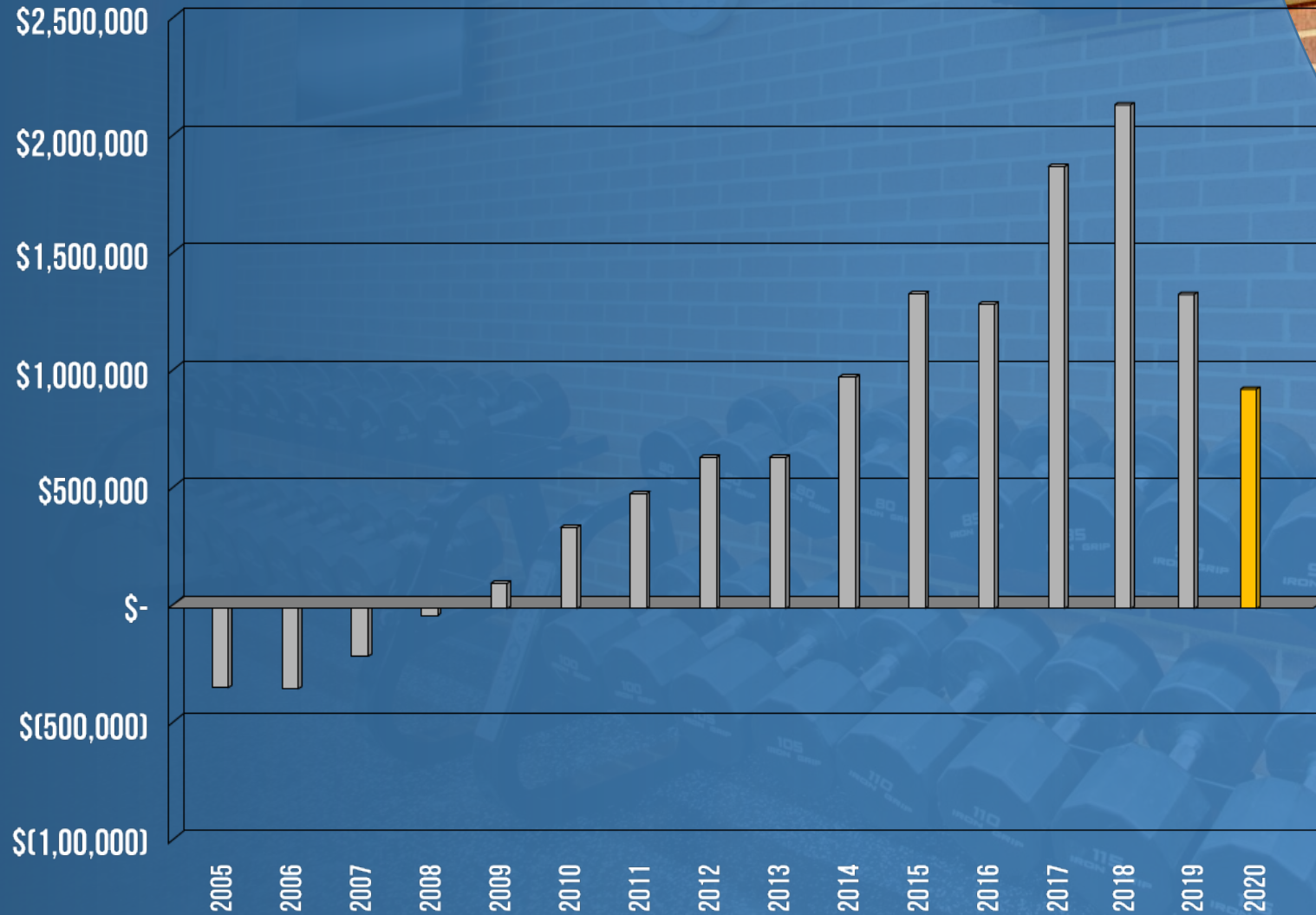
\$2,631,501

\$2,036,046

NET REVENUE



FUND BALANCE





PROJECTS

- **Indoor Pool Slide Replacement**
- **Indoor Pool Re-plastering**
- **Spin Bike Replacement**
- **Locker Room Renovations**



COST SAVINGS

- **Continued In-house maintenance**
 - **\$12,000**
- **Staffing & Expense Management**
 - **\$800,000**

GOALS FOR 2021

- **Rebuild Membership**
- **Relaunch Personal Training**





QUESTIONS

Jennifer Oakes
The Keller Pointe Manager
817-743-4301