

HOW TO GET THE
BEST ROI
WITH LEFTOVER
RECREATION
CENTER
FUNDS



Maybe you've had great weather all season, your recreation center maintenance was less than expected, or your fundraiser was a hit in the community. Regardless of the reason, having leftover recreation center funds at the end of the year is one of the best case scenarios!

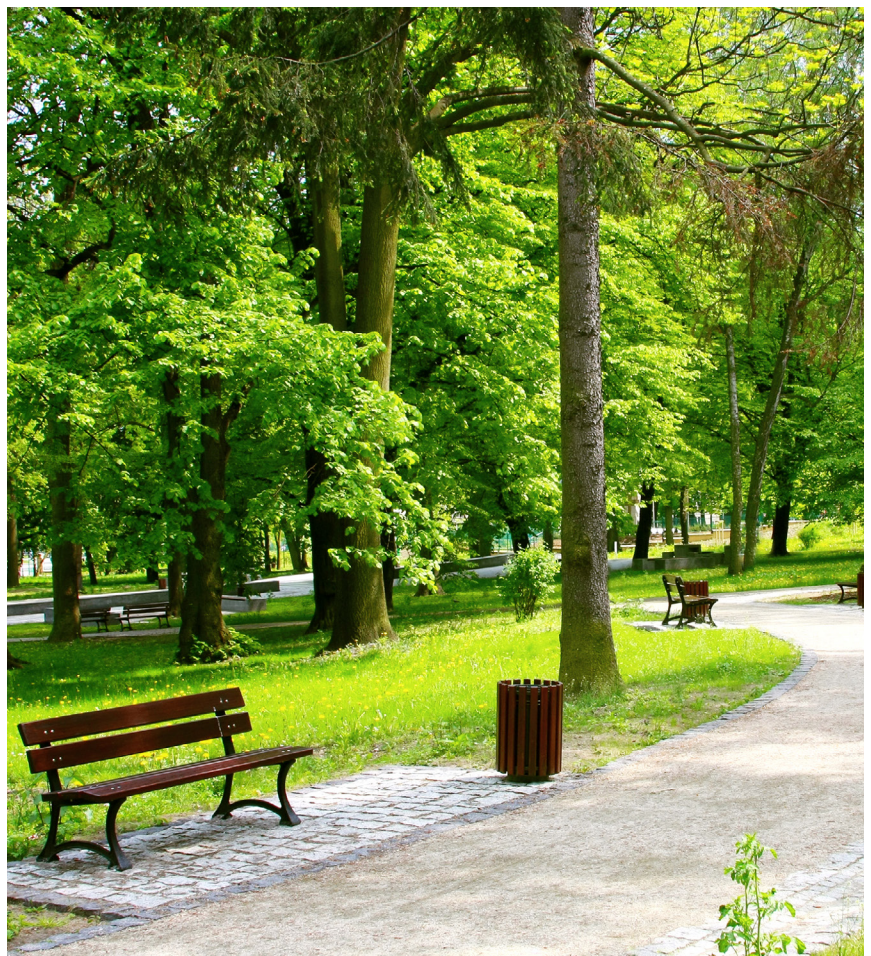
However, one consequence of not using or reinvesting this excess funding for government-funded recreation centers could be the potential of a lower budget next year. Grants are commonly allocated as restricted funds with time limits. Similarly, government-allocated funds cannot usually be saved without pulling the annual expenses down and in turn lowering the next year's budget.

But, there is good news! Here at [CommunityPass](#), we know how important reinvesting in your recreation center is and how limiting government and grant funding can be. We've gathered four excellent ways for your recreation center to reinvest in its operations and enhance your community's experience.

We'll break down the different uses of leftover recreation funding with these 4 ways to reinvest:

- **Reinvest in Recreation Management Technology**
- **Reinvest in Recreation Programs and Equipment**
- **Host Community Events**
- **Add to Your Contingency Budget**

The team at CommunityPass is excited to help you learn more about investing in your recreation center. Let's dive in!



REINVEST IN RECREATION MANAGEMENT TECHNOLOGY

Recreation centers are busier than ever and need more support for operating day-to-day. With busier seasons, this leads to growth and the need for more employees, more organization, and more proactive management. By using your leftover recreation center funds to invest in your recreation management technology, you'll be sowing the seeds for more productivity and expansion.

After all, as your operations grow, it becomes increasingly difficult to manage unruly paperwork, manual data entry, and decentralized business tools. Parks and recreation are transitioning to use **recreation management technology** to help streamline operations and save time and money.

CommunityPass features can simplify business through communication tools, guest and membership portals, and accessible payment processing.



Here are some **recreation management features** that can immensely improve recreation operations:

- 1. Community website.** Recreation centers can customize their website internally and externally for multiple views including guest, member, admin, and employee.
- 2. Membership and passes.** Guests can sign up for their desired membership tier, purchase tickets, and pay online.
- 3. Finance.** Finance directors can manage concession stand and merchandise sales, track uncollected balances, and evaluate opportunities for growth.
- 4. Reporting and analytics.** Finance directors can track daily deposits and transfers, reconcile collections, and send invoices all from the dashboard.

Using your leftover recreation budget to invest in customizable CommunityPass management features will help you maximize your budget for the year and your ROI for years to come.



REINVEST IN RECREATION PROGRAMS AND EQUIPMENT

Staying up to date with recreation programs and equipment is of the utmost importance to creating the best experience for guests and members. Using your leftover recreation budget for maintenance can help you stay ahead of fixes prior to them becoming more substantial and financially draining.

Your recreation centers may also have ongoing recreation programs that could benefit from supplementary supplies from the leftover budget. Consider purchasing more program materials, such as art supplies or sports equipment for use at the end of the year or to better prepare next year's programs with more offerings. By proactively refreshing your program supplies, you'll leave more room in next year's budget.

Reinvesting leftover budget in your growing programs can also help you earn more by cushioning your expansion. CommunityPass has [features and tools](#) that can help recreation directors manage maintenance and anticipate program growth:

- **Facility management and calendars.** Managers can view and schedule how frequently buildings and spaces have been used, rented, and maintained.
- **Leagues and scheduling.** Schedule programs for different ages, groups, and sections of your recreation center.
- **Digital attendance.** Track guest density based on time of day, week, and month for more informed seasonally and monthly hiring habits,

Providing new programs or expanding existing programs can help make your recreation center seem more exciting and new to the community. By investing in your offerings, you'll be able to set yourself up for success in the years ahead.



HOST COMMUNITY EVENTS

Make your recreation center the heart of your community by hosting events. When the community sees their recreation center as a place to gather, learn, and celebrate, it will be a mutually beneficial relationship. By stirring excitement into your community, they'll be intrigued about your recreation center's other offerings and more willing to bring their friends and families along, ultimately drumming up more revenue.

With CommunityPass' facility rental, email, text messaging, and customizable website features your recreation center can even empower community members to host their own events. The facility rental feature allows guests and members to reserve their time and space rental through the guest portal on your customizable website. With text and emailing, your employees can easily communicate with guests about rental services and other program questions.

These **communication features** deliver outsized value, as they can help you more easily connect with the community, spread the word about events, and share recreation improvements and news.



ADD TO YOUR RESERVE FUND

Adding to your reserve fund can also help your recreation center prepare for any unforeseen circumstances or economic downturns. Increasing your reserve fund can help create a cushion for unexpected dry seasons like the [COVID-19 pandemic](#) or a recession.

The caveat to using leftover recreation budgets for your reserve fund is that it cannot be considered an expense for government-allocated funds, so this could have the potential to lower your next year's budget. Similarly, most grants don't allow organizations to "save" allocated funds. However, a reserve fund is a part of healthy budget and financial habits, and it can come in handy for times of need.

[CommunityPass's financial tools](#) can help recreation centers create more informed budgets. Using the financial tools, finance directors can more easily keep track of their expenses, sales, and revenue. This will help them plan for program pricing, center improvements, management expenses, and assess revenue growth opportunities.

After using CommunityPass for several years, recreation center operations will become more streamlined, and the initial benefit from investing in the technology will grow year after year. Wouldn't it be nice to have a leftover budget every year?



Managing a recreation center means managing a lot of moving parts. All too often it can feel like there isn't enough money to go around, so it can be difficult to choose what to do with excess funds. When faced with this dilemma, consider how that money can be used to start making compoundable change. Reinvesting in your center, your management, and your operations will give you the best ROI and, in turn, increase your revenue.



Ready to invest in better recreation management software?

Get a demo of **CommunityPass!**

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