



## **JANUARY 2026**

### **COMMUNITY CENTER**

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#### **Memberships**

- Our flash sale on Black Friday resulted in 66 memberships.
- The flash sale on New Year's Eve resulted in 186 memberships.
- We ended the year with 2,638 total memberships and 4,864 active members.
- New Year's Eve 2025 was one of our highest days in sales, grossing
- We are seeing a larger increase in Medicare supplemental insurance plan members, SilverSneakers, Renew Active, etc.
- Guest Services staff have done a really great job with all the flash sale memberships, general facility getting busier, and working for others that are sick.
- Carolyn has done a great job at keeping all the membership organized and reviewing them to make sure nothing was missed.

#### **Aquatics**

- Winter swimming lessons began and most classes are full.
- New signage has been installed in the locker room and pool displaying our rules.
- With lifeguards home from college we were able to offer extended open swim hours over the 2 week winter break.

#### **Programs**

- The Indoor Market with Santa on December 13 was popular. The January market was slow with fewer customers. The next market is February 14.
- Planning is underway for the outdoor market. Vendor applications for the outdoor market will be available in February. Opening day is May 14.
- Homeschool Swim and Climb is offered once a month on a Friday for 2 hours. Attendance has averaged 24 people per date. Pre-registration is required.
- Open Skate at the Moose Sherritt Ice Arena continues to be well attended. MCC

members can skate during open skate times.

- We are staffing the warming house at the outdoor 4<sup>th</sup> Street Ice Rink. Attendance has been steady, it's been a great season for skating. We haven't been able to open the rink much the past two years due to the weather.
- We offer over 40 fitness classes a week! Classes are filling to capacity and we are asking everyone to make a reservation online prior to attending class.
- Sponsorship information should be released soon so we can start soliciting sponsors and planning summer events.

### **Rentals**

- The Chamber of Commerce used the Gymnasium for their annual banquet on December 5.
- Birthday parties on weekends continue to fill up, most time slots are reserved.
- Whiskey Club held their fundraiser at MCC for the first time. They normally have been at Nordic Brewpub but with their change of location was not able to hold the number of people that attend. It went really well and they are looking at booking next year.
- We held the Monticello Fire Depts banquet here at MCC.
- We had some regular users to the Miss Room book again for the 2026 year. They are renters that book monthly meetings. Kwik Trip (newer renter in 2025), Stellis Health, and CMMHC. We love having these repeat customers back.