



2020 Annual Meeting VP Reports

Three Chopt Recreation Club



Membership



Membership Report: Returning Members

- 2020 was our second year with the Membership Portal, enabling members to register, pay via credit card, enroll in payment plan
- Began collecting annual dues in January 2020, offering guest passes to families for registering early
- Price of annual dues remained the same for 2020
 - \$425 for the first family member, plus \$75 for each additional member up to 6
 - \$50 late fee extended from June 1 to August 1
- **Assessment: \$75 Capital Improvement Fee**
 - Charged to all returning members and hiatus members
 - Covered cost of women's bathroom reno, resurfacing tennis courts
 - Did not meet assessment goal due to pandemic, fewer members
 - Plan to bring in additional \$ through Engraved Brick Fundraiser

Membership Report: NEW Members

- Goal: 75 new members/families
 - 27 new families joined (2 returned after several years)
- New Member Initiation remained the same
 - \$400 for individuals/couples
 - \$600 for families
- Advertising/Marketing Tactic: Facebook ads
 - Open House Event was cancelled
 - Other tactics were paused this year to minimize expenses
- The end of the year is a great time to join!
 - Join now through December 31 - no annual dues until 2021, just pay the initiation fee
 - Great for families that need to break up the expense

Membership Report: COVID-19 Impact

	2019	2020
Members (active - dues paying)	404	303
Hiatus	5	64
New Members	75	27

- More than 25% of our 2019 members did not reactivate their membership this year
- Half of those members who did not reactivate paid hiatus fees (shows intent to join next year)
- Recruiting new members was a challenge due to the pandemic

Membership Satisfaction Survey

- Your feedback is very important to us!
- Participation will help improve our programs, facilities, communications, and more!
- Last year survey participants requested extended hours on Sundays, a renovation to the women's bathroom, and resurface tennis courts. All items we were able to make happen.
- The 2020 survey was sent via email on October 7. If you missed it, [click here to begin](#).
- Deadline to complete the survey is October 15
- The survey should take less than 5 minutes to complete
- It is anonymous, but there is an option to add your name and email on the last page in order to be entered into a drawing to receive a \$25 Amazon Gift Card.
- As of 10/11 we have received 83 responses

Engraved Bricks Fundraiser

- Be a part of the Three Chopt legacy by purchasing an engraved brick! The bricks will be placed on the walkway as you enter the pool area. These make wonderful gifts and they are a great way to honor a family or loved one.
- Our goal is to sell 50 bricks before the end of 2020.
- The cost of one brick is \$150.
- If you are interested in purchasing a brick, please [submit this form](#).
- **DEADLINE TO REQUEST A BRICK: DECEMBER 20, 2020.**
Payment must be received by December 31, 2020.

