



2021 Annual Meeting VP Reports

Three Chopt Recreation Club



Membership



Membership Summary

	2019	2020	2021
Total Members (active - dues paying households)	404	303	484
Returning Members	329	276	341
New Members	75	27	143
Hiatus	5	64	13

Membership matrix was developed by the membership committee in early 2021, which led to increased standardization when faced with nuanced membership scenarios.

Membership Report: Returning Members

- Began collecting annual dues in December 2020, offered \$25 early bird discount for registering before February 1 (2020 rate for 2021 season)
- Price of annual dues increased by \$25 on February 1
 - \$450 for the first family member, plus \$75 for each additional member up to 6
 - \$50 late fee after May 31
- A 6-month payment plan was offered for those who started paying dues in December (5 months in January, 4 in February, etc.)
- Members who did not join us in 2020, but came back in 2021 were charged the 2020 \$75 capital improvement fee, plus a hiatus + late fee

Membership Report: NEW Members

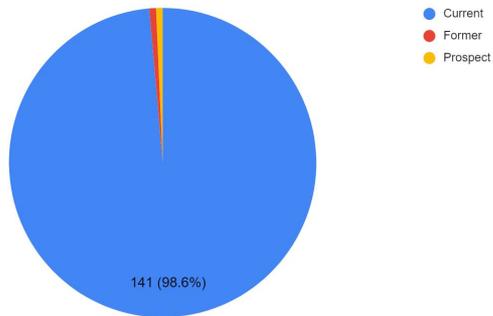
- Goal: 75 new members/families
 - 143 new families joined
- New Member Initiation remained the same
 - \$400 for individuals/couples
 - \$600 for families
- Advertising/Marketing Tactic: Facebook ads
 - Open House Event with scheduled tours
 - Word of mouth
 - Other promotional tactics were paused this year to minimize expenses
- The end of the year is a great time to join!
 - Encourage friends to join now through December 31 - no annual dues until 2022, just pay the initiation fee and start using our tennis facilities
 - Great option for families that need to break up the expense (initiation / dues)

2021 Membership Survey Recap

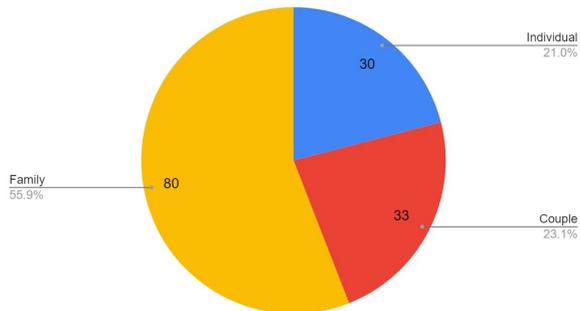
Survey Responses:

143 people completed the survey

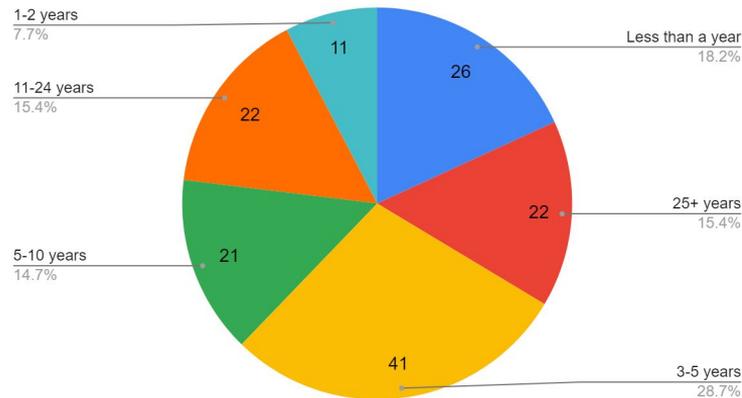
Are you a current member of Three Chopt Recreation Club?



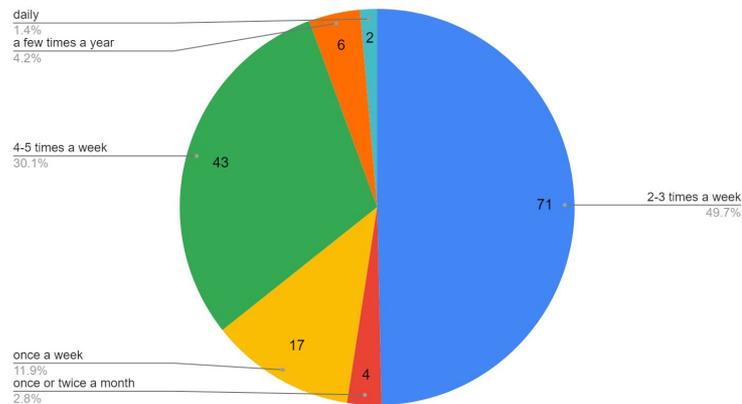
Membership Type of Survey Respondents



How long have you been a member?



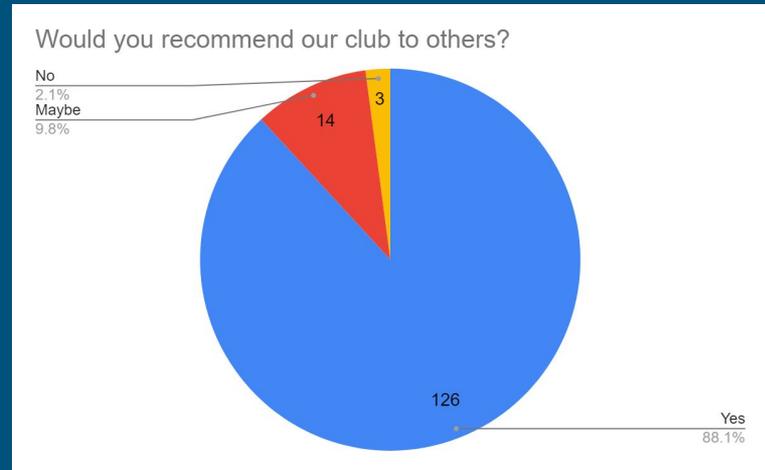
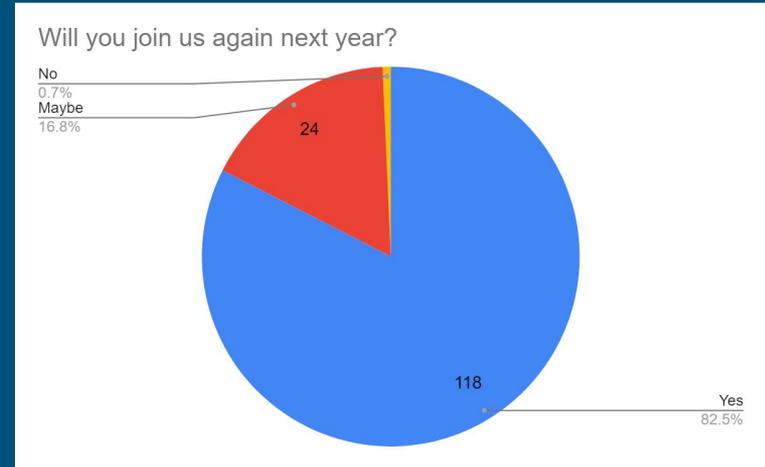
How often do you visit the club during the summer?



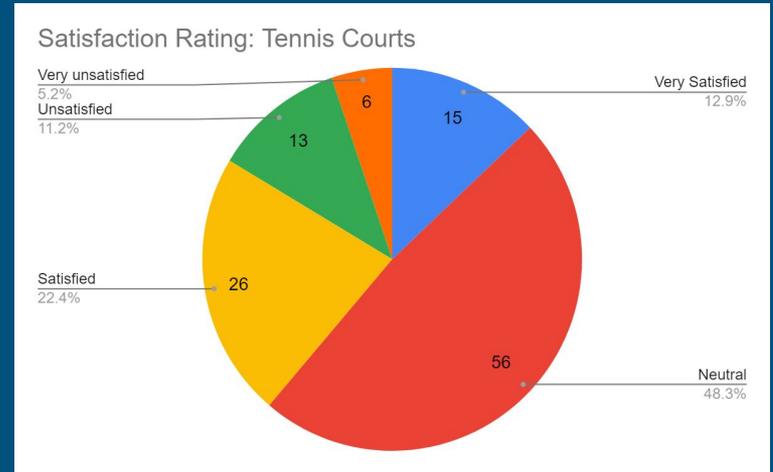
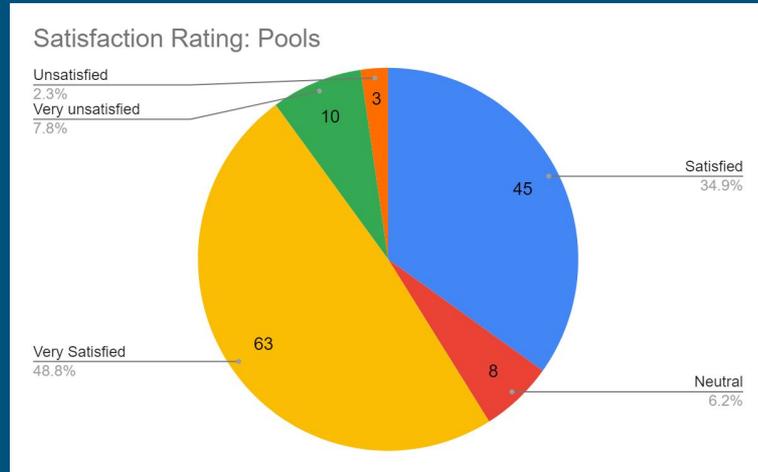
Overall Satisfaction: 4.3/5

Best Membership Benefits:

- Variety of USTA teams
- 3 separate large and clean pools
- Friendly and helpful staff
- Adult pool
- Kids swim lessons
- Tennis lessons
- Sense of community, friendly members and staff
- Fun activities (yoga, trivia, etc.)
- Diving boards
- Double slides
- Swim Team
- Affordable initiation and dues
- Large deck space
- Kiddie pool
- Social activities
- New tennis courts
- High speed wifi and late hours
- Ability to bring own food and alcohol
- Tables with umbrellas
- Great hours
- Inexpensive to bring guests
- Cashless accounts for purchase
- Early spring open and late summer close
- Best tennis pro in town
- Free entertainment on weekends

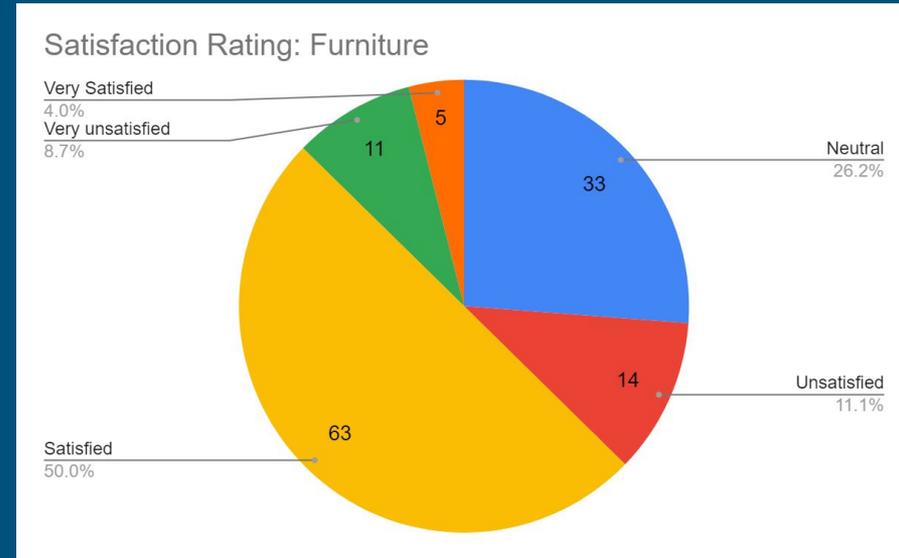
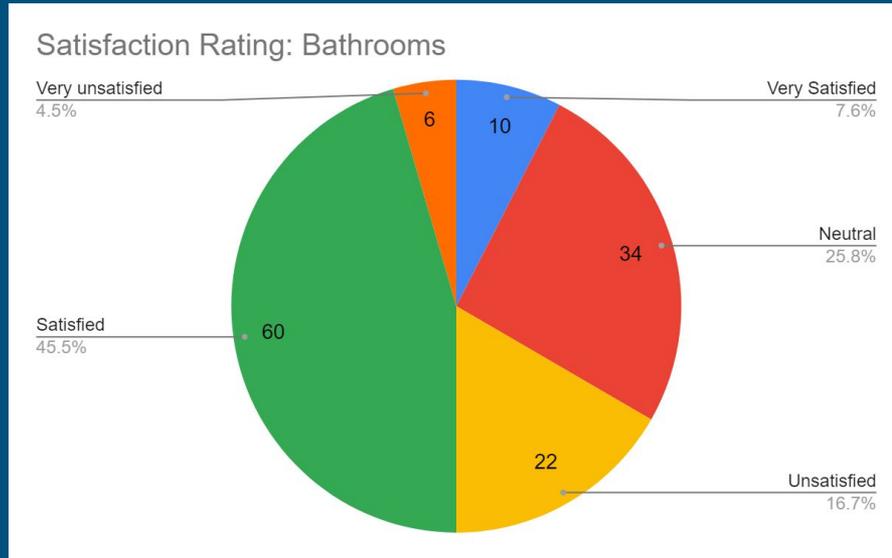


Facilities: Pools & Tennis Courts



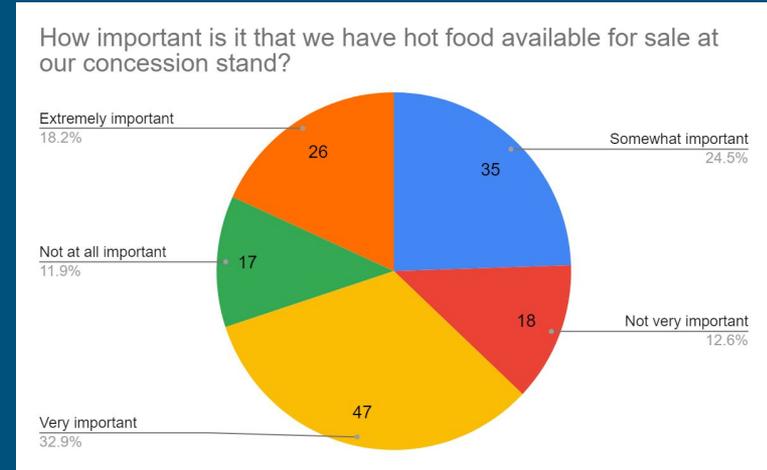
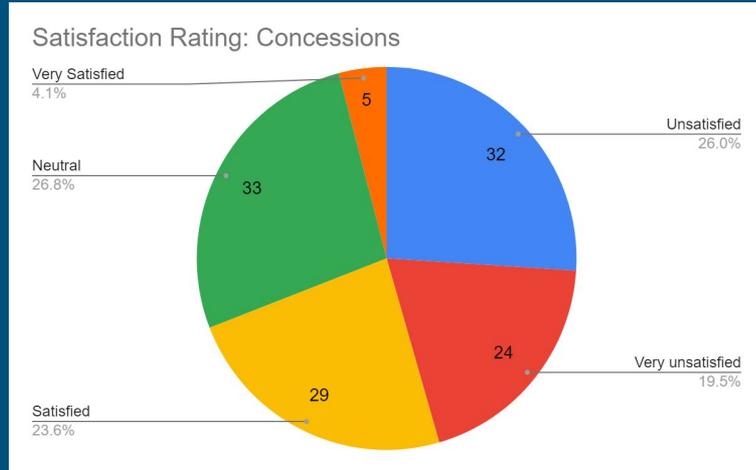
- 83.7% of members are satisfied or very satisfied with our pools
- 35.3% of members are satisfied or very satisfied with our tennis courts, and 48.3% of members are neutral.

Facilities: Bathrooms & Furniture



- 53.1% of members are satisfied or very satisfied with our bathrooms, and 25.8% are neutral
- 54% of members are satisfied or very satisfied with our furniture, and 26.2% of members are neutral.

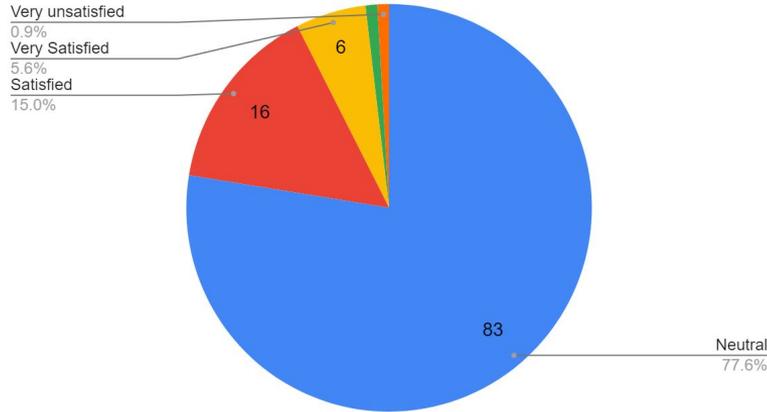
Concessions



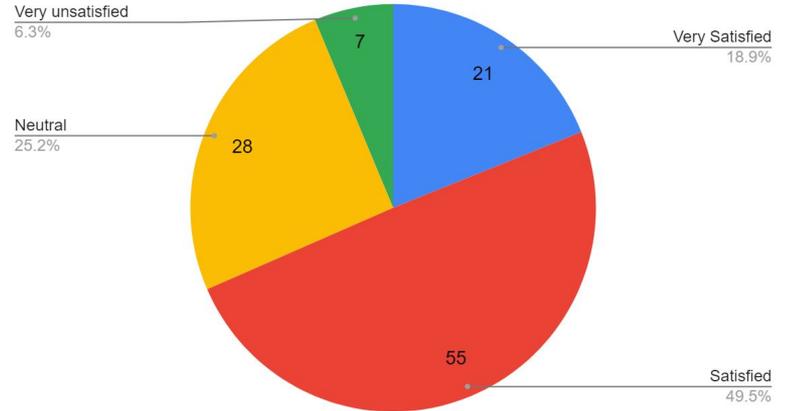
- 45.5% of members are unsatisfied or very unsatisfied with our concessions
- 75.6% of members feel it is at least somewhat important that the new concession stand offer hot food.

Facilities

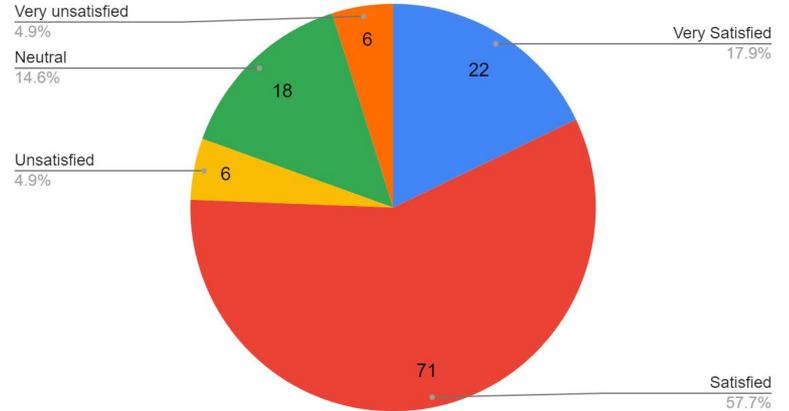
Satisfaction Rating: Volleyball Courts



Satisfaction Rating: Pavilions



Satisfaction Ratings: Grounds and Landscaping



- 20% of members are satisfied or very satisfied with volleyball courts. 77.6% of members are not concerned with our volleyball courts (neutral)
- 68.4% of members are satisfied or very satisfied with our pavilions, and 25.2% are not concerned with our pavilions (neutral)
- 75.6% of members are satisfied or very satisfied with our grounds and landscaping.

How can we improve? What we heard:

- Repair tennis courts 5 and 6
- Repair tennis courts 7 and 8 OR turn into pickleball
- Add lighting to tennis courts
- Parking lot pavement
- Parking lot lighting
- Snack bar renovation - with hot food
- Hot water and bench in women's bathroom shower
- Furniture - Add more and replace existing broken chairs, tables, umbrellas
- Permanent stairs for upper pool
- Sun shade over baby pool
- Music without commercials (ex. Spotify or satellite radio account)
- Renovate men's bathroom
- Expand hours of operation (morning adult swim, earlier on Sundays)
- Swim classes for children younger than 3
- Clock in kid's pool area
- Bocce court
- Playground in back area for kids
- Pool covers
- Fix/ Replace slides
- Club House Renovation

Employees:

- **How would you rate your experience with our lifeguards?**
 - 4.62/5
- **How would you rate your experience with our front desk staff?**
 - 4.53/5
- **How would you rate your experience with our management team?**
 - 4.53/5

Everyone was friendly and attentive this year. Previous years, especially the lifeguard staff was NOT attentive and we were unhappy. Hopefully, this can be attributed to the change in management this year.

I would like to see the managers more visible and easily identified as manager. Staff need a gentle lesson on customer service. It is a very hard job, but does come with expectations.

The front desk was very welcoming and not only greeted us nicely, but always said goodbye! That was very nice.

I love that TCRC hires lifeguards from within. It emphasizes the family/community feeling.

Programs, Events & Activities

- Favorite Events/Activities:

- Three Chopt Live! Evening Concerts
- Swim Team
- Float Nights, Bingo Night, Trivia
- Holiday Picnic and Games
- Food Trucks
- Crab/Seafood nights for adults
- Summer Survivors Adult Pool Party
- Water Aerobics
- Tennis Round Robins
- Tennis Holiday Events, Group Lessons
- Tennis Teams
- Dog Days of Summer

- Worst Events/Activities

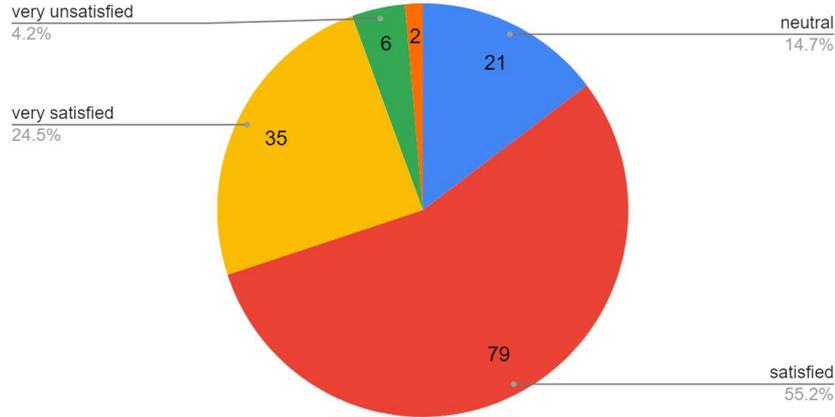
- We're not fans of the children's float days, but that's OK. We just leave.

- Ideas

- Yoga at 8 at night was not practical for me, maybe a Sunday morning

Communication

Are you satisfied with the frequency of communication from the club?



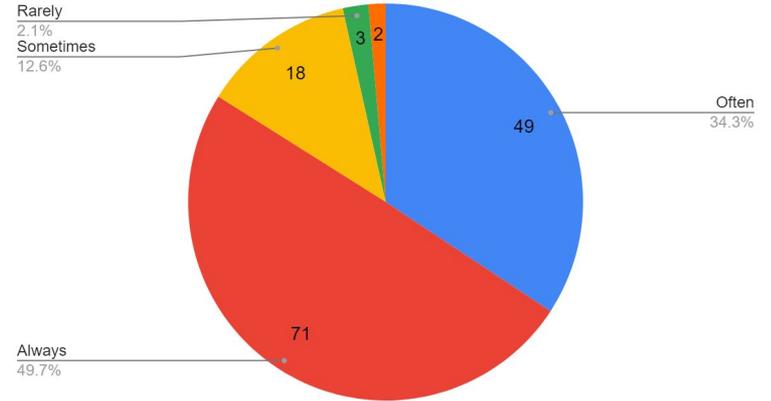
How do you prefer to receive news/announcements?

The majority prefer email or email + social media.

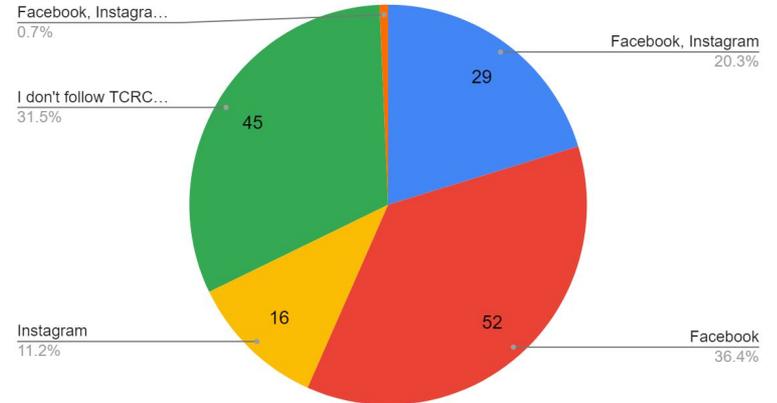
49% prefer email

19% prefer email and social media

How often do you read our email newsletters?



Do you follow our club on social media? If so, which platforms?



Next Steps

- Detailed survey report to be sent out to board of directors and management
- VPs, management and committee leads are expected to review results and develop 2021 goals and priorities (part of strategic planning)