

Three Chopt Recreation Club
Annual Reports
2018

AQUATICS

Our 2018 Dive team was led by our new Head Coach Mason Laine. The divers had a great season! We increased our dive participation this season.

Our 2018 Tsunami swim team was led by our Co-Coaches Michael Cousins and Amanda Sheldon and our Assistant Coaches Emma Buckley, Emma Ford, and Ryan Densley.

We won 3/6 of our dual meets. We said goodbye to three senior swimmers with one being awarded the Michael J. Stott Scholarship and two being awarded the Chuck Kratzert Senior Scholarship. The swimmers competed in the Red division of JRAC this year and took eleventh place at Champs and eighth place overall in the league. Our swim team participation stayed strong this swim season and lots of fun was had by all.

The swim/dive season included a fun pizza pep rally to start off the season, many themed practices and another successful swim-a-long. A huge thank you to our parents and members for their support of our swim and dive teams. Without the support of the volunteers these programs could not be offered to our kids.

Thanks to our Swim and Dive coaches for a wonderful season!

Respectfully,

Anne Van Lenten

VP Aquatics



Buildings and Grounds

Our 2018 season brought much excitement and many enhancements to the club. Listed below are a look at the enhancements and projects completed under the B&G umbrella.

- Bathhouse Lighting upgrade to LED Lamps
- Lower Pool Motor/Pump complete replacement
- Complete lowering of all limb levels on property and general tree maintenance completed
- Upper pool chemical automation unit replaced with new model
- Lawn maintenance completed weekly by Sharp Landscaping

Looking forward to many more improvements in the 2019 season to continually provide exceptional experiences for all the TCRC members. Thanks to all the membership for supporting TCRC with your membership. Thanks to all the volunteers and staff alike for all of your work this 2018 season. I am wishing all a great fall and winter, and looking forward to what the 2019 season at TCRC has in store.

Please call me anytime, should you have a comment or concern. Take good care.

Best regards,

JP DiGiacomo
TCRC B&G VP
Jpandco02@gmail.com
804 400 3740



MEMBERSHIP

Thank you to our wonderful returning members and welcome to our 80 new members! We're pleased to have grown our 3Chopt family in 2018.

Preparing for the 2018 season...

- Developed a new logo for the Club that represents the whole organization.
- Redesigned the Club website and added online forms to enable prospective members to share contact information, submit inquiries, apply and pay dues/fees.
- Board email addresses were converted to use Google Suite. Requested that all other email addresses not on the @tcrclub.com domain be terminated.
- Yelp, Google Business, and NextDoor profiles were updated and revised.
- Google AdWords, Facebook ads, sponsored posts used to promote the Club and generate leads.
- Business office phone number was updated to a Google Voice number - to facilitate getting messages and responding to inquiries during the off-season.
- Researched various options for online member directories, membership portals, etc. to store member information, facilitate better member communication and improve the check-in process.
- Decided to lower the initiation fee to make the first year of membership more affordable for new members.
- Set a goal to recruit 75 new members for the 2018 season.

Spring/Summer

- An Open House event was used as a major recruitment event to promote our available memberships throughout the community and invite potential members to check out the Club.
- A recruitment incentive was established to encourage our members to get their friends to join. Members can choose between a 10-pack or guest passes or \$35 off dues for the 2019 season.

- Organized Thursday night socials to welcome new members. These started in July and were incredibly successful. We'll hope to start them earlier in the season next year.
- Launched a new Membership Database (Zoho CRM) to track membership status, contact information, and email preferences. This is currently not syncing with our payment systems, but we hope to integrate them during the off-season.
- Introduced phase 1 of a new check-in process in July. This will continue to be refined during the off-season.
- We exceeded our membership goal by welcoming nearly 80 new families to the Club this season.

Post-Season

- 2018 Member Satisfaction Survey was distributed via email on October 2. As of 10/3 at 8:30 p.m. we have received almost 70 responses!
- If you haven't taken the survey yet, we ask that you take less than 5 minutes to let us know how we are doing! Your answers will help the Board make informed decisions on the programs, events, activities, costs, upgrades and other investments for the 2019 season.
- If you provide your name and contact information on page 2 of the survey, you will be eligible to win a \$50 Amazon Gift Card. A winner's name will be drawn at the end of November. [Click here](#) to take the survey now.

Thanks very much for taking the time to inform us of your opinions and ideas AND thank you to our hard-working Membership Committee for the incredible progress made this year!

Randy Coleman
VP Membership



OPERATIONS

It was a busy off-season planning and prepping the facilities for the TCRC 2018 season. Manager Heather Heishman spearheaded many of the tasks required to get Three Chopt ready including prepping the Volleyball courts, prepping the supplies and staff, concession stand cleanout, cleaning and power washing the pool, deck furniture and pump houses, painting, and various other items. Several other TCRC members joined in to help ensure TCRC would be ready for opening day.

In addition to the prep work that was done we had to repair the lower pool return system to stop a leak that occurred before opening week, and repair one of the men's urinals. These needed repairs helped keep the facilities functioning properly.

There were several highs and lows during this year's 2018 season. The early part of the year was capped by several bouts of inclement weather and issues with the lower pool filtration which left members with a cloudy pool. This was resolved quickly and the pool season took off. Our Memorial and 4th of July Picnics were a huge success, largely due to our great volunteers and wonderful weather. The annual summer survivor's party was also a big hit despite the gloomy weather. There were some 60+ people that enjoyed great food, beverages and company.

Volleyball had a steady showing 2018. We started and finished the year with 2 individual leagues using the courts. The courts were groomed with last years sand and will be in need for new sand next season.

We would like to thank the membership and our manager for helping make 2018 another great season at TCRC. Your continued input helps TCRC grow in a successful direction. Please continue to provide input to our managers and if you observe something in passing, during the off season, please feel free to reach out to operations@tcrcclub.com .

Sincerely,

Adam Sheldon

VP Operations



SOCIAL

The Social Committee had a busy season with various events to connect old and new members as well as our youth. Thank you to all the volunteers who helped with these events as well as the members who participated.

Here is a snapshot of events:

- May 12 - Open House. This was a FREE event for our members and their guests. We had bounce houses, games, Kona Ice and more.
- May 28 - Memorial Day Picnic.
- June 16 - End of School Year Party. We had reduced guest fees, bounce houses and fun!
- July 4 - Family Picnic and water games. Our annual splash contest was a hit!
- July 13 - Middle School Pool Party. This was attended by about 45 children.
- July 21 - Mid Summer Adult Social. The band Mozo, adult beverages and LOTS of food!
- August 24 - Ladies Night. We had a DJ, Karaoke and FUN
- September 8 - Summer Survivors Adult Social. A live band, Mission BBQ and fresh crabs.

Looking forward to next season. If you would like to be on the Social Committee, please let me know. Also, if there is an event that you would like to have, please share that as well.

Robin Young

VP Social

