

Three Chopt Recreation Club

Annual Reports

2019

AQUATICS

Our 2019 Dive team was fortunate to have Head Coach Mason Laine return for a second season. The divers had a great season and won many JRAC awards. Our team increased participation for a second year in a row.

Our 2019 Tsunami swim team was led by our Co-Coaches Michael Cousins and Amanda Sheldon and our Assistant Coaches Emma Buckley and Gena Young.

Our swimmers competed in the Red Division. We had six seniors retire from Three Chopt with several of them continuing their swimming careers on the college level with one being awarded the Michael J Stott Scholarship. Our swim team numbers remained the same for this season

To bring unity to our Swim and Dive teams, we included a pizza parent dinner to begin the season and had an end of season swim banquet with both teams. We are fortunate to have sponsorship from Marcos Pizza for our combined teams and they donated the food for our banquet. We had multi-generational fun with our team by hosting an Alumni meet at the end of the season.

I would like to thank all the parents who volunteered so that the swim program could be a success as well as the coaches for their devotion and loyalty to our team

Respectfully,

Robin Young

Buildings and Grounds

Our 2019 season afforded us the opportunity to update some items on our list.

They included the following:

- Upper Pool Motor/Pump was rebuilt and installed
- Water leak outside the pool enclosure was remedied and new valves and cover installed to allow easier access
- Concrete pad on our walkway was replaced to keep it safe for our members
- Lawn maintenance completed weekly by Sharp Landscaping
- A new door installed on our Social Shed

We are looking forward to many more improvements in the off-season to get us ready for our 2020 season. Our goal is to always provide you with exceptional service and to keep your time at 3Chopt enjoyable!

Thanks to all the membership for supporting TCRC with your membership – there is nothing like our 3Chopt family!

Please feel free to reach out to me anytime if you should you have a comment or concern.

Sincerely,

Heather Heishman

VP Operations - Interim

MEMBERSHIP

2019 Membership Update | Three Chopt Recreation Club

- 444 Active Accounts
- 75 new members joined in 2019
- 2019 annual dues remained the same as they were in 2018.
- Initiation fee also stayed the same, except the individual rate increased from \$200 to \$400.

Highlights from this year...

We launched the new Membership Portal in January!

- Our members now have access to an online profile for their family, which they can keep up to date with photos and contact information. Members will register and pay their annual dues each year on the portal. We offer options for paying by check and splitting dues across multiple credit card payments (up until May).
- Members who registered before April 1 received 10 free guest passes automatically applied to their account. Yup! Thanks to the portal, we were able to go digital with guest passes! Members who had paper guest passes from 2018 were able to turn them in and have them converted into the new digital format.
- We heard concerns last year about people getting into the pool that may not have been paying members. Implementing the portal allowed us to improve the check-in process at the pool. Profile pictures make it easier for the front gate staff to verify the person checking in. If an account is suspended, this is made clear to front gate staff so they can notify management. Also, if an account isn't listed in the portal, management is notified to resolve the issue.
- Members can now add an account balance to their accounts through the portal. This allows them to deduct money at the concession stand, for guest passes, and for lessons/clinics.

How did we promote 3Chopt in 2019?

- Museum District Newsletter
- Google Adwords
- Facebook Ads & Sponsored Posts
- Brochures
- Postcard / Open House Invite to all members
- Member Referrals (free guest passes as reward)
- Silent Auction - Pool Party Donations (at local elementary schools)

Open House Event - Due to weather, this ended up happening on opening day, which made it even more successful! The membership committee was onsite giving tours to prospective members, and we had a portal help station to get people signed up. We had 18 families join at the open house!

Application Process - We offered an online and paper application. Most people applied online. We have identified some gaps in both processed and will be working on making it even more seamless next year.

New Member Welcome & Gifts - New members received a 3Chopt Water bottle. Overall, we heard these gifts were liked and appreciated. This was the first year we had the committee reach out to new members, let them know about the gift waiting for them at the front desk, invite them to some upcoming events, etc. We hope to improve this process next year and make sure it happens consistently for all new members.

Membership Mixers - Both of our membership mixer events got rained out this year. But we hope this didn't stop you from meeting our new members! We'll try again next year.

Fundraising/Sponsors = BEST YEAR EVER! We had 9 corporate sponsors this year. By changing this up with some creative and fun sponsorship options, we filled the fence with banners! Thanks to all of our sponsors! Do you know a local business that might be interested in some affordable advertising? Check out the sponsorship page on our website for more info.

What did we learn from the Membership Satisfaction Survey?

- Survey was live from September 5 – 30. During that time, 124 members completed the survey.
- When asked, how satisfied are you with your membership to Three Chopt, we scored avg: 4.2 / 5
- Will you join us again next year? Yes: 94, No: 3, Maybe: 27
- We'll share more about the results at the Annual Meeting. Hope to see you there!

What can you expect for 2020?

- We will begin collecting annual dues through the portal starting in January 2020
- We will offer the ability to split the dues across several payments (as long as you pay via credit card and begin your first payment in January).
- We are exploring the use of ID cards to speed up the check-in and concession stand process.

Do you love meeting new people? Want to play an active role in helping to grow our club?

If you would like to join the membership committee, please email membership@tcrclub.com.

Elise Crockett
VP Membership

OPERATIONS

It was a busy off-season planning and prepping the facilities for the TCRC 2019 season. Manager Heather Heishman and her staff 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.

In addition to the prep work that was done we had to resize and balance the lower pool return pump that was installed at the end of last season due to issues with poor suction in the skimmer system. Once this issue was resolved the lower pool remained fairly clean and cloud free.

Our Memorial and 4th of July Picnics were a huge success, largely due to our great volunteers and wonderful weather. Once again the Dog Days of Summer proved to be a big hit with our members and a great way to close out the pool season. This year's annual summer survivor's party was accompanied by great weather and there were some 90+ people that enjoyed great food, beverages and company.

Volleyball had a steady showing 2019. We started and finished the year with 2 individual leagues using the courts, as well as a few outside tournaments. New nets were purchased and the courts were groomed with last year's sand and will be in need for new sand next season.

We would like to thank the membership and our manager for helping make 2019 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

This was a really fun year for social events at 3Chopt!

This was my first year and I knew I had to honor the timeless events (picnics, 4th of July, Middle School Party, Summer Survivors, etc) but I also wanted to bring some new events to our Community, especially involving younger families. What ensued was the creation of 3Choptkids, a series of small gatherings in the baby pool, often involving doing a craft and eating a treat. These intimate gatherings were fun, easy-to-put-on, and great at bringing our youngest members together. Next year, we would like to build upon these activities by offering more opportunities, different days, and larger age-ranges of activities.

We also welcomed the Family Pool Party to our slate of events and had a blast! We were able to have a fun, family-friendly day (even in the heat) and I am fueled by this success and plan on offering a series of live music events for next year. To the roughly 100 people who attended this year's Summer Survivors Party, WOW, didn't we have a good time?!?! I would say that we partied out the close of the Season, but I think that honor would fall to the 85 wild & crazy dogs that stormed the pool the following day for Dog Days of Summer. Oh well, there's always next year right?

I want to thank everyone who helped me execute these events, I couldn't do it without y'all! Please let me know if you are willing to help or have any ideas for next year!

Thanks,

Jessica Kaplan

VP Social