Olde Mill Swim Club - Performance Metrics

	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Active Families								295	301	290	300	302	310	302	291	268	270	262	262	256	260	258	264	249	216	231	208	199	185	177	165	161	166	176	151	
Nominal Active Dues	$120	$120	$120	$130	$135	$155	$160	$160	$180	$200	$200	$200	$210	$210	$235	$235	$240	$245	$250	$255	$260	$265	$275	$285	$300	$310	$325	$345	$345	$345	$365	$365	$375	$410	$420	
# of individuals within these active families											1283	1309	1349	1329	1283	1190	1207	1181	1169	1127	1148	1163	1215	1142	993	1051	959	904	856	815	814	765	807	891	776	
Avg # of individuals per family											4.3	4.3	4.4	4.4	4.4	4.4	4.5	4.5	4.5	4.4	4.4	4.5	4.6	4.6	4.6	4.5	4.6	4.5	4.6	4.6	4.9	4.8	4.9	5.1	5.1	
% of individuals under 18 years of age											44%	45%	45%	44%	45%	44%	44%	45%	46%	44%	41%	40%	42%	41%	40%	39%	40%	36%	38%	39%	39%	40%	39%	37%	41%	
Summer-residents												8	3	1	1	2	0	2	4	3	1	0	4	3	0	1	1	0	2	1	0	0	1	5	4	
% of active families living within Olde Mill										74%	69%	63%	58%	60%	61%	60%	61%	57%	56%	57%	57%	54%	51%	49%	53%	57%	58%	59%	60%	62%	58%	59%	55%	53%	57%	
Inactive Families								20	18	37	42	57	62	60	58	77	74	76	66	69	66	67	63	57	67	57	67	62	54	46	47	38	46	36	46	
Nominal Inactive Dues	$60	$60	$60	$60	$70	$85	$90	$90	$90	$60	$60	$60	$60	$60	$70	$70	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$80	$80	$80	$80	$85	$85	$85	
Membership Certificates																																				
New certficates sold by the club								14	30	34	38	34	30	3	5	14	30	18	21	20	21	27	31	18	19	30	14	11	5	7	9	7	15	13	7	
Price for a new certificate	$150	$150	$150	$150	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$350	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	
Transferred certificates								12	15	20	16	17	16	24	35	23	14	17	15	24	15	9	9	11	5	8	8	4	12	9	17	5	9	14	12	
Cancelled certificates								29	26	25	23	18	17	14	18	19	32	24	28	26	23	30	29	40	43	28	29	24	33	25	20	14	12	11	23	
Money-Mailer coupons redeemed								N/A	?	22	25	?	16	-	-	-	-	-	-	-	-	-	-	-	-											
Friends & Neighbors references								N/A	N/A	?	9+?	?	13	-	-	-	-	-	-	-	-	-	1	3	1											
New-Membership Inquiries											136	134	80	58	-	133	-	-	-	-	-	-	150+													
Entrances																																				
Adult members												16020	15430	-	-	-	-	-	-	-	-	-	-	-	10500											
Child members												33%	33%	-	-	-	-	-	-	-	-	-	-	-	38%											
Guests												56%	56%	-	-	-	-	-	-	-	-	-	-	-	51%											
Largest daily attendance												11%	11%	-	-	-	-	-	-	-	-	-	-	-	11%											
Days with 300+												386	457	-	-	-	-	-	-	-	-	-	-	-	273											
# of Entrances divided by # of Active Families												7	11	-	-	-	-	-	-	-	-	-	-	-	0											
# of Entrances divided by # of individual members												53	50												49											
												12	11												11											
Swim Team																																				
# of members (avg = 74)								63	65	70	80	86	100	110	82	72	71	60	64	57	60	68	68	71	78	79	81										
Swimming Lessons																																				
# of children												255		194	195	160	134	155	146	110	129	155	145													
# of adults												28		21		6	0	0	0	0	0	0	0													
Rentals																																				
# of full-price rentals													9	19	13	11	10	6	8	6	7	7	13													
# of $1 rentals														4	5	2	1	4	3	1	1	1	1													
Management Company		Arundel Pool Management, Corp.							Community Pool Service, Inc.																		Continental								Americ	
Contracted staffing hours per week		277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	277	200	200	200	231	231	231	?	?	?	220	