

FY 13
Summary of Recreation Center Memberships/Passes
Report Through October 31, 2012

	2011-2012	2012-2013	Difference	Percentage
Total Revenue	\$43,104	\$44,599	\$1,494	3.47%
Membership Revenue	\$26,033	\$29,917	\$3,884	14.92%
Renewal Memberships / Passes				
Daily / Weekly Resident	139	162	23	16.55%
Daily / Weekly Visitor	39	41	2	5.13%
Member Guest	21	24	3	14.29%
Six Month Members	71	100	29	40.85%
Annual Members	67	66	-1	-1.49%
New Memberships / Passes				
Daily / Weekly Resident	67	32	-35	-52.24%
Daily / Weekly Visitor	40	65	25	62.50%
Member Guest	25	28	3	12.00%
Six Month Members	28	29	1	3.57%
Annual Members	19	29	10	52.63%

NOTES:

New = First time users

Renewal = Previous users

Overall Six Month Memberships 44.42%



Overall Annual Memberships 51.14%

