

## FY 13 Summary of Recreation Center Memberships/Passes Report Through January 31, 2013

	2011-2012	2012-2013	Difference	Percentage
Total Revenue	\$238,511	\$224,104	(\$14,406)	-6.04%
Membership Revenue	\$160,890	\$166,195	\$5,306	3.30%
<b>Renewal Memberships / Passes</b>	* Previous users			
Daily / Weekly Resident	711	919	208	29.25%
Daily / Weekly Visitor	336	401	65	19.35%
Member Guest	247	273	26	10.53%
Six Month Members	363	417	54	14.88%
Annual Members	402	361	-41	-10.20%
<b>New Memberships / Passes</b>	*First time users			
Daily / Weekly Resident	333	267	-66	-19.82%
Daily / Weekly Visitor	388	411	23	5.93%
Member Guest	385	408	23	5.97%
Six Month Members	193	170	-23	-11.92%
Annual Members	119	115	-4	-3.36%
<b>TOTAL Memberships / Passes</b>	*Total of New & Renewed Passes			
Daily / Weekly Resident	1044	1186	142	13.60%
Daily / Weekly Visitor	724	812	88	12.15%
Member Guest	632	681	49	7.75%
Six Month Members	556	587	31	5.58%
Annual Members	521	476	-45	-8.64%