



Marketing + Member Relations Highlights

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Highlights

- Launched season pass sales Sept 15. Advertised through display ads, social, web, print and radio. As of Oct 3, sales were up 53%
- Marketing Survey was released Oct 1 and collected responses over a 2 week period. 528 survey responses.
- Going digital in Member Services—new member forms are now automated and electronic (time savings with no more manual data entry, no more handwriting for members, centralization of data).