

GM UPDATE: RECREATION FEE UPDATE

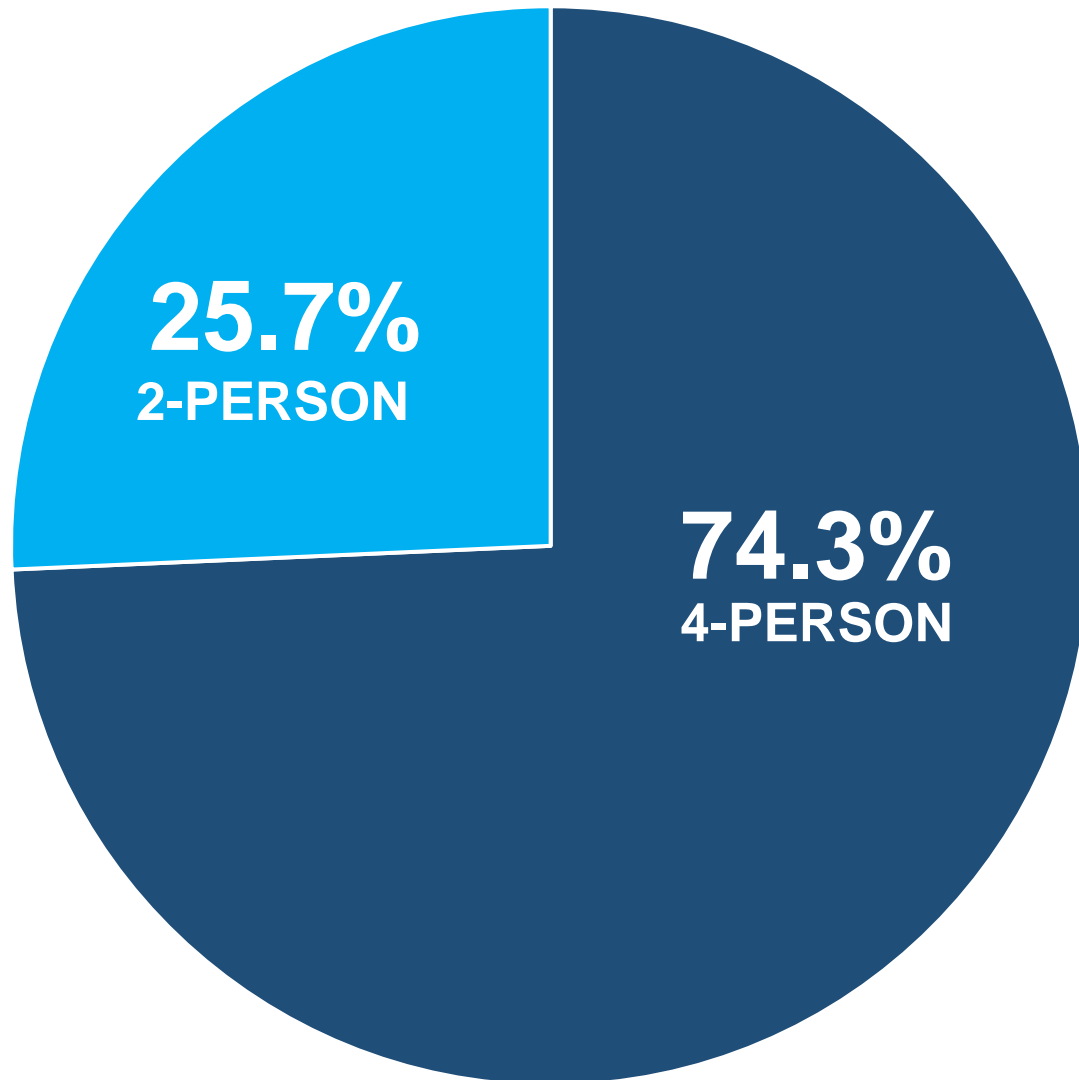
December 16, 2022



UPDATE OBJECTIVE

Staff to provide the Board an update on the 2023/24 Recreation Fee purchase patterns to date, specifically 2- and 4-person adoption rate.

TOTAL REC FEES SOLD BREAKDOWN





CHANGE IN PAST REC FEE PURCHASE HISTORY

OF THE 2-PERSON PURCHASES

- 85% “downgraded” from the 4-person option
- 15% did not buy the Rec Fee last year

OF THE 4-PERSON PURCHASES

- 95% purchased last year
- 5% did not buy the last year

TOTAL 2023/24 RECREATION FEE PURCHASES

Sales through 12/06/2022

Total Purchases 2-Person Rec Fee					111		
Revenue					\$32,745		
Owners who Purchased Prior Year (4 Person)					94		84.7%
Owners that did not Purchase Prior Year / New					17		15.3%

Total Purchases 4-Person Rec Fee					321		
Revenue					\$147,660		
Owners who Purchased Prior Year (4 person)					306		95.3%
Owners that did not Purchase Prior Year / New					15		4.7%





RECREATION FEE EDUCATION + COMMUNICATION

- Staff education and personal communication
- Information included in mailed statements and e-mail statements
- Website update and Member Portal content update
- Email to the membership about budget
- Email to the membership from the GM
- January TD News story
 - Convert story to web content and share via email

THANK YOU



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