

SUMMER REGISTRATION UPDATE

APRIL 28, 2023



PURPOSE

Review and update the Board of Directors about summer program launch modifications and registration statuses

PROGRAM REGISTRATION

- For the highest-demand programs, registration dates were staggered (see below)
- A waiting room was used to randomize the order of purchasers prior to opening the products for sale
- An updated aggressive cancellation policy was communicated to encourage better activity planning
- Member priority reservation window occurred for all high-demand products
- Waitlist forms were easily accessible to those who did not get the sessions they wanted and drastically less customer support was required overall for the launches

2023 ON-SALE SCHEDULE

DATE	CAMP / PROGRAM	SESSION
March 28	Member Bikeworks, Aquatics and Horsemanship Camps	Sessions 1-6
March 30	Member Day Camps	Sessions 1-4
April 4	Member Bikeworks, Aquatics and Horsemanship Camps	Sessions 7-13
April 6	Member Day Camps	Sessions 5-8
April 18	Member Golf, Beachclub and Adventure Day Programs	All sessions
May 9	Member Tennis Programs	All sessions





CANCELLATION POLICY

CHALLENGES

- Frequently customers book every camp session when they were in the store and later cancel once their summer plans were solidified.
 - High-demand product - disappointment
- Staff manage extensive waitlists to ensure the camps were full
 - Communication delays, staff time to get others into open spots - vacancies

“PLEASE PLAN YOUR SUMMER IN ADVANCE. Due to the high number of cancellations and limited supply, Day Camps cancellations must be made 14 days prior to the first day of camp for a refund with a 25% cancellation fee per product canceled. Cancellation policy strictly enforced. If a child is found to be registered for a program that they are not eligible for, their registration will be canceled, and no refund will be given. No drop-ins allowed in the Day Camp program. For more information, contact daycamps@tahoedonner.com.”

HIGH-DEMAND PRODUCT PACE THROUGH APRIL 17

Day Camps – 94% booked
Horse Camps – 70% booked
Aquatics Programs – 70% booked

The first four weeks of summer programming are nearly completely booked. Vacancies are concentrated on the later sessions of programs



OPENING DATES

ALL DATES ARE CONDITIONS PERMITTING

- **TENNIS** – MAY 6 – *Delay likely*
- **CAMPGROUND** – MAY 19
- **BEACH CLUB MARINA** – MAY 26
- **BIKEWORKS** – MAY 26
- **GOLF** – MAY 26 – *Delay likely*
- **RECREATION POOL** – MAY 26
- **EQUESTRIAN** – JUNE 1 BOARDING – *Delay likely*
JUNE 17 PROGRAMS
- **RECREATION PROGRAMS** – JUNE 18
- **AQUATICS LESSONS** – JUNE 19
- **NORTHWOODS POOL** – JUNE 24



THANK YOU