

# JULY 4 PRIVATE AMENITY UTILIZATION RECAP

JULY 28, 2023





## PURPOSE – NO ACTION

Provide the Board of Directors with an update on private amenity utilization over the 4<sup>th</sup> of July holiday period



# HIGHLIGHTS

## FOR THE 4-DAY PERIOD AROUND THE 4<sup>TH</sup> OF JULY

- Utilization was up compared to pre-covid July 4 periods of 2018 and 2019
- Peak use day visitation was down for the Beach Club and slightly up for Trout Creek, the Tennis Center and Northwoods Pool
  - Trout Creek – 1,099 in 2019 vs 1,337 in 2023
  - Beach Club – 1,264 in 2018 vs 1,078 in 2023
  - Tennis Center – 309 in 2019 vs 382 in 2023
  - Northwoods Pool – 246 in 2019 vs 307 in 2023
- Member utilization was way up for the period
  - Members with a Rec Fee paid – significantly more than 2018 and 2019
  - Members without a Rec Fee – also more utilization than 2018 and 2019
- Accompanied guest utilization was similar to utilization for the period
- Unaccompanied guest utilization was significantly down for the period – except at the Tennis center

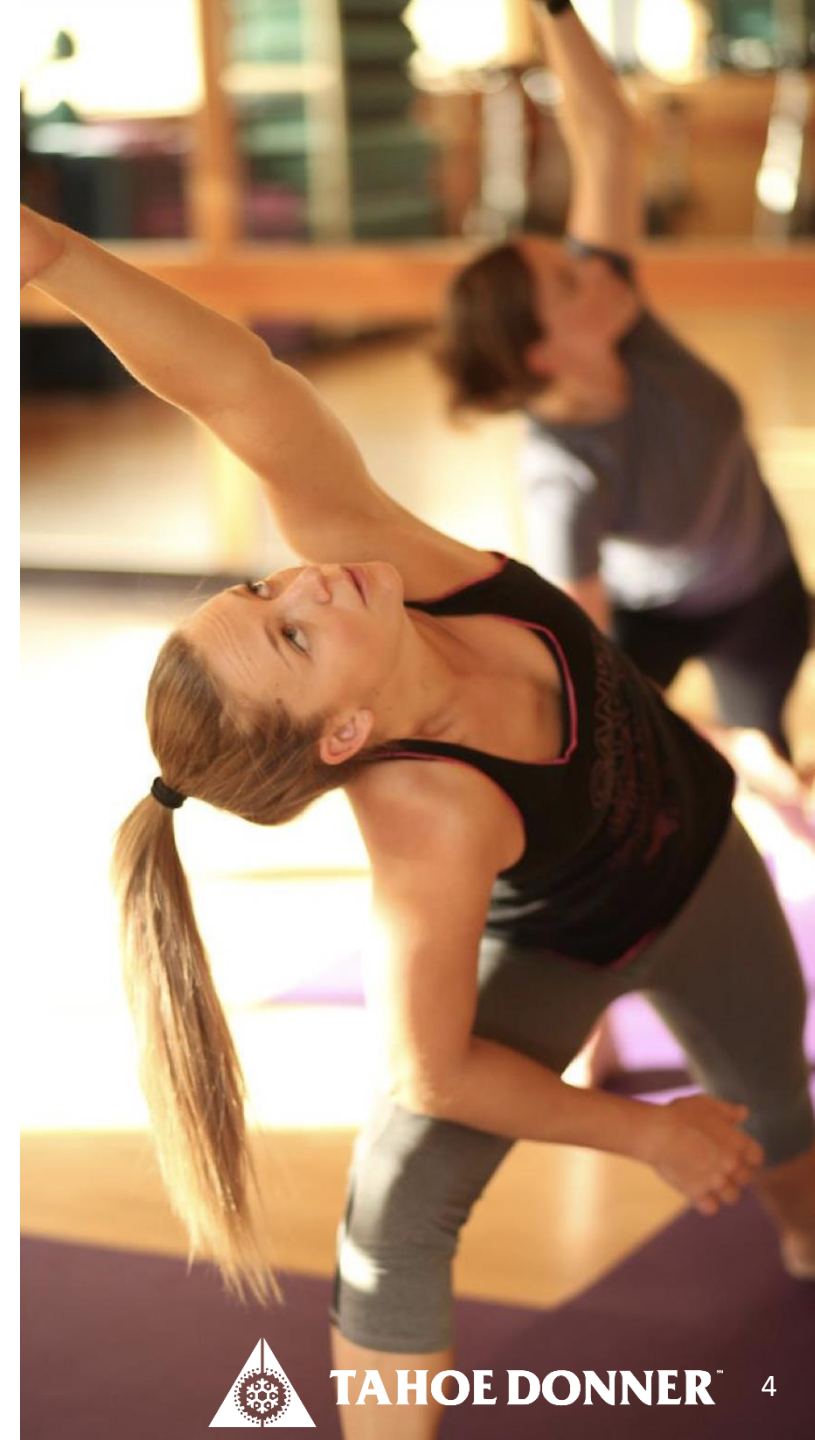




# TROUT CREEK SUMMARY

## Capacity in the pool is the biggest limiting factor in summer

- **Saturday, July 1:** no one was turned away, but pool counts were at the capacity limit on a few occasions throughout the day
- **Sunday, July 2:** no one was turned away, but pool counts were at the capacity limit on a few occasions throughout the day
- **Monday, July 3:** at around noon, the pool was exceeding capacity, so staff asked customers if they intended to use the gym or the pool
  - The gym had capacity and folks were admitted
  - Pool users were asked if they wanted to be put on a list and gain entry when customers left and pool capacity opened up
  - Some customers left while others waited in the lobby until capacity opened
  - This happened until approximately 6 pm
- **Tuesday, July 4:** no one was turned away and pool counts did not reach the capacity limit during the day.



# TROUT CREEK VISITATION

2023	1-Jul		2-Jul		3-Jul		4-Jul		4-Day Total	
Mem - Rec Fee	484	67%	602	66%	818	61%	674	68%	2,578	65%
Mem - Daily Fee	66	9%	55	6%	122	9%	95	10%	338	9%
Gst - Accompanied	105	14%	139	15%	203	15%	130	13%	577	15%
Gst - Unaccompanied	70	10%	118	13%	194	15%	96	10%	478	12%
Total - Per Day	725		914		1,337		995		3,971	

	2018 4-Day Total		2019 4-Day Total		2023 4-Day Total	
Mem - Rec Fee	2,149	54%	1,914	57%	2,578	65%
Mem - Daily Fee	323	8%	214	6%	338	9%
Gst - Accompanied	626	16%	546	16%	577	15%
Gst - Unaccompanied	730	18%	655	20%	478	12%
Total	3,828		3,329		3,971	







# BEACH CLUB

- No customers were turned away from the Beach Club during the period
- Monday - no shuttle available from the high school so parking was challenging

2023	1-Jul		2-Jul		3-Jul		4-Jul		4-Day Total	
Mem - Rec Fee	585	64%	611	57%	504	55%	592	60%	2292	59%
Mem - Daily Fee	50	5%	62	6%	61	7%	50	5%	223	6%
Gst-Accompanied	197	22%	260	24%	237	26%	239	24%	933	24%
Gst-Unaccompanied	83	9%	145	13%	120	13%	109	11%	457	12%
<b>Total - Per Day</b>	<b>915</b>		<b>1,078</b>		<b>922</b>		<b>990</b>		<b>3,905</b>	

	2018 4-Day Total		2019 4-Day Total		2023 4-Day Total	
Mem - Rec Fee	1,716	44%	1,780	47%	2,292	59%
Mem - Daily Fee	199	5%	210	6%	223	6%
Gst - Accompanied	895	23%	1,027	27%	933	24%
Gst - Unaccompanied	711	18%	768	20%	457	12%
<b>Total</b>	<b>3,521</b>		<b>3785</b>		<b>3,905</b>	

# TENNIS CENTER

- Members are taking advantage of the member priority reservation window
- Volume uptick from '18 and '19 is related to 8 additional pickleball courts

2023	1-Jul		2-Jul		3-Jul		4-Jul		4-Day Total	
Mem - Rec Fee	130	70%	194	72%	317	83%	224	75%	865	76%
Mem - Daily Fee	9	5%	24	9%	8	2%	17	6%	58	5%
Gst - Accompanied	37	20%	50	19%	28	7%	50	17%	165	15%
Gst - Unaccompanied	10	5%	2	1%	29	8%	6	2%	47	4%
<b>Total - Per Day</b>	<b>186</b>		<b>270</b>		<b>382</b>		<b>297</b>		<b>1,135</b>	

	2018 4-Day Total		2019 4-Day Total		2023 4-Day Total	
Mem - Rec Fee	576	78%	643	78%	865	76%
Mem - Daily Fee	30	4%	27	3%	58	5%
Gst - Accompanied	99	13%	136	17%	165	15%
Gst - Unaccompanied	32	4%	14	2%	47	4%
<b>Total</b>	<b>737</b>		<b>820</b>		<b>1,135</b>	



TAHOE DONNER



# NORTHWOODS POOL

**Saturday and Sunday, July 1 and 2:** after Trout Creek closed at 3 pm for the summer concert, Northwoods Pool exceeded capacity and customers were no longer admitted until folks left.

- As customers left, additional customers were admitted.

2023	1-Jul		2-Jul		3-Jul		4-Jul			4-Day Total	
Mem - Rec Fee	136	64%	185	60%	122	75%	101	61%		544	64%
Mem - Daily Fee	16	7%	33	11%	12	7%	6	4%		67	8%
Gst - Accompanied	47	22%	51	17%	9	6%	29	17%		136	16%
Gst - Unaccompanied	15	7%	38	12%	19	12%	30	18%		102	12%
Total - Per Day	214		307		162		166			849	

	2018 4-Day Total		2019 4-Day Total		2023 4-Day Total	
Mem - Rec Fee	303	50%	316	46%	544	64%
Mem - Daily Fee	39	6%	46	7%	67	8%
Gst - Accompanied	112	18%	167	24%	136	16%
Gst - Unaccompanied	153	25%	158	23%	102	12%
Total	607		687		849	





# SUMMARY

- Warm weather, smoke-free skies and the 4<sup>th</sup> of July is a great recipe for spending time in Tahoe Donner
- Increasing the unaccompanied guest daily access fee seems to have impacted user decisions as guest visits, especially unaccompanied guest, which have declined
- Even with restrictions on certain categories and sub-categories of users, the private amenities will always be heavily impacted during this period
- Town of Truckee parking changes along Donner Pass Road continues to impact Beach Club utilization
- Far more members are using the private amenities than did prior to Covid-19
  - Most of the additional members using the facilities have purchased the Recreation Fee

# THANK YOU

