

EARC

“By the Numbers”

- * Any given year we have 1450± members
- * We are absolutely full this year with ~ 3% more members than 2019
- * Average Family Membership Size has shrunk to 2.2 kids from high 5 years ago of 2.5
- * There are slightly more adults this year than kids (I believe for the first time ever) - 53% adults
- * There are 123 kids taking part in CROCS swim team! (17% of total kids in pool / 23.5 % of the Membership Base)
- * All guards who interviewed with us in early 2020 and were to work last summer were given small “thank you” payments as a gesture of goodwill when we did not open last summer. *This was done to signify both their importance to EARC’s operations and to everyone’s safety and family friendly enjoyment each summer. As these payments were my idea and to assuage some concerns in the community of funding these payments I have personally been taking care of mowing this year to more than make up for this added cost to the budget in 2020 - Kevin Locke Wilson.*

* As of July 22nd, 2021 we already have ~ 70% of our membership base in reserve for next year based upon the **245** Families already on the wait-list!

(Based upon demand it looks like we're doing something right!)

* On average we replace ~18% of our membership each year as families naturally age out of coming to the pool as frequently. This year a little over 40% of our members are brand new owing 2 years since 2019 and increased change due to COVID-19.

* With updated insurance premiums in 2021 it now costs ~\$130,000/year to operate EARC (pool/property/staffing/utilities/taxes/mortgage/etc.)

* All this is paid for in the ~100 summer days we operate as a private swim club each summer / average ~\$1300 per day/~\$130 per hour we're open

* Counting updated membership rates, swim fees, CROCS fees, party fees, and concessions EARC is capable of bringing in in excess of \$185,000 per standard year going forward from 2021

* This means we should have adequate wiggle room for possibly taking on additional debt for financing and/or saving for future improvements (building refurb, replastering the pool, playground improvement or splash pad additions, gaga ball pit addition, etc.)