



HAMILTON LAKES SWIM AND TENNIS CLUB

2010 Pre Season Survey Results & Actions

At Hamilton Lakes Swim and Tennis Club, we provide our members with the highest quality, environmentally sensitive swim and tennis facilities in an inviting, relaxed family atmosphere.

“Bringing friends and families together since 1962”



HAMILTON LAKES SWIM AND TENNIS CLUB

Survey Purpose and Objectives

- 1) Gain insight from our membership on HLSTC's position in the market.
- 2) Ask membership how to improve HLSTC; take action on suggestions before and during the season.
- 3) Gather data on how to improve socials; implement new ideas.
- 4) Obtain baseline on member satisfaction and likelihood to recommend. Keep demographics to a minimum; look for trends.



HAMILTON LAKES SWIM AND TENNIS CLUB

Big Picture

- Full Family category represents 72% of responses.
- Length of membership - approximately 60% 5 years or less.
- Likelihood to recommend HLSTC is strong.
- A sense of casual, family, relaxed atmosphere is strong.
- One-third of respondents (members) are using both swim and tennis facilities; almost 50% pool/swim.
- Current value of social events is viewed as good/very good; on average, people want to pay \$13/person for social events.
- Food quality of Café is good/very good; speed/service is not.
- HLSTC has well respected tennis courts and program.



HAMILTON LAKES SWIM AND TENNIS CLUB

Top Suggestions

- More tables with shade; more chairs; remove/fix broken chairs.
- Improve service at the snack bar.
- Cleaning the bathrooms in both the pool and tennis area on a more frequent basis; update bathrooms.
- Appearance of the club to make it more up to date; especially Tennis Clubhouse: carpet, furniture, paint, etc.
- Entry area more friendly for guests; welcome members; less of a hangout for teenagers.
- Offer a tennis or pool only membership.
- Safety – need more attention in deep end area; concerns over high dive, policing kids in the lap pool/baby pool.
- Keep pool open later during days, weekends and during season.



HAMILTON LAKES SWIM AND TENNIS CLUB

Other Suggestions

- Bees - trash pick up needs to be more frequent.
- Provide exercise equipment; year round benefit.
- Replacing the baby gate that has been broken for years.
- Add a cubby hole area for kids to park their stuff.
- Build shelves and hooks in ladies bathroom; plus changing area and stools for kids.
- Offer yoga classes.
- Lap Pool – lap swimming only.
- Expand snack bar service window.
- Volleyball pit; playground area for kids.
- Move and improve lost & found area.
- Communicate more information and more often about socials.



HAMILTON LAKES SWIM AND TENNIS CLUB

Survey Hot Points

We listened to you:

Shade – new shade shelter constructed- used local fabricator to save \$

Loungers – repaired; members did the work (40 plus fixed)

Tables and Chairs – 2 new table tops, one repaired and chairs fixed

Bathrooms – floors steam cleaned, new shower curtains, hooks installed, lights fixed, fan repaired and regular cleaning cycle

Updating of Tennis Club House – repainted inside and out, new furniture added and new benches built by volunteers

Diving board – rules will be enforced

Snack bar speed – new ordering process in place

Main Entrance – staff have been retrained, kids asked not to hang out



HAMILTON LAKES SWIM AND TENNIS CLUB

Survey Hot points

We listened to you:

Bees – filled holes in all the fences to prevent nesting.

Trash – emptied more frequently and regular basis by the guards; new lids provided on bins.

Cubby's – provided in 4 areas for kids to place their bags, towels and swim gear rather than leaving them on a lounge all day.

Club Appearance – work day to clean up outside, fencing repaired, shrubs cut back, touch up paint where needed.

Baby Gate and Area – gate parts replaced and affixed at stress points, checked regularly; guards focus on cleaning area, checked daily, cubbies for toys.

Safety – focus of lifeguards, more attentive; horseplay not tolerated



HAMILTON LAKES SWIM AND TENNIS CLUB

Survey Hot points

We listened to you:

Exercise – Yoga Classes, Boot Camp, Water Exercises, Circuit Training and Lap Swimming

Lost & Found – Items are placed on cubbies outside of restrooms, small items and clothing are inside main club house in a tub.

Communication – concise emails sent regularly; improved website and weekly updates; issues brought to our attention addressed immediately.



HAMILTON LAKES SWIM AND TENNIS CLUB

Quotes from New & Current Members!

- ▶ “We have only been members for one season, but I can’t imagine our summer without Hamilton lakes. The relaxing atmosphere, the gated baby pool and the fantastic grill make this our favorite place to be. Not to mention the fact that so many of our friends are members as well!
- ▶ “A wonderful value, especially for our large family when children are growing up. We have great memories of pool birthday parties for the kids with summer birthdays and the big splash contest on July 4th. If ever one of our adult children are home during the summer, they still enjoy with us as out-of-town guest.”
- ▶ “Great, great pool facilities – 3 pools...great baby pool with large shade area. Lap pool separate from large pool; big enough for little kids on the shallow end, bigger kids in the middle and great diving side of the pool. The pool facilities were nicest we visited in GSO. Tennis facilities are great; abundance of courts, especially composite. It is never too crowded. People are polite, courteous and friendly!”



HAMILTON LAKES SWIM AND TENNIS CLUB

Survey “to do’s”

As finances allow we will :

modernize the tennis bathrooms

replace the carpet in tennis club house

repair main HL sign at entrance

add more chairs and tables

add more loungers

add more shade