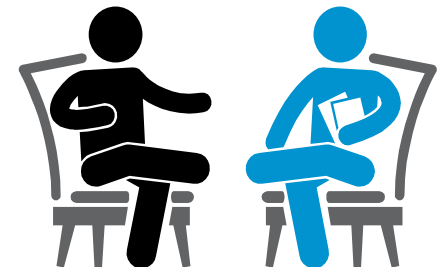
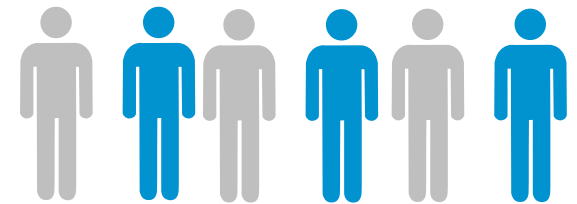




2015 Survey Summary of Results

Overview of Research

- Online survey conducted October – mid November in 2015 via Survey Monkey
- Approximately 231 individuals completed the shortened survey (up from 150 in 2014)
- Survey results are evaluated to:
 - Compare metrics over time such as satisfaction with different elements of the club,
 - Provide feedback on changes in 2015 (including focus on lifeguards, lap pool, front desk and junior tennis clinics), and
 - Explore areas of opportunity for enhancing the club that are of most value to members.
- New this year:
 - Reactions to possible expansions, awareness of clubhouse rental, suggested pricing for non-member rentals, and feel of overcrowding

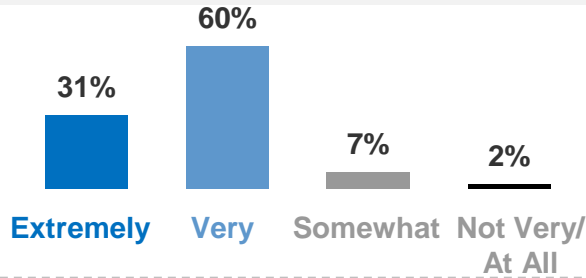


Hamilton Lakes 2015 Scorecard



91% Extremely/Very Satisfied
(up from 87% in 2014)

98% Total Satisfaction Rating



Aware of Clubhouse Rental during Off-Season



83%
Yes, Aware

\$ \$100-\$150

selected most often as amount to charge non-members for rental (Average: \$197)

Time Spent at Pool vs. Tennis

70% of time spent at pool



Overall Value of Your Membership:
76% Excellent/Very Good; 96% Good or Better

- Value for the money remains steady from last year

Excellent **28%**

Very good **48%**

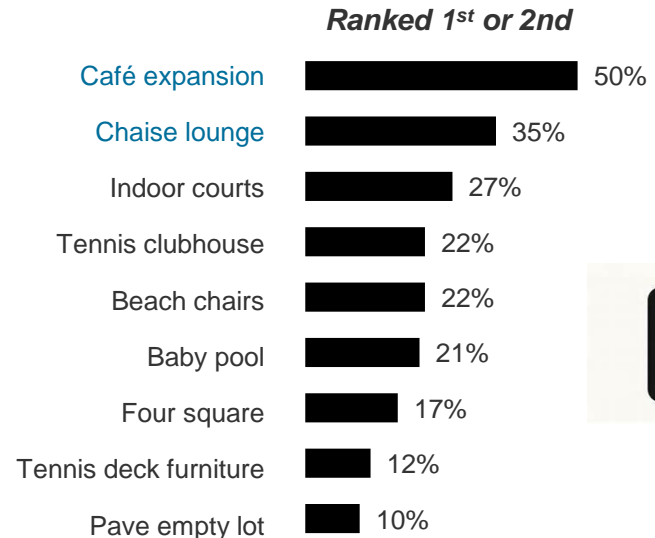
Good **19%**

Fair/Poor **4%**

Preferred Communication?

96%

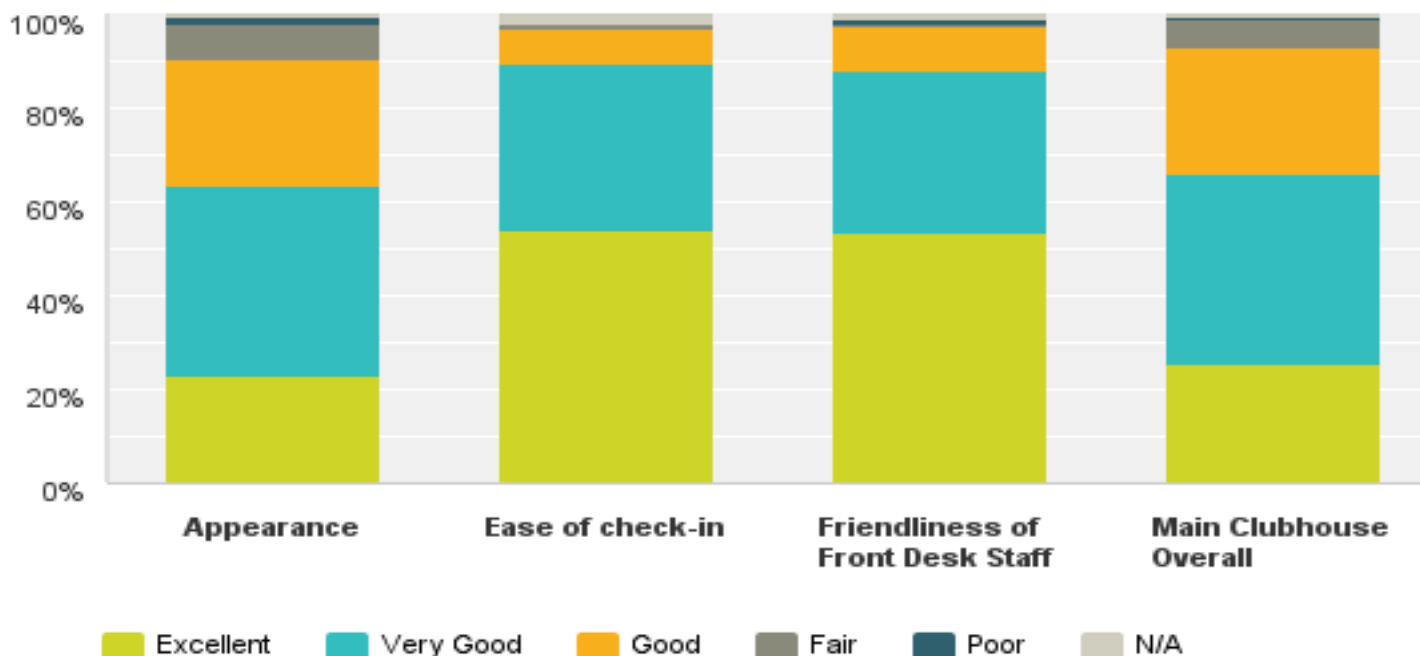
Future Development Items with Most Interest



When asked to rate the clubhouse on key attributes, ease of check-in and friendliness of front desk staff performed strongest (key areas of focus for 2015).

Q4 How would you rate the Hamilton Lakes Main Club House on each of the following:

Answered: 225 Skipped: 6

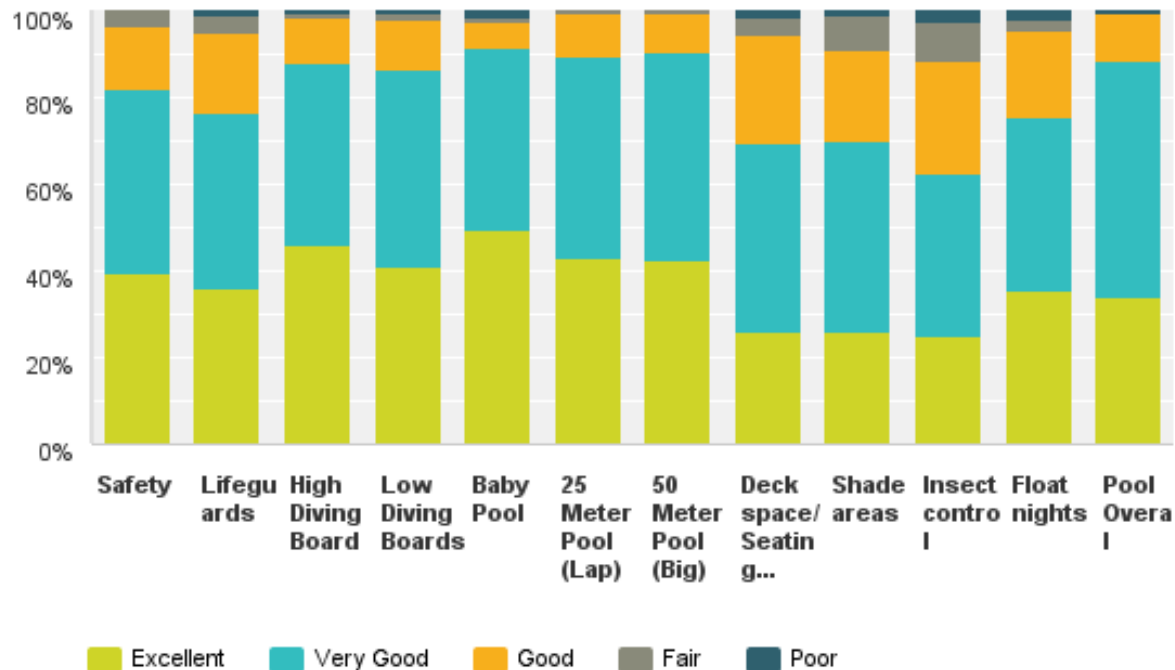


	Average Rating (Excellent = 5, Poor = 1)			
	Appearance	Ease of Check in	Friendliness of Front Desk Staff	Main Clubhouse overall
2015	3.77	4.46	4.40	3.84
2014	3.99	4.38	4.31	4.01

Safety, lifeguards, and the lap pool were also key areas of emphasis this year and are showing improvement.

Q5 How would you rate the Pool/Swimming on each of the following:

Answered: 223 Skipped: 8

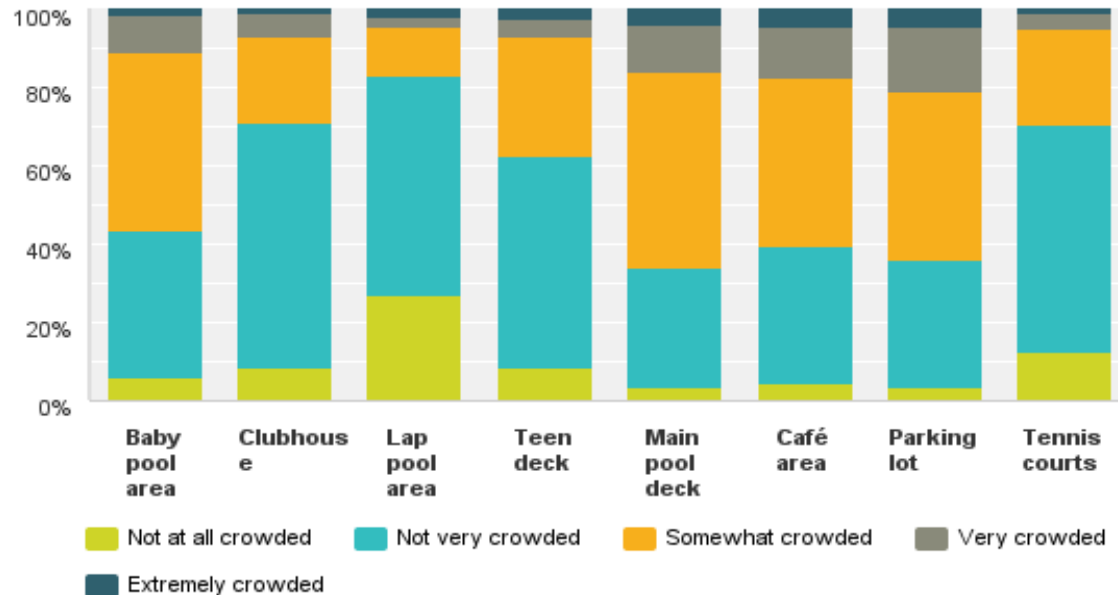


	Average Rating (Excellent=5, Poor=1)											
	Safety	Life-guards	High board	Low board	Baby pool	Lap pool	Big pool	Deck Space	Shade area	Insect control	Float night	Pool Overall
2015	4.18	4.06	4.32	4.25	4.37	4.32	4.32	3.88	3.86	3.73	4.05	4.21
2014	3.91	3.72	4.34	4.19	4.28	4.09	4.28	3.85	3.98	3.75	NA	4.15

When asked about different areas of the club, the lap pool and tennis courts feel the least crowded. The parking lot, main pool deck, and café areas feel most crowded.

Q6 On average (excluding special events at the pool such as 4th of July or Swim Meets), how crowded do you find each area of Hamilton Lakes?

Answered: 218 Skipped: 13



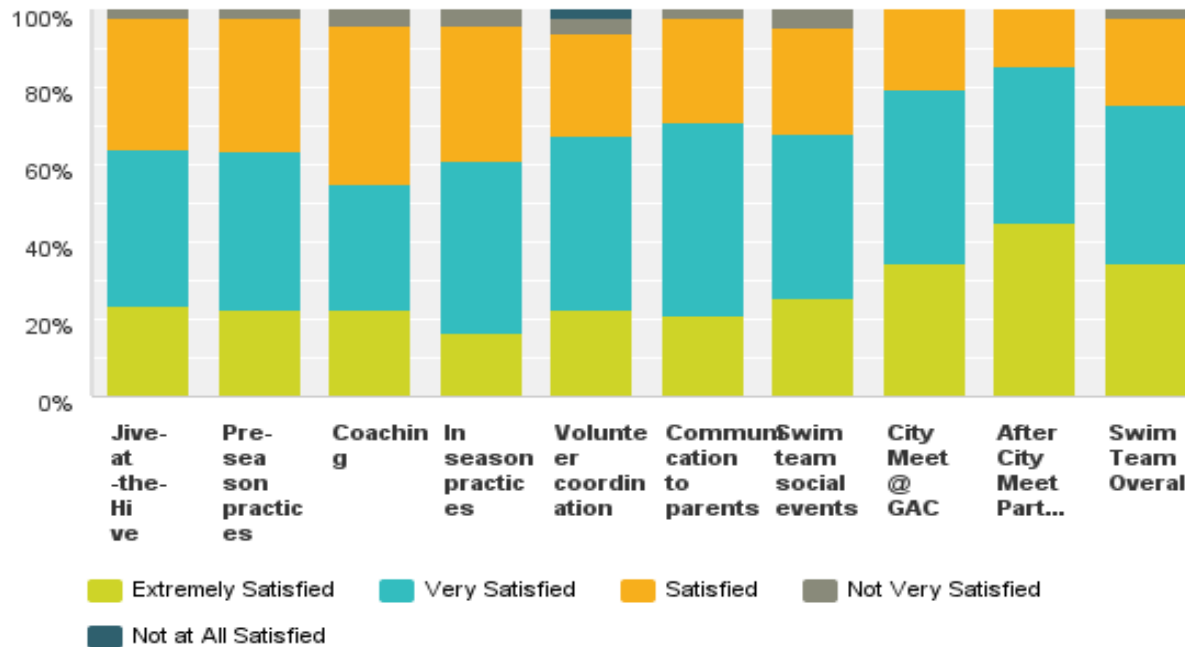
	Average Rating (Not at All Crowded=5, Extremely Crowded=1)							
	Baby pool	Clubhouse	Lap pool	Teen deck	Main pool deck	Cafe area	Parking lot	Tennis courts
2015	3.37	3.72	4.04	3.61	3.18	3.22	3.14	3.77

Satisfaction was stronger this year for a variety of swim team activities (including preseason clinics and coaching...areas of focus for 2015).

Q8 How satisfied are you on each of the following Swim Team attributes:

22% Yes, Swim Team
(compared to 20% in 2014)

Answered: 49 Skipped: 182

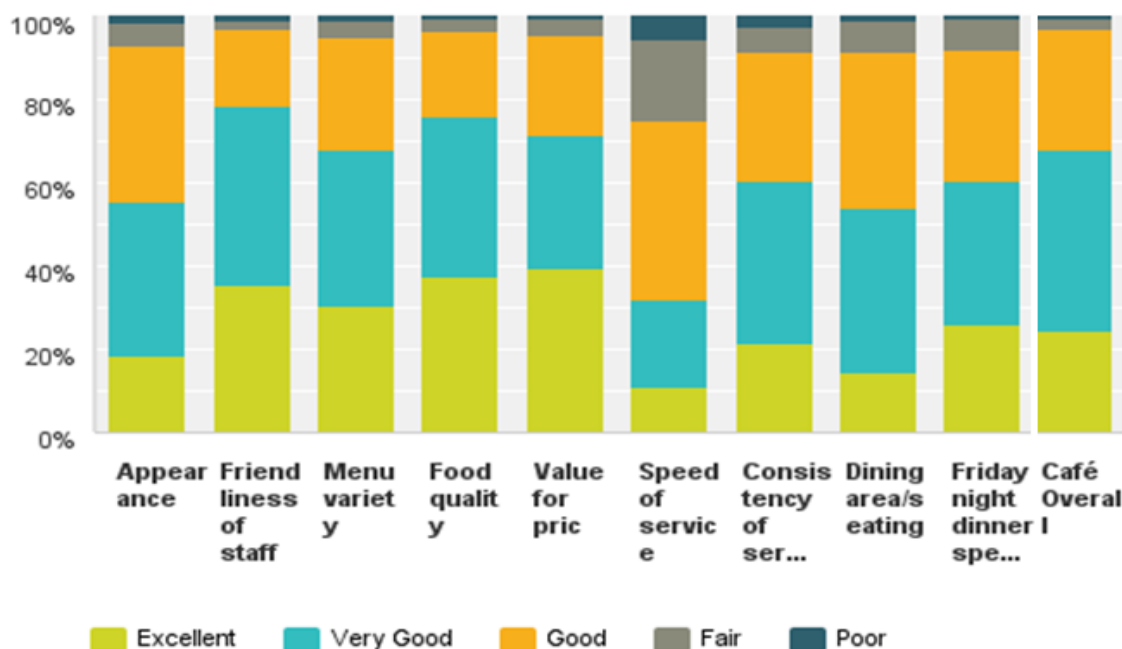


	Average Rating (Extremely Satisfied=5, Not at All Satisfied=1)									
	Jive at Hive	Pre season	Coaching	In season practice	Volunteer	Communication	Socals	City Meet	After Party	Swim team overall
2015	3.85	3.84	3.72	3.72	3.82	3.90	3.89	4.14	4.31	4.08
2014	3.82	3.59	3.66	3.62	3.69	3.86	3.86	4.00	NA	3.86

Café satisfaction remained fairly stable across measures this year.

Q10 Now, please think about the Cafe at the pool. How would you rate the Cafe on each of the following:

Answered: 216 Skipped: 15

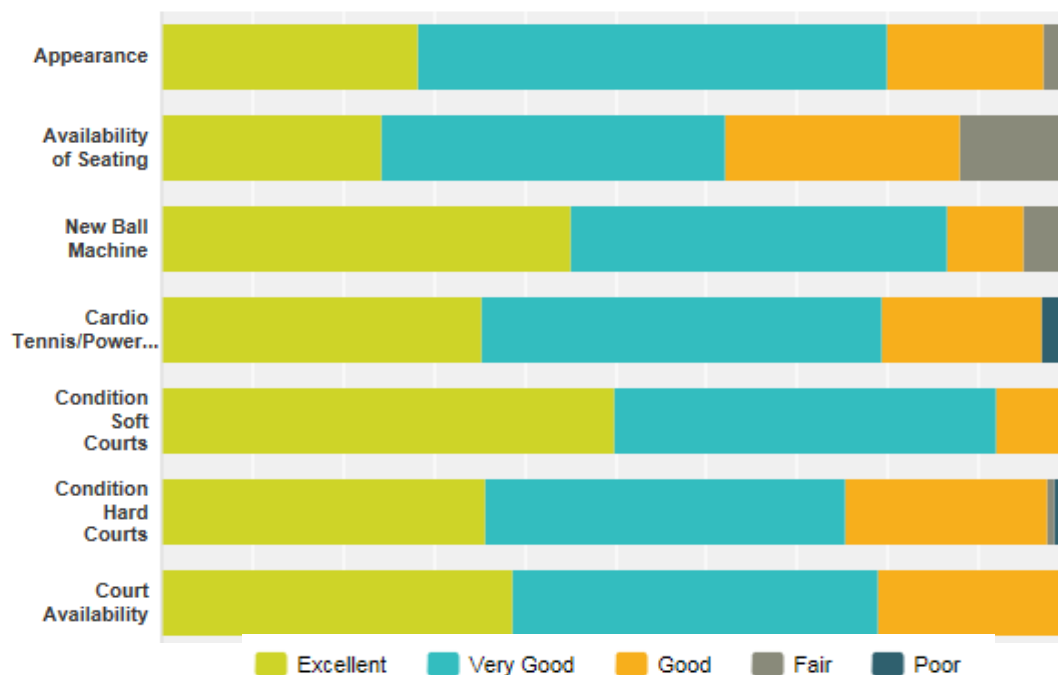


	Average Rating (Excellent=5, Poor=1)									
	Appearance	Friendliness of staff	Menu variety	Food quality	Value for price	Speed of service	Consistency of service	Dining area	Friday night dinners	Cafe overall
2015	3.66	4.11	3.93	4.10	4.06	3.13	3.71	3.59	3.78	3.89
2014	3.65	4.08	3.90	4.02	3.94	3.12	3.65	3.82	3.90	3.83

Satisfaction is strong for many tennis attributes (including the ball machine and the cardio tennis hour).

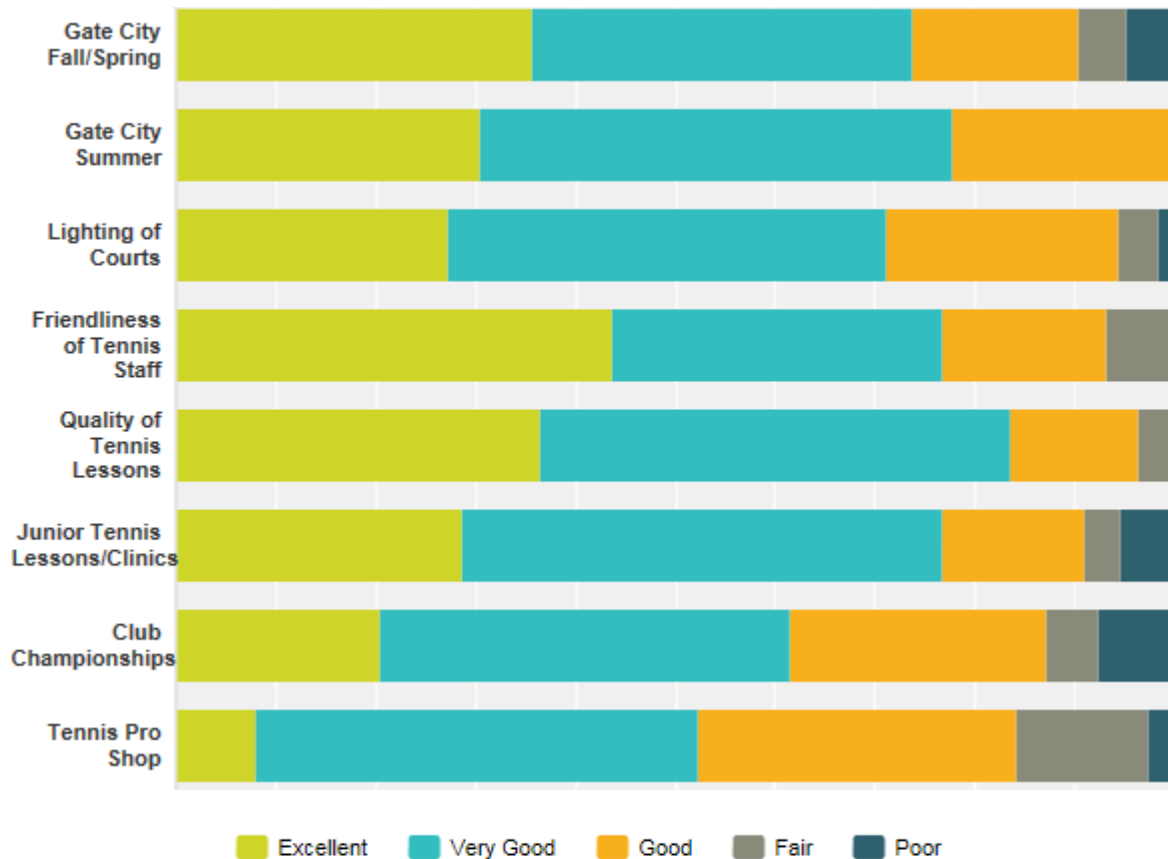
How would you rate the Hamilton Lakes Tennis Facilities and Tennis Programs:

Answered: 202 Skipped: 29



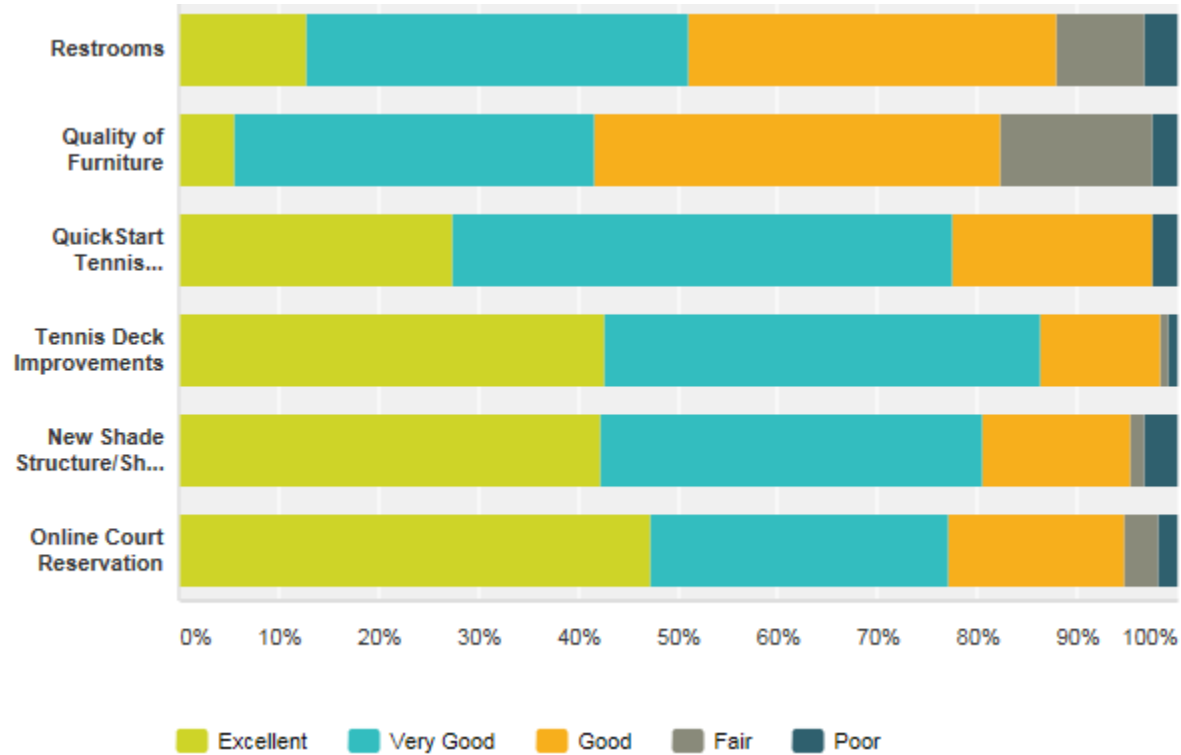
	Average Rating (Excellent=5, Poor=1)						
	Appearance	Avail. Of seating	New ball machine	Cardio Tennis	Soft courts	Hard courts	Court Avail.
2015	4.05	3.74	4.27	4.09	4.42	4.07	4.17
2014	4.10	3.77	NA	NA	4.53	4.37	4.31

Areas of improvement exist with the tennis pro shop.



	Average Rating (Excellent=5, Poor=1)							
	Gate City Fall/Spring	Gate City Summer	Lighting	Friendliness of Staff	Quality of lessons	Junior Tennis	Club Championships	Tennis Pro Shop
2015	3.95	4.08	3.91	4.14	4.16	3.91	3.62	3.42
2014	NA	NA	3.90	4.00	4.16	3.96	3.70	3.65

The tennis restrooms and the quality of furniture in the pro shop are other areas in need of improvement.

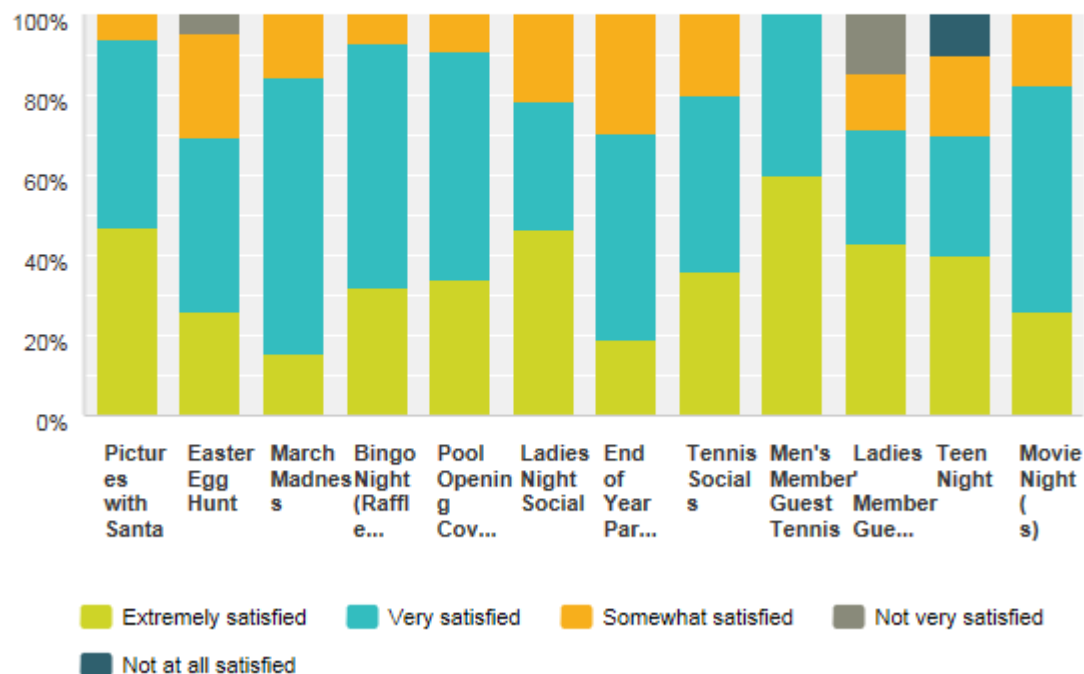


	Average Rating (Excellent=5, Poor=1)					
	Restrooms	Quality of furniture	Quickstart Tennis	Tennis deck	Shade structure	Online court reservations
2015	3.49	3.27	4.00	4.27	4.15	4.18
2014	3.43	3.45	NA	4.21	4.11	4.48

About half of those responding to the survey indicated participating in either a pool or tennis social. Across socials, those participating were generally very satisfied with the events (75-85% extremely/very satisfied)

For each of the following social events you attended, please rate your level of SATISFACTION for each event:

Answered: 100 Skipped: 131



Most of those participating in the survey perceive their membership to be an excellent or very good value for the money.

Considering all the BENEFITS you receive from Hamilton Lakes Swim & Tennis Club in relation to the price you pay, how would you rate the OVERALL VALUE of your membership:

Answered: 207 Skipped: 24

