

Strategic Alternatives Committee

2022 Member Activity Use & Facility Utilization Data

May 19, 2023

RCSC Board Motion Passed April 5th, 2023

..... “to address strategic issues and develop alternatives to Mountain View Option 2 and Pickleball at Lakeview....”

SAC Charter

Develop and Present Strategic Alternatives to our Members **by our Members** for the currently suspended PIF budgeted project at Mountain View.

SAC Goals

To identify and develop strategic alternatives which analyze and document the pros, cons, costs, expected and projected utilization, timing, areas impacted, and solutions for areas impacted.

Member ideas are welcome throughout.

Develop and present a comprehensive report of viable and desirable alternatives identified with recommendations for the Board of Directors to seek member review and input



2022 Member Activity Use & Facility Utilization Data

Jeffrey Darbut
Co-Chair

2022 Member Use by Activity

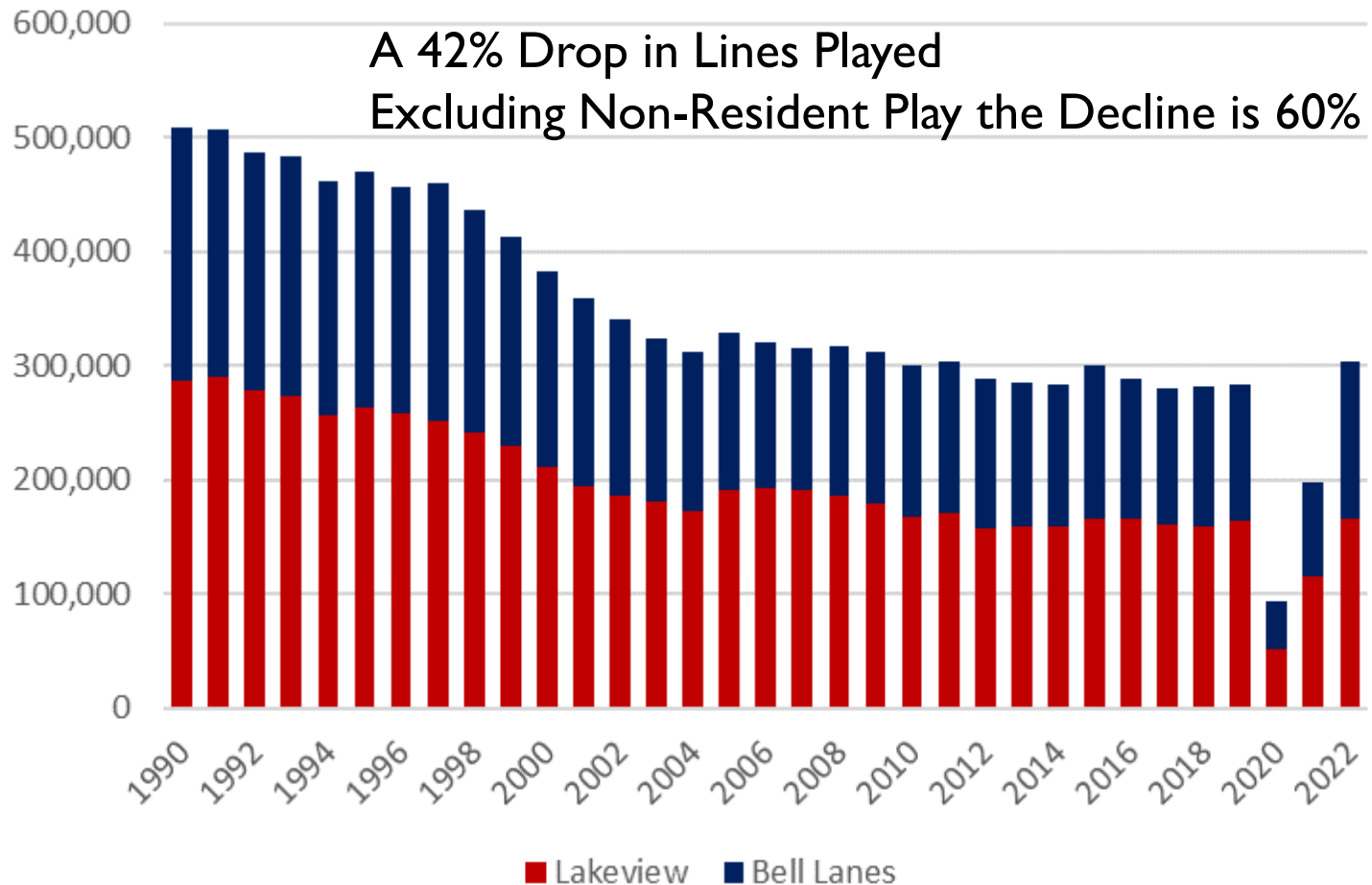
	2022	% of Total	Acculmative %	Trend
Golf	353,257	21%	21%	↑
Swimming	343,988	20%	41%	
Fitness	330,670	19%	61%	
Bowling	304,122	18%	78%	↓
Pickleball	69,858	4%	83%	↑
Tennis	11,668	1%	83%	↓
Basketball	334	0%	83%	
All the Activities	284,996	17%	100%	
Total	1,698,893	100%		

The Top Three Activities - Golf, Swimming, & Fitness

Golf at Record Levels

Year	Peak Season			% of Total Rounds	Total Rounds
	Jan-April	Oct-Nov	Total Peak		
2010	152,298	79,614	231,912	73%	316,583
2011	150,552	72,275	222,827	73%	305,990
2012	161,826	77,010	238,836	75%	319,538
2013	145,966	78,656	224,622	74%	303,922
2014	157,833	82,682	240,515	75%	320,481
2015	150,670	73,908	224,578	74%	303,161
2016	152,026	73,189	225,215	75%	300,168
2017	149,073	73,380	222,453	74%	300,672
2018	149,839	69,598	219,437	75%	293,381
2019	144,625	69,996	214,621	73%	295,271
2020	151,138	88,311	239,449	69%	345,589
2021	162,174	90,064	252,238	72%	349,036
2022	167,962	85,261	253,223	72%	353,257

Bowling A Long-Term Decline



Bowling at Bell

	2023			2022		
		YTD			YTD	
OPEN BOWLING	LINES	LINES	YTD \$	LINES	LINES	YTD \$
TOURNAMENTS	524	914	\$ 780		344	\$ 688
MEMBER	3,582	14,524	28,527	3,963	14,964	38,432
SPECTO - Guest		-	-		-	-
SPECTO - Member						-
SPECIAL EVENT						-
GUEST						10,259
EMPLOYEE	240	771	-	111	350	-
SUB TOTAL	5,508	21,323	\$ 42,224	4,997	19,195	\$ 49,379
FREE	45	138	-	84	279	-
TOTAL OPEN	5,553	21,461	\$ 42,224	5,081	19,474	\$ 49,379
LEAGUE BOWLING						
MEMBER	3,559	24,030	\$ 54,545	3,047	22,877	\$ 54,308
GUEST	2,508	11,554	26,605	2,005	9,484	27,970
TOTAL LEAGUE	6,067	35,584	\$ 81,150	5,052	32,361	\$ 82,278
TOTAL BOWLING	11,620	57,045	\$ 123,374	10,133	51,835	\$131,656
GUESTS	3,670	16,669		2,929	13,022	
		29%			25%	

Non-Member Play Continues to Grow

Bowling at Lakeview

2023				2022		
		YTD			YTD	
OPEN BOWLING	LINES	LINES	YTD \$	LINES	LINES	YTD \$
TOURNAMENTS		2,837	\$ 8,138	270	2,437	\$ 5,891
MEMBER	2,757	10,977	21,592	2,472	9,151	22,616
SPECTO - Guest	21	35	200	30	40	140
SPECTO - Member	30	110	240	25	92	183
SPECIAL EVENTS					-	961
GUEST					3,677	10,638
EMPLOYEE					236	-
SUB TOTAL	4,102	19,531	42,816	3,905	15,633	40,429
FREE	126	457	-	78	248	-
TOTAL OPEN	4,228	19,988	\$ 42,816	3,983	15,881	\$ 40,429
LEAGUE BOWLING						
MEMBER	2,657	22,718	53,254	3,417	22,280	55,489
GUEST	5,078	27,659	64,657	4,757	22,881	63,322
TOTAL LEAGUE	7,735	50,377	\$ 117,910	8,174	45,161	\$118,811
TOTAL BOWLING	11,963	70,365	\$ 160,726	12,157	61,042	\$159,240
GUESTS	6,195	32,691		5,783	26,558	
		46%			44%	

Non-Member Play Almost 50%

Bowling at Both Centers

	2023			2022		
	APRIL	YTD		APRIL	YTD	
OPEN BOWLING	LINES	LINES	YTD \$	LINES	LINES	YTD \$
TOURNAMENTS	524	3,751	\$ 8,918	270	2,781	\$ 6,579
MEMBER	6,339	25,501	50,119	6,435	24,115	61,048
SPECTO - Guest	21	77	200	30	45	140
SPECTO - Member	30	110	240	25	92	183
SPECIAL EVENTS					417	961
GUEST					2,215	20,897
EMPLOYEE	417	1,311	-	193	586	-
FREE	170	595	-	162	527	-
TOTAL OPEN	9,780	41,491	85,040	9,064	35,777	89,808
LEAGUE BOWLING						
MEMBER	6,216	46,748	107,799	6,464	45,157	109,797
GUEST	7,586	39,213	91,261	6,762	32,365	91,292
TOTAL LEAGUE	13,802	85,961	199,060	5,052	77,522	\$ 82,278
TOTAL BOWLING	23,582	127,452	\$ 284,100	14,116	113,299	\$172,086
GUESTS	9,865	49,359		8,712	39,580	
		39%			35%	

% of Non-Member Play Increases

Bowling Profile 2021

	Lines	% Total	Revenue	% Total
Members	137,191	71%	\$321,597	67%
Non-Members	54,704	29%	\$157,548	33%
Total	191,895	100%	\$479,145	100%

Opportunity to Consolidate into One Facility

Tennis Play – A Steady Decline

	2014	2015	2016	2017	2018	2019
Bell	6,900	3,916	5,311	6,291	6,162	6,090
Lakeview	4,377	5,262	3,658	2,481	1,938	1,334
Mountain View	603	785	458	321	254	294
Total	11,880	9,963	9,427	9,093	8,354	7,718
% of Bell Capacity	9%	8%	7%	7%	7%	6%

Bell Capacity 126,336

Source: 2021 Analysis Recommends Consolidating Tennis at the Bell Recreation Center

2023 Member Use by Center

	JAN	FEB	MAR	APR	YTD	% of Total
BELL	24,330	26,489	31,511	33,249	115,579	29%
FAIRWAY	17,453	16,269	18,498	19,527	71,747	18%
MARINETTE	16,634	15,423	18,309	16,573	66,939	17%
SUNDIAL	18,048	15,591	17,938	12,257	63,834	16%
LAKEVIEW	6,822	7,990	11,030	10,781	36,623	9%
MOUNTAIN VIEW	4,379	4,962	6,455	6,452	22,248	6%
OAKMONT	3,431	3,165	4,256	4,834	15,686	4%
TOTAL CENTER USAGE	91,097	89,889	107,997	103,673	392,656	100%

Oldest Centers Show Lowest Member Use



MOUNTAIN VIEW RECREATION CENTER

Mountain View Activities

Member Use 2022

	OCT	NOV	DEC	TOTAL
FITNESS TOTAL	713	786	816	9,352
<i>Fitness - General</i>	713	786	816	9,352
<i>Get Fit for Life with Dick & Jane</i>	-	-	-	-
HORSESHOES	4	10	16	162
MINI GOLF	107	175	173	4,289
PICKLEBALL TOTAL	1,003	2,073	1,722	12,130
<i>Pickleball - General</i>	520	1,087	807	9,498
<i>Pickleball - Club</i>	483	986	915	2,632
SWIM POOL TOTAL	1,757	986	510	24,896
<i>Swim Pool - General</i>	1,527	797	377	21,433
<i>Swim Pool - Children</i>	19	14	22	1,222
<i>AquaFitness - Club</i>	211	175	111	2,241
INDOOR SPA	-	-	-	975
TENNIS COURTS	24	69	83	740
MOUNTAIN VIEW TOTAL	3,608	4,099	3,320	52,544

2022 Use of Pools & Fitness

	Swimming	Fitness	Pickball
Bell	73,152	110,382	-
Sundial	74,822	38,595	-
Fairway	54,260	92,309	-
Marinette	29,975	57,054	57,728
Lakeview	27,375	9,846	-
Mountain View	24,896	9,352	12,130
Oakmont	22,165	13,132	-

Oldest Centers have Lower Member Use

2022 Auditorium Utilization

Mountain View Center

Row Labels	Hours	% of Use
CONCERT BAND CLUB	6.5	0.4%
DANCE FOR FITNESS CLUB	43.5	2.6%
INDIVIDUAL RESERVATION	7.5	0.4%
LINE DANCE CLUB	5.0	0.3%
MOVIES	436.0	26.1%
OUTSIDE RESERVATION	8.0	0.5%
PICKLEBALL CLUB	2.0	0.1%
PLAYERS CLUB	1,144.0	68.4%
SENIOR SOFTBALL CLUB	9.5	0.6%
VINTAGE VEHICLES CLUB	7.0	0.4%
WOMENS CHORUS CLUB	3.0	0.2%
Hours	1,672.0	100.0%
Available Center Hours	5,401.0	
Percentage of Center Hours Used	31.0%	

The Players Club

Year	Attendance	Performances	Average Per Performance
2015/2016	4,226	21	201
2016/2017	3,947	21	188
2017/2018	5,409	21	258
2018/2019	5,444	21	259
2019/2020	3,415	21	163
2020/2021	season cancellation		
2021/2022	2,167	12	181
2022/2023	3,237	18	180

Pre-COVID Attendance 4,700

Source: The Players Club

The Players Club

High Auditorium Utilization

		1985	2020	2023	
Membership Estimate		500	175	125	
		2022 Shows			
USAGE IN WEEKS		Don't Talk	Savage	Old Hams	Total
Rehearsal		6	6	6	
Shows (6-7 nights)		1	1	1	
Total Weeks		7	7	7	21
Peak Season Availability					28
Usage Rate					75%
Total Year Availability					52
Usage Rate					40%

Source: Bill Loslo Worksheet

Utilization & Attendance

The Players Club

	2022 Shows			
USAGE IN WEEKS	Don't Talk	Savage	Old Hams	Total
Rehearsal	6	6	6	
Shows (6-7 nights)	1	1	1	
Total Weeks	7	7	7	21
Peak Season Availability				28
Usage Rate				75%
Total Year Availability				52
Usage Rate				40%
ATTENDANCE	Don't Talk	Savage	Old Hams	Total
Shows	856	1,231	1,150	3,237
Number of Shows	6	6	6	18
Average per Show	143	205	192	180

Will Attendance Return to
Pre-COVID Attendance 4,700?

Performing Arts Center, Option 2

Likely Attendance

		Pre-Covid
Attendance	2022	Average
The Players Club Shows	3,237	4,757
Movies	Actual	Projection
Weeks	40	40
Times per Week	2	2
Total Shows	80	80
Attendance per Show	69	100
Total Attendance	5,520	8,000
Likely Attendance		12,757
Percent of Sun City Use		0.8%

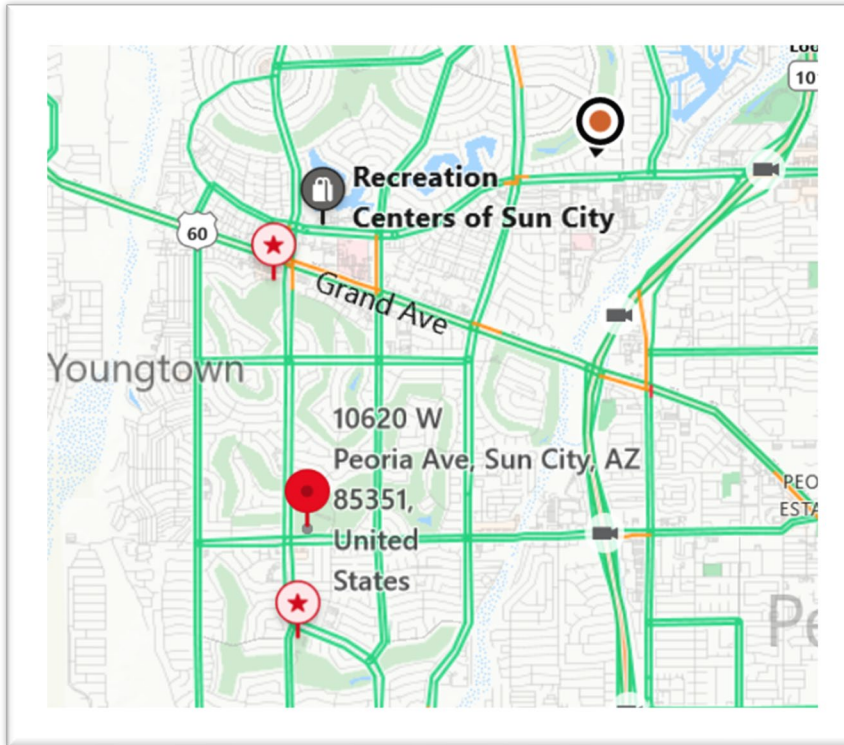
Performing Arts Center Estimated Capital Cost \$12.0 million

Our Auditoriums

Center	Use	SF	Occupancy	Kitchen	Stage	AV	Floor
Marinette Center	1,646.50 35.8%	3,198	198/90	Y	N	Y	Wood
Mountain View Center	1,672.0 36.3%	6,984	800/550	Y	Y	Y	VCT
Oakmont Center	2,511.5 54.6%	2,065	150/100	Y	N	Y	LVP
Sundial Center	2,391.50 42.0%	9,632	900/750	N	Y	Y	Wood

Low Utilization Creates Opportunity
for Alternatives for The Players Club

Centers are Near Each Other



From Mountain View	Distance	Time
Fairway	1.0	3 minutes
Oakmont	2.1	6 minutes
Lakeview	3.1	9 minutes

How do we take advantage of the many Recreation Centers?



THANK YOU