

June 7, 2021

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

RE: Memorial Sports Centre Membership Statistics March 2021 & April 2021

In the documents attached please find the monthly membership information for March 2021 and April 2021 with comparison to prior year. Of importance to note is that COVID-19 has significantly impacted operations and thus memberships at the Memorial Sports Centre. The Facility was closed for most of April 2021.

With the facility being closed for part or all of 9 of the last 12 months it has caused memberships to be extended to ensure our customers were impacted as little as possible from the closure and allow them to use the facility for the time they had paid for. This extension and the previously mentioned closures have caused the number of new memberships purchased to be significantly less over the previous 12-month period and the effect of these closures and restrictions in place due to COVID-19 on new memberships will continue to linger into the fall.

Once we are through the lockdown phases of the pandemic and we are allowed to operate under minimal restrictions our memberships should stabilize.

Respectfully Submitted,

Aaron Bisson

Aaron Bisson
Manager of Recreation and Culture

Memorial Sports Centre Membership Statistics

March

Membership Type	Quantity Current Year	Quantity Prior Year	Increase/ Decrease in Memberships
Adult 10 day	2	0	2
Adult 5 day	0	0	0
Adult Membership - 1 Month	6	10	-4
Adult Membership - 3 Month	10	14	-4
Adult Membership - 6 Month	0	0	0
Adult Membership - Annual	13	2	11
Adult Membership - TOFF 1 Month	0	0	0
Adult Membership - TOFF 6 Month	0	0	0
Adult Membership - TOFF Annual	0	0	0
Adult Membership - TOFF 3 Month	0	0	0
Family Memberships - Annual	5	0	5
Senior 10 Day	0	0	0
Senior 5 Day	1	1	0
Senior Membership - 1 Month	5	2	3
Senior Membership - 3 Month	1	6	-5
Senior Membership - 6 Month	1	0	1
Senior Membership - Annual	5	0	5
Senior Membership - TOFF 3 Month	1	0	1
Senior Membership - TOFF Annual	0	0	0
Student 5 Day	0	0	0
Student Membership -1 Month	3	0	3
Student Membership -3 Month	6	2	4
Student Membership -6 Month	0	0	0
Student Membership - Annual	4	0	4
Student Membership -TOFF Annual	1	0	1
Student Membership -TOFF 3 Month	1	0	1
Student Membership -TOFF 6 Month	0	0	0
Child 5 Day	0	0	0
Child Membership - Annual	0	0	0
Total Memberships	65	37	28

Memorial Sports Centre Membership Statistics

April

Membership Type	Quantity Current Year	Quantity Prior Year	Increase/ Decrease in Memberships
Adult 10 day	0	0	0
Adult 5 day	0	2	-2
Adult Membership - 1 Month	0	14	-14
Adult Membership - 3 Month	0	15	-15
Adult Membership - 6 Month	0	3	-3
Adult Membership - Annual	6	11	-5
Adult Membership - TOFF 1 Month	0	0	0
Adult Membership - TOFF 6 Month	0	0	0
Adult Membership - TOFF Annual	0	0	0
Adult Membership - TOFF 3 Month	0	0	0
Family Memberships - Annual	0	4	-4
Senior 10 Day	0	0	0
Senior 5 Day	0	0	0
Senior Membership - 1 Month	0	10	-10
Senior Membership - 3 Month	0	2	-2
Senior Membership - 6 Month	0	0	0
Senior Membership - Annual	6	6	0
Senior Membership - TOFF 3 Month	0	0	0
Senior Membership - TOFF Annual	0	0	0
Student 5 Day	0	0	0
Student Membership -1 Month	0	2	-2
Student Membership -3 Month	0	5	-5
Student Membership -6 Month	0	0	0
Student Membership - Annual	0	1	-1
Student Membership -TOFF Annual	0	0	0
Student Membership -TOFF 3 Month	0	0	0
Student Membership -TOFF 6 Month	0	0	0
Child 5 Day	0	0	0
Child Membership - Annual	0	0	0
Total Memberships	12	75	-63