

San Mateo County Community College District

May 12, 2010

BOARD REPORT NO. 10-5-2C

UPDATE ON SAN MATEO ATHLETIC CLUB

There is no printed report for this agenda item.



**SAN MATEO
ATHLETIC CLUB**
AT
COLLEGE OF SAN MATEO

Board of Trustees Update

May 12, 2010





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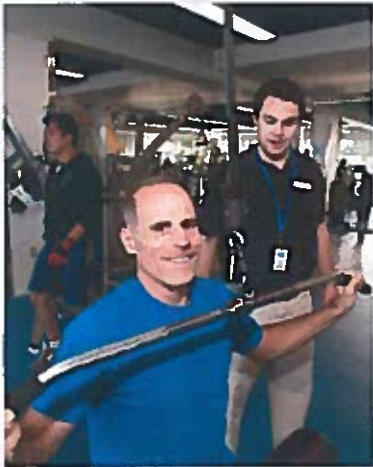
Pre-Opening Efforts

- Aggressive Presale Marketing Campaign
- On Site Staff Begin Tours
- Hired Key Positions
- Program Development
- New Staff Orientation
- Facility Preparation and Training





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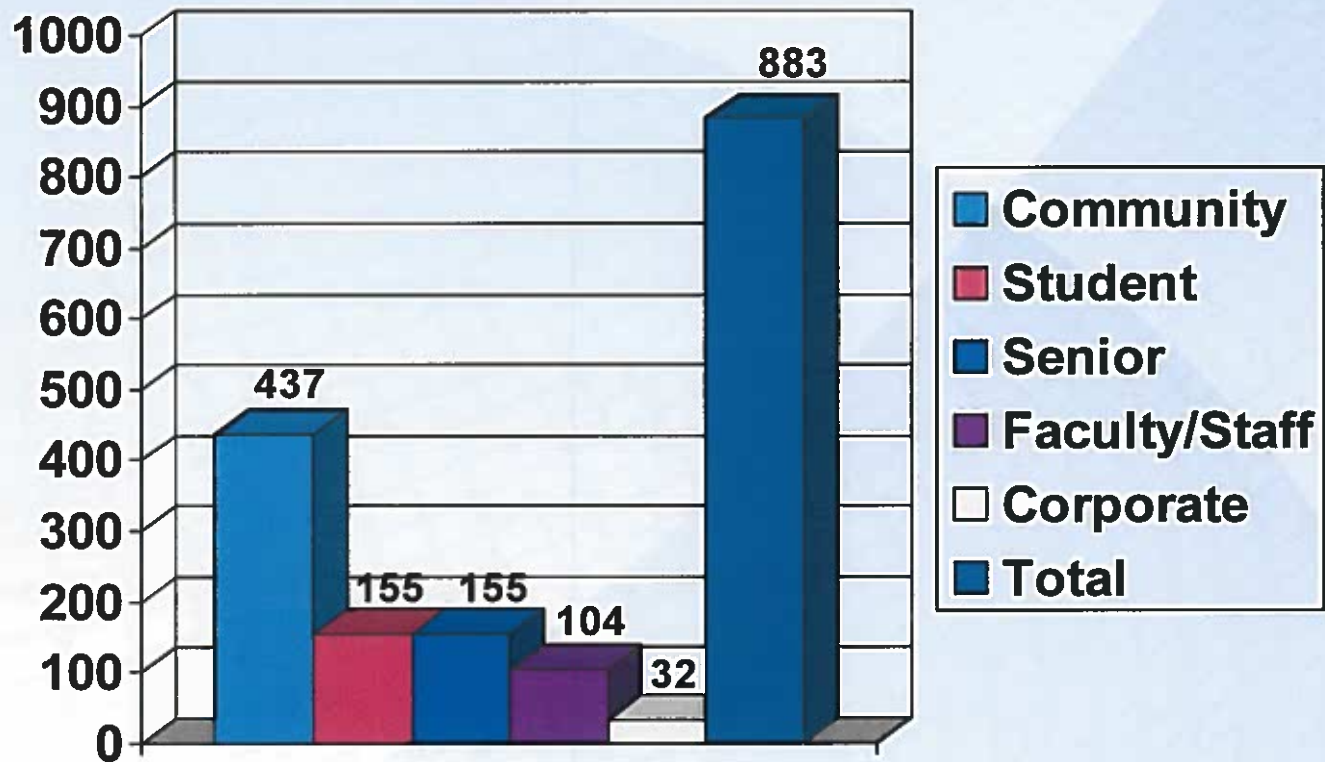
Three Days Prior to Opening

- 358 staff hours (6 salaried staff) last 3 days of pre-sale (March 29-31)
- 19 staff processed 576 memberships for over 800 members
- Membership goal for Opening Day was 400; we opened with 576 memberships that has grown steadily.



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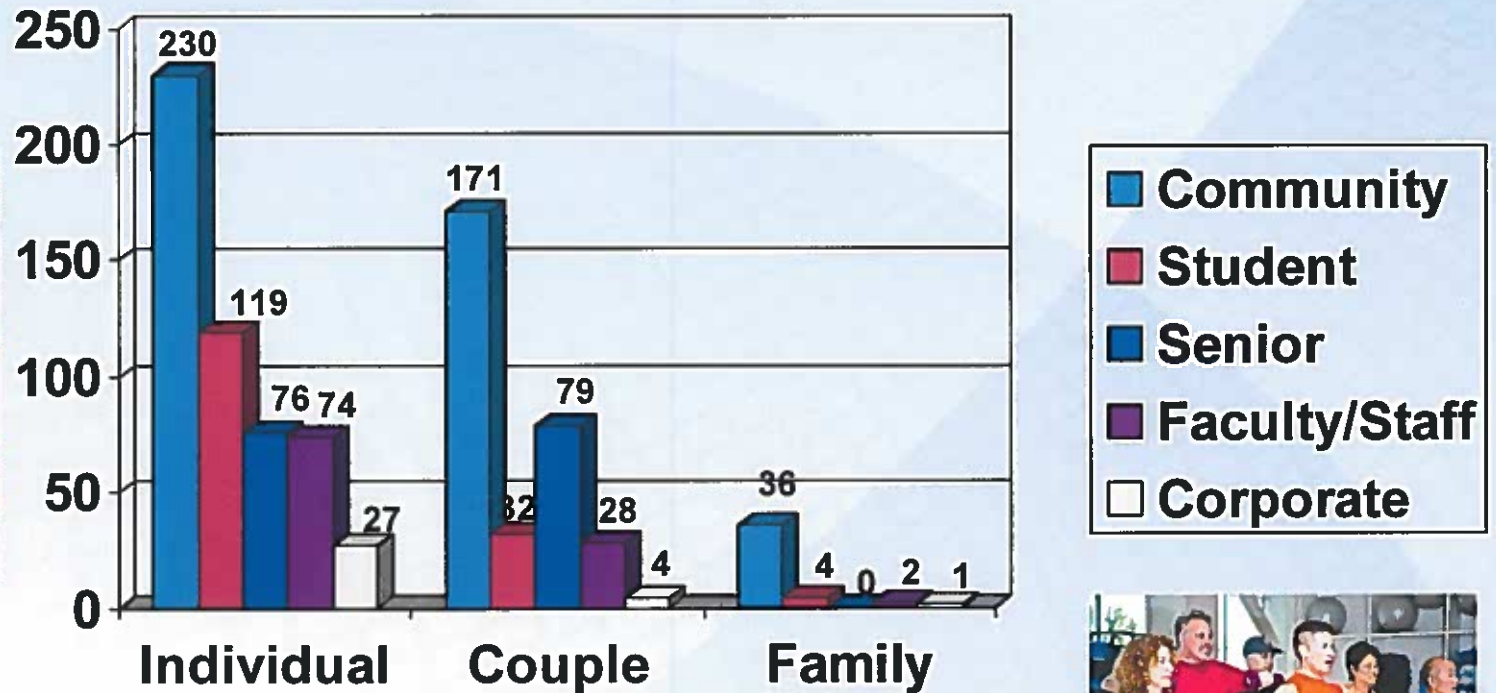
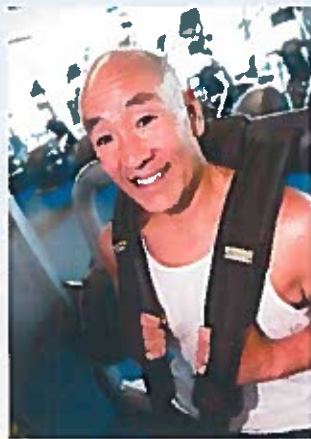
Memberships Through May 10





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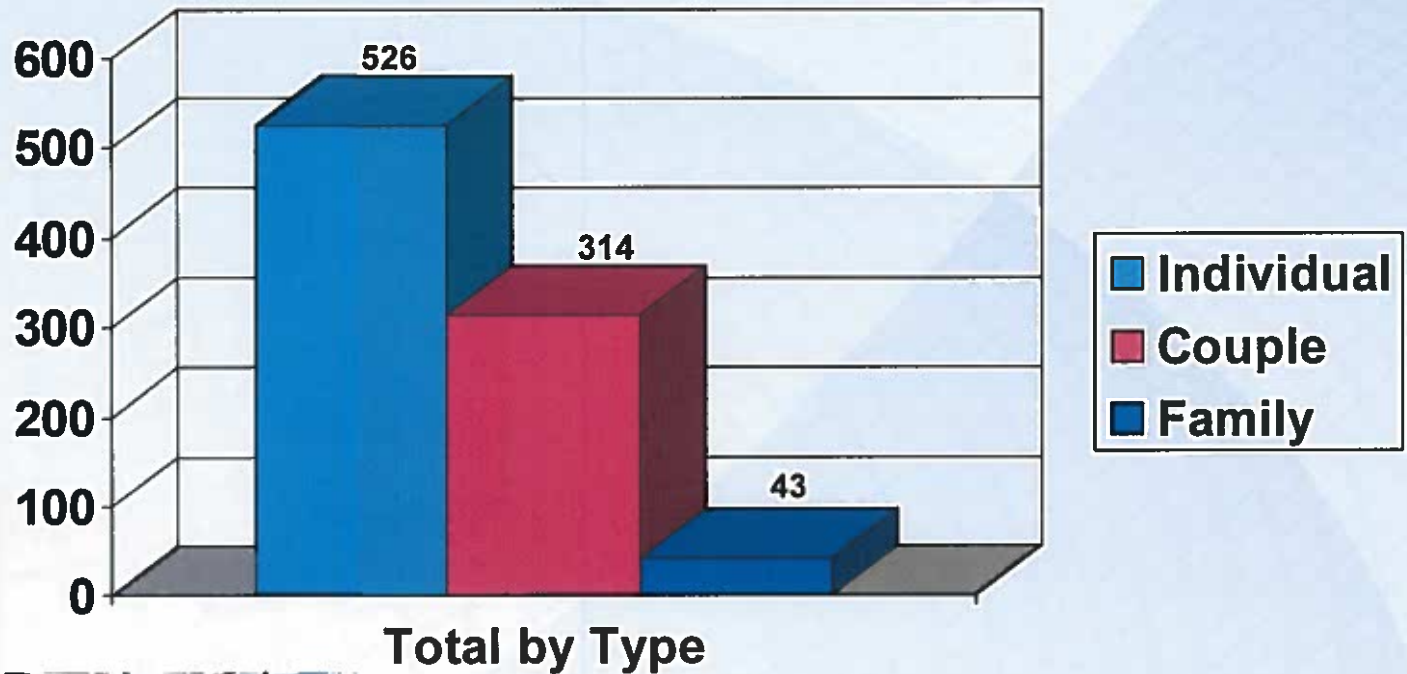
Memberships by Type





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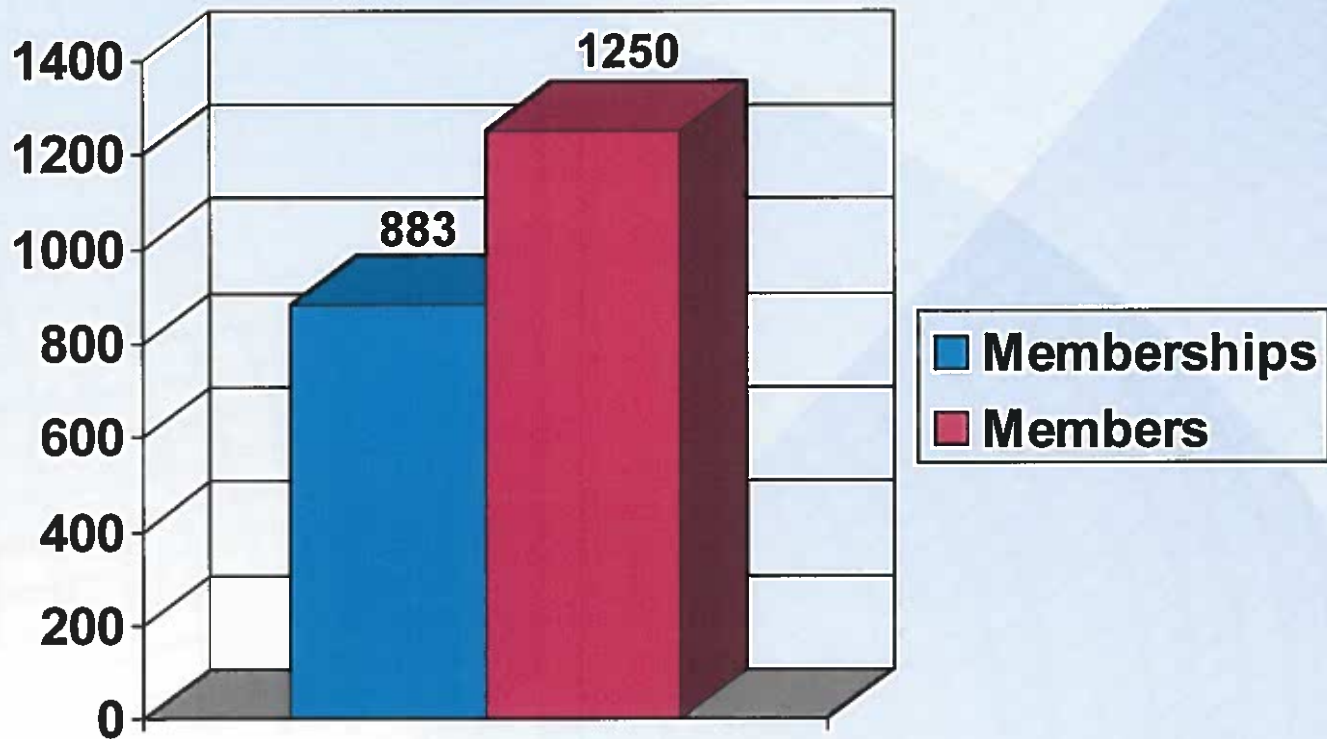
Total Memberships by Type





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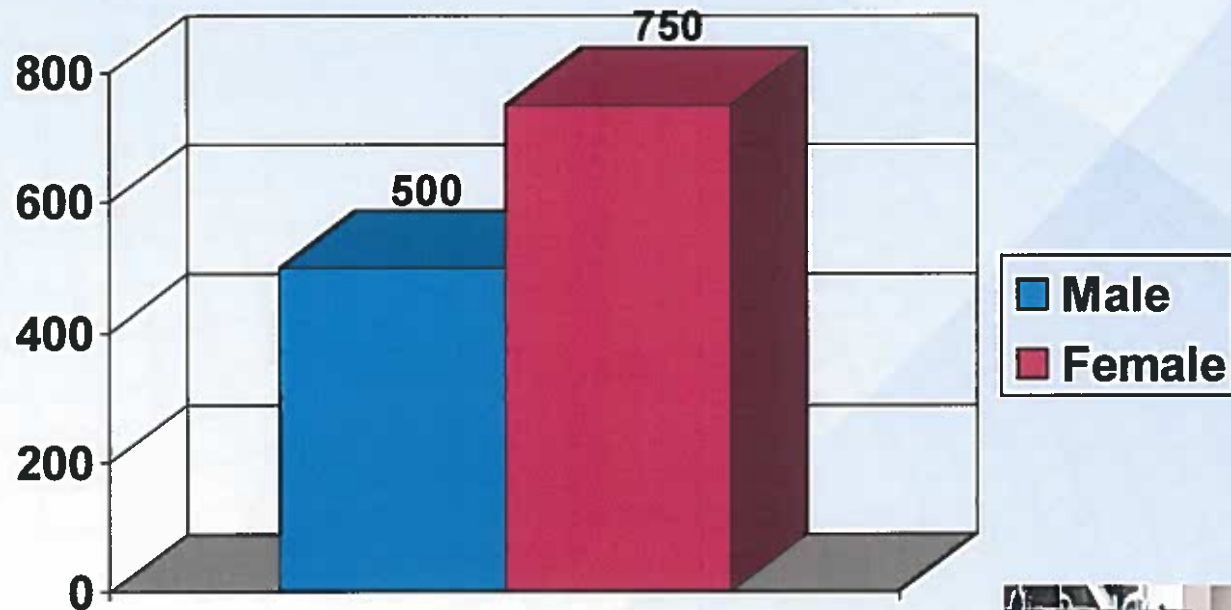
Membership vs. Members





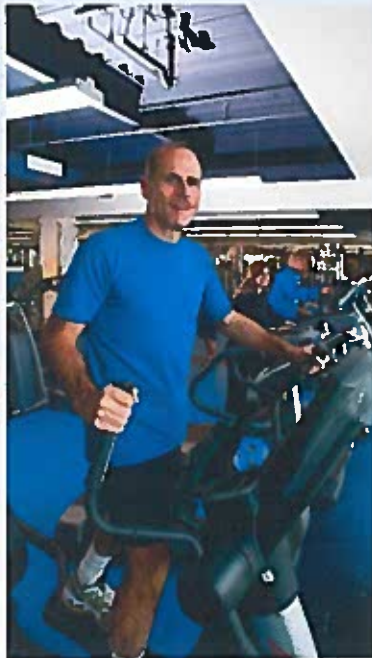
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Members by Gender

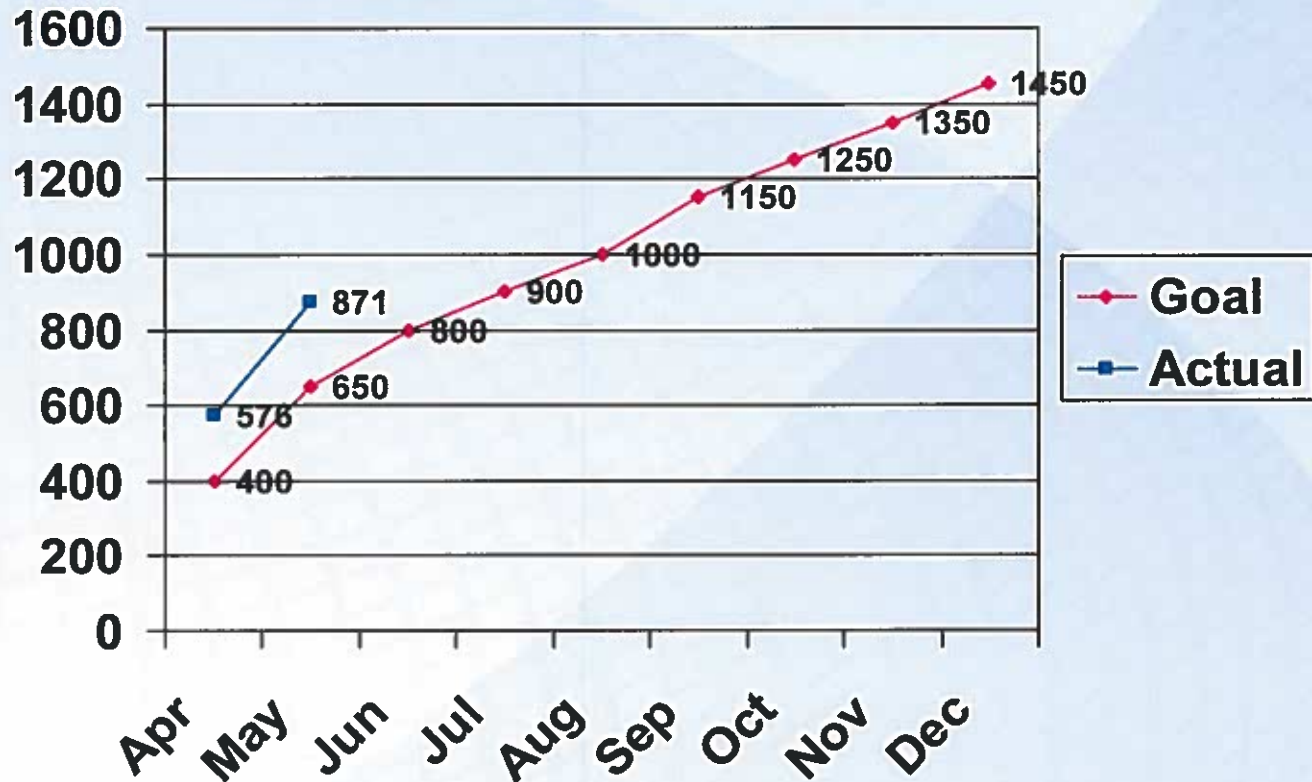




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Memberships: Actual vs. Goal





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Group Exercise Program

- Total classes taught (April 5-30): 152
- Total attendance: 1,245
- Average attendance per class: 8.19
- Classes taught per week: 47
- Instructors: 17





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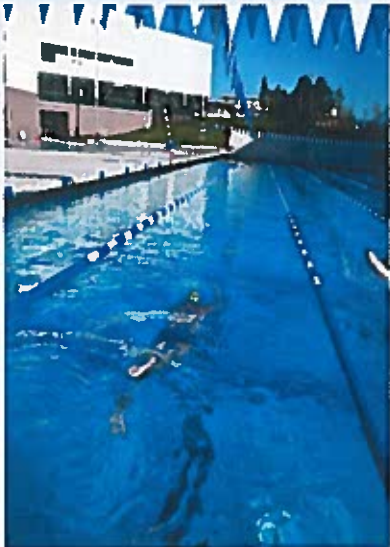
Group Exercise Classes

- Spin
- Pilates
- Body Sculpting
- Total Body
- Zumba
- Water Aerobics
- Yoga
- Step
- Kickboxing





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Aquatics

- *San Mateo Masters Swim Team*
On June 1, the 126 members of the San Mateo Marlins Masters Swim Team will join SMAC and form the new San Mateo Masters Swim Team. Projected new memberships: 175.



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Aquatics

- Current pool rentals:
 - Local scuba shop
 - Four local swim teams
 - One club water polo team
- 7 members are enrolled in our Lifeguard Certification Class
- 19 complimentary swim lessons for adult members and 12 group lessons for kids



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Aquatics

- First age group swim meet Sun., May 23. Expect 600 swimmers and parents to attend.
- Overwhelming number of schools, colleges and groups expressing interest in renting the aquatic facility for their events.



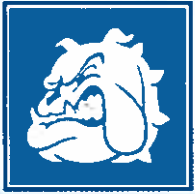


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Fitness

- Group orientations: 135
- Guest Pass Visits: 837
- One-on-one orientations: 49
- Fitness staff: 10
- PFT sessions: 14
- PFT sales: \$1,700





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Coming Soon ...

- Fitness Fee-Based Programming
- TRX Training
- Women on Weights
- Boot Camp
- Athletic Conditioning
- Injury Prevention/Post Rehab



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Board of Trustees Quick Update

June 23, 2010

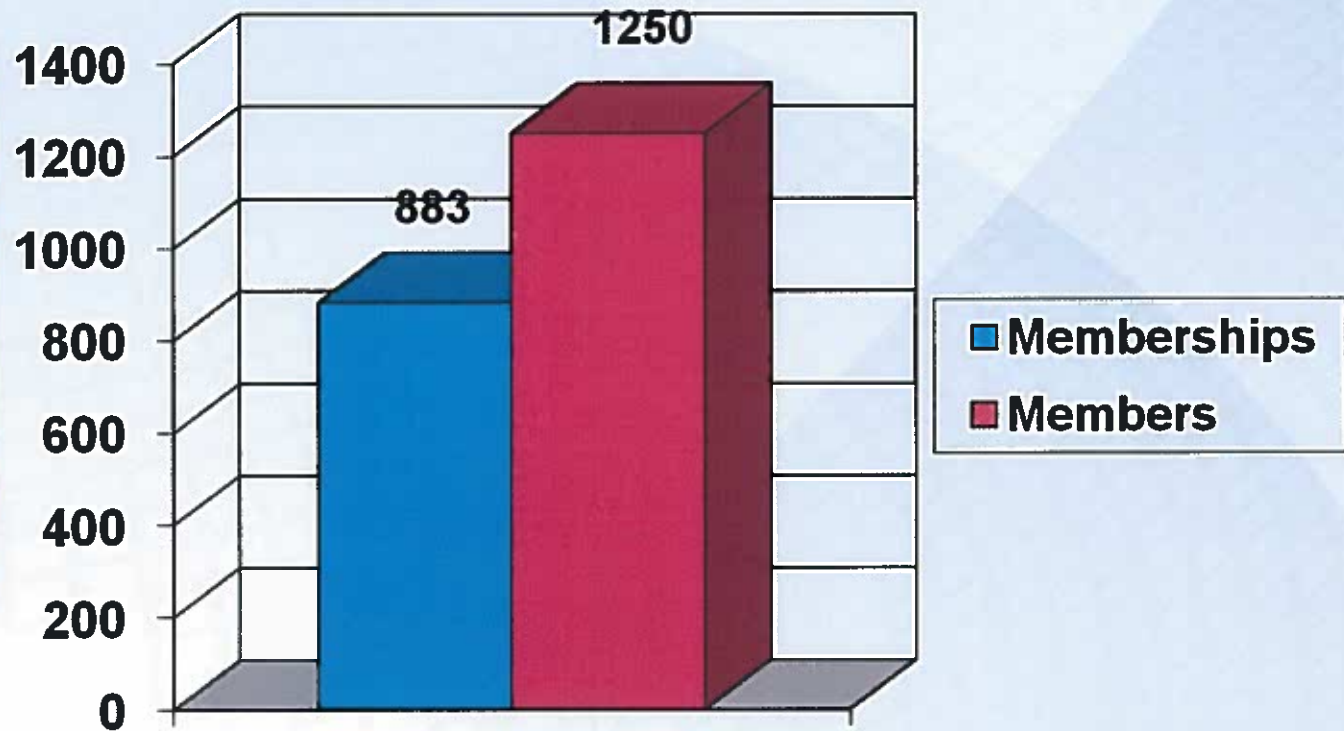




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Membership vs. Members

May 12, 2010



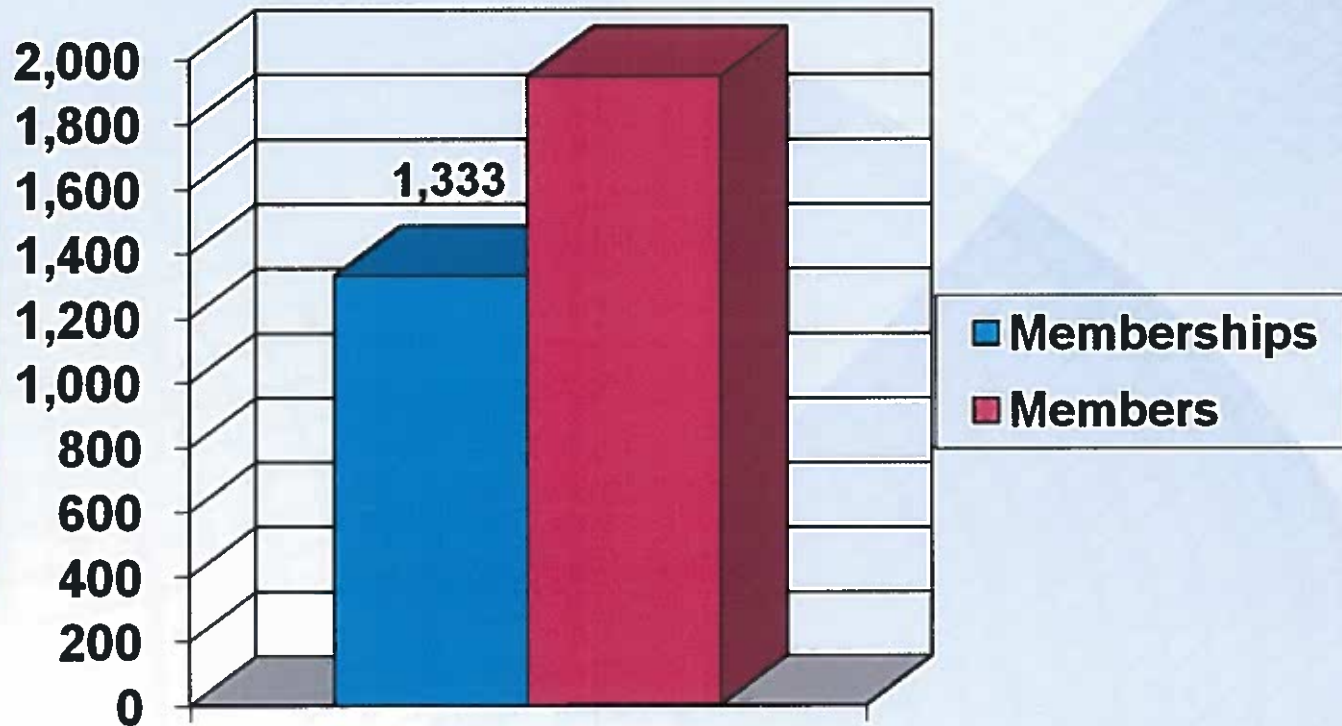


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Membership vs. Members

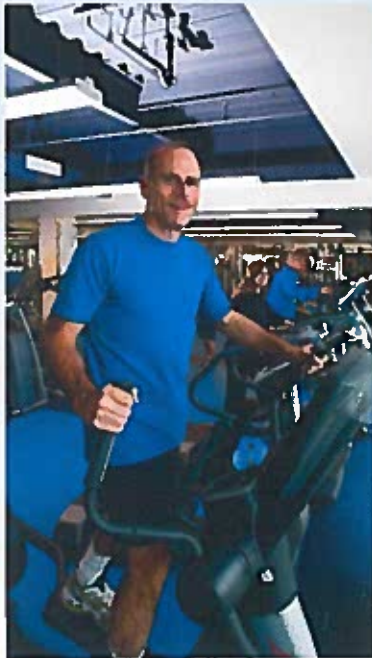
June 23, 2010

1,949

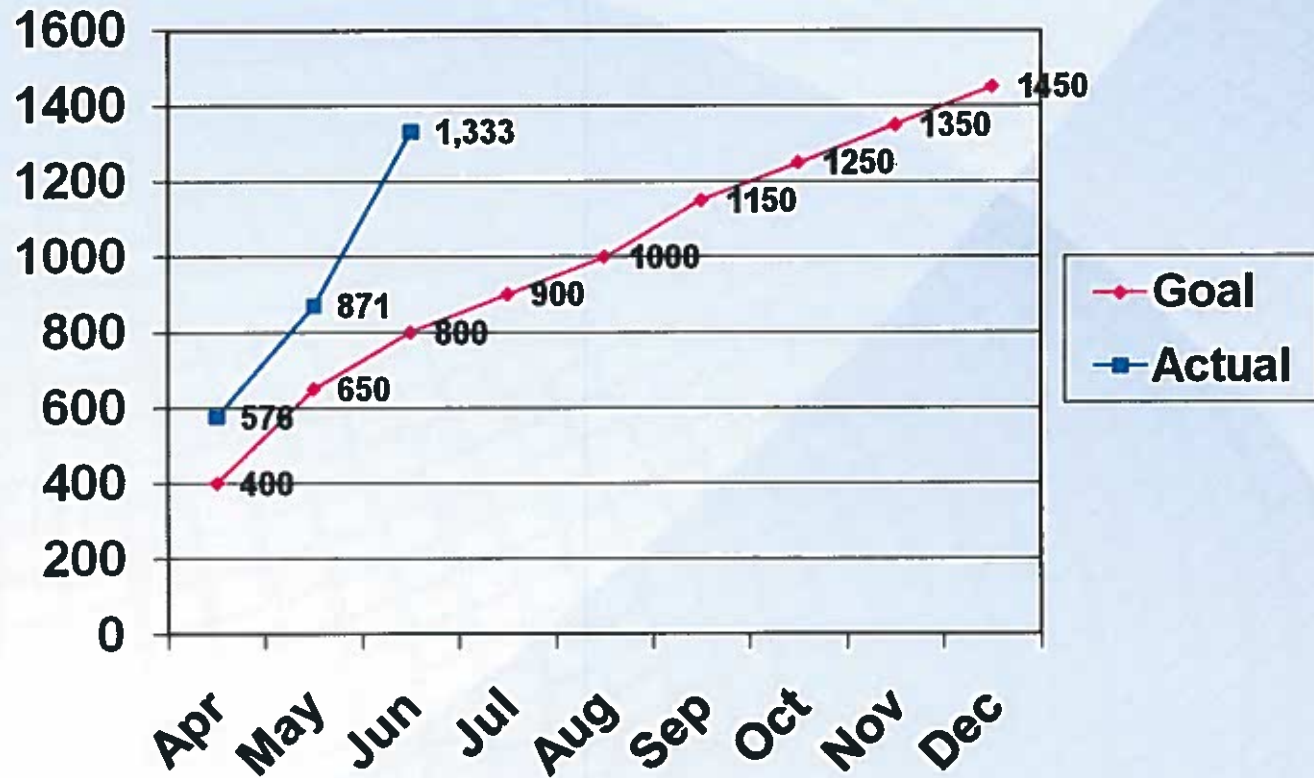




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Memberships: Actual vs. Goal





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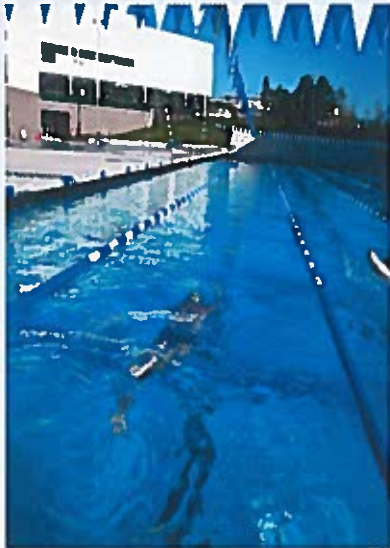
Group Exercise Program

- Total classes taught through 5/30-340
- Total attendance: 3,469
- Average attendance per class: 11.8
- Instructors: 17





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Aquatics

- *San Mateo Masters Swim Team*
As of June 23, there are 167 members of the San Mateo Marlins Masters Swim Team.

Started with 127 swimmers on 6/1



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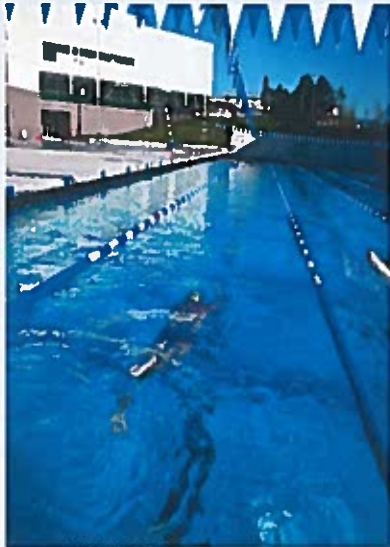
Aquatics

- First age group swim meet Sun., May 23. Expect 600 swimmers and parents to attend.
- We hosted over 2,000 people that day and signed up a number of new members.





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Aquatics

San Mateo Athletic Club Children's Swim Team

Officially begins today with 40 swimmers age 7-16. We expect to have 50 by the end of June and will grow the team to 75 through the course of the year.

Additional 34 children enrolled in swimming lessons.



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Additional Notes

- So far this month alone, we have had 8,553 member visits.
- Average 388 members visiting per day
- 95 new member orientations this month





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Additional Notes

- Revenue generated so far has replaced the seed money used to date.
- With continued current conditions, SMAC will be better than break even in FY10-11, two years ahead of schedule.

