



May, 2013

The Club at Prescott Lakes Membership Satisfaction Survey Results

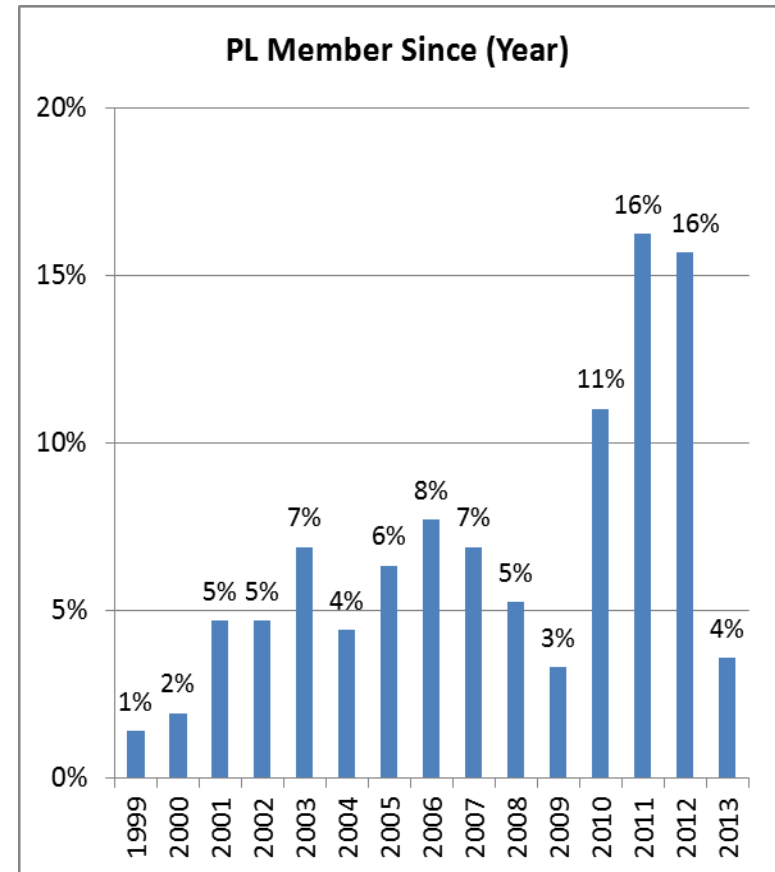
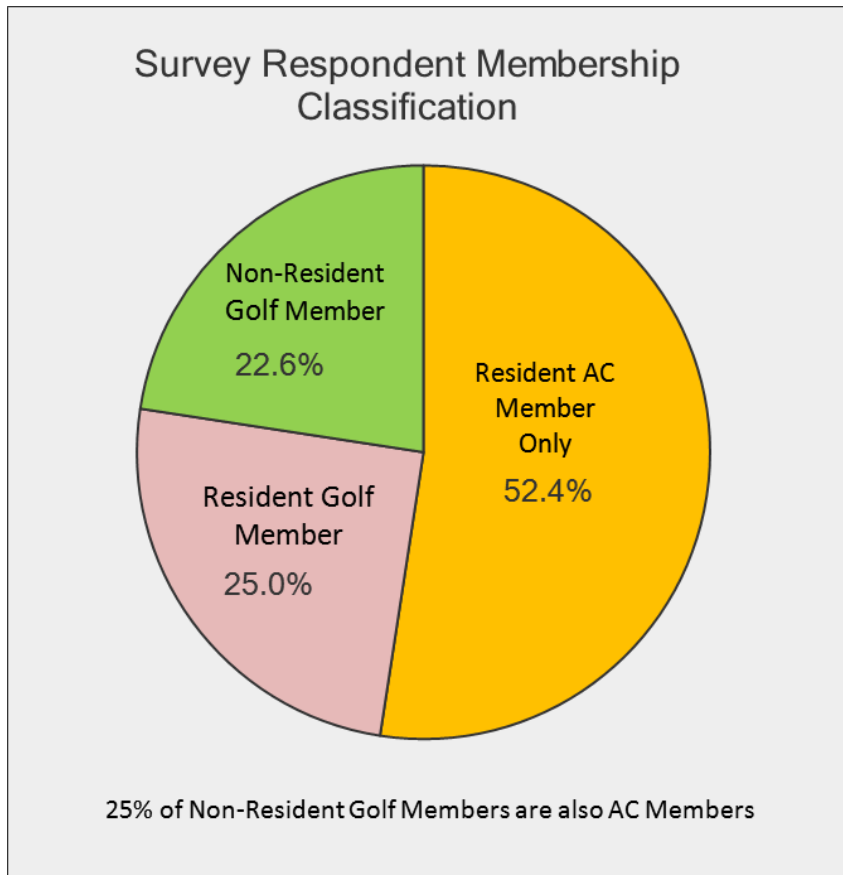
Outline

- Executive Summary
- Demographics
- General Issues and Observations
- Club Governance and Management / Operations
- Grille Room, Food and Beverage
- Social and Features, including Club-wide Events and Clubs within Clubs
- Athletic Club, Pools, and Court Operations
- Golf Operations and Pro Shop
- Next Steps

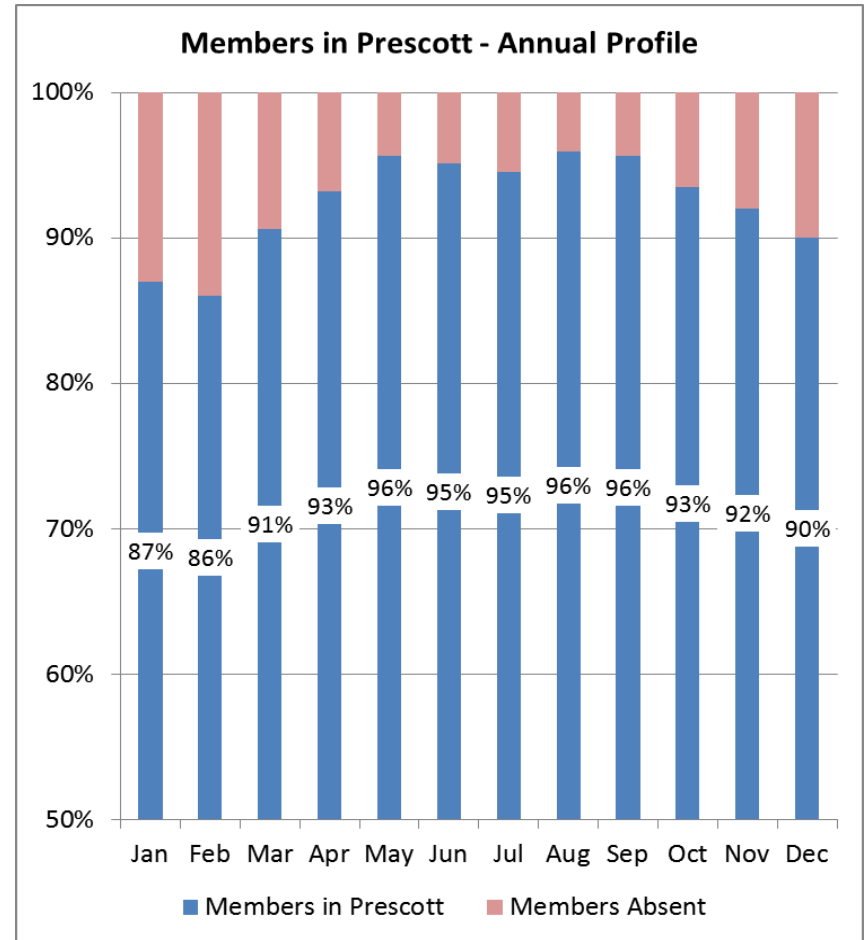
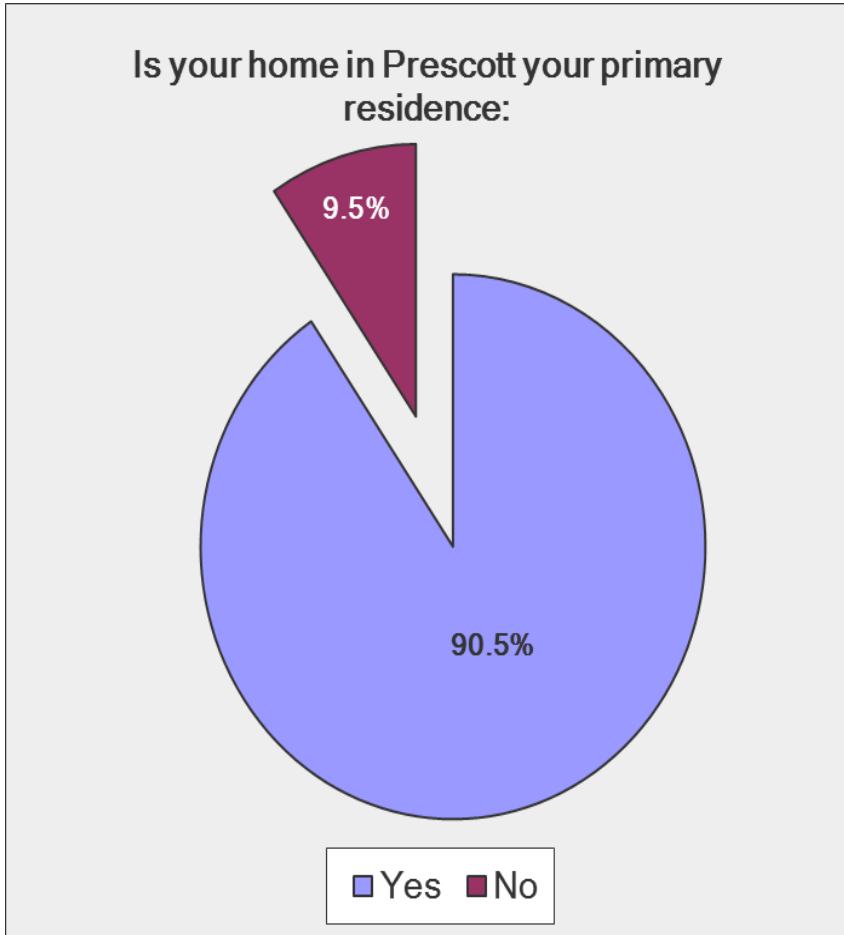
Executive Summary

- **Our membership exhibits a strong interest and passion for the Club as evidenced by the above average participation rate in the survey with nearly 400 responses.**
- **Overall there is high satisfaction with the value the Club provides for its Members.**
- **Membership appreciates and is highly satisfied with the excellent Athletic Center and Golf Operations.**
- **Food and Beverage results were overall positive, however opportunities for improvement were identified.**
- **The Board of Governors and Management will work together to utilize the survey results and address areas that can be improved.**

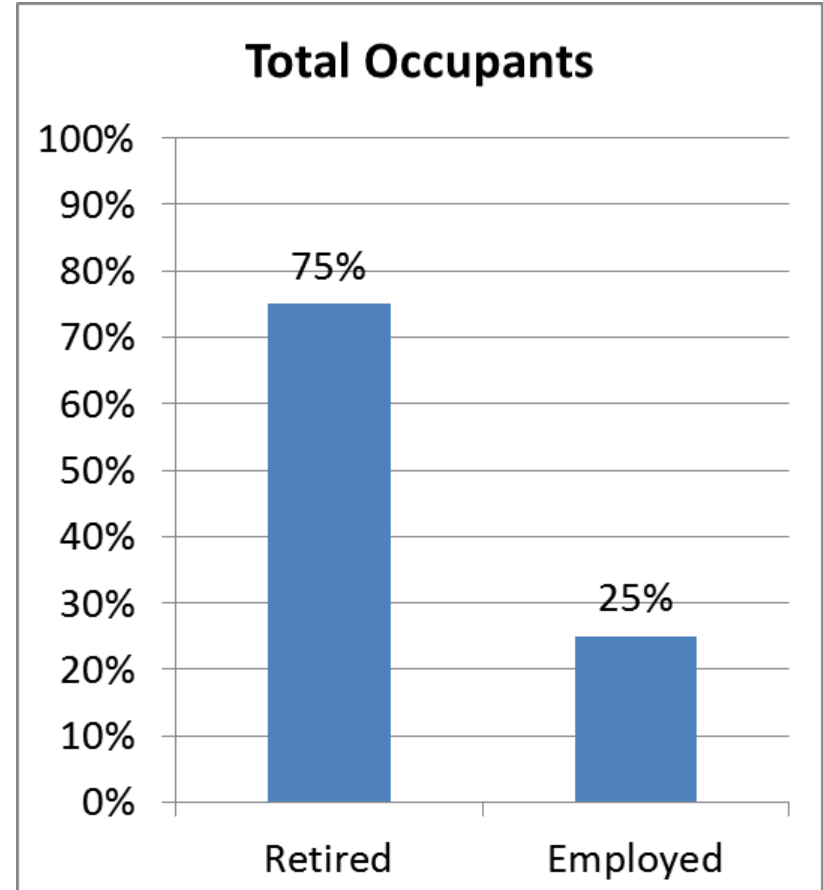
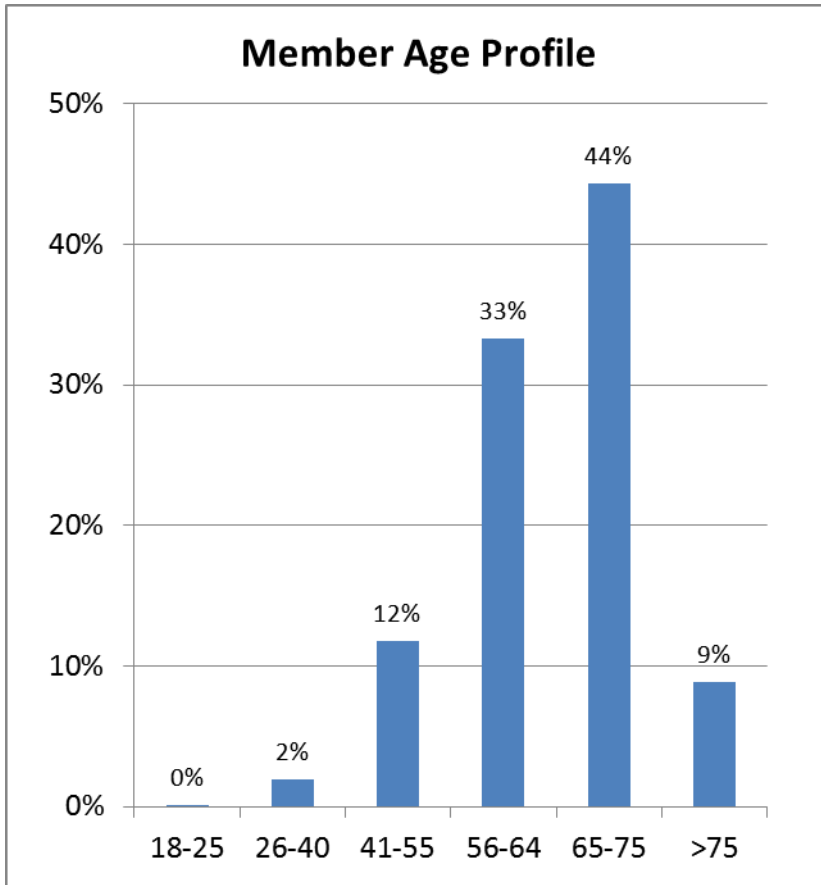
Survey respondents represent ~33% of the total membership. 47% of the population joined since the membership drive of 2010.



Prescott is the primary residence of our members; more Members reside in Prescott during Apr–Sep (95%) than during Oct–Mar (91%).



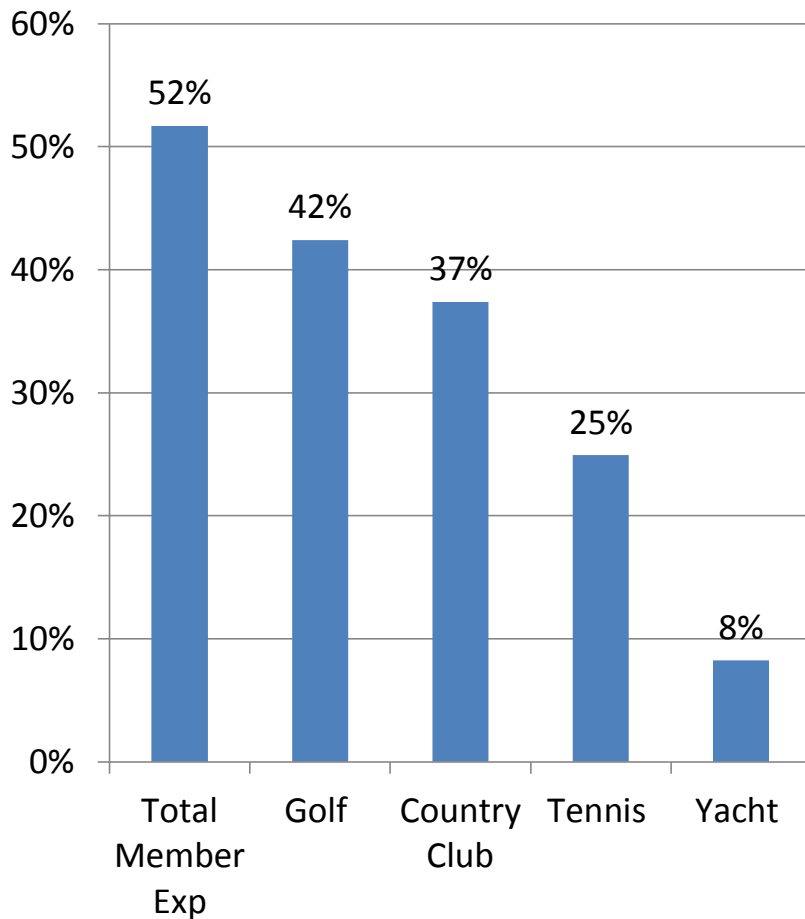
86% of respondents are over the age of 55 and 75% of respondents are retired.



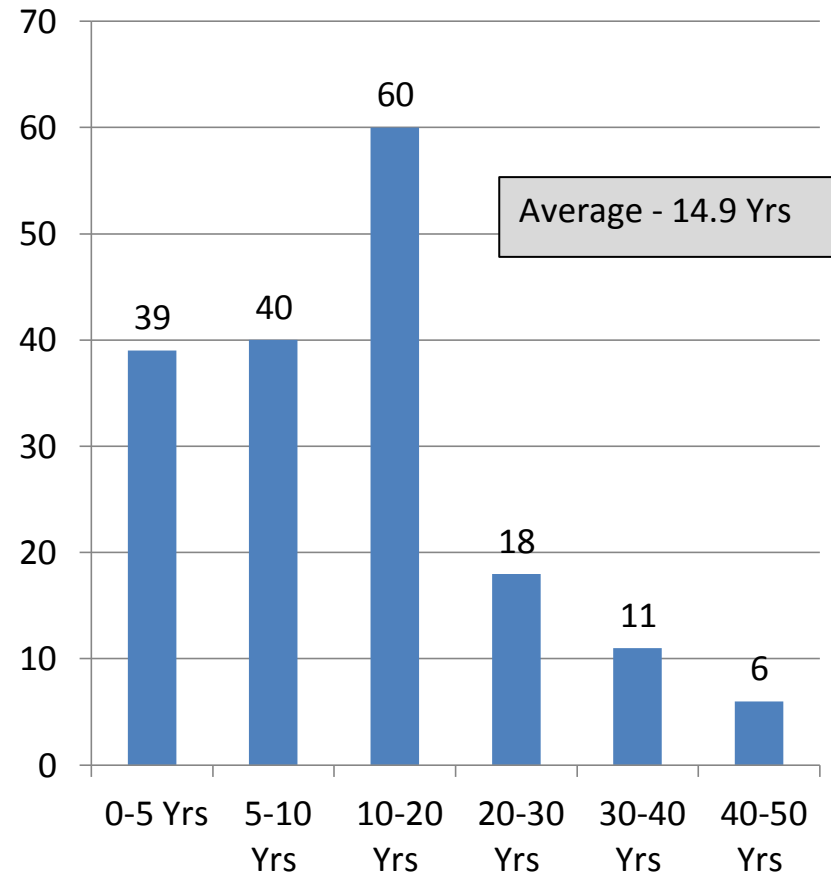
7% of the Respondents reported 68 youth under the age of 18 living within Prescott Lakes.

A slight majority of Club Members (52%) have significant experience (avg. 15 years) with previous club membership

Member Previous Club Experience

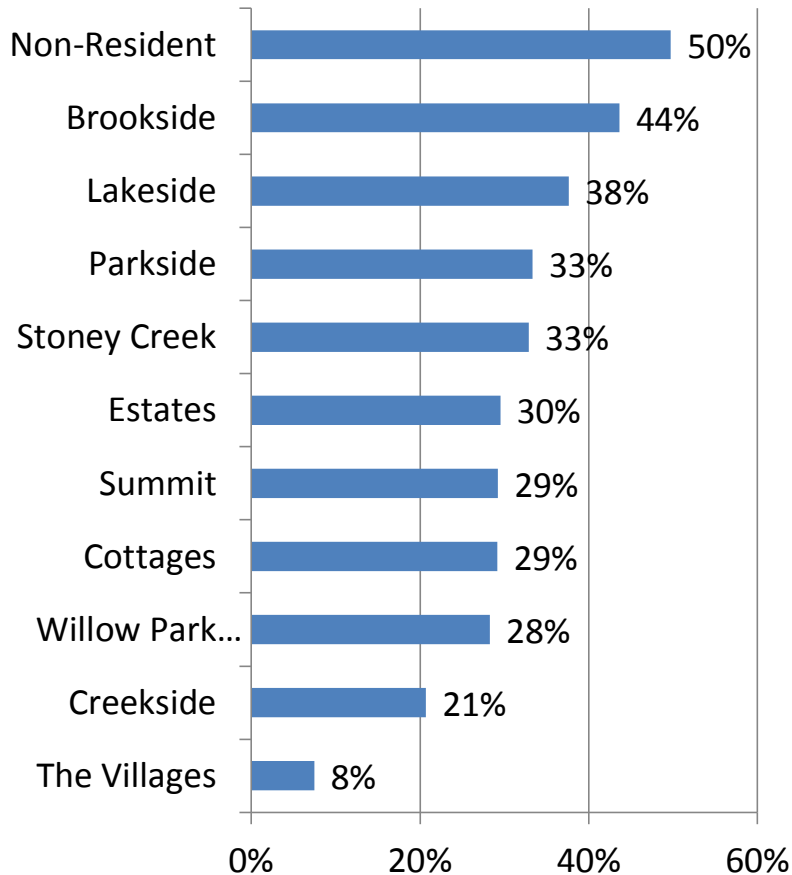


Yrs of Experience in Previous Clubs

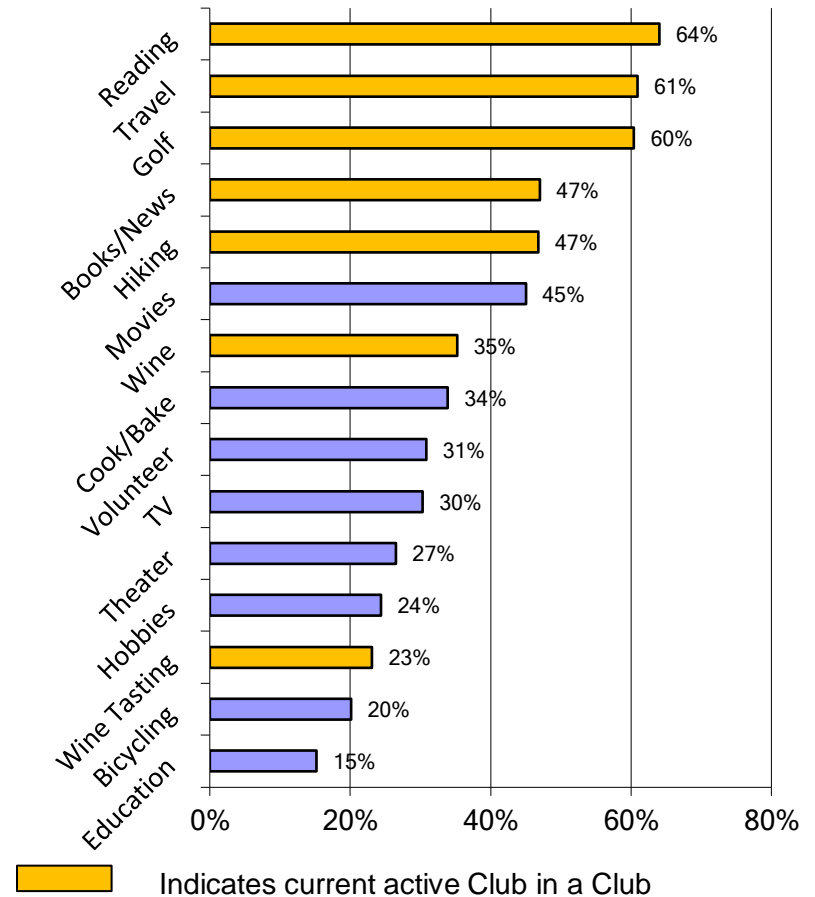


*Good response (31%) from nearly all PL neighborhoods.
Reading, Travel, Golf, and Hiking are the top interests.*

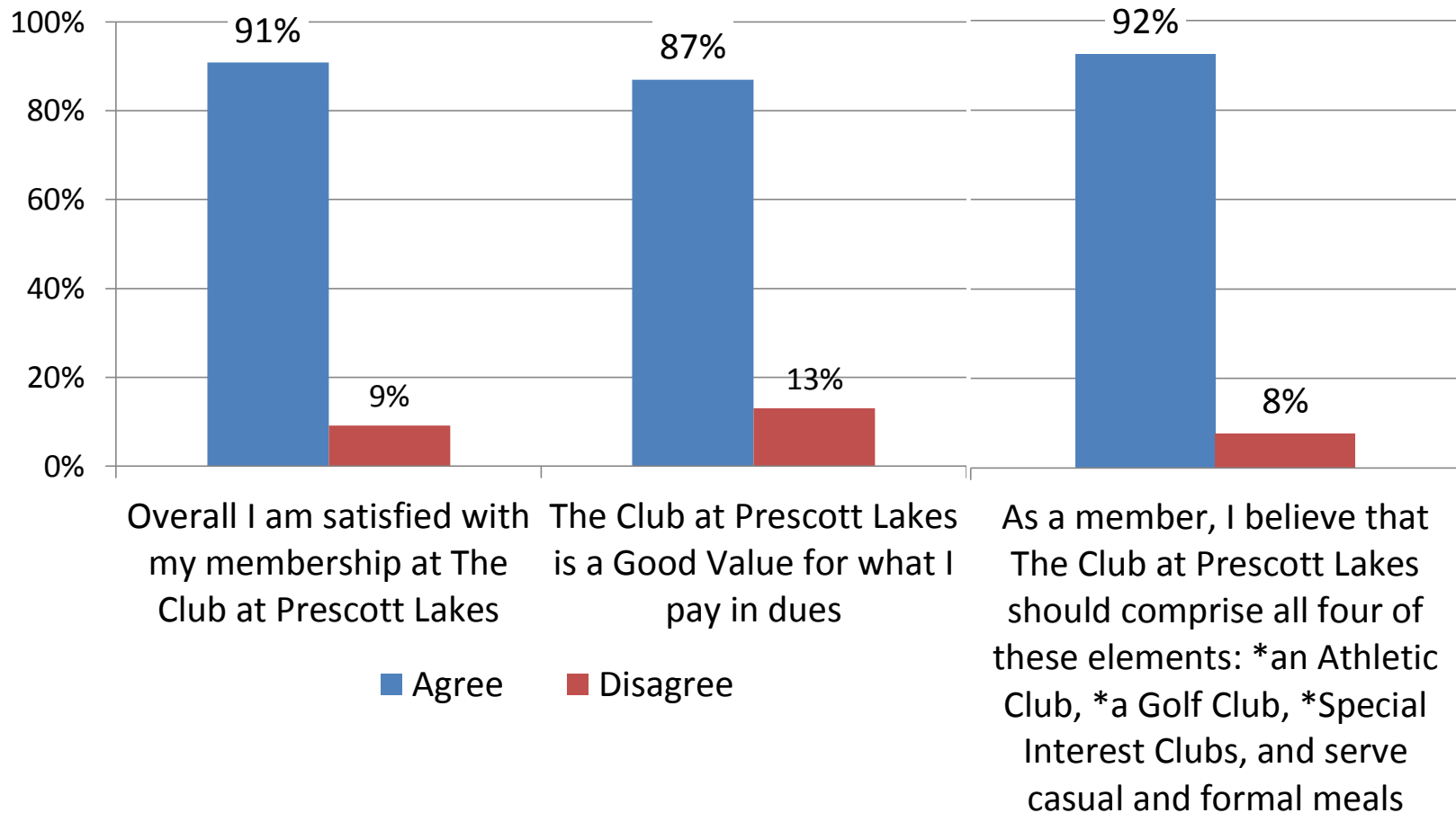
Percent of Households Responding



Your Interests: (Top 15)

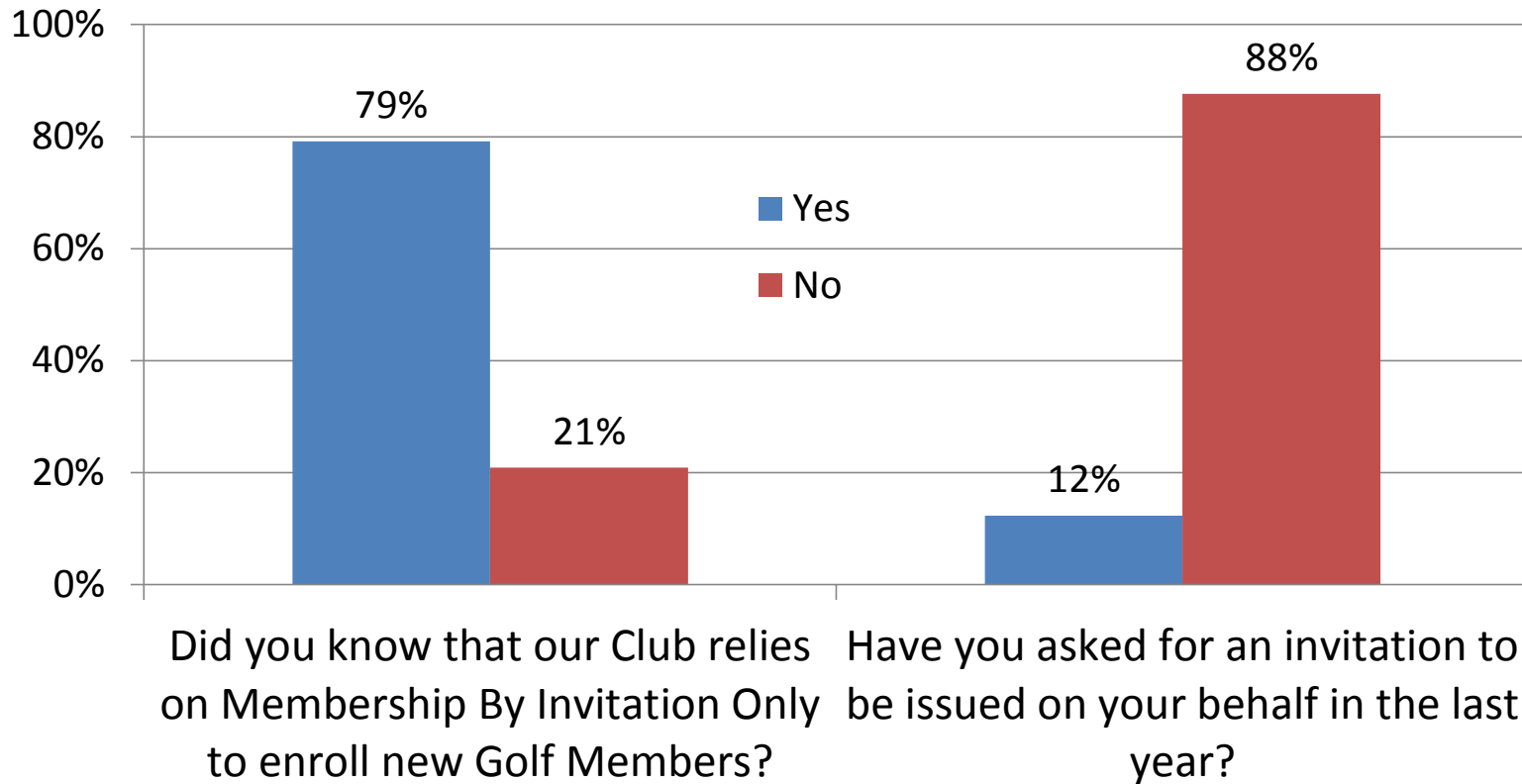


Overall there is high satisfaction with value of the Membership at TCPL (>85%) and the 4-element Club concept is well supported by the membership .

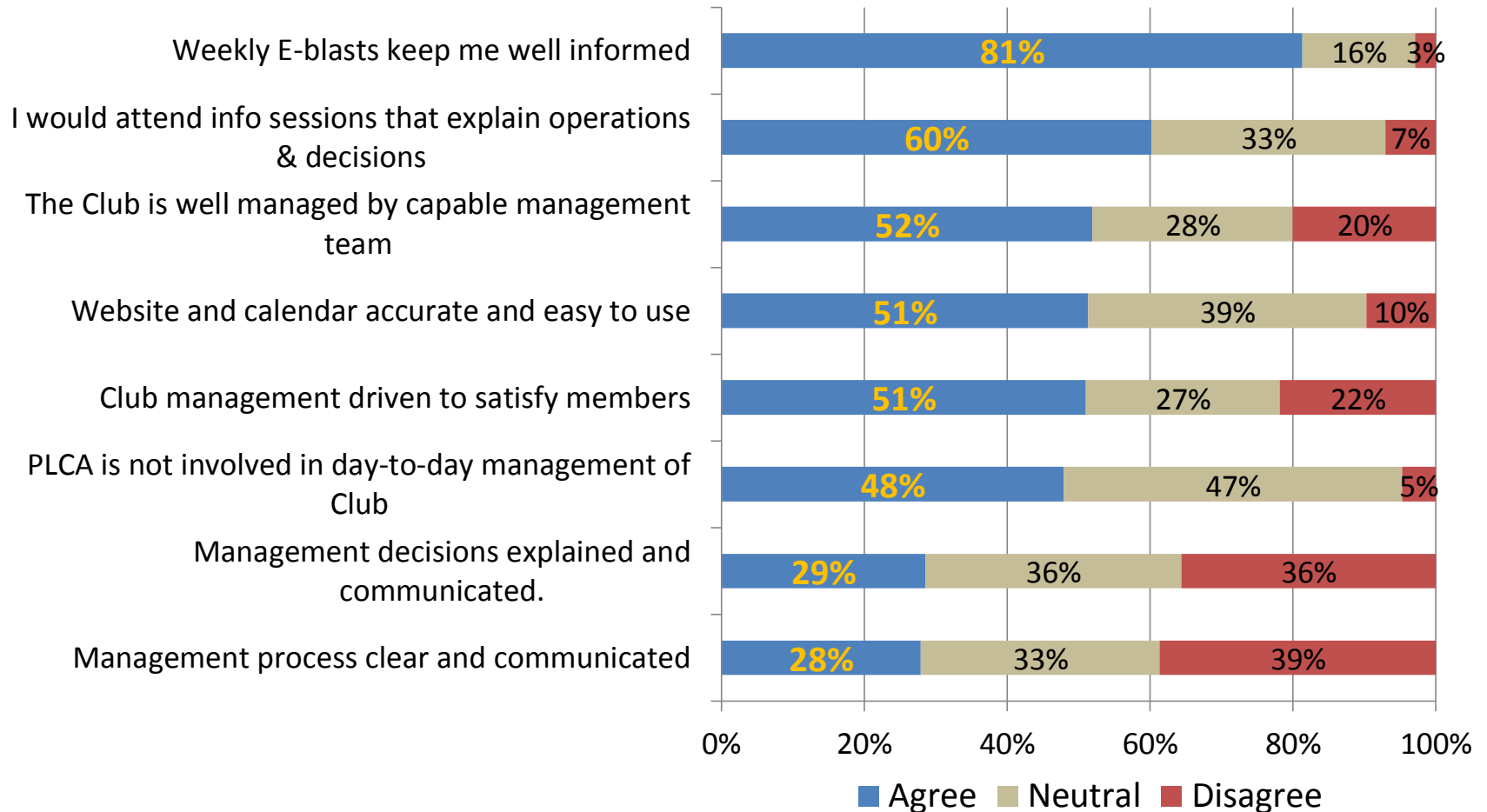


* basis:1097 members (904 resident/193 non-resident)

88% of respondents are not involved in inviting new members.



The Board and Management will work together to monitor communication strategies

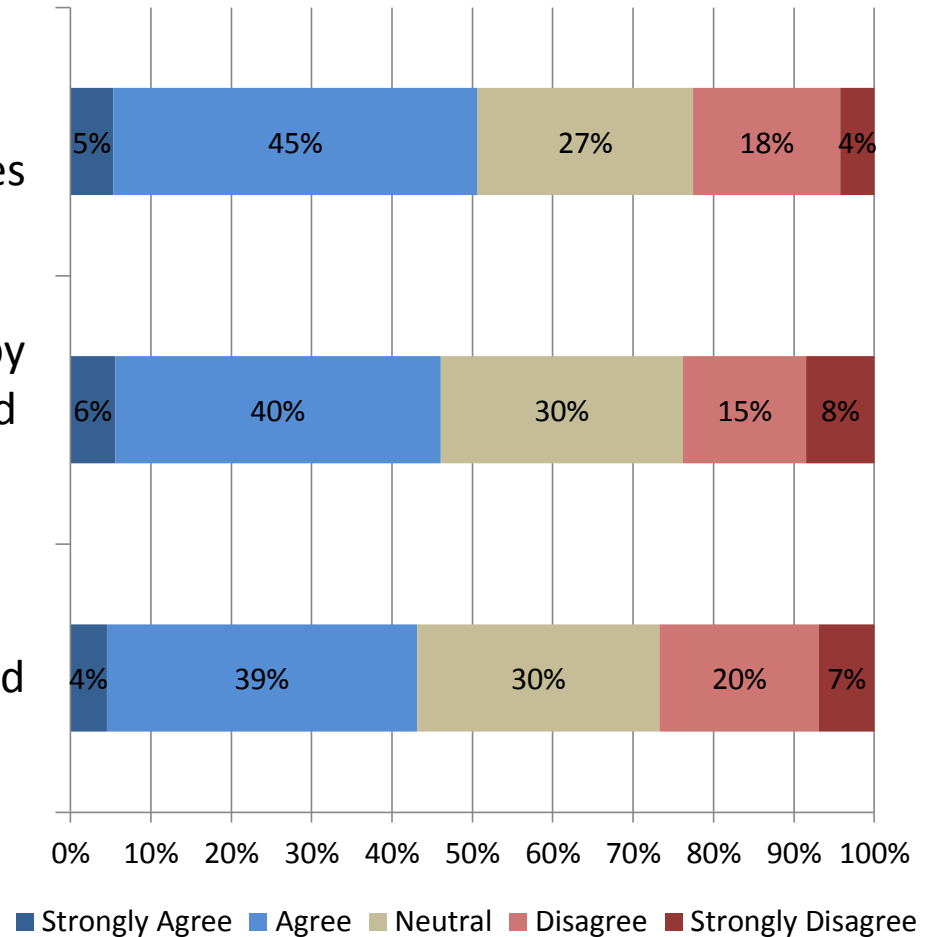


A strategy is being developed to improve communication of the Management & Governance structure

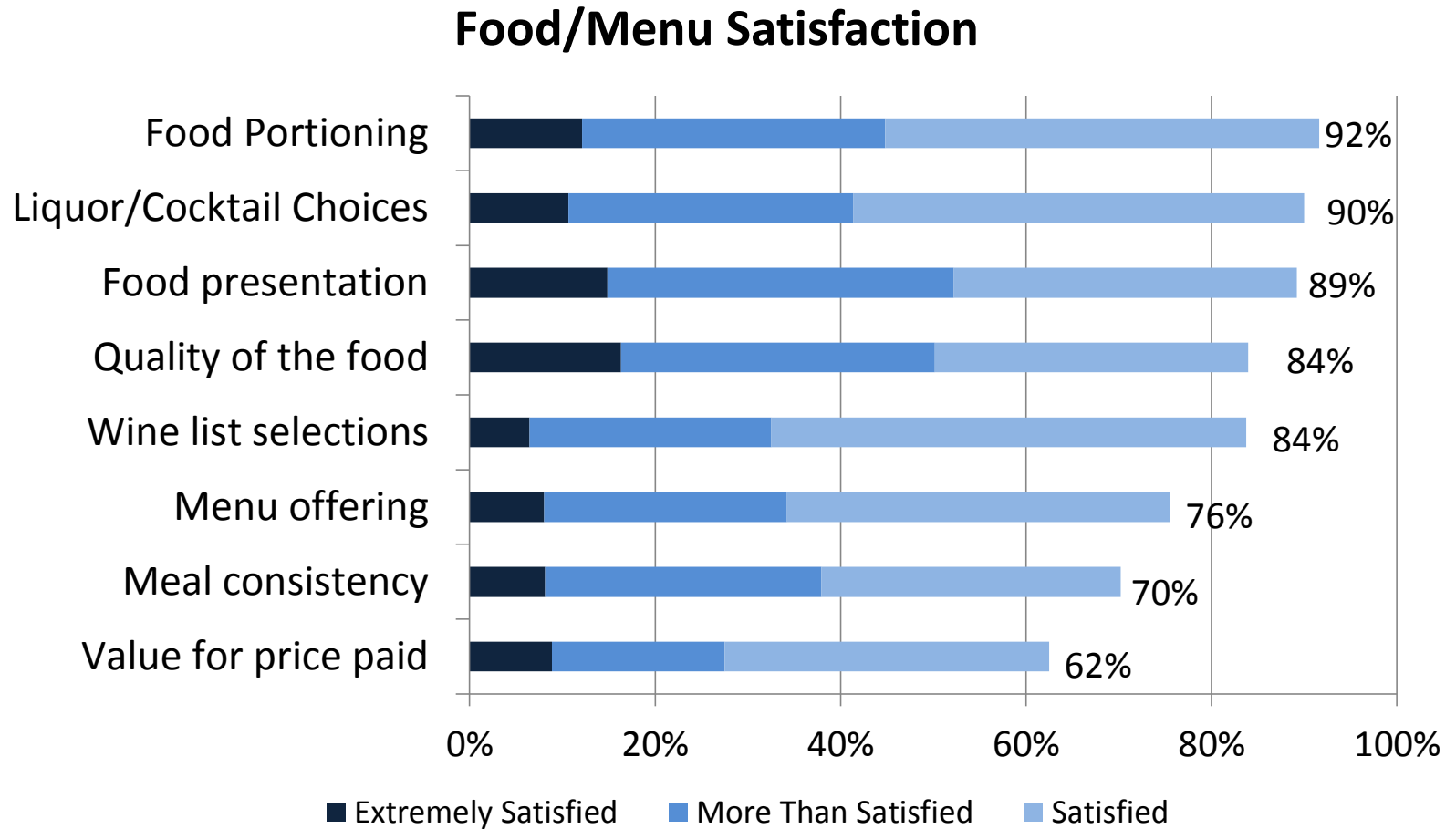
I understand the Club's overall management structure & responsibilities

I understand how decisions are made by the Major Decisions, Management, and the Board of Governors

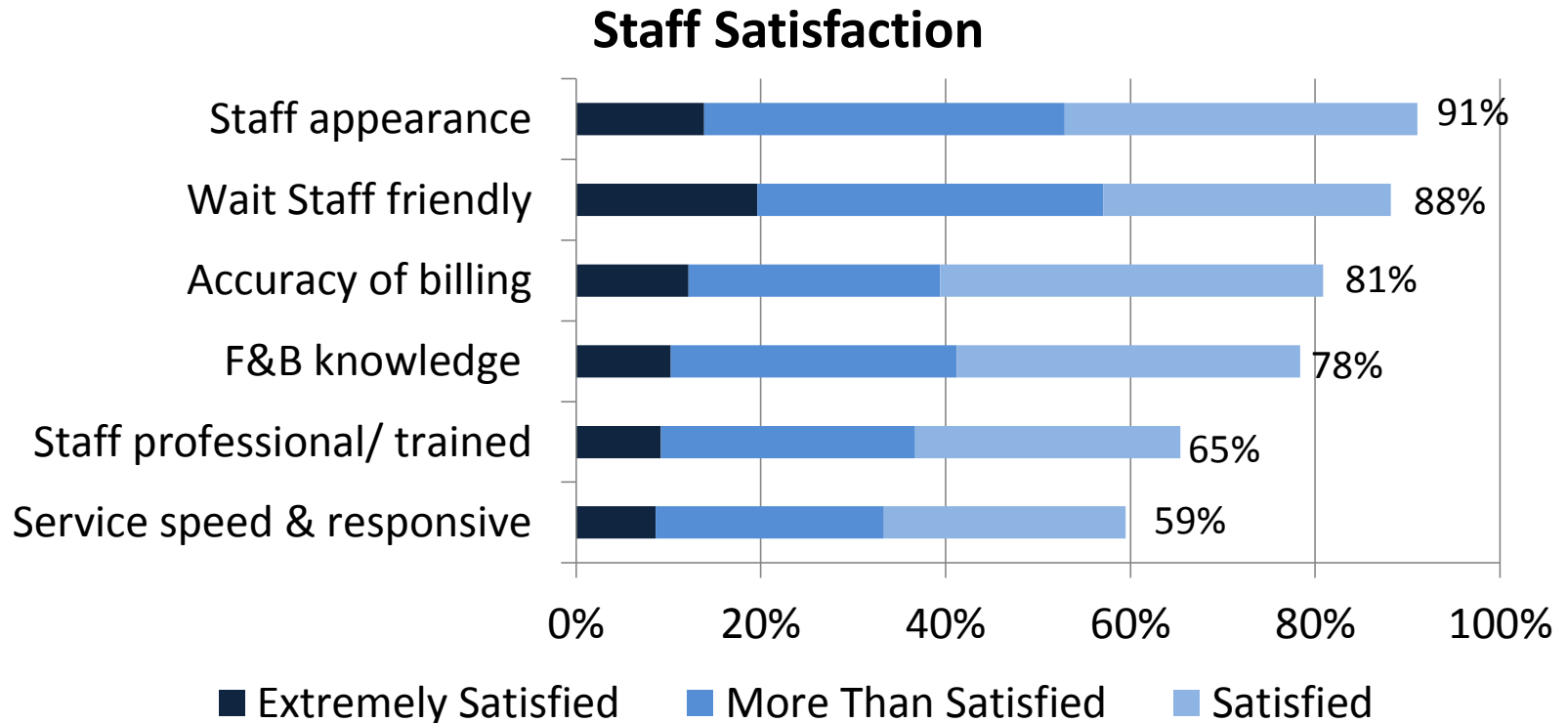
I understand the Club's Governance Model Structure and the role of Arnold Palmer Golf Management



Levels of Food/Menu Satisfaction in the Grille

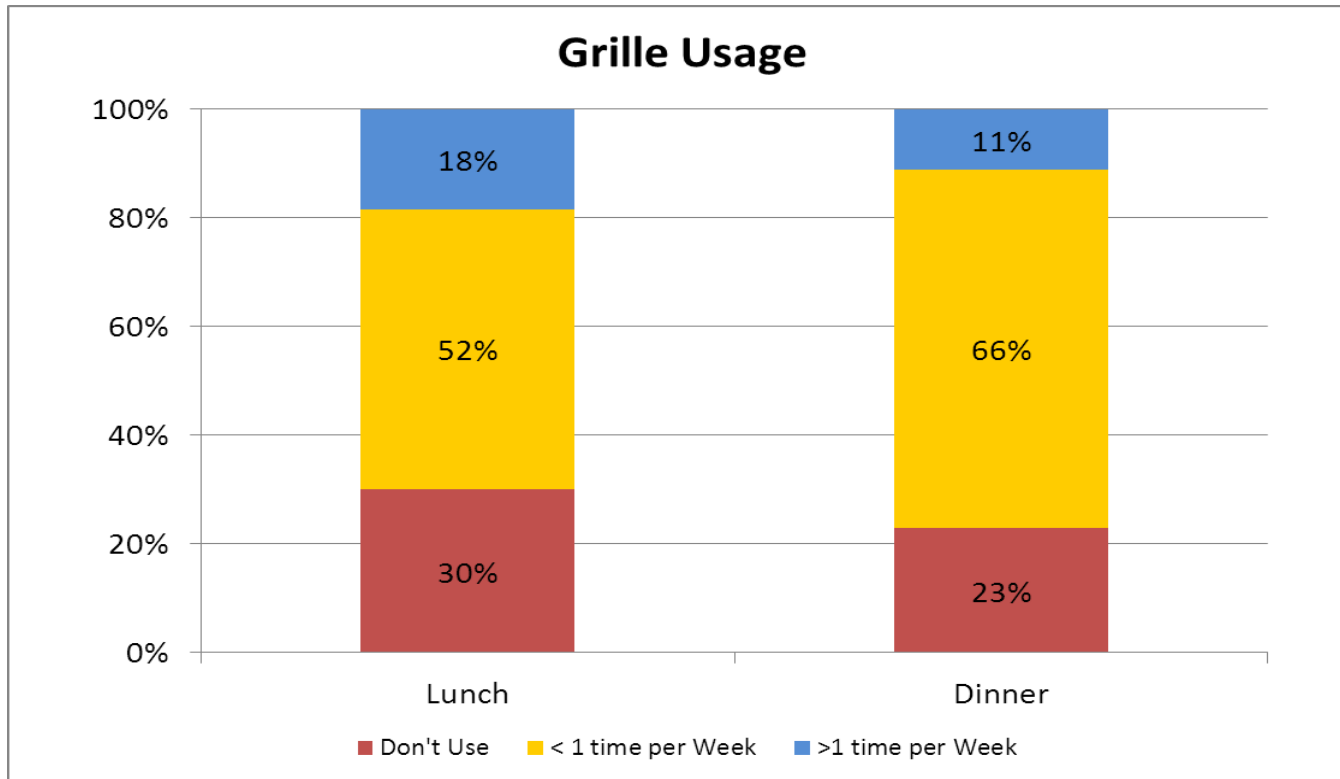


Satisfaction with Food & Beverage Staff



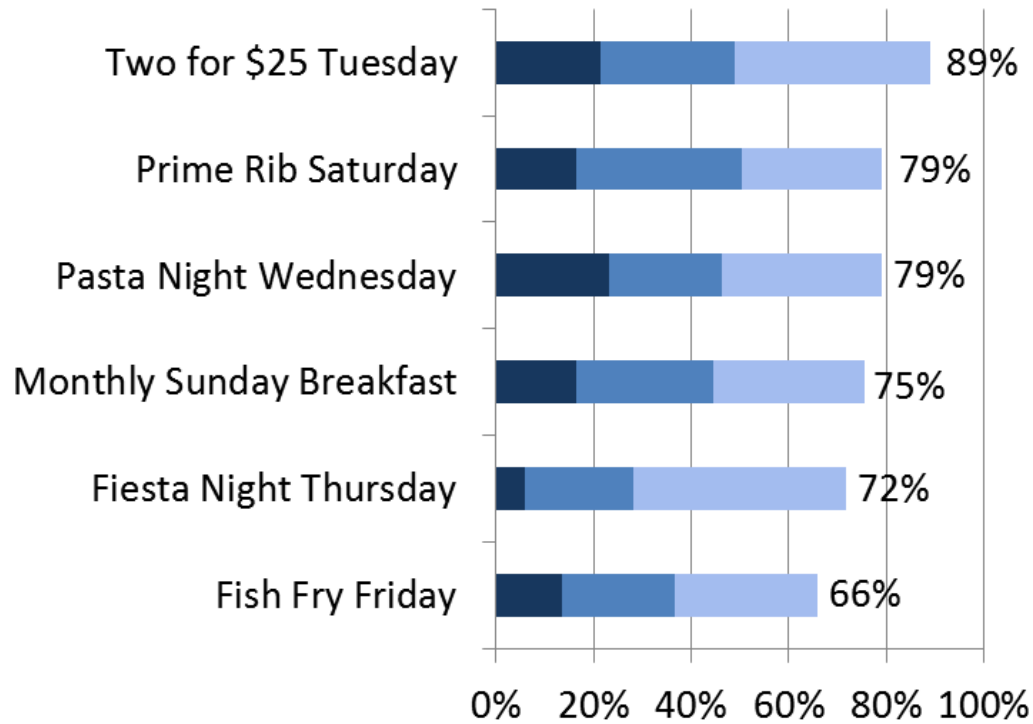
Further there is Overall satisfaction with several snack shack categories and also with food & beverage communications

Over 50% of the membership has utilized the grill for lunch and dinner

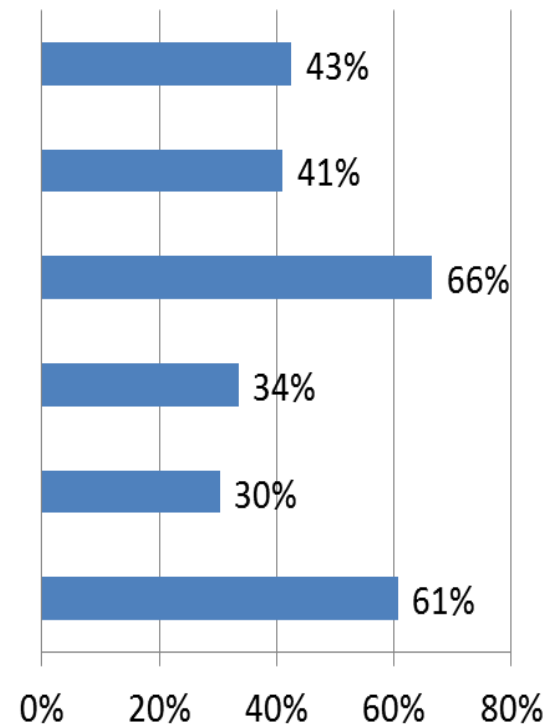


Two for \$25 has high satisfaction, while Pasta night has the best combination of satisfaction and participation.

Satisfaction with Specials

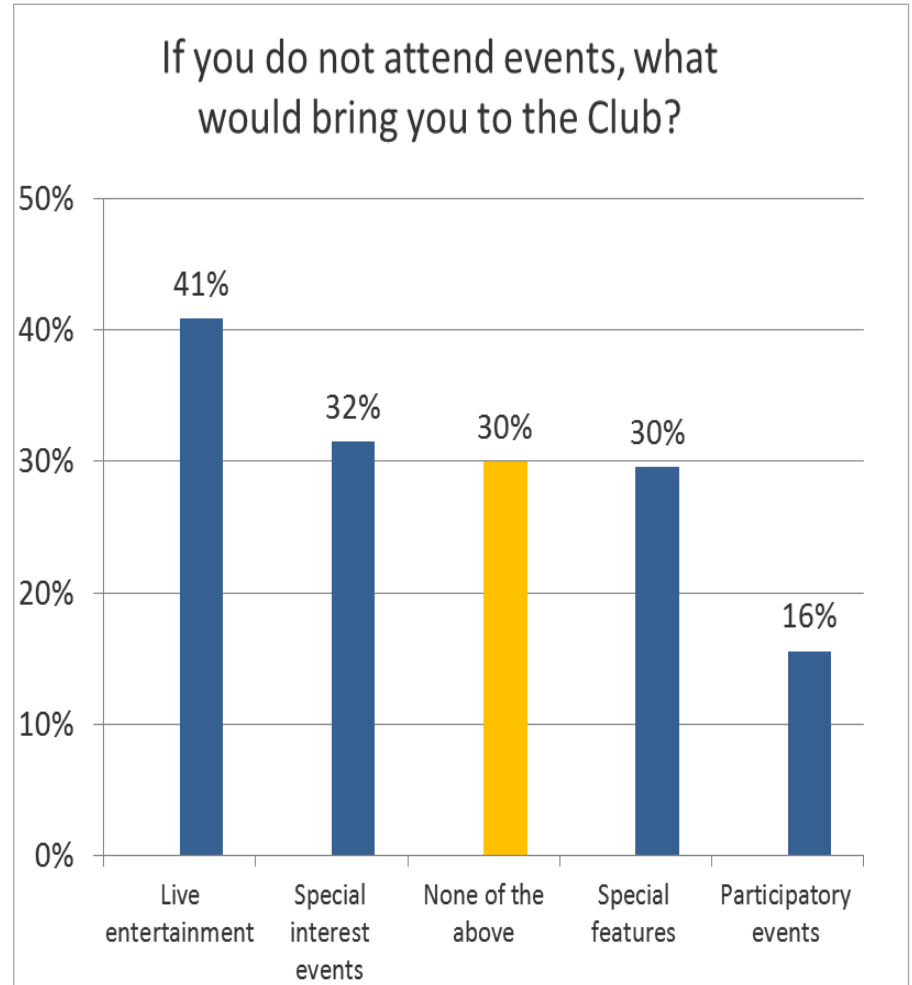
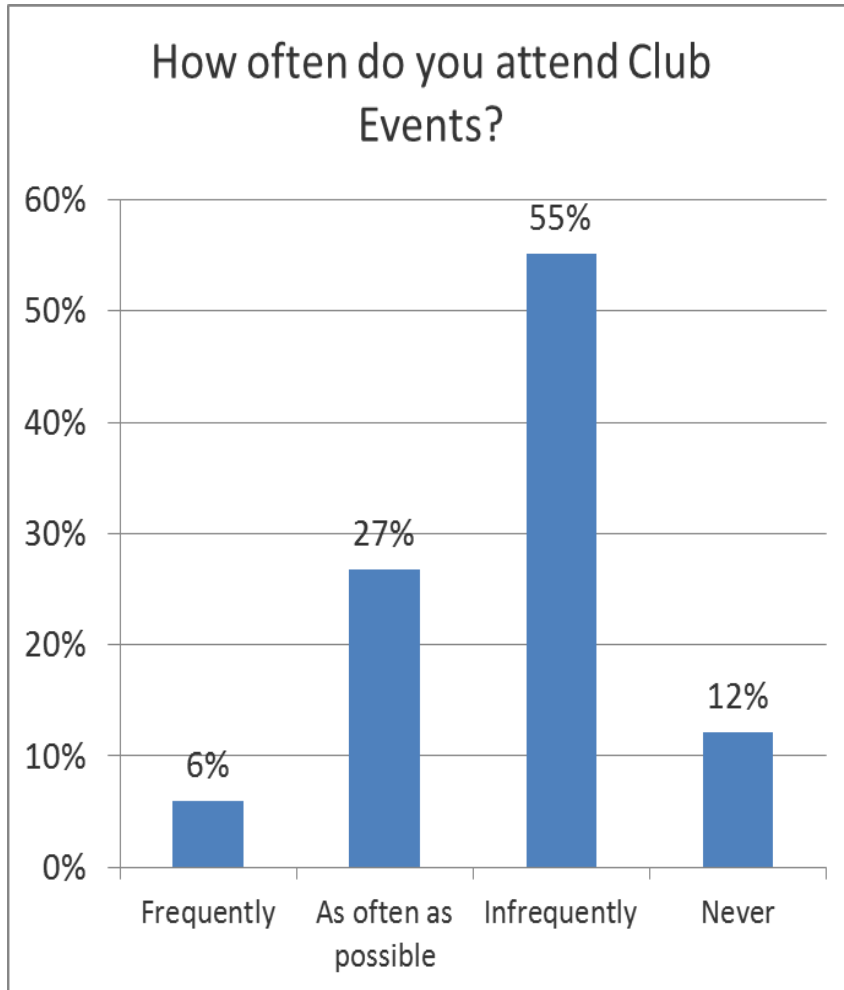


Participation in Specials



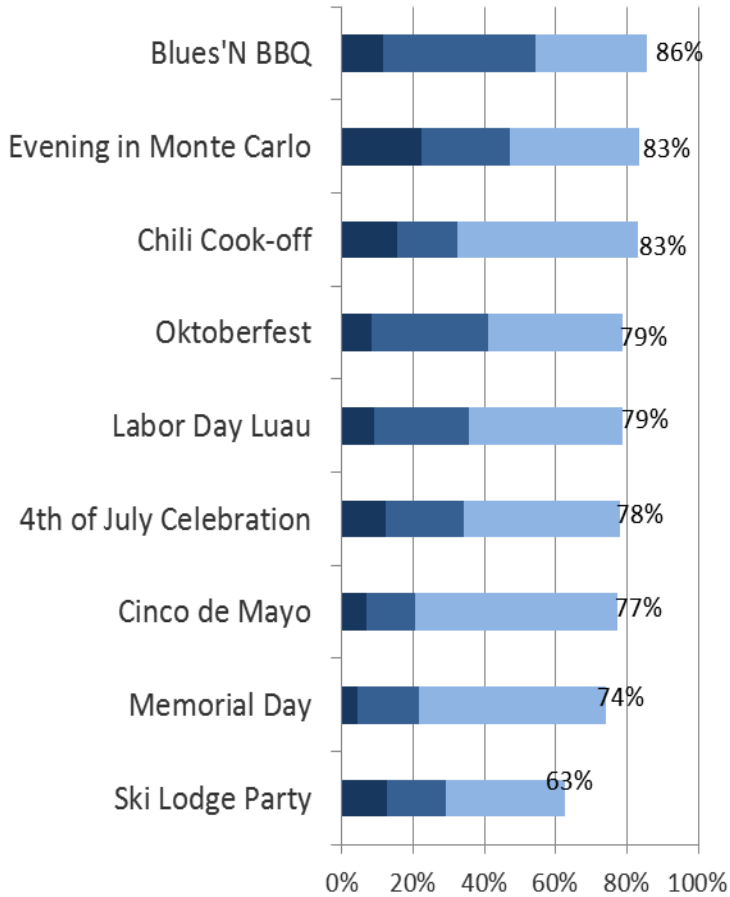
■ Extremely Satisfied ■ More Than Satisfied ■ Satisfied

Club Event Attendance

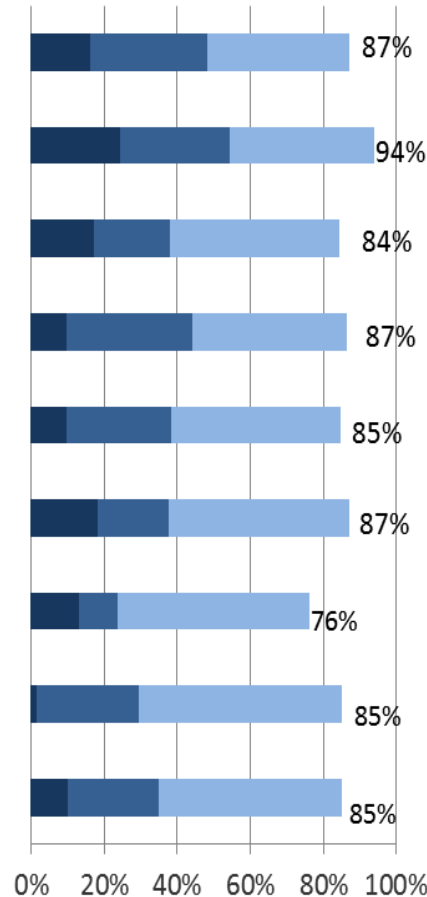


Special Event Participation

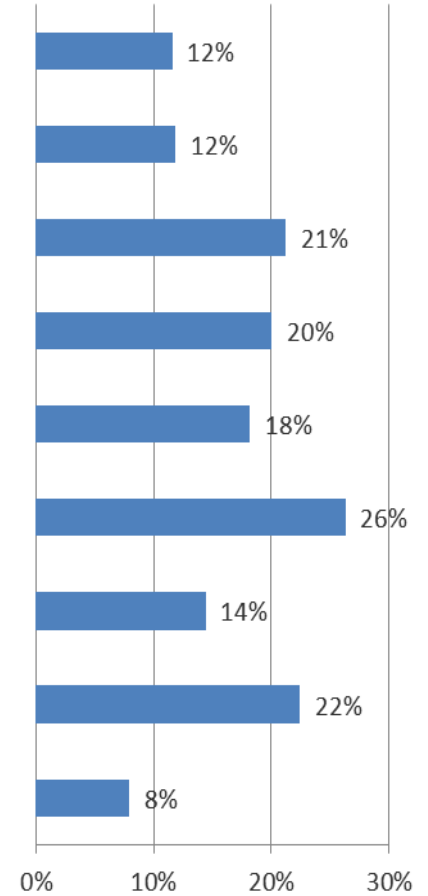
Special Event Satisfaction



Culinary offerings

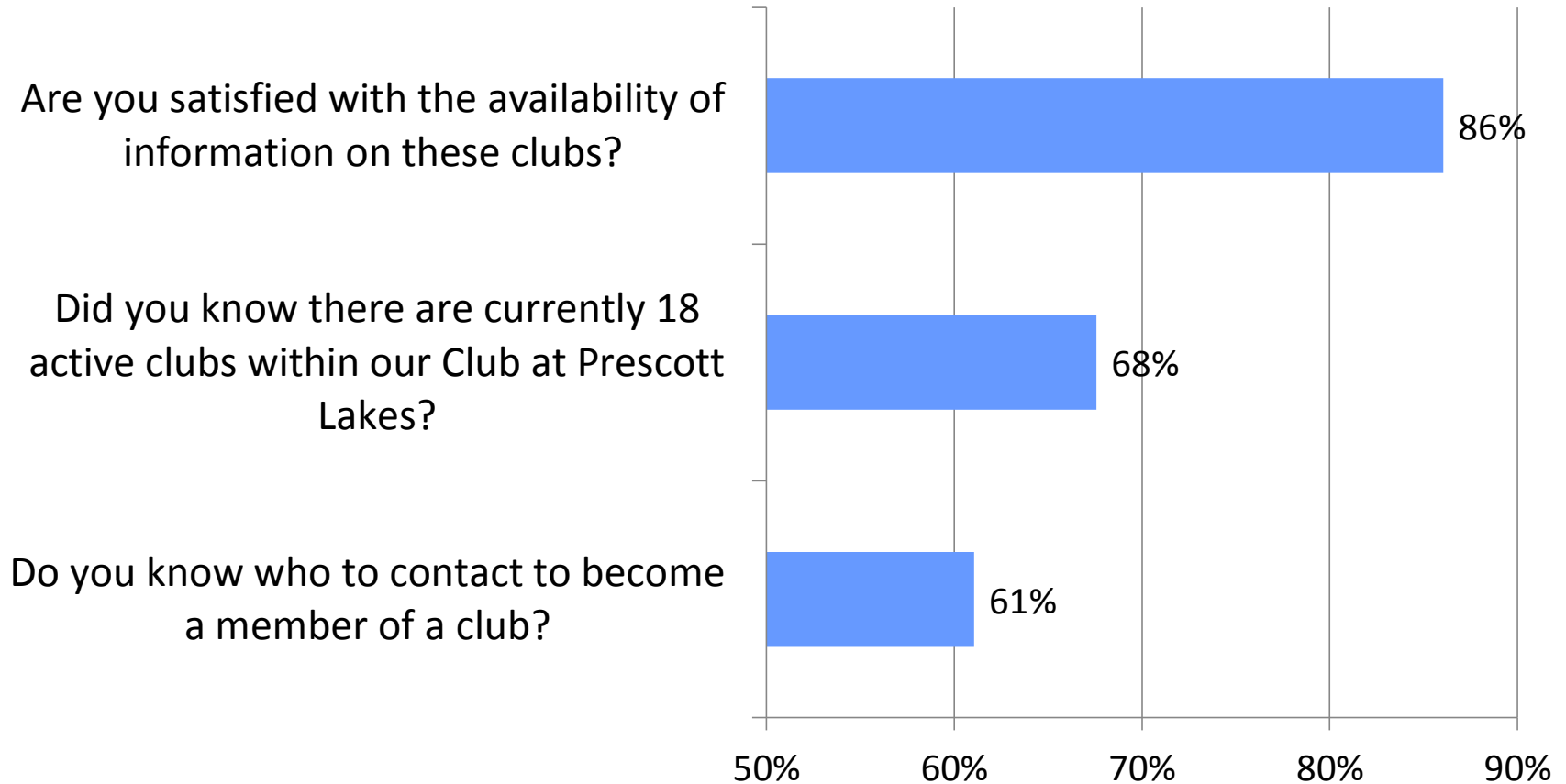


Participation Rate



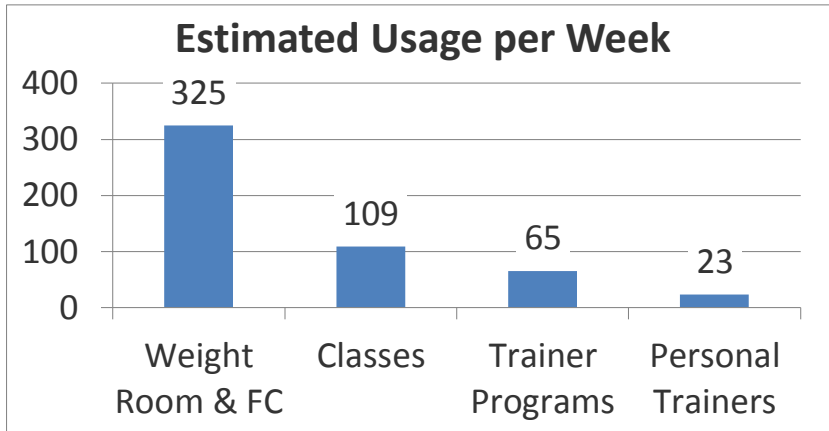
■ Extremely Satisfied ■ More Than Satisfied ■ Satisfied

The Club within a Club concept enjoys good participation

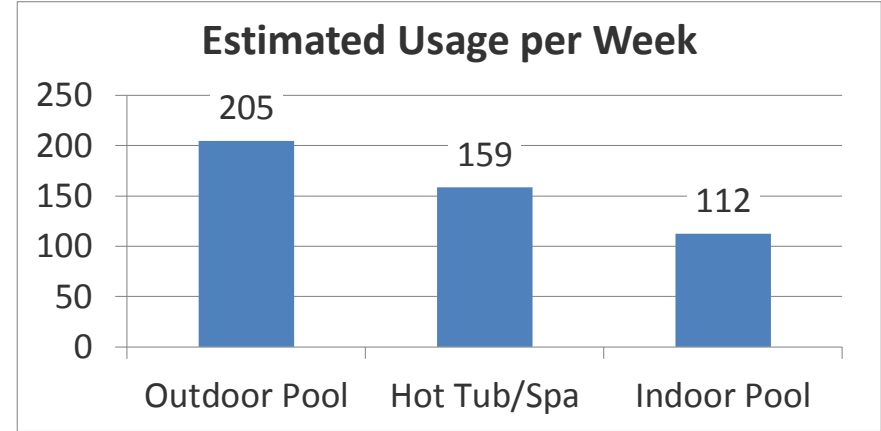


Athletic center is active and Pickleball is the fastest growing activity.

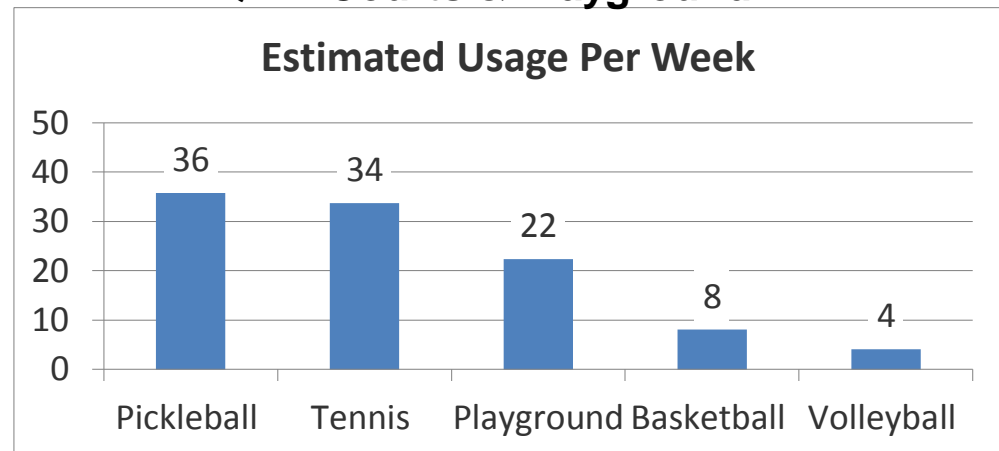
Q2. Weight Room & Fitness Center



Q6. Indoor/Outdoor Pools & Spa

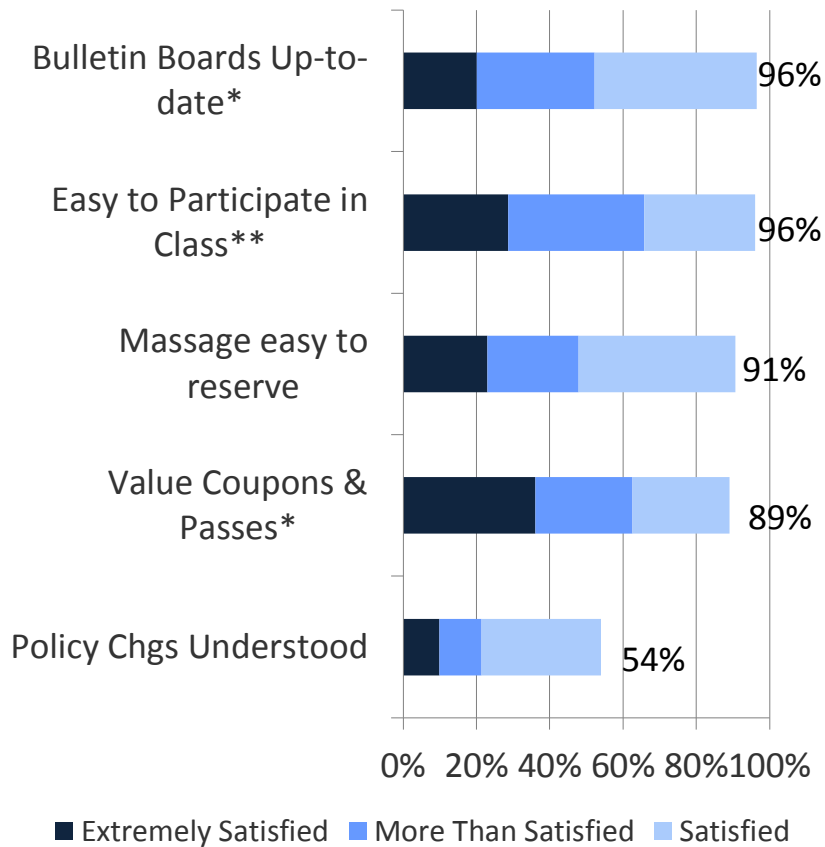


Q11. Courts & Playground

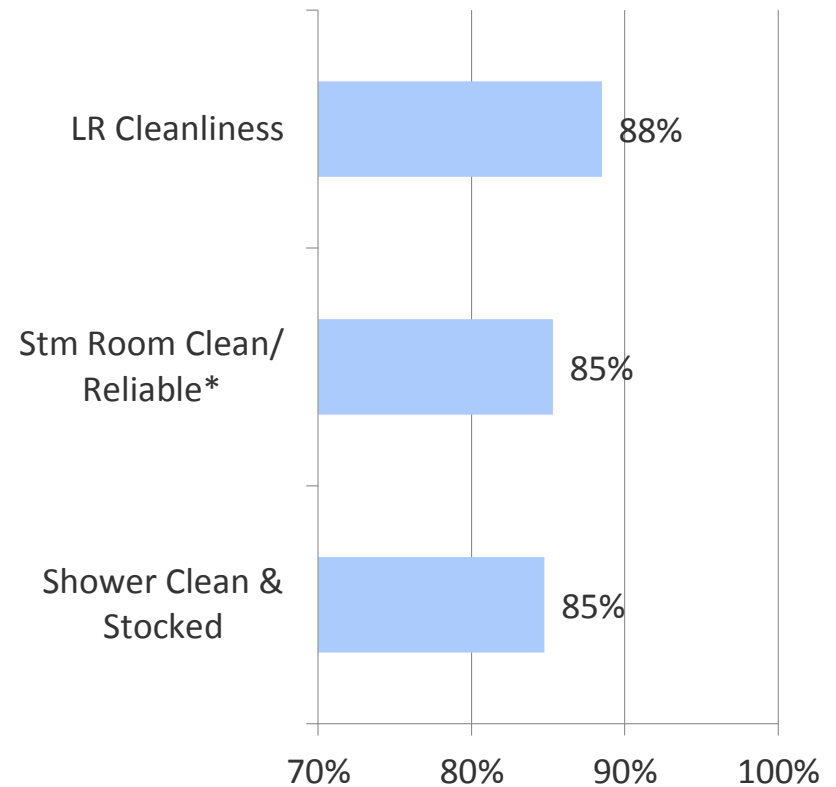


Overall, very high satisfaction with Front Desk

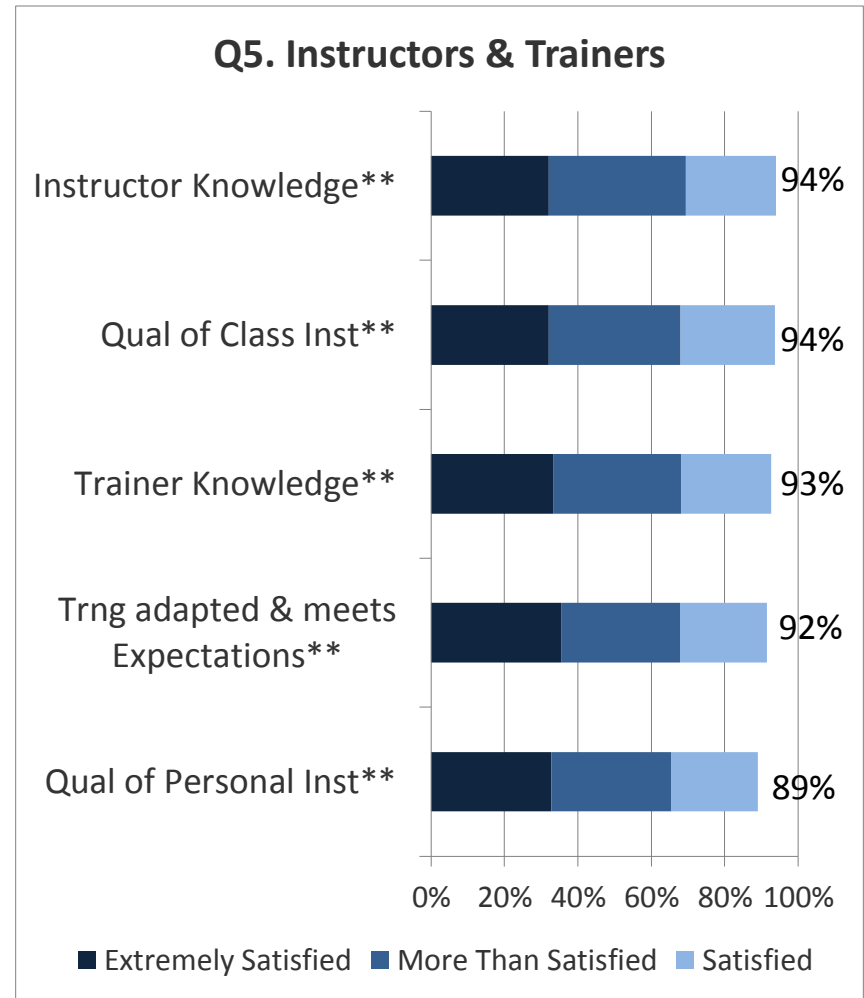
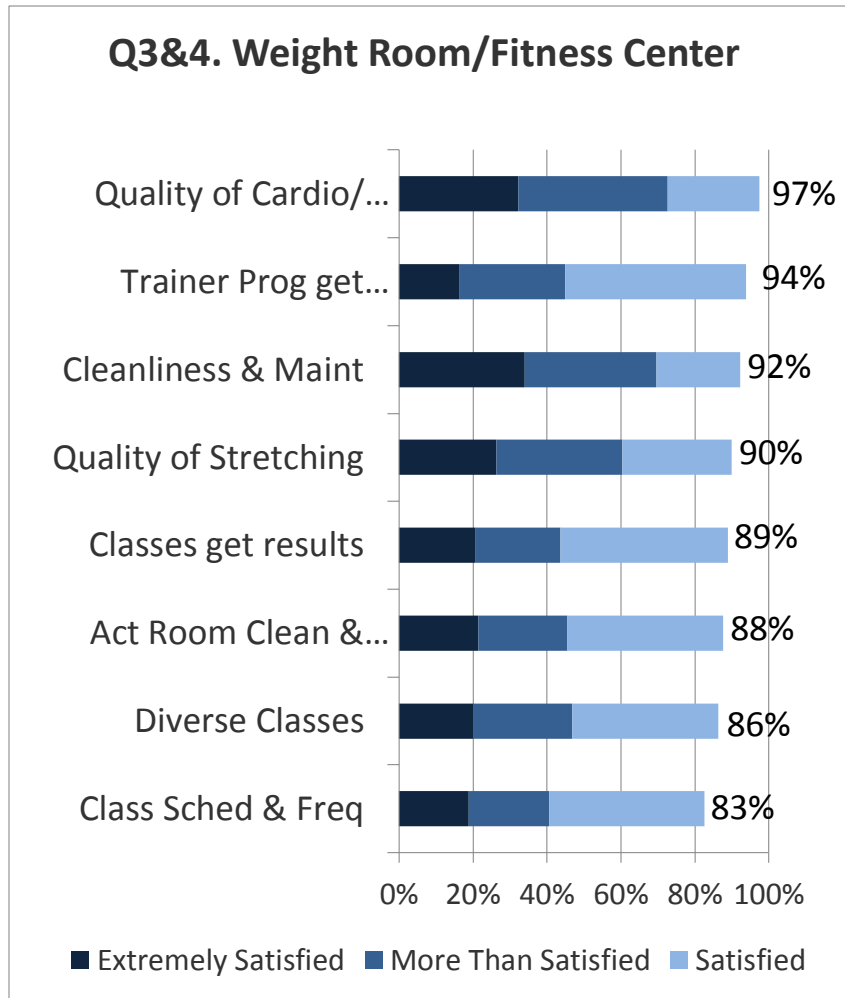
Q1. Front Desk & Communications



Q14. Locker/Steam Rooms, Showers

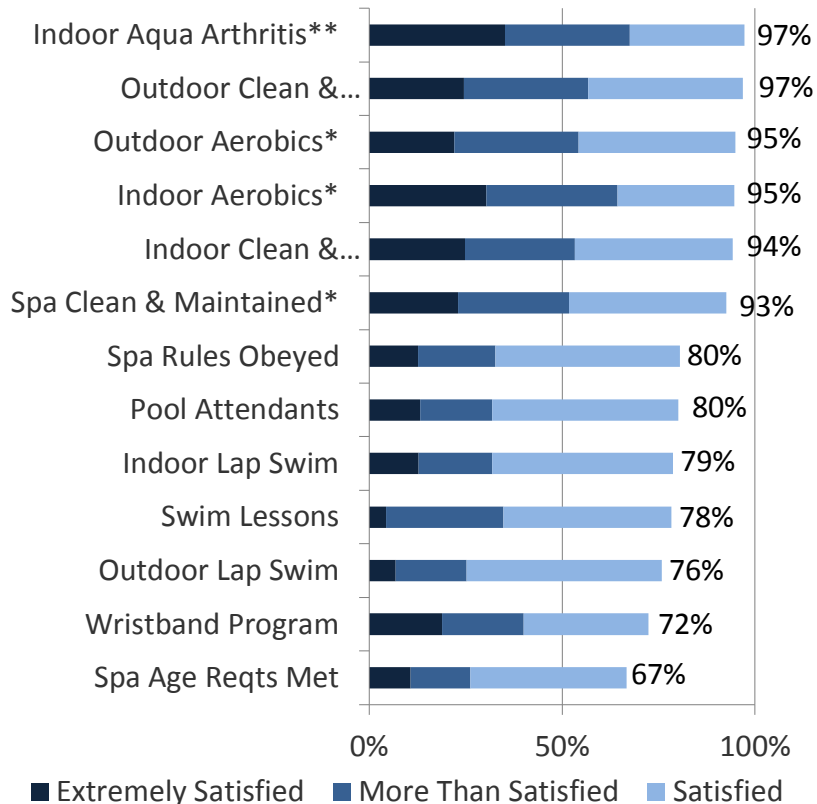


There is Very High satisfaction in the areas of highest usage – Fitness Center and Classes.

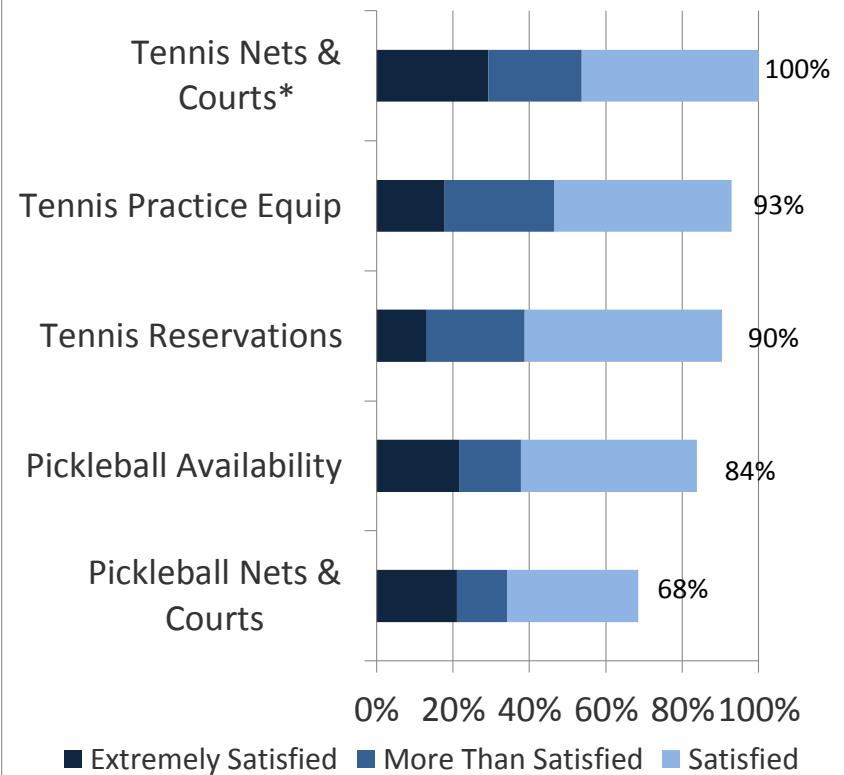


Very high satisfaction for Pools & Tennis Courts.

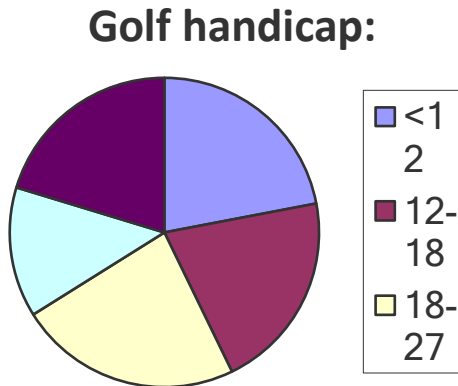
Q7. Outdoor/Indoor Pools & Spa



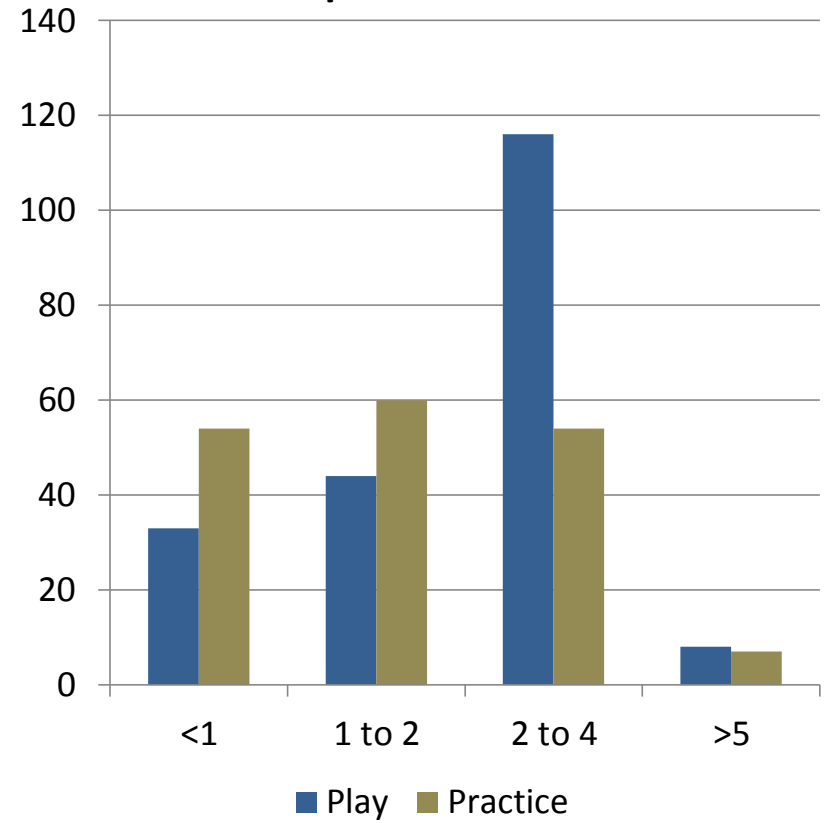
Q12&13. Tennis & Pickleball Courts



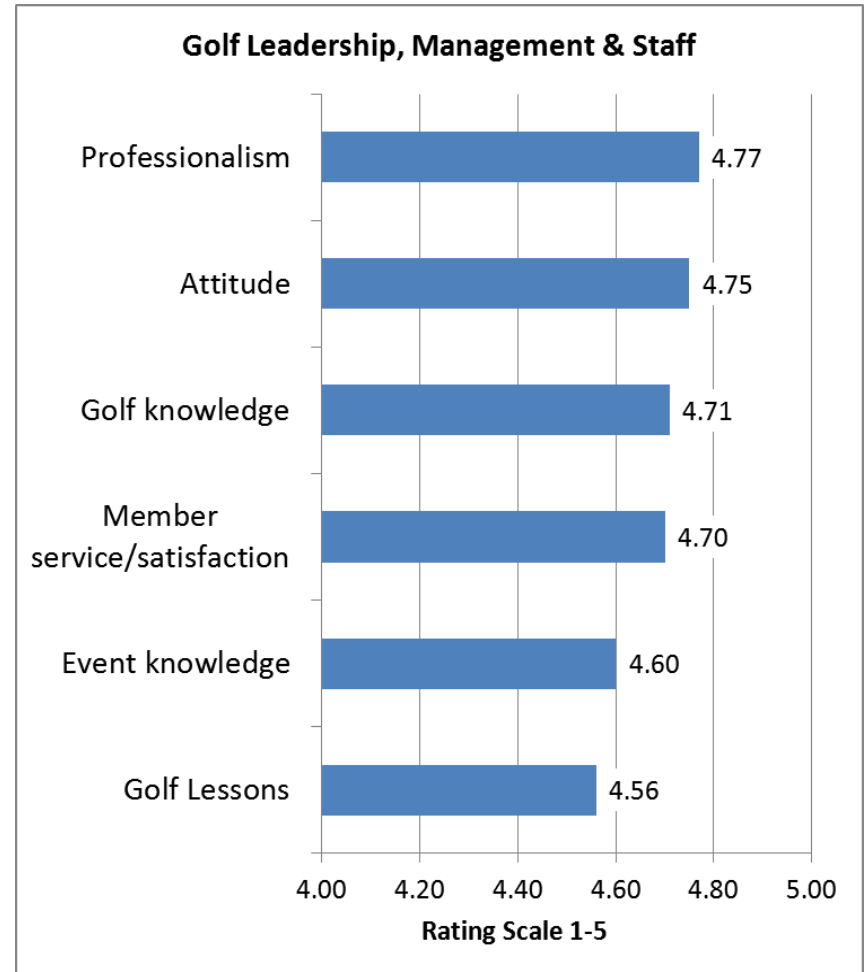
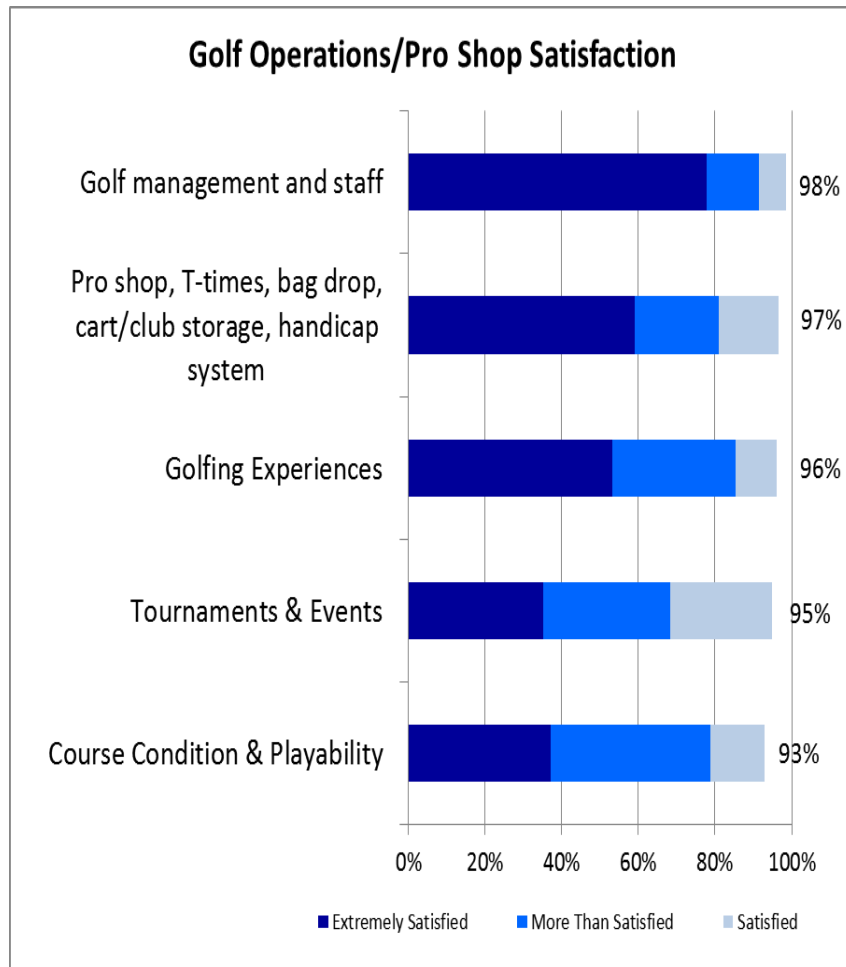
Golfers of all abilities, as measured by handicap, utilize the golf facilities extensively



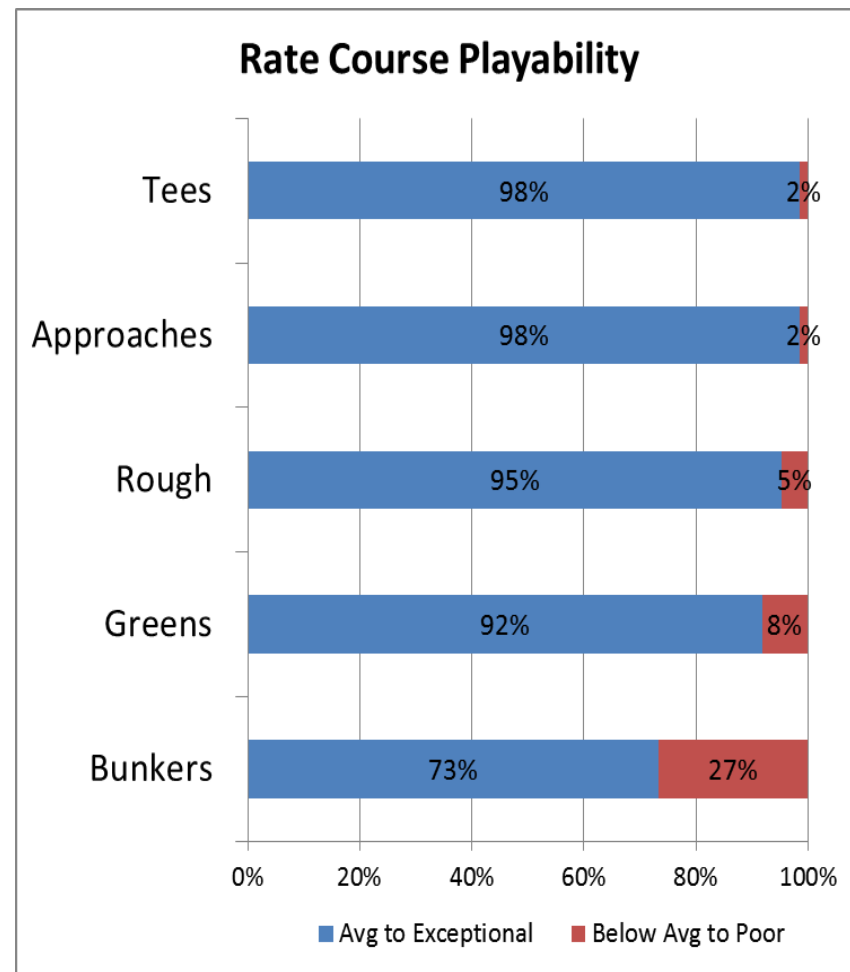
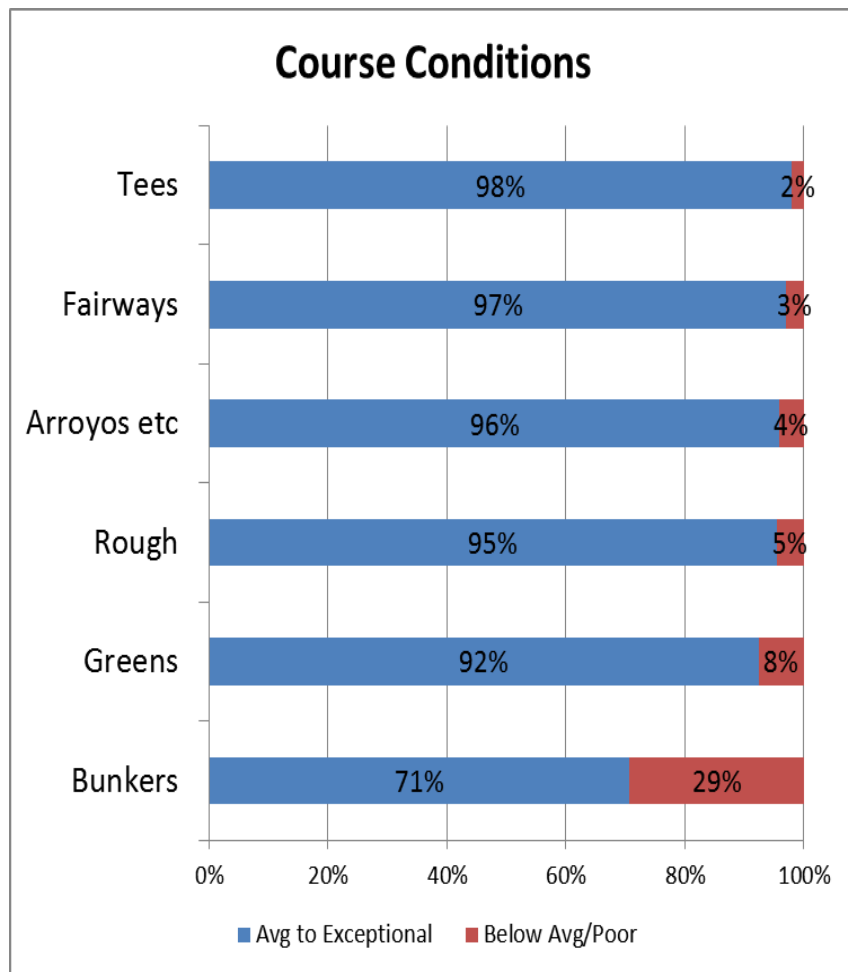
How often do you play or practice per week?



Golf Operations, Pro Shop and Golf Management Team have world class satisfaction ratings.

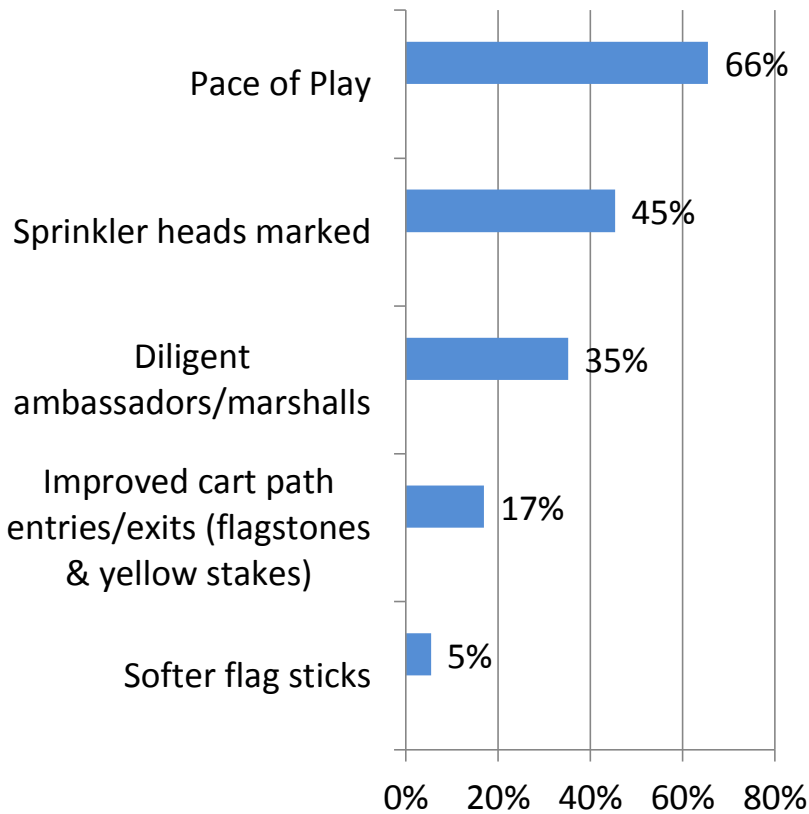


Overall course conditions are very good



Pace of Play is a focus

What would make course more enjoyable?

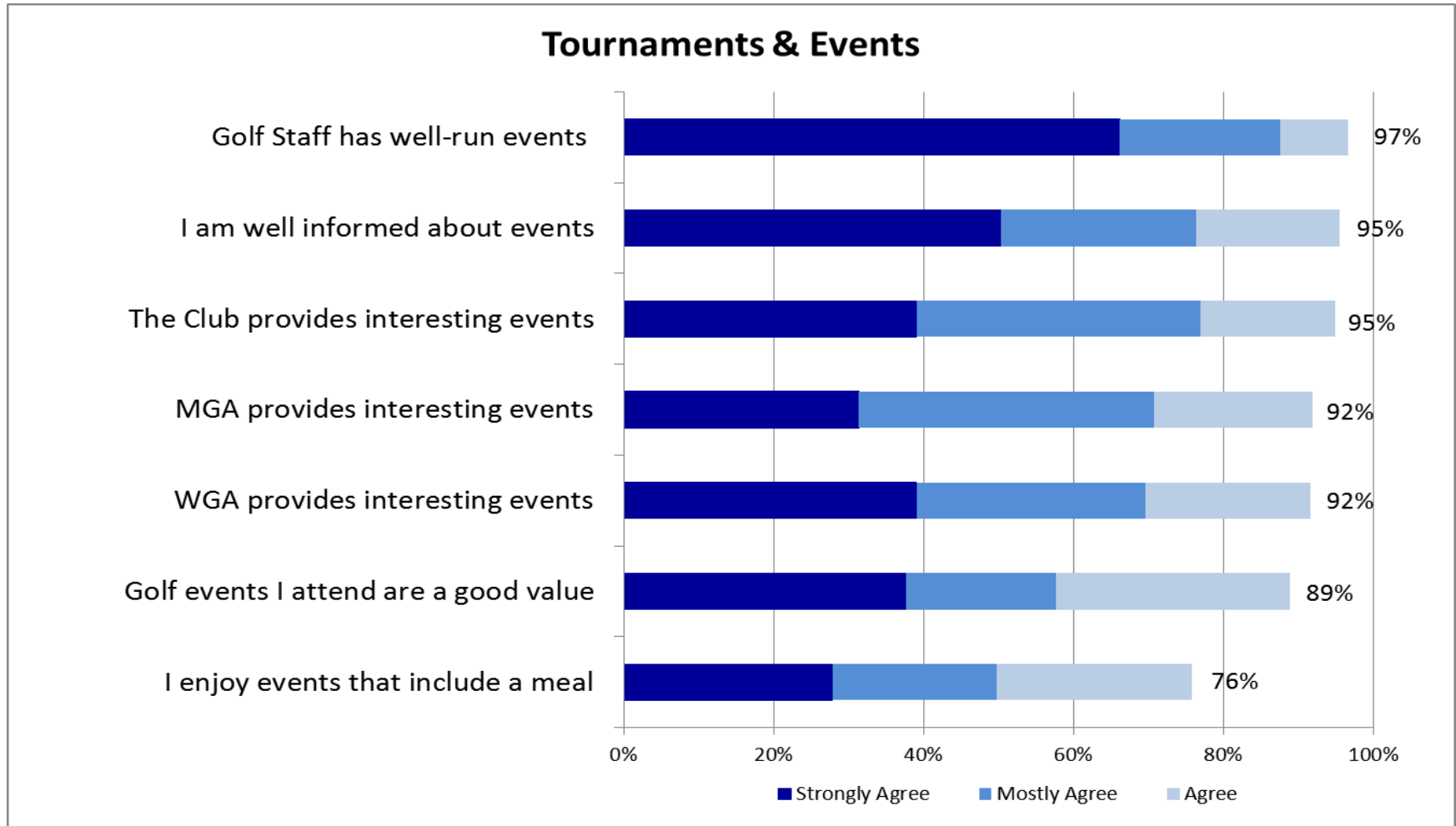


How to address Pace of Play



■ Strongly Agree
 ■ Mostly Agree
 ■ Agree

There is high satisfaction with tournaments and events.



The Board of Governors and Club Management see Communications and Food & Beverage as the highest opportunity priorities for the Club

Communications

- Work with the Chair of the communications committee to develop and implement a new and improved communication strategy in accordance with the survey results.

Food and Beverage

- Appoint an F&B Committee to work with management and establish benchmarks to increase member satisfaction and participation. This committee will also review the existing tip policy.