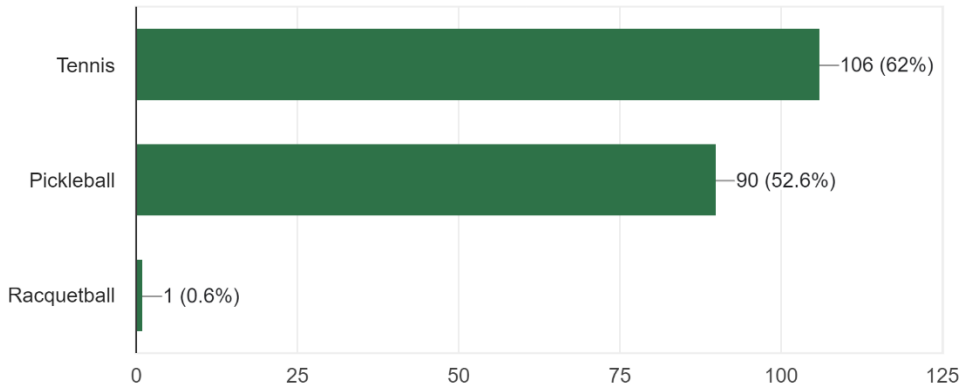


ERC Survey February 2024

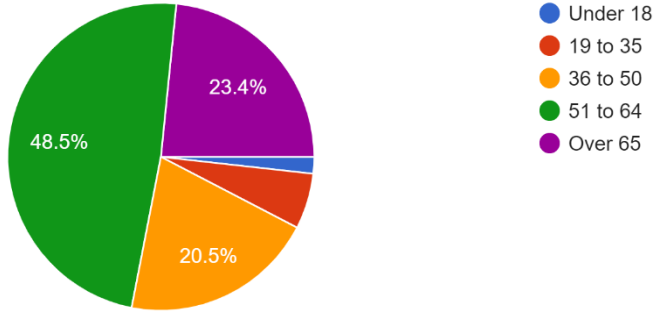
How do you use the club?

171 responses



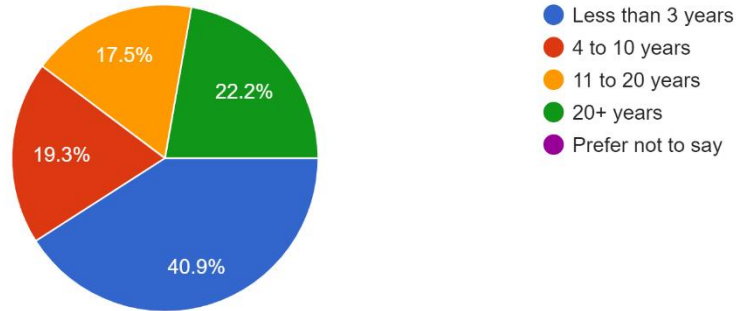
Age

171 responses



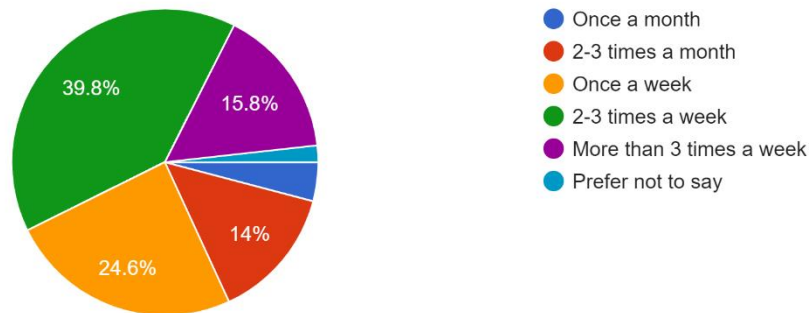
How long have you been a member?

171 responses



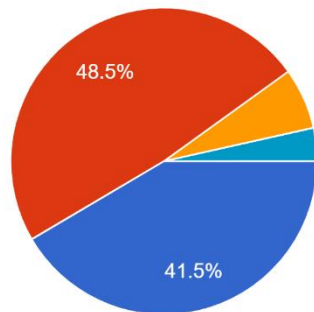
Over the course of a year, how often do you play at the club?

171 responses



Court condition

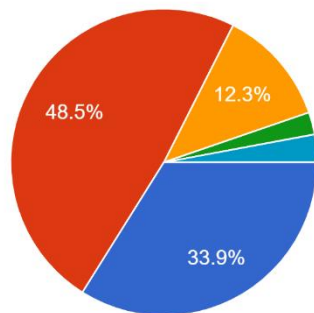
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Cleanliness

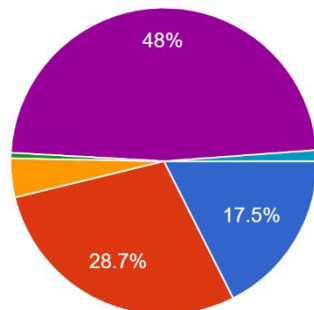
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Women's locker room (if applicable)

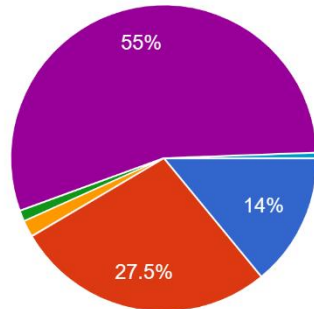
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Men's locker room (if applicable)

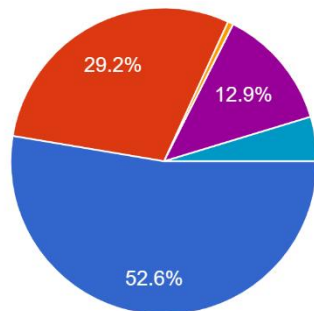
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Viewing area

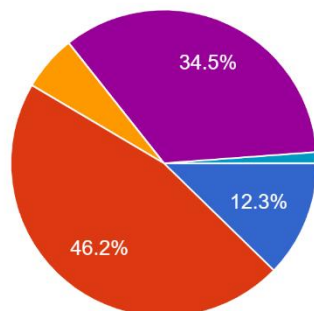
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Items for purchase/shop

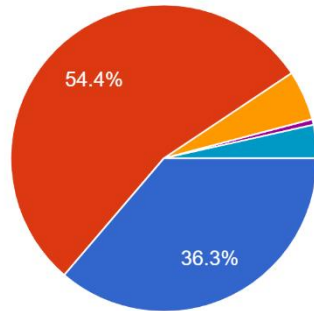
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Overall property condition (inside and outside)

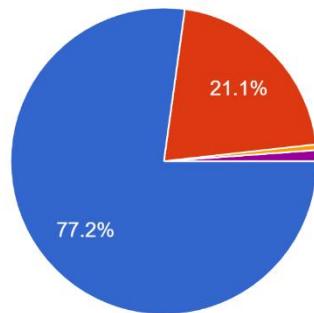
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable
- Very satisfied

Office Staff

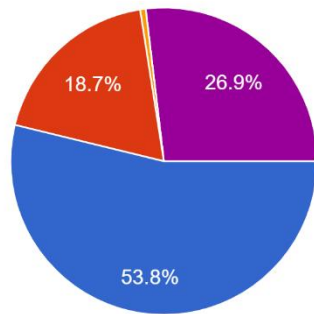
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

On-Court Staff

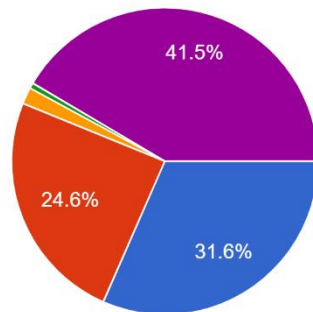
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Walk-in drills

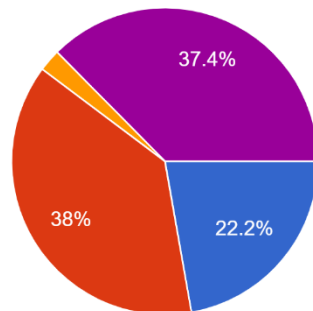
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Events

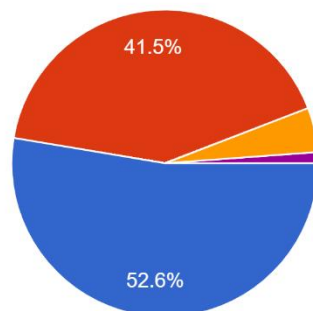
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Hours of operation

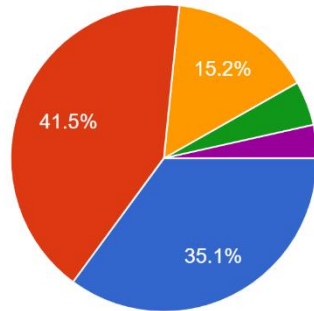
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Court availability

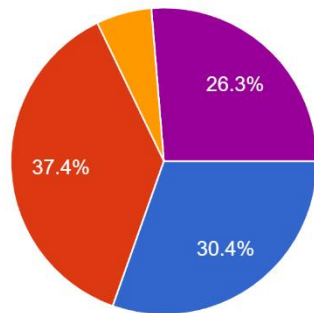
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Court Reserve app

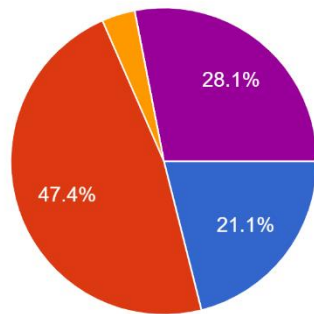
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Website/social media

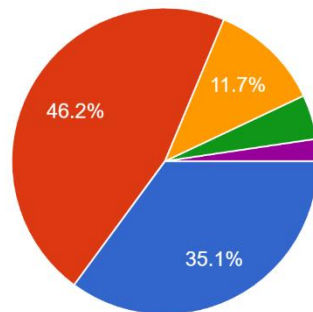
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Bill payment

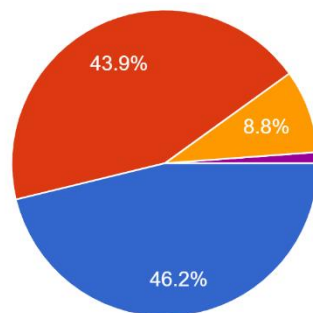
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Overall satisfaction

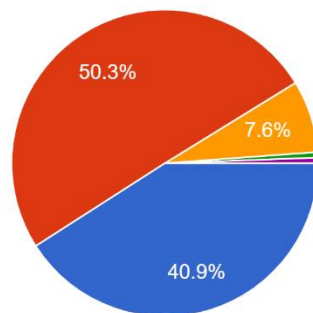
171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

Overall value

171 responses



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion or not applicable

What is your favorite thing about ERC?

- Environment that brings people together and promotes fun – several mentioned the upstairs lounge/viewing area and the friendships they have made at ERC
- Friendly staff and instructors, fun place to go, great members – several mentioned the greeting with a smile
- I love the look that ERC has created with the Wimbledon color theme that runs through the courts, viewing area and locker rooms.
- Being able to reserve the seasonal pickleball courts
- The communication with the members via email and on social media has been great
- Love the extra holiday events
- Like the investments done over the last 5 years on lighting, parking lot, upstairs area

Areas for Improvement

The two biggest areas of suggestions were these two:

- Court and club cleaning
- Electronic billing, auto pay, and online bill payment options

Other issues mentioned:

- Court availability
- Pickleball reservations – force back-to-back time slots so there aren't 30/60 minute openings
- ISU court usage – seems there are uncertainties about when ISU is using courts
- Locker Room upgrades
- Programs
 - More tournament or social opportunities for tennis and pickleball
 - Better management of getting folks into the right drill sessions and more variety of drill session activities
 - More junior bootcamps ahead of seasons and smaller tournaments

A few quotes

“ERC is a unique tennis facility. There are not many places around unless you go to the big cities that have as many courts that are top notch. The front desk staff are very friendly and inviting. Also, the trainers are very knowledgeable about the game and offer helpful tips.”

“Meeting and playing with so many people that I would not have met otherwise. ERC is also a nicer club than most I've played at.”

“I love that tennis drills are drop-in. This really sets ERC apart from the vast majority of racquet clubs in the country.”

We reviewed the suggested areas of improvement with the Member Advisory Committee and began working on them. We will discuss both the survey details and action items with the Board of Directors later this month, and further refine our plans.

1. The club management met with our maintenance and cleaning team. While courts are cleaned with our “Zamboni” court sweeper once a week and the pickleball courts twice per week, we are emphasizing a few heavy traffic areas in particular for more frequent cleaning. We balance the need for cleaning with the additional wear and tear on the court surface which is getting toward the end of its lifespan and is a major replacement cost. We have a cleaning person on site every night for 3-5 hours, but with over 60,000 square feet of area, we know that is a lot to cover. We’ve outlined a plan on which things get what cleaning/treatment in which time frames.

2. We also recently implemented a different credit card vendor to help save bank fees - in the last fiscal year, we paid over \$18,000 in bank card fees. While many local businesses and health clubs around the country have imposed credit card usage surcharges, we have resisted doing that so far, but it’s a very real cost. We encourage auto debit of checking account (ACH: Automated Clearing House) or Online Bill Pay through your bank to pay your monthly bill. Basically, ACH requires you to sign a form to authorize withdrawal from your checking account and give us a cancelled check. You would be able to see your bill through a portal. The second option, that about half of our members take advantage of already, is online bill pay, which most banks offer. Checks are mailed to us from banks in bunches. The plusses to online bill pay are it requires no checks to be written by you and it takes about 2 minutes to do each month (through your bank app) when you receive your statement.

Since our Board has indicated we will not store people’s credit card numbers in our systems for use due to risk, the options to pay may be summarized as:

**** ACH, ONLINE BILL PAY, CHECK, CASH, CREDIT CARD IN PERSON ****

Please note that due to the fact that over the phone payments generate fees almost three times the in-person payments, we will ask that you bring cards with you if you opt to pay with a credit card. This policy will go into effect on June 1. If you want to explore ACH, please reach out to us for the form.

3. We have recently implemented the Court Reserve App for being able to check on and reserve courts. To clarify on ISU and IWU court usage, almost all their practices are in non-prime or lower-demand time slots with the following general schedule:

ISU Women	6:30-8:30 a.m. M-F when in town during season (3 courts)
ISU Men	2:30-4:30 p.m. TU-F when in town during season (3-4 courts)
IWU Women	8:00-10:00 p.m. M-F when in town during season (3-4 courts)
IWU Men	8:00-10:00 p.m. M-F when in town during season (3-4 courts)

There are some “same day” non-prime reservations for team members with class schedules that don’t allow them to come to practice at the normal time.

4. We have announced a comprehensive high school program for this summer that encompasses daily workouts for 8 weeks. "Twin City Workouts" are resurrected for 2024!

5. We will bring ideas suggested with regards to locker rooms, restrooms, and facilities to the Board. With major recent expansions to our parking lot and outdoor court facility, we need to continue to be careful stewards of our resources.