



A YEAR AT THE MAC

A YEAR IN REVIEW

- ▶ Programs & Memberships
- ▶ Growth
- ▶ Partnerships
- ▶ Challenges
- ▶ Opportunities



PROGRAMS



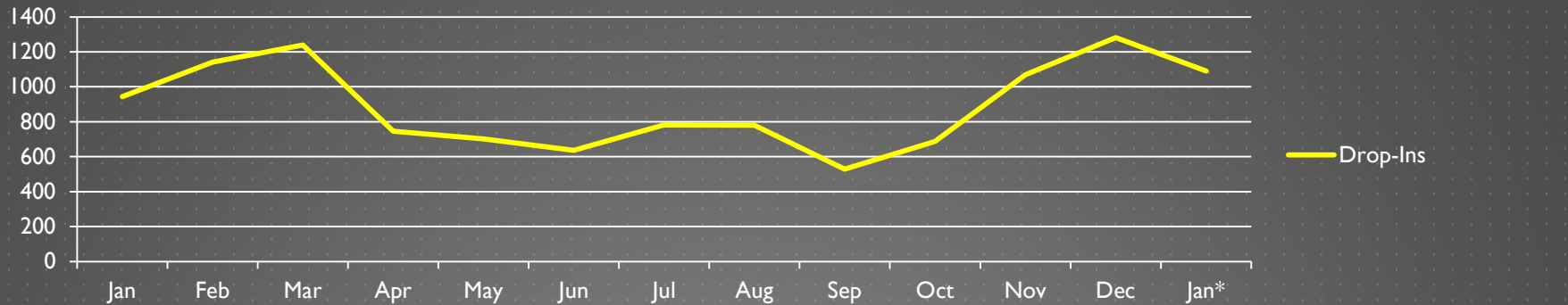
PROGRAMS & MEMBERSHIPS

- ▶ 10 Youth and Adult leagues
 - ▶ 2013 participants
- ▶ Drop In Customers
 - ▶ 11,599 customers to date
- ▶ Punch Passes & Memberships
 - ▶ 494 different passes and memberships
- ▶ City Dodgeball Tournament for Charity

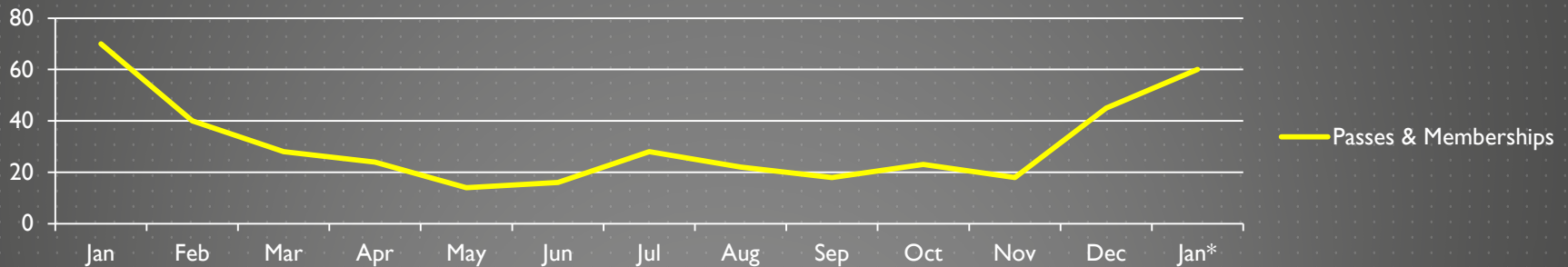


GROWTH

Drop-Ins



Passes & Memberships



* Data collected as of January 23, 2017

PARTNERSHIPS

- ▶ Boys and Girls Club
 - ▶ Luau Fundraiser
 - ▶ 25,900 member visits*
- *stats provided by Boys & Girls Club
- ▶ Tournaments
 - ▶ USA Nevada Wrestling
 - ▶ Carson City Dodgeball
- ▶ Sierra Nevada College Lacrosse



CHALLENGES

- ▶ Parking
- ▶ Facility Repairs (leaks)
- ▶ Nice Weather (Seasonal Participation)
- ▶ Additional Revenue Opportunities



OPPORTUNITIES

- ▶ Bring in more tournaments
- ▶ Contract classes (Yoga, Fitness Classes, Etc.)
- ▶ Sport camps and clinics
- ▶ Summer programming
- ▶ Morning programming
- ▶ Facility rentals
- ▶ Special events

