

January Membership Committee Report



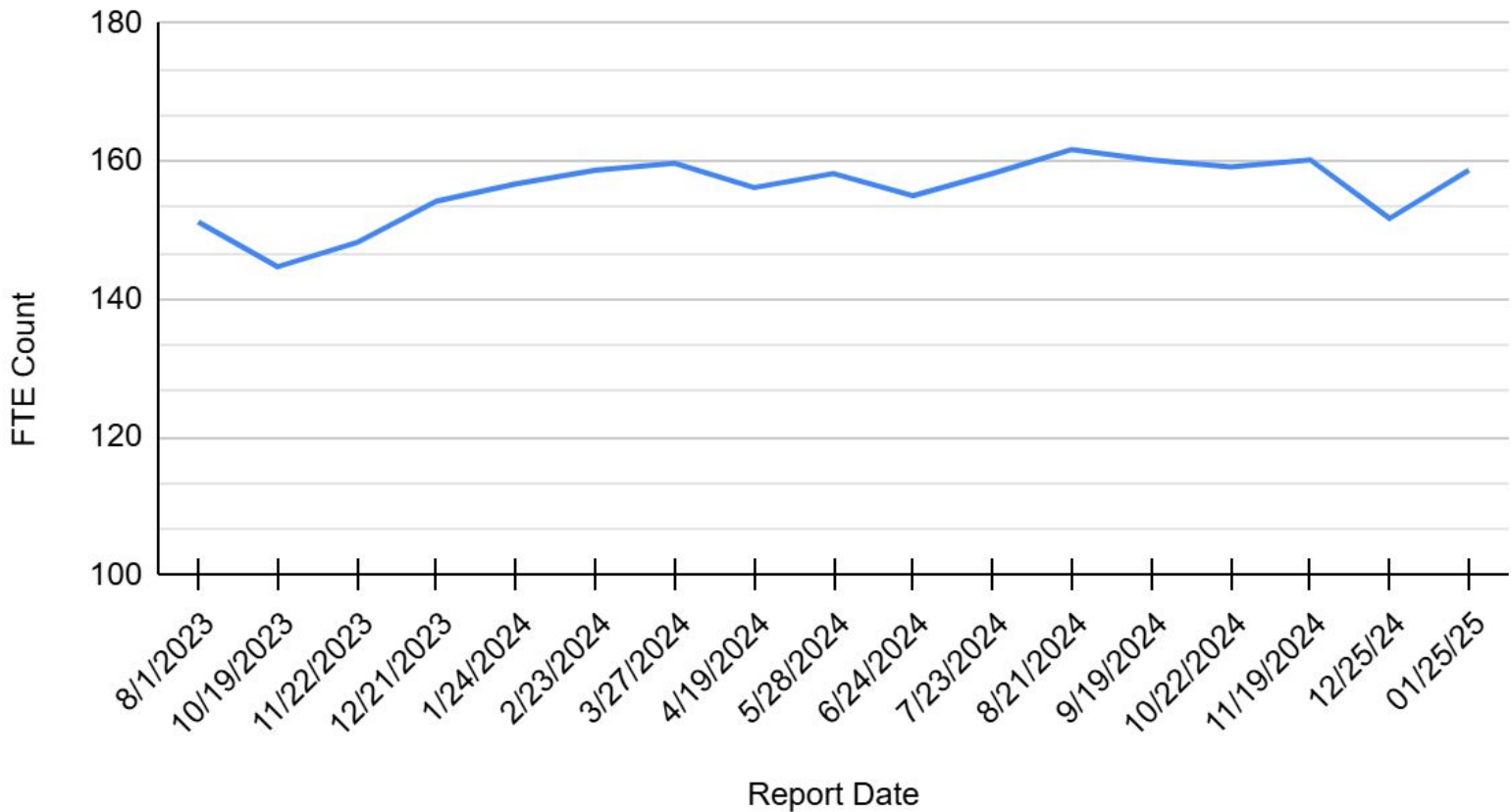
January Membership Raw Data

Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Complimentary Member - Monthly	- (0)	-	-	-	-	-	-	-	-
Corporate Member - Annual	21 (2)	21	-	-	-	-	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Household Member - Annual	2 (1)	2	-	-	-	-	-	-	-
Household Membership - Monthly - Recurring	82 (36)	79	-	-	-	3	-	2	2
Household Membership - Semiannual - Recurring	5 (1)	5	5	-	-	-	-	-	-
Individual - Monthly - Recurring	213 (213)	209	4	-	-	3	1	3	8
Individual Member Gift Card - Semiannual	6	6	1	-	-	-	-	-	2
Total	330 (253)	323	10	-	-	6	1	5	12



January FTE Momentum Chart

FTE Count vs. Report Date



Current FTE: 158.7 (vs 151.2 last month)



January Churn Report

Monthly Churn Report	As of December 25th - January 25th							
Membership levels	Active members				Monthly Recurring Revenue (\$,USD)			
	Start	End	Diff #	Diff %	Start	End	Diff #	Diff %
Individual - Monthly - Recurring	205	213	8	4%	\$10,250	\$10,650	\$400	4%
Household Membership - Monthly - Recurring	34	36	2	6%	\$3,400	\$3,600	\$200	6%
Indiviudal Member Gift Card - Semiannual	4	6	2	50%	\$1,200	\$1,800	\$600	50%
Corporate Member - Annual	2	2	0	0%	\$833	\$833	\$0	0%
Household Membership - Semiannual - Recurring	1	1	0	0%	\$100	\$100	\$0	0%
Household Member - Annual	1	1	0	0%	\$100	\$100	\$0	0%
Complimentary Member - Monthly	0	0	0	--	--	--	--	--
Summary	247	259	12	5%	\$15,883	\$17,083	\$1,200	8%



January Churn Report

Quarterly Churn Report	As of October 25th - January 25th							
Membership levels	Active members				Monthly Recurring Revenue (\$,USD)			
	Start	End	Diff #	Diff %	Start	End	Diff #	Diff %
Individual - Monthly - Recurring	207	213	6	3%	\$10,350	\$10,650	\$300	3%
Household Membership - Monthly - Recurring	41	36	-5	-12%	\$4,100	\$3,600	-\$500	-12%
Indiviudal Member Gift Card - Semiannual	2	6	4	200%	\$600	\$1,800	\$1,200	200%
Corporate Member - Annual	2	2	0	0%	\$833	\$833	\$0	0%
Household Membership - Semiannual - Recurring	1	1	0	0%	\$100	\$100	\$0	0%
Household Member - Annual	1	1	0	0%	\$100	\$100	\$0	0.00%
Complimentary Member - Monthly	0	0	0	--	--	--	--	--
Summary	254	259	5	2%	\$16,083	\$17,083	\$1,000	6%

