

July Membership Committee Report



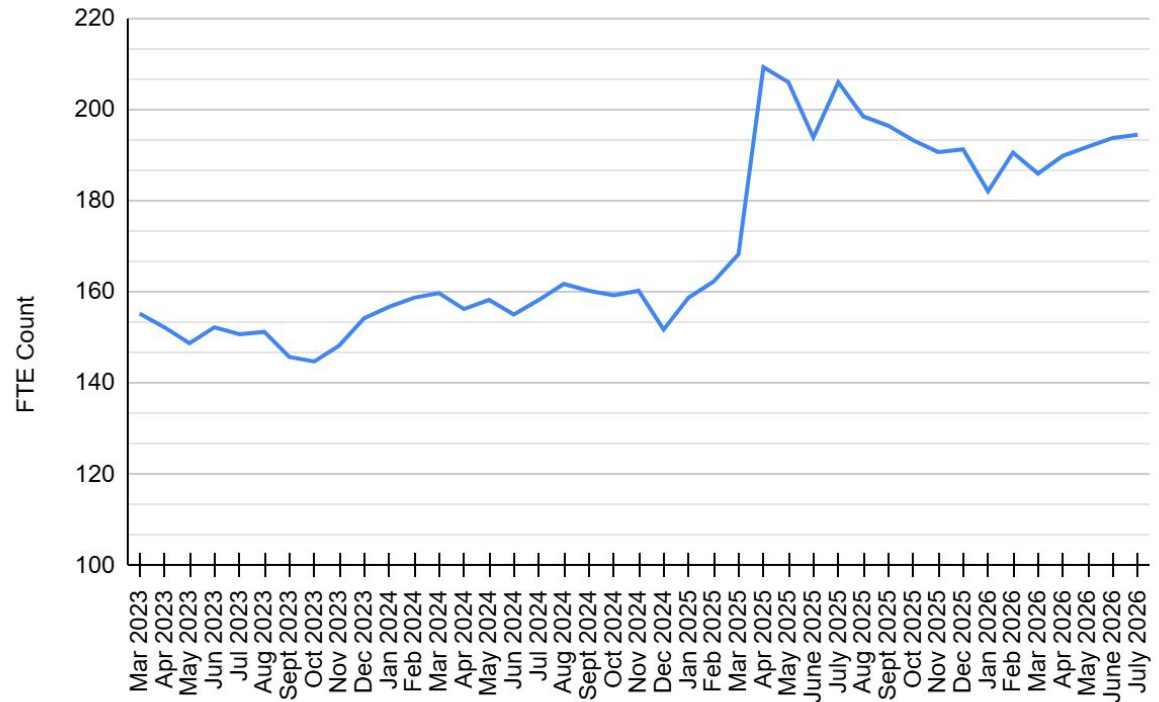
July Membership Raw Data

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	- (0)	-	-	-	-	-	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Household Member - Annual	2 (1)	2	-	-	-	-	-	-	-
Household Membership - Monthly - Recurring	90 (33)	90	-	-	-	-	-	-	8
Household Membership - Semiannual - Recurring	- (0)	-	-	-	-	-	-	-	-
Individual - Monthly - Recurring	231 (231)	227	2	-	-	4	-	3	12
Individual Member Gift Card - Semiannual	-	-	-	-	-	-	-	-	-
Total	324 (265)	320	2	-	-	4	-	3	20



July FTE Momentum Chart

Report Date	FTE Count	Members Count
Mar 2025	168.2	345
Apr 2025	209.2	341
May 2025	205.9	332
June 2025	193.8	325
July 2025	205.9	330
Aug 2025	198.4	316
Sept 2025	196.4	322
Oct 2025	193.2	318
Nov 2025	190.6	313
Dec 2025	191.2	314
Jan 2026	182	297
Feb 2026	190.5	306
Mar 2026	185.9	303
Apr 2026	189.8	309
May 2026	191.8	314
June 2026	193.7	321
July 2026	194.4	323



Current FTE: 194.4 (vs 193.7 last month)



July Churn Report

Membership levels	Active memberships				Monthly Recurring Revenue (\$,USD)			
	Start	End	Diff #	Diff %	Start	End	Diff #	Diff %
Individual - Monthly - Recurring	232	231	-1	0%	\$15,080	\$15,015	-\$65	0%
Household Membership - Monthly - Recurring	32	33	1	3%	\$4,160	\$4,290	\$130	3%
Individual Member Gift Card - Semiannual	0	0	0	--	\$0	\$0	\$0	--
Corporate Member - Annual	0	0	0	--	\$0	\$0	\$0	--
Household Membership - Semiannual - Recurring	0	0	0	--	\$0	\$0	\$0	--
Household Member - Annual	1	1	0	0%	\$130	\$130	\$0	0.00%
Complimentary Member - Monthly	0	0	0	--	--	--	--	--
Summary	265	265	0	0.00%	\$19,370	\$19,435	\$65	0.34%

June 2026 vs July 2026