

## **Membership Report Board Meeting 1/12/21**

Despite that it was holiday time, the membership committee remained quite active.

### **High-rises:**

As of Tuesday 1/6, we have activated the WPH building memberships. That have a total of 138 members, 65 of that number were already existing members and 73 are new members. They will continue their promotion until the end of January.

The High-rise committee met on 1/6 and drafted the Phase 2 strategy. We have identified 9 prospects that we anticipate to reach out to over the upcoming months. Rick has already begun conversations with The Savoy. Other prospects include Ten Rittenhouse, 2101 Co Op, Stonehenge Advisors, The Ellington, Liberty Place and more. We discussed an improved system for enrollment so not to be as labor intensive for Travis. The committee is cognizant of securing a balance of demographics throughout this process. Marketing building memberships will begin to go public with a roll out in the March e-quarterly news.

### **Merchant Partners (MP)-**

The general committee met and it was decided to work on improving the infrastructure of the program so that we will be ready to re-launch and solicit Merchant Partners in the spring. We have formed a few subcommittees that are working on the solicitation process, identification of MP, improvement of website promotion and the ability to enroll online, creation of a solicitation toolkit, welcome packet, stewardship component, etc.

### **Social Media**

We will explore the possibility of another Facebook challenge for the community to post their favorite pandemic recipes.

### **Stewardship**

The last quarter September-December 2020 new member and lapsed member lists will be disseminated to the committee to do our reach outs in the month of January.

### **Real Estate New Resident Promotion**

We will be looking for the outcomes in March. This is measured quarterly but we may be moving to a bi-annual model. We were in the process of adding a stewardship component from the Board to reach out and personally welcome these new residents as was discussed at our very last in person Board meeting. Our plan was that Board members would personalized pre-fabricated postcard cards at a Board meeting and Travis would snail mail them out. We anticipate re-looking at this model.

Respectfully submitted-  
Michele

## Membership Tracking by Month as of December 2020

<b>Residential Members</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Individual (formerly General)	358	372	361	362	363	363	365	364	364	363	367	368
Family	46	57	69	69	72	74	77	78	81	88	90	98
Senior	324	335	334	333	333	334	334	336	337	337	337	323
Under 35	25	24	20	22	22	24	26	27	29	29	29	36
Building									48	51	51	53
Patron	79	82	82	82	81	82	82	82	82	82	83	82
Angel	3	3	3	3	3	3	3	3	3	3	4	4
Legend	2	2	2	2	2	2	2	3	3	3	3	3
<b>Residential Total</b>	<b>837</b>	<b>875</b>	<b>871</b>	<b>873</b>	<b>876</b>	<b>882</b>	<b>889</b>	<b>893</b>	<b>947</b>	<b>956</b>	<b>964</b>	<b>967</b>
<b>Business Members</b>												
Friend	33	31	31	31	31	32	33	33	33	33	33	35
Supporter	5	5	5	5	5	5	6	6	6	6	6	5
Patron	4	4	4	4	4	4	4	4	4	4	3	2
Champion	7	7	7	7	7	7	7	7	6	6	6	6
<b>Business Total</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>47</b>	<b>47</b>	<b>48</b>	<b>50</b>	<b>50</b>	<b>49</b>	<b>49</b>	<b>48</b>	<b>48</b>
<b>Total Membership</b>	<b>886</b>	<b>922</b>	<b>918</b>	<b>920</b>	<b>923</b>	<b>930</b>	<b>939</b>	<b>943</b>	<b>996</b>	<b>1,005</b>	<b>1,012</b>	<b>1,015</b>
<b>Merchant Partners</b>											<b>20</b>	<b>19</b>

### Net Month over Month Membership Changes - Gain / (Loss)

<b>Residential Members</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Individual (formerly General)		14	(11)	1	1	-	2	(1)	-	(1)	4	1
Family		11	12	-	3	2	3	1	3	7	2	8
Senior		11	(1)	(1)	-	1	-	2	1	-	-	(14)
Under 35		(1)	(4)	2	-	2	2	1	2	-	-	7
Building		-	-	-	-	-	-	-	48	3	-	2
Patron		3	-	-	(1)	1	-	-	-	-	1	(1)
Angel		-	-	-	-	-	-	-	-	-	1	-
Legend		-	-	-	-	-	-	1	-	-	-	-
<b>Residential Total</b>		<b>38</b>	<b>(4)</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>54</b>	<b>9</b>	<b>8</b>	<b>3</b>
<b>Business Members</b>												
Friend		(2)	-	-	-	1	1	-	-	-	-	2
Supporter		-	-	-	-	-	1	-	-	-	-	(1)
Patron		-	-	-	-	-	-	-	-	-	(1)	(1)
Champion		-	-	-	-	-	-	-	(1)	-	-	-
<b>Business Total</b>		<b>(2)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>(1)</b>	<b>-</b>	<b>(1)</b>	<b>-</b>

**Center City Residents' Association Membership Tracking by Category  
as of December 2020**

	EOY 2016	EOY 2017	EOY 2018	EOY 2019	EOY 2020	Yr/Yr Chg
<b>Residential Members</b>						
General	425	418	412	405	368	-37
Family	0	0	0	0	98	98
Senior	343	334	338	332	323	-9
Patron	85	82	72	82	82	0
Under 35	12	17	15	22	36	14
Building					53	53
Angel	4	4	3	3	4	1
Legend	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>1</u>
<b>Residential Total</b>	<b><u>872</u></b>	<b><u>857</u></b>	<b><u>842</u></b>	<b><u>846</u></b>	<b><u>967</u></b>	<b><u>121</u></b>
<b>Yr/Yr % Chg</b>		<b>-1.7%</b>	<b>-1.8%</b>	<b>0.5%</b>	<b>14.3%</b>	
<b>Business Members</b>						
Friend	35	36	32	31	35	4
Supporter	4	5	5	5	5	0
Patron	4	4	3	4	2	-2
Champion	<u>5</u>	<u>4</u>	<u>5</u>	<u>7</u>	<u>6</u>	<u>-1</u>
<b>Business Total</b>	<b><u>48</u></b>	<b><u>49</u></b>	<b><u>45</u></b>	<b><u>47</u></b>	<b><u>48</u></b>	<b><u>1</u></b>
<b>Yr/Yr % Chg</b>		<b>2.1%</b>	<b>-8.2%</b>	<b>4.4%</b>	<b>2.1%</b>	
<b>Total Membership</b>	<b><u>920</u></b>	<b><u>906</u></b>	<b><u>887</u></b>	<b><u>893</u></b>	<b><u>1015</u></b>	<b><u>122</u></b>
<b>Yr/Yr % Chg</b>		<b>-1.5%</b>	<b>-2.1%</b>	<b>0.7%</b>	<b>13.7%</b>	
<b>Merchant Partners</b>					19	