

# Introduction and Summary

Introduction – Although imperfect, the reservation data is our best available resource. Guards and Trustees have sought to maintain the records consistently.

Finding #1 – Club Members\*\* reserve \*\*\* beach tables ~ 1/3 more than Home Owners.

<u>Measure</u>	<u>Total</u>	<u>Reserved Beach Usage</u>		<u>Lagoon</u>
		<u>Home Owner</u>	<u>Club Member</u>	
Reservations	1660	692	937	31
Share of Reservations	100%	42%	56%	2%
Unique Users	350	149	192	9
Cohort Size*	460	207	225	28
Usage Rate	76%	72%	85%	32%

\*Cohort size varies slightly from home/member count from sales, split lots, and member changes

Source: Trustee Analysis of Beach Usage, May 1 to Oct 15, 2019

\*\* Club Members described here and throughout this analysis refer only to those Club members with beach access and does not include beneficiaries that are also Club members.

\*\*\* This analysis reviews table reservations. All users are also entitled to ad-hoc usage on an “as available” basis that doesn’t represent a formal reservation.

Finding #2 – Substantially all Club Members use the beach, when considering some Club Members are also Home Owners (and are in the Home Owner category).

# Usage Distribution by Period

## Usage by Session

Cohort	Afternoon Reservations	% of Afternoon	Evening Reservations	% of Evening	Total Reservations	% of Total
Club Member	141	56%	796	56%	937	56%
Home Owner	107	43%	585	42%	692	42%
Lagoon	3	1%	28	2%	31	2%
<b>Grand Total</b>	<b>251</b>	<b>100%</b>	<b>1409</b>	<b>100%</b>	<b>1660</b>	<b>100%</b>

Finding #5 – Sundays are by far the most in-demand days. Club members disproportionately use Sunday reservations.

Finding #3 – Usage patterns are consistent between afternoon and evening sessions.

## Usage by Day of Week

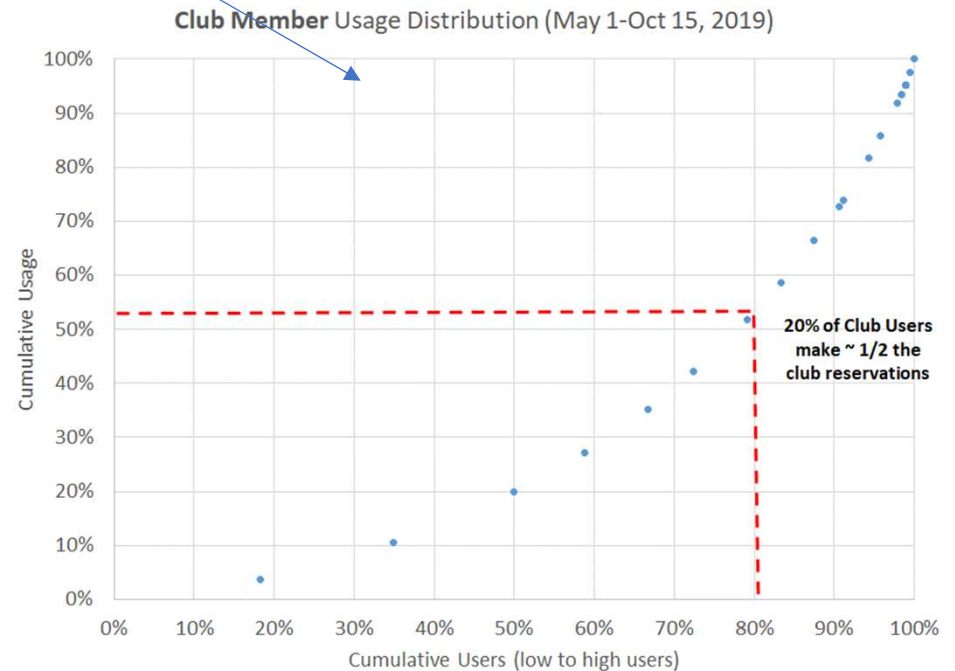
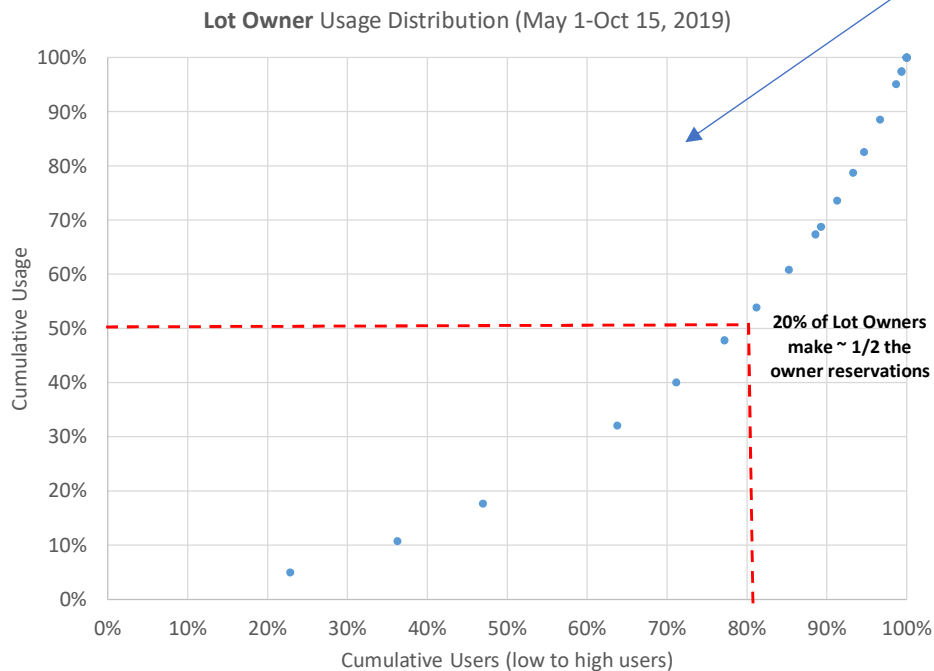
Day of Week	Home Owner	Lagoon	Club Member	Total	Home Owner	Lagoon	Club Member
Sun	170	8	274	452	38%	2%	61%
Mon	55	3	54	112	49%	3%	48%
Tue	25	2	37	64	39%	3%	58%
Wed	38	2	65	105	36%	2%	62%
Thu	86	4	102	192	45%	2%	53%
Fri	149	2	195	346	43%	1%	56%
Sat	169	10	210	389	43%	3%	54%
Grand Total	692	31	937	1660	42%	2%	56%

Finding #4 – Usage patterns are consistent on most days, including Friday and Saturday.

Source: Trustee Analysis of Beach Usage, May 1 to Oct 15, 2019

# Usage Distribution Within Cohorts

Finding #6 – Both Club Member and Home Owner cohorts have similar patterns of usage: 20% of users make ~ ½ the reservations.



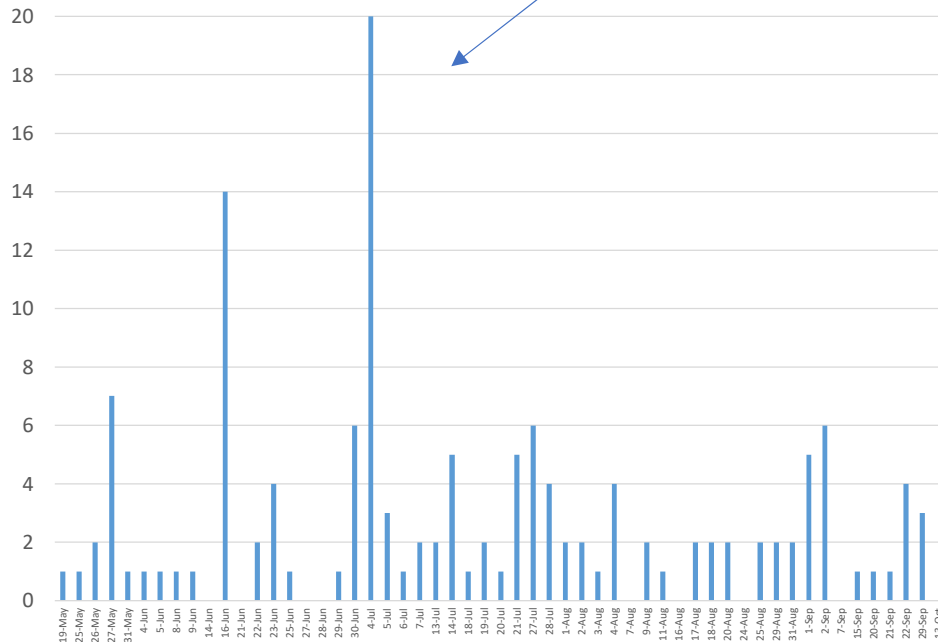
Source: Trustee Analysis of Beach Usage, May 1 to Oct 15, 2019

# Club Reservation Constraints

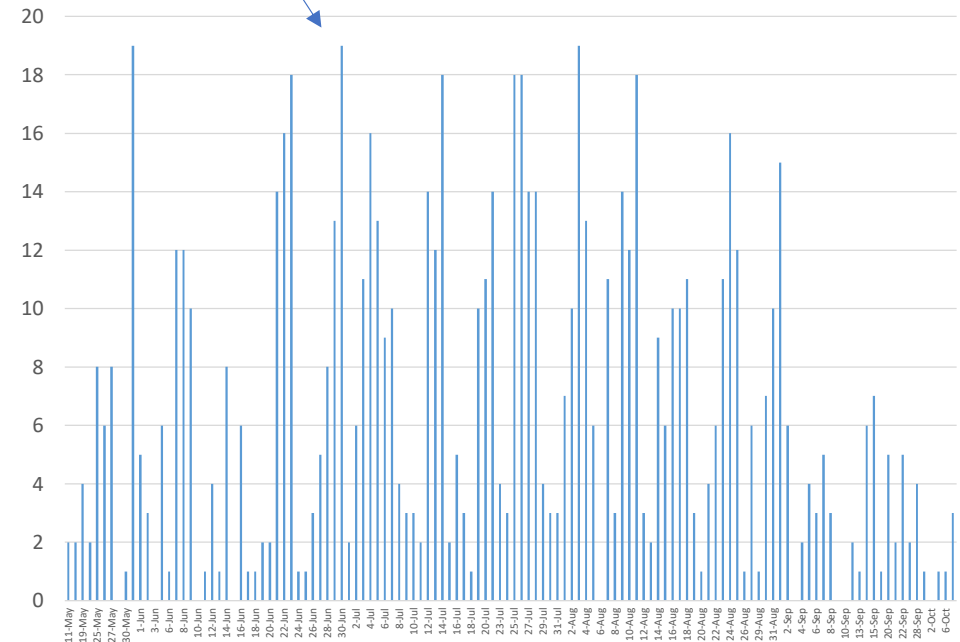
Finding #7 – Other than the Fourth of July, Club Members are never constrained in afternoon reservations.

Finding #8 – About ½ a dozen evenings saw reservations approach the 20 limit. Guards did have some latitude to allow non-reserved use to exceed 20.

Afternoon **Club** Reservations by Day



Evening **Club** Reservations by Day



Source: Trustee Analysis of Beach Usage, May 1 to Oct 15, 2019