



PLACES TO PLAY

MARCH 6, 2023

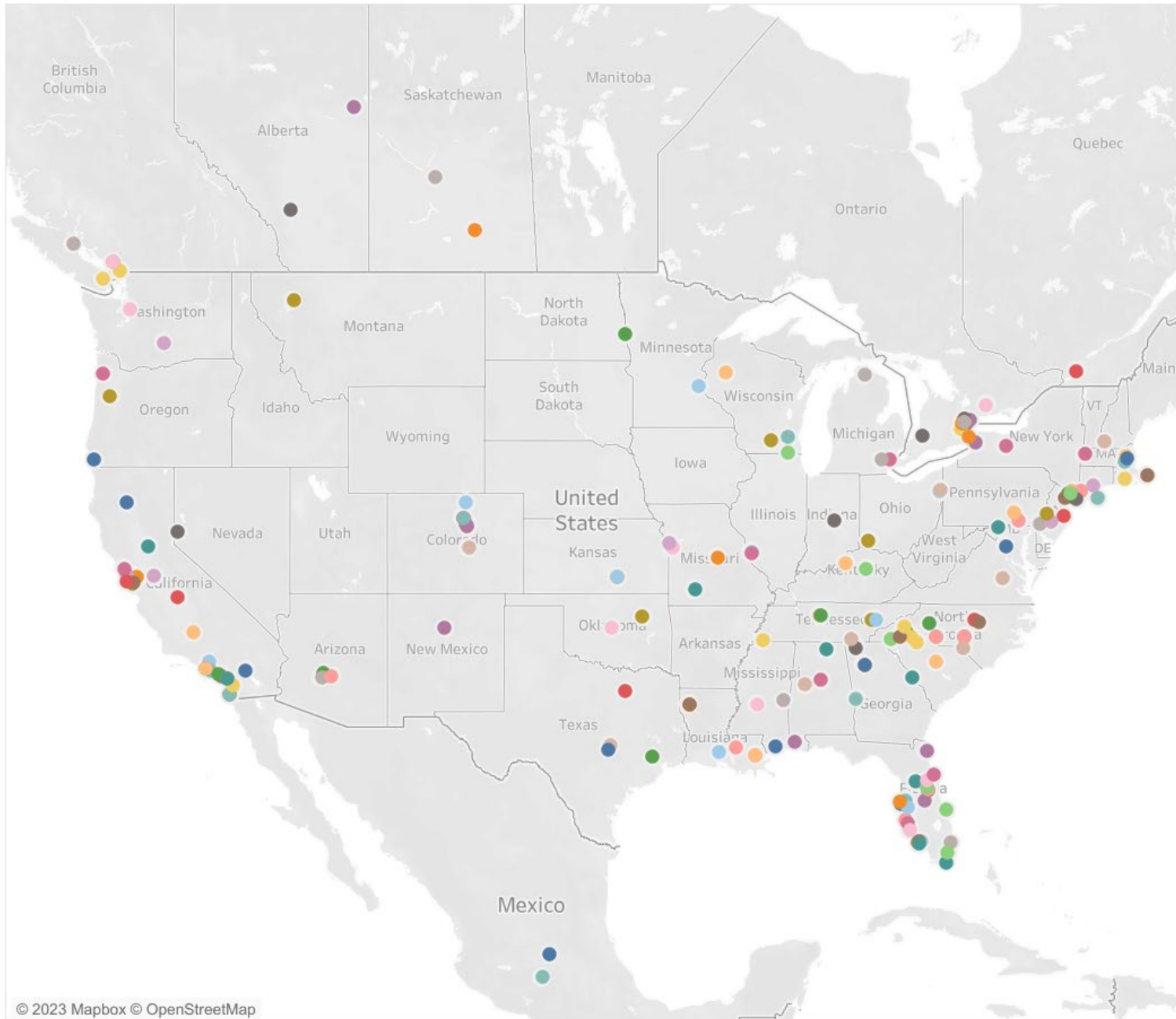
BUILDING MEMBERSHIP

- New Member retention has been declining since 2015. Was 60% plus after 2 years and is now down to 47% weighted 3-year average as measured by the QUIP report.
- To stop the decline, we must improve new member retention as well as increase new member recruiting.
- The key to that in my view is providing places to play for our newest members.
- Through survey data they've told us
 - Prefer to play against their peers
 - Games offered when they have time available



2022 - Clubs Holding F2F Limited Games

Club Name
All



CLUBS HOLDING F2F 0 TO 50 GAMES

- Over 2022 there were 196 F2F clubs held 0 – 50 or lower games with an average table size of 4 tables. They averaged 5 games/day across all of ACBL
- October had 58 clubs, November had 57 clubs and December had 64 clubs. Average tables size 4 tables
- 26 Virtual Clubs offered 0-50 games or lower averaging 5 tables. They averaged 35 games/month or 1.16/day.
- 25% of our members are under 50 masterpoints. They simply do not have enough limited game opportunities to play against their peers.



WHAT ACTION SHOULD ACBL TAKE

- Communicate the current state broadly to District, Unit and Club officials.
- Consider offering ACBL run virtual 0-20 games with the proceeds going to the clubs both VACB and F2F where these players play. Games would include a mini lesson and hand review.
- Funds from players with no other club play used to fund teachers in Project Boost.

