

A partnership between





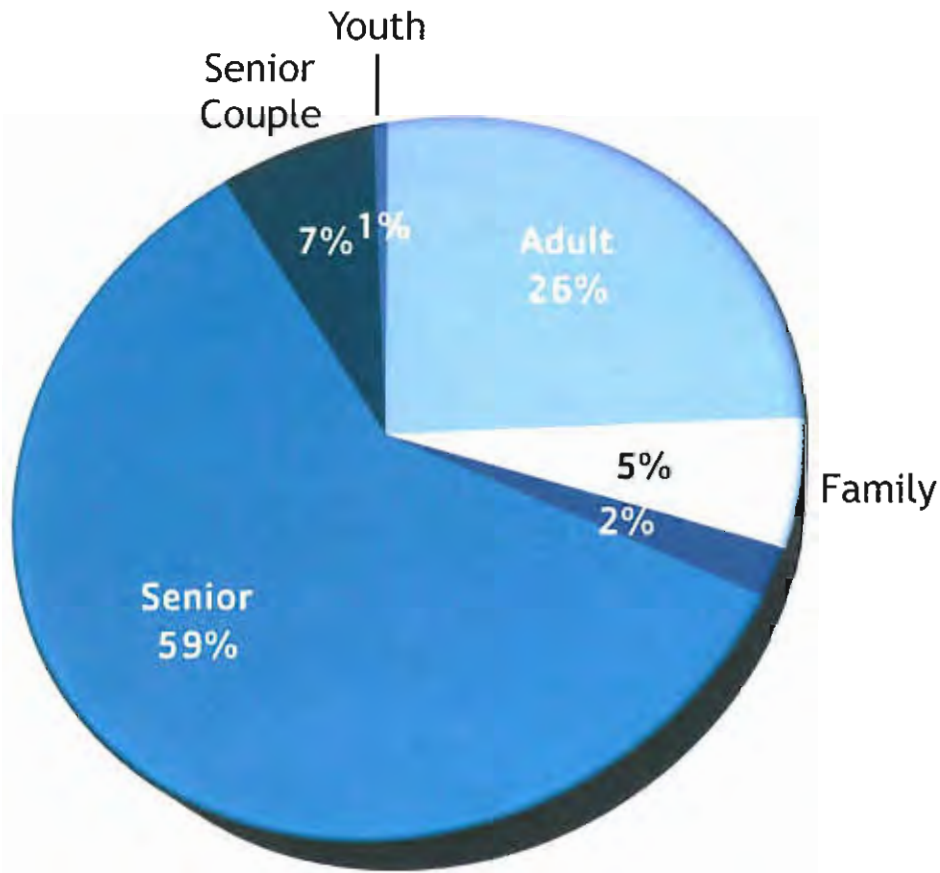
**GRAND TRAVERSE  
BAY YMCA  
CENTRAL LOCATION**



# CENTRAL BY NUMBERS

Breakdown of membership statistics





# UNIT PROFILES

Breakdown of membership by type

## 155 ACTIVE MEMBERSHIPS

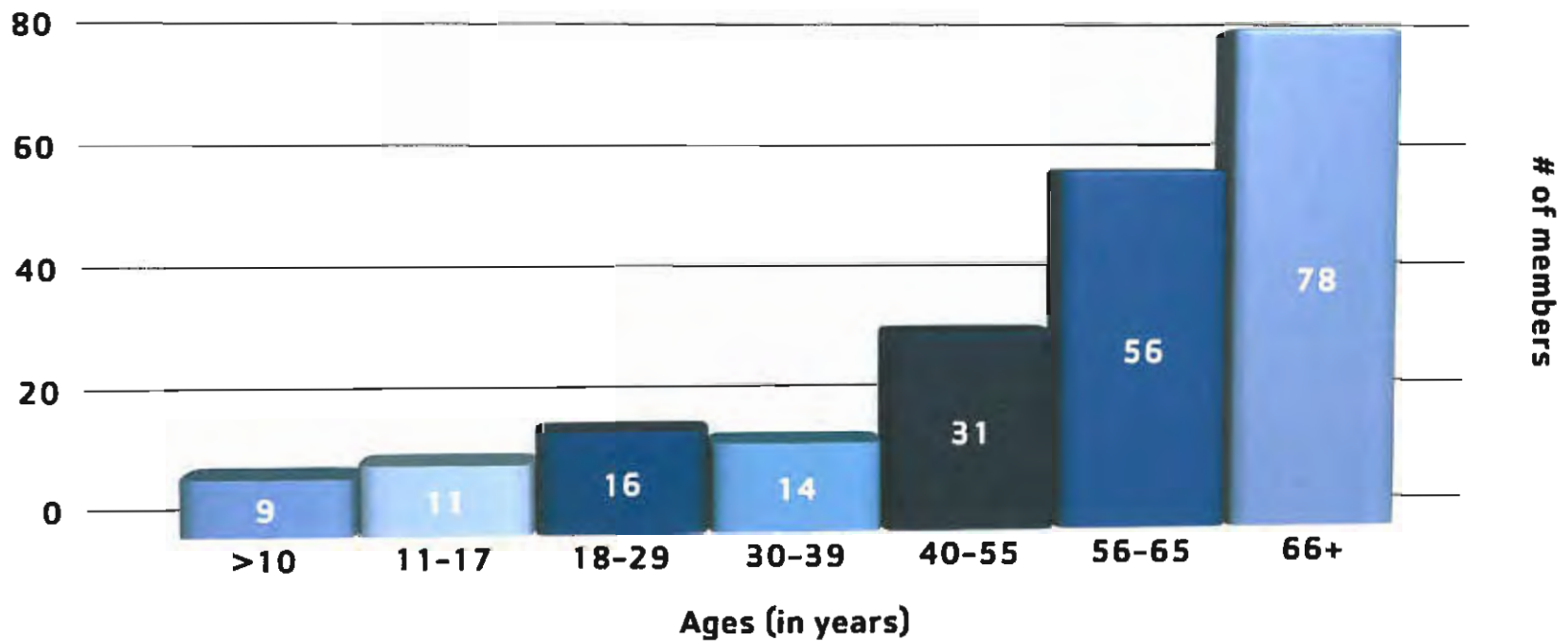
- **89** Seniors
- **40** Adult
- **11** Senior Couple
- **8** Adult Couple
- **3** Family
- **1** Youth



# MEMBER PROFILES

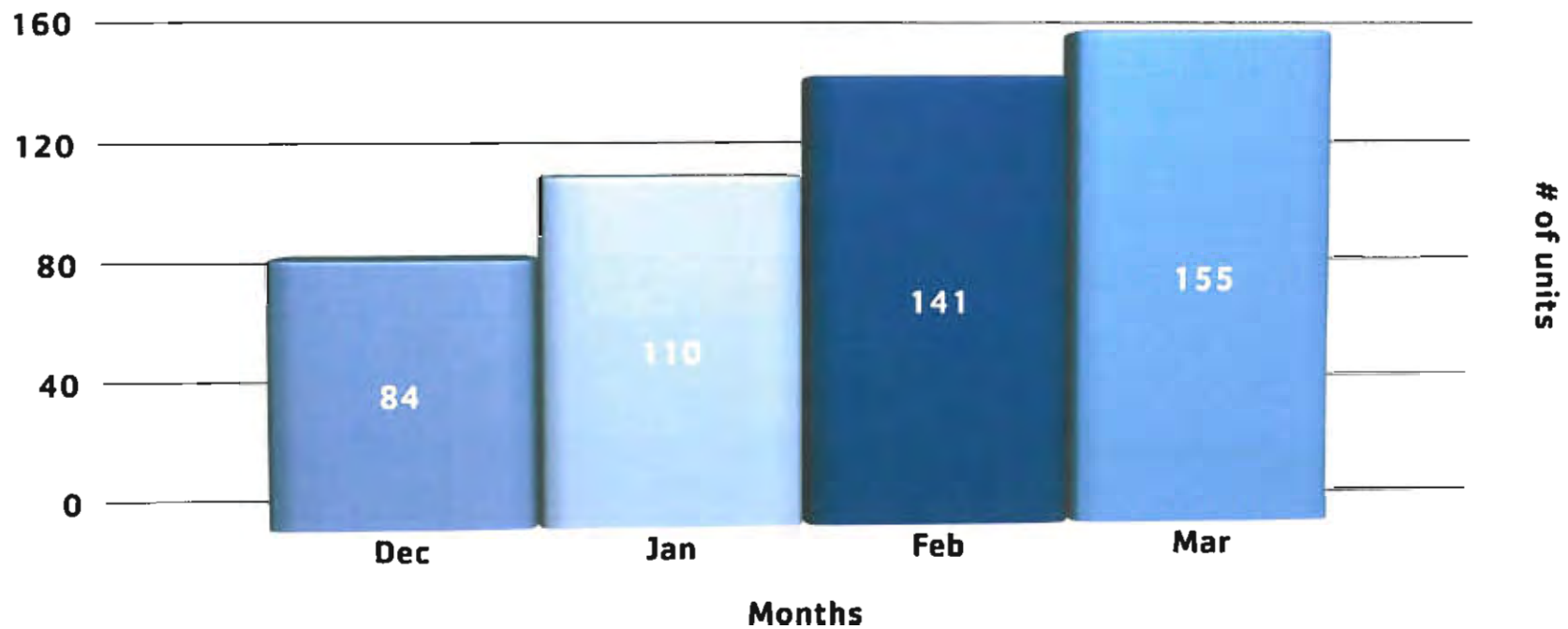
Breakdown of members by age

183 MEMBERS (AVG. AGE: 54)



# MEMBER UNITS

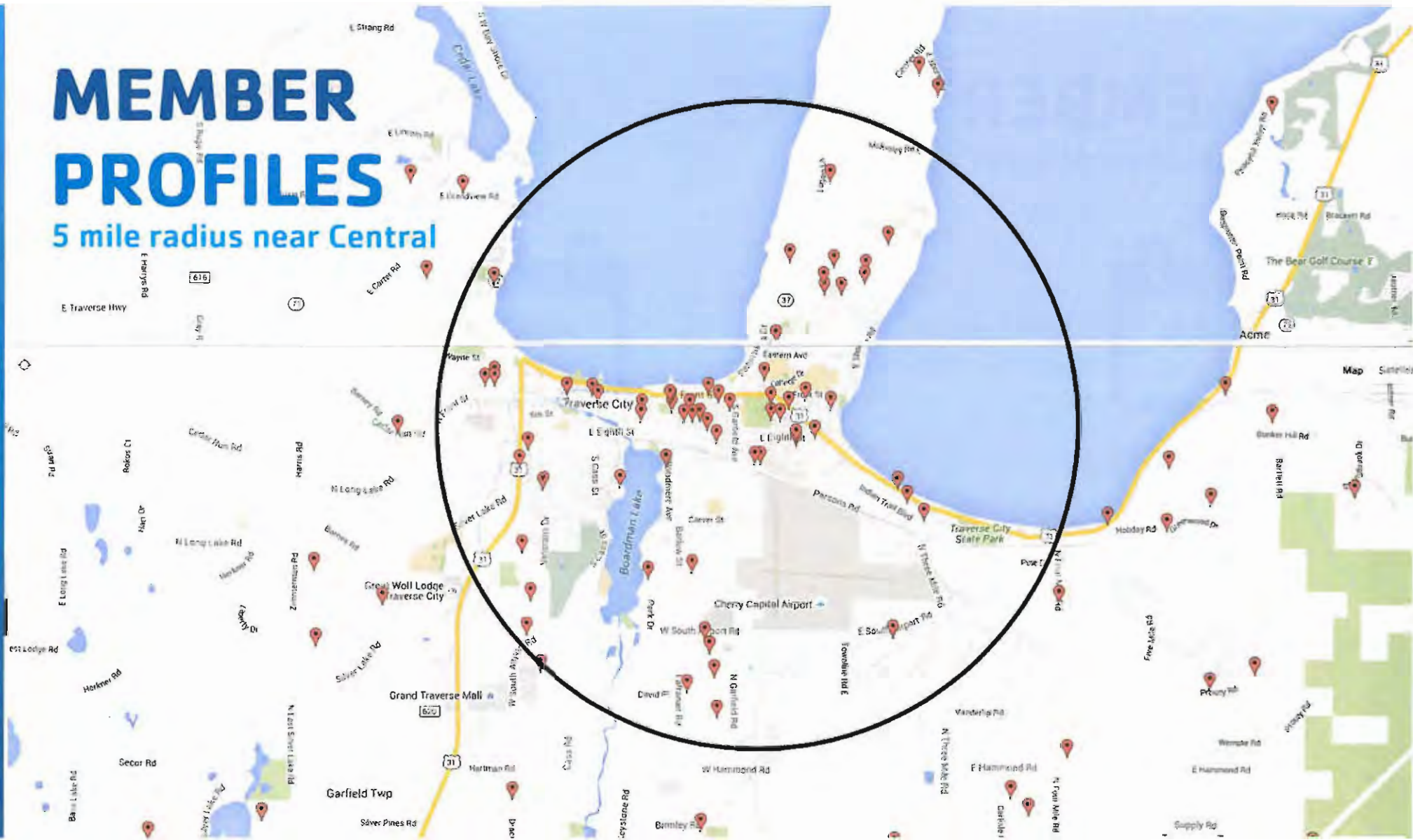
Breakdown of member units by month





# MEMBER PROFILES

## 5 mile radius near Central



# MEMBER VISITS

Breakdown of visits by month



**1,041 visits**  
Avg. 55 visits/day



**2,414 visits**  
Avg. 83 visits/day



**1,485 visits**  
Avg. 93 visits/day





# COMMUNITY PARTICIPANTS

Who else is using Central?



335 individuals  
visited the Central Y

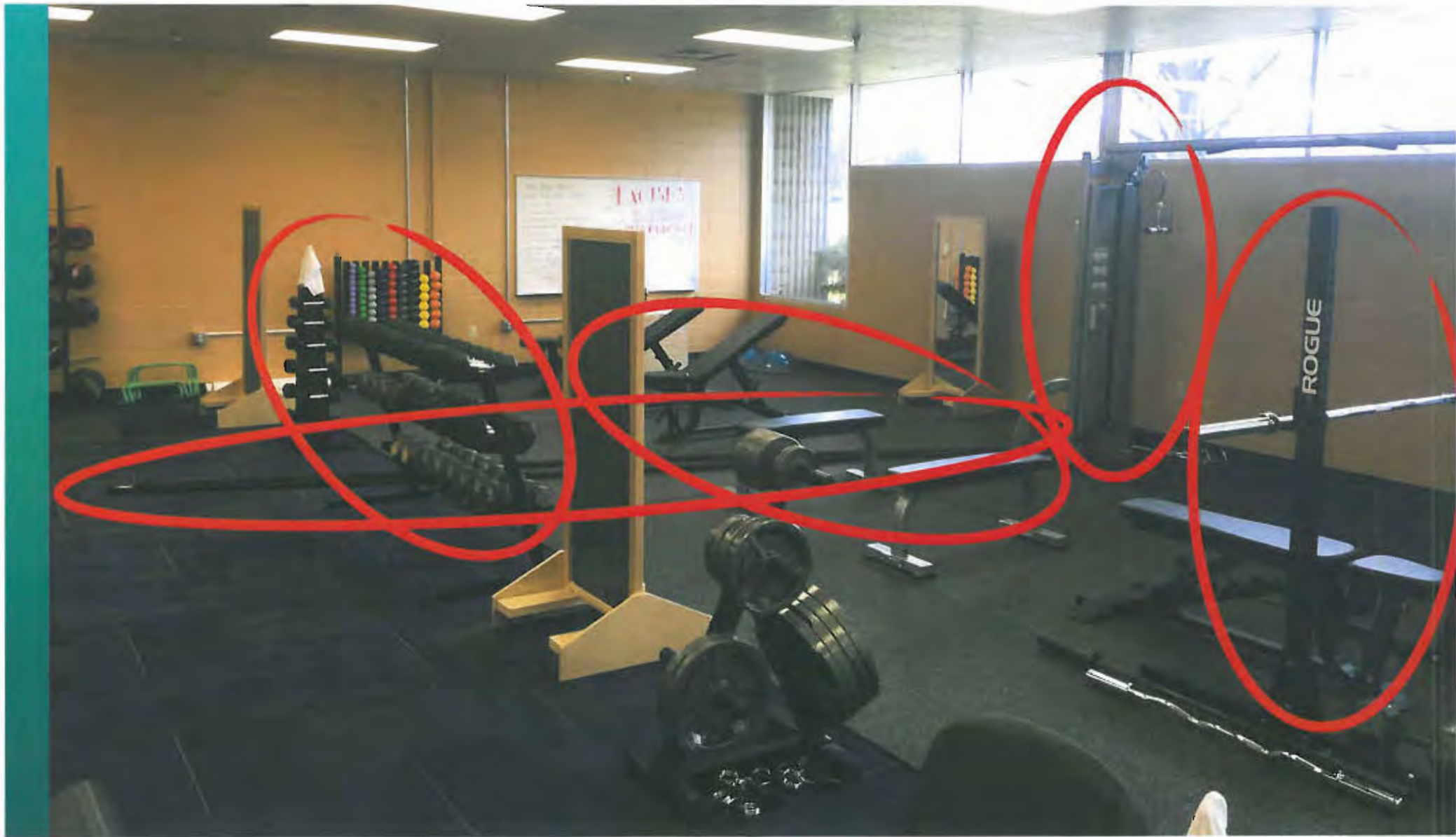




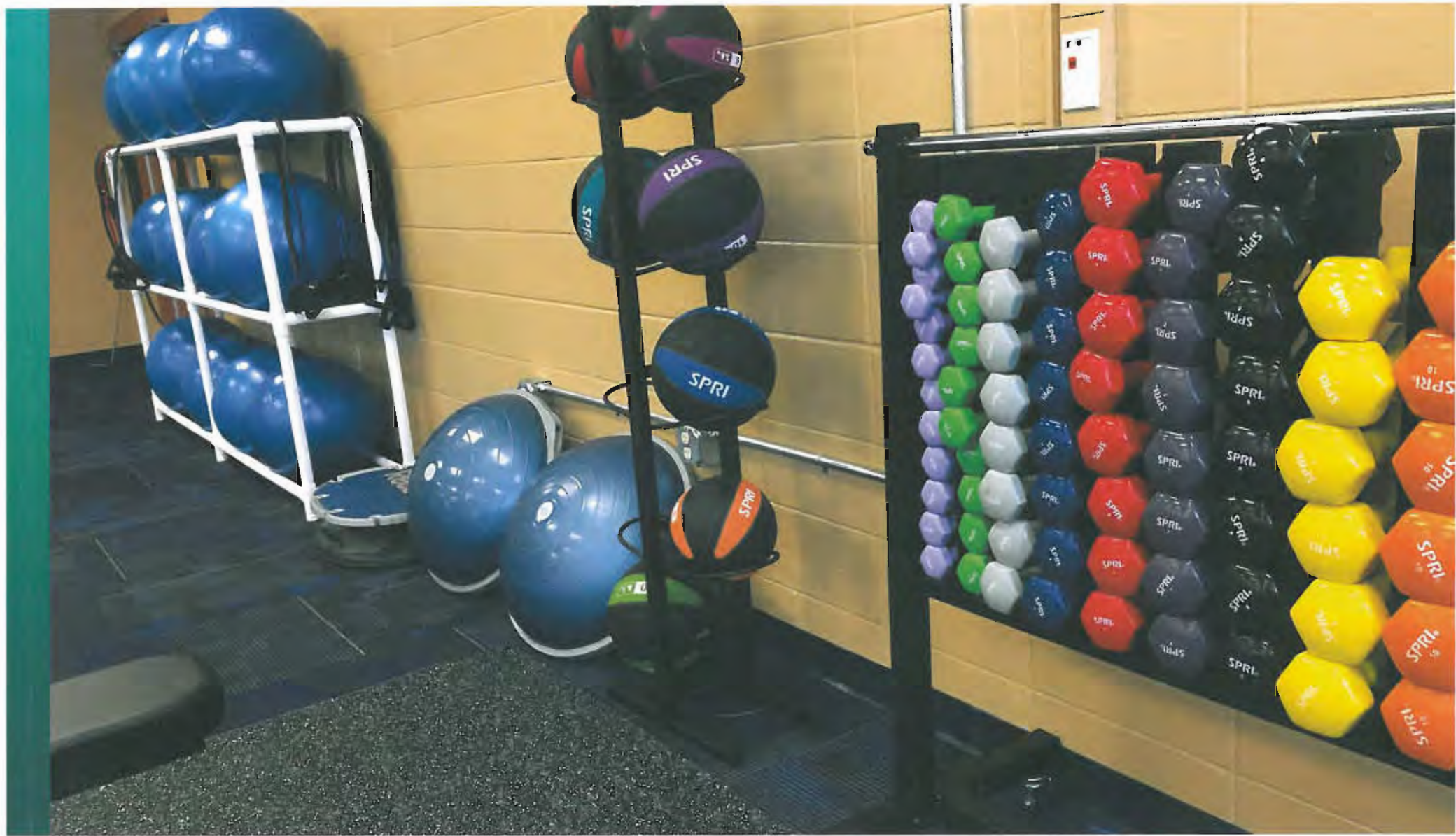
# CENTRAL BY PICTURES

A visual of what we've done at the facility



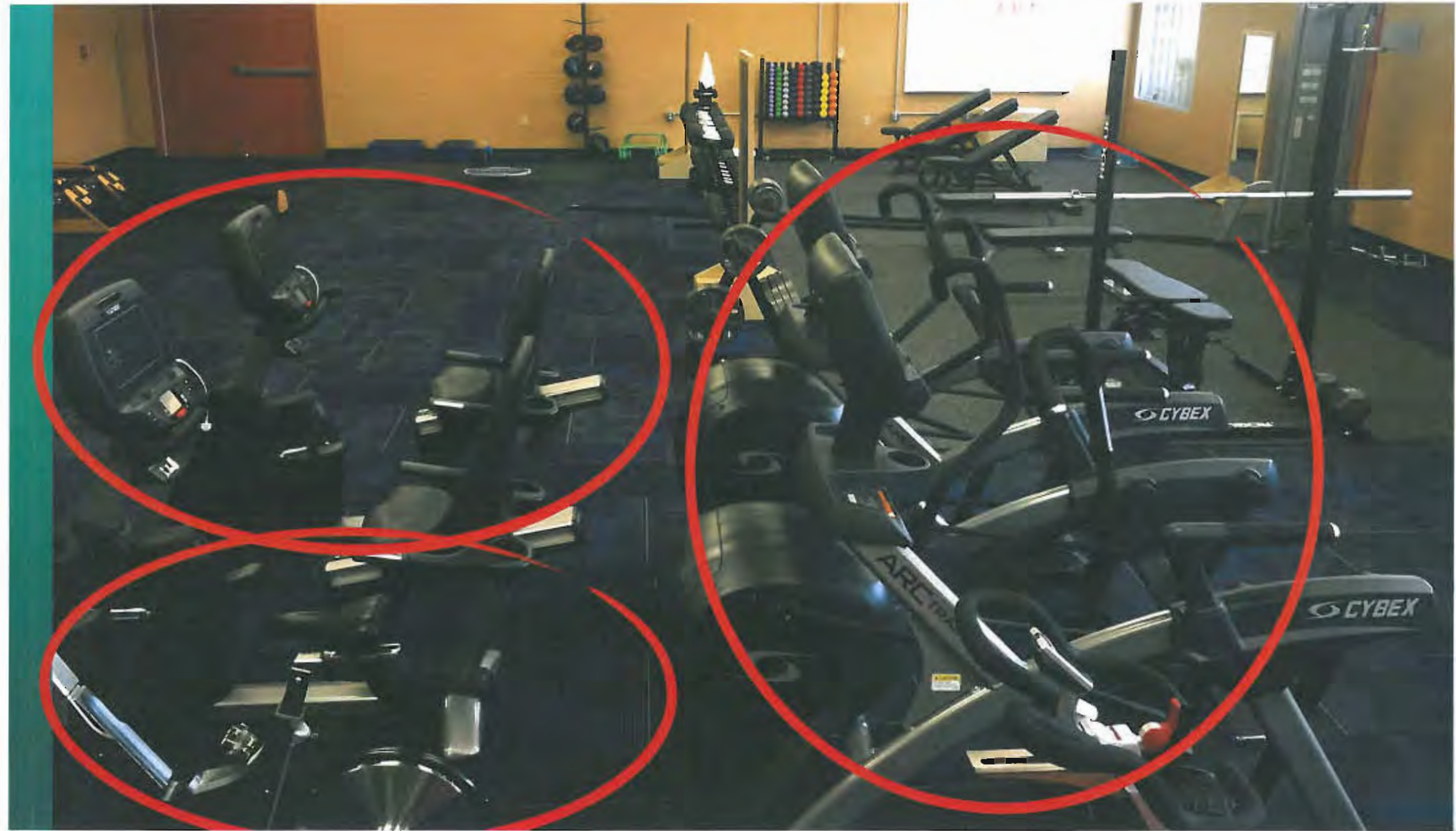
























# REPORT CARD

A summary of our progress and goals



**MEMBERSHIP**



**FACILITY RENTAL**



**PROGRAMS**



**CUSTOMER SERVICE**



# CENTRAL GOALS

What we're looking to do going forward



**INCREASE PROGRAM OFFERINGS**



**SUMMER MEMBERSHIP PUSH**



**REACH OUT TO PAST EVENT GROUPS**



**CONTINUE QUALITY SERVICE**

