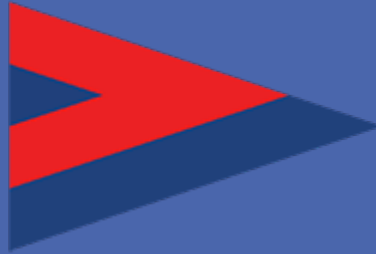


# VENTURA YACHT CLUB



## Membership Survey

Results from Survey Conducted April 2024

# AGENDA & NEXT STEPS

**Objective:** Collect feedback from VYC member satisfaction and opportunities for improvement

**Methodology:**

- Online survey conducted in April 2024
- 176 members responded
- 3 follow up in person interviews conducted

**Results:**

- Topline Overview
- Member Demographics
- Member Satisfaction by Dimension
- Appendix (detailed results)

**Next Steps:**

- Gather follow up questions
- Align on areas for improvement
- Determine resources and timing

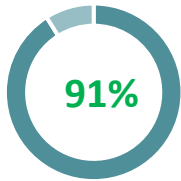
# Topline Results

# TOPLINE RESULTS SHOW HIGH OVERALL SATISFACTION WITH VYC

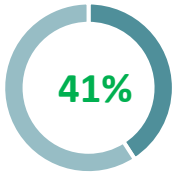
*Members show appreciation for their club community and want to help improve it*

## OVERALL SCORES

TOP 2 BOX



TOP BOX



Scores higher than benchmarks (75-83% found in various searches)

However, very satisfied scores important for future growth

## MEMBER COMMENTS

*We love the VYC! These honest comments are not intended to criticize or be hurtful. We only wish to make our VYC community better.*

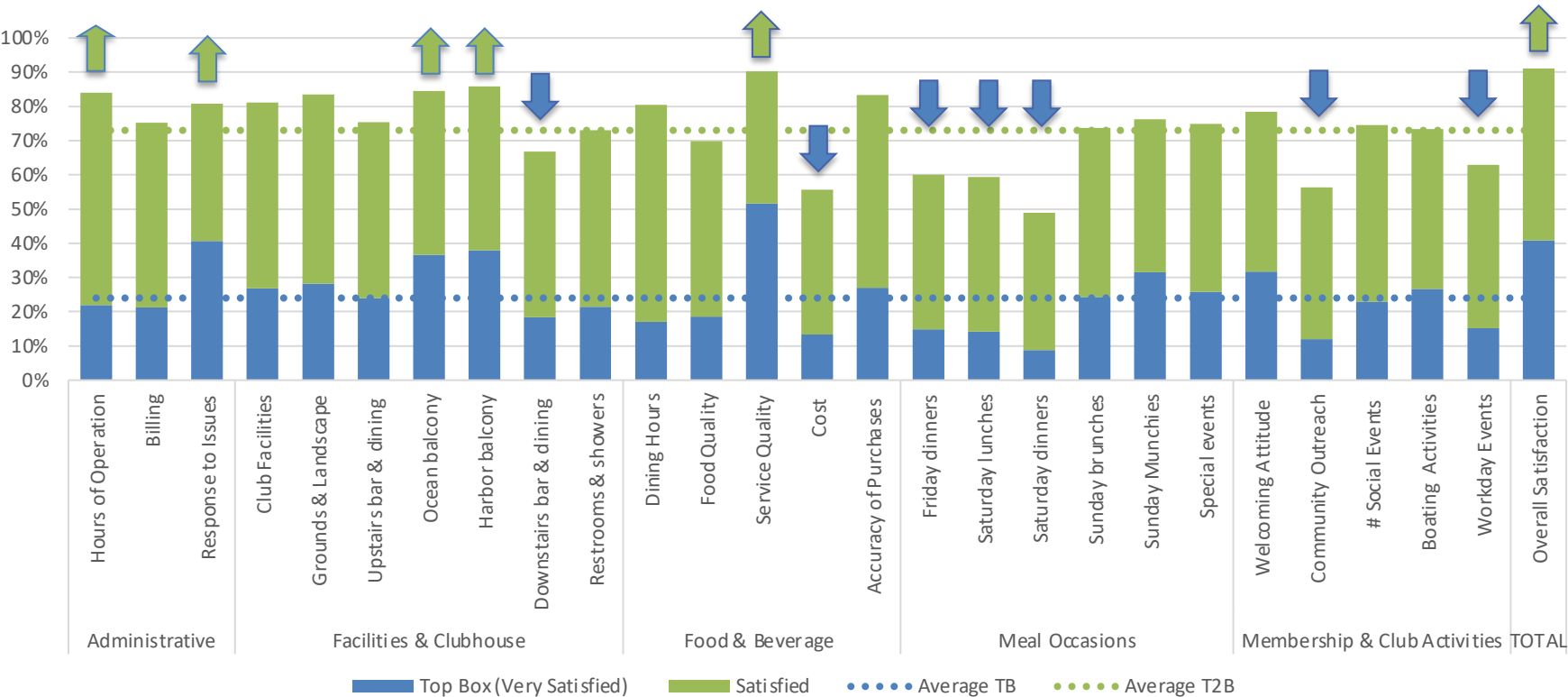
*Overall I like the club and the staff is very good and helpful from the top to the bottom.*

*I love the whole atmosphere and seeing old friends. I love the food and as a no longer boater I still [like] being by the water if not in it. A fabulous place to bring guests.*

# ACROSS 26 FACTORS, 5 SIGNIFICANTLY HIGHER THAN AVERAGE, 7 BELOW AVERAGE

*Strengths for the club are Overall Hours of Operation, Staff / Service Quality, Harbor Balconies*

*Opportunities to improve the Downstairs Bar, Food Costs, Meals, Community Outreach, Workdays*

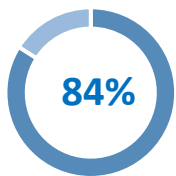


# KEY DRIVERS OF SATISFACTION RELATE TO THE BOATING COMMUNITY

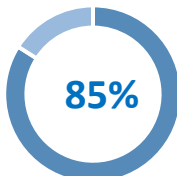
*Members enjoy friendly staff and other members, boating activities, and a place to call home*

## SATISFACTION DRIVERS (SCORES)

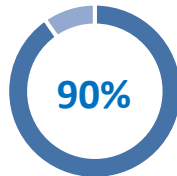
HOURS



BALCONIES



SERVICE



Members enjoy the having a safe place, marina with superb views and a place to spend time with fellow members

Staff at the club is a true “delighter” for members

## WRITE-IN THEMES

### VYC IS A “THIRD PLACE”

*After home (‘first’ place) and work (‘second’ place), third place is a location where people spend time to exchange ideas, have a good time, and build relationships. -Sociologist Ray Oldenburg*

#### COMMUNITY



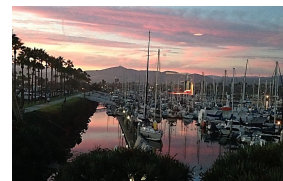
- Staff friendliness
- Learning from others
- New friendships
- Social events

#### BOATING



- Cruising
- Seminars
- Youth sailing

#### GREAT PLACE



- Security
- Marina
- Views
- Location

# KEY DRAGGERS OF SATISFACTION RELATE TO UPDATING FACILITIES & DINING

*Members want to ensure the club stays viable for the future inclusive of the building and services, leadership and member benefits*

## SATISFACTION DRAGGERS (SCORES)

F&B COST



OUTREACH



Members feel food and beverage costs do not represent the quality they receive

Members want more community activities and also seek for more diversity in membership

## WRITE-IN THEMES

### MODERNIZE FACILITIES



- Downstairs more usable
- Updated lighting, chairs
- Harbor balcony update
- Restrooms updated
- Secure storage for bikes

### IMPROVE FOOD & BEVERAGE



- Costs to reflect value
- Variety of menus
- Healthier options
- Expanded hours
- Better beer selection
- Premium liquors

### ENHANCE MEMBER BENEFITS



- More sailing seminars
- More diversity outreach
- Volunteer options
- Enhanced social events

### MORE VISIBLE LEADERSHIP



- Clearer vision & communications
- Billing transparency
- Commitment to change

*...even when wearing the Mariner's shoes, channel the spirit of a Captain, and you'll find that leadership is not a destination but a constant journey on the ever-changing seas*

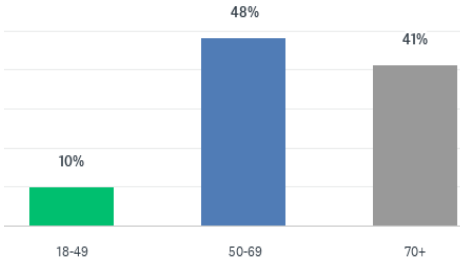
# Member Demographics



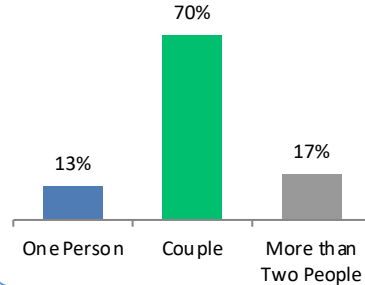
# VYC MEMBER DEMOGRAPHICS

## CONCLUSIONS

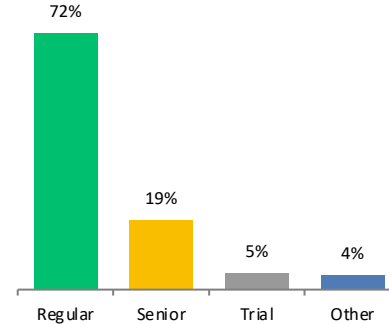
### Age Breakdown



### # of Family Members

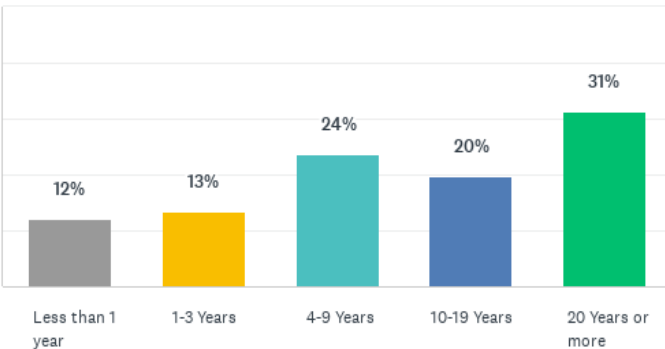


### Membership Type

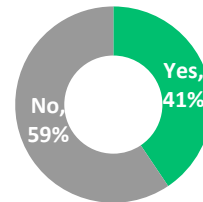


**Membership Composition is Older Couples & Regular Membership**  
72% Regular memberships  
89% over 50 years old  
70% couples

### Years of Membership



### Committee Volunteer Last 5 Years



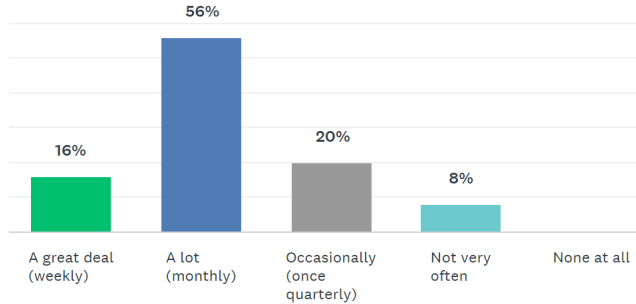
**Longevity and Engagement Evident in Membership**  
51% >10 Years in Club  
41% Volunteer in Club

**Growth Potential with New Membership**  
25% of members with <3 Years in Club

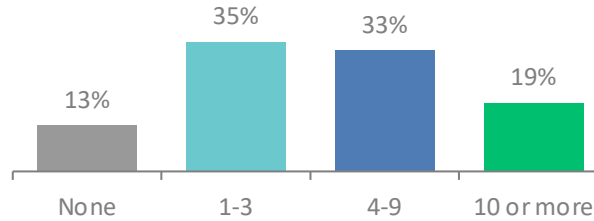
# MEMBERSHIP PARTICIPATION IN CLUB ACTIVITIES

## CONCLUSIONS

### Food & Beverage Frequency

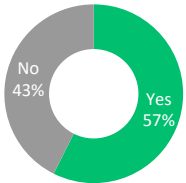


### Social Events Attended Annually

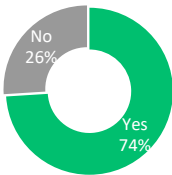


### Educational Seminars

#### Have Attended Previously

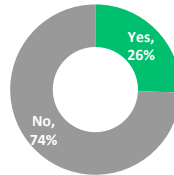


#### Interested In Attending

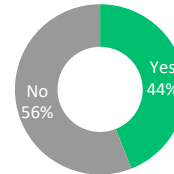


### Member Hosted Private Events

#### Hosted in Last 2 Years



#### Interested In Hosting



**Members Make VYC A Key Part of their Dining & Socializing Time**

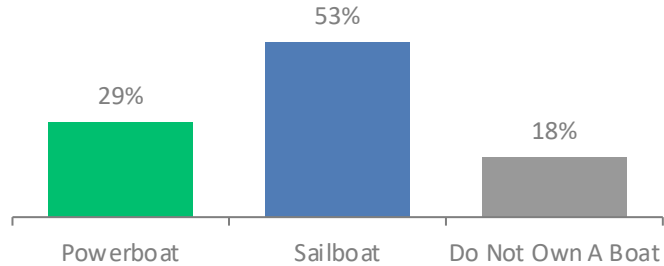
73% Dine At Least Monthly  
54% Attend Social Events At Least 4x Annually

**Key Benefits Viewed Positively by Members and Should Continue**

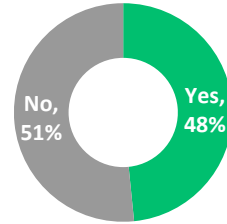
74% Interested in Seminars  
44% Will Host Private Events

# BOAT OWNERSHIP & PARTICIPATION

## Boat Ownership and Type



## Boat At VYC Docks



## CONCLUSIONS

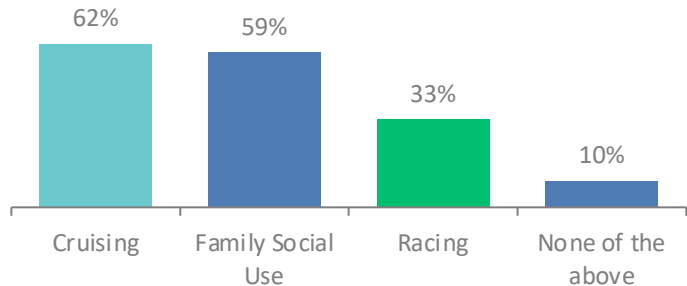
**Majority of Members Own a Boat, Many Moor at VYC**

82% Own a Boat  
48% Moor at VYC

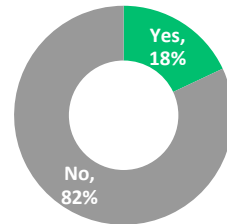
**Boating Activities Important to Facilitating Participation**

33% racing participation supports club vitality

## Boating Activity Participation



## Use of Club Watercraft



→ 21% Were Unaware of Club Watercraft

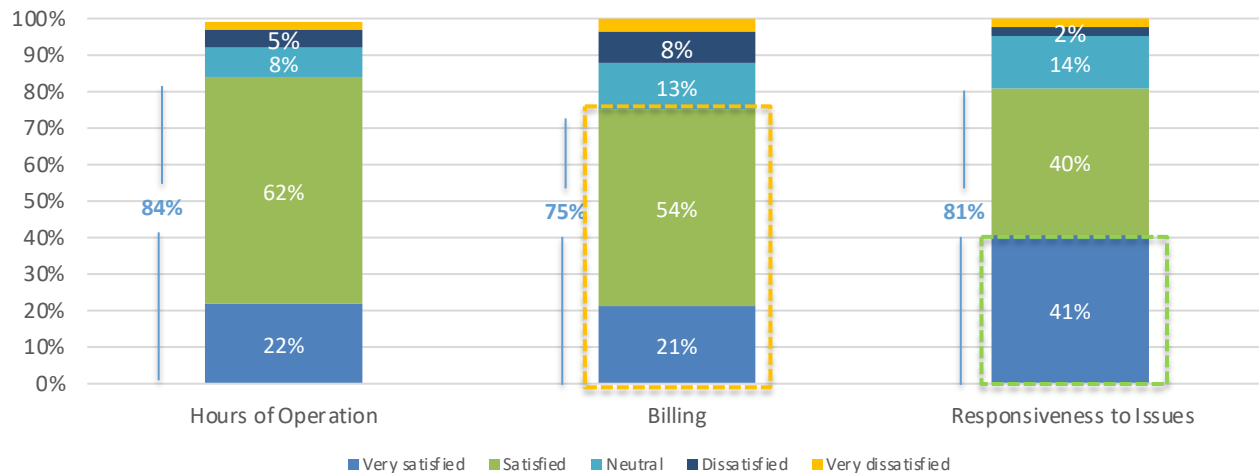
**Only 18% Used Club Watercraft**

21% Unaware

# Satisfaction by Survey Dimension

# ADMINISTRATION SATISFACTION

## CONCLUSIONS



**84% Satisfaction with Hours of Operation**  
Some member interest in weekday hours

**Significantly lower Satisfaction with Billing (75%)**  
Communications and transparency will improve member satisfaction

**81% satisfaction with staff responsiveness**  
41% very satisfied with high praise for office staff

*It would be nice to be able to go to the club during the week for a lunch*

*Would love more foodservice on weekdays*

*The club bill is very difficult to understand*

*Would like access to view bill throughout the month*

*It would be nice if billing was a bit more streamlined*

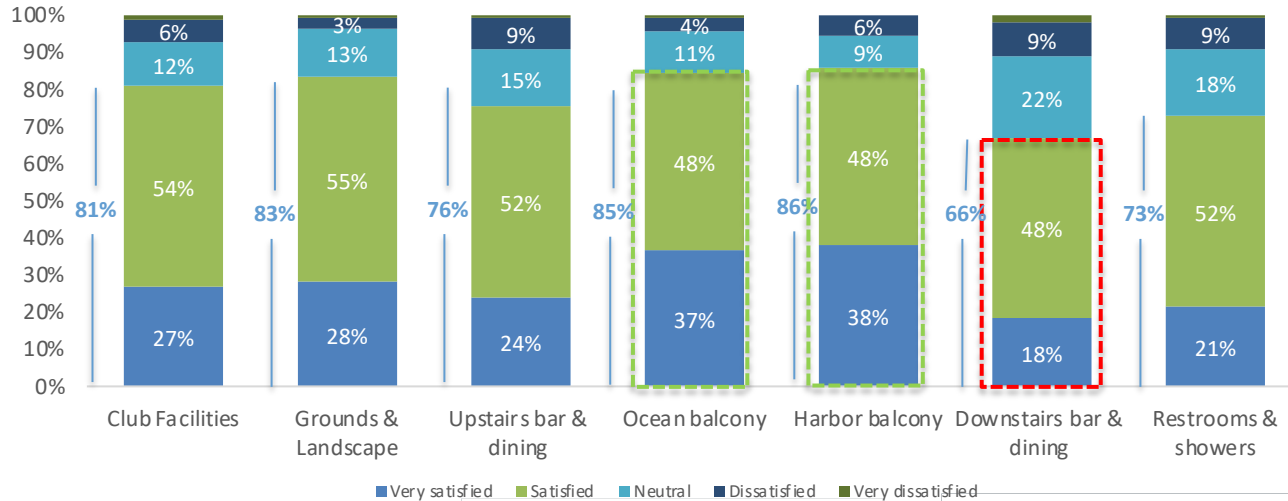
*Staff is GREAT!*

*Front office staff is friendly and professional.*

*Responses are quick. Don't always like the results.*

# FACILITIES AND CLUBHOUSE SATISFACTION

## CONCLUSIONS



**Over 80% Satisfaction with Facilities & Grounds**

However, members wish for updates and maintenance

**Over 85% Very Satisfied with Harbor & Ocean Balconies**

But, consistent feedback to consider new chairs, flooring and lighting upstairs

**Only 66% Satisfaction with Downstairs Area**

General cleaning and maintenance suggested

*Club looks worn and I find it depressing.*

*I love and am proud of the club. The grass area, downstairs and harbor-view balcony are especially wonderful.*

*South area of grounds seems underutilized*

*..Upstairs dining chairs are dated*

*New chairs on harbor balcony side needed*

*Investments in lighting in the dining room*

*The downstairs bar area could be better cleaned/maintained...*

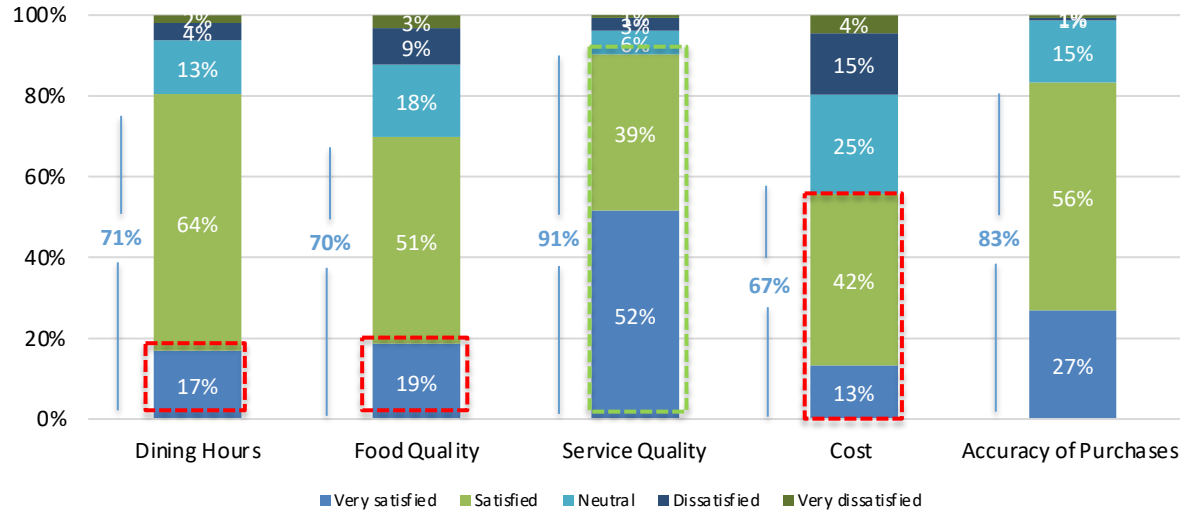
*Downstairs bar & dining is cold, uninviting*

*Restrooms could use better ventilation.*

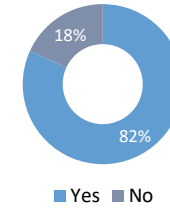
*The laundry room and bathrooms need to be effectively cleaned*

# FOOD AND BEVERAGE SATISFACTION

## CONCLUSIONS



**Open to Member Volunteer Helping**



**Low “Very Satisfied” Scores for Dining Hours (17%) & Food Quality (19%)**  
Interest in longer hours, healthier, varied food menu

**Only 67% Satisfaction with Costs**  
Sentiment strong that food prices are too high

**91% Satisfaction with Service Quality**  
52% Very Satisfied is the Highest Score in the Survey

**82% Open to a trained member volunteer helping with service**

*Would like to see club stay open later some nights*

*Would love more foodservice on weekdays*

*Would like a Saturday breakfast*

*Food quality has been improving*

*Dislike Wet Wednesdays institutional food such as Kalua Pork mush*

*Repetitive menu.*

*Food service is pretty darn good!*

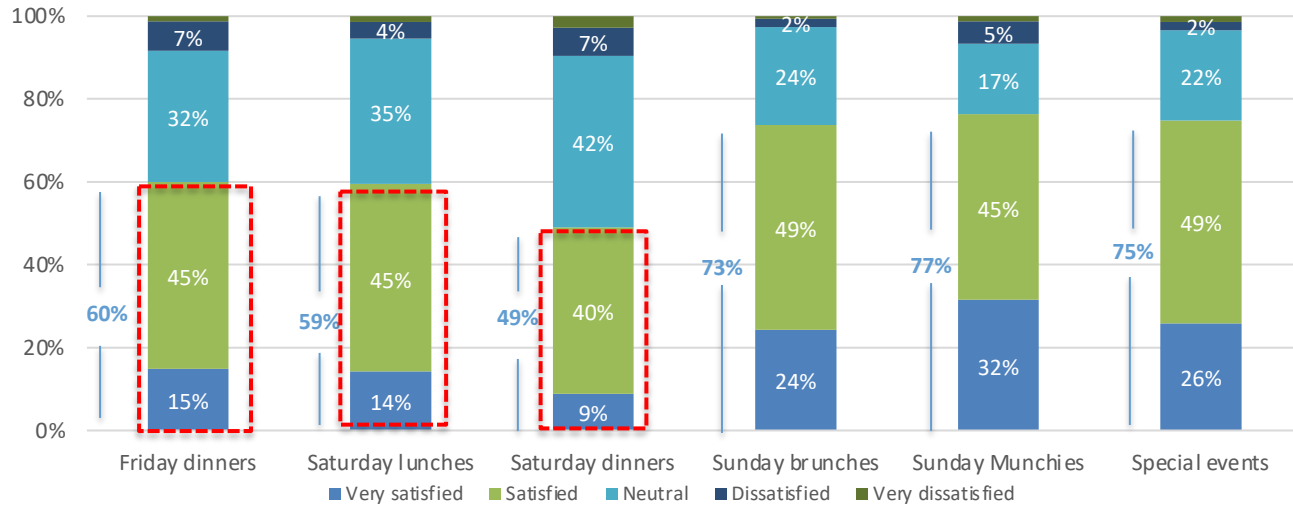
*We should get premium drinks at a minimum cost.*

*Very expensive for not being served at a table. Repetitive menu.*

*We would frequent much more if there were happy hour type offerings that were a good deal.*

# MEAL OCCASION SATISFACTION

## CONCLUSIONS



**About 60% Satisfaction with Friday Dinners and Saturday Lunches**  
Members want more variation and healthier options

**Lowest Satisfaction, Only 49% with Saturday dinners**  
Looking for more variety, higher quality meals

**About 75% Satisfaction with Sunday Brunches and Special Events**  
Consistently looking for more modern choices and fewer buffets

*More vegetarian and healthy options needed for all meals. I often don't come to Friday night dinners as there's nothing for me to eat.*

*Friday night dinners could be more varied.*

*Tired of buffets. So tired.*

*Need a menu with options for special diets, more plant-based options.*

*Food options seem to rarely change. Would like to see more of a rotation in the food selections especially for Sunday brunch and Saturday lunch.*

*Saturday grill not is not great, Sunday Brunch is good!*

*Need to change up/modernize appetizers for Opening Day and events*

*Sunday munchies are our favorite!*

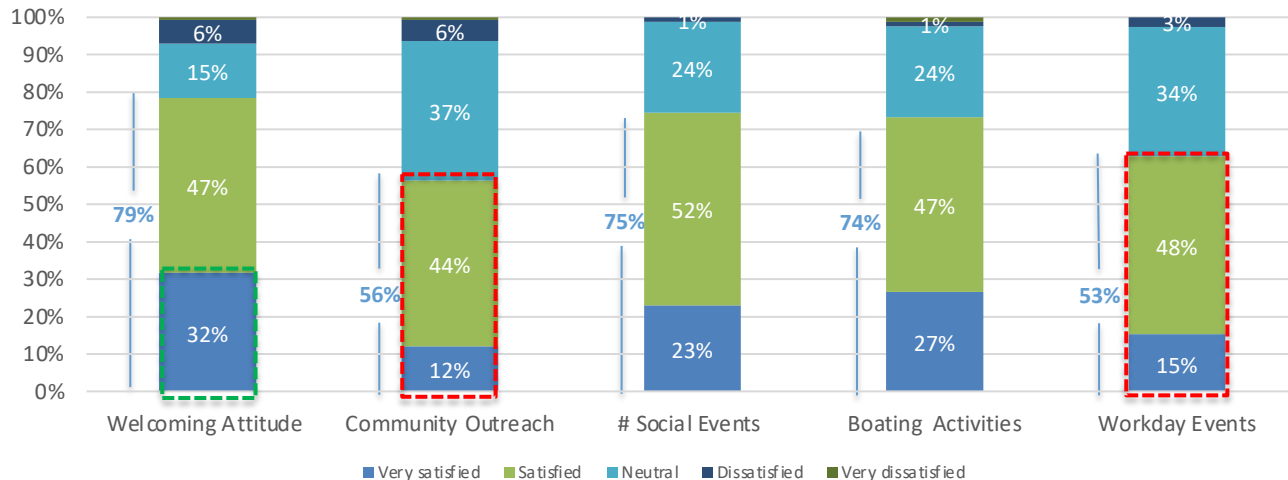
*Options for special diets at Sunday Munchies*

*Guests should be charged for Munchies!*



# MEMBERSHIP & CLUB ACTIVITIES SATISFACTION

## CONCLUSIONS



### 32% Very Satisfied with Welcoming Attitude

Further interest advancing onboarding of new members

### Only 56% Satisfaction in Community Outreach

Members express ideas from fundraising, diversity outreach and more

### 32% Very Satisfied in Sunday Munchies

But, many suggestions from more menu choices to charging members

### 53% Satisfaction with Workday events

There's interest in more planned through the year

*It would be great to have a way to identify new members so we can pull them in to our already established social groups.*

*I feel members should actively & routinely greet new members and guests*

*We wish more outreach was possible. This would be easier with fundraising events overlapping club events.*

*A clean, quality facility will attract the more dynamic 'doers' in the community.*

*More membership diversity is the change we would appreciate most as members. Would more targeted membership outreach help?*

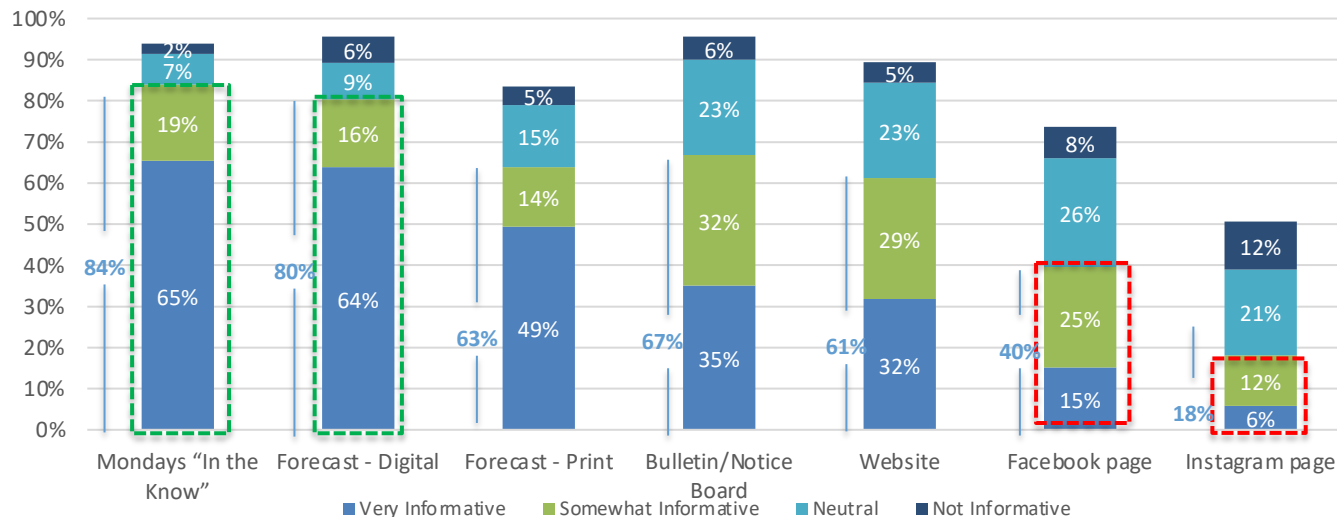
*Sailing with VYC members is like sailing with family*

*Need more than one Member Workday*

*It is very helpful to schedule workdays early, so I can block out on my calendar, which I forgot to do this year.*

# INFORMATIVENESS OF CLUB COMMUNICATIONS

## CONCLUSIONS



**84% View Mondays "In the Know" as Informative**

**80% Find Forecast in Digital and Print Informative**  
Digital 64% Very Informative

**Over 60% Find Bulletin Board or Website Informative**

**50% Find Facebook Informative**

**Only 18% Find Instagram Informative, but Not Used Widely**

*In the Know is really valuable*

*I appreciate the Weekend Update email*

*Please update member log more timely*

*Having all policies and waitlists on the website is very helpful*

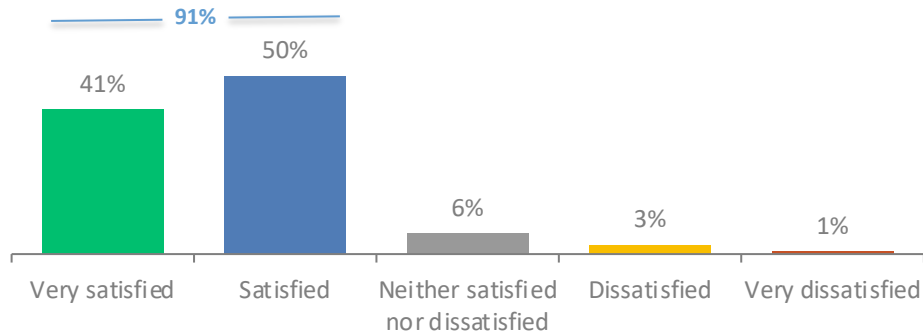
*Webpage needs to be kept up to date! Members information, boat ownership and names...*

*I do not have a Facebook account and so do not rely on Facebook for information.*

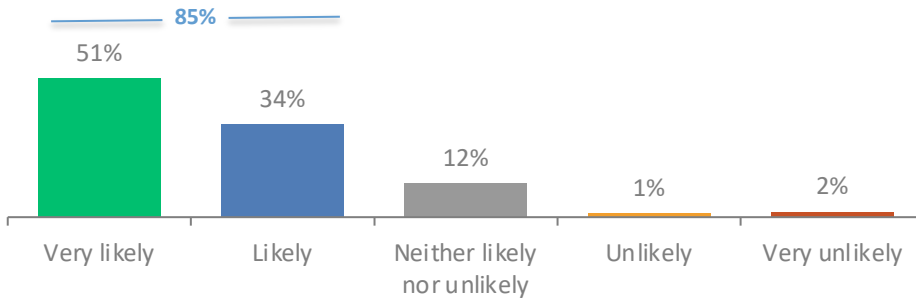
*Word of mouth - conversation*

# OVERALL SATISFACTION AND LIKELIHOOD TO RECOMMEND THE CLUB

## OVERALL MEMBER SATISFACTION



## LIKELIHOOD TO RECOMMEND VYC



*I am a very satisfied long-term member--over 30 years since 1986*

*You all do such an amazing job. Little adjustments here and there will go a long way. We are so thankful to have joined the club and feel it is an extension of family. We look forward to many years of sailing, boating and events.*

*Look forward to seeing the club grow, to expand our membership [to transition to the new demands of members.]*

## CONCLUSIONS

**91% Overall Satisfaction**  
41% Very Satisfied

**85% Likely to Recommend VYC to Friends or Family**  
51% Very Likely to Recommend