Registrations for childcare and camp start to recover as members look for available childcare.

Program registrations recover slower due to health concerns.

Check-Ins

The 0.03-0.05% baseline. This number has decreased from the shutdown average of 0.7%. However, the fact member check-ins increase 518% MOM as states lift stay at home orders.

As states lifted stay at home orders in May and June, positive upticks each week are encouraging, this operational health indicator can be unstable since the rise in COVID-19 cases could force YMCAs, JCCs, and other organizations to re-close.

Programs Regressions

Back to normal by revenue size

Parent Segmentation:

- 2019 CC/Camp Registrations
- 2019 Active Units
- 2019 Gross Revenue
- 2019 % Back to normal

Program Registrations

Regretful Declines in effort to support senior center members and non-profit organizations. Program registrations have seen sharp declines.

Willingness to support and engage with facilities has been challenging. Members often have a sense of loyalty to your mission and effective engagement from YMCAs, JCCs, and community centers remain.