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2024 Trends and Opportunities for Your Community Center

Consumer Research Results and Analysis

November 2nd, 2023



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Housekeeping

- All attendees are automatically muted... just kidding!
Feel free to ask questions!
- I can send a copy of the deck and research via email.



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Your host

William Owens

Enterprise Account Executive
Team Lead

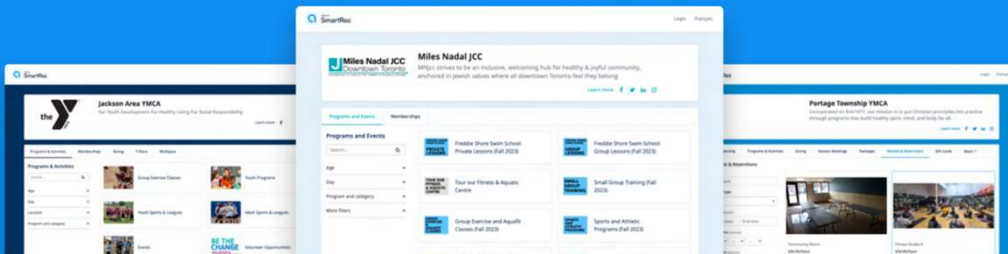


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About Amilia

The smartest and easiest way
to offer, manage, and sell memberships and
activities online.











 www.amilia.com



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- Founded in 2009
- Serving 1,400+ organizations
- 6,000+ locations
- 130+ employees
- Processing \$750M+ Annually

Community Centers	Parks & Recreation	Sport Centers
		
Camps	Afterschool	Education
		
Gymnastics	Dance	Cheerleading
		
		

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6,000+ locations in North America trust Amilia to run their organization



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2024 Trends and Opportunities for Your Community Center

Consumer Research Results and Analysis

Step 1 Progress

Do you plan on spending more or less time participating in local recreation programming?

More Time

Less Time

About the Same

Get your copy of the research on our website

amilia.com/library

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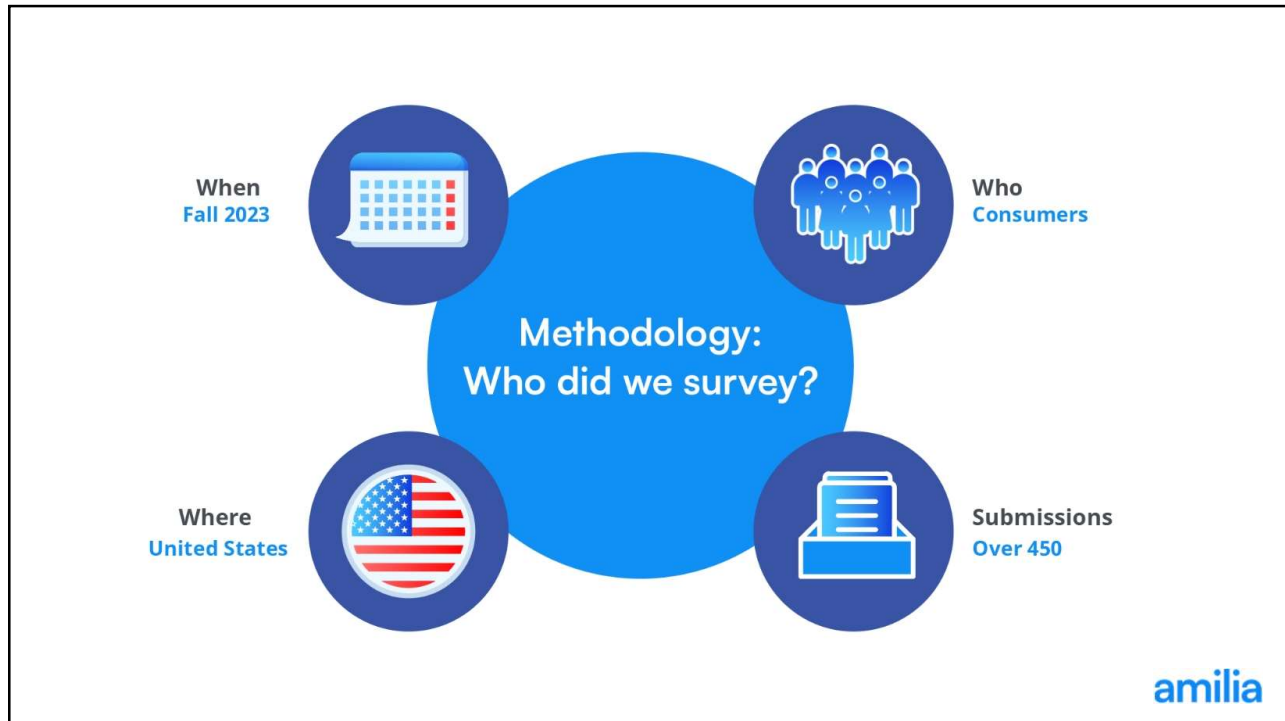
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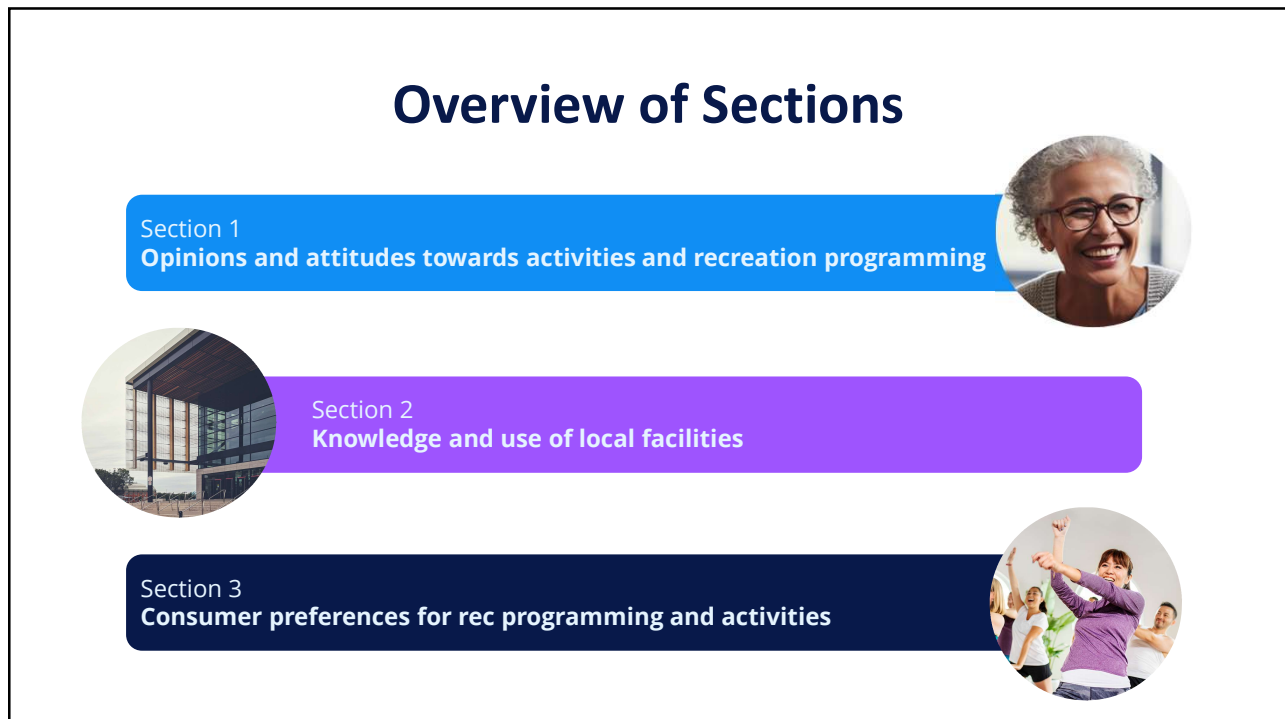
The inspiration behind the research project

COMMUNITY CENTER

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3 Key Takeaways

1

Rec programming and activities are a key part of consumers health and wellness intentions.

2

Awareness of community centers results in participation.

3

Membership experience is a key factor in consumer decision-making.

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Section 1

Opinions and attitudes towards activities and recreation programming



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When we asked respondents **how important participating in local recreation programming or activities was to their quality of life and overall health,**

78%

Affirmed that these activities **were very important or extremely important.**

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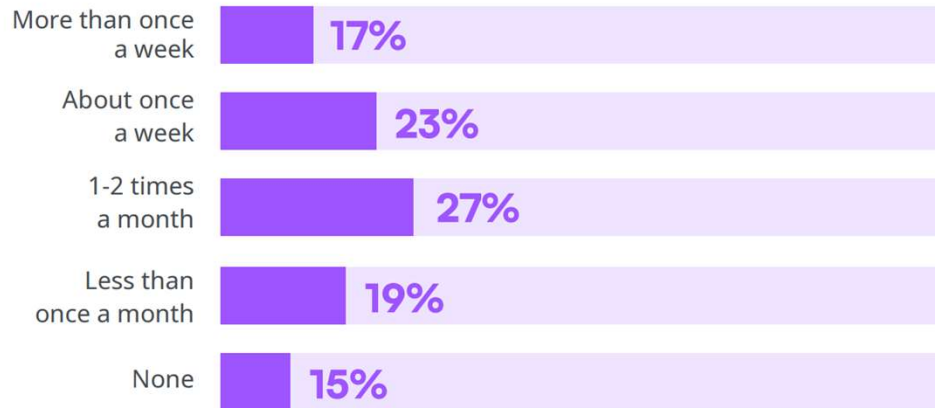
The same can be said for how many respondents perceive that rec programs and activities are **bringing value to their family.**

75%

affirmed that it was either **extremely valuable or very valuable** to their families.

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Despite this, when asked about the frequency of their participation, **less than half** of respondents confirmed that they or a family member participated in community programming once a week or more in the last year.

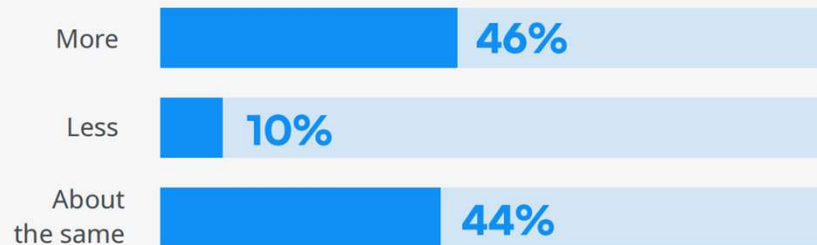


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Do you want to spend more time in participating in local recreation activities?

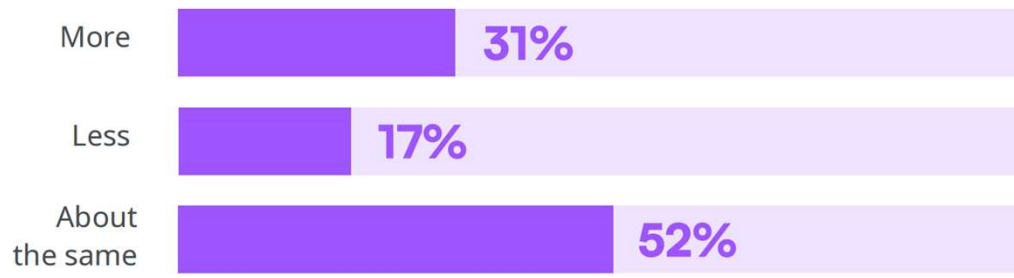
46% Wants to spend **more time**
44% Wants to spend **the same time**



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This likely means that nearly 70% of consumers are feeling the impact of the current economy, which is not a big surprise.



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74%

of respondents asserted that they would prefer to visit one facility for all their activities.

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52%

Prefer to participate in physical or recreation programs **with other people**, for example in a class setting, in a club or on a team.

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The future is bright
for community centers.

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Section 2

Knowledge and Use of Local Facilities



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3 Key Findings

78%

Are aware of a community center in their local area.

67%

Have visited a community center in the last year.

80%

Would be likely to visit a community center in their local area for recreation programming or activities, if they were aware of one.

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90%

of respondents agree that community centers are valuable to them/their community.

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Do you agree community centers at large are fulfilling those goals?

83%

of respondents agree that "community centers promote healthy living."

87%

of respondents agree that "community centers foster belonging and connection."

92%

of respondents agree that "community centers benefit local families."

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Key Takeaways

We identified several groups of respondents that present an **opportunity** for community centers.

18%

Those that do not know about a local community center but would participate in one if they came to learn about one in their area.

Objective: Raise Awareness

11%

The next group are those who know about a local facility but have not participated in the last year.

Objective: Engage

17%

of respondents agree that "community centers benefit local families."

Objective: Educate

90%

The general perception of community centers bringing value to the community is extremely high.

Objective: Convert members

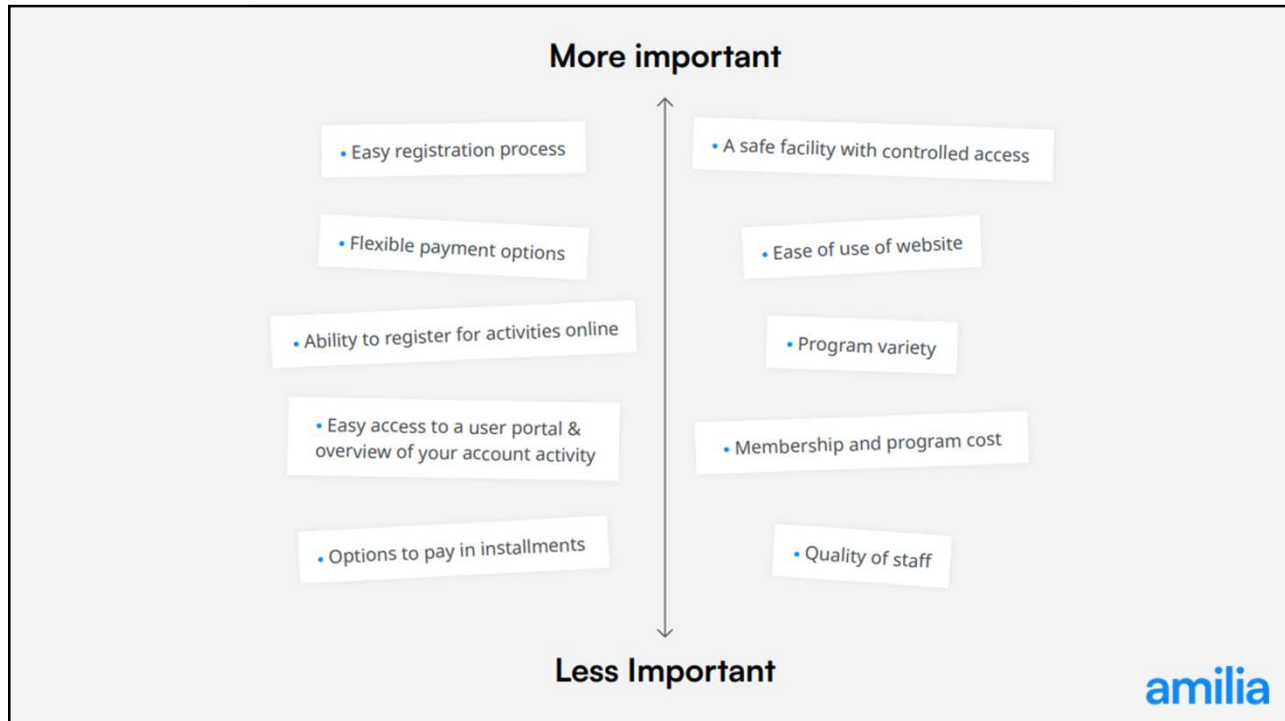
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Section 3

Consumer Preferences for Recreation Programming and Activities



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To provide the most insights possible, we chose to look at the results in 3 ways:

FIRST LOOK

Top 3

First, the factors that were ranked in the top 3 the most consistently.

SECOND LOOK

Number 1

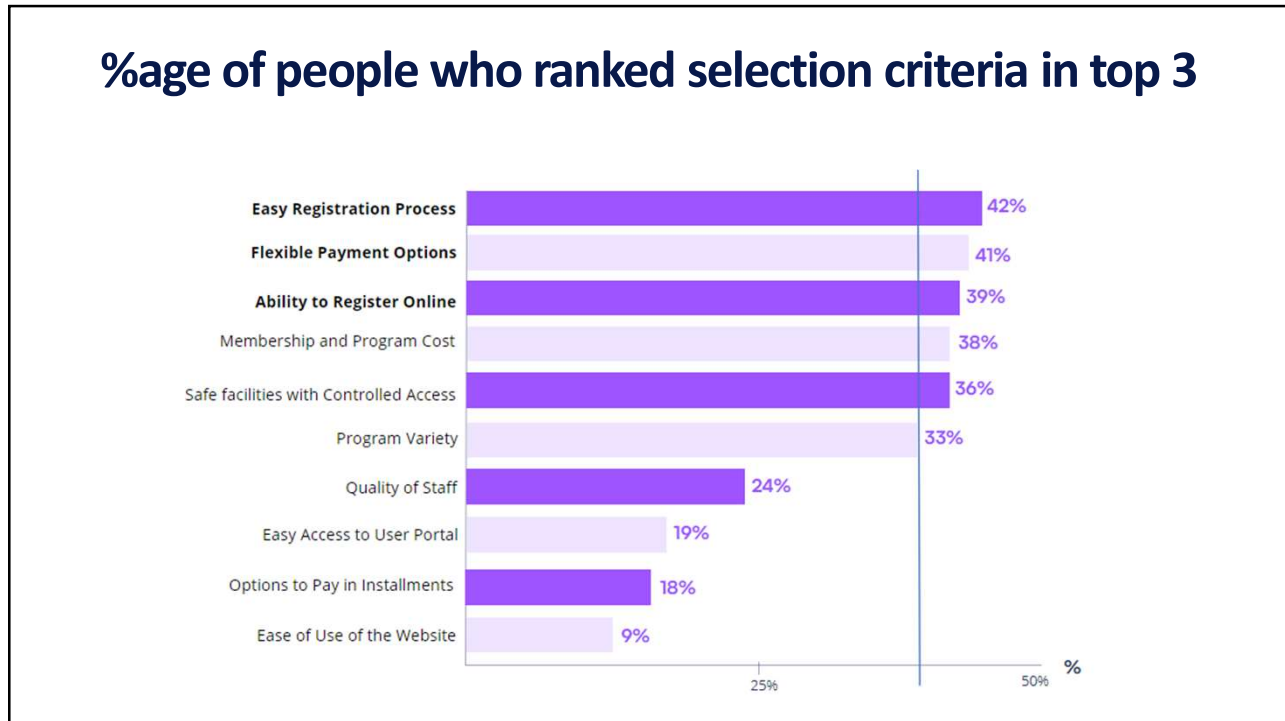
the factors that were ranked as number 1 the most consistently

THIRD LOOK

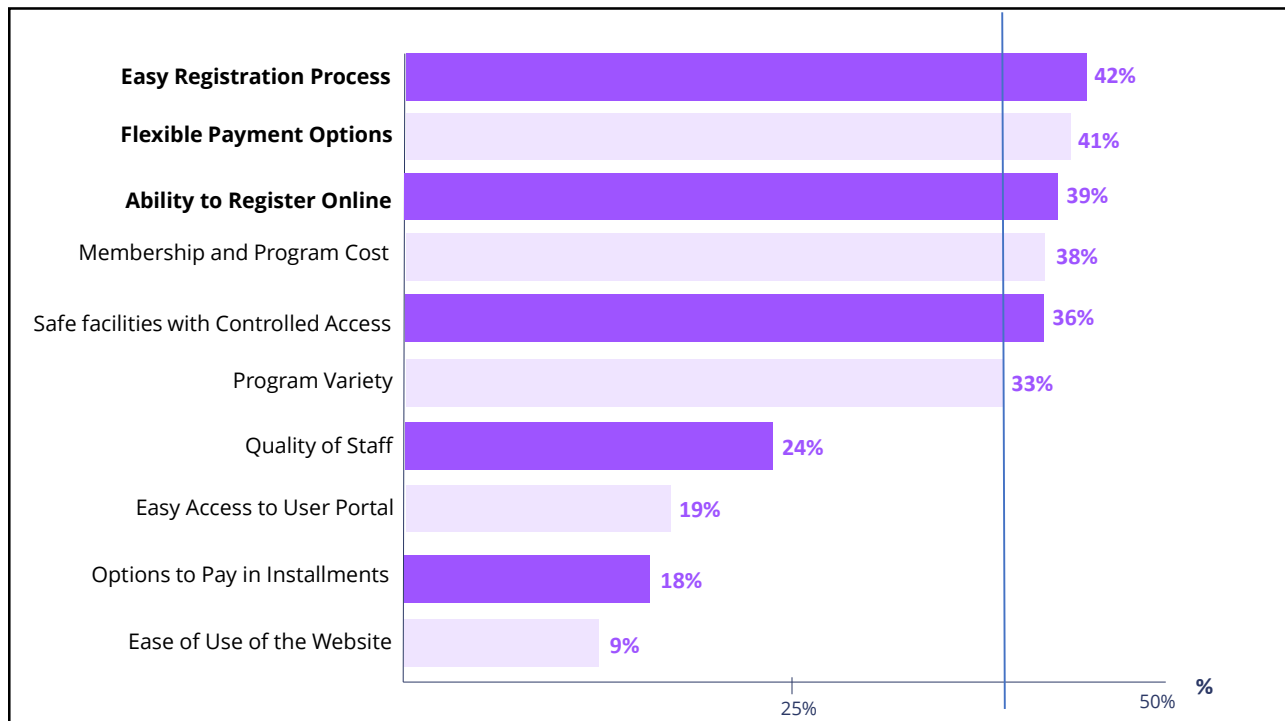
Top 5

the factors that ranked in the top 5 most consistently.

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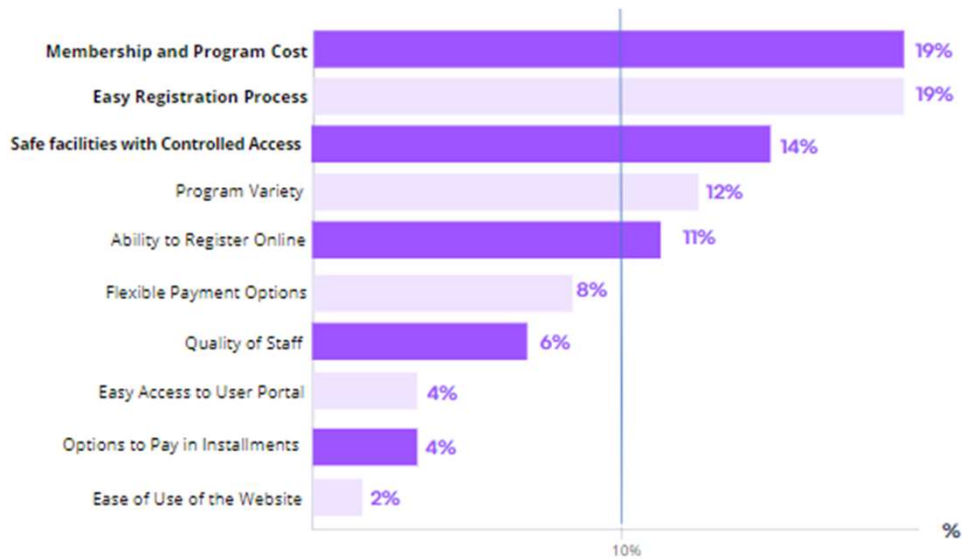


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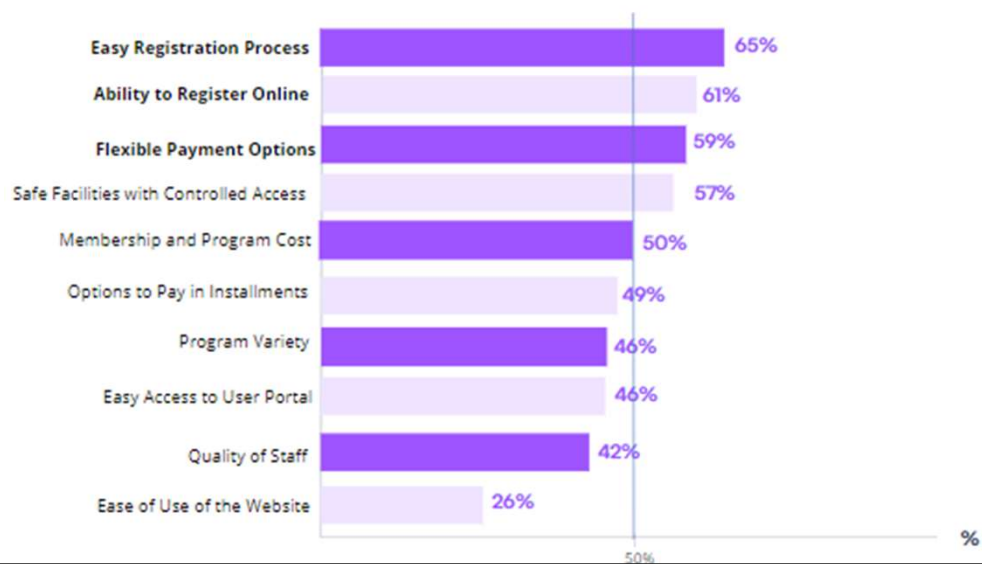
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%age of people who ranked selection criteria as #1



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%age of people who ranked selection criteria in top 5



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Conclusion




- 1**
More people, more activities,
more opportunities.
- 2**
People care about community
centers – raise awareness!
- 3**
Experience matters:
before, during, and after!

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Questions?

Comments?



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