



**CLUB
MANAGERS
ASSOCIATION
OF AMERICA**

Club Benchmarking

**What Is It? Are You Using the
Correct Metric to Map the
Future of Your Facility?**

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Chief Executive Officer



ARE YOU BENCHMARKING?

- Does your club benchmark its operations or salary information?
- Where does your club get its data?
- How often? Annually? Quarterly? Monthly?



MAKING BUSINESS DECISIONS

- Clubs are not using real-time, industry-specific data to make the best business decisions.
- Most clubs are using anecdotal information and inaccurate facts.



AN INDUSTRY NEED

- The standardization and centralization of our industry's surveys and data was necessary
- Club Benchmarking - a game changer for the industry



A COLLABORATION

- CMAA's collaboration began with the 2011 CMAA **Finance and Operations** and **Compensation and Benefits** surveys.
- 2012 Data Collection begins at the end of March



CLUB BENCHMARKING

- Dynamic, online database which provides apples to apples comparisons
- 300 individual metrics
- Compliant with the *Uniform Systems of Financial Reporting for Clubs*



CHANGE THE DIALOGUE

Operating Revenue per Member
(total member count used)



Instant Peer Comparison Results

25th Perc

<p>» Total A La Carte Beverage Revenue Total restaurant/a la carte/club event beverage revenue. Include club events revenue from member events such as Mother's Day. EXCLUDE gratuities and service charges.</p>	<p>\$235,164 \$215,312 (22nd) \$596,142</p> <p>\$381,016</p>
<p>» Total Banquet Food Revenue Include member and non-member originated banquets. EXCLUDE gratuities, and service charges. If not tracked separately leave blank.</p>	<p>25th Percentile \$238,206 \$329,137 (39th) \$873,206 50th Percentile</p> <p>Median: \$442,325</p>
<p>» Total Banquet Beverage Revenue Include member and non-member originated banquets. EXCLUDE gratuities, and service charges. If not tracked separately leave blank.</p>	<p>\$71,278 \$120,272 (50th) \$278,932</p> <p>\$120,272</p>



BENEFITS TO YOU

- Reduced time responding to surveys – one survey, one online access point and account
- Increased accuracy through standardization of data – increasing your credibility with boards and committees



BENEFITS TO YOU

- Graphical reports with one click – much easier to spot and communicate trends
- Compare your club with others based on club type, geography, revenue, member count and more



BENEFITS TO THE INDUSTRY

- A common standardized language for benchmarking
- Centralized data allows for macro analysis and instant identification of trends
- Critical mass of data available to be analyzed and used by our industry's education community



More Information

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