

| Sportsplex Membership | Individual | Couple | Family | Senior | Student |
|------------------------------|-------------------|---------------|---------------|---------------|----------------|
| Resident Yearly | \$385 | \$640 | \$760 | \$250 | \$250 |
| Resident Monthly | \$456 | \$720 | \$840 | \$324 | \$324 |
| Corporate Yearly | \$450 | \$715 | \$856 | n/a | n/a |
| Corporate Monthly | \$516 | \$780 | \$936 | n/a | n/a |
| Non-Resident Yearly | \$505 | \$850 | \$1,150 | \$420 | \$420 |
| Non-Resident Monthly | \$576 | \$960 | \$1,260 | \$480 | \$480 |
| CPAC Membership | Individual | Couple | Family | Senior | Student |
| Resident Pre-Sales | \$80 | \$120 | \$150 | \$50 | n/a |
| Resident In-Season | \$88 | \$132 | \$165 | \$55 | n/a |
| Non-Resident Pre-Sales | \$200 | \$300 | \$400 | \$125 | n/a |
| Non-Resident In-Season | \$220 | \$330 | \$440 | \$137 | n/a |

| RESIDENT | In-season | 62% | | 50% | | 40% | | 30% | |
|-------------------|------------------|------------------------|--------------------------|------------------------|--------------------------|------------------------|--------------------------|------------------------|--------------------------|
| | | Membership Rate | Discounted Amount |
| Individual | \$88.00 | \$33.44 | \$54.56 | \$44.00 | \$44.00 | \$52.80 | \$35.20 | \$61.60 | \$26.40 |
| Couple | \$132.00 | \$50.16 | \$81.84 | \$66.00 | \$66.00 | \$79.20 | \$52.80 | \$92.40 | \$39.60 |
| Family | \$165.00 | \$62.70 | \$102.30 | \$82.50 | \$82.50 | \$99.00 | \$66.00 | \$115.50 | \$49.50 |
| Senior | \$55.00 | \$20.90 | \$34.10 | \$27.50 | \$27.50 | \$33.00 | \$22.00 | \$38.50 | \$16.50 |

| NON - RESIDENT | | 62% | | 50% | | 40% | | 30% | |
|-----------------------|----------|------------------------|--------------------------|------------------------|--------------------------|------------------------|--------------------------|------------------------|--------------------------|
| | | Membership Rate | Discounted Amount |
| Individual | \$220.00 | \$83.60 | \$136.40 | \$110.00 | \$110.00 | \$132.00 | \$88.00 | \$154.00 | \$66.00 |
| Couple | \$330.00 | \$125.40 | \$204.60 | \$165.00 | \$165.00 | \$198.00 | \$132.00 | \$231.00 | \$99.00 |
| Family | \$440.00 | \$167.20 | \$272.80 | \$220.00 | \$220.00 | \$264.00 | \$176.00 | \$308.00 | \$132.00 |
| Senior | \$137.00 | \$52.06 | \$84.94 | \$68.50 | \$68.50 | \$82.20 | \$54.80 | \$95.90 | \$41.10 |

Village of Orland Park
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 Proposed CPAC Membership Discount for Splex Members

| Membership Type | In-Season 2010 CPAC Membership | 20% Discount Applied to CPAC Membership | 2009 Splex & CPAC Common Memberships (i.e. Splex Family Term/CPAC Family Term) | 2009 CPAC Revenue from Common Memberships | 2010 Projected CPAC Revenue w/Discounted Rate (same # sold in 2009) | Variance Common Memberships (2009 Actual - 2010 Projected) | 2009 Splex & CPAC Uncommon Memberships (i.e. Splex Individual Term/CPAC Family Term) | 2009 CPAC Revenue from Uncommon Memberships | 2010 Projected CPAC Revenue w/Discounted Rate Uncommon Memberships (same # sold in 2009) | Variance Uncommon Memberships (2009 Actual - 2010 Projected) | 2009 Common & Uncommon Variance Total | Add'l CPAC Memberships to Equal 2009 Revenue |
|-------------------|--------------------------------|---|--|---|---|--|--|---|--|--|---------------------------------------|--|
| RESIDENT | | | | | | | | | | | | |
| Individual | \$88.00 | \$70.40 | 4 | \$352.00 | \$281.60 | (70.40) | 30 | \$4,950.00 | \$3,960.00 | (990.00) | (1,060.40) | 15 Individual or 8 Family |
| Couple | \$132.00 | \$105.60 | 3 | \$396.00 | \$316.80 | (79.20) | 15 | \$2,475.00 | \$1,980.00 | (495.00) | (574.20) | 5.44 Couple or 4.35 Family |
| Family | \$165.00 | \$132.00 | 29 | \$4,785.00 | \$3,828.00 | (957.00) | 0 | \$0.00 | \$0.00 | 0.00 | (957.00) | 7.25 |
| Senior | \$55.00 | \$44.00 | 10 | \$550.00 | \$440.00 | (110.00) | 0 | \$0.00 | \$0.00 | 0.00 | (110.00) | 2.5 |
| TOTALS | | | 46 | \$6,083.00 | \$4,866.40 | (\$1,216.60) | 45 | \$7,425.00 | \$5,940.00 | (1,485.00) | (2,701.60) | 30.19 As categorized or 20.57 Family |

NOTES:

- 1 Common Memberships reflect 2009 Sportsplex/CPAC Membership (i.e. Individual Splex/Individual Pool; Couple Splex/Couple pool...).
- 2 Uncommon Memberships reflect 2009 Sportsplex/CPAC Membership (i.e. Individual Splex/Family Pool; Couple Splex/Family Pool)
- 3 Village employees with Sportsplex membership would be eligible for CPAC discount. There are currently 206 Sportsplex Employee memberships. In 2009, there were 7 employees with an uncommon Sportsplex & CPAC membership.

| | 2009 Resident CPAC Memberships | | 2009 NR CPAC Memberships | |
|-------------------|--------------------------------|--------|--------------------------|--------|
| Individual | 48 | 4.22% | 8 | 10.39% |
| Couple | 51 | 4.49% | 5 | 6.49% |
| Family | 831 | 73.10% | 54 | 70.13% |
| Senior | 207 | 18.21% | 10 | 12.99% |
| Total | 1137 | | 77 | |

NOTES:

- 1 Super-size sale: Sales representative would suggest "...would you like to add a CPAC family membership for an additional \$115...?"
- 2 Direct mail sales promotion would be utilized to promote CPAC membership to Sportplex members.

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|-----------------------|--------------------------------|---|--|---|---|---|---|---|
| NON - RESIDENT | | | | | | | | |
| Individual | \$220.00 | \$176.00 | 0 | \$0.00 | \$0.00 | 0.00 | 0 | 87 |
| Couple | \$330.00 | \$264.00 | 1 | \$330.00 | \$264.00 | (66.00) | 0.25 | 33 |
| Family | \$440.00 | \$352.00 | 1 | \$440.00 | \$352.00 | (88.00) | 0.25 | 27 |
| Senior | \$137.00 | \$109.60 | 0 | \$0.00 | \$0.00 | 0.00 | 0 | 42 |
| TOTALS | | | 0 | \$770.00 | \$616.00 | (\$154.00) | 0.5 | 189 |

NOTES:

- 1 Number of 2009 memberships reflect common Sportsplex/CPAC Membership (i.e. Individual Splex/Individual Pool; Couple Splex/Couple pool.
- 2 In 2009, there were 2 Sportsplex family memberships that paid the \$250 NR fee and then received the CPAC resident rate. Both would be eligible for the discounted family CPAC rate.
- 3 Super-size sale: Sales representative would suggest "...would you like to add a CPAC family membership for an additional \$308...?"
- 4 Direct mail sales promotion would be utilized to promote CPAC membership to Sportplex members.

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| Potential Sportsplex Membership Market |
|--|
| 350 |
| 136 |
| 173 |
| 647 |
| 1306 |

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