



MEMBER SERVICES REPORT

MARCH 2021

Membership Activity

Membership to start Jan 1 2021 – 465 including 110 complimentary and 14 pre-paid

Current Membership - 361 (Renewals continuing)

Membership trends 2020 and early 2021

Store closures to date in 2021 - 14

Store closures in 2020 - 55

New stores with ALSA 2021 - 14

Partnerships

Moneris last year of agreement

Coke last year of agreement

Western Financial Insurance

Westmount Store Fixtures

Profitek

Monin/Tabasco

Royal Bank

Partners not returning in 2021

Tiger Claw, Ultralite Shutters, Launch Code

Plans for 2021

Jan to March

Complete renewals and package mailings

Follow-up with delinquent member renewals with visits locally

Apr to June

Review complimentary members for level of return

Plan for another complimentary recruitment

Visits to potential new members Greater Edmonton

Howard Riddel