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During the past season, the PVS strategic planning function undertook activities to better understand the association's membership and operations. This report provides a summary of key findings:

Membership

- From 2002 through the end of the 2007 season athlete membership grew from 5,941 to 8,217, which is a 6.7 percent compounded annual growth rate.
- From 2006-2007 season membership data we find
 - 3.5% athlete members are from DC, 29% are from Maryland, 60% from Virginia and the remaining members have mailing addresses outside of immediate area.
 - The top 6 PVS counties, in descending order, which account for about 84% of the athlete members:
 - Fairfax County, VA (3,247 athletes)
 - Montgomery County, MD (2,379 athletes)
 - Loudoun County, VA (505 athletes)
 - Prince William County, VA (425 athletes)
 - Arlington County, VA (407 athletes)
 - Prince Georges County, MD (306 athletes)
- Approximately 98% of PVS athlete members are under age of 19. Since the source of our members come from the 5 to 19 year-old age group, understanding the dynamics in this sub-population is important. Compared to 2007, the expected growth in this sub-population for the top 6 PVS counties:

Percent Growth For Ages 5 thru 19 Year-olds

County ^{1,2}	2010	2015
Fairfax County, VA	4%	10%
Montgomery County, MD	1%	2%
Loudoun County, VA	14%	19%
Prince William County, VA	5%	9%
Arlington County, VA	3%	7%
Prince Georges County, MD	1%	(1%)

Over the next several years, the sub-population from which PVS recruits members will remain about the same in Maryland suburbs and grow in the Virginia suburbs.

- For the last four years, PVS experiences about 34% attrition rate in athlete members. This percent represents members who do not renew membership in the immediate next season. This lost of members is counter-balanced with the infusion of new swimmers that support the overall athlete membership growth reported above. About 50% of the new swimmers are 10 and under, with half of those are 8 and under.

¹ Virginia Employment Commission (<http://www.vec.virginia.gov/vecportal/lbrmkt/popproj.cfm>), December 30, 2007.

² "2007 Total Population Projections by Age, Race and Sex," Maryland Department Of Planning, Planning Data Services, August 2, 2007.

Operations (October 2003 through August 2007)

- During this period PVS held 256 meets. The season-by-season breakdown

Season	# of Meets	# Unique Athletes ^{3,*}	# Meet Participants ^{4,*}
2003-2004	61	6,858	29,843
2004-2005	63	7,159	31,331
2005-2006	61	7,646	33,187
2006-2007	71	8,330	38,508

* Includes out of LSC swimmers

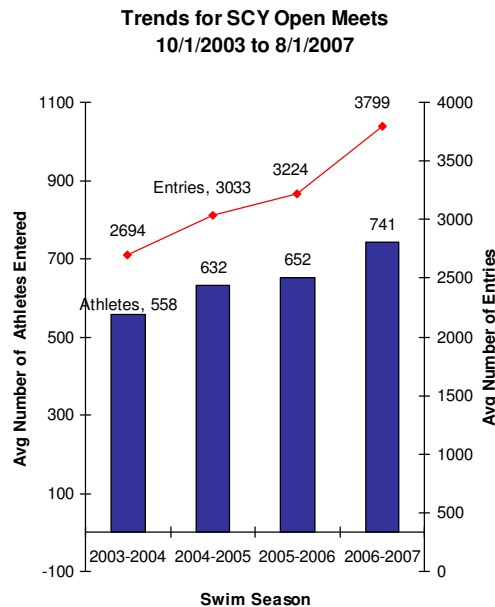
For the four season period this translates to 16,274 Unique Athletes, or equivalently, 132,869 Meet Participants.

- During this time period, PVS used 23 different sites to host the meets. The top 5 hosting sites for PVS meets:

Location	# of Meets
Fairlands (MD)	44
GMU Fairfax (VA)	36
PG Sports & Learning Center (MD)	27
Lee District ReCenter (VA)	17
South Run ReCenter (VA)	17

The top three sites account for about 42% of the total meets covered in the time period.

- For the Short Course Yard PVS Open meets during this period: 33% increase in the number of athletes participating and a 44% increase in the number of events (Entries) the athletes swim.



³ Unique Athletes: The number of athletes who participated at least once in a set of meets. See Appendix.

⁴ Meet Participants: The number of athletes who participated in the set of meets, recognizing participation in multiple meets. See Appendix.

Appendix

Illustration of “Unique Athletes” and “Meet Participants”

	Swimmers			
Meet	“Greg”	“Marie”	“Andrew”	“Maureen”
Meet 1	X	X		
Meet 2	X	X	X	
Meet 3		X		X
Meet 4	X	X		
Meet 5	X	X	X	

The “X” denotes swimmer entered in the meet. For the above five meets:

- Four “unique athletes” participated in the five meets (Greg, Marie, Andrew and Maureen)
- For the same five meets, there were 12 “Meet Participants” (the number of Xs)