



2026 Membership Survey Results





Objectives & Methodology



Overall: Update the 2022 Membership Survey



Objectives



West Chester Gun Club
2022 Membership Survey



What Did We Do?



Consistent Methodology



**15 Minute
Online Survey**

~470

Members Only



February 6 to February 22
Initial invitation + 2 reminders



**Resource for the Board as they
Plan the Club's Future**

Survey Response Goal of 20%+ Response Rate among Members was Achieved



Goal



121 Completes = 26%

Response rate even higher among subset of total membership that is “active” in the Club

Note: Response rate -5 pts vs 2022



Lot of Information to Process

- We'll walk through findings tonight and compare to 2022 findings where there are notable differences
- At end of Presentation, I will ask each of you to share AHAs or most interesting findings
- We will send a copy of this presentation to all Board Members tomorrow





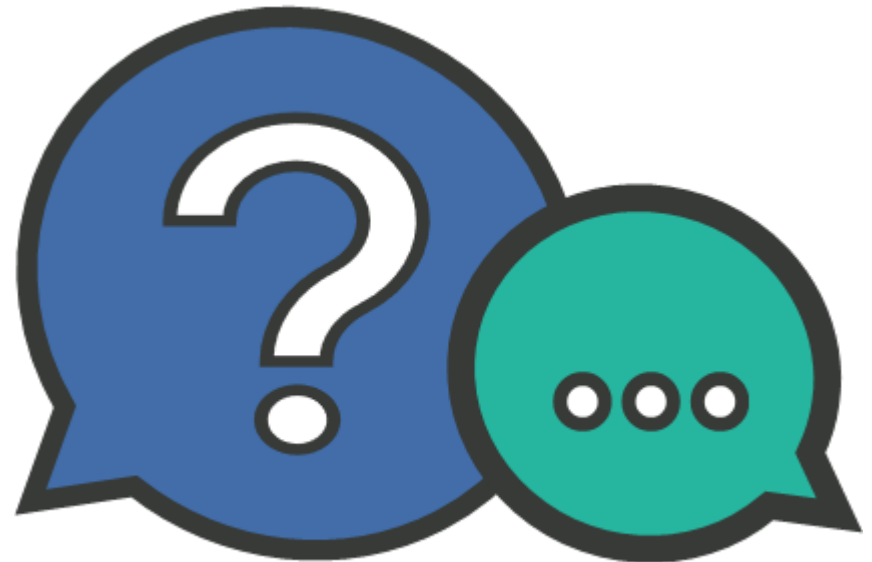
Presentation Flow

- Member Demographics & Shooting Behavior
- Overall Club Health
- Ideal Trap Club and How WCGC Delivers
- WCGC ATA Members
 - Demographics, Shooting Behavior, What's Important to Them in a Trap Club, WCGC ATA Event Ratings
- Interest in Potential New Activities
- WCGC Communication
- Summary



Open End Questions

- Multiple Open-Ends in the Survey
 - Individual responses have been Aggregated for Presentation Purposes
 - Full List of Member Responses (anonymous) are in Report Appendix
 - Allows All Members to Be Heard





Interpreting the Data

1. Extra Emphasis on “Top Box” Ratings
 - These are the “highest possible ratings”
 - “Agree Strongly”, “Extremely Important”, “Very Likely
 - Proven Correlation with Action, Loyalty
2. Significant changes vs. 2022 had to achieve 90% Confidence Interval
 - 9 in 10 chance significant changes are a real shift in member sentiment





Executive Summary:

The Big Picture



Ratings Remain Strong. Some Areas Show Improvement. Work Remains.





Membership Demographics & Shooting Behaviors

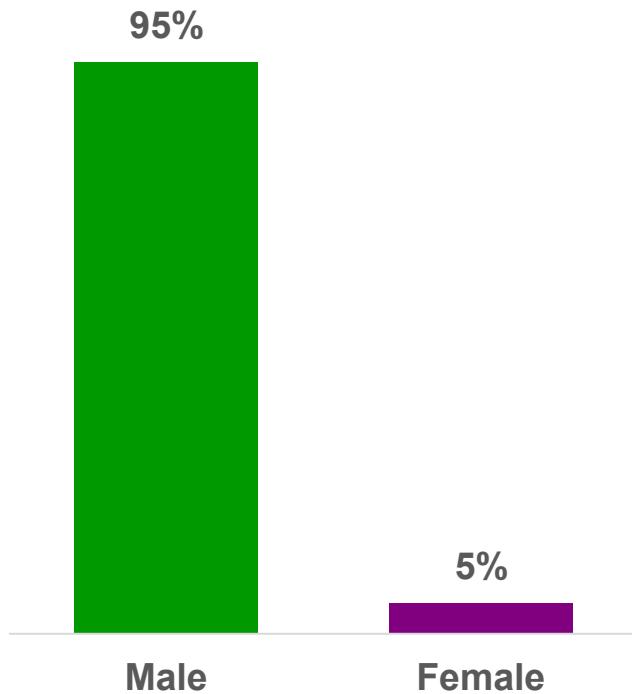
Majority are Male with Annual Memberships

Similar to 2022

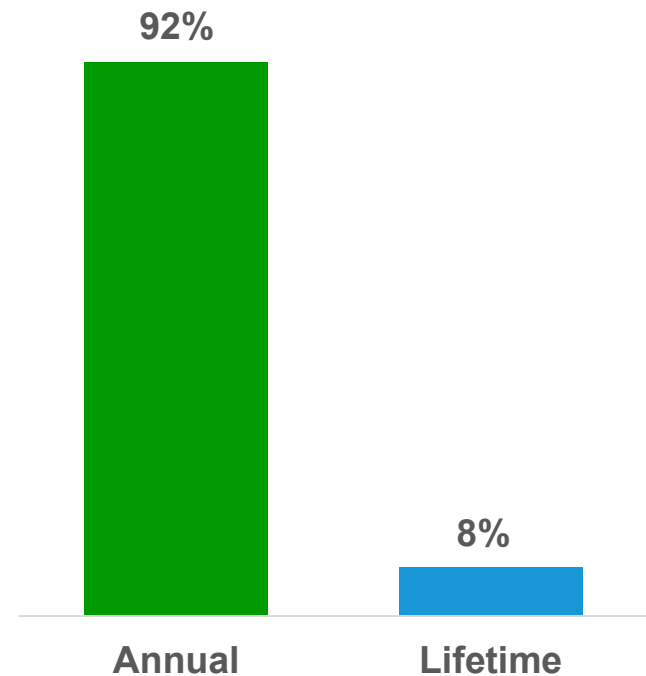


- Good Representation of Members compared to Membership List (with emails)

Gender



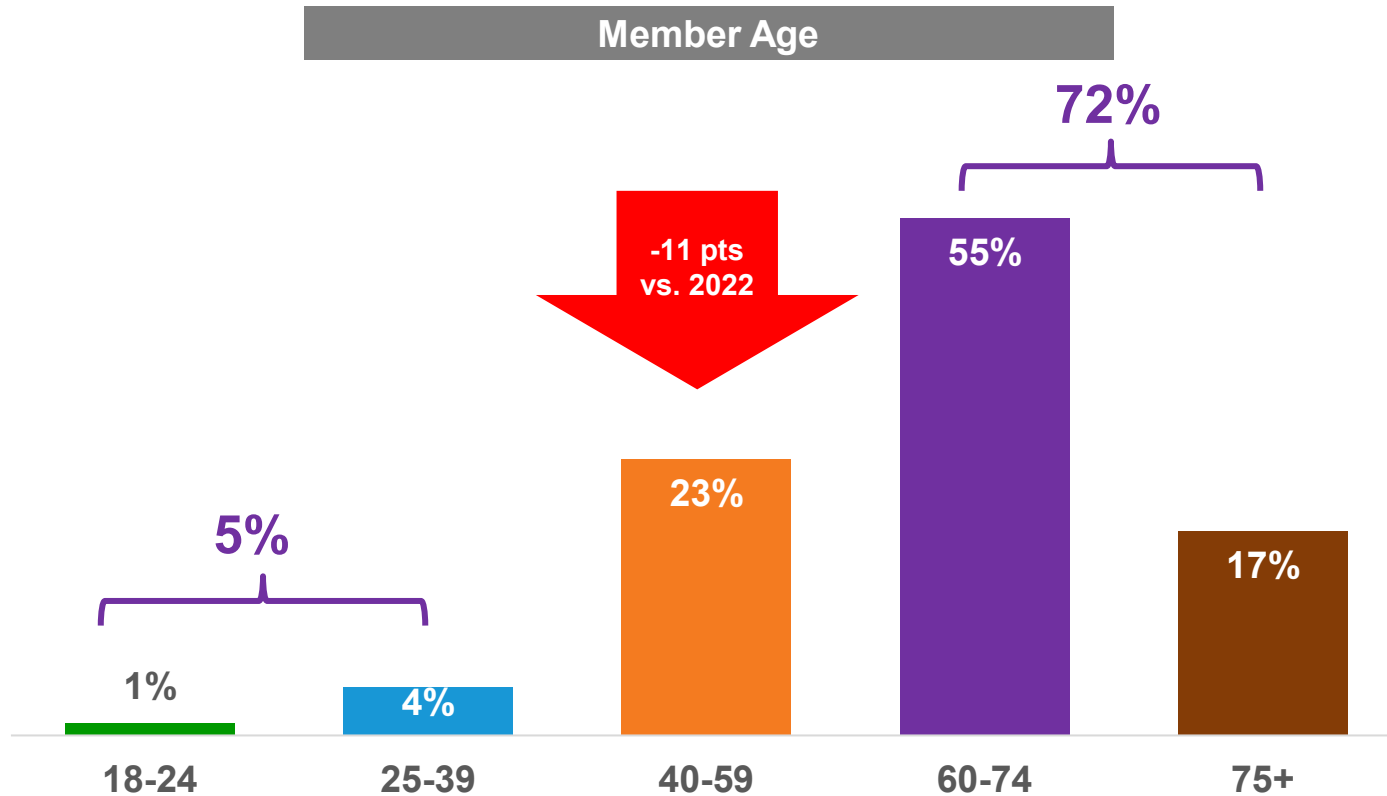
Membership Type



Members Continue to Skew Older: 7 in 10 are 60+.

Similar to 2022

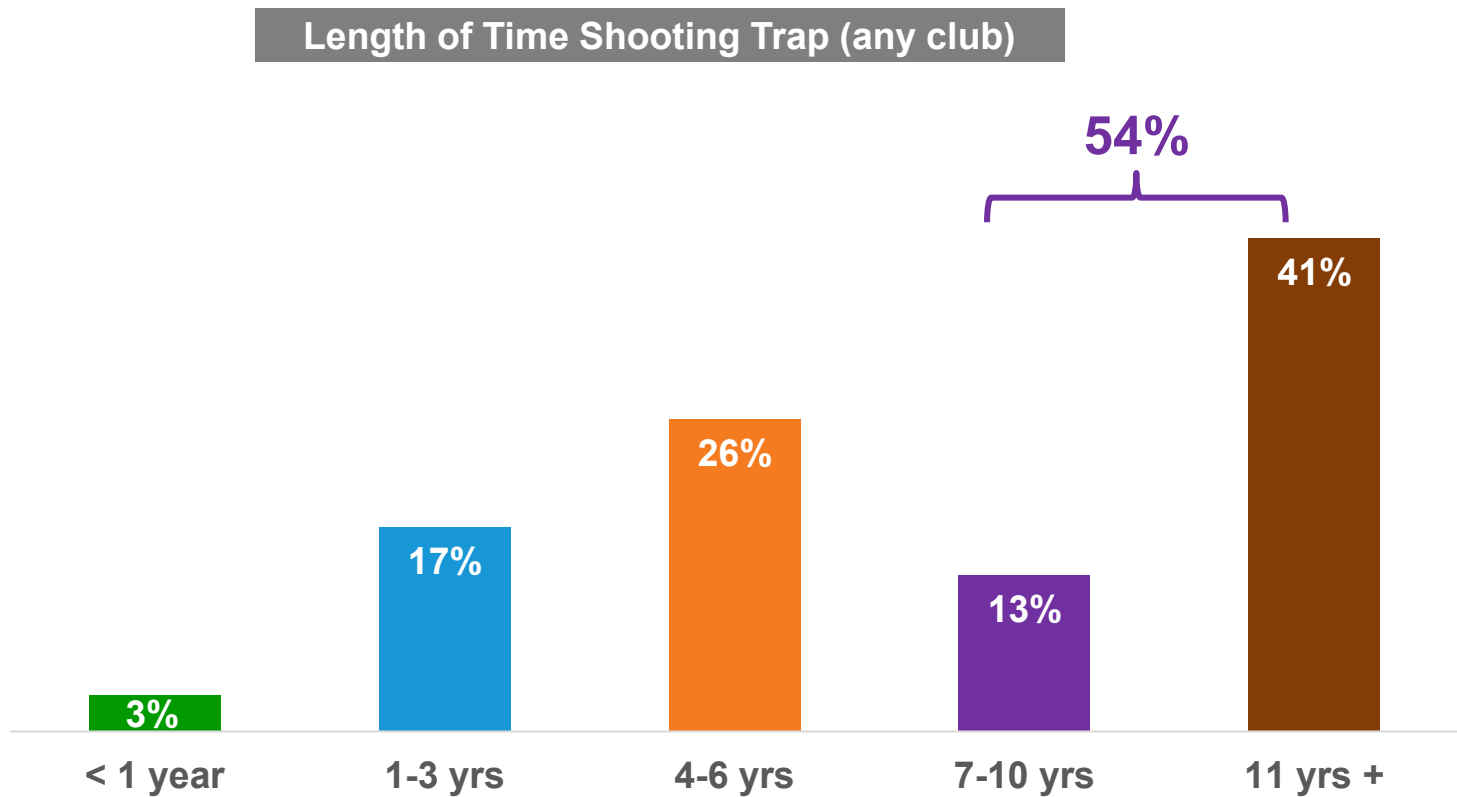
- Younger shooters remain an opportunity area (Unicorns)
- Significantly fewer responses among 40-59 group vs. 2022



Experienced Trap Shooters

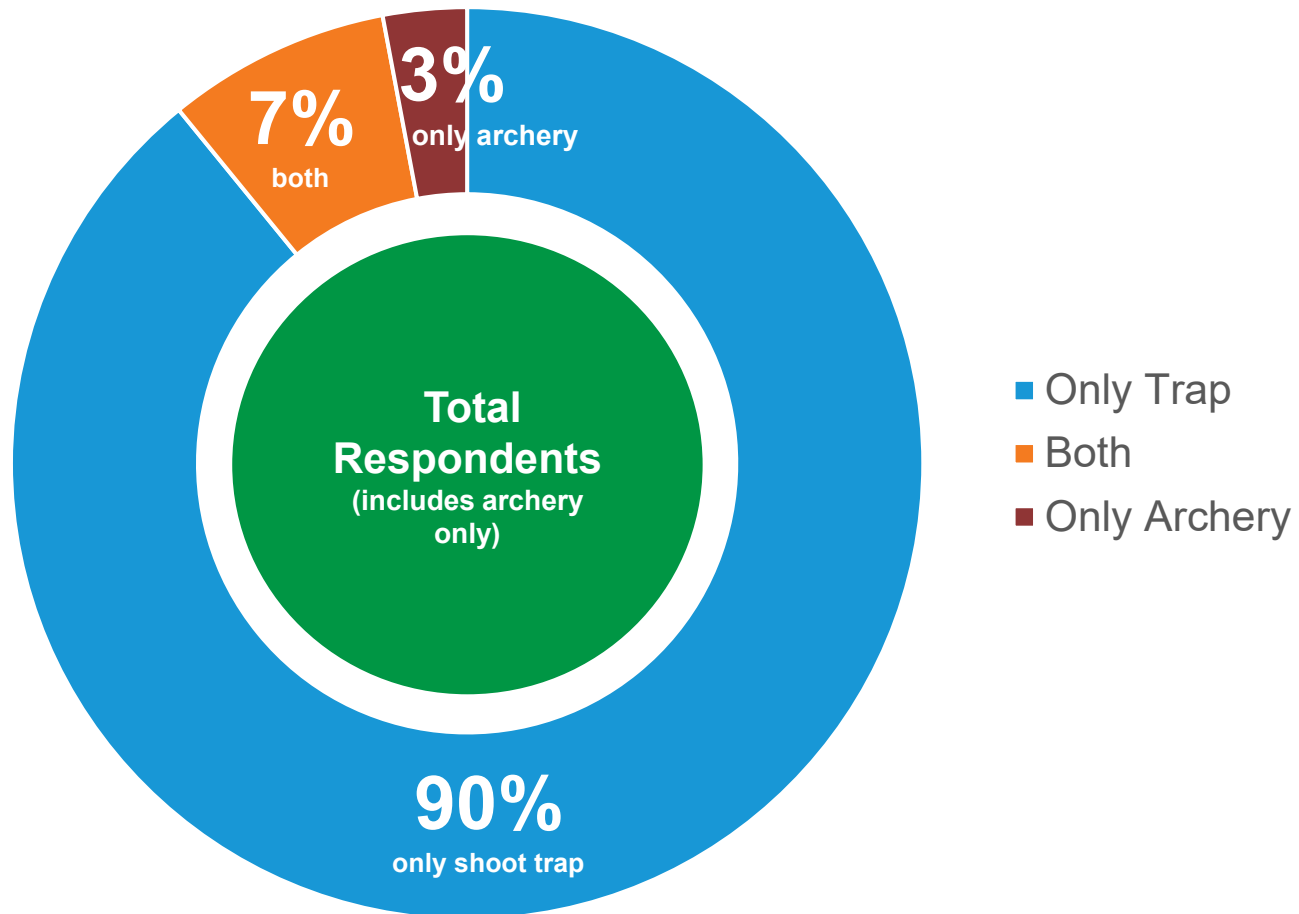
Similar to 2022

- Just over half have been shooting trap for 7+ years



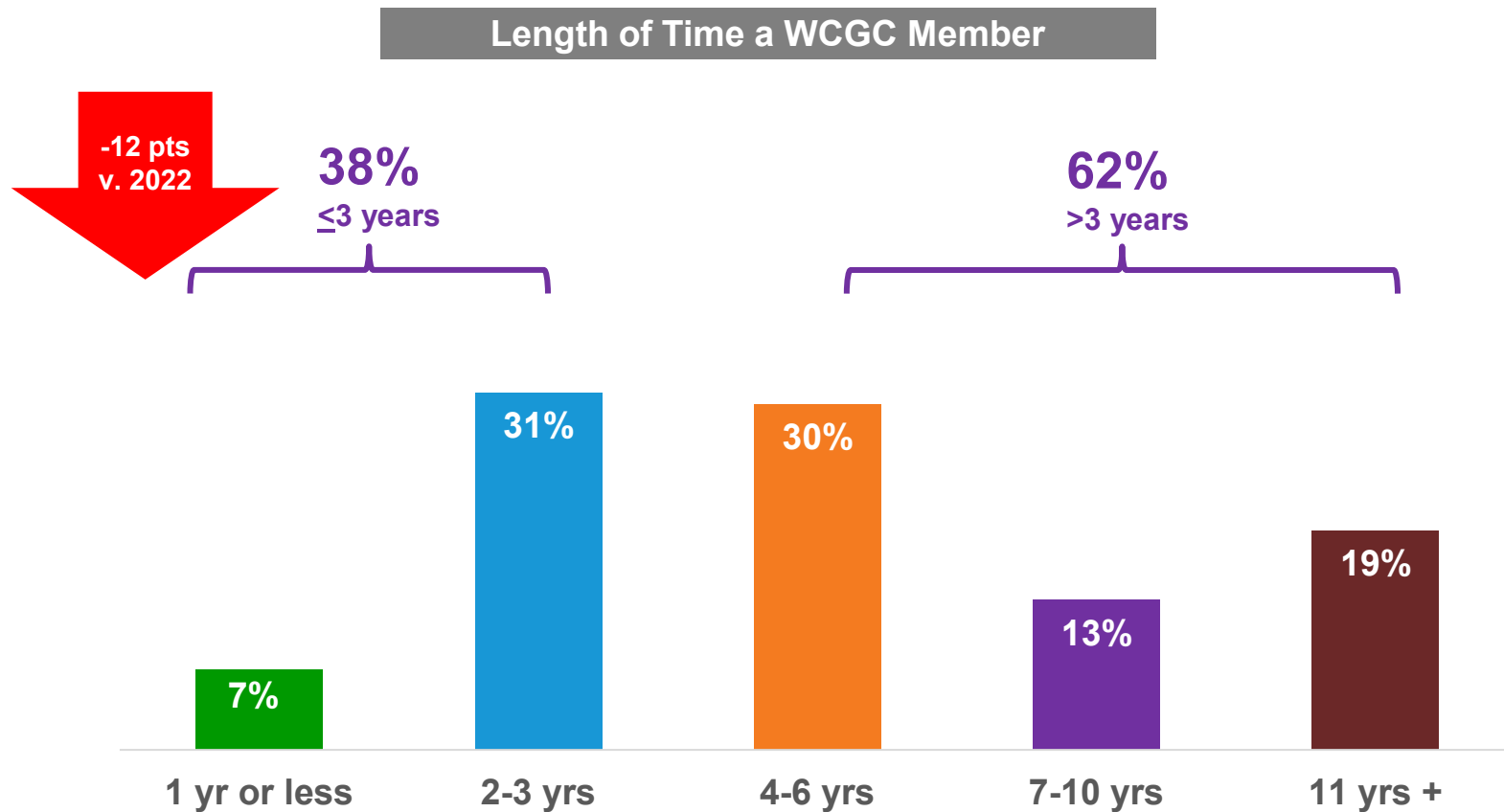
Majority of Members Only Shoot Trap at the Club Archery Use Much Less Common

WCGC Activity



Majority are Longer-Term Members

- In 2022, 50% were Members 3 years or less
 - Decline due to lower New Member survey participation

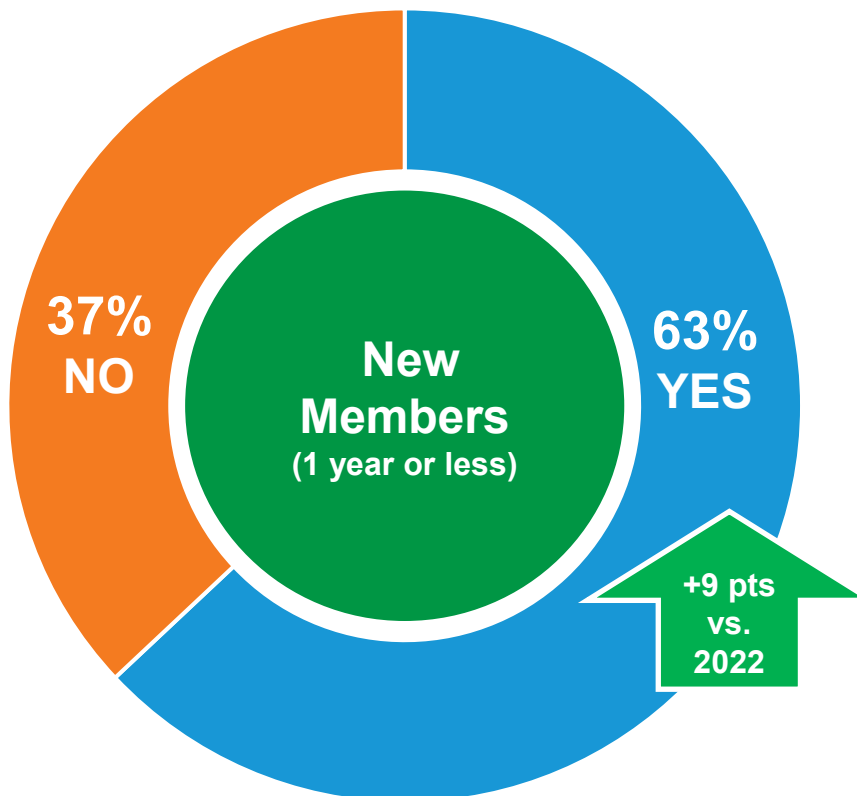


63% of New Members Took a Lesson at WCGC. Most Heard about WCGC via Word-of-Mouth.



- Lessons remain a critical pipeline for gaining New Members
- Cannot overlook the importance of Current Member Referrals to Grow

Did you Take a Lesson at WCGC?



How Learn about WCGC?

1. Friends/Family/Other Shooters
2. Proximity to Club
3. Online Search

New Members: Their Own Words

“I’m happy with the Club and look forward to more practice.”

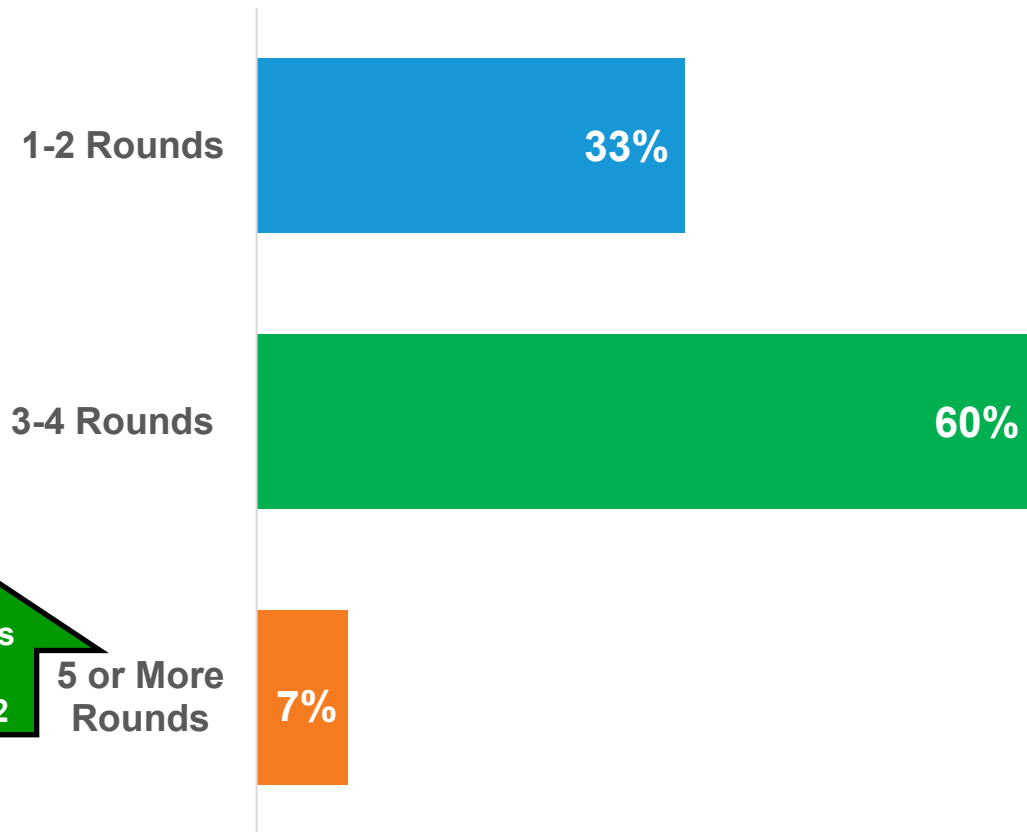
“Extremely happy with the treatment as a member, the resources afforded to me by the Staff and Facility – Just happy to be a member!”

“In comparison to many other Trap Clubs in the Area, WCGC is generally my favorite Club to shoot at.”

Majority Shoot 3-4 Rounds on Practice Days. Few Shoot 5+.

- Opportunity continues to “upsell” those only Shooting 1-2 Rounds
- Though on a very small base, we did see a significant gain in 5+ rounds (2% to 7%)

Average Rounds of Practice Trap Shot

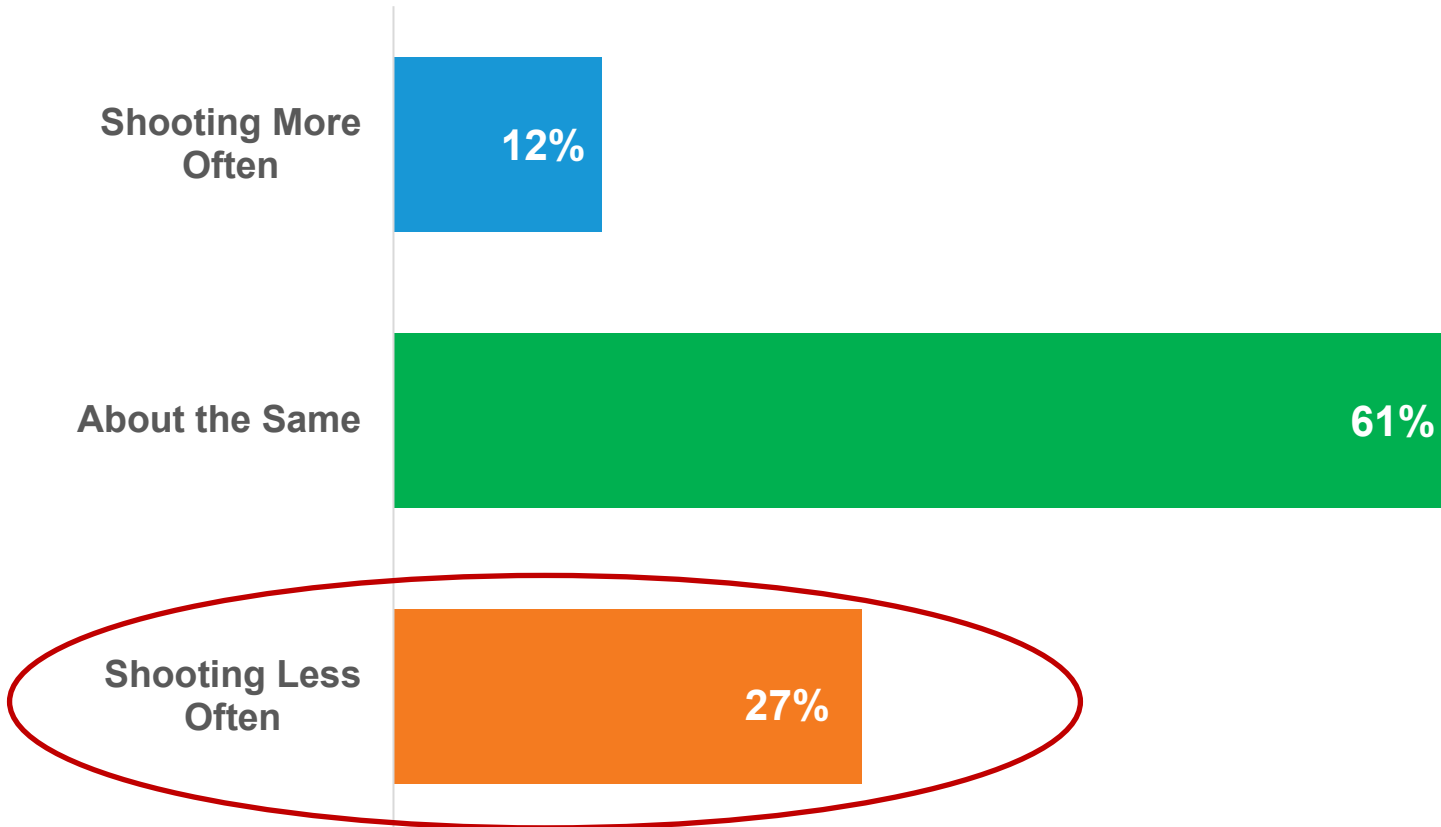


+5pts vs. 2022
5 or More Rounds

61% of Members Claim they Are Shooting About as Much at WCGC as they Did Last Year

- However, among those citing a change, **twice as many are shooting “less often”** than “more often”

Compared to a Year Ago, How Often are you Shooting at WCGC?



Among Those Shooting Less, Bad Weather is Only Part of the Story. Health and Time Constraints Emerge.



Why Are You Shooting Less at WCGC?

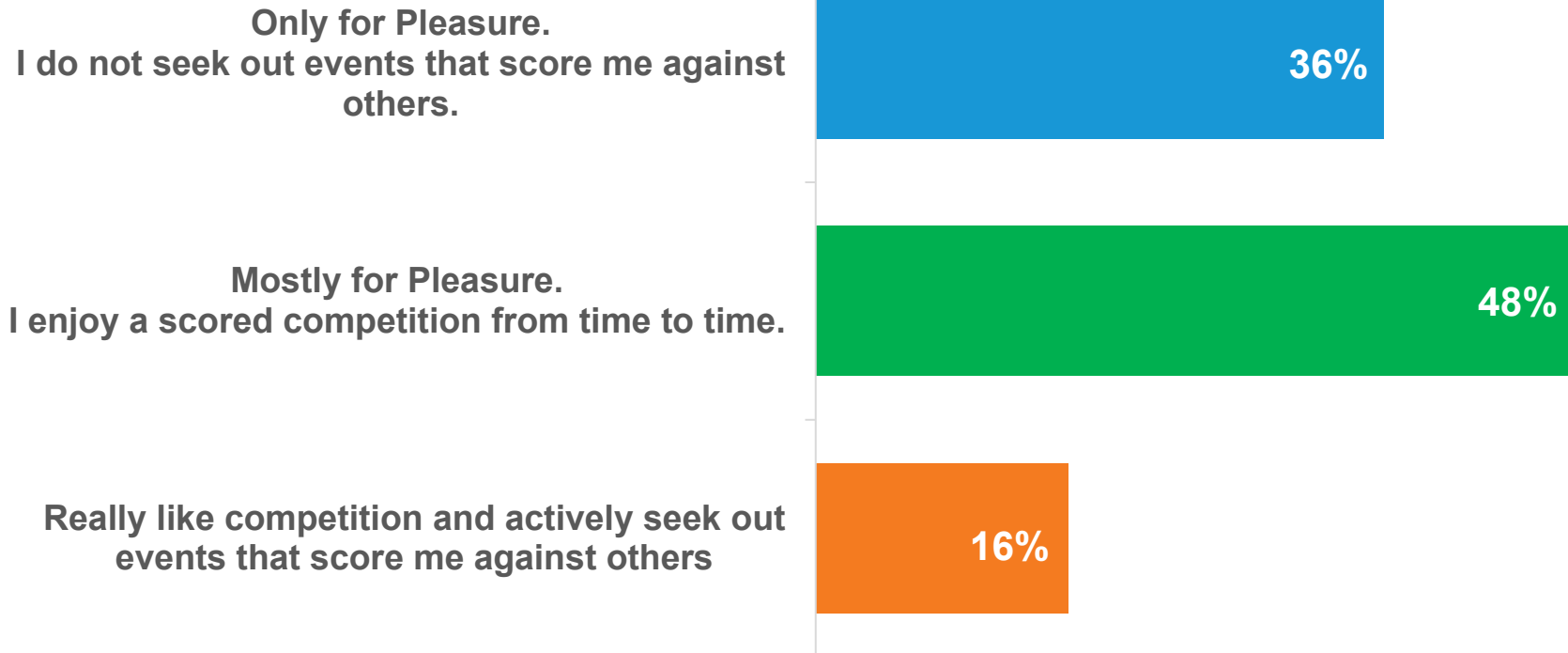
Other-Clubs
Too-Busy Limited-Hours
Aging/Health
Bad-Weather
Family/Kids
Travel
Not-Enough-Registered-Shoots

Larger Words = Higher Frequency of Mentions

Most Members Shoot Trap *Primarily for Pleasure*. Only about 16% are Competition-Centric.

- Hard to Please Everyone 100% of the Time
- “Younger” Shooters (under 60) and Newer members (3 years or less) exhibit similar motivation

Which Best Describes your Primary Reason for Shooting Trap?



Snapshot of Competition-Centric Members

Indexed to Total Membership



- **25%** are Lifetime Members (**240** index)
- **70%** are Long Term Trap Shooters*: (**130** index)
- **55%** are Long Term WCGC Members:* (**171** index)
- **35%** Shoot 5+ Rounds per visit at WCGC: (**500** index)
- **90%** are More Likely to Shoot at Other Clubs: (**160** index)
 - Especially Pine Valley, DCSC and Pine Belt
- **26%** are Shooting Less at WCGC due to lack of ATA Events and preferring Other Clubs (from Open Ends)

* 7+ Years

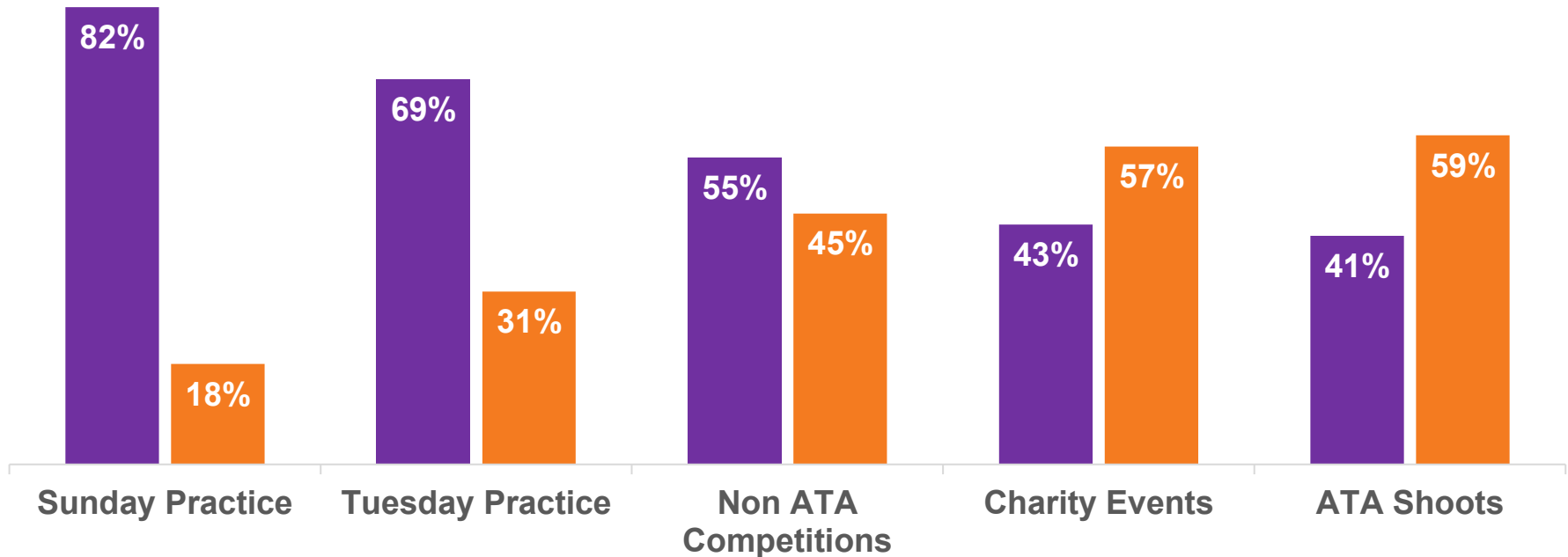
Under Index: ≤ 80 Over Index ≥ 120

Less than 60% of Members Participate at WCGC *Beyond Practice Days*

- Opportunity to grow participation at practice, especially Tuesdays
- Need to increase participation in non-Practice Club Events

Total Membership: How Often Shoot at WCGC for ...

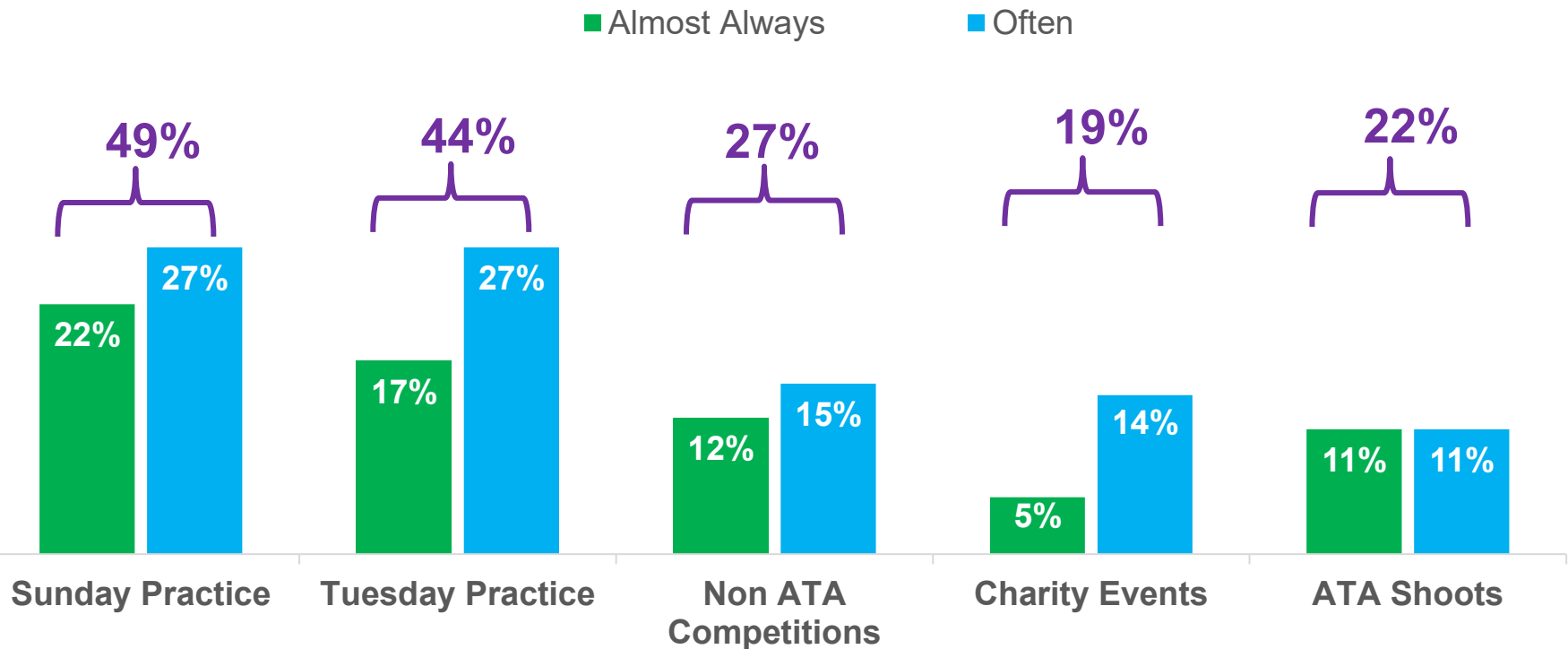
■ At Least Occasionally ■ Rarely/Never



Core of “Regular Shooters” represent a Much Smaller Group

- Nurture the “Core” – these are the members that keep the Club active and vibrant
- Sunday participation extrapolates to about 100 very active members, another 120 reasonably active members

Total Membership: How Often Shoot at WCGC for ...



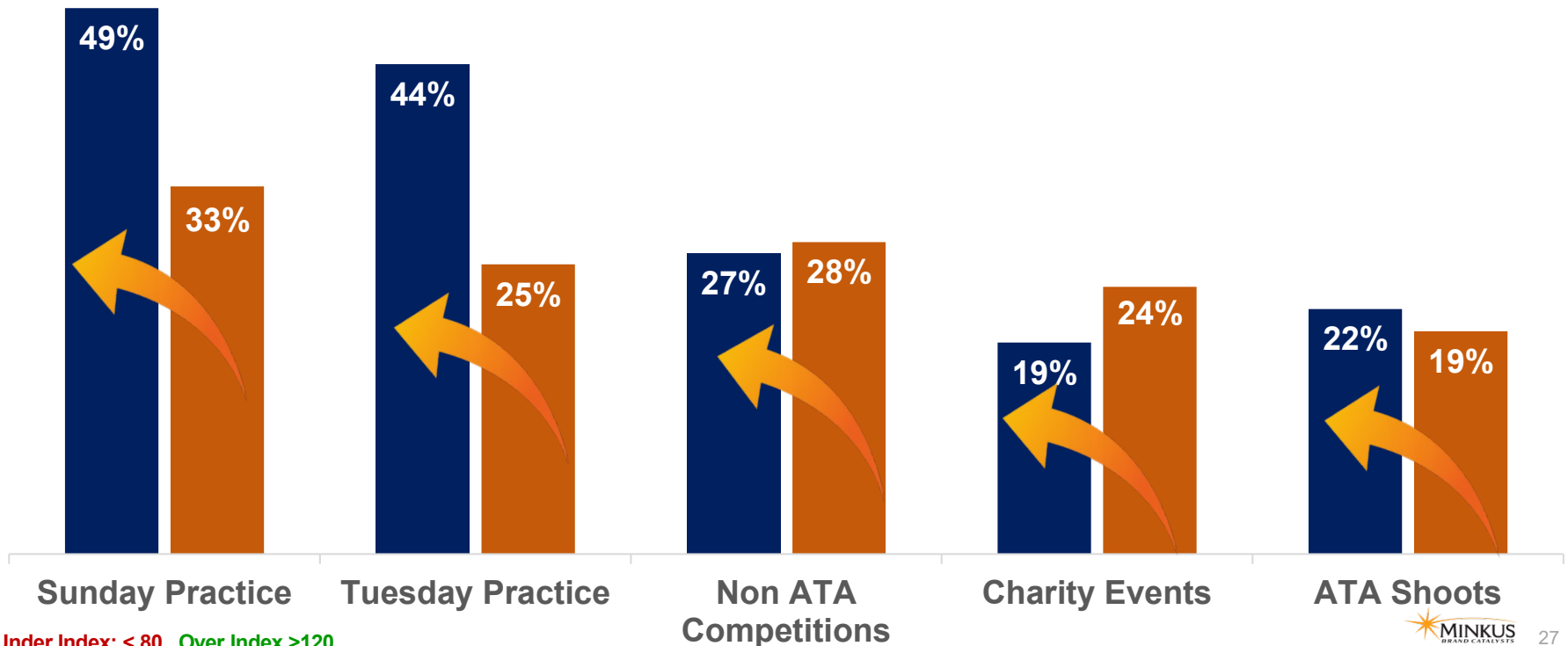
Key Opportunity to Level Up “Occasional Shooters” who are 20-33% of Shooters per Event Type



- Need to Encourage these “Occasional” Shooters to increase engagement with the Club and drive more Revenue, especially Practice Days
 - Practice Day Occasional Shooter demos mirror total membership

Total Membership: How Often Shoot at WCGC for ...

■ Almost Always + Often ■ Occasionally

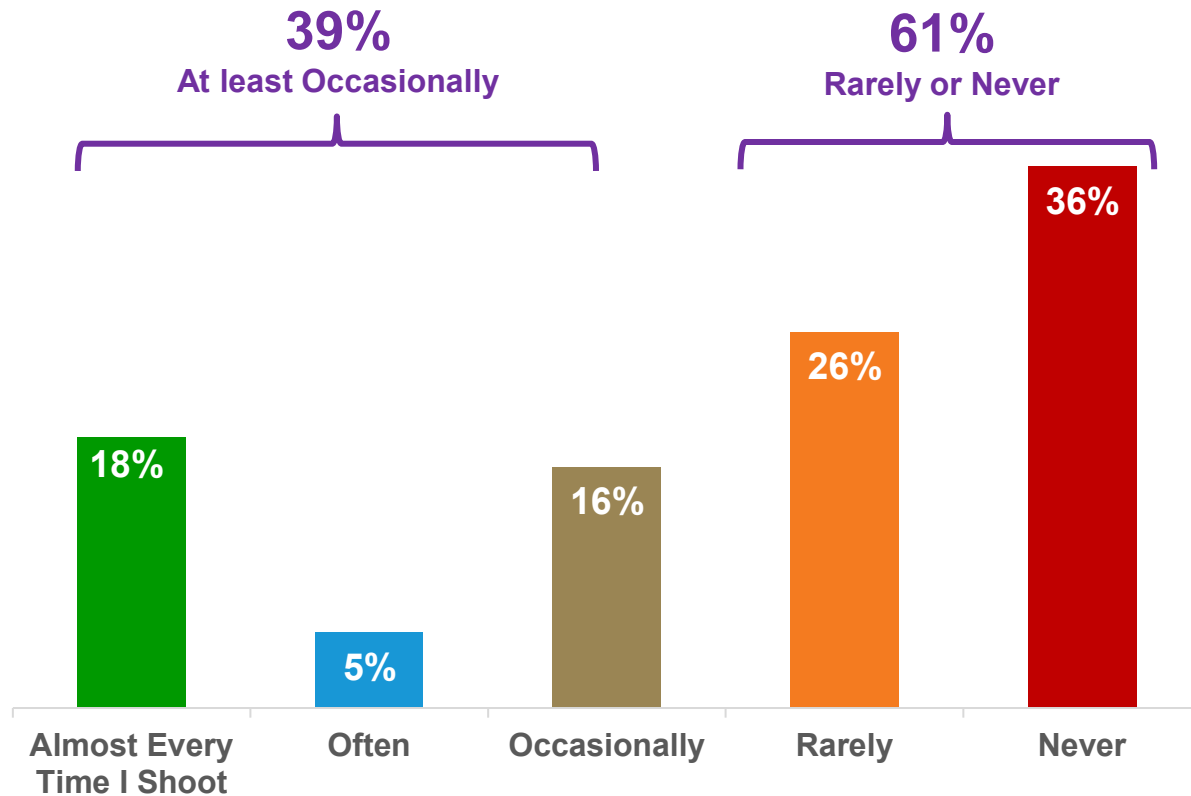


Under Index: ≤ 80 Over Index: ≥ 120

Club Ammo Purchase Frequency is Polarized.

~1 in 5 Buy it Every Time. 1 in 3 Never Do.

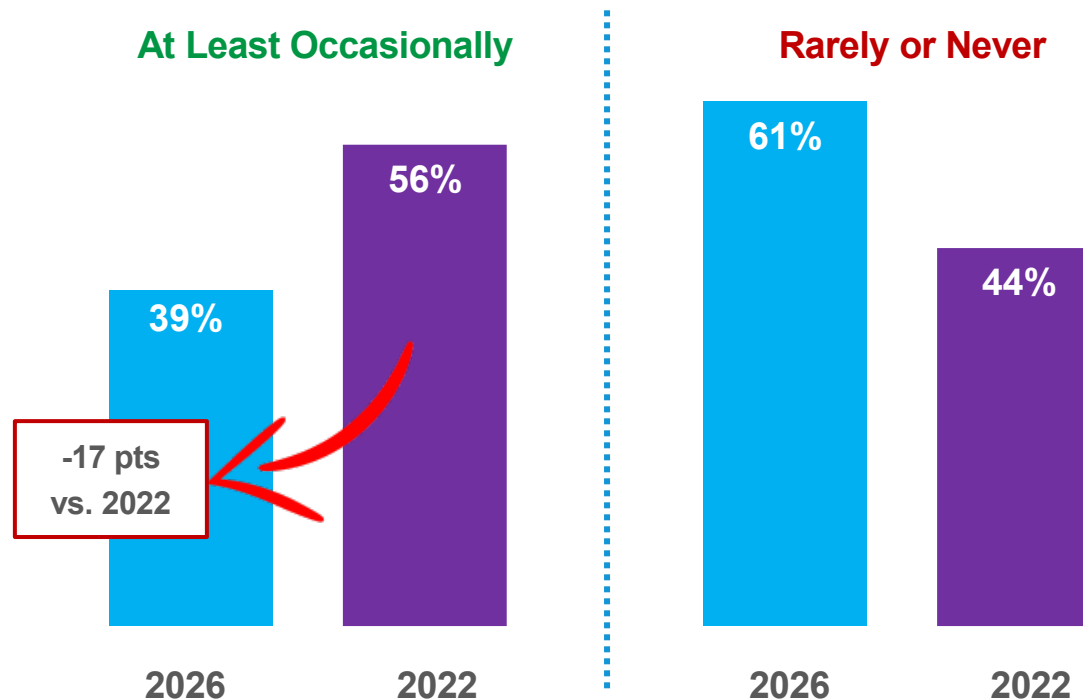
How Often Buy Ammo at WCGC?



Significant Drop in Ammo Purchase *Frequency* (-17pts) vs. 2022

- Directional Drop among “Almost Always + Often” buyers (-8 pts)
- Significant Drop among “Occasional” buyers (-9pts), Heavier Round Shooters
- 2022 was at the end of the ammo shortage period. Ammo widely available now.

How Often Buy Ammo at WCGC?

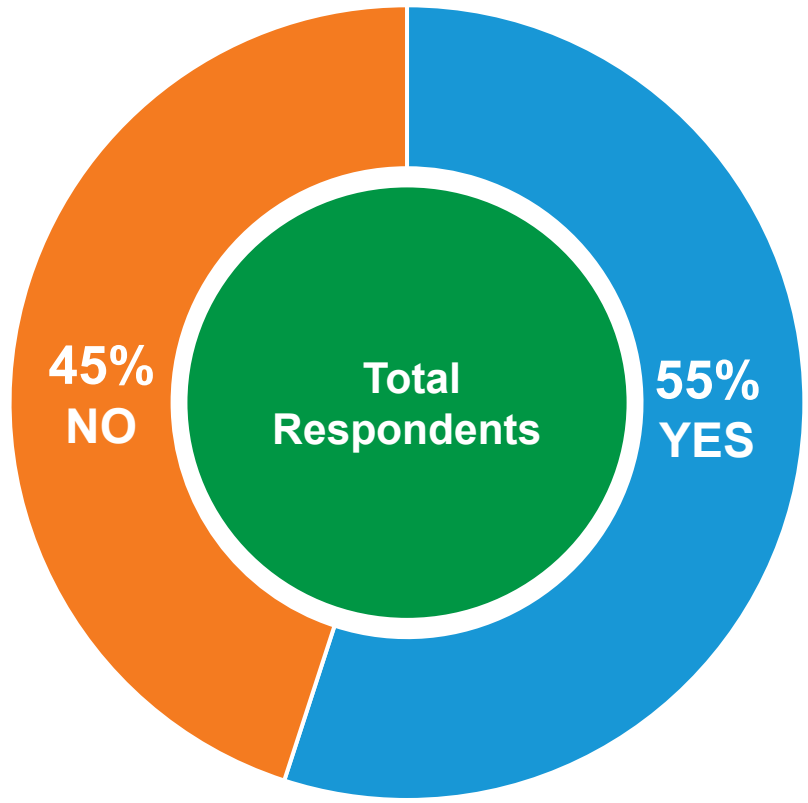


Just over Half Shoot Trap At Other Local Clubs. 45% Are “WCGC-Only Trap Shooters”

In Line with 2022



Do You Shoot Trap at Other Local Clubs?



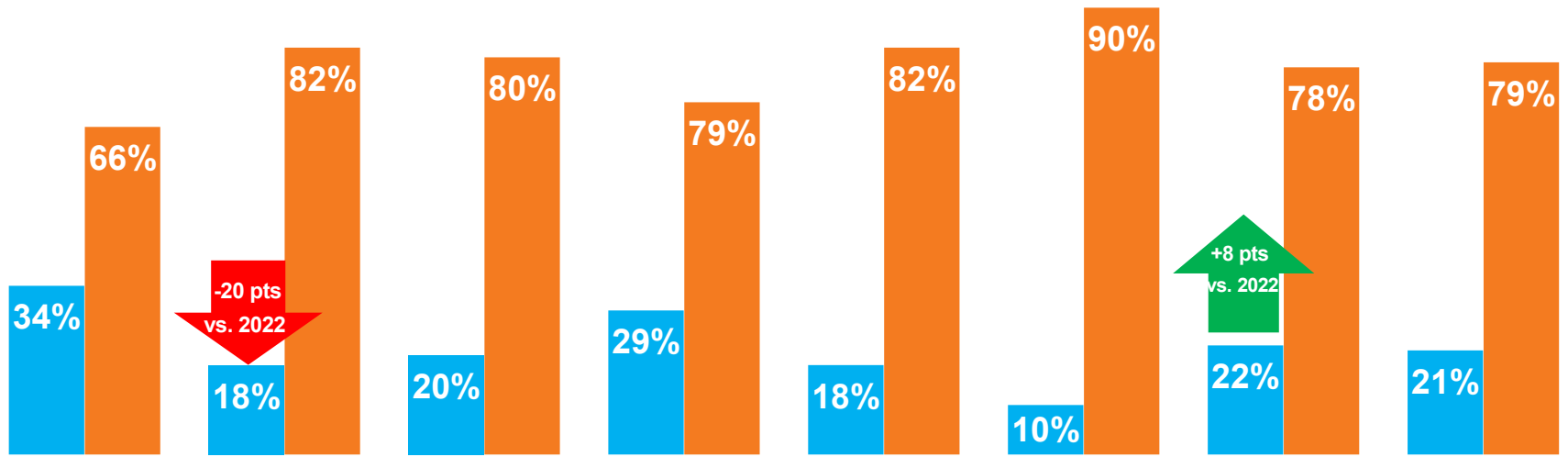


Nearby Delaware County Sportsmen's Continues to Have Highest Crossover with WCGC at 34%

- South End continues to have the Lowest Crossover with WCGC

Trap Shooting Frequency at Other Local Clubs
(Among those who shoot at other local clubs)

■ At Least Occasionally ■ Rarely/Never



Distance WCGC

16 miles

18 miles

21 miles

49 miles

59 miles

34 miles

36 miles

Varies



Overall Club Health

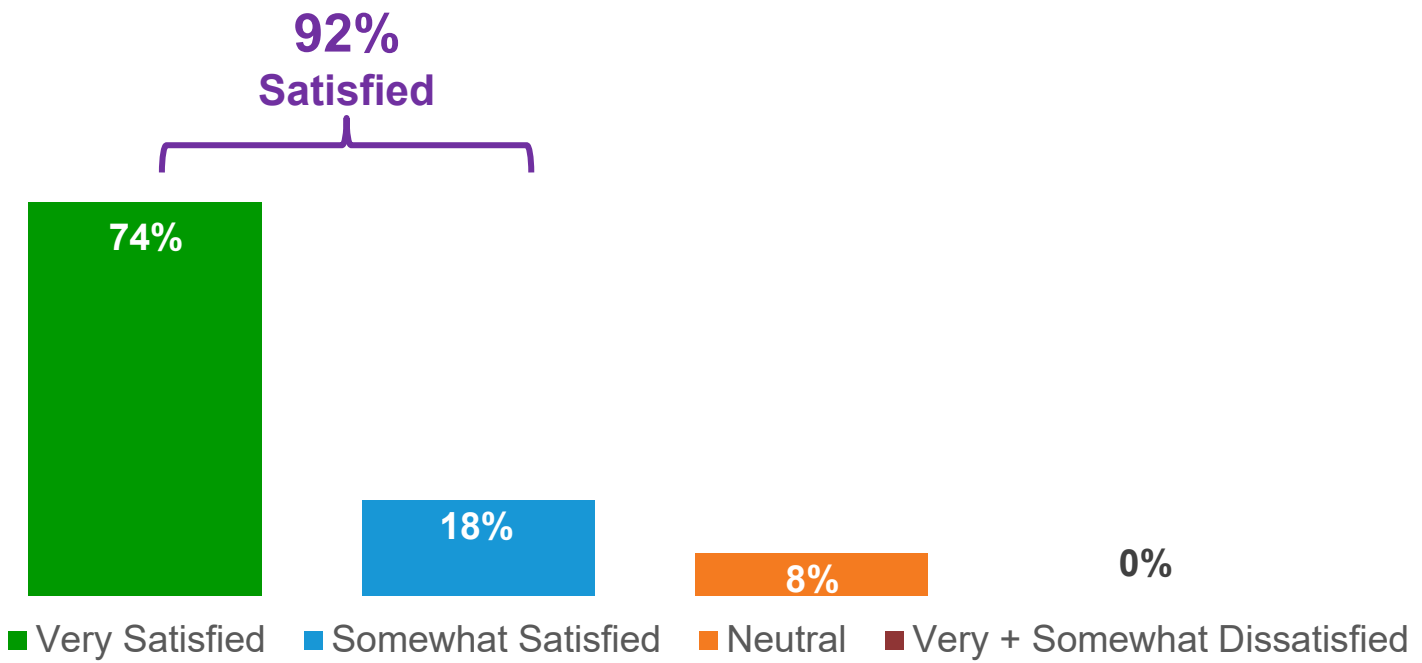
Satisfaction, Value, Renewal



As in 2022, Solid Overall Satisfaction with WCGC: 9 in 10 “Satisfied”

- Poor Value perceptions limited to ~2% of respondents

% Satisfaction with Overall Experience at WCGC

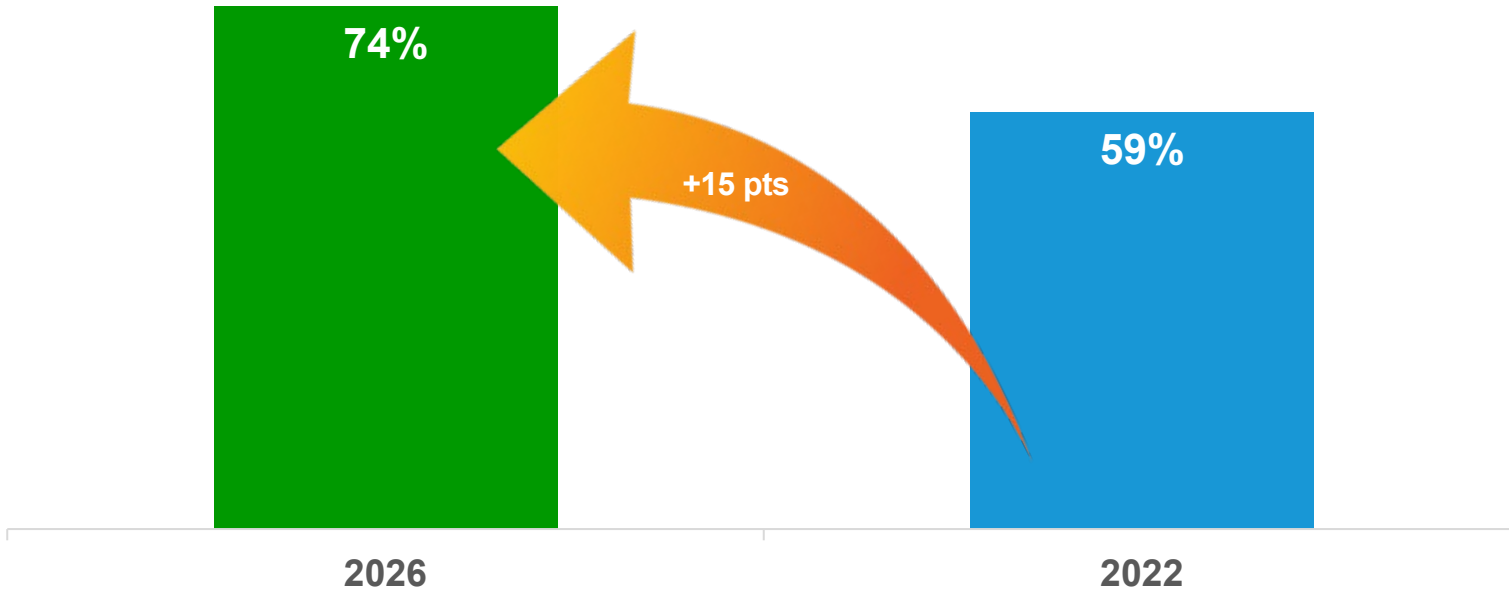




Significant Increase in *Top Box* Satisfaction vs 2022

- “Very Satisfied” rose *significantly* from 59 to 74%, +15pts
 - Increased top box = increased Club loyalty

% “Very Satisfied” with WCGC

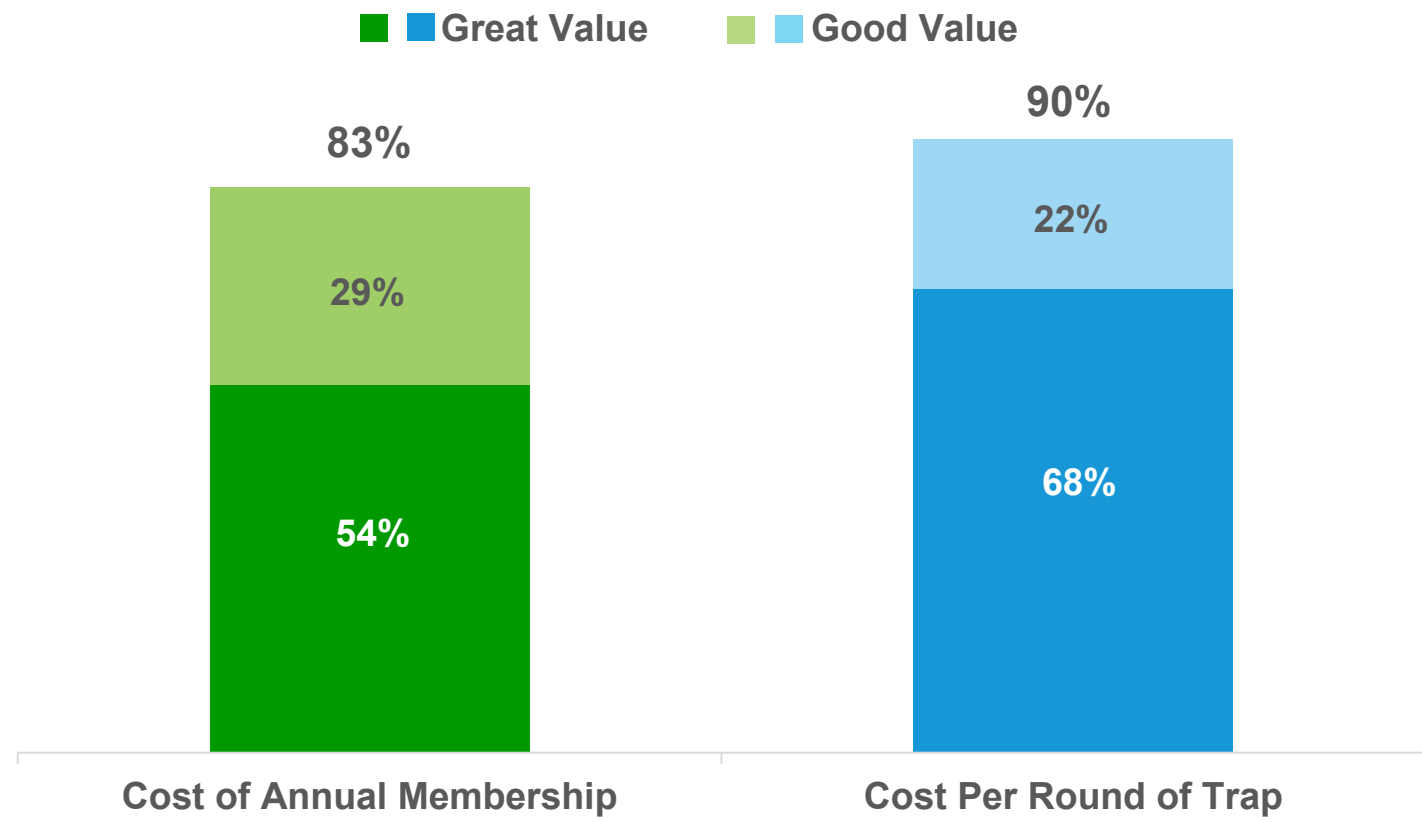


WCGC Offers Good/Great Value for the Money



- Poor Value perceptions limited to ~2% of respondents

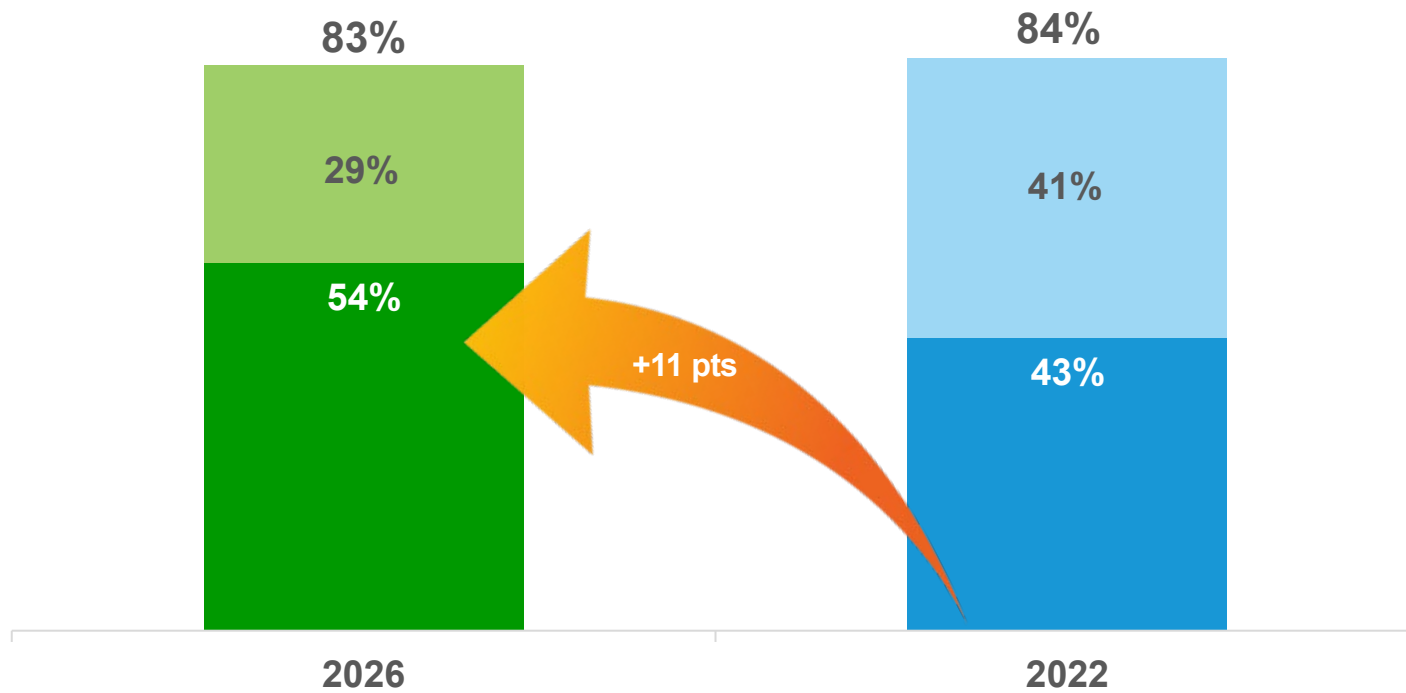
2026 Value Perceptions



Annual Membership Overall Value Perceptions are Steady, with Significant Increase in “Great Value” Ratings

Value Perceptions: Cost of Annual Membership

Great Value Good Value





What Do You Like Best about WCGC? *Friendliness, Location, Staff, Facility*

- Similar to 2022, with addition of Round Value & Short Wait Time



Larger Words = Higher Frequency of Mentions

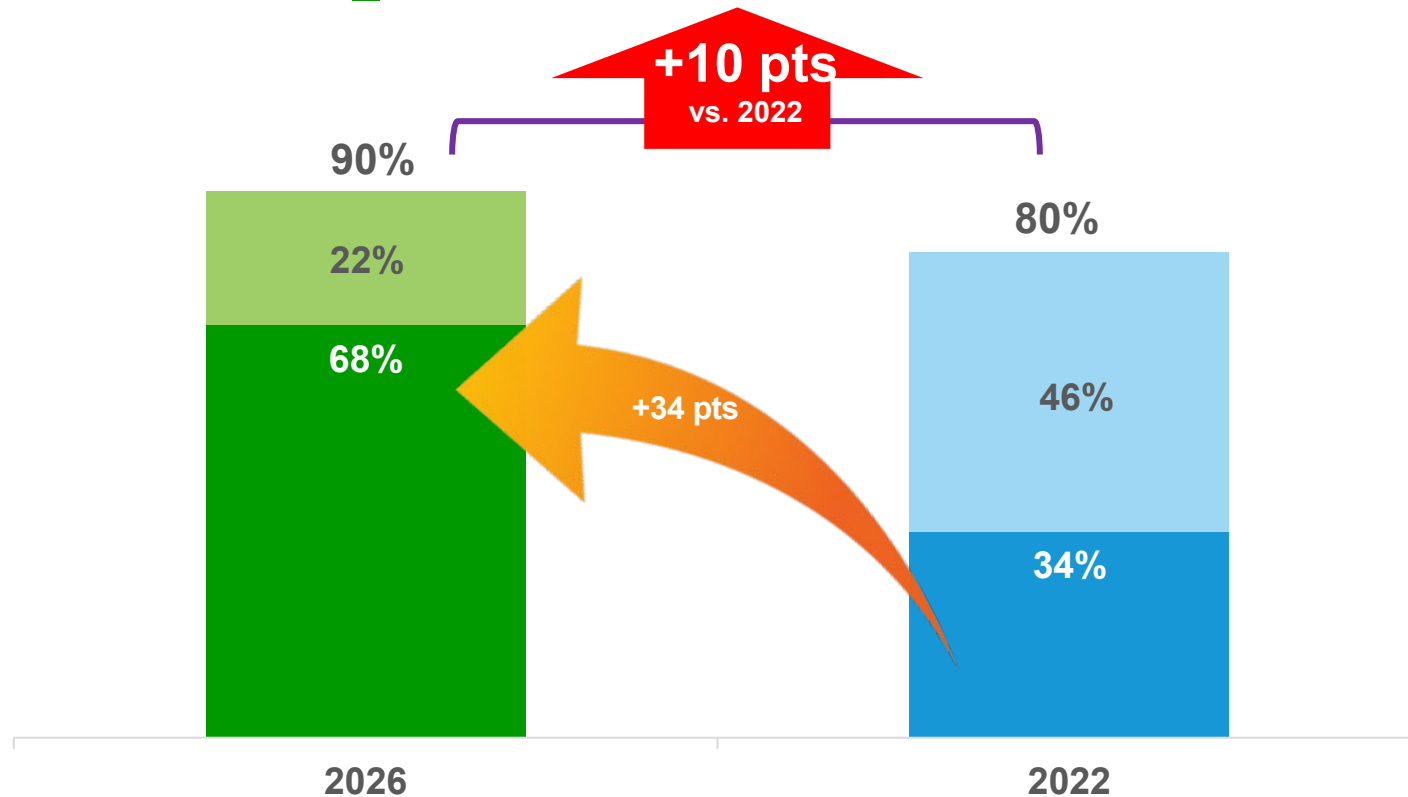
Significant Increase in Value Perception per Round of Trap



- +10 points overall: \$5/round (vs. \$7 in 2022)
- Doubled “Great Value” Ratings

Value Perception Trend: Cost Per Round of Trap

Great Value Good Value

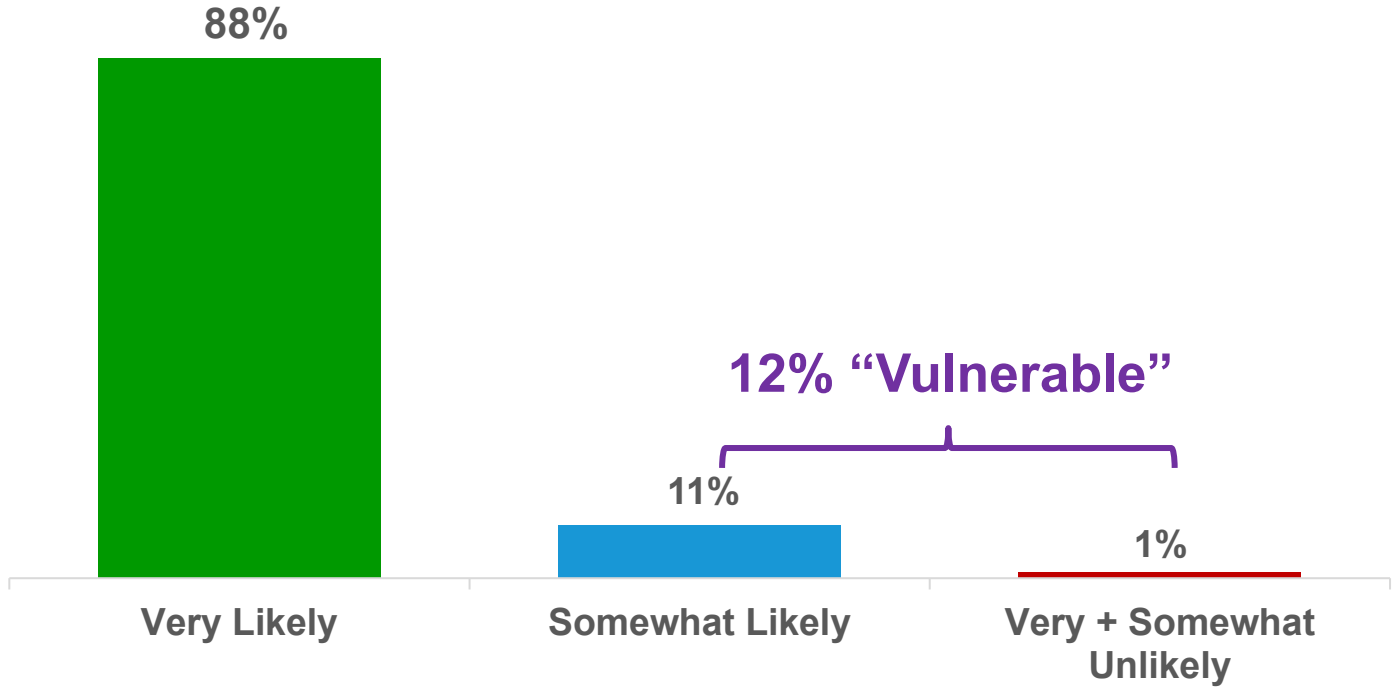


Strong Annual Membership Renewal Plans Mirrors 2022



- 12% lack commitment to Renew

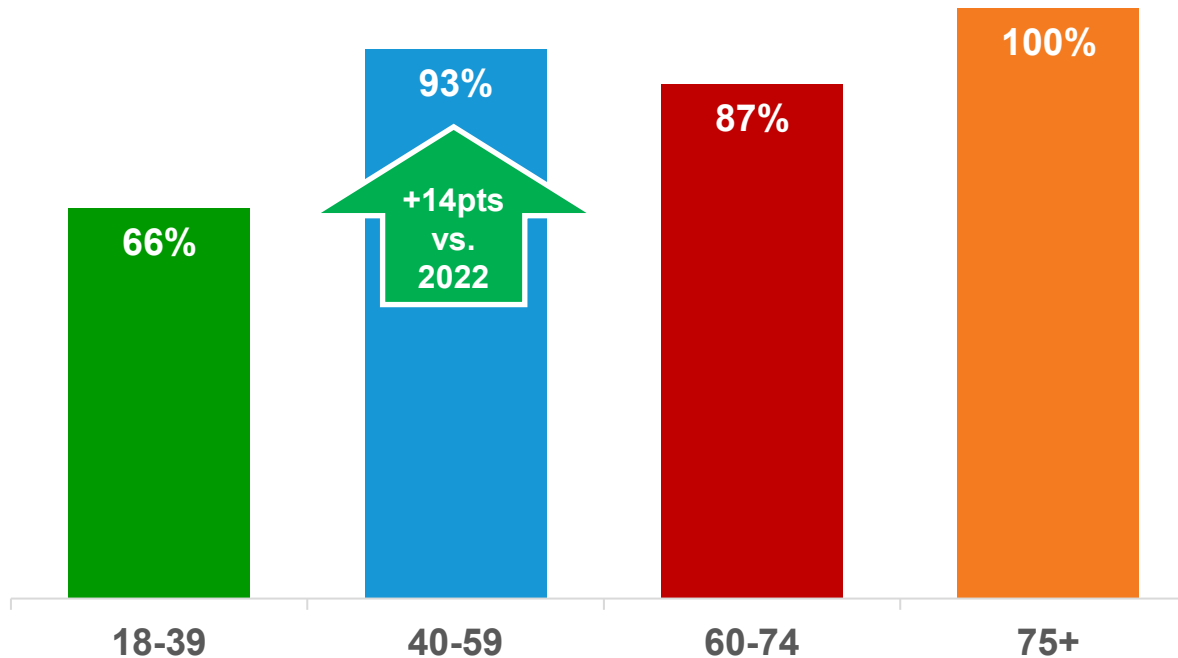
Likelihood of WCGC Membership Renewal



Intensity of Renewal Commitment Remains Weakest among 18 to 39 Age Group

- Significant increase among 40-59 group (+14pts) vs. 2022

Very Likely to Renew WCGC Membership, by Age (Top Box)
Annual Members Only



One Thing WCGC Could Do to Improve your Overall Experience as a Member?

Consistent with 2022: More Days, Reliable Callers



- About 1/3 of Members offered no suggestions
- Top 2 Member Requests Persist
 - Progress: Better Clubhouse and Less Muddy Parking No Longer Mentioned due to Improvements



Larger Words = Higher Frequency of Mentions



Extra Day of Shooting

Members' #1 Spontaneous Request since 2022: *An Extra Day of Shooting*

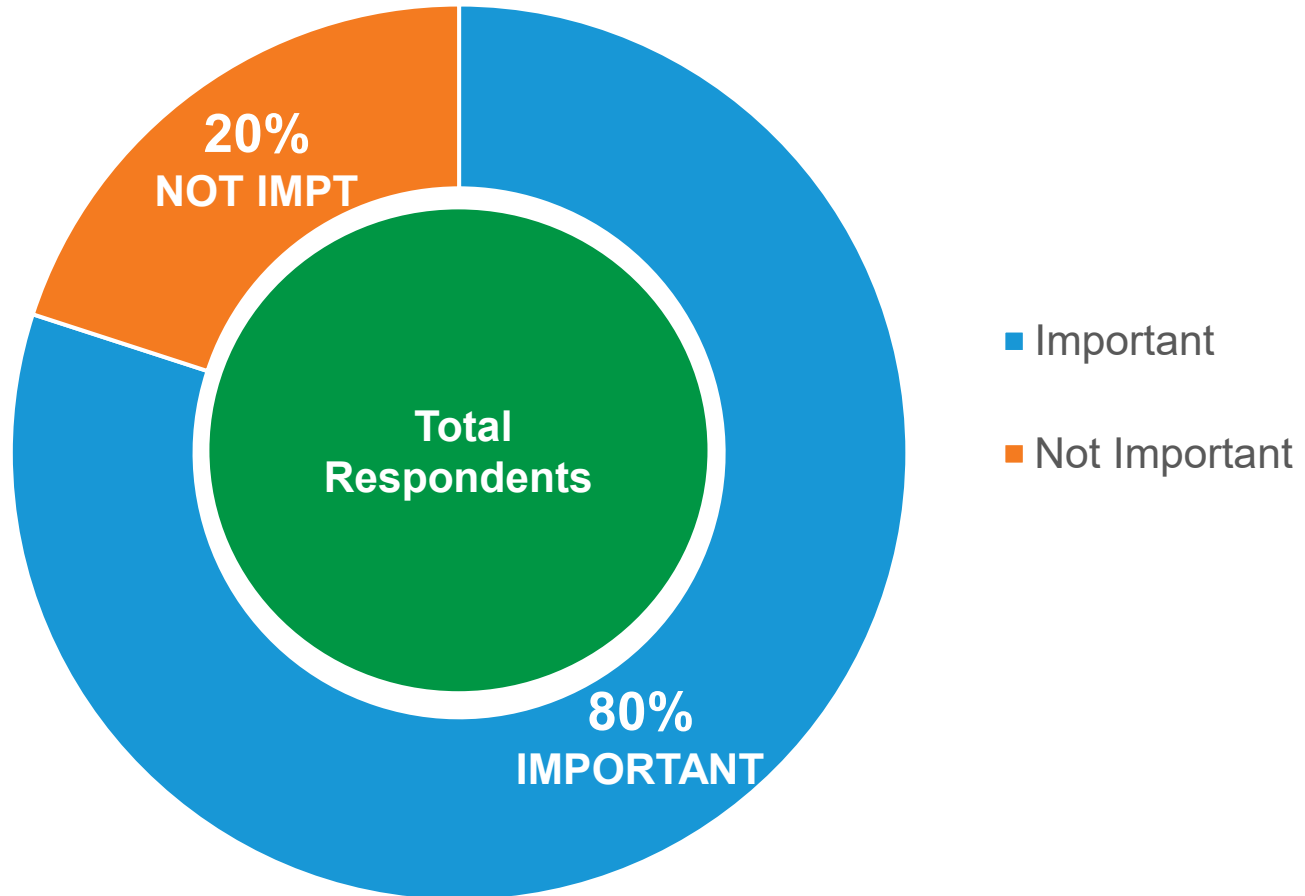


- Questions were added to the 2026 survey to dig deeper and provide dimensionalization
 - 1. How Many Members are passionate about this?**
 - Even if it's the #1 "Request", it doesn't mean every member is interested or will participate. How large is the pool of interested members?
 - 2. What Day(s) are Most Desired?**
 - In 2022, Open Ends indicated most interest in Thursday, Friday or Saturday
 - This year, we added direct questions about the Days and Times of Opening
 - 3. Will it be Incremental?**
 - What % of those interested in this extra day say their shooting would be *incremental* to the shooting they are already doing at WCGC?

80% of our Members Say Having a 3rd Day to Shoot is Important to Them

- 41% Say it is Very Important
 - New Member Interest Even Higher: 63% (154 Index)

How Important is a 3rd Day of Shooting at WCGC to You?



The Most Desired Days: Thursday or Saturday

No Single Day Will Please Everyone

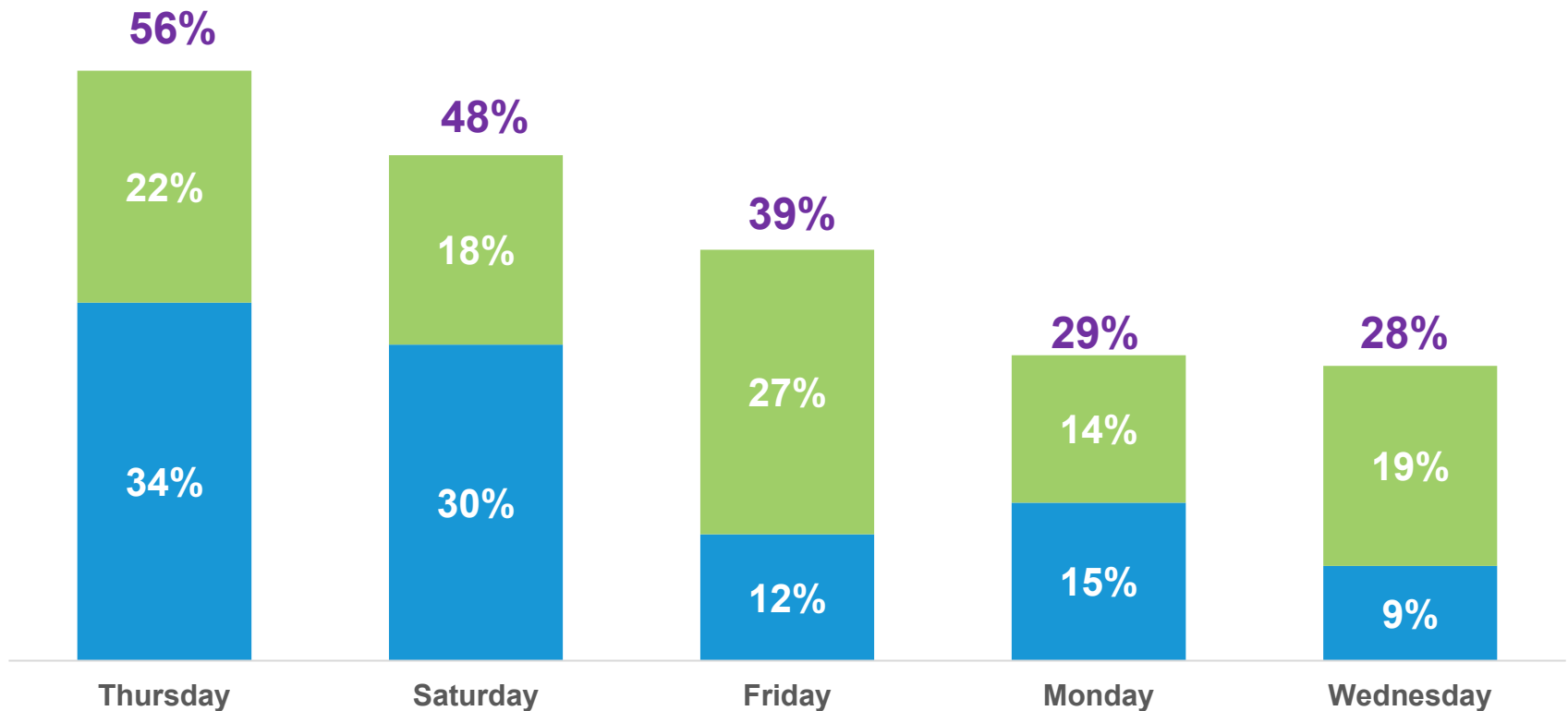


- Lowest Interest Days: Wednesdays (Overlap with DCSC) & Mondays

% Ranking Each Day their 1st or 2nd Choice

(Among those who think a 3rd day is Important)

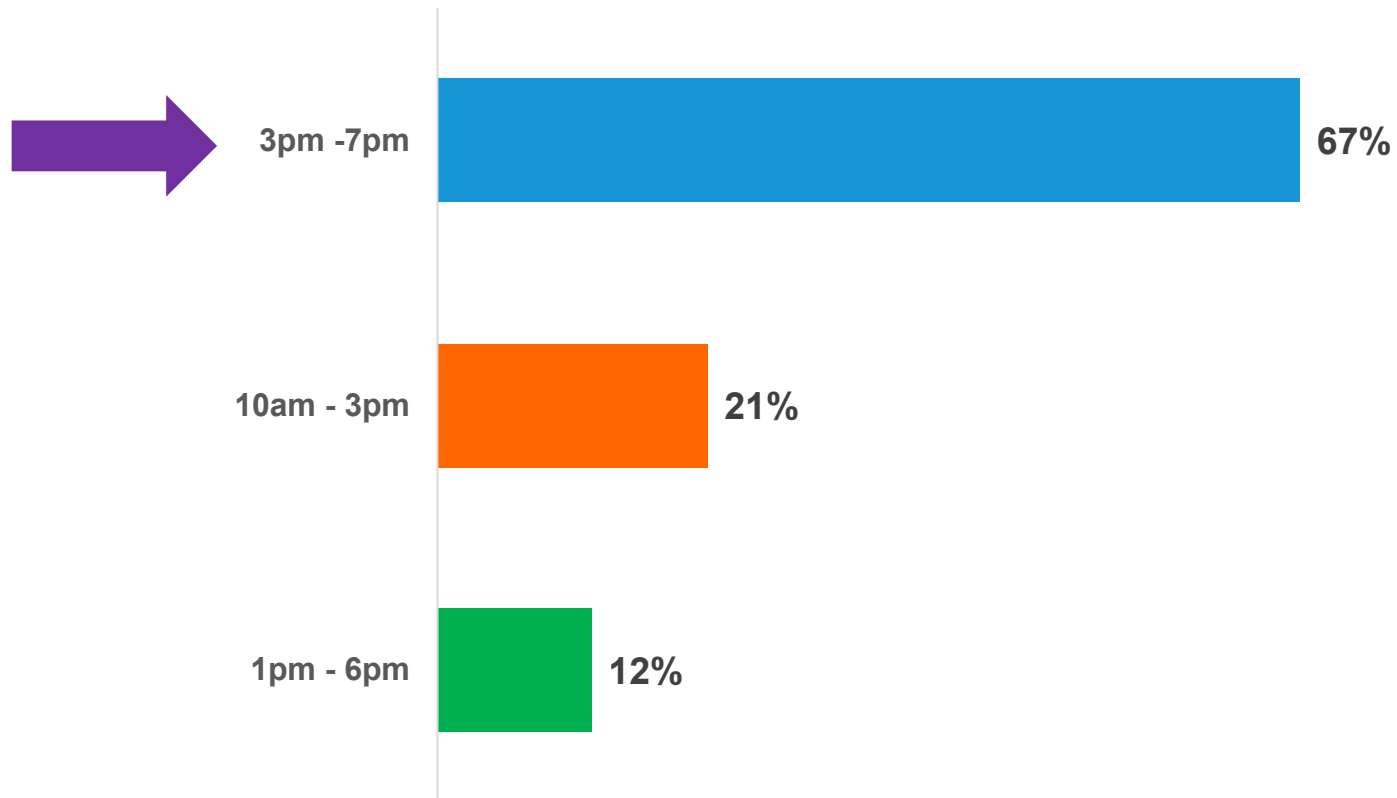
■ % Rank #1 ■ % Ranked #2



If Thursday, Majority Wish for 3-7pm Hours



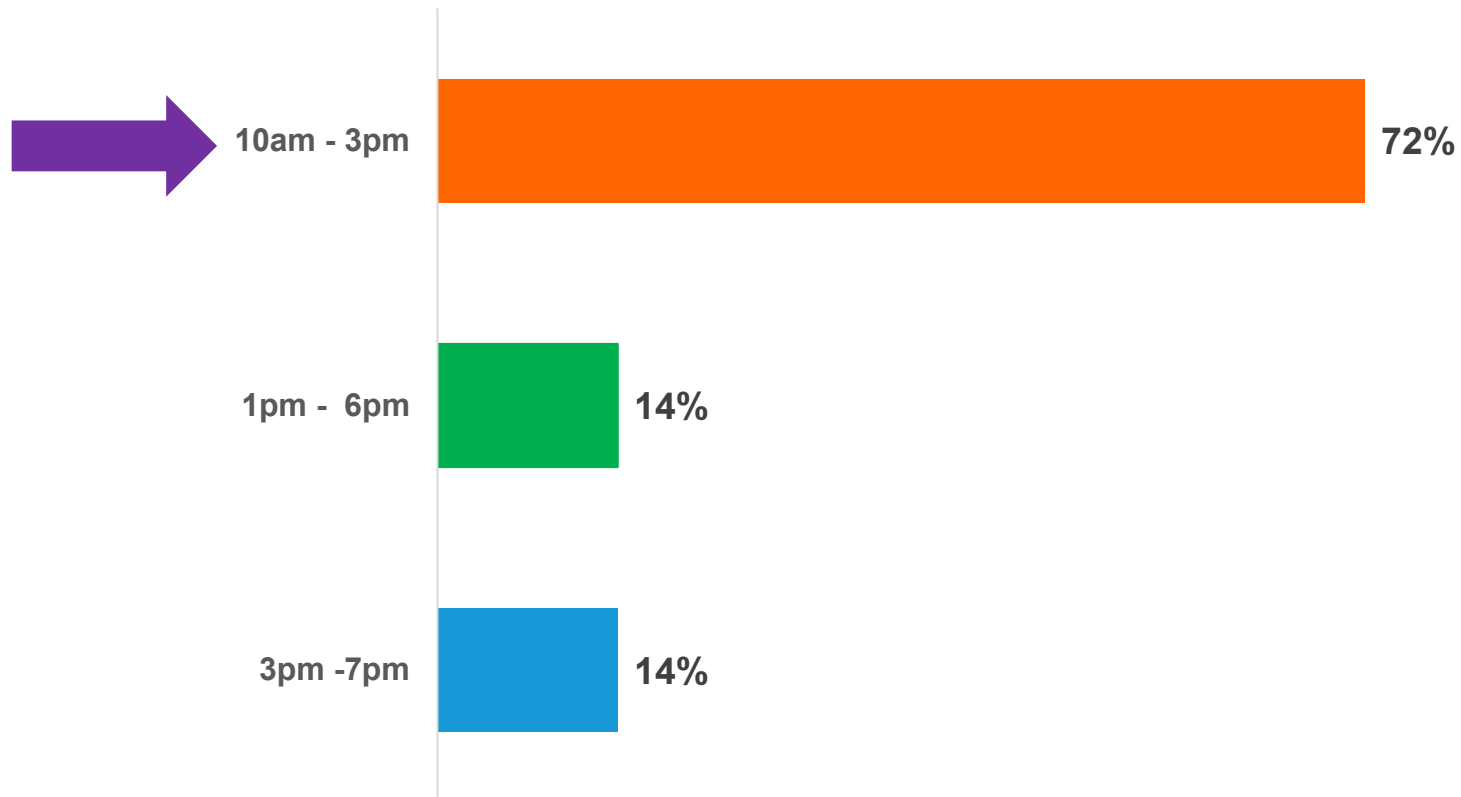
% Most Appealing Hours
(Among those who Ranked Thursday #1)



If Saturday, Majority Wish for 10am - 3pm Hours



% Most Appealing Hours
(Among those who Ranked Saturday #1)

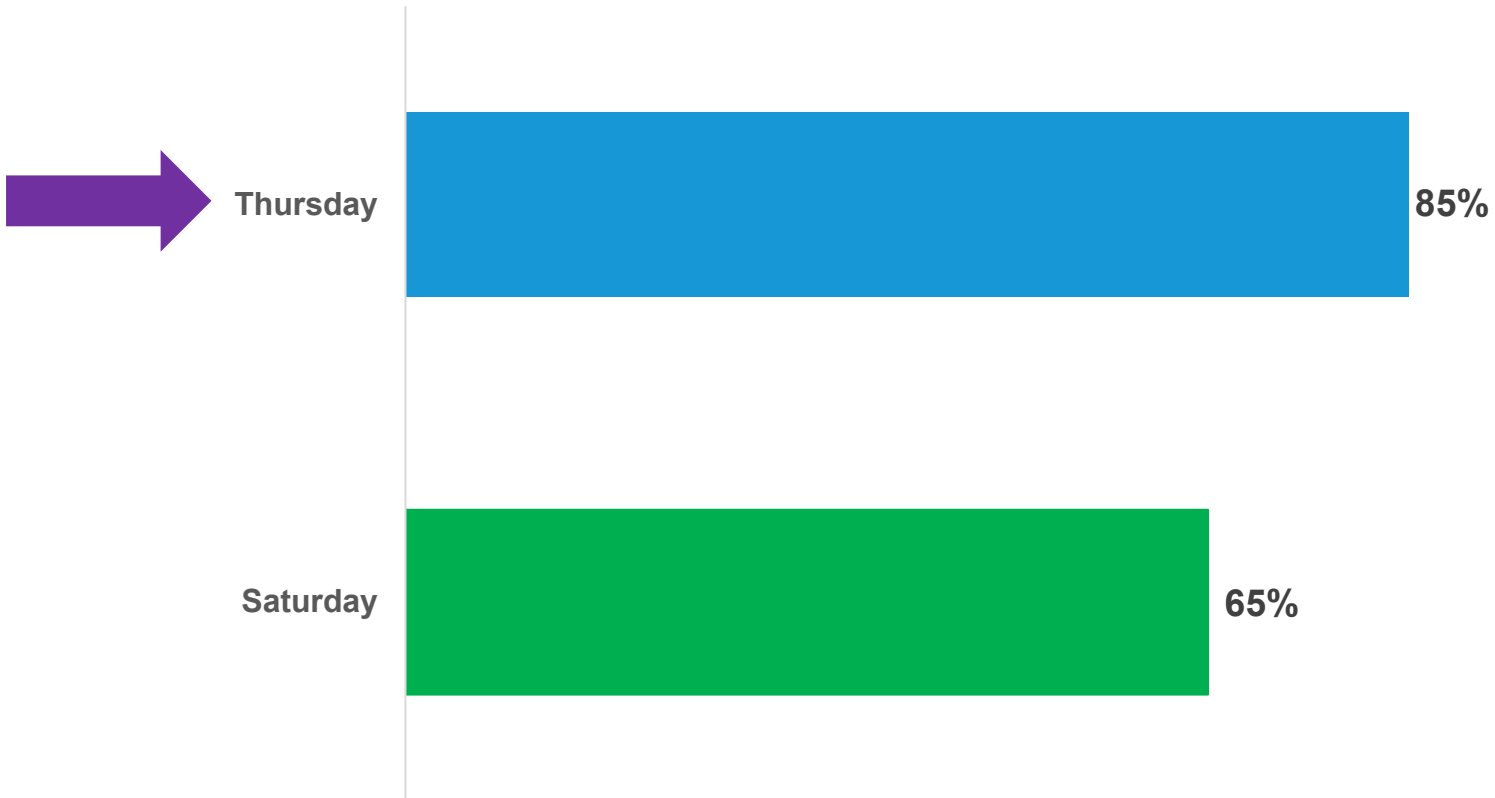


Thursday has the Edge:

Higher % Say Their Shooting will be *Incremental* to the Days They Normally Shoot



% Mostly Incremental to Days I Normally Shoot at WCGC
(Among those who Ranked the Day #1)



When Thinking About Offering a Third Day, Separate “the Idea” from “Past Execution”



- What is the Goal of the 3rd Day? (Success Metric)
 - Member Satisfaction - **Address #1 Unmet Need?**
 - Growth in Membership?
 - Increased Facility Utilization?
 - Financial Impact: Investment? Break Even? Profit?
- How Many Rounds Need to be Shot to Break Even?
 - Solid Financial Analysis Needed
 - Consider Innovative Approaches to Optimize Financial Impact
- Frequent and Persistent Communication of the Extra Day
 - A Change in Behavior Doesn't Happen Overnight
 - Regular “Morning of” Email Blast to keep extra day top-of-mind
- Enhance 3rd Day Appeal with Desired New Activities like Scheduled Games or more Big 50's
- Commit to a Long Trial Period – Do Not Give Up Too Early



Ideal Trap Club Characteristics & How Does WCGC Deliver?



18

Ideal Trap Club
Attributes Rated on
Importance

Also Rated WCGC
Performance on these
Attributes

4 Most Important Characteristics of an Ideal Trap Club



- Consistent with 2022

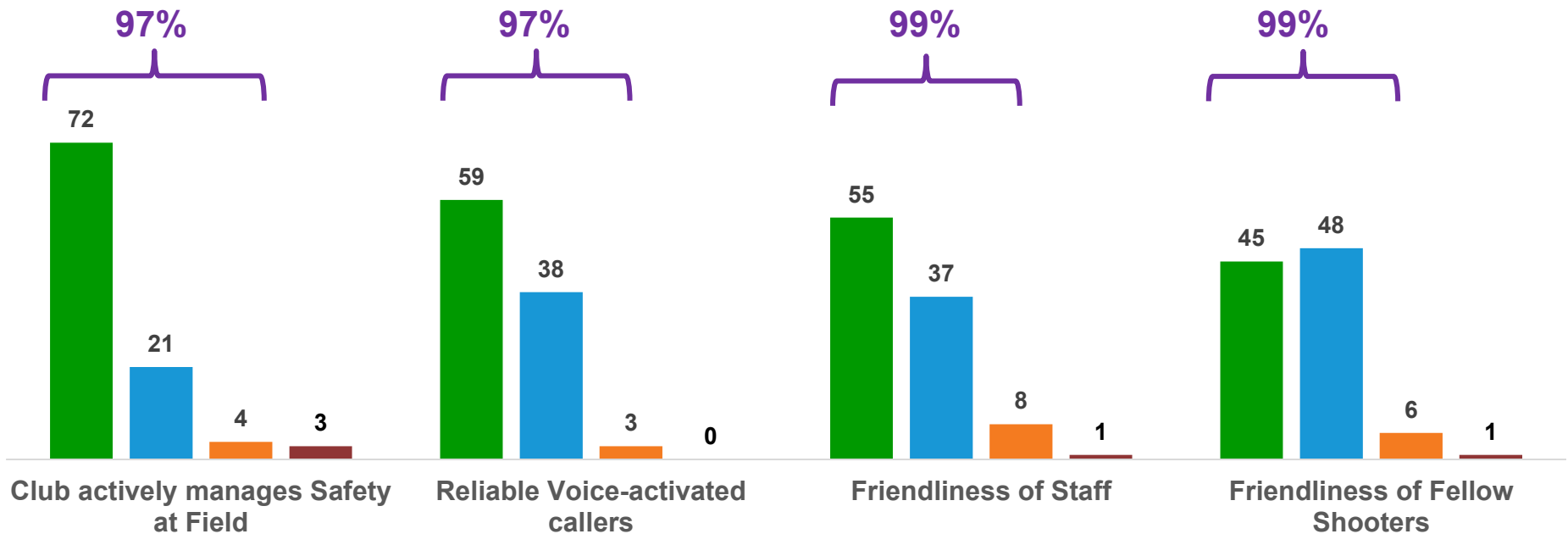
Total Membership

- 1. Club actively manages Safety at Field**
- 2. Reliable Voice-Activated Callers**
(moved up from #3 to #2)
- 3. Friendliness of Staff**
- 4. Friendliness of Fellow Shooters**

The 4 *Most Important* Characteristics of an Ideal Trap Club

How Important are Each of These when Thinking of the Ideal Trap Club? (Ordered by % Extremely Important)

■ Extremely Important
 ■ Very Important
 ■ Somewhat Important
 ■ Not That + Not at All Important

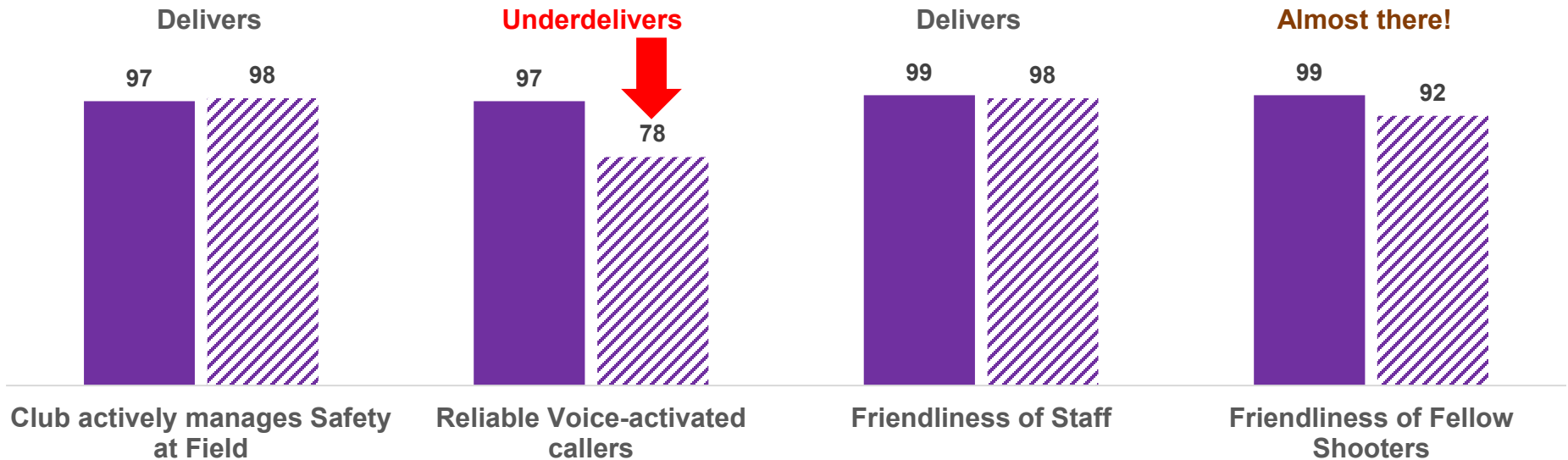


WCGC Delivers Well on The Top 4 *Except* for Reliable Voice-Activated Callers

- Reliable Callers Remain A Key Issue for the Club
 - Gap narrowed by 5 points this year, but still falls far short of achieving goal
- Staff Friendliness, already well rated, improved +6 pts in 2026. WCGC Now Fully Delivers on this Important Metric.

Ideal Trap Club Importance vs. WCGC Delivery of Each Attribute

■ Extremely + Very + Somewhat Important ▨ WCGC Does Great or Good Job





- Consistent with 2022

Total Membership

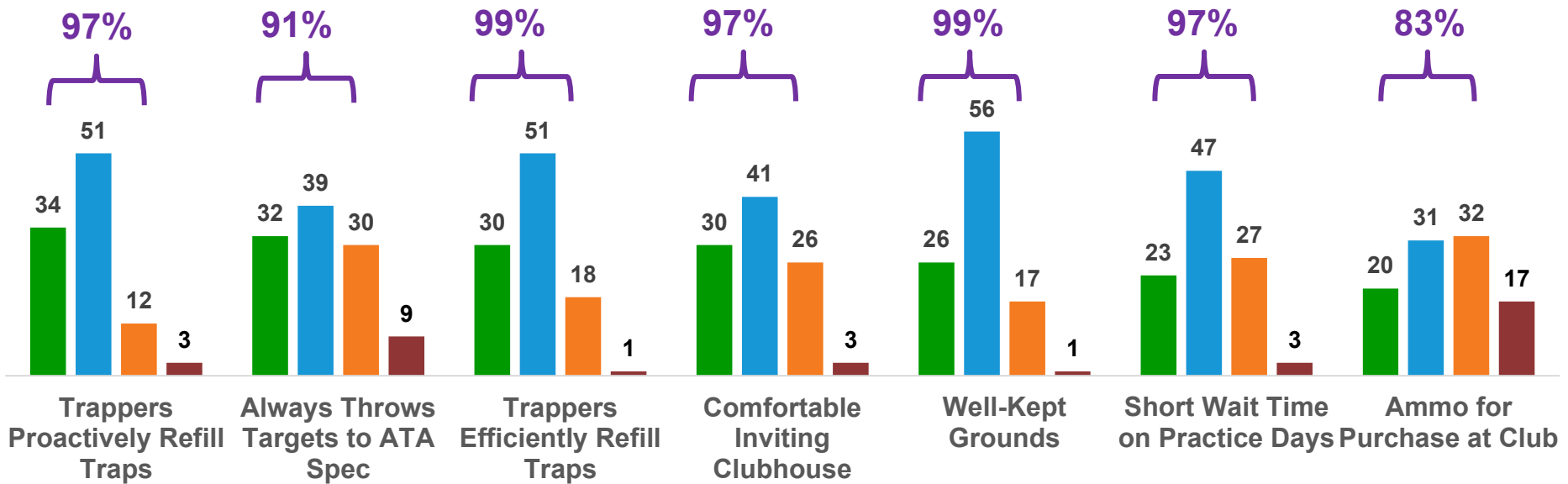
5. Trappers Proactively Refill Traps
6. Traps Throw to ATA Specs
7. Trappers Refill Traps Efficiently
8. Comfortable, Inviting Clubhouse
9. Well-Kept Grounds
10. Short Wait Time on Practice Days
11. Ammo Available for Purchase
(fell from #8 to #11)

Seven Tier-2 Characteristics of an Ideal Trap Club

- Significant Increase in Importance vs 2022:
 - Throwing Targets to ATA Spec (+9 pts)
 - Comfortable, Inviting Clubhouse (+7 pts)

How Important are Each of These when Thinking of Ideal Trap Club?

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not That + Not at All Important

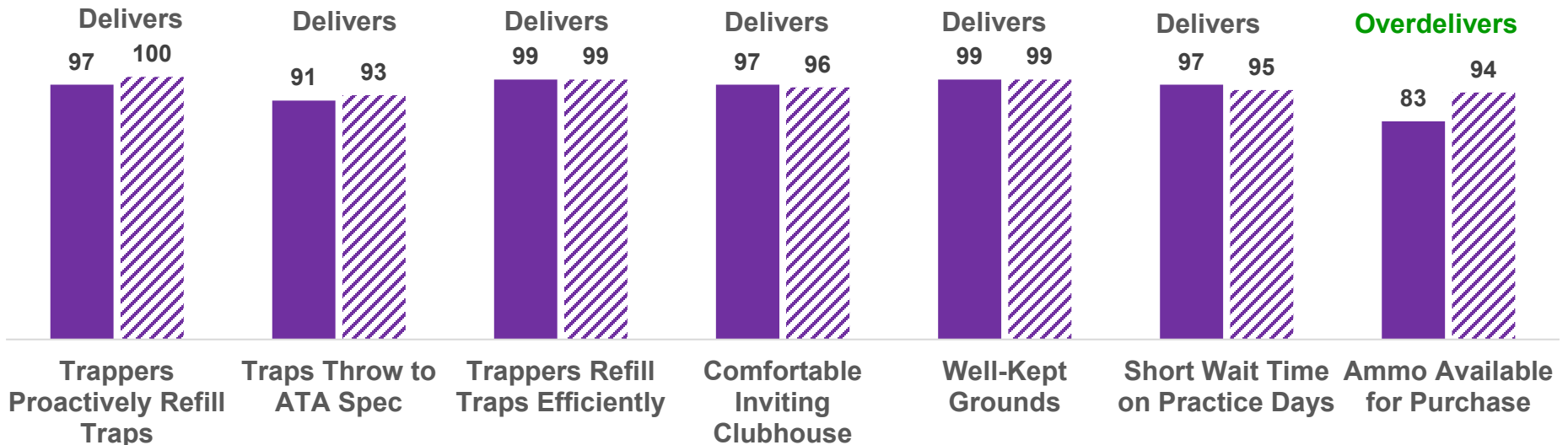


WCGC Delivers on All Seven Tier-2 Characteristics

- Two Attribute Shortfalls Addressed since 2022:
 - Comfortable, Inviting Clubhouse
 - Short Wait Time on Practice Days

Ideal Trap Club Importance vs. WCGC Delivery of Each Attribute

■ Extremely + Very + Somewhat Important ▨ WCGC Does Great or Good Job





- Consistent with 2022

Total Membership

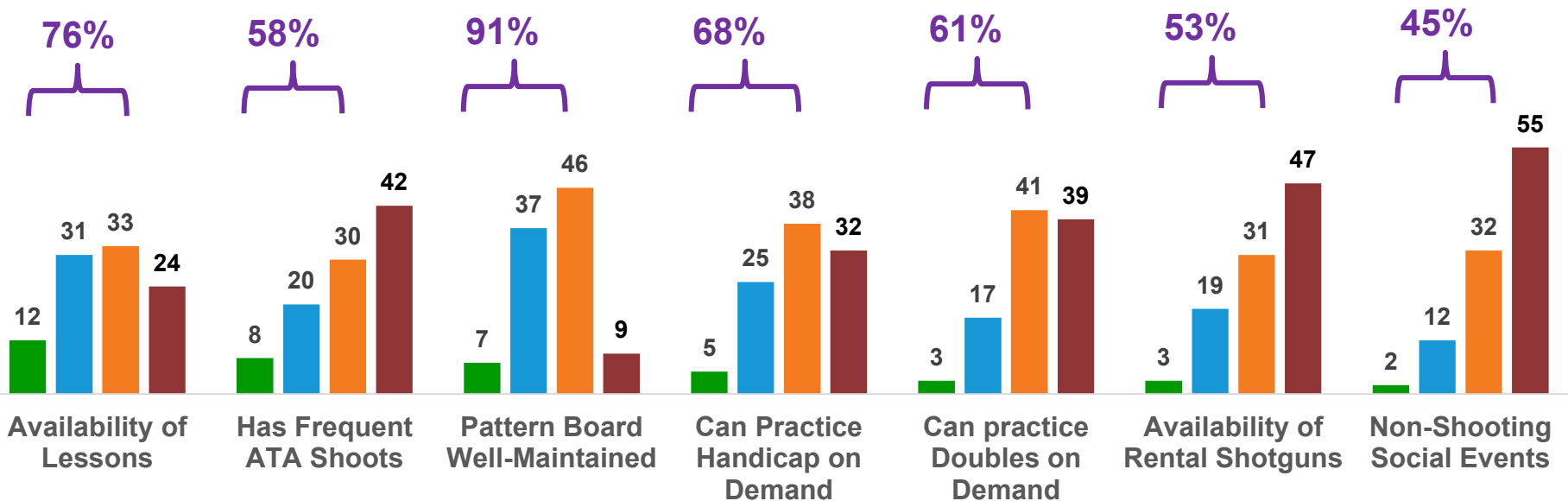
12. Availability of Lessons
13. Has Frequent ATA Shoots
14. Pattern Board Well-Maintained
15. Can Practice Handicap on Demand
16. Can Practice Doubles on Demand
17. Rental Shotguns Available
18. Non-Shooting Social Events

Tier-3 Characteristics of an Ideal Trap Club

- Rental Shotgun ratings are for total membership. Has a broader context.
 - New shooters, lessons or corporate events
- Significant Increase in Importance of two Attributes vs. 2022:
 - Well-Maintained Pattern Board (+9 pts)
 - Practicing Handicap on Demand (+11pts)

How Important are Each of These when Thinking of Ideal Trap Club?

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not That + Not at All Important



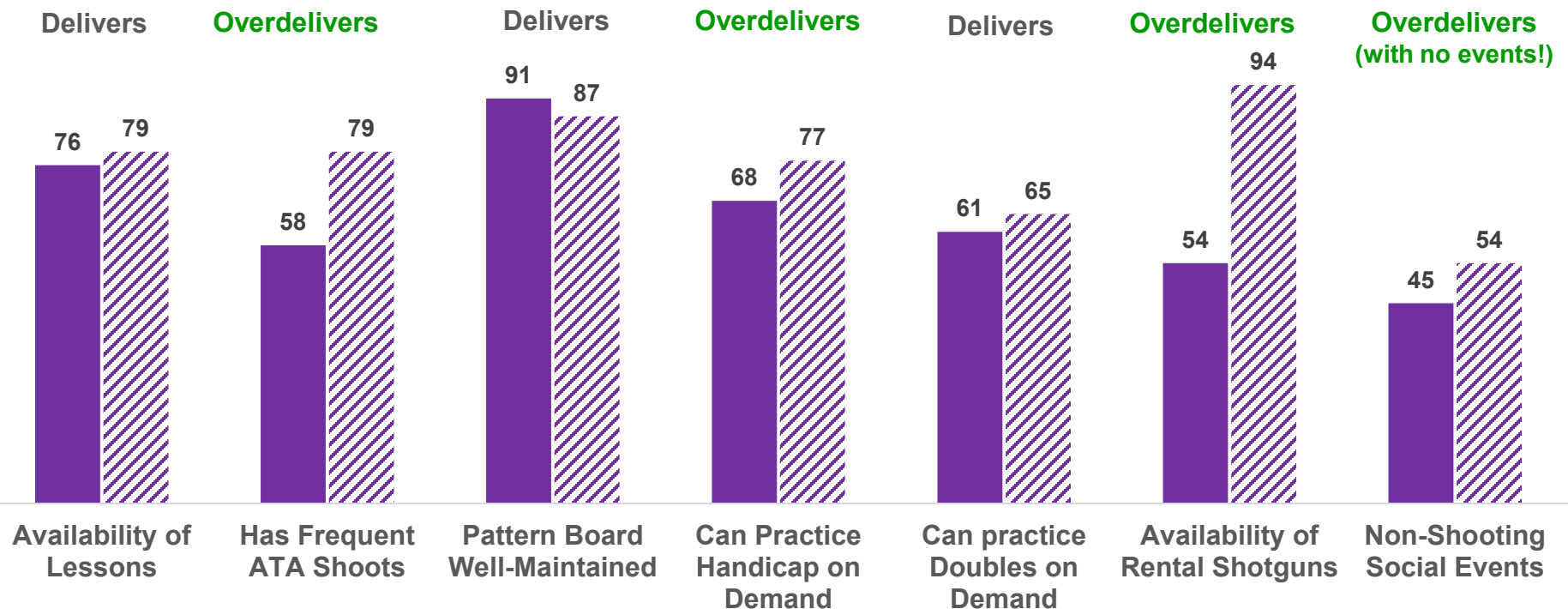
WCGC Delivers/Over Delivers on all Tier-3 Aspects



- As in 2022, WCGC Overdelivers on Frequent ATA Shoots in the perception of total membership

Ideal Trap Club Importance vs. WCGC Delivery of Each Attribute

■ Extremely + Very + Somewhat Important ▨ WCGC Does a Great or Good Job



Summary: Still Falling Short on This Essential Aspect of an Ideal Trap Club in 2026

2026 WCGC Attribute Shortfalls

Importance Rank

1. Reliable Voice Activated Callers

#2 of 18

Summary vs 2022: One Deficiency Persists, Overcame Two

2022 WCGC Attribute Shortfalls

Importance Rank

1. Reliable Voice Activated Callers

#3 of 18

~~2. Comfortable, Inviting Clubhouse~~

#8 of 18

~~3. Short Wait Time at Practice~~

#10 of 18

Also Staff Friendliness, #3 Most Important Characteristic, moved from “Almost there” to “Fully Delivers”



ATA & WCGC



ATA Member Funnel Summary

% Total Members

All Members

100%

Paid 2025 ATA Members

55%

2025 ATA Competitor Members

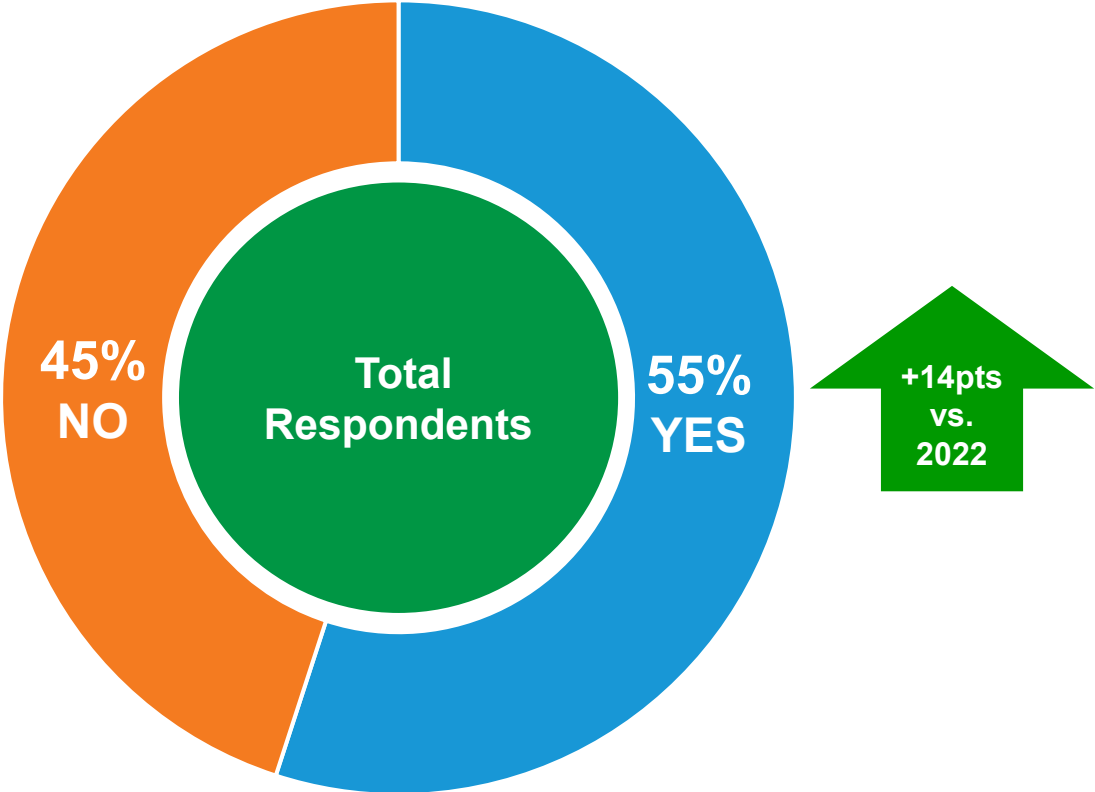
43%

ATA Competitor Members
Who Shot at Least 1 ATA
Event at WCGC in 2025

33%

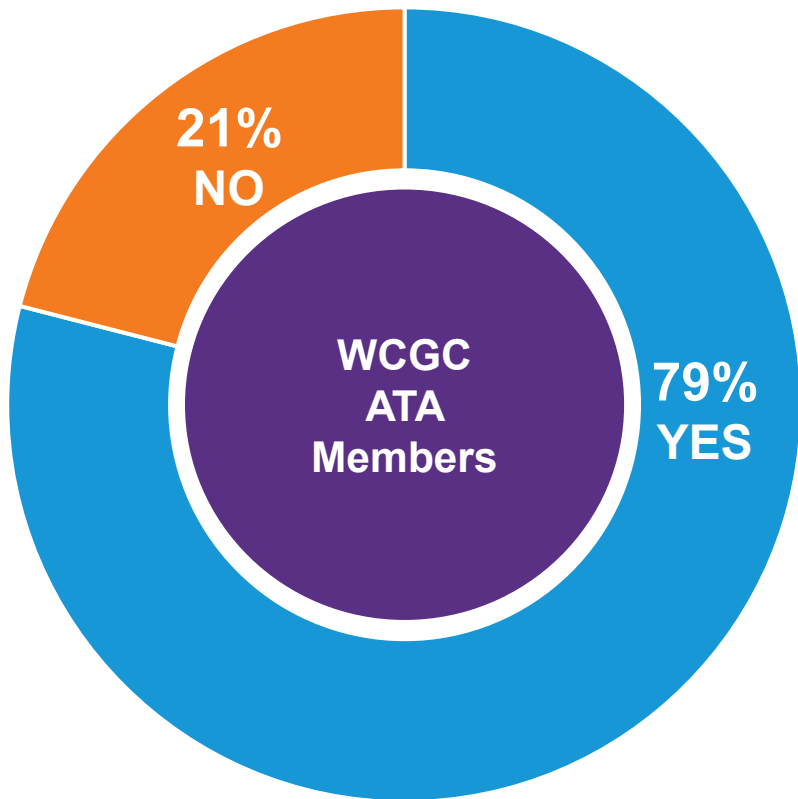
55% Are ATA Members

Current Paid Member of ATA?



79% Of WCGC ATA Members are “Active ATA Competitors”

Shot at Least 1 ATA Registered Event in 2025
(Any Club)

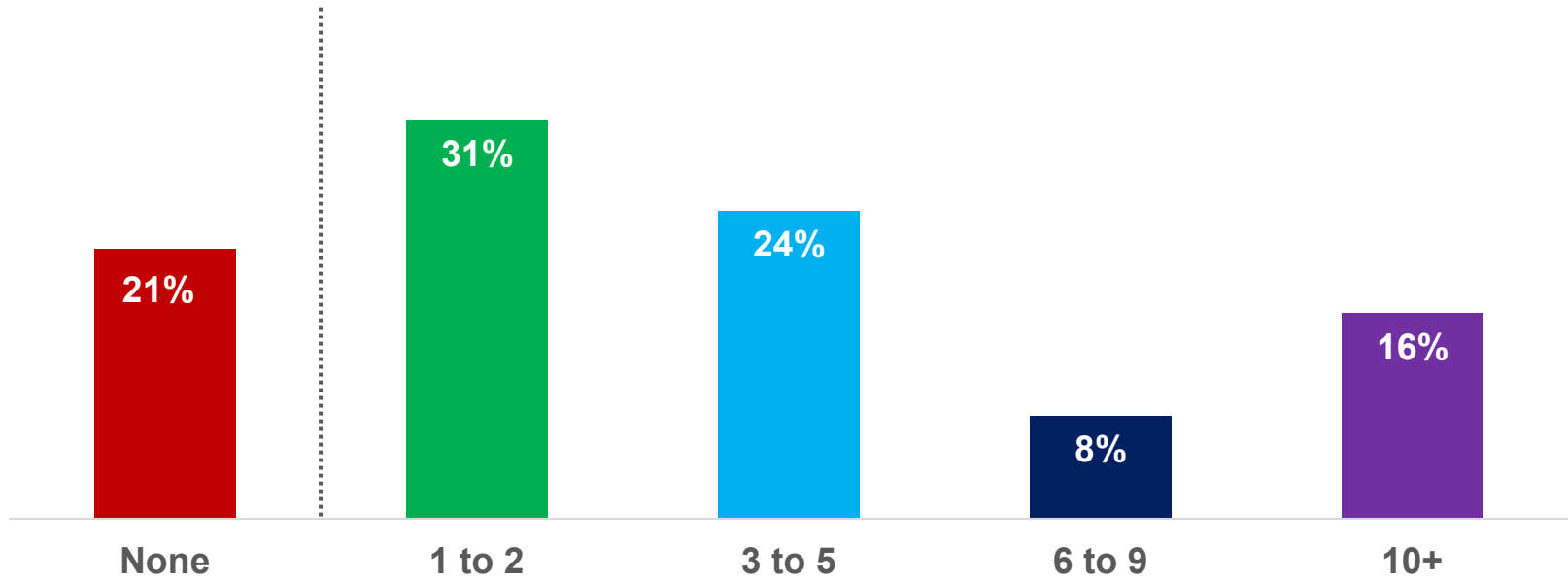


A Plurality Shot 1-2 Registered Events in 2025

1 in 5 WCGC ATA Members Did Not Shoot *Any* ATA Events



How Many ATA Competitive Events did you Shoot in 2025 (Excluding Big 50's)



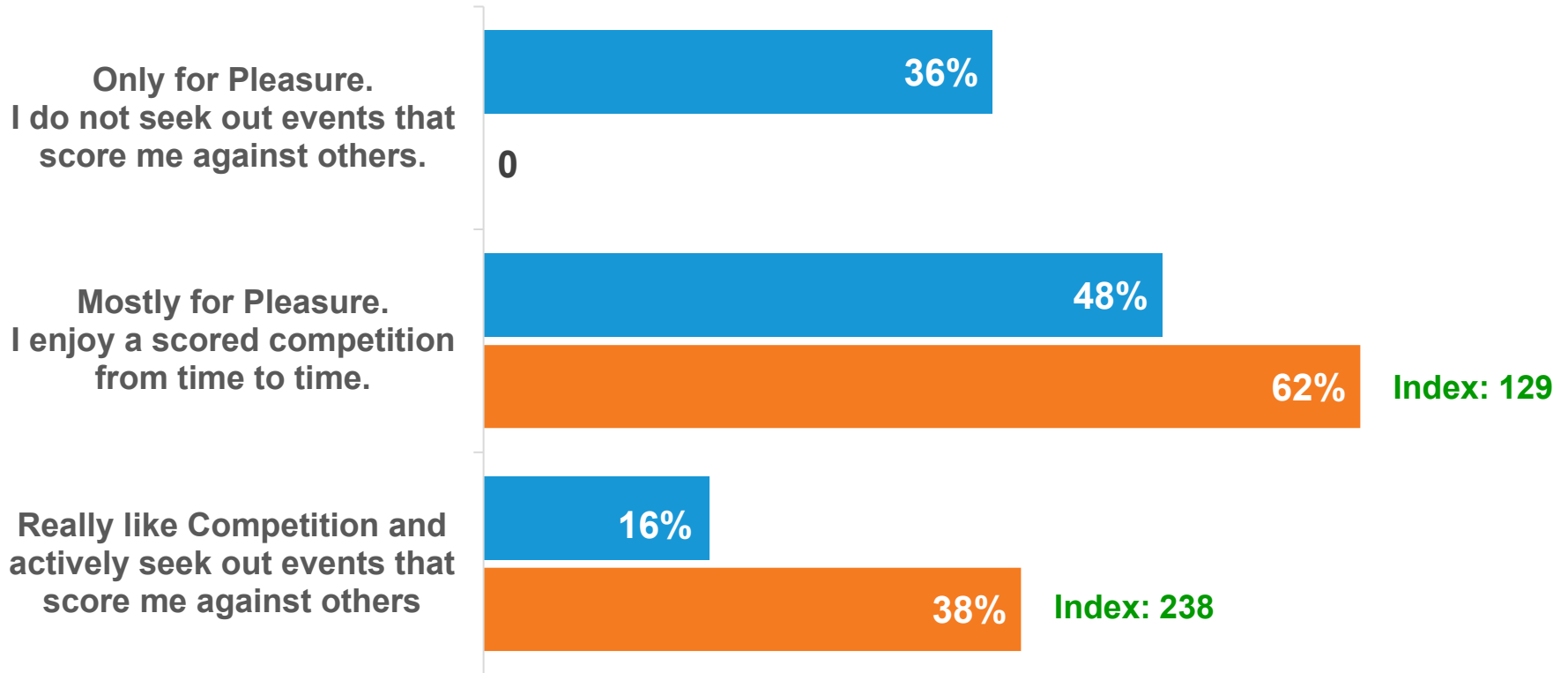
Active ATA Competitor Members Over-Index on Shooting for Competitive Reasons

Less than Half Claim to be Actively Seeking Out Competitive Events



Which Best Describes your Primary Reason for Shooting Trap?

■ Total Members ■ ATA Competitor Members



Under Index: ≤ 80 Over Index: ≥ 120

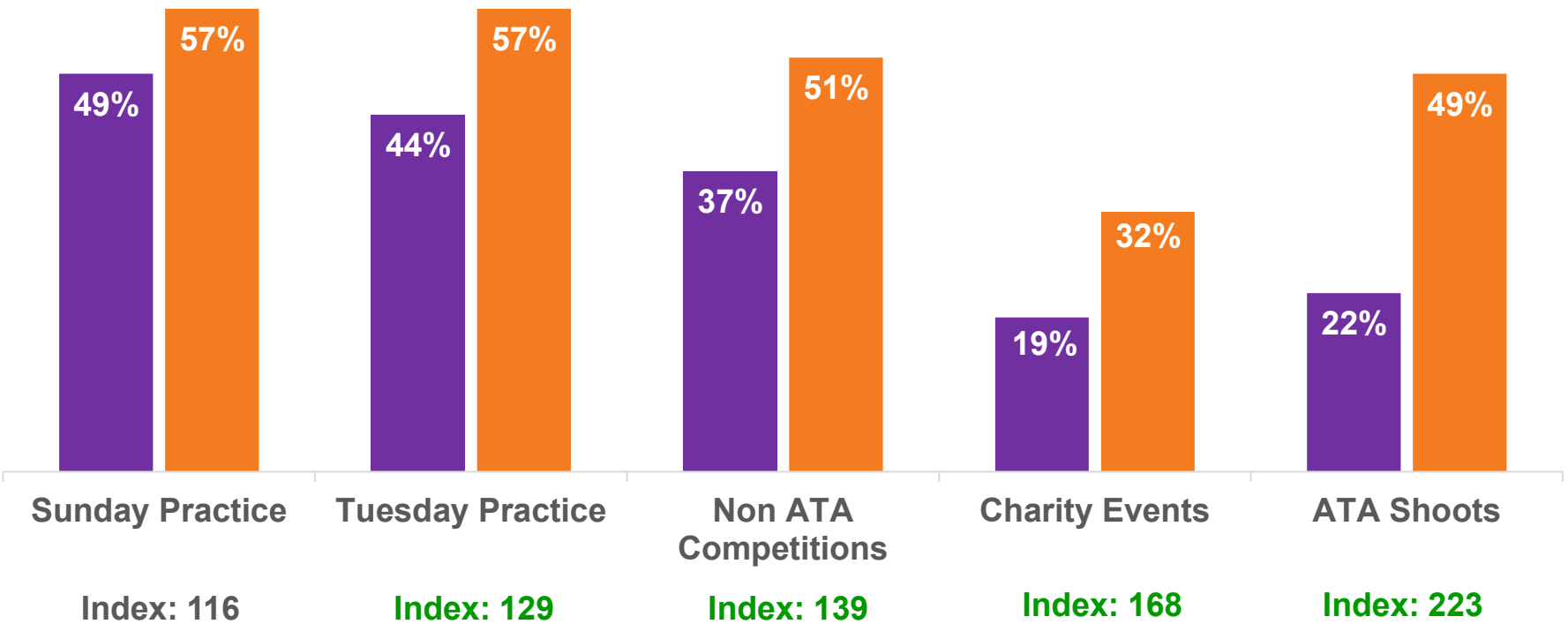
ATA Competitor Members are More Likely to Participate in the Full Range of WCGC Shooting Opportunities



- Similar to 2022

Shoot Almost Always or Often at WCGC for ...

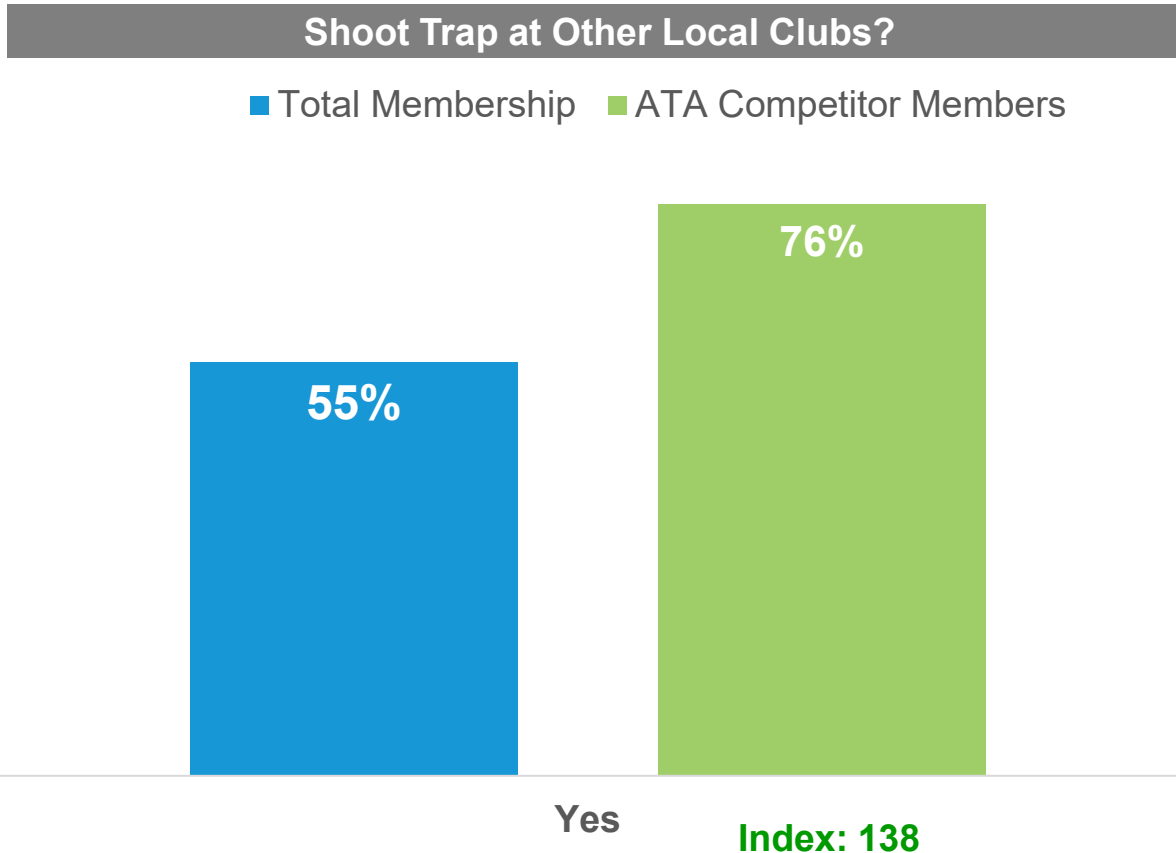
■ Total Members ■ ATA Competitor Members



Under Index: ≤ 80 Over Index ≥ 120

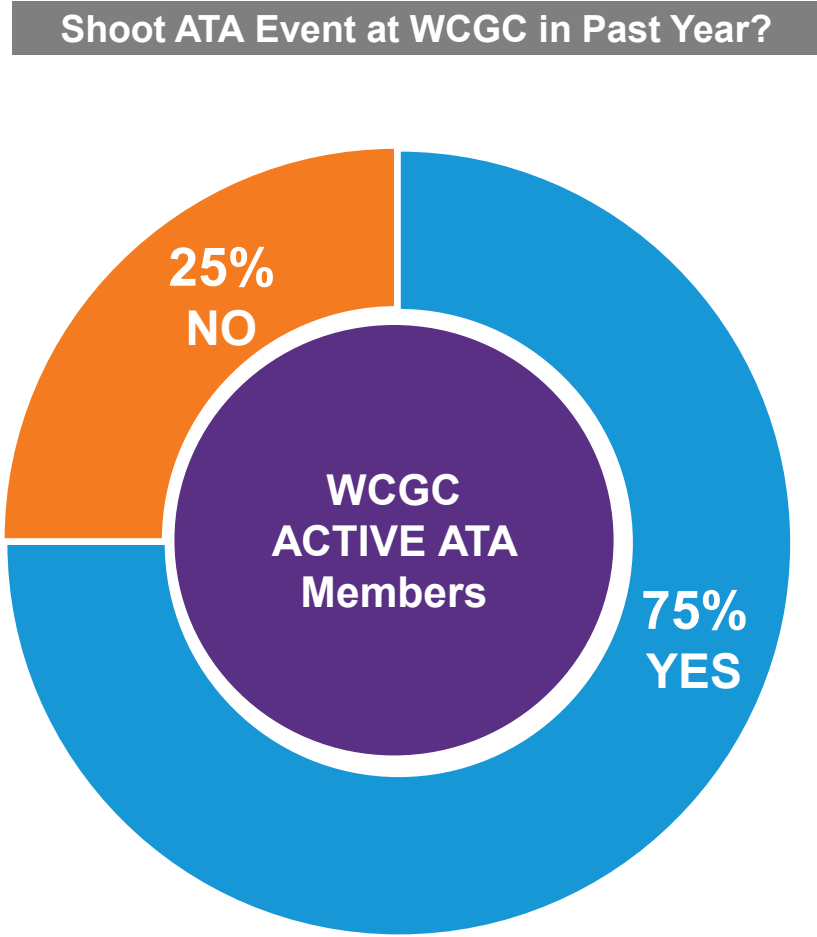
ATA Competitor Members Far More Likely to Shoot Trap at Other Local Clubs

- Similar to 2022
- Highest Crossover Clubs: Pine Valley (53%) and DCSC (50%)



75% of Active WCGC ATA Members Shot an ATA Event at **WCGC** in the Past Year (“ATA Competitor Members”)

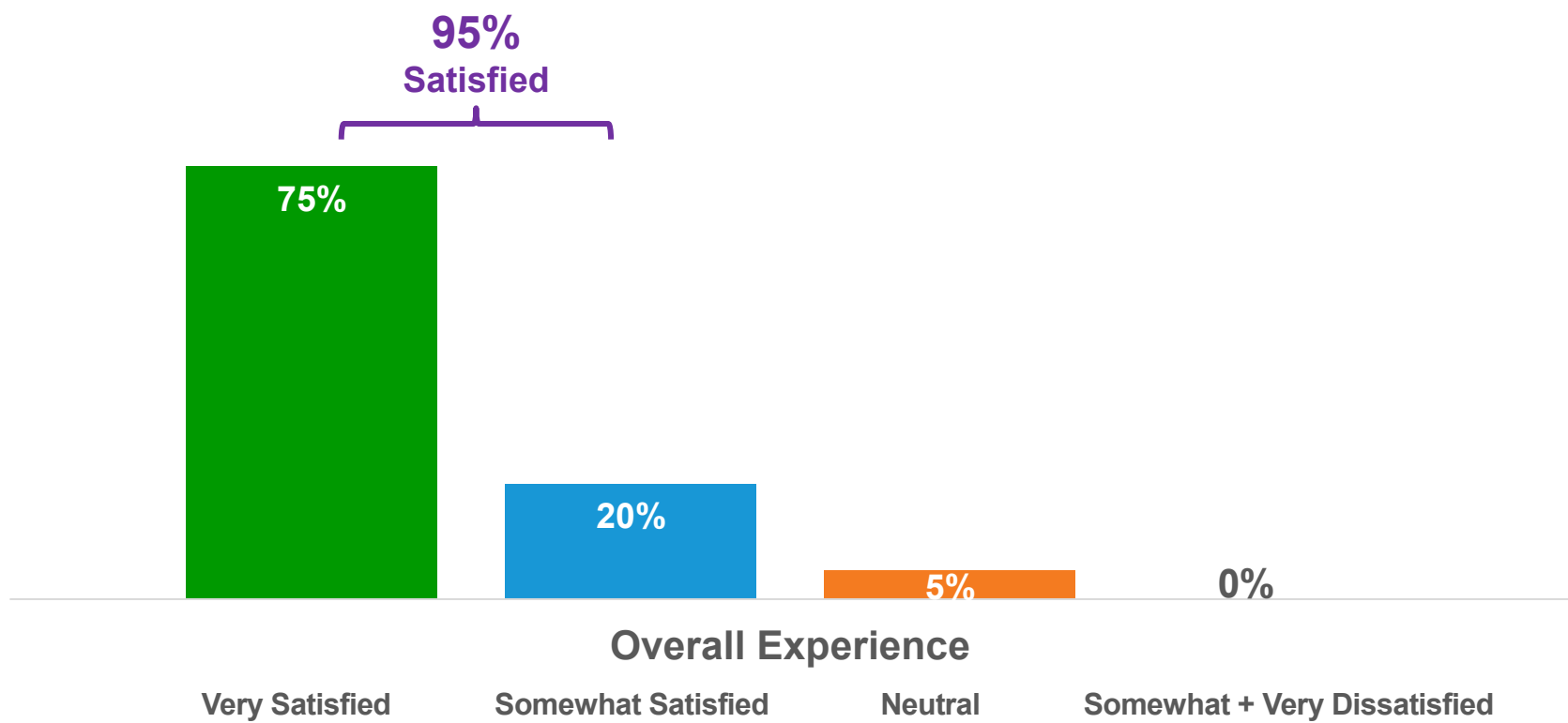
- 1 in 4 WCGC Members who Shot in at least one ATA Competition in 2025 **did not shoot ATA at West Chester**



WCGC Gets Good Ratings for its ATA Events 95% “Overall Satisfaction”



How Satisfied Are You with Your Overall Experience at WCGC’s ATA Shoots?
(WCGC and ATA Member, Shot at Least 1 ATA Event at WCGC in Past Year)

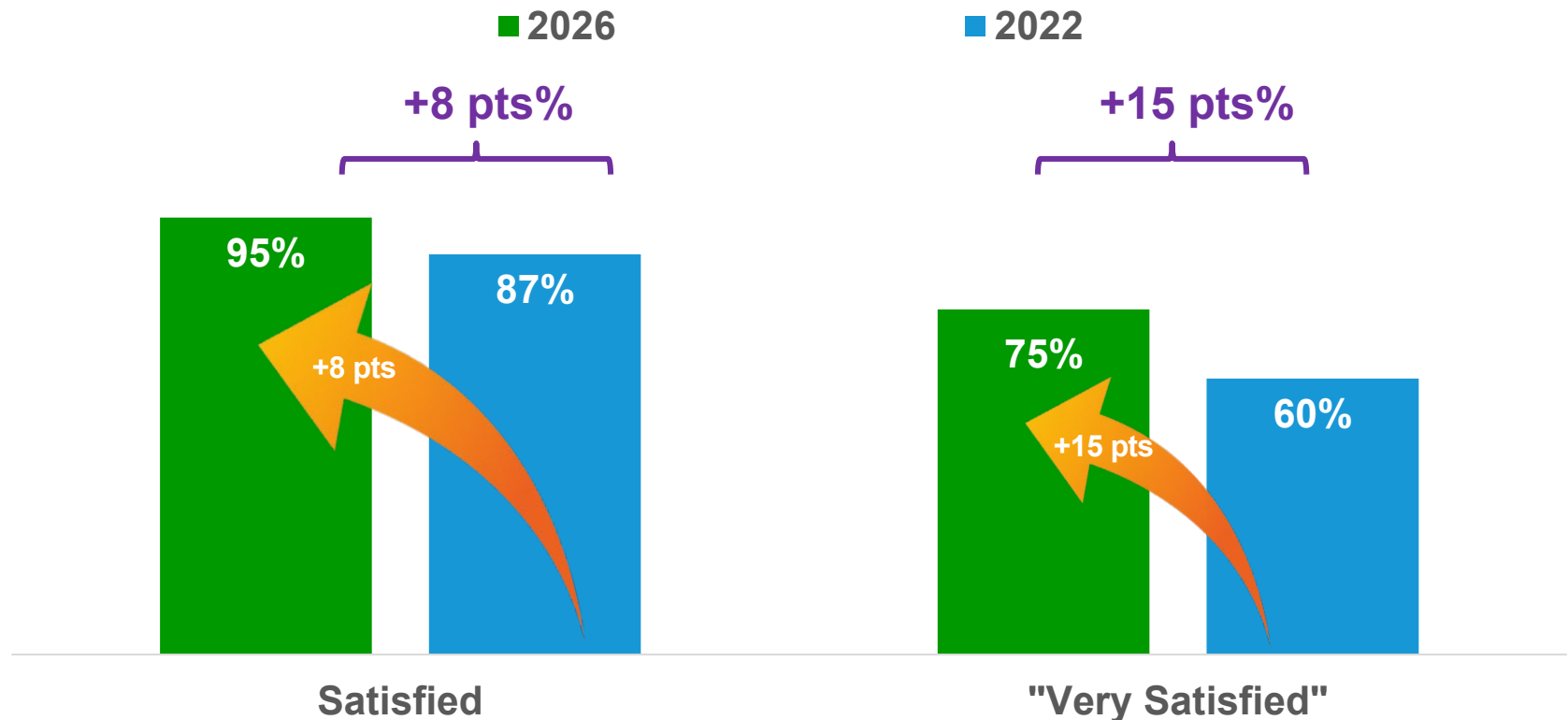


Overall WCGC ATA Event Satisfaction and “Very Satisfied” Ratings *Up Significantly* vs. 2022



- Overall Satisfaction for WCGC ATA Events is up +8 pts
- “Top Box” Very Satisfied Ratings are up +15 pts

How Satisfied Are You with Your Overall Experience at WCGC’s ATA Shoots? (WCGC and ATA Member, Shot at Least 1 ATA Event at WCGC in Past Year)

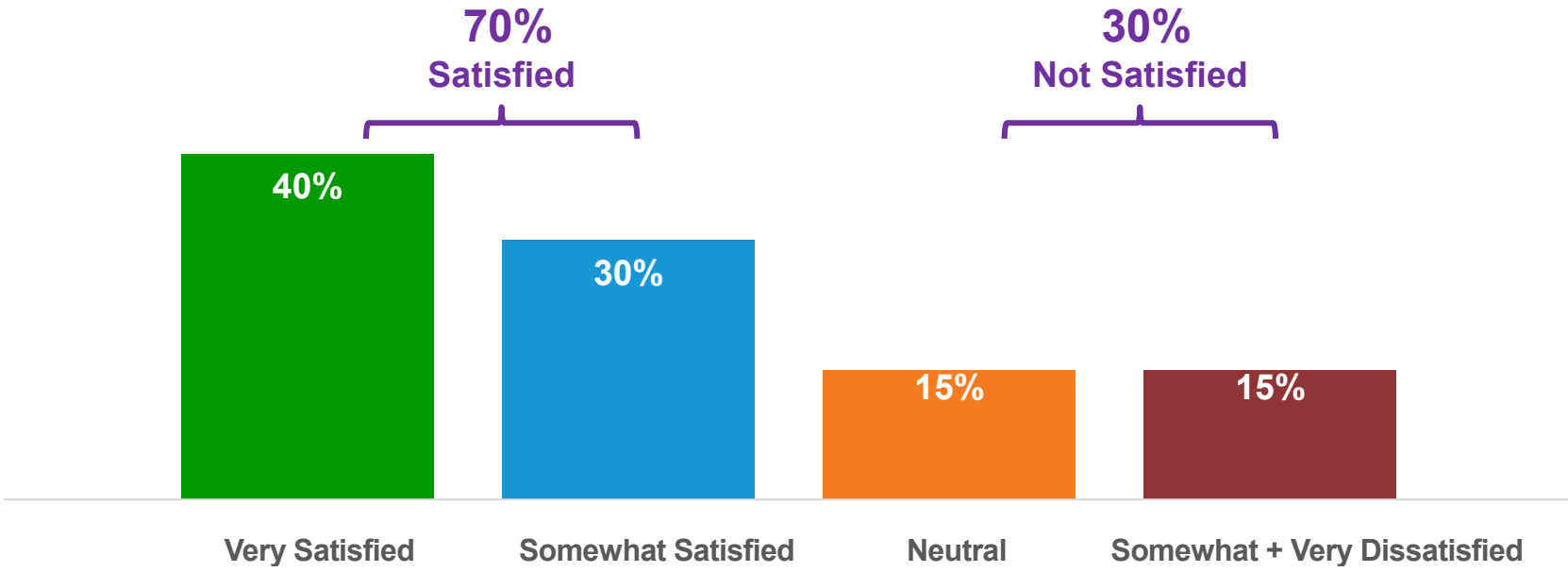


Among This Subset of Total Members, There is Some Desire to Increase WCGC ATA Event Frequency



- Consistent with 2022: 69% Satisfied, 31% Not Satisfied

How Satisfied Are You with the Frequency of ATA Events at WCGC? (WCGC and ATA Member, Shot at Least 1 ATA Event at WCGC in Past Year)



Identical Top 6 Attributes of the Ideal Gun Club



Total Membership

1. Club actively manages Safety at field
2. Reliable Voice-Activated Callers
3. Friendliness of Staff
4. Friendliness of Fellow Shooters
5. Trappers Proactively Refill Traps
6. Traps thrown Targets to ATA Specs

ATA Competitor Members

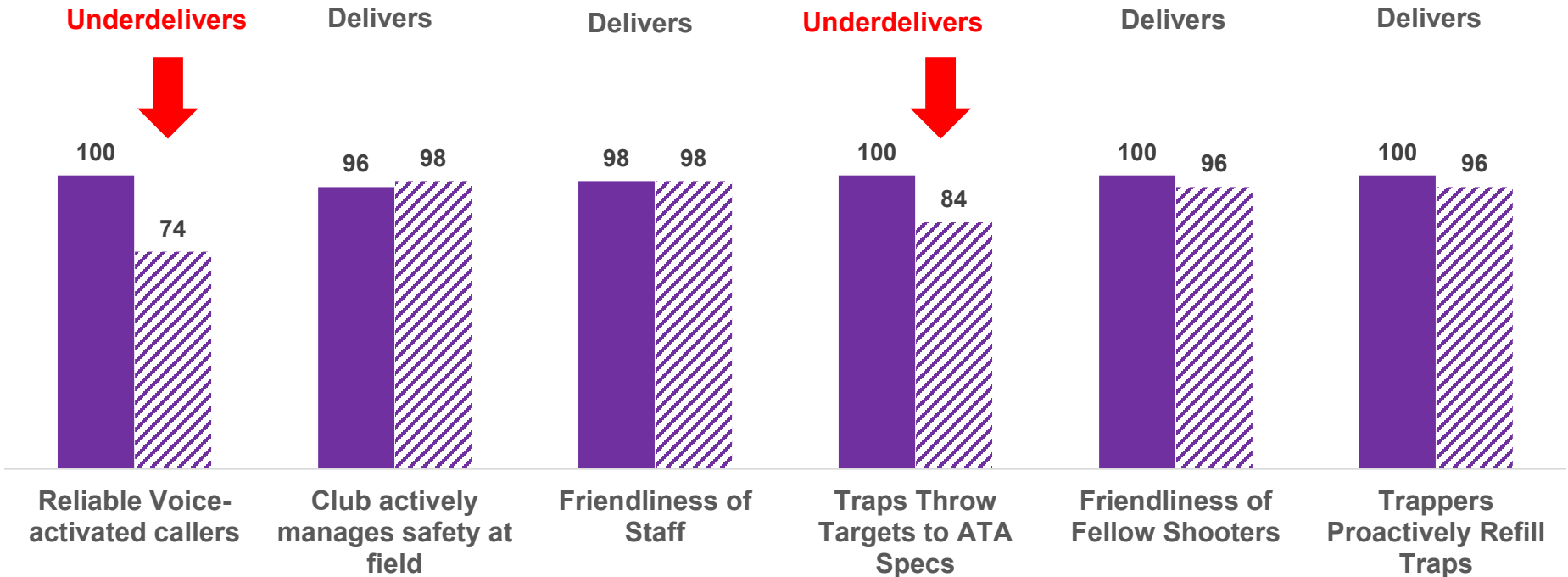
1. Reliable Voice-Activated Callers
2. Club actively manages Safety at field
3. Friendliness of Staff
4. Traps throw Targets to ATA Specs
5. Friendliness of Fellow Shooters
6. Trappers Proactively Refill Traps

ATA Competitor Members Believe WCGC Under-Delivers on 2 of their Top 6 Attributes: *Reliable Callers and Throwing Targets to ATA Specs*

- Agree with Total Membership on Callers
- Less Likely to Believe WCGC Delivers on Throwing Targets to ATA Specs
- Findings Similar to 2022

How Does WCGC Do on Top 6 Attributes of Ideal Trap Club for ATA Competitor Members?

■ Extremely + Very + Somewhat Important ▨ WCGC Does a Great or Good Job



Summary: Two Shortfalls on Important Attributes

One Shared with Total Members



2026 WCGC Attribute Shortfalls	ATA Competitor Importance Rank	Shared with Total Membership”?
1. Reliable Voice Activated Callers	#1 of 18	Yes
2. Traps Throw Targets to ATA Specs	#4 of 18	No

Summary vs. 2022: No Change in these Shortfalls

2022 WCGC Attribute Shortfalls	ATA Competitor Importance Rank	Shared with Total Membership”?
1. Reliable Voice Activated Callers	#1 of 22	Yes
2. Traps Throw Targets to ATA Specs	#5 of 22	No



Potential New Activities
Rated on Interest

Top 3 New Activities

Significantly More Appealing than the Rest

Total Membership

- 1. Scheduled Games During Practice**
- 2. Clinics with Well-Respected Coaches**
(additional fees)
- 3. Shotgun Demo Days by Local Retailers**

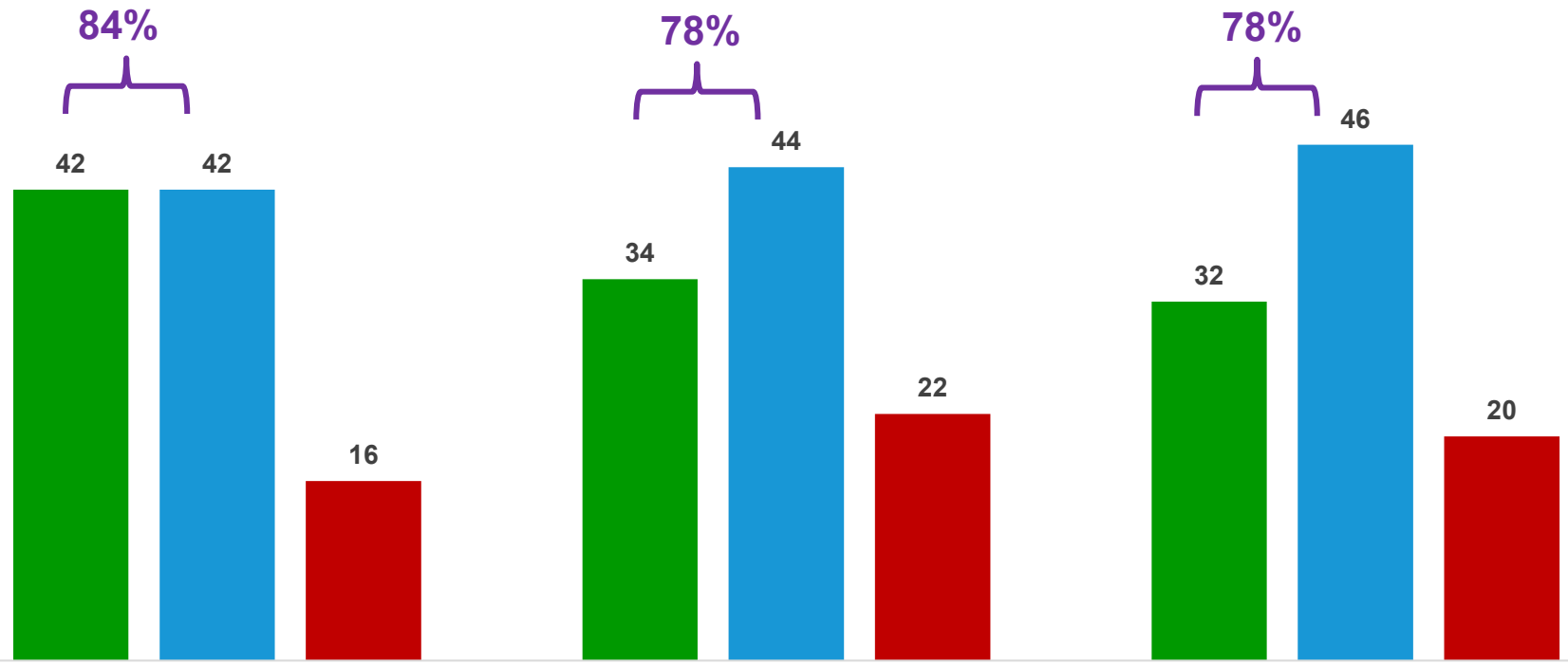
Top 3 Most Appealing New Activities

~8 in 10 Members are Interested, Good Level of Top Box "Passion"

- Top 2 Activities are the same as in 2022
 - Demo Days added in 2026 to understand relative appeal vs. other activities

How Interested are You in these New WCGC Activities Under Consideration? (In descending order of "Very Interested")

■ Very Interested
 ■ Somewhat Interested
 ■ Not That + Not at All Interested



Scheduled games during practice

Clinics with respected trap coaches

Shotgun Demo Days

Mid-Appeal New Activities

Total Membership

4. Free Seminars (e.g., Trapshooting Etiquette, Intro to ATA Competitions)
5. Scheduled Big 50's
6. IntraClub League
7. InterClub League
8. Youth Shooting Program
9. Scheduled Availability for Handicap Practice
10. Scheduled Availability for Doubles Practice
11. More Non-ATA Scored Competitions

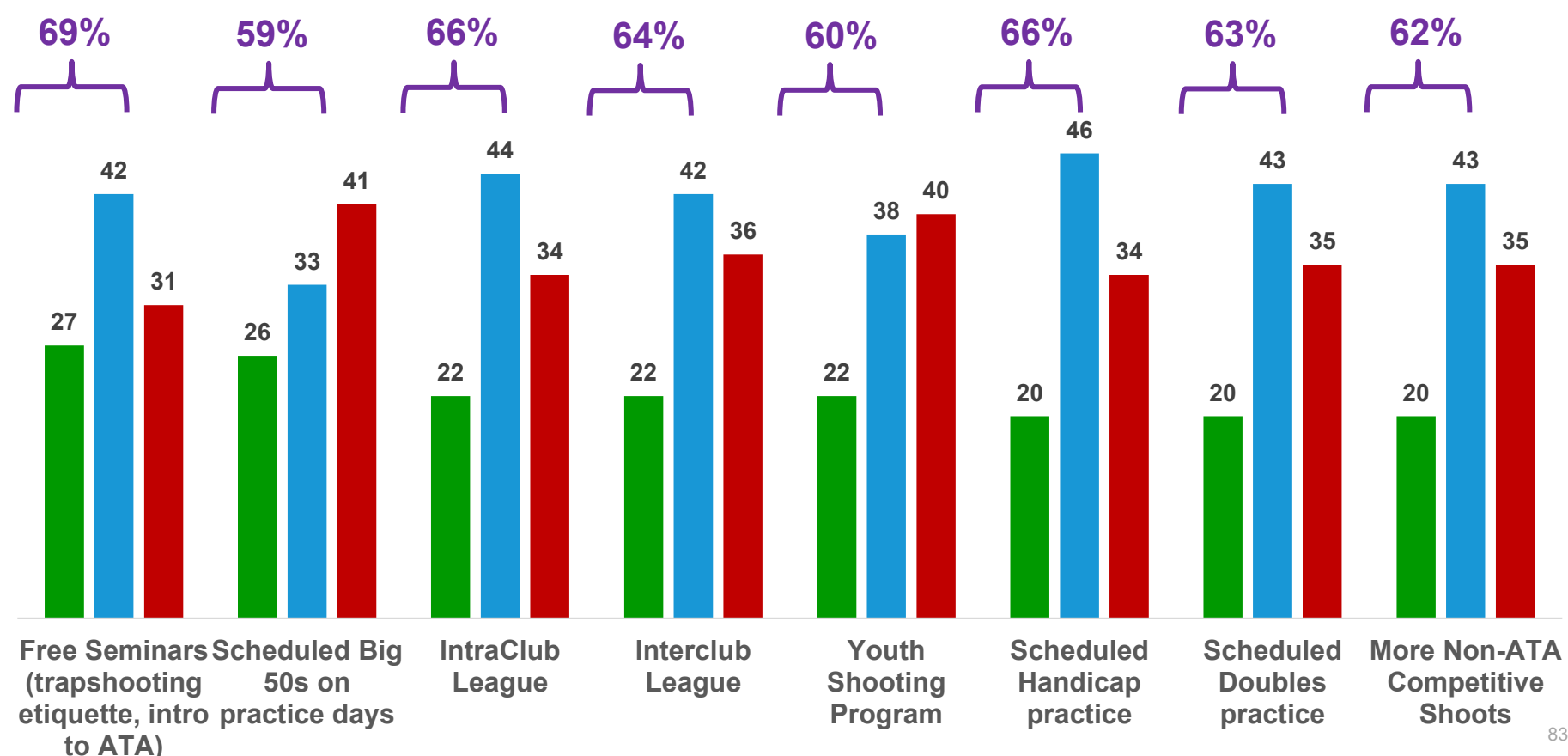
Mid-Appeal New Activities

Intense Member Interest 20-27%, Total Interest 59-69%



How Interested are You in these New WCGC Activities Under Consideration? (In descending order of "Very Interested")

■ Very Interested
 ■ Somewhat Interested
 ■ Not That + Not at All Interested



Less Broadly Appealing New Activities

Niche Opportunities



Total Membership

12. **Group Trips to Try Other Shotgun Sports**
13. **First-time ATA Shooter Mentor Program**
14. **More Charity Shooting Events**
15. **Twice a Year Member Town Halls**

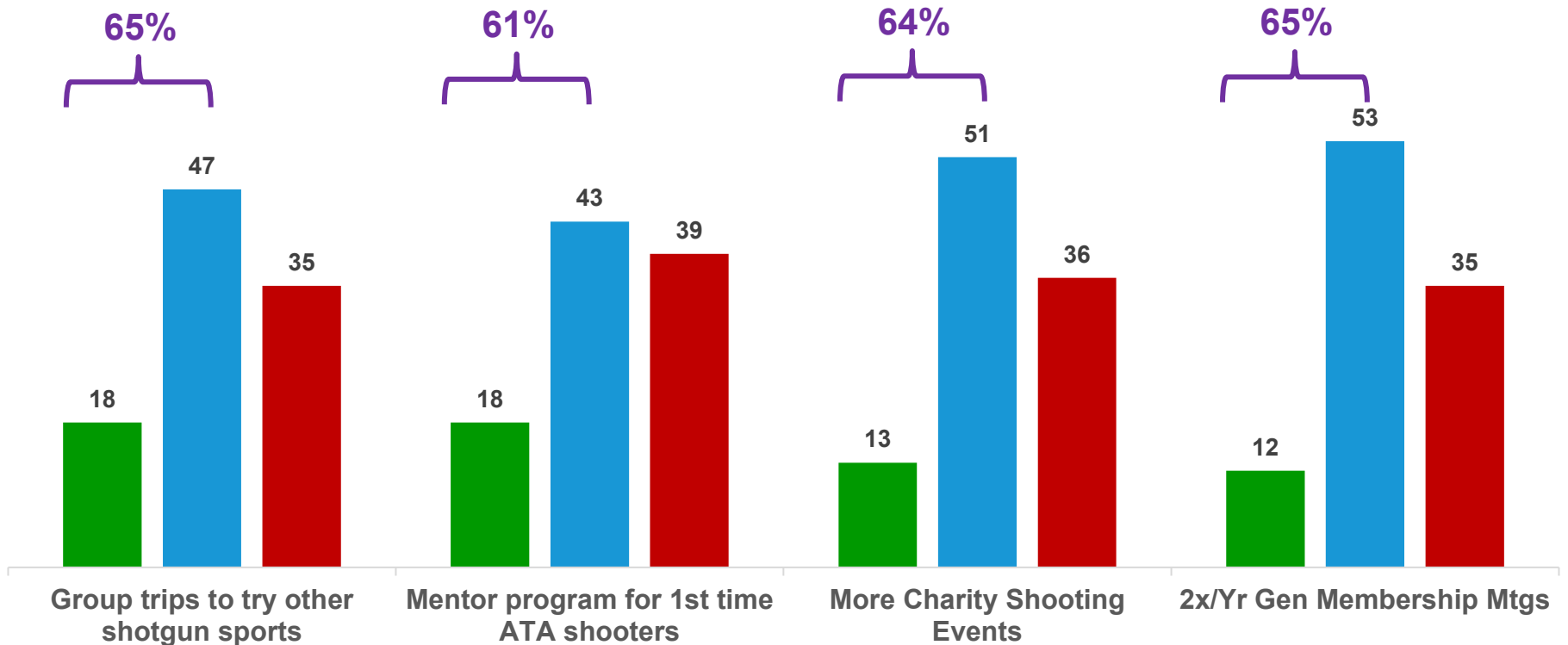
Less Broadly Appealing New Activities



- Lower levels of core passion among Members

How Interested are You in these New WCGC Activities Under Consideration?

■ Very Interested ■ Somewhat Interested ■ Not That + Not at All Interested



ATA Competitor Members Share 5 of Top 6 Activities with Total Membership

These Activities Attract Both Groups



Total Membership

1. Scheduled Games During Practice
2. Clinics with Well-Respected Coaches
3. Shotgun Demo Days
4. Free Seminars
5. Scheduled Big 50's
6. IntraClub League

ATA Competitor Members

1. Scheduled Games During Practice
2. Scheduled Big 50's
3. Clinics with Well-Respected Coaches
4. Shotgun Demo Days
5. InterClub League
6. IntraClub League



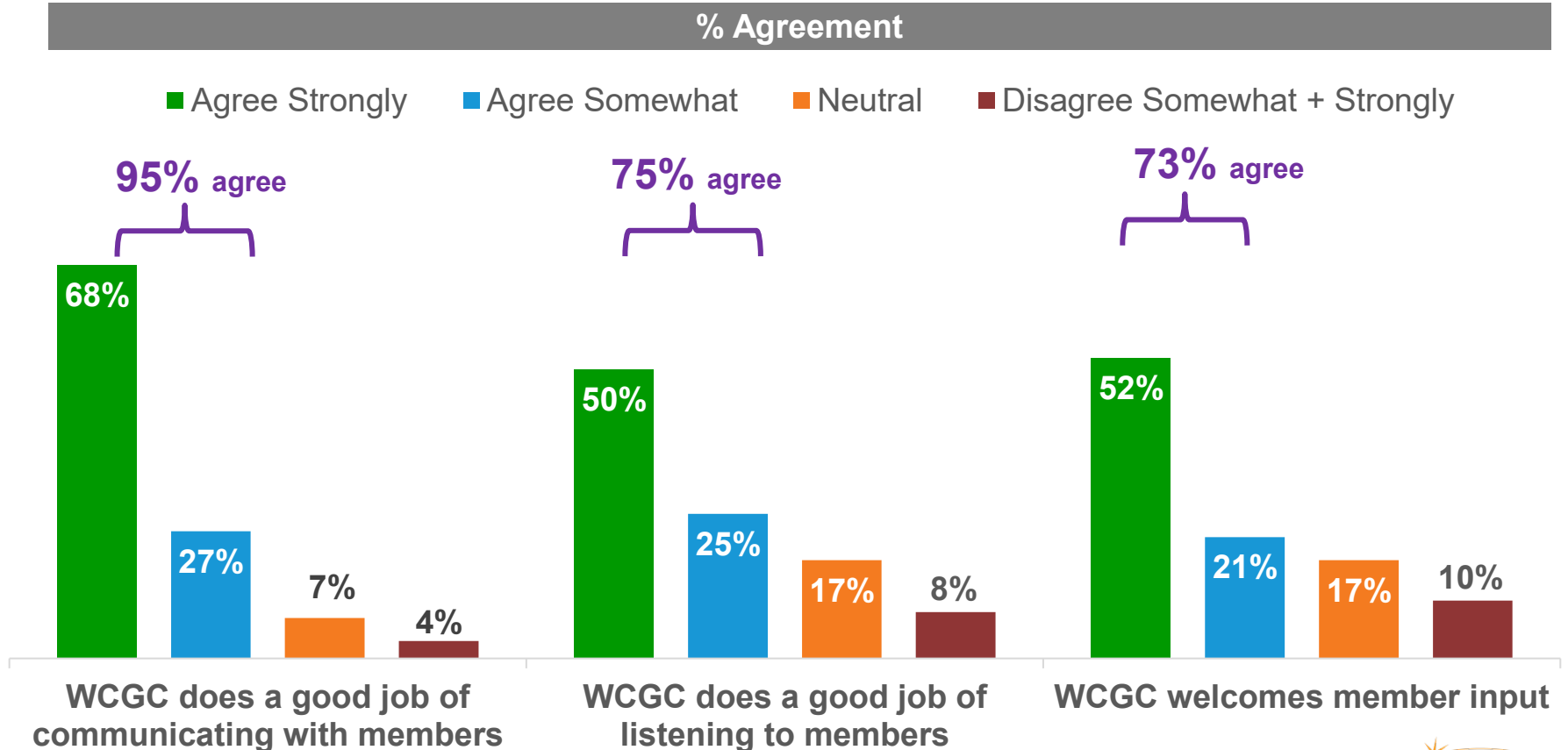
Communication

WCGC Continues to Do a Good Job *Communicating* with Members.

Similar to 2022

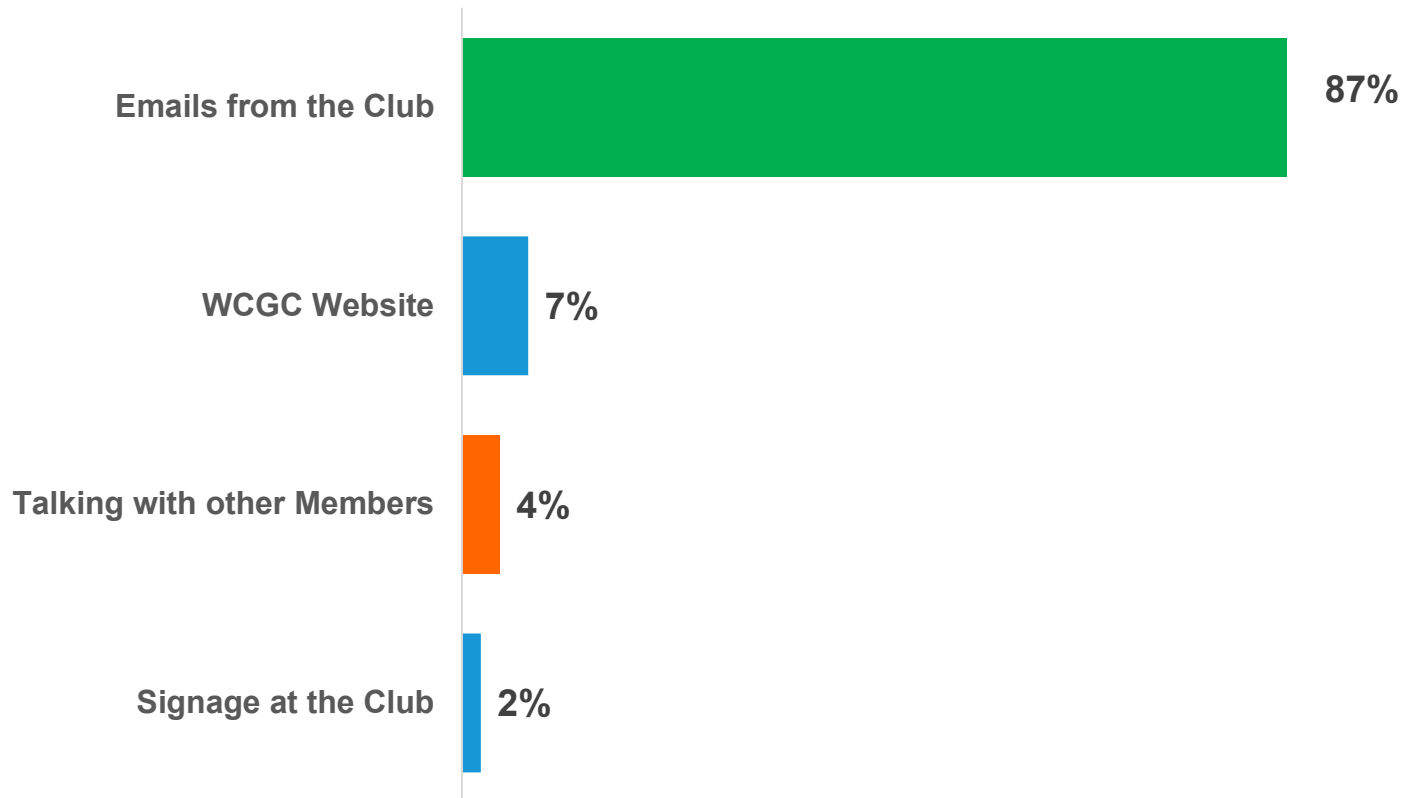


- Opportunity Persists to improve “Listening to Members” and “Welcoming Input”
At least 1 in 4 are *neutral to negative* on those dimensions



Emails are the Primary Source of Information About What's Going on at the Club

% Primary Source of Club Information





Parting Shots



Summary



- Members Value the Club – Strong Satisfaction Continues
 - 92% Overall Satisfaction
 - 88% Very Likely to Renew
- WCGC Lost No Ground on Key Metrics vs. 2022
- Several Areas Showed Significant Improvement vs. 2022
 - “Very Satisfied” with Overall WCGC Experience
 - “Great Value” Ratings for Annual Membership
 - “Great Value” Ratings for Rounds Doubled with \$5 Price
 - WCGC ATA Shoot Satisfaction
 - Updated Clubhouse and Paved Parking Lot Eliminated Two Important 2022 WCGC Shortfalls
 - Now Deliver on Shorter Wait Time at Practice



- Opportunity Remains to Address Members’ Most Important, Persistent Requests
 - Additional Day to Shoot
 - Reliable Voice-Activated Callers

For Your Consideration: Make Trap Fun Again to Energize our Members



- There is white space for WCGC vs. other local clubs
- Majority of our members have been shooting for 7+ Years
- Standard Format “Fatigue”
- Most Popular New Activity – Games – suggests a hunger for Variety
 - Traditional Trap: Individual, Repetitive, Slower
 - Trap Games: Social, Dynamic, Faster
 - Protection, Annie Oakley, 2-shot Trap, Elimination Trap, 27 Yard, Green Bird, Poker Trap
- Other Well Liked Activities also Add Variety: Scheduled Handicap, Scheduled Doubles, Big 50’s



**Adding Variety Drives More Participation & Engagement,
another Reason to Choose WCGC**

Close the Feedback Loop by March 23

75%

Entered the Random Prize Drawing

Winners Identified

**Email with Member-Only Link
to Survey Results & Winners**



THANK YOU!



Karen King Minkus
kking@brandcatalysts.com
610-525-6769



Appendix: Individual Open-End Responses

(Anonymous; As Typed)

Among The 27% Who are Shooting Less at WCGC than Prior Year: *Why are You Shooting Less Often?*

Family and personal reasons

traveling

Health issues and family commitments, but I hope to start coming more often this spring and summer

Kids

Mainly work related, has just been very busy at work

Nasty weather

Temporary physical reasons, OLD AGE SUCKS!

Hearing issue

Time

Just busy schedule and shooting other places

not a very welcoming place

Health

Traveling more, bad weather

Other local clubs with more shooters with whom I enjoy shooting, better environments.

Weather disruption

Illness

Moved to Florida

Bad weather and family duties

Age ,weather ,and friends moving

No registered shoots

Times available

Have young children so hard to get out to shoot at the moment

Lack of time and friends shoot at other clubs

Club closes a lot.

Personal time and weather don't always align with limited club hours

Limited operating hours and cold weather

Less ATA Shoots

Member at Pine Valley. Close to home

Less people

weather

What Do You Like Best about WCGC?

Consistency

Very friendly people

Comfortable atmosphere, not competitive when I just want to practice.

Being able to go at anytime on Sunday afternoon and shoot

The people

The people, the facilities, the staff. Over the new climate b house

Beautiful traps and friendly, safe people.

Liam Stecher what a great kid at the front desk!

Nice people and good trap fields

Wait times.

Excellent facility and very helpful staff

Location and the staff

Location, the ease of getting a spot to shoot, overall friendliness of everyone there

Neat and tidy appearance

Short wait time Tuesday afternoon

close to home and ease of getting onto the trap fields

very easy to show up and shoot

Well managed and maintained club

For me the club is outstanding.

Location and good staff

Friendly

Very inviting and well laid out.

Great facility and people

Close to home, nice stations, trap throwers

very local

Friendly shooters and staff, minimal wait times

Proximity and facility

Friendliness of members

Very close to where I live

What Do You Like Best about WCGC?

WCGC is a great club, well run, well maintained, friendly members and staff. My only suggestion is to get a grease pattern board like Delco F&S (allows multiple patterns without the cardboard)

Location and hours

Target setting

Club safety ranks high with me. The club is well maintained and staff members are always friendly. One member in particular who has done an exceptional job is Chuck Matasic -- very, very professional and well skilled in everything related to safety and club operations!

Friendly staff and board members.

Friendly atmosphere and visually very good trap field

Its a good club

The staff and fellow shooters have been very friendly, thoughtful, and willing to help/give advice in a kind/friendly/receptive manner.

Convenient and friendly

To be able to shoot other days

local, clean, great background

It's all good

Friendly staff and easy access to shoot on practice days.

Friendly atmosphere and staff. Well maintained equipment.

Shooting availability is almost always without wait times

NA

Good location. Well run. Good facility.

Can shoot quickly with little wait times

Good people, nice club house, well kept and maintained.

Convenience

N/A

Price for membership, ammo, trap rounds are appropriate. Clean clubhouse and grounds. Staff always friendly.

Friendliness

walk on practice

Location of the club. Response to requests of members.

Friendly people Clean and organized

What Do You Like Best about WCGC?

Friendly atmosphere, well maintained , relatively short waiting time and close to home
Convenient location, well maintained, low per round cost, good trappers - all nice kids!
Staff friendliness
Facilities up to date.
Well managed
Great community
Friendly people. Great place to shoot.
Convenience of location.
Its location. It is close to my home.
Friendly staff
Close to home
Convenience, good value for membership fee, excellent value for a round, excellent facility
Friendly, beautiful facility, safe.
It is very close to my home, so it is convenient. Also Bob Kappe is a great ambassador for the club.
The people
Great members, experienced staff, extremely safe, one of the best clubs I've been too.
It's a great place to shoot
The friendliness of everyone and their willingness to help other shooters.
Price Per Round (Trap), Archery is available, Membership renewal is affordable. I live close :)
Bob & Chuck do a great job - Thank u both.
I highly Suggest something is done to make half decent coffee. What's been called coffee for years is just terrible. Thank you to the entire staff & volunteers - I enjoy WCGC.
The overall facilities
Convenience to my home
Staff is great, more friendly than the members.
N/a
Friendliness of the other shooters and the well-maintained machines
Friendliness of the staff and members
Proximity for me. Affordable membership and rounds. Good opportunity to shoot
Efficient situation to shoot trap safely with friendly shooters
Convenience

What Do You Like Best about WCGC?

Has shooting and archery range
Well kept makes me proud when i bring guests
Cleanliness, ease of use, friendly members, availability. Grounds are well kept and professional.
The staff and people are really nice. Facilities a great. Feels like home
Availability of ammo, friendly (mostly) people, very nice facility
All the members are friendly and inviting.
Close to home
Welcoming and friendly staff and environment
Friendliness of staff and the members I have come in contact with.
Cleanliness and friendliness
everything
shooting with friends
It's always open
Staff and grounds
Well kept. Organized workers.
The people
Na
friendly, well maintained and nice facility
Close to home Tuesday afternoon shooting fun especially in better weather
Ammo available, relaxed atmosphere, great practice facility, awesome staff

Welcoming of all levels. Well Staffed - unique model from other clubs, but it helps the club stand out above the others.
The self manage / token approach keeps squadding and shooting moving well for practice. Great grounds and facilities.
Good hours.

15 minutes from my house Friendliness & knowledgable counter staff and several Board members that are easily approachable should I have a question. Bob Kappe has always made me feel welcome from the day I joined the club- he is a true asset to WCGC

What Do You Like Best about WCGC?

Nothing stands out.

Friendly relaxed atmosphere

Shooting trap

close to where I live

Friendliness of personal

Cheap rounds

Good club

well organized, friendly, welcoming

Managed very well. Clean and traps well maintained.

Facilities

It's 5 mins from my home

Friendliness, when I joined over a year ago, immediately I was welcomed by staff and members. I'm still having difficulty in remembering the names of all the new friends I have made.

Cleanliness and it's well maintained. I would like to see demo days offered at the club. As I would like firearm manufactures to come by with firearms so we can shoot them and get hands on with different models/brands

I absolutely ADORE WCGC and treasure the relationship Pine Valley has with you! Bob K. is simply "THE BEST"!!!! ♥

Awesome club

Close to home, nice environment and people

What, if anything, Would Make You Shoot More Often at WCGC?



Keep up with callers operating correctly

Openness

Nothing, doing a great job.

Volunteers to help extend hours open

Games

Tough to answer, you do a great job!

More ATA shoots

Be open more often.

Keep doing what you have been doing ... continuous improvements

Adding a day to shoot would be helpful

Better parking areas

Better call boxes

Annual cost , most clubs I shoot do not require membership or day fee and only 1\$ more per round.

all in all very happy with the way the club is running

additional days to shoot

Explore throwing black rimmed targets

My experience has been a positive one. Keep up the good work. Thank you.

See note about safety

Nothing good to go

Adding Saturday

Communicate schedule changes early. I have a 40 min drive to the club and have not gotten the club email in time.

more clubhouse amenities

a good job is being done. Maybe add a tailgate or tables flea market once a year. everyone always has something to sell that is sport related... hulls powder shot/hunting stuff etc.

No suggestions

Have additional days on which to shoot or less events which prevent the membership from general practice

N/A

Again, sign up for certain times. Especially if you have a scheduled doubles or handicap practice, if I show up thinking I can be in and out in 1 hour but a lot of people show up, I start my shoot with frustration

Obtain and use a grease pattern board and shorten survey

Getting the bird on the first call (consistently). I'm nit-picking now because as a gun club I'm quite satisfied; the staff does a very good job, the clubhouse and grounds are in great condition, and firearm safety is the highest priority.

Membership price has gun up quite a bit in the last few years. I think \$25 just from last year. Members use the club for different reasons. Makes sense to offer different types of membership.

What, if anything, Would Make You Shoot More Often at WCGC?

Increase my own shooting expertise

Dont know

???

nothing

Get black rim targets

N/A

Have events to attract young / new shooters introducing them to the sport.

NA

Lessons.

From what I've observed the lessons offered are low quality and not inviting. They should be better planned and advertised with some standard level of training, I.e.,

- Trap I, Intro to Trap Shooting,
- Trap II, Trap Tactics & Skill Builder,
- Trap III, Advanced Skills, Competition
- Private Lesson

Also, please consider developing a brief video that can be put online to cover the topics currently addressed in the safety class/test. This could be a requirement for eligibility to take the safety exam and use the range.

For an example, look at the Mainline Armory & Sportsman's' Shop videos.

Nothing at this time

New early hours on day 3 shooting !

More days to shoot

When there is a short group (less than 4), pull shooters from other groups to fill in making them even shooters as best as possible.

Not sure

offer lifetime memberships

I think WCGC does a good job ensuring a positive experience for members.

Shade at trap benches in summer - there no trees like Delaware County, South End and some other clubs. Granted they take awhile to grow. A lot of money was raised from contributions for redoing the trap fields. It would be a lot less for maybe six or seven larger (4"+ ?) trees!

Have more competitive events

What, if anything, Would Make You Shoot More Often at WCGC?

- N/A
- Club league in good weather
- Keep up the great work.
- Another day of shooting
- Consider member schedules - keep weekday sessions open longer / later to allow those who work to participate. Always feels like staff is rushing to shutdown.
- I really can't think of anything that hasn't been expressed.
- More shooting days
- Additional day to shoot
- Be open more
- Cannot think of anything
- Have ata events on Saturday rather than practice days
- I think our club does a great job now and it would be tough to come up with ways to improve things.
- I am very pleased with my current experience at the club.
- Bolster the archery range, add 3D targets (store in a secure shed). Actually fund the archery range, large of unused land just completely wasted that could be used for Archery
- Have some 410, 16 and 20 gauge shells available to purchase.
- Nothing
- I think the safety officers could be more visible.
- More registered
- Have more scheduled doubles and handicap practices
- Nothing as it is a top rated trap club
- Add additional day to shoot
- More shooting times available
- Overall, doing a great job!
- Since Wawa is so close, having real food is unnecessary, but a snack machine would be nice.
- Bringing a first time visitor. I am always looking to find someone that i can introduce to the sport. WC is hard to bring someone because of the first time safety meeting. Safety is ultra important, dont get me wrong. But scheduling a first time shooter to make that meeting work is hard. I usually attend church on sun. And come to the club following usually 1:00. I have a number of people that would like to try the sport but it's hard to coordinate a time. Maybe a type of mentorship saftety would allow me to closely watch the newbie so they can be brought into the sport. Maybe said member would have to stand behind newbie during his first shooting experience to be coached by that member. Just a thought.

What, if anything, Would Make You Shoot More Often at WCGC?



I am very happy and satisfied. My only complaint is that sometimes the automated target feed system does not work properly at some stations

Offer an additional practice day. Shell prices a little better. Don't raise the membership fee.

Change batteries in the Mics more often.

More days open

Start ATA events later in the morning (10:30 or 11AM), due to location of early morning sun affecting the ability to see targets.

Here's another thing....use green targets in a couple of the houses during the time of the year when the trees no longer have their leaves. Can pick the green target up better than an orange target against a bare tree (brown) background.

N/A

NOTHING

nothing

Food Maybe??

offer a new member mentor program for new members.

Intro to ata programs for new members and members that have no idea about it.

Im happy the way it is

I wouldn't change anything. I think the club does a nice job.

Na

Have some club patches made!

I am really pretty pleased with the club

Schedule tournaments with other clubs

Keep striving for improvement - just the effort will keep the club on the front lines.

N/A

Leadership open to new ideas

Adding an extra shooting day

Keep up the great work!

Go back to free hotdogs and coffee

Be open on Saturdays, send fewer emails, and have food to eat

ATA shoots

open for shooting on a additional day.

Not much. Maybe new programs.

What, if anything, Would Make You Shoot More Often at WCGC?



Already great experience

Tipping the kids. Do they all share what's in the jar, counter and outside? If not, who gets what? The kids are great, and I want to make sure each get a fair share.

Mentored or group upland/game bird hunts. Charity events/awarded events or an all woman's shoot and tutorial to walk them through it along with fundamentals.

a third day of shooting and reliable callers and target throws

Is There Anything Else You'd Like to Tell Us?

No

The board meetings are supposed to be open to the whole membership if they choose to attend but members feel they are not welcome

no

Just on the survey. some of the question were not applicable to me so I put very satisfied

Keep up the great work, thanks.

Leadership has vastly improved the facilities inside and outside the club. Increased programming at the club.

Trappers and Front desk staff are great

Thanks for all you do!

More practice for doubles and handicsp

No.

Great job ... keep it up

I enjoy the club overall. I am particularly grateful to Scott and Bob Kappe for their kindness and being very welcoming to the club.

I would like to be able to bring my family members for safety check so they can begin shooting but it's usually only on Sundays and not necessarily that available their schedules

Nope

Friendly clean safe club to shoot at.

all good

no

NA

Just a sincere thanks to all for a great trap club.

No thank you

Nope

No

No

no

flea market idea/ training opportunities etc.

Happy with club, look forward to more practice.

Not at this time.

No

Is There Anything Else You'd Like to Tell Us?

I think you're doing a great job

It's a great club. I always enjoy shooting at WCGC and socializing with friends and other members

No

No

I have not been a very active member of late due to personal problems, however every time I come to the club I have always been treated respectfully and friendly -- every time! All the time. Plus, the condition of both the club house and traps are exceptional. It has been a pleasure to shoot at the West Chester Gun Club!

What a friendly environment!

Thank you for what you do.

Cant think of anything

No. I've been extremely happy with the treatment as a member, the resources that are afforded me by the staff and facility, and am just overall happy to be a member!

No

no

The survey is good for feedback

Stop down playing other small local clubs via club member email

Not at this time.

We have a good club. Thanks to all those who continue to make it better.

NA

Please open 3rd day with early hours. TIA

No

No

The BoD needs new blood.

No

No

No

No

no

NO.

no

Keep up the good work.

Is There Anything Else You'd Like to Tell Us?

No

No

You are doing a great job

N/A

It seems like the trappers are less engaged with members and their jobs compared to a few years ago
WCGC is a convenient practice location, but over the past several years, nearly all the shooters who are pretty serious and more competitive, and from whom other shooters can learn and who can help involve shooters in competition, have moved to other clubs as their primary shooting location. As have I. Unfortunate.

No. The survey is quite complete.

No

No

no

Great club!

No

Overall the friendships that develop...the coffee and pastries are delicious..

Keep up the good work. I'm proud to call West Chester Gun Club my home club.

I'm glad to be a member of the West chester gun club

Happy shooting.

Have decent coffee in the club house, upgrade trap callers or the whole system. Keep the club friendly and affordable.

Club is doing great!

No

Great job

Very happy with the club.

No

Doing a great job

It would be helpful if more members would volunteer to help the Board carry out it's mission and events

Very glad to be a member.

NA

Thanks to the Board! - Pete Alois

youth shooting is very important, perhaps in partnership with one of the school BUT in this part chester county not very likely

Is There Anything Else You'd Like to Tell Us?

All good

Nope

Nothing that comes to mind

No

No

In comparison to many other Trap clubs in the area, in my opinion, WCGC is generally my favorite club to shoot at. That said, there are many areas of operation that can be improved.

Would like to see a Grounds Crew established for maintenance of the grounds owned by the club. There should also be an established annual budget for the grounds crew to use for grounds upgrades and maintenance expenses.

N/A

NO

no

Black rim targets

Have a Member greeter. Someone that is responsible to help guide a new to WCGC member to a more inviting experience. And perhaps a new member buddy system with an existing member to have someone to shoot with....

Wcgc does have a very Clicky feel to it. Experienced members volunteering to partner up with a new member would make it more inviting and inclusive.

No

Keep up the good work

Na

Thanks for doing a great job

No the club is being well run

Are there other shooting facility development opportunities on the property? Another trap field? A skeet house? etc.

Thank you for everything that you do!

Keep doing a great job!

Nope

None

No

It is a Good Club

Is There Anything Else You'd Like to Tell Us?

Thank you!

Would love to get my kids into shooting which would definitely allow me to spend more time at the club

More ATA

I think the people running this club do a great job. Best gun club I have ever been involved with.

Great club!!

No

No

I don't want to mention names of the staff because they are all kind, friendly, professional. Each guy is a friend, thank you.

Have local food trucks come by for events. And charity events.

I only wish that I lived closer to shoot there more often! WCGC ROCKS!

No

Communicate better about weather closing and try to slot in make-up days for bad weather