



CMAA Evergreen Chapter Regional Benchmark Study

powered by Club Benchmarking

The **Mission of the Evergreen Chapter CMAA** is to provide opportunities and relevant resources to help our Members and their Clubs be successful. The mission of Club Benchmarking is to deliver financial insight that makes Club Boards & Staff more effective and helps their Clubs succeed. Recognizing that we share a common desire to help clubs and provide them with relevant resources, the Evergreen Board reached out to Club Benchmarking to request a **Regional Benchmark Study for the Evergreen Chapter**. Club Benchmarking has agreed to conduct the Evergreen study with a focus on key measures correlated to financial health and sustainability. Your participation is critical to the success of this project and our goal is to achieve **75% Chapter participation prior to the November 30th deadline**.

What Club Benchmarking Will Provide for Participants:

- **Net Worth Over Time Report**
Each participating Club will receive a custom report showing their net worth over time benchmarked against the Chapter, the industry, inflation and a “best in class” Club where net worth is growing as a direct result of board commitment to strategic capital investment.
- **Key Performance Indicator Benchmark Report**
Each participating Club will receive a Key Performance Indicator report showing critical components of their own club’s financial data benchmarked against the Chapter and the industry overall.
- **Online Benchmark Review**
Participating Clubs will be invited to schedule an online Benchmark Review with a member of the Club Benchmarking team. View your own data in one of CB’s strategic reports and get a closer look at the comparisons, reports and filters available in the online benchmarking platform.
- **Chapter Webinar**
Club Benchmarking will host a webinar to review both the Net Worth Report & Financial Benchmarks and assure participating Clubs understand the measures and their club’s position relative to the Chapter and the Industry.
- **Evergreen Chapter Executive Summary**
Club Benchmarking will provide a summary report of Chapter benchmarks for critical financial KPIs to be used as a general reference tool.

How Chapter Members Will Participate:

- Clubs will submit a trial balance file from their most recent fiscal year end and a simple operations worksheet. Club Benchmarking will provide data mapping and input services to ensure consistency and accuracy. (20 minutes or less to complete)
- Clubs will submit net worth data (2006-2016) from their year-end audited financial statements. Submit a single data point for each year, 11 data points in total. (about 20 minutes to complete)
- Average time requirement for survey participation is 30-40 minutes
- Cost is minimal: \$200 for clubs not currently subscribing to Club Benchmarking. The fee can be applied to a CB subscription if the club chooses to join. **No fee for current CB subscribers.**

Go to www.clubbenchmarking.com/evergreen to get started. Your data will remain confidential and be stored securely in the CB database. Reports only available to participating Evergreen Chapter Members.