



Shuswap Theatre Membership & Patron Engagement Report

Reporting Period: AGM 2026 (September 27, 2026)

Prepared By: Membership Secretary – George Rithaler

Date of Report: September 24, 2026

Executive Summary

- **Total active memberships** (including **Individual Life**, **Honorary Life**, and all other membership levels, **new or renewed** through September 30, 2027) stand at **163**.
- **Total outstanding active memberships** due to expire on **September 30, 2026** stand at **77**.
- **Retention rates** are moderate at **30%** to date; however, we're hoping to see that number climb to at least **50% - 60%** by the end of 2026 once we send out our next renewal reminder campaign and our first performance of this season is underway.

Membership Breakdown

Program Performance Overview

Membership Tier	Active Members to September 30, 2027	Season 2026 Q4 New Sign-ups
Individual Adult	57	48
Couple	<i>Included in Indiv. Adult</i>	<i>Included in Indiv. Adult</i>
Family	<i>Included in Indiv. Adult</i>	<i>Included in Indiv. Adult</i>
Youth	5	5
Business (non-voting)	2	1
Individual Life	85	9
Honorary Life	14	0
TOTAL	163	63

Note: Season Reporting Quarters: Q1(Oct-Dec), Q2(Jan-Mar), Q3(Apr-Jun), Q4(Jul-Sep).

Key Performance Indicators (KPIs)

- **New Members Acquired:** *not currently available*
- **Lapsed Members:** *not currently available*
- **Renewal Rate:** *not currently available*

Key Performance Indicators are not available at this time. As we are currently transitioning from the previous membership database to a new system, we are not able to easily compare current data to historical data. However, as we transition to our new membership database system, we are also establishing a new membership baseline to support historical comparisons and meet future requirements.

As noted above, many 2026 memberships have not renewed as of the date of this report. These outstanding memberships will receive an additional renewal reminder within the next few weeks. This next renewal campaign, along with the Theatre's 50th Anniversary season kickoff performance of Fiddler on the Roof, will hopefully inspire these outstanding memberships to renew their accounts before the end of 2026.

I am excited to take over membership responsibilities from Patrick Benson, who managed this role so well for the last 25 years. I'm sure I speak for all members, past and present, when I say a huge thank you to Patrick for his service. I thank the Board for offering me this position, and I will work diligently to serve the Theatre as best as I can.

Respectfully,

George Rithaler
Membership Secretary