How Clubs Are Addressing COVID-19

March 24, 2020: Insights from CMAA’s Research Results

During the week of March 16, CMAA fielded a survey to our member-managed clubs to gauge the impact of the coronavirus pandemic at clubs across our membership.

Approximately 362 clubs responded to this survey, including Golf, Country, City/Athletic, Yacht, POA/HOA, CIRA, and other types of clubs. The clubs that responded are geographically representative of the CMAA membership across the country. When it comes to total operating revenue, the responding clubs are on par with each other for each category from less than $3.5 million (18.6%) to $3.5-$4.9 million (19.1%) to $5.0-$7.49 million (23.3%) to $7.5-$9.9 million (17.7%) to $10-$14.9 million (11.6%) to $15.0 million or more (9.7%).

Communications
- The majority of responding clubs are keeping the frequency of communications to members and staff on an “as-needed” basis (48.2%) as opposed to weekly (27.7%) or daily (24.1%).

Operational Status
- Out of the 362 clubs that responded, there are 14 completely open (3.9%), 229 with reduced operations (63.2%), and 119 completely closed (32.9%).
- For the clubs with reduced operations, the top five facilities that are open include food and beverage - takeout only (50.7%), golf courses (47.5%), outdoor tennis courts (27.4%), locker rooms (18.2%), and pickleball courts (17.3%).
- Finally, the top five facilities that are closed for clubs with reduced operations are food and beverage - normal (80.1%), outdoor pools (59.7%), locker rooms (59.3%), fitness/exercise (48%), and steam/sauna (40.2%).
- When it comes to the clubs with reduced operations, 50.5% have cancelled some/all outside events, 43.2% have postponed some/all outside events and 6.3% have had no cancellations or postponements at this time.
- For clubs that are completely open or have reduced operations, 52.2% have considered a complete shutdown.

Initial Economic and Employment Impact
- 75.4% of the clubs that responded have experienced a financial loss. The average loss is $146,140 and cumulatively it is greater than $31 million due to the coronavirus pandemic.
- In terms of clubs paying full-time staff during a club shutdown, 54.8% have a policy while 45.2% do not have a policy. Further insight will be provided in the Employee Compensation and Scenario Planning Survey, in the field the week of March 23.
Initial Economic and Employment Impact (continued)

- While 39.9% of clubs are unsure of the time period that they will cover the salary of the full-time employees, 22.1% will cover salaries indefinitely, 15.9% of clubs will cover salaries for the next 2-4 weeks, and 10.9% will cover salaries for the next 2 weeks.
- 53.6% of clubs have a sick leave policy that addresses any issues that may arise because of the coronavirus pandemic.
- While several clubs (35.3%) tentatively plan to resume operations between April 1-15, 35.9% of clubs are unsure of when they will be able to reopen.

COVID-19 Impact

- 4.4% of the responding clubs have had a member/guest or staff member diagnosed with the COVID-19.
- Since the start of the coronavirus pandemic, 97.8% of clubs have upgraded their internal cleaning.
- Other challenges that clubs are facing in response to the coronavirus pandemic include: hiring freeze, dues payments from members, mental stress on staff and members, refunds for social members, seasonal staff uncertainty, travel restrictions for H2B/J1 programs, capital improvement project delays, childcare restrictions, potential layoffs, member resignation among other challenges.

Clubs are experiencing an incredible impact from the COVID-19 pandemic. CMAA will reissue this survey twice a month during the pandemic to provide CMAA members with valuable information. CMAA will distribute a survey regarding staffing in the next week. Please visit www.cmaa.org/beprepared for the latest survey and results.