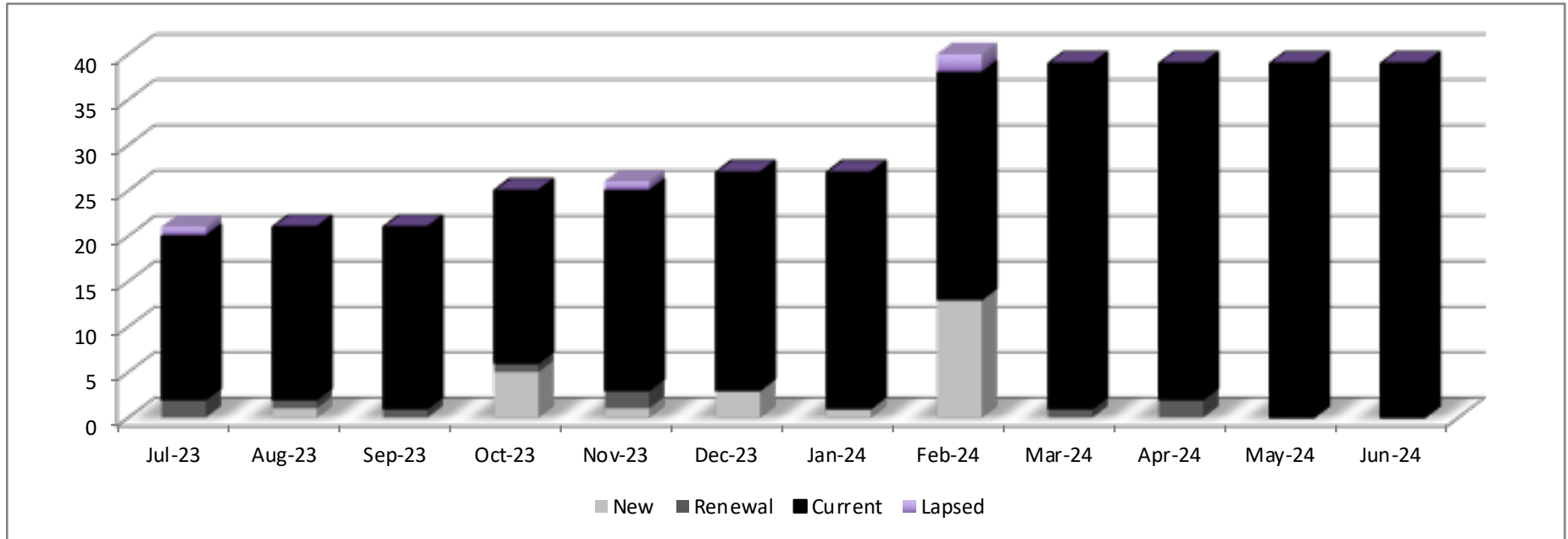


Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



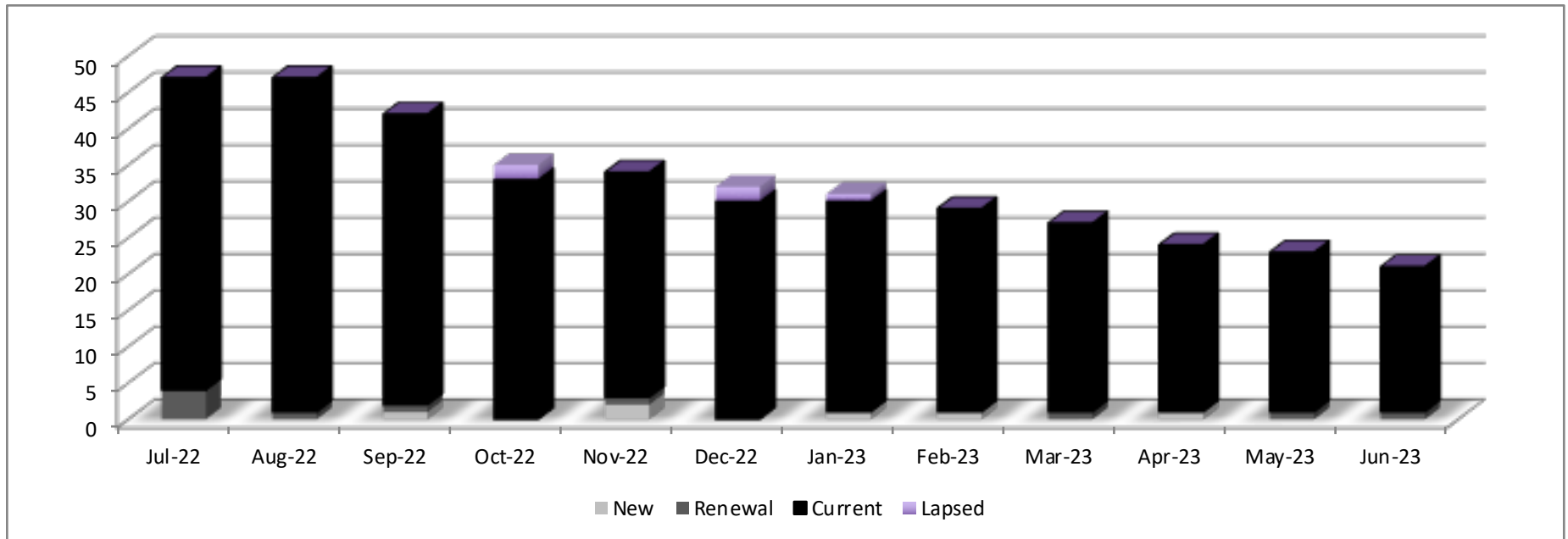
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<i>New</i>	0	1	0	5	1	3	1	13	0	0	0	0	24
<i>Lapsed</i>	1	0	0	0	1	0	0	2	0	0	0	0	4
<i>Renewal</i>	2	1	1	1	2	0	0	0	1	2	0	0	10
<i>Current</i>	18	19	20	19	22	24	26	25	38	37	39	39	
<i>Total</i>	21	21	21	25	26	27	27	40	39	39	39	39	
<i>Gain/Loss</i>	0	0	0	4	1	1	0	13	-1	0	0	0	18
<i>% Change</i>	0.00%	0.00%	0.00%	19.05%	4.00%	3.85%	0.00%	48.15%	-2.50%	0.00%	0.00%	0.00%	85.71%
<i>Non-Renew</i>	1	1	0	1	1	2	1	2	1	0	0	0	10
<i>Student NR</i>	0	0	0	1	0	1	0	0	0	0	0	0	2
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												73.68%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



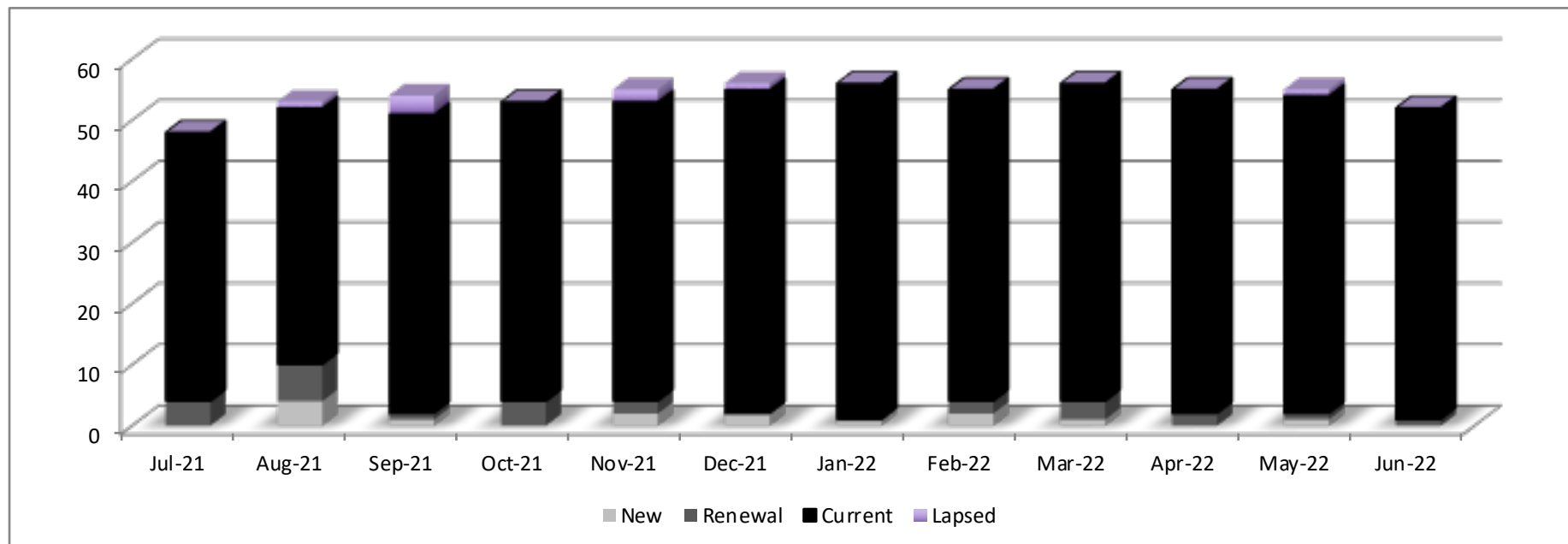
	<i>Jul-22</i>	<i>Aug-22</i>	<i>Sep-22</i>	<i>Oct-22</i>	<i>Nov-22</i>	<i>Dec-22</i>	<i>Jan-23</i>	<i>Feb-23</i>	<i>Mar-23</i>	<i>Apr-23</i>	<i>May-23</i>	<i>Jun-23</i>	<i>Total</i>
<i>New</i>	0	0	1	0	2	0	1	1	0	1	0	0	6
<i>Lapsed</i>	0	0	0	2	0	2	1	0	0	0	0	0	5
<i>Renewal</i>	4	1	1	0	1	0	0	0	1	0	1	1	10
<i>Current</i>	43	46	40	33	31	30	29	28	26	23	22	20	
<i>Total</i>	47	47	42	35	34	32	31	29	27	24	23	21	
<i>Gain/Loss</i>	-5	0	-5	-7	-1	-2	-1	-2	-2	-3	-1	-2	-31
<i>% Change</i>	-9.62%	0.00%	-10.64%	-16.67%	-2.86%	-5.88%	-3.13%	-6.45%	-6.90%	-11.11%	-4.17%	-8.70%	-59.62%
<i>Non-renew</i>	5	0	6	9	3	4	3	3	1	4	1	2	41
	<i>YTD # of Student Members Non-Renewals</i>												4
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												31.25%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



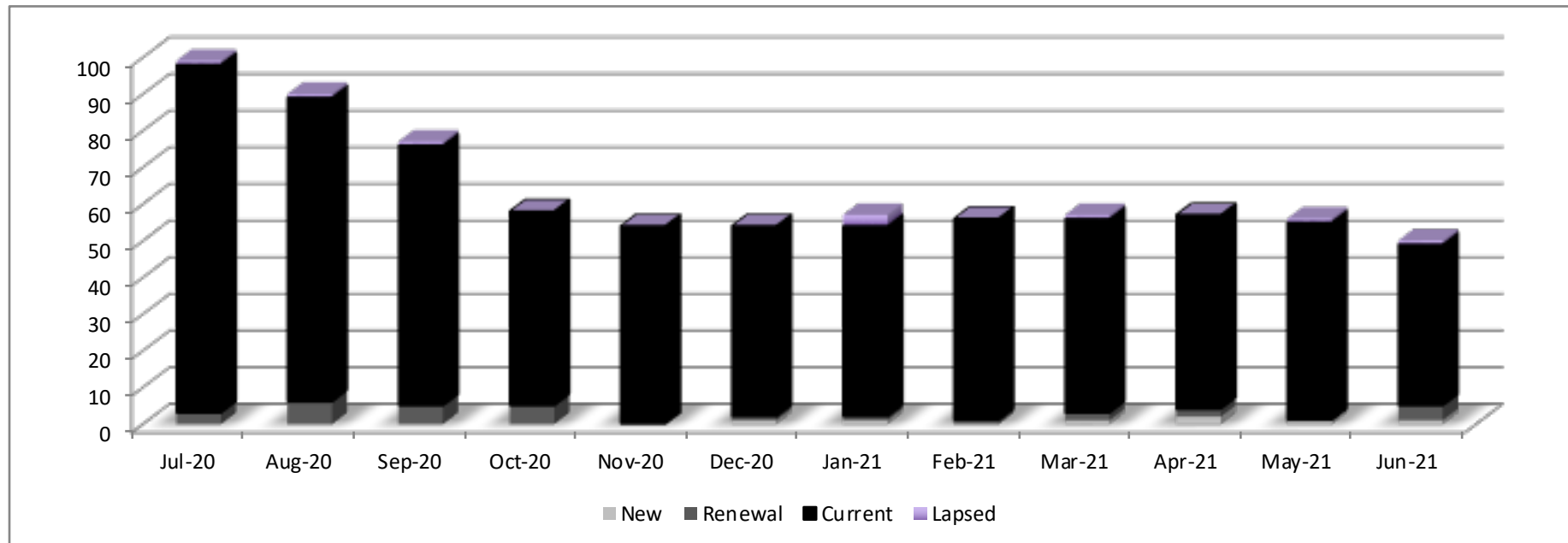
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
New	0	4	1	0	2	2	1	2	1	0	1	0	14
Lapsed	0	1	3	0	2	1	0	0	0	0	1	0	8
Renewal	4	6	1	4	2	0	0	2	3	2	1	1	26
Current	44	42	49	49	49	53	55	51	52	53	52	51	
Total	48	53	54	53	55	56	56	55	56	55	55	52	
Gain/Loss	-2	5	1	-1	2	1	0	-1	1	-1	0	-3	2
% Change	-4.00%	10.42%	1.89%	-1.85%	3.77%	1.82%	0.00%	-1.79%	1.82%	-1.79%	0.00%	-5.45%	4.00%
Non-renew	2	0	2	1	2	2	1	3	0	1	2	3	19
	YTD # of Student Members Non-Renewals												2
	YTD % of Renewals (w/o Student Non-Renewals)												70.83%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



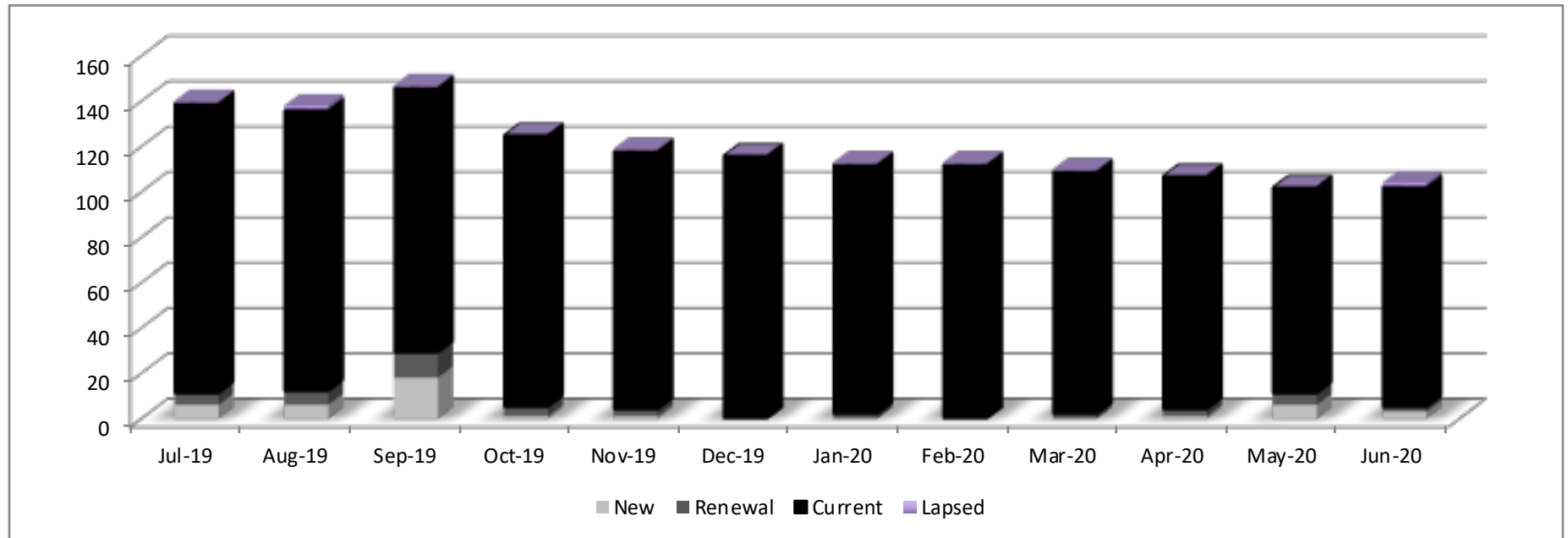
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
New	0	0	0	0	0	1	1	0	1	2	1	1	7
Lapsed	1	1	1	0	0	0	3	0	1	0	1	1	9
Renewal	3	6	5	5	0	1	1	1	2	2	0	4	30
Current	95	83	71	53	54	52	52	55	53	53	54	44	
Total	99	90	77	58	54	54	57	56	57	57	56	50	
Gain/Loss	-5	-9	-13	-19	-4	0	3	-1	1	0	-1	-6	-54
% Change	-4.81%	-9.09%	-14.44%	-24.68%	-6.90%	0.00%	5.56%	-1.75%	1.79%	0.00%	-1.75%	-10.71%	-51.92%
Non-renew	6	10	14	19	3	1	1	1	1	1	3	8	68
	YTD # of Student Members Non-Renewals												20
	YTD % of Renewals (w/o Student Non-Renewals)												46.43%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



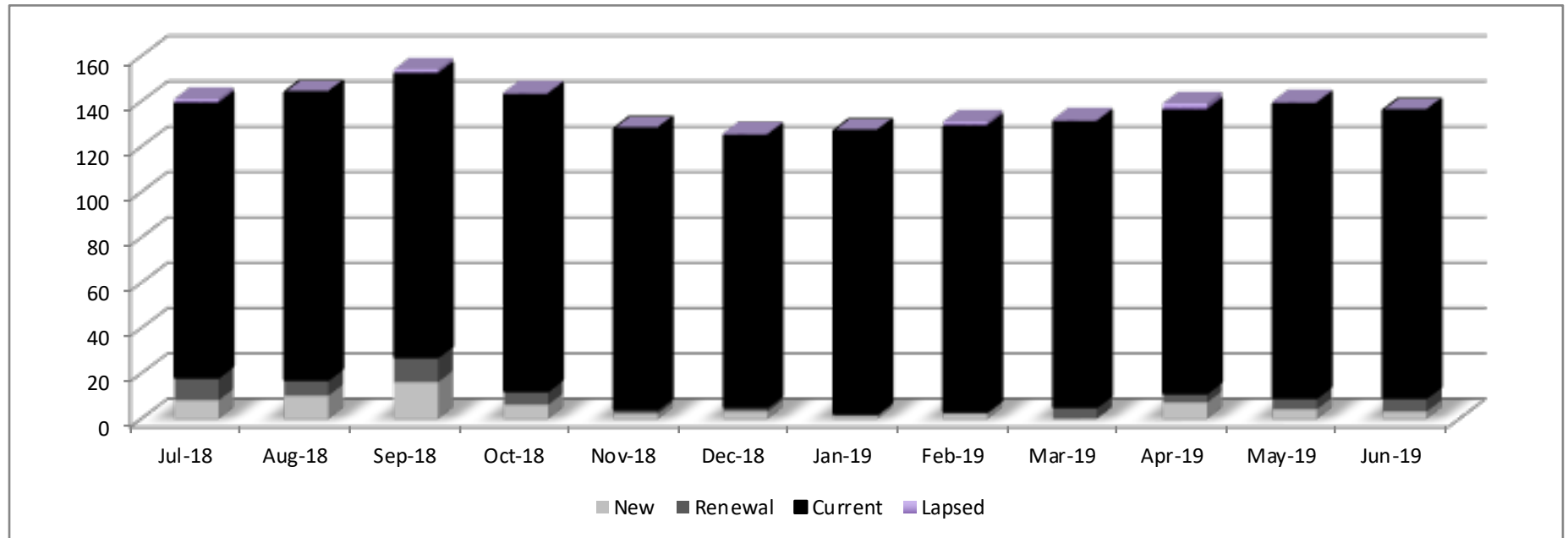
	<i>Jul-19</i>	<i>Aug-19</i>	<i>Sep-19</i>	<i>Oct-19</i>	<i>Nov-19</i>	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>	<i>Mar-20</i>	<i>Apr-20</i>	<i>May-20</i>	<i>Jun-20</i>	<i>Total</i>	
New	6	6	18	1	1	0	0	0	0	1	6	3	42	
Lapsed	1	2	1	0	1	0	1	1	1	0	0	2	10	
Renewal	5	6	11	4	3	0	2	0	2	3	5	2	43	
Current	128	124	117	120	114	116	110	112	107	103	91	97		
Total	140	138	147	125	119	116	113	113	110	107	102	104		
Gain/Loss	4	-2	9	-22	-6	-3	-3	0	-3	-3	-5	2	-32	
% Change	2.94%	-1.43%	6.52%	-14.97%	-4.80%	-2.52%	-2.59%	0.00%	-2.65%	-2.73%	-4.67%	1.96%	-23.53%	
Non-renew	3	10	9	23	8	3	3	1	3	4	11	3	81	
													YTD # of Student Members Non-Renewals	22
													YTD % of Renewals (w/o Student Non-Renewals)	46.49%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

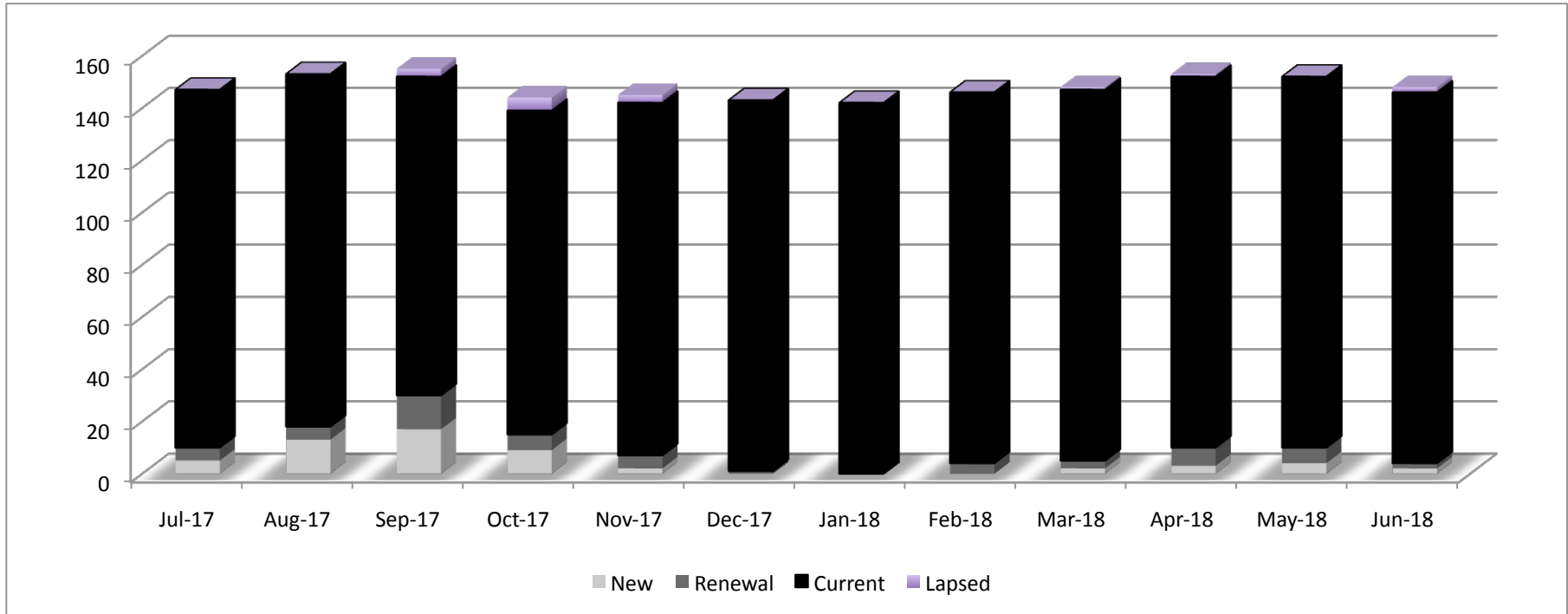


	<i>Jul-18</i>	<i>Aug-18</i>	<i>Sep-18</i>	<i>Oct-18</i>	<i>Nov-18</i>	<i>Dec-18</i>	<i>Jan-19</i>	<i>Feb-19</i>	<i>Mar-19</i>	<i>Apr-19</i>	<i>May-19</i>	<i>Jun-19</i>	<i>Total</i>
New	8	10	16	6	2	3	1	2	0	7	4	3	62
Lapsed	2	0	2	1	0	1	0	2	1	3	1	0	13
Renewal	10	7	11	6	2	2	1	1	5	4	5	6	60
Current	121	127	125	131	124	120	125	126	126	125	130	127	
Total	141	144	154	144	128	126	127	131	132	139	140	136	
Gain/Loss	10	3	10	-10	-16	-2	1	4	1	7	1	-4	5
% Change	7.63%	2.13%	6.94%	-6.49%	-11.11%	-1.56%	0.79%	3.15%	0.76%	5.30%	0.72%	-2.86%	3.82%
Non-renew	0	7	8	17	18	6	0	0	0	3	4	7	70
	YTD # of Student Members Non-Renewals												11
	YTD % of Renewals (w/o Student Non-Renewals)												60.83%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

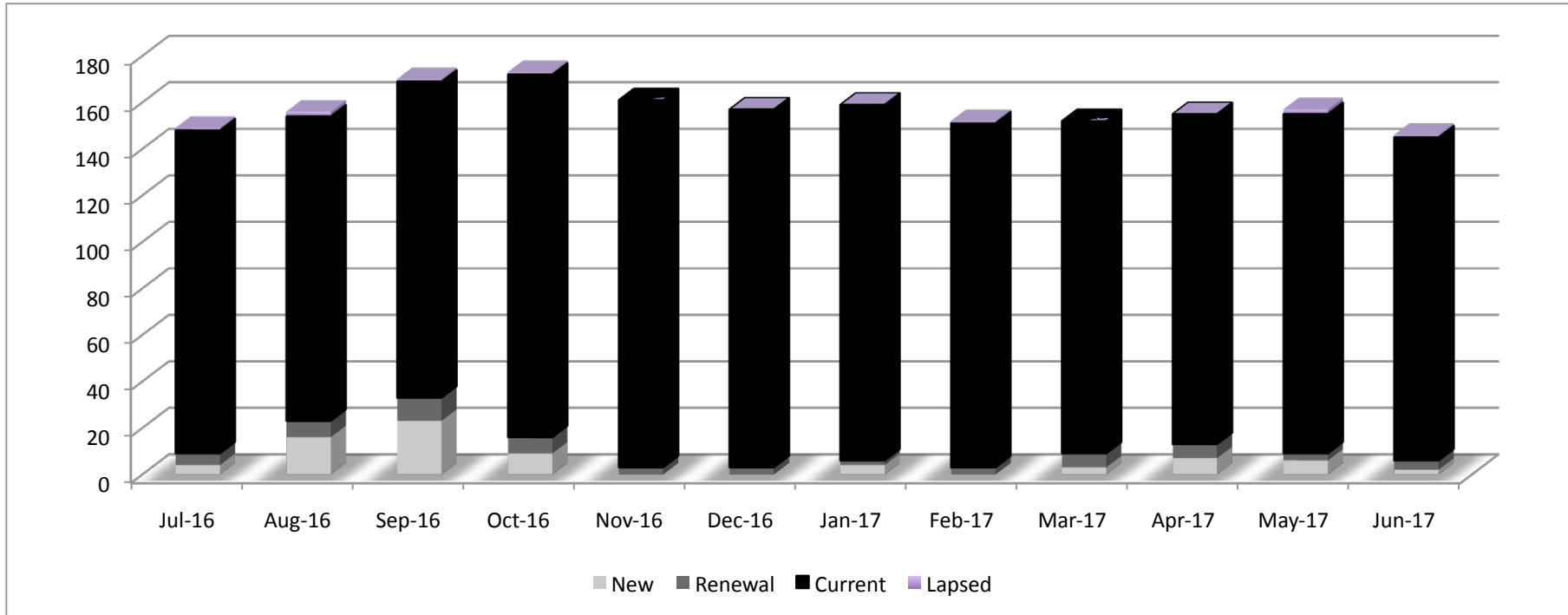


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
New	5	13	17	9	2	0	0	0	2	3	4	2	57
Lapsed	0	0	3	5	3	0	0	0	1	1	0	2	15
Renewal	5	5	13	6	5	1	0	4	3	7	6	2	57
Current	137	135	122	124	135	142	142	142	142	142	142	142	
Total	147	153	155	144	145	143	142	137	138	138	134	131	
Gain/Loss	1	6	2	-11	1	-2	-1	-5	1	0	-4	-3	-15
% Change	0.68%	4.08%	1.31%	-7.10%	0.69%	-1.38%	-0.70%	-3.52%	0.73%	0.00%	-2.90%	-2.24%	-10.27%
Non-renew	4	7	18	25	4	2	1	5	2	4	8	7	87
									YTD # of Student Members Non-Renewals				16
									YTD % of Renewals (w/o Student Non-Renewals)				55.38%

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

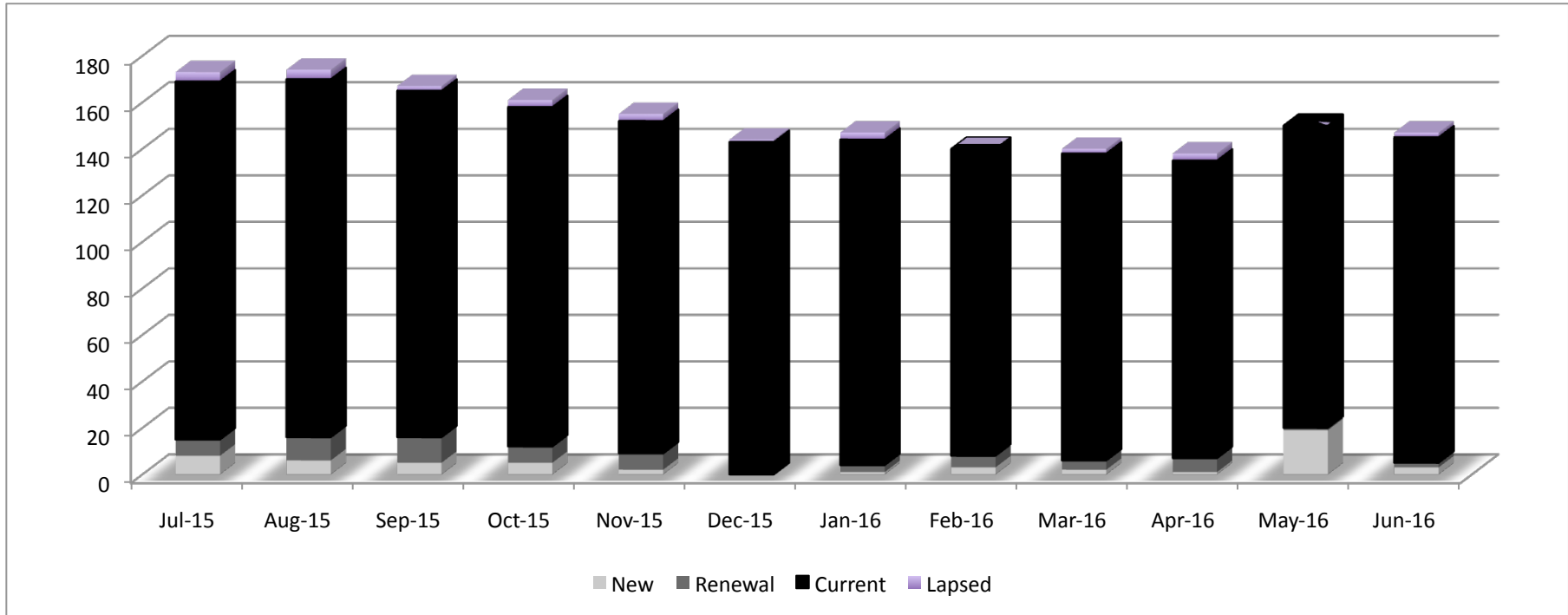


	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
New	4	16	23	9	0	0	4	0	3	7	6	2	74
Lapsed	1	2	1	1	0	0	0	1	0	0	2	1	9
Renewal	5	7	10	7	3	3	2	3	6	6	3	4	59
Current	139	131	136	156	158	154	153	148	143	142	146	139	
Total	149	156	170	173	161	157	159	152	152	155	157	146	
Gain/Loss	2	7	14	3	-12	-4	2	-7	0	3	2	-11	-1
% Change	1.36%	4.70%	8.97%	1.76%	-6.94%	-2.48%	1.27%	-4.40%	0.00%	1.97%	1.29%	-7.01%	-0.68%
Non-renew	3	11	10	7	12	4	2	8	3	4	6	14	84
	YTD # of Student Members Non-Renewals												27
	YTD % of Renewals (w/o Student Non-Renewals)												38.33%

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

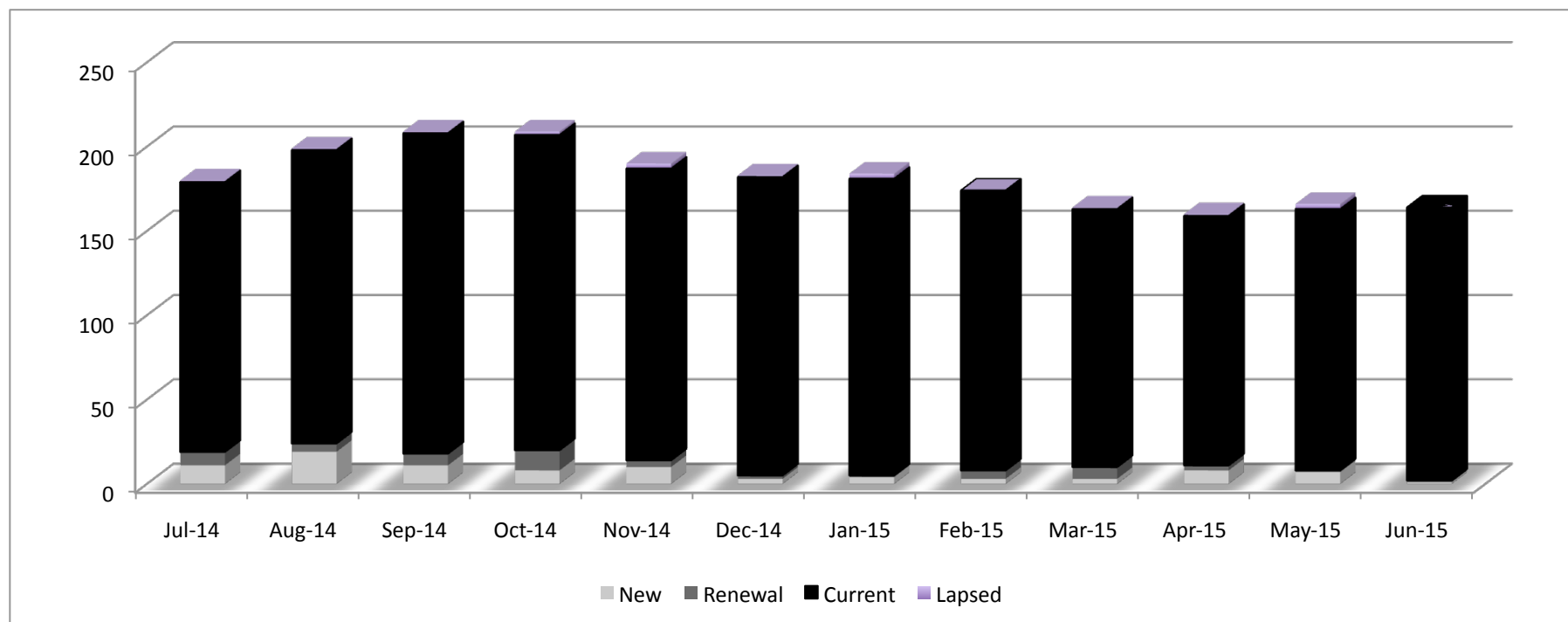


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
New	8	6	5	5	2	0	1	3	2	1	19	3	55
Lapsed	4	4	2	3	3	1	3	0	2	3	0	2	27
Renewal	7	10	11	7	7	0	3	5	4	6	1	2	63
Current	154	154	149	146	143	143	140	132	132	128	130	140	
Total	173	174	167	161	155	144	147	140	140	138	150	147	
Gain/Loss	9	1	-7	-6	-6	-11	3	-7	0	-2	12	-3	-17
% Change	5.49%	0.58%	-4.02%	-3.59%	-3.73%	-7.10%	2.08%	-4.76%	0.00%	-1.43%	8.70%	-2.00%	-10.37%
Non-renew	3	9	14	14	11	12	1	10	4	6	7	8	99
	YTD # of Student Members Non-Renewals												22
	YTD % of Renewals (w/o Student Non-Renewals)												63.38%

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

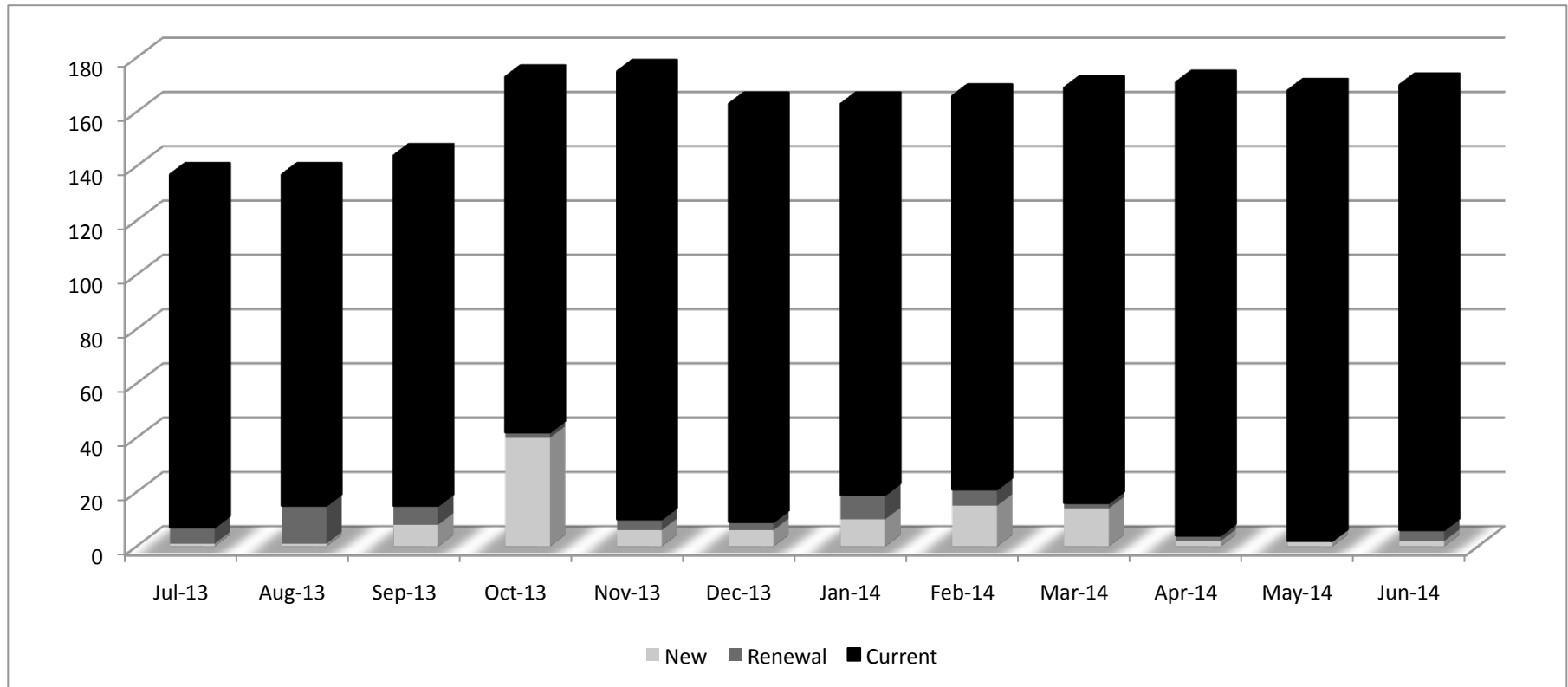


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>	
New	11	19	11	8	10	3	4	3	3	8	7	1	88	
Lapsed	1	1	1	2	3	1	3	0	1	1	3	0	17	
Renewal	8	5	7	12	4	2	1	5	7	3	1	1	56	
Current	160	174	190	187	173	177	176	166	153	148	155	162		
Total	180	199	209	209	190	183	184	174	164	160	166	164		
Gain/Loss	10	19	10	0	-19	-7	1	-10	-10	-4	6	-2	-6	
% Change	5.88%	10.56%	5.03%	0.00%	-9.09%	-3.68%	0.55%	-5.43%	-5.75%	-2.44%	3.75%	-1.20%	-3.53%	
Non-renew	2	1	2	10	32	11	6	13	14	13	4	3	111	
													YTD # of Student Members Non-Renewals	16
													YTD % of Renewals (w/o Student Non-Renewals)	47.40%

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

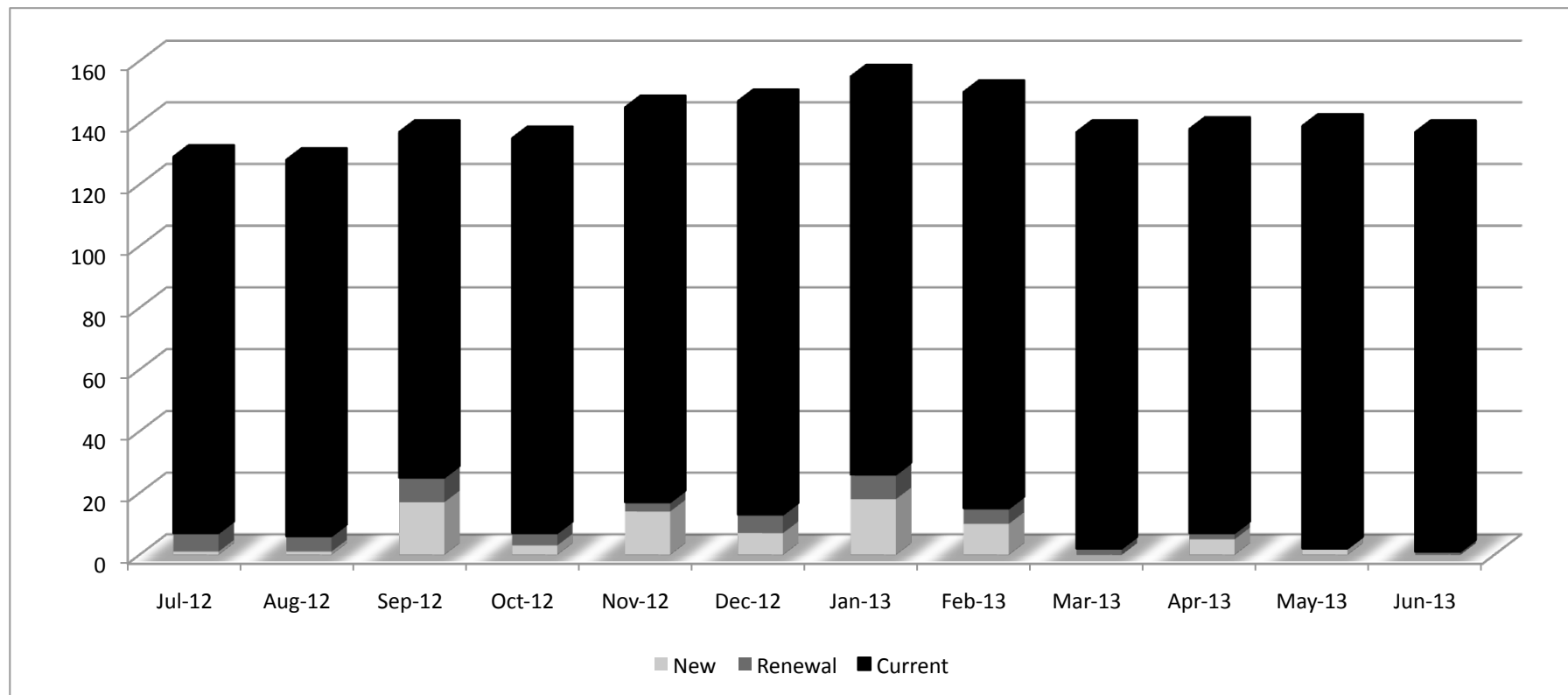


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<i>New</i>	1	1	8	40	6	6	10	15	14	2	2	2	107
<i>Renewal</i>	6	14	7	2	4	3	9	6	2	2	0	4	59
<i>Current</i>	130	122	129	131	165	154	144	145	153	167	166	164	
<i>Total</i>	137	137	144	173	175	163	163	166	169	171	168	170	
<i>Gain/Loss</i>	0	0	7	29	2	-12	0	3	3	2	-3	2	33
<i>% Change</i>	0.00%	0.00%	5.11%	20.14%	1.16%	-6.86%	0.00%	1.84%	1.81%	1.18%	-1.75%	1.19%	24.09%
<i>Non-renew</i>	1	1	1	11	4	18	10	12	11	0	5	0	74

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

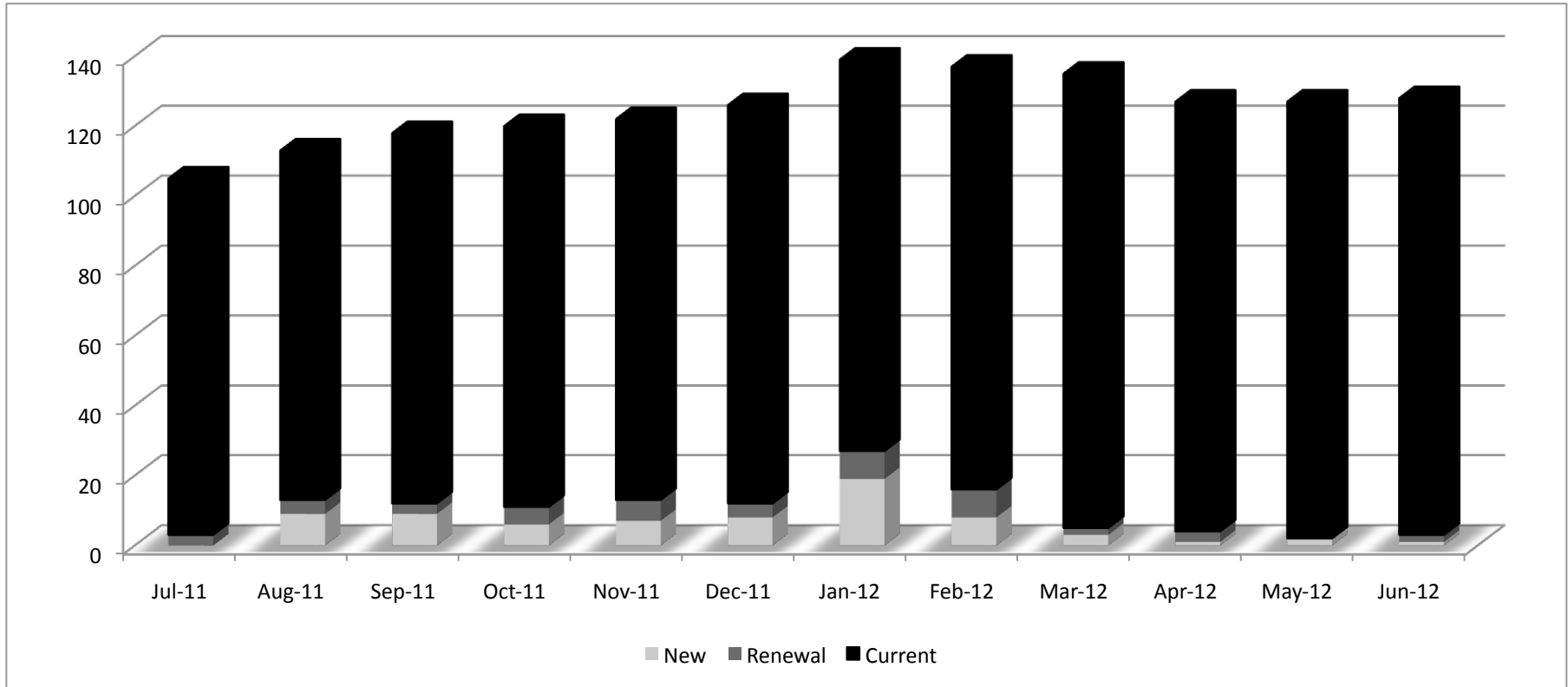


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
New	1	1	17	3	14	7	18	10	0	5	2	0	78
Renewal	6	5	8	4	3	6	8	5	2	2	0	1	50
Current	122	122	112	128	128	134	129	135	135	131	137	136	
Total	129	128	137	135	145	147	155	150	137	138	139	137	
Gain/Loss	1	-1	9	-2	10	2	8	-5	-13	1	1	-2	9
% Change	0.78%	-0.78%	7.03%	-1.46%	7.41%	1.38%	5.44%	-3.23%	-8.67%	0.73%	0.72%	-1.44%	7.03%
Non-renew	0	2	8	5	4	5	10	15	13	4	1	2	69

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012

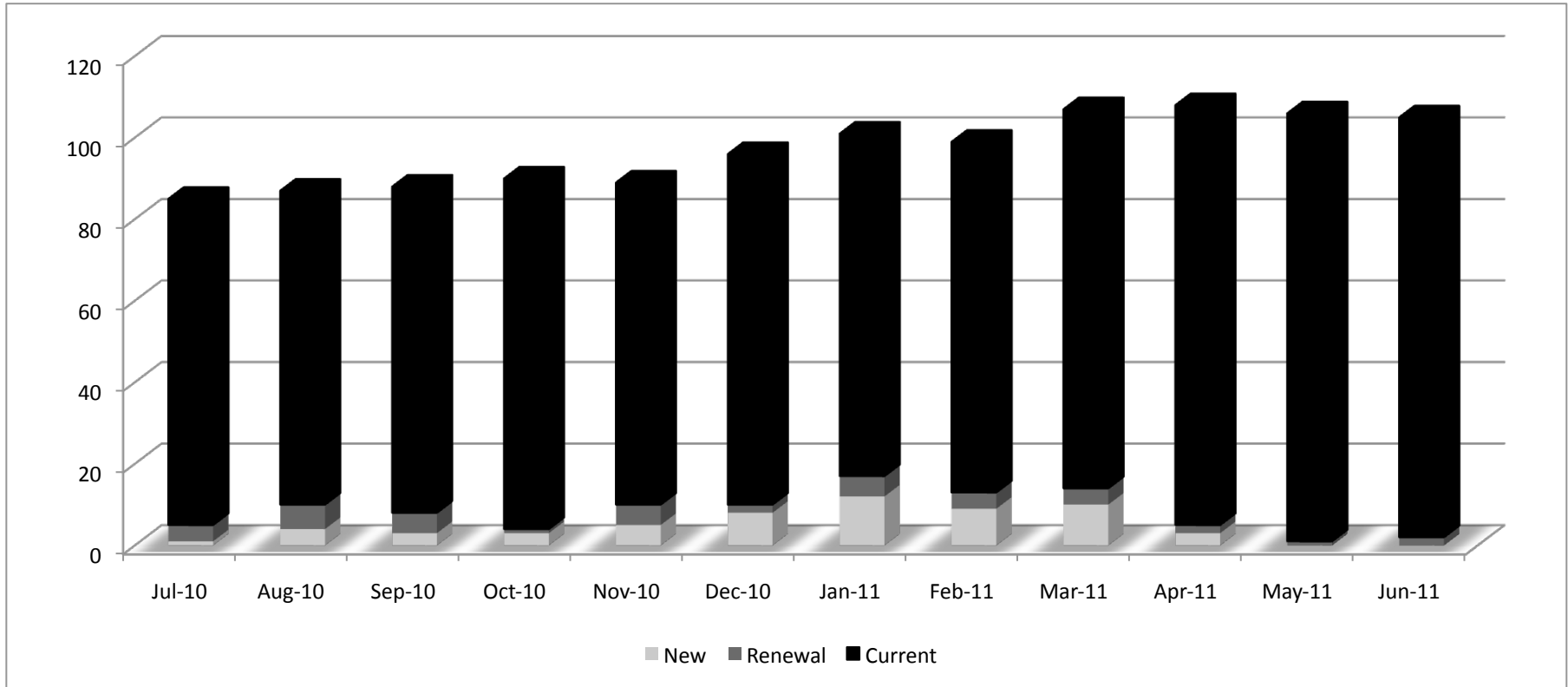


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
<i>New</i>	0	9	9	6	7	8	19	8	3	1	2	1	73
<i>Renewal</i>	3	4	3	5	6	4	8	8	2	3	0	2	48
<i>Current</i>	102	100	106	109	109	114	112	121	130	123	125	125	
<i>Total</i>	105	113	118	120	122	126	139	137	135	127	127	128	
<i>Gain/Loss</i>	0	8	5	2	2	4	13	-2	-2	-8	0	1	23
<i>% Change</i>	0.00%	7.62%	4.42%	1.69%	1.67%	3.28%	10.32%	-1.44%	-1.46%	-5.93%	0.00%	0.79%	21.90%
<i>Non-renew</i>	0	1	4	4	5	4	6	10	5	9	2	0	50

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Two Rivers Reading Council

Yearlong Trend of Total Membership July 2010 to June 2011



	<i>Jul-10</i>	<i>Aug-10</i>	<i>Sep-10</i>	<i>Oct-10</i>	<i>Nov-10</i>	<i>Dec-10</i>	<i>Jan-11</i>	<i>Feb-11</i>	<i>Mar-11</i>	<i>Apr-11</i>	<i>May-11</i>	<i>Jun-11</i>	<i>Total</i>
<i>New</i>	1	4	3	3	5	8	12	9	10	3	0	0	58
<i>Renewal</i>	4	6	5	1	5	2	5	4	4	2	1	2	41
<i>Current</i>	80	77	80	86	79	86	84	86	93	103	105	103	
<i>Total</i>	85	87	88	90	89	96	101	99	107	108	106	105	
<i>Gain/Loss</i>	1	2	1	2	-1	7	5	-2	8	1	-2	-1	21
<i>% Change</i>	1.19%	2.35%	1.15%	2.27%	-1.11%	7.87%	5.21%	-1.98%	8.08%	0.93%	-1.85%	-0.94%	25.00%
<i>Non-renew</i>	0	2	2	1	6	1	7	11	2	2	2	1	37