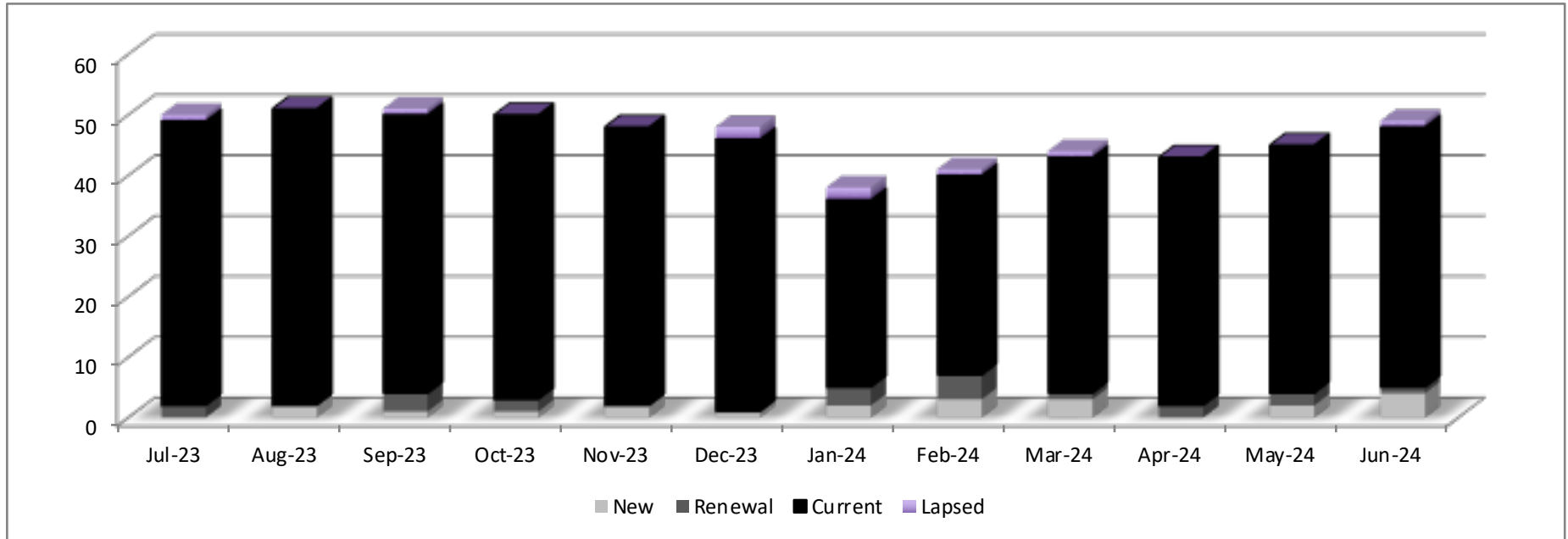


Lake Area Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



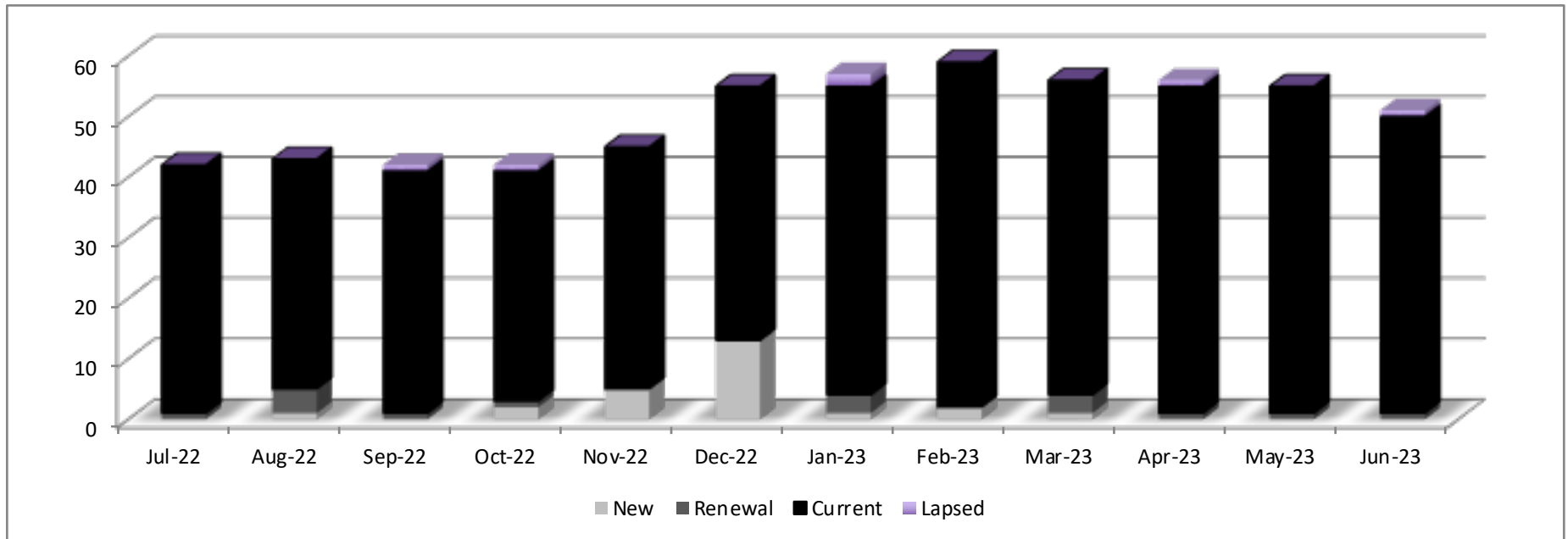
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<i>New</i>	0	2	1	1	2	1	2	3	3	0	2	4	21
<i>Lapsed</i>	1	0	1	0	0	2	2	1	1	0	0	1	9
<i>Renewal</i>	2	0	3	2	0	0	3	4	1	2	2	1	20
<i>Current</i>	47	49	46	47	46	45	31	33	39	41	41	43	
<i>Total</i>	50	51	51	50	48	48	38	41	44	43	45	49	
<i>Gain/Loss</i>	-1	1	0	-1	-2	0	-10	3	3	-1	2	4	-2
<i>% Change</i>	-1.96%	2.00%	0.00%	-1.96%	-4.00%	0.00%	-20.83%	7.89%	7.32%	-2.27%	4.65%	8.89%	-3.92%
<i>Non-Renew</i>	2	1	1	2	4	3	13	1	1	1	0	1	30
<i>Student NR</i>	0	0	0	0	0	0	0	0	0	0	0	0	0
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												56.86%

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

Lake Area Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



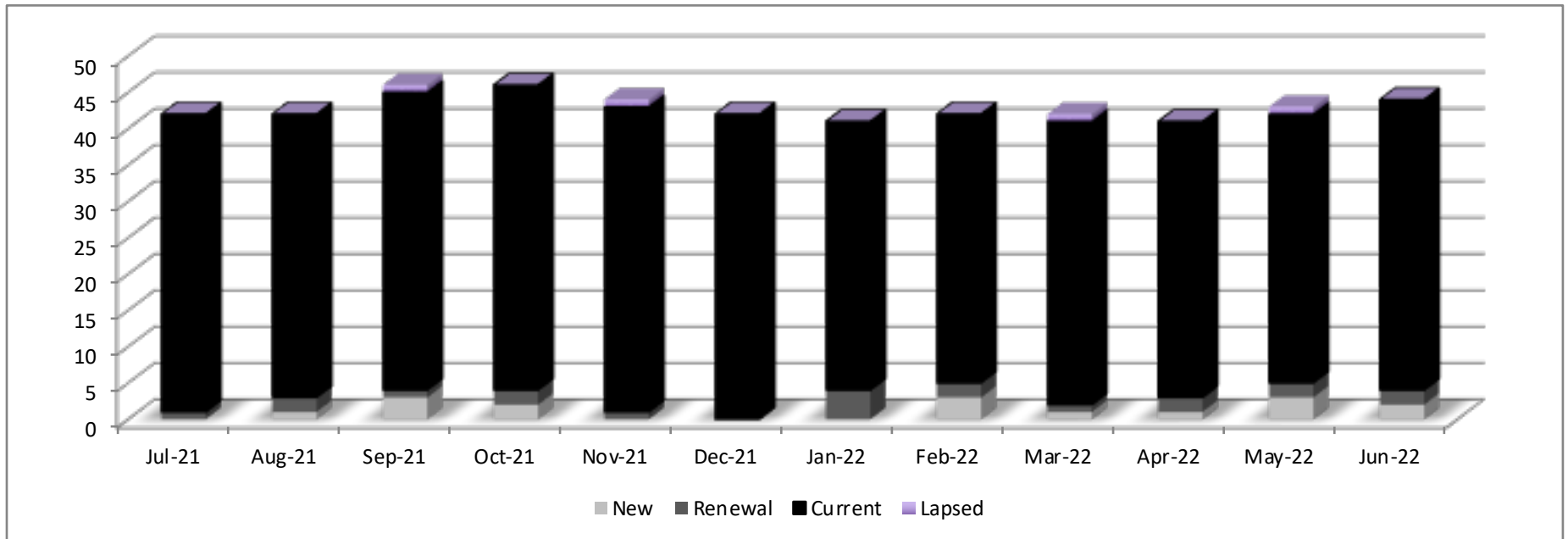
	<i>Jul-22</i>	<i>Aug-22</i>	<i>Sep-22</i>	<i>Oct-22</i>	<i>Nov-22</i>	<i>Dec-22</i>	<i>Jan-23</i>	<i>Feb-23</i>	<i>Mar-23</i>	<i>Apr-23</i>	<i>May-23</i>	<i>Jun-23</i>	<i>Total</i>
<i>New</i>	0	1	0	2	5	13	1	2	1	0	0	0	25
<i>Lapsed</i>	0	0	1	1	0	0	2	0	0	1	0	1	6
<i>Renewal</i>	1	4	1	1	0	0	3	0	3	1	1	1	16
<i>Current</i>	41	38	40	38	40	42	51	57	52	54	54	49	
<i>Total</i>	42	43	42	42	45	55	57	59	56	56	55	51	
<i>Gain/Loss</i>	-2	1	-1	0	3	10	2	2	-3	0	-1	-4	7
<i>% Change</i>	-4.55%	2.38%	-2.33%	0.00%	7.14%	22.22%	3.64%	3.51%	-5.08%	0.00%	-1.79%	-7.27%	15.91%
<i>Non-renew</i>	2	0	2	3	2	3	1	0	4	1	1	5	24
	<i>YTD # of Student Members Non-Renewals</i>												1
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												51.16%

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

Lake Area Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



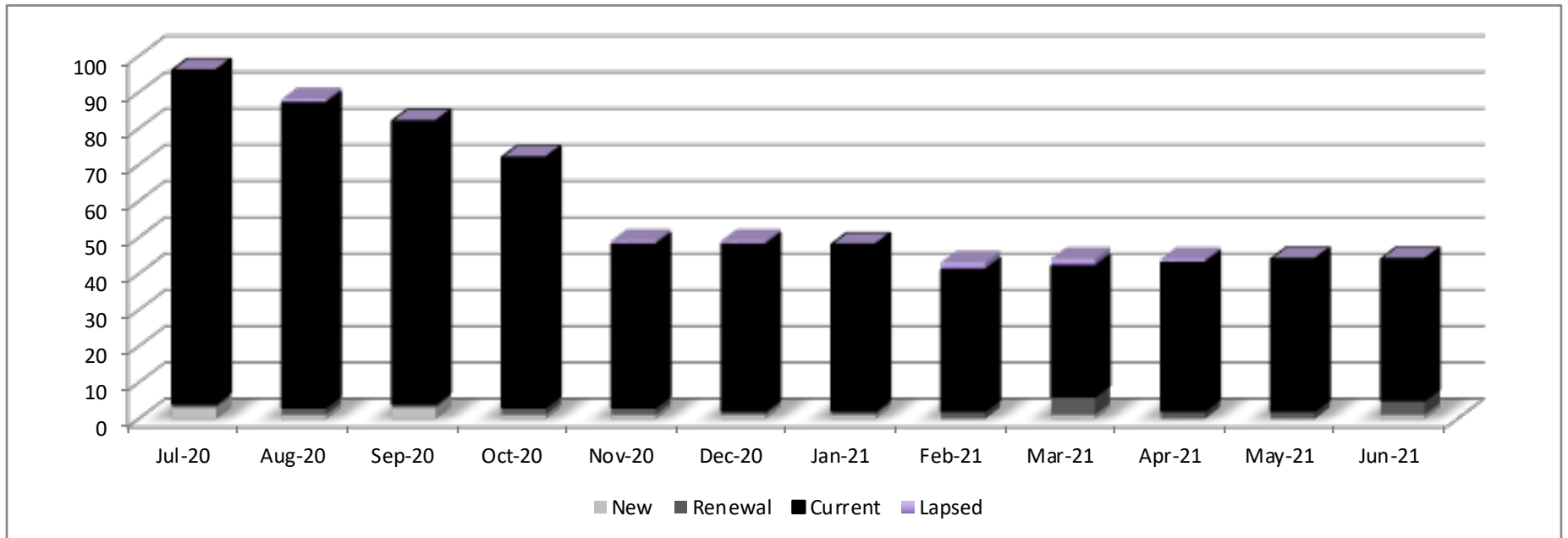
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
New	0	1	3	2	0	0	0	3	1	1	3	2	16
Lapsed	0	0	1	0	1	0	0	0	1	0	1	0	4
Renewal	1	2	1	2	1	0	4	2	1	2	2	2	20
Current	41	39	41	42	42	42	37	37	39	38	37	40	
Total	42	42	46	46	44	42	41	42	42	41	43	44	
Gain/Loss	-2	0	4	0	-2	-2	-1	1	0	-1	2	1	0
% Change	-4.55%	0.00%	9.52%	0.00%	-4.35%	-4.55%	-2.38%	2.44%	0.00%	-2.38%	4.88%	2.33%	0.00%
Non-renew	2	1	0	2	3	2	1	2	2	2	2	1	20
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												55.81%

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

Lake Area Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



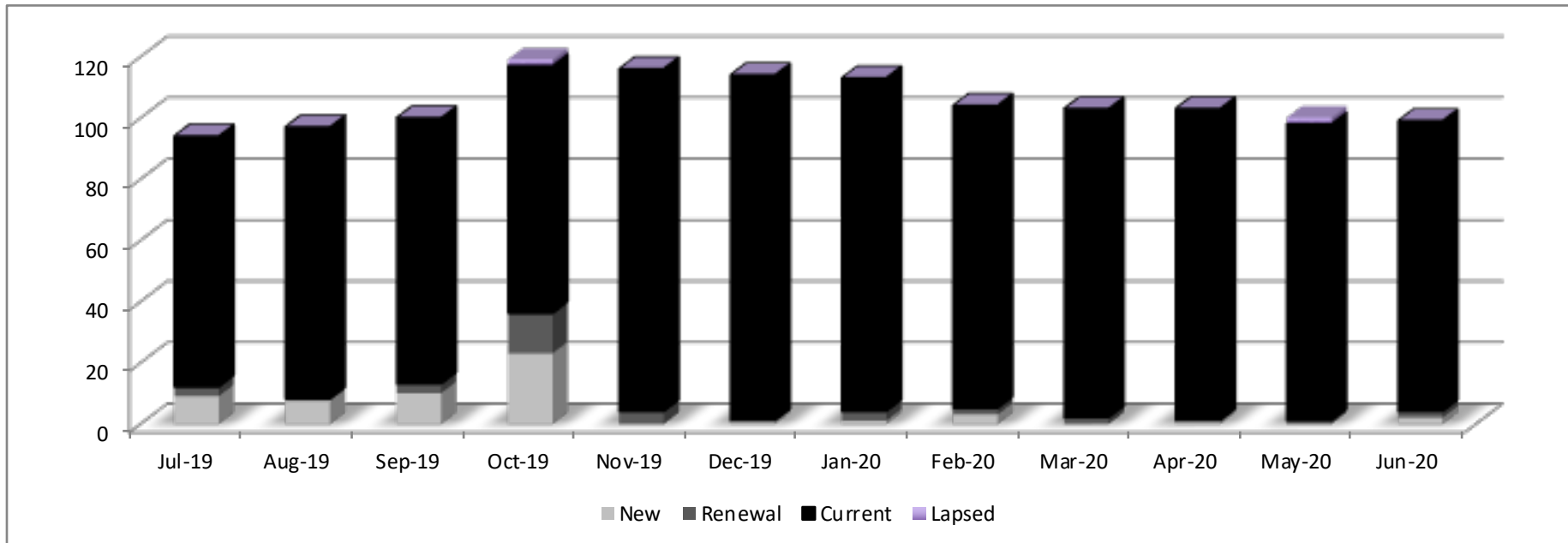
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
New	3	1	3	1	1	1	1	0	1	0	0	1	13
Lapsed	0	1	0	0	1	1	0	2	2	1	0	0	8
Renewal	1	2	1	2	2	1	1	2	5	2	2	4	25
Current	92	84	78	69	45	46	46	39	36	41	42	39	
Total	96	88	82	72	49	49	48	43	44	44	44	44	
Gain/Loss	-3	-8	-6	-10	-23	0	-1	-5	1	0	0	0	-55
% Change	-3.03%	-8.33%	-6.82%	-12.20%	-31.94%	0.00%	-2.04%	-10.42%	2.33%	0.00%	0.00%	0.00%	-55.56%
Non-renew	6	10	8	11	25	2	2	7	2	1	0	1	75
													YTD # of Student Members Non-Renewals
													4
													YTD % of Renewals (w/o Student Non-Renewals)
													34.74%

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

Lake Area Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



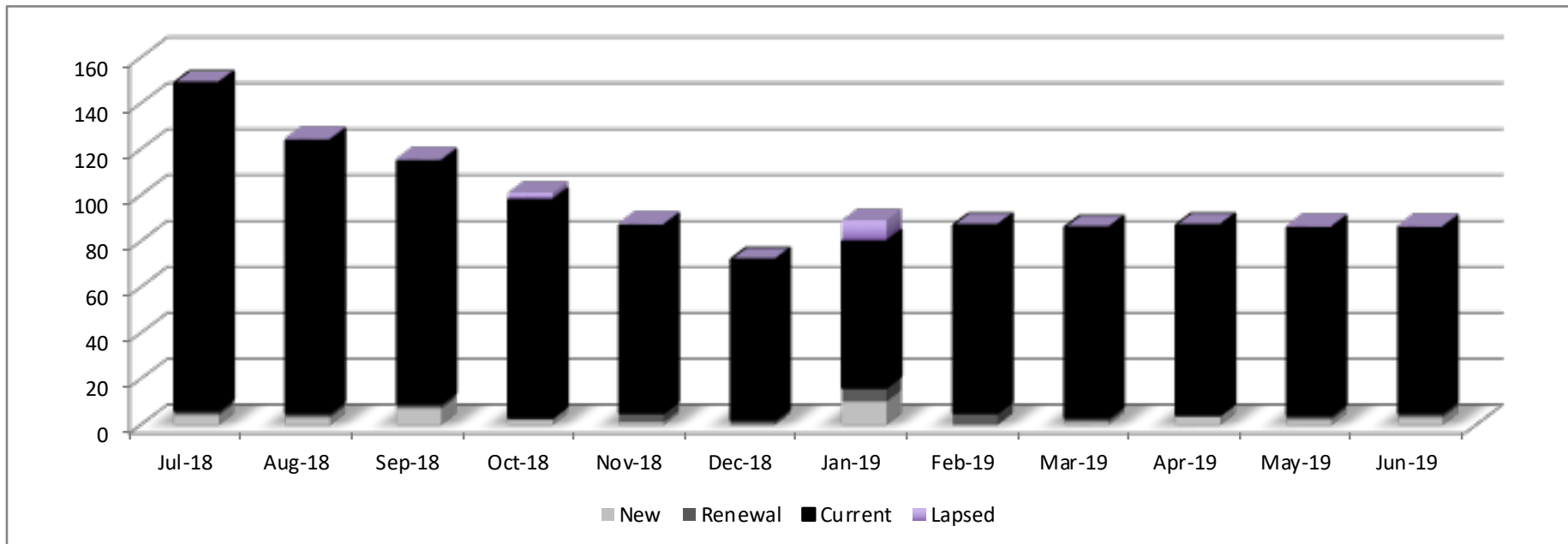
	<i>Jul-19</i>	<i>Aug-19</i>	<i>Sep-19</i>	<i>Oct-19</i>	<i>Nov-19</i>	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>	<i>Mar-20</i>	<i>Apr-20</i>	<i>May-20</i>	<i>Jun-20</i>	<i>Total</i>
New	9	8	10	23	0	1	1	3	0	1	0	2	58
Lapsed	0	0	0	2	0	0	0	0	0	0	2	0	4
Renewal	3	0	3	13	4	0	3	2	2	0	1	2	33
Current	82	89	87	81	112	113	109	99	101	102	97	95	
Total	94	97	100	119	116	114	113	104	103	103	100	99	
Gain/Loss	7	3	3	19	-3	-2	-1	-9	-1	0	-3	-1	12
% Change	8.05%	3.19%	3.09%	19.00%	-2.52%	-1.72%	-0.88%	-7.96%	-0.96%	0.00%	-2.91%	-1.00%	13.79%
Non-renew	2	5	6	6	3	3	1	12	1	1	4	3	47
	YTD # of Student Members Non-Renewals												5
	YTD % of Renewals (w/o Student Non-Renewals)												45.12%

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

Lake Area Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

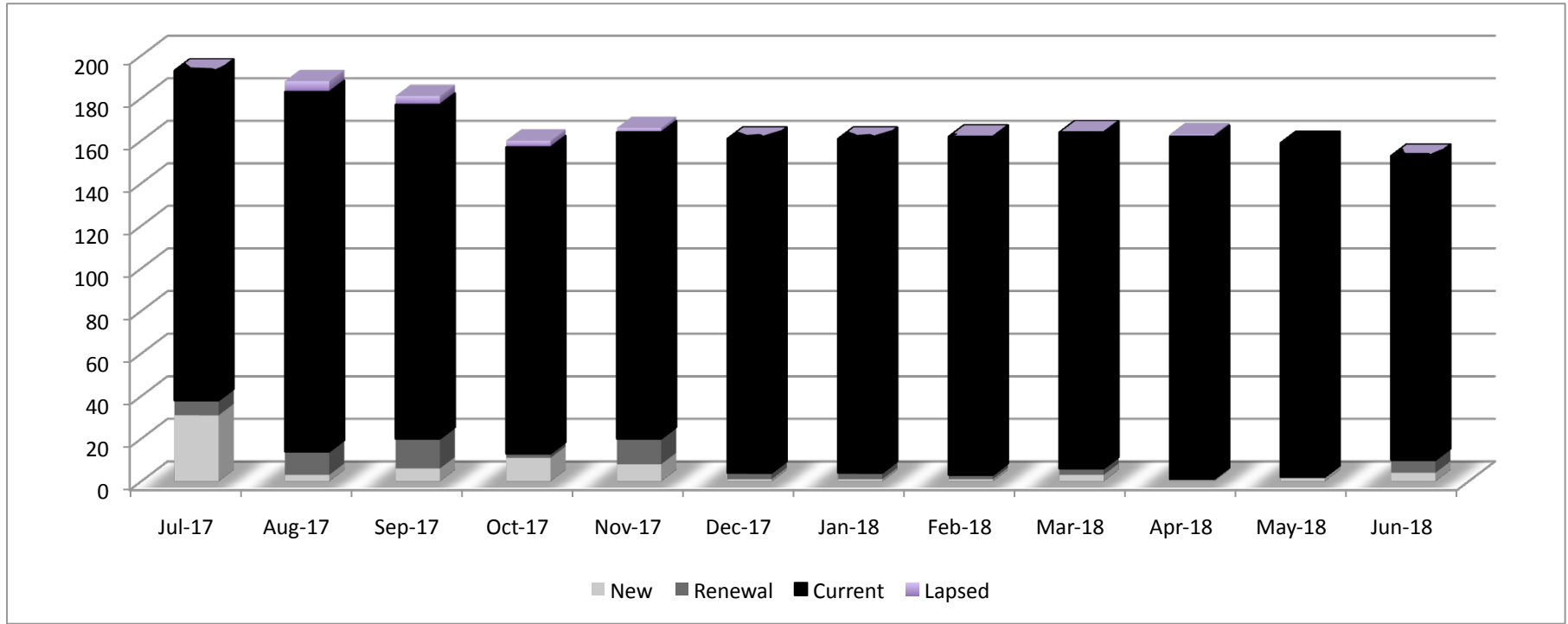


	<i>Jul-18</i>	<i>Aug-18</i>	<i>Sep-18</i>	<i>Oct-18</i>	<i>Nov-18</i>	<i>Dec-18</i>	<i>Jan-19</i>	<i>Feb-19</i>	<i>Mar-19</i>	<i>Apr-19</i>	<i>May-19</i>	<i>Jun-19</i>	<i>Total</i>
New	4	3	7	2	1	0	10	0	1	4	2	3	37
Lapsed	0	1	1	3	1	0	9	0	0	0	1	1	17
Renewal	2	2	2	1	4	2	6	5	2	0	2	2	30
Current	143	119	106	95	82	70	64	82	83	83	82	81	
Total	149	125	116	101	88	72	89	87	86	87	87	87	
Gain/Loss	-4	-24	-9	-15	-13	-16	17	-2	-1	1	0	0	-66
% Change	-2.61%	-16.11%	-7.20%	-12.93%	-12.87%	-18.18%	23.61%	-2.25%	-1.15%	1.16%	0.00%	0.00%	-43.14%
Non-renew	6	28	16	20	15	15	2	2	2	3	2	2	113
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												30.92%

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

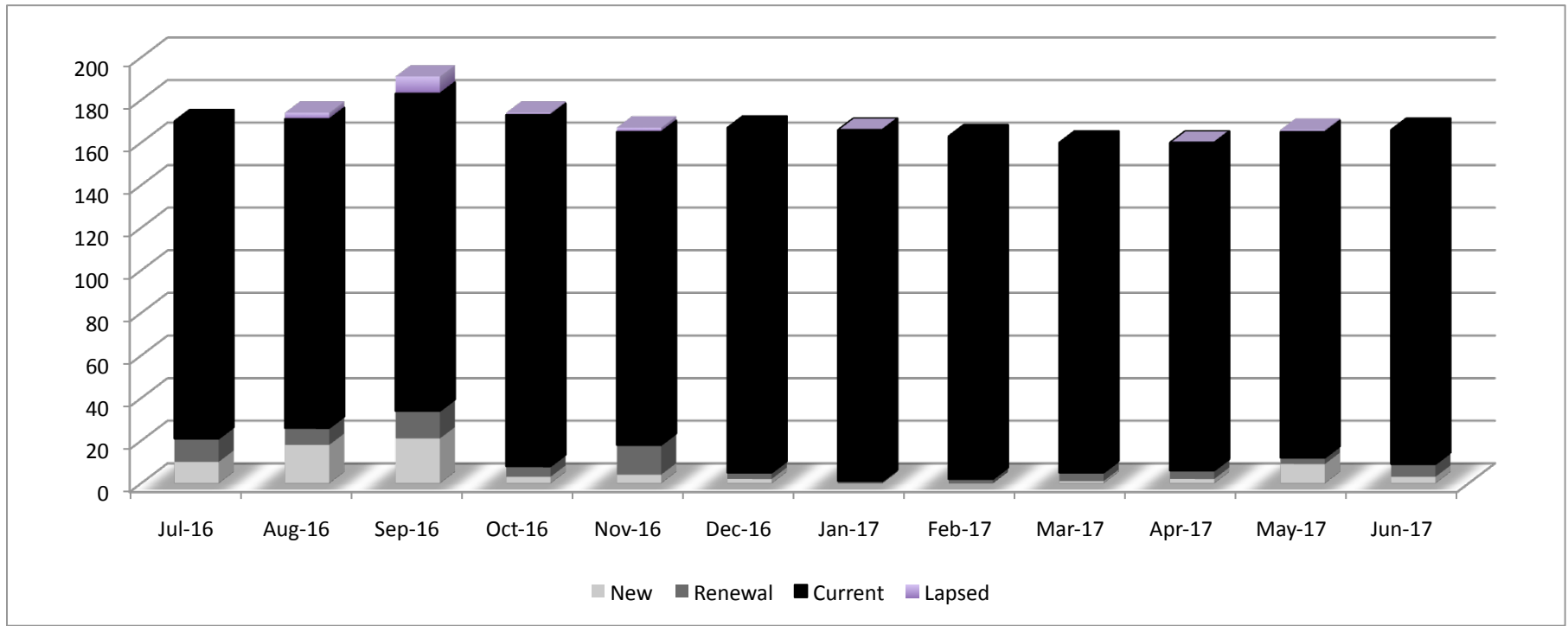


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
<i>New</i>	31	3	6	11	8	1	1	1	3	1	2	4	72
<i>Lapsed</i>	0	5	4	3	2	0	0	0	0	1	0	0	15
<i>Renewal</i>	7	11	14	2	12	3	3	2	3	0	0	6	63
<i>Current</i>	155	169	157	144	144	157	157	159	158	161	157	143	
<i>Total</i>	193	188	181	160	166	161	161	162	164	163	159	153	
<i>Gain/Loss</i>	27	-5	-7	-21	6	-5	0	1	2	-1	-4	-6	-13
<i>% Change</i>	16.27%	-2.59%	-3.72%	-11.60%	3.75%	-3.01%	0.00%	0.62%	1.23%	-0.61%	-2.45%	-3.77%	-7.83%
<i>Non-renew</i>	4	13	17	35	4	6	1	0	1	3	6	10	100
	<i>YTD # of Student Members Non-Renewals</i>												1
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												47.27%

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

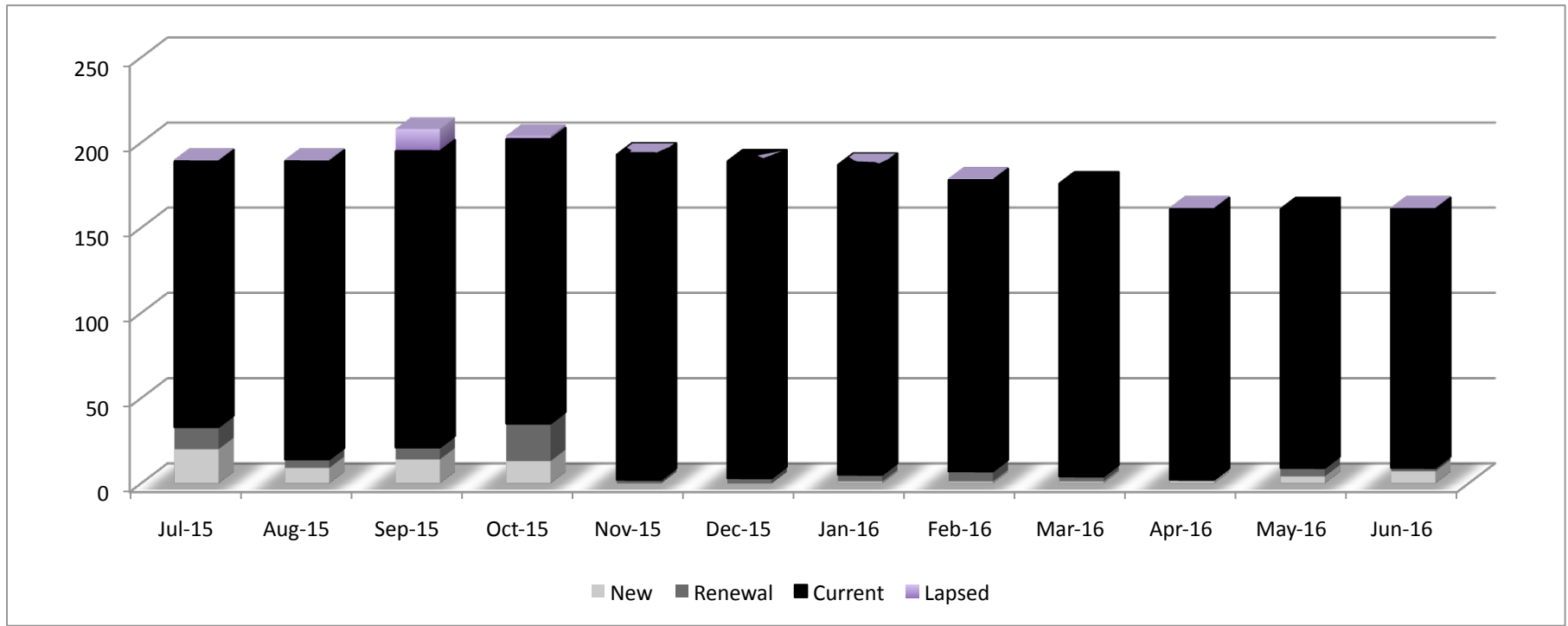


	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
<i>New</i>	10	18	21	3	4	2	0	0	1	2	9	3	73
<i>Lapsed</i>	0	3	8	1	2	0	0	0	0	0	1	0	15
<i>Renewal</i>	11	8	13	5	14	3	1	2	4	4	3	6	74
<i>Current</i>	149	145	149	165	147	162	165	161	155	154	153	157	
<i>Total</i>	170	174	191	174	167	167	166	163	160	160	166	166	
<i>Gain/Loss</i>	8	4	17	-17	-7	0	-1	-3	-3	0	6	0	4
<i>% Change</i>	4.94%	2.35%	9.77%	-8.90%	-4.02%	0.00%	-0.60%	-1.81%	-1.84%	0.00%	3.75%	0.00%	2.47%
<i>Non-renew</i>	2	17	12	21	13	2	1	3	4	2	4	3	84
	<i>YTD # of Student Members Non-Renewals</i>												2
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												44.38%

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

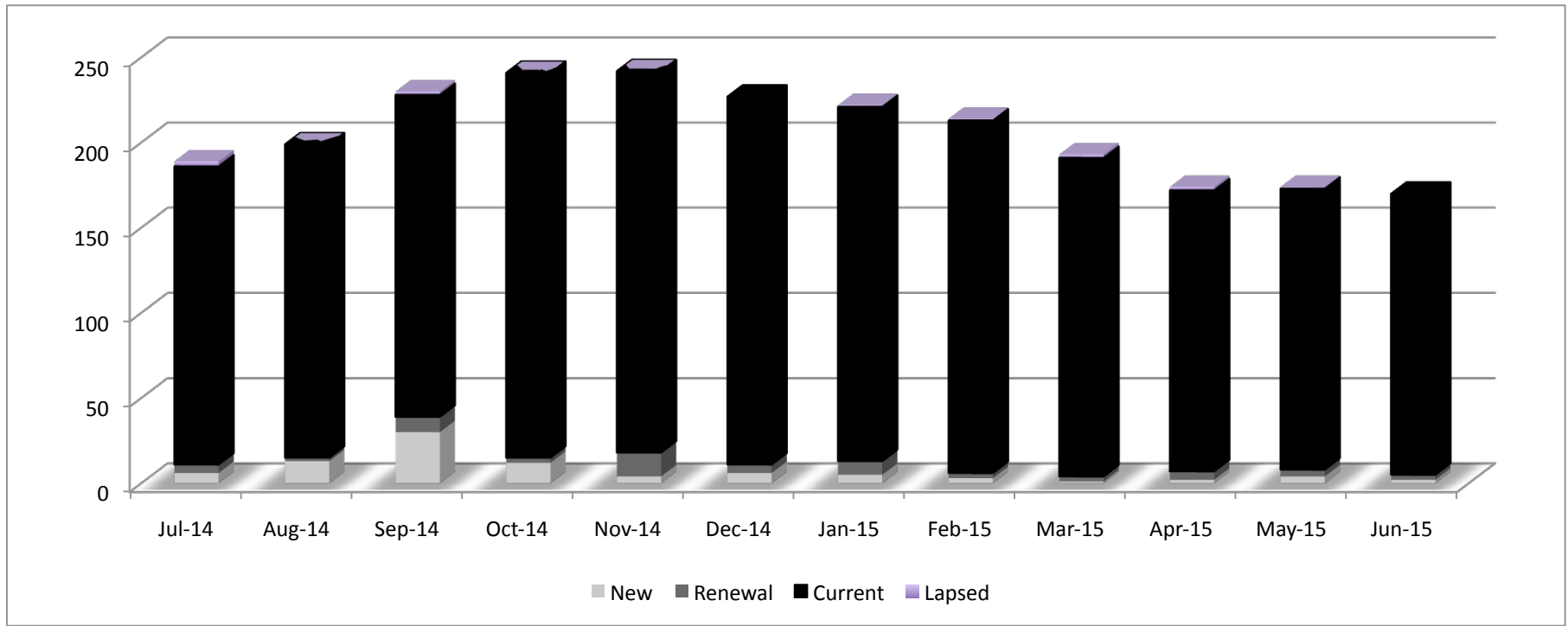


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
<i>New</i>	20	9	14	13	0	0	1	1	1	2	4	7	72
<i>Lapsed</i>	1	1	13	2	0	0	0	1	0	1	0	1	20
<i>Renewal</i>	13	5	7	22	2	3	4	6	3	0	5	2	72
<i>Current</i>	156	175	174	167	191	186	182	171	172	159	152	152	
<i>Total</i>	190	190	208	204	193	189	187	179	176	162	161	162	
<i>Gain/Loss</i>	20	0	18	-4	-11	-4	-2	-8	-3	-14	-1	1	-8
<i>% Change</i>	11.76%	0.00%	9.47%	-1.92%	-5.39%	-2.07%	-1.06%	-4.28%	-1.68%	-7.95%	-0.62%	0.62%	-4.71%
<i>Non-renew</i>	1	10	9	19	11	4	3	10	4	17	5	7	100
	<i>YTD # of Student Members Non-Renewals</i>												14
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												58.97%

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

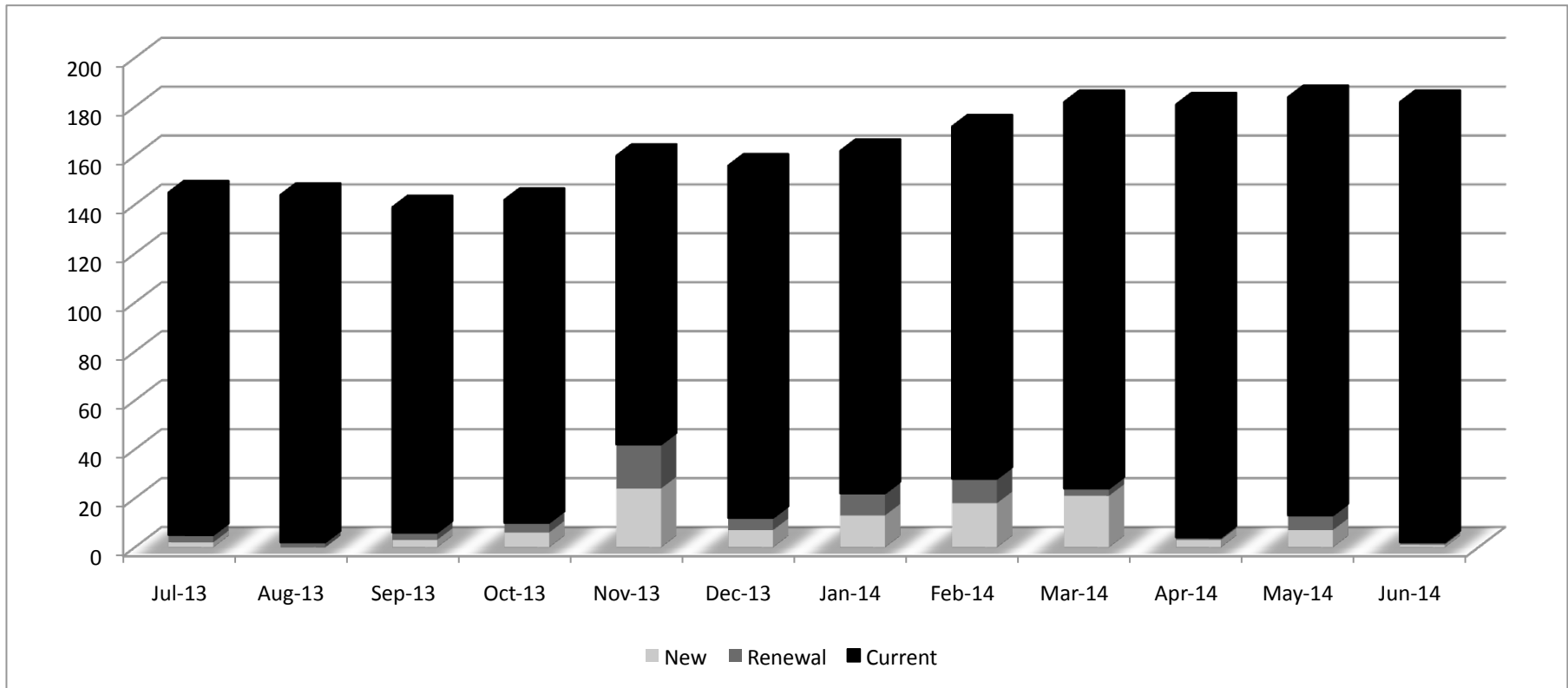


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
<i>New</i>	6	13	30	12	4	6	5	3	1	2	4	2	88
<i>Lapsed</i>	3	0	2	0	0	0	1	1	2	2	1	0	12
<i>Renewal</i>	5	2	9	3	14	5	8	3	3	5	4	3	64
<i>Current</i>	175	184	189	226	224	216	208	207	187	165	165	165	
<i>Total</i>	189	199	230	241	242	227	222	214	193	174	174	170	
<i>Gain/Loss</i>	7	10	31	11	1	-15	-5	-8	-21	-19	0	-4	-12
<i>% Change</i>	3.85%	5.29%	15.58%	4.78%	0.41%	-6.20%	-2.20%	-3.60%	-9.81%	-9.84%	0.00%	-2.30%	-6.59%
<i>Non-renew</i>	2	3	1	1	3	21	11	12	24	23	5	6	112
	<i>YTD # of Student Members Non-Renewals</i>												1
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												41.99%

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

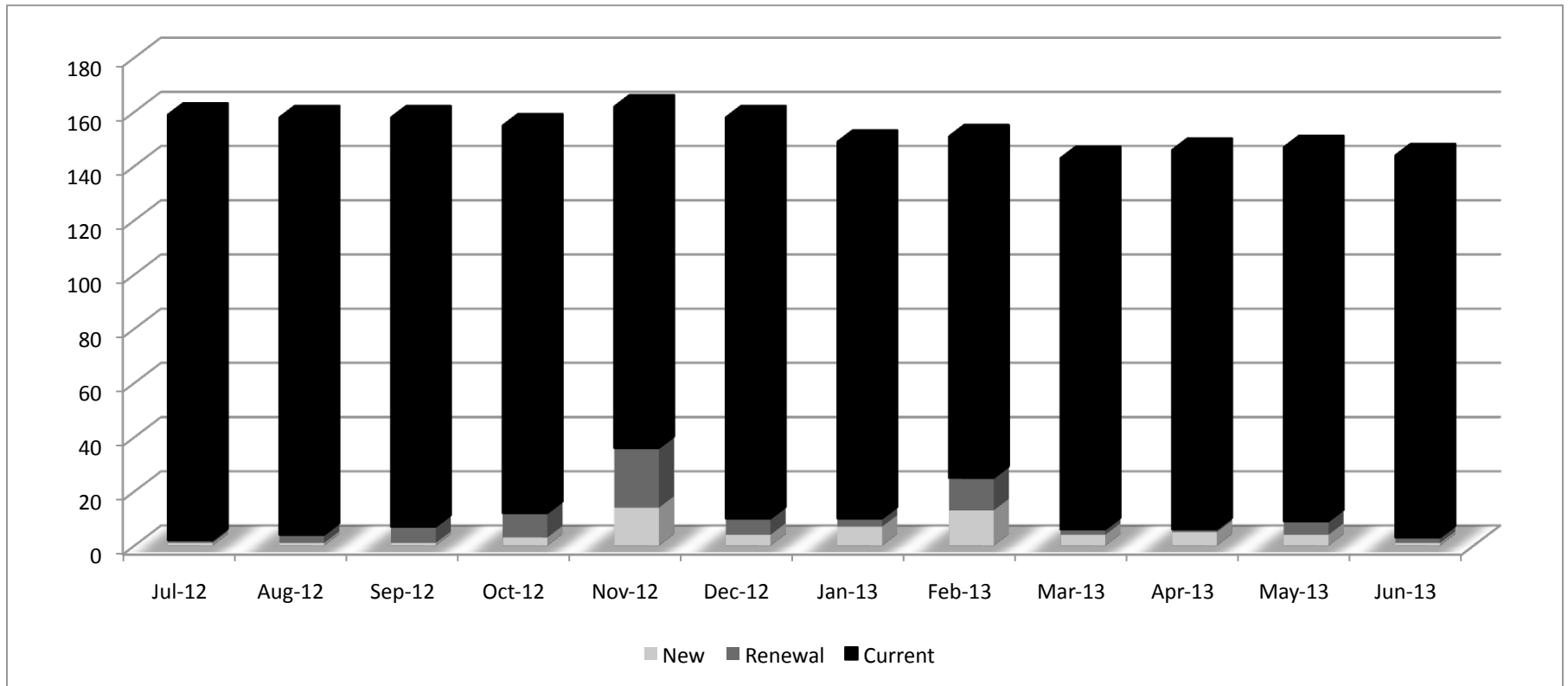


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<i>New</i>	2	0	3	6	24	7	13	18	21	3	7	1	105
<i>Renewal</i>	3	2	3	4	18	5	9	10	3	1	6	1	65
<i>Current</i>	140	142	133	132	118	144	140	144	158	177	171	180	
Total	145	144	139	142	160	156	162	172	182	181	184	182	
<i>Gain/Loss</i>	1	-1	-5	3	18	-4	6	10	10	-1	3	-2	38
<i>% Change</i>	0.69%	-0.69%	-3.47%	2.16%	12.68%	-2.50%	3.85%	6.17%	5.81%	-0.55%	1.66%	-1.09%	26.39%
<i>Non-renew</i>	1	1	8	3	6	11	7	8	11	4	4	3	67

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

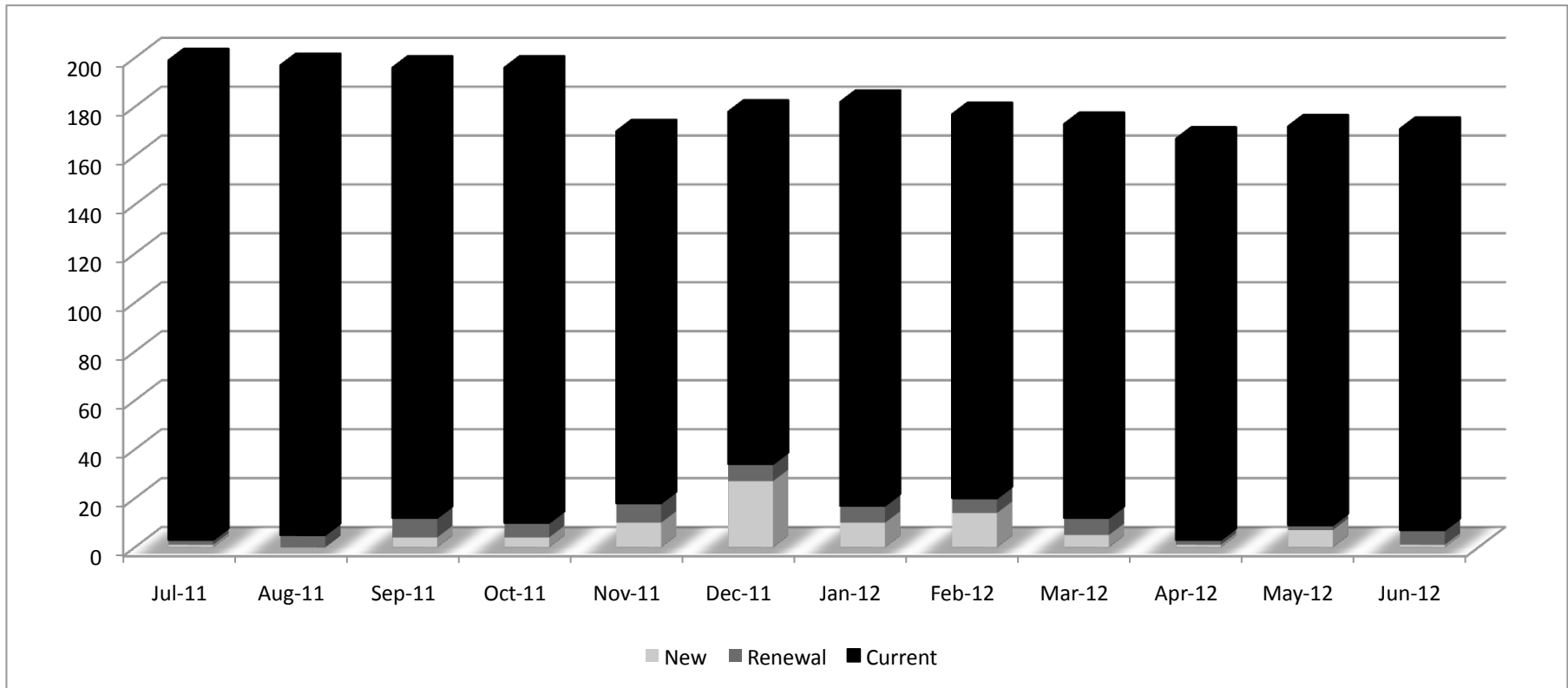


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
<i>New</i>	1	1	1	3	14	4	7	13	4	5	4	1	58
<i>Renewal</i>	1	3	6	9	22	6	3	12	2	1	5	2	72
<i>Current</i>	157	154	151	143	126	148	139	126	137	140	138	141	
Total	159	158	158	155	162	158	149	151	143	146	147	144	
<i>Gain/Loss</i>	-12	-1	0	-3	7	-4	-9	2	-8	3	1	-3	-27
<i>% Change</i>	-7.02%	-0.63%	0.00%	-1.90%	4.52%	-2.47%	-5.70%	1.34%	-5.30%	2.10%	0.68%	-2.04%	-15.79%
<i>Non-renew</i>	13	2	1	6	7	8	16	11	12	2	3	4	85

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

Lake Area Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012

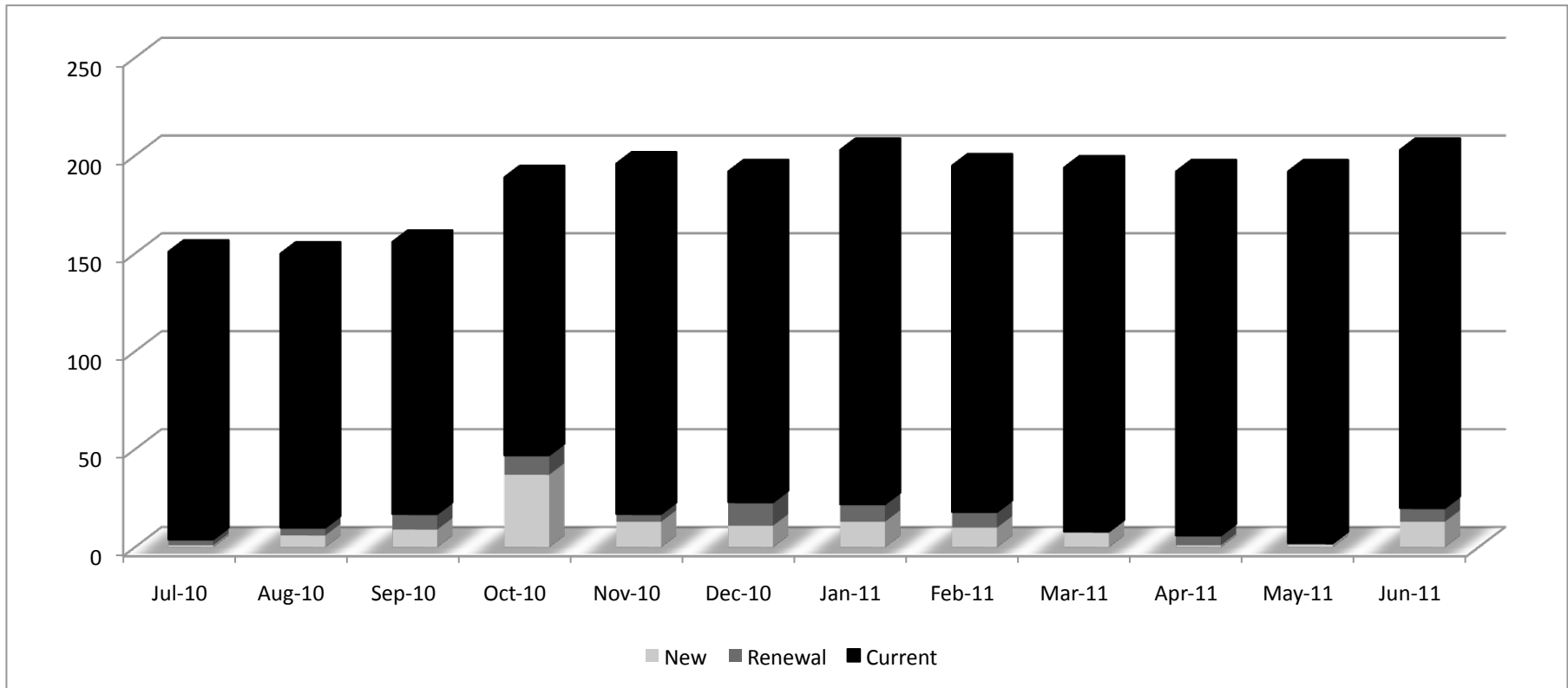


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
<i>New</i>	1	0	4	4	10	27	10	14	5	1	7	1	84
<i>Renewal</i>	2	5	8	6	8	7	7	6	7	2	2	6	66
<i>Current</i>	196	192	184	186	152	144	165	157	161	164	163	164	
Total	199	197	196	196	170	178	182	177	173	167	172	171	
<i>Gain/Loss</i>	-4	-2	-1	0	-26	8	4	-5	-4	-6	5	-1	-32
<i>% Change</i>	-1.97%	-1.01%	-0.51%	0.00%	-13.27%	4.71%	2.25%	-2.75%	-2.26%	-3.47%	2.99%	-0.58%	-15.76%
<i>Non-renew</i>	5	2	5	4	36	19	6	19	9	7	2	2	116

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

Lake Area 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	6	9	37	13	11	13	10	8	1	2	13	124
<i>Renewal</i>	3	4	8	10	4	12	9	8	0	5	0	7	70
<i>Current</i>	147	140	139	142	179	169	181	177	186	186	190	183	
Total	151	150	156	189	196	192	203	195	194	192	192	203	
<i>Gain/Loss</i>	-1	-1	6	33	7	-4	11	-8	-1	-2	0	11	51
<i>% Change</i>	-0.66%	-0.66%	4.00%	21.15%	3.70%	-2.04%	5.73%	-3.94%	-0.51%	-1.03%	0.00%	5.73%	33.55%
<i>Non-renew</i>	2	7	3	4	6	15	2	18	9	3	2	2	73