



ACBL Management Report

As of April 30, 2024

Membership:

- Membership at 4/30/2024 = 130k. New members YTD in 2024 are down 8% versus 2023 while Guest members are up almost 19% compared to this time in 2023. *Guest members are not included in membership totals until they convert to a paid membership.*

Marketing:

- Top three opportunities
 1. Increase awareness of game through Bridge Ambassador and related programs (i.e., Come Play Cards with Us and PickleBridge)
 2. Increased conversion of guest members to regular members through extended \$29 deal
 3. Increase engagement with newer players through new opportunities to play in online limited games such as ACBL Clubhouse and Community games
- Top three challenges
 1. Converting guest members to regular membership (technical and communication)
 2. Garnering widespread endorsement from our network of clubs and teachers for our flagship offering: membership
 3. Make Starting Easier for Beginners: Make bridge easier to get into by simplifying how new players learn the game.

Information Technology:

- Top three priorities
 1. Working on putting Backoffice into production
 2. Entry Express - finishing and testing upgrades and patches (2 years overdue)
 3. Resolving high priority unscheduled work items
- Top three challenges
 1. Tensions between internal and external developers
 2. Open positions not yet filled
 3. Resolving high-priority unscheduled work items
- AS400 Modernization update (Backoffice)
 1. Putting Backoffice into production requires more coordination between the teams than initially anticipated, and differences of opinions between the teams slow progress
 2. Key date (moved): June 30th for Membership Management in Production (Go Live)

National Recorder:

- Online Cheating:

2024 EDGAR generated cases

1. 98 flagged player cases received to date, expect another 80+ shortly
2. Significant manual review invested to develop internal processes. Revised May 8th CDR will help to streamline the processes.
3. 3 cases are currently in the IBA, which is a very positive indicator for disposition of future cases



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National Recorder (continued):

- Player Memos (from Regionals and Sectionals)
 1. February 1st, National Recorder's office assumed responsibility for these from Districts
 2. Two cases have progressed to official charges stemming from activity at Regionals/Sectionals, one case has progressed to official charges stemming from activity at Spring NABC.

- Anti-Cheating Committee
 1. Partnership established with McKenzie Myers to address F2F cheating at NABC+ events
 2. First organizational meeting and roundtable discussion occurred on March 14th in Louisville; Committee should be fully functional no later than the Fall NABC

Finance:

April had a gain from operations of \$348k, better than budget by \$365k and \$333k more than 2023.

- Revenues for the month totaled \$1.9M, which was \$17k better than the budget of \$1.9M.
- Expenses were \$1.6M which was \$348k or 18.2% less than the budget of \$1.9M.

Overall, the YTD gain in net assets was \$832k, which was above budget by \$708k and \$270k better than the prior YTD gain of \$562k.

The balance sheet is strong with investments of \$8.1M and deferred revenue up 13.5% vs. 2023 (this reflects paid memberships that expire in the future).