

Social Club Proforma

	2023	2024	2025	2026	2027	2028
EOY MEMBERSHIP COUNT	540	821	1017	1180	1316	1450
Initiation Fee	\$ 145.00	\$ 290.00	\$ 290.00	\$ 290.00	\$ 290.00	\$ 290.00
Monthly Dues	\$ 129.00	\$ 139.00	\$ 144.00	\$ 149.00	\$ 154.00	\$ 159.00
Annualized Attrition Rate	0	18%	18%	18%	18%	18%
REVENUE						
Initiation Fees	\$130,500	\$ 117,450	\$ 104,400	\$ 104,400	\$ 104,400	\$ 110,490
Membership Dues	\$340,686	\$ 1,145,301	\$ 1,581,042	\$ 1,948,548	\$ 2,283,880	\$ 2,599,642
Food & Beverage Sales	\$170,343	\$ 572,651	\$ 790,521	\$ 974,274	\$1,141,940	\$1,299,821
Event Revenue	\$136,275	\$ 458,121	\$ 632,417	\$ 779,419	\$ 913,552	\$1,039,857
Total Revenue	\$777,804	\$2,293,523	\$3,108,380	\$3,806,640	\$4,443,772	\$5,049,810
Revenue Growth		195%	36%	22%	17%	14%
Total Cost of Goods Sold	\$ 85,172	\$ 286,325	\$ 395,261	\$ 487,137	\$ 570,970	\$ 649,910
Gross Profit	\$692,632	\$2,007,197	\$2,713,119	\$3,319,503	\$3,872,802	\$4,399,899
Gross Margin	78%	75%	75%	74%	74%	74%
OPERATING EXPENSES						
Total Operating Expenses	\$684,468	\$ 1,628,401	\$ 2,206,950	\$ 2,702,715	\$ 3,155,078	\$ 3,585,365
NET PROFIT	\$ 8,165	\$ 378,796	\$ 506,170	\$ 616,789	\$ 717,724	\$ 814,534