



**CLUB FITNESS
MEMBERSHIP FORUM**

PURPOSE OF FORUM

- HISTORY OF MEMBERSHIPS
- DISCUSSION OF RECENT CHANGES
- PROVIDE OPPORTUNITY FOR MEMBERS TO COMMENT

HISTORY OF MEMBERSHIP

- **Spring 2013** **GroupEx eliminated; punch card/walk-in only**
- **Fall 2013** **GroupEx membership reinstated with fee increase**
- **Fall 2014** **New fee structure introduced - added Non-Resident and Senior fees**
- **Spring 2015** **No fee increase to all memberships, procedure for eliminating poor performing classes, walking track added as a benefit**
- **Fall 2015** **Certain fees from spring increase were rolled back**
- **Fall 2016** **New structure created “Early Bird” and “Prime” membership; Prime membership fee increased 15%; updated procedure for cancelling classes; number of classes was capped**
- **Spring 2017** **New membership structure and fees established**

NEW FEE STRUCTURE

	Before		After	
	Annual	Monthly	Annual	Monthly
Individual	\$287	\$25	\$325	\$28
Family of 2	\$423	\$36	\$488	\$43
Family of 3	\$510	\$44	\$650	\$57
Family of 4	\$617	\$54	\$813	\$71
Senior	\$225	\$20	\$260	\$23
Senior Couple	\$324	\$28	\$390	\$34
Student*	\$225	\$20	\$260	\$23
Daytime**	\$225	\$20	\$260	\$23

HOW STRUCTURE WAS DETERMINED

- Market Analysis

Location	Initiation Fee	Annual Fitness Membership
Morton Grove Park District		\$287
LA Fitness	\$99	\$240
Niles Park District		\$285
Wheeling Park District		\$340
Skokie Park District	\$40	\$358
Niles Family Fitness Center		\$369
Park Ridge Park District		\$408
Glenview Park District	\$75	\$516

ADDITIONAL MEMBERSHIP CHANGES

Include GroupEx classes with fitness memberships.

Redefine the difference between GroupEx and specialty classes.

Increase GroupEx offerings

Define high school and college students

Define Daytime memberships entry time

Standardize discounts given for seniors

Standardize additional members from the same household

SENIOR MEMBERSHIP

	Before changes	After changes	
Individual Membership	\$287 / year	\$325 / year	13% or \$3/month
Senior Membership	\$225 / year	\$260 / year	15% or \$7/month
	27.5% discount	20% discount	
Family of two	\$423 / year	\$488 / year	15% or \$3/month
Senior Couple	\$324 / year	\$390 / year	20% or \$6/month
	23.5% discount		

REASONS FOR THE CHANGE

- **INCREASES COMPETITIVENESS**
- **CONSISTENCY**
- **FAIRNESS**

QUESTIONS



PUBLIC COMMENT