





CLUB FITNESS

Friendlier Fitness • No Initiation Fees


CLUB FITNESS

- 5,800 Square foot of space
 - Locker rooms
 - Wellness room
 - Cycle Center
 - H.I.T. Zone
 - Racquetball/Wallyball Court
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CLUB FITNESS AMENITIES

- Cardio Equipment
 - Matrix Weight Machines
 - Strength Equipment
 - High Intensity Equipment
 - TRX Trainers
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MEMBERSHIPS INCLUDE

- All Inclusive
 - GroupEx/Virtual Fitness Classes
 - Use of the Gymnasium
 - Racquetball
 - Outdoor Pools in the Summer
 - Free Wi-Fi
 - Locker Rooms/Showers/Dry Sauna
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MEMBERSHIPS RATES


Annual Memberships	Pay in Full	Monthly EFT
Individual	\$334	\$30
Family of 2	\$502	\$45
Additional Family Member	\$167	\$15
Daytime/Student/Adult 59+	\$267	\$24
Senior Couple Age 59+	\$401	\$35
Short Term Memberships		
1 week	\$30	
1 month	\$53	
3 months	\$108	

Total Membership Breakdown

	<u>As of January 31, 2018</u>	<u>As of January 31, 2019</u>
▪ Individual/Senior	307	301
▪ Families of 2:	61	65
▪ Senior Couple:	54	58
▪ Additional	7	15
▪ Staff	70	92
▪ Fitness Insurance Programs:	177	328
▪ Short Term Memberships:	88	122
▪ GroupEx Pass Cards:	32	23

Insurance Paid Memberships (as of 1 / 31 / 19)


- 2016 – Silver Sneakers
 - 302 Members

 - 2019–Began accepting Renew Active and AARP Medicare
 - 11 AARP and 15 Renew Active
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Short Term Specials

▪ Winter 1 Month Membership:	<u>Dec '17–Jan '18</u> 106	<u>Dec '18 – Jan '19</u> 42
▪ 90 Day Membership Special:	<u>Summer of 2017</u> 96	<u>Summer of 2018</u> 86
▪ 2018 Black Friday Deal: 62 New Members		

MEMBER APPRECIATION

- 12 days of appreciation in December
 - Giveaways throughout the year
 - Wellness events
 - New or upgraded equipment each quarter
 - Creating a friendly atmosphere at club
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- Retention Rate: 80.11% at the end of 2018
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Fitness Classes



Currently 26 on the GroupEx schedule:

- Yoga
- Cycle
- TRX
- Strength and Core
- Dance
- Longevity Wellness
- High Intensity Interval Training

GroupEx Class Numbers


2017 – Average visits was 502 per month

2018 – Average visits 693 per month*

*38% increase



OTHER FITNESS/WELLNESS PROGRAMS

- Better Balance at the Civic Center
 - Wellness Workshops
 - Kids Fitness
 - Community Blood Drive
 - Fit and Fun Fair
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Recent Survey Results

- 98% rated club as Excellent or Very Good
- 86% rated value of membership as Excellent or Above Average
- 88% rated customer service as Excellent or Above Average
- 78% rated cleanliness as Excellent or Above Average
- 91% indicated hours of operation as sufficient

Improvements over the last 2 years

Fiscal Year 2017–18

- 14 New Strength Machines
- Redesign of the Cycle Center
- Plated Loaded Seated Calf Raise
- 3 Way Adjustable Weight Bench
- Entrance Artwork

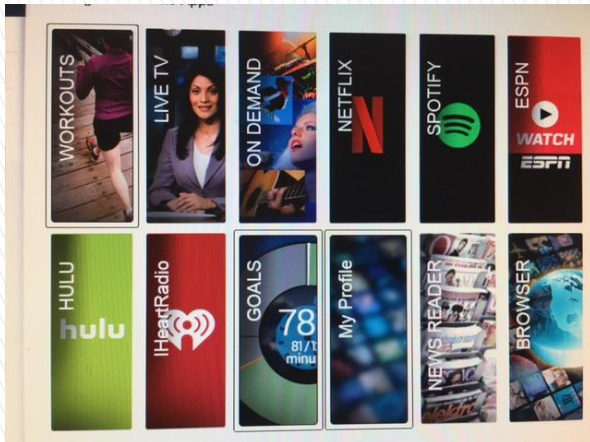
Fiscal Year 2018 (8 months)

- Two New Precor Treadmills
- New Octane Recumbent Elliptical
- Two New Keiser Cycle Bikes
- New Wipe Canisters

Fiscal Year 2019 Plans

Completed

- Installation of Virtual Fitness
- Two more Keiser Cycle Bikes
- Cycle Bike on the main floor
- New Precor Treadmill
- Updated new treadmills with access to:



Future

- New Cable Crossover system with additional features
- Additional Fans in Cycle Center
- Member Challenges
- Healthy Mind/Healthy Bodies
- Wall Decals in the H.I.T. Zone
- Machine Orientation Forums
- Cardio Equipment Upgrades
- More Fitness Classes



- Wellbeats provider
- Additional fitness classes
- Workout plans
- Fitness assessments
- Over 350 virtual fitness classes

Virtual Fitness Challenge held from February 18 – March 17

- 53 Members took part in the challenge and participated in at least 1 class.
- 23 Members completed 5–9 classes
- 10 Members completed 10 or more classes

Questions