



**Parks Plus
Fitness Center**

2014

ANNUAL REPORT



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Operational Statement

Parks Plus Fitness Center Mission: The Wheaton Park District's Parks Plus Fitness Center serves the recreational, social, wellness, and fitness needs of both youth and adults. The fitness center's programs are designed to benefit the lifestyle of its members through nutrition education, resistance training, cardiovascular conditioning, and health and wellness programming. Staff strives to remain current with fitness trends in order to ensure that these programs have the most up to date information for their participants. A clean facility is presented to members at all times with equipment that is fully operational and well maintained on a daily basis. Parks Plus Fitness Center focuses on providing friendly, courteous, professional service within a positive atmosphere. Staff encourages and cultivates supportive team members who strive to meet and exceed each member's needs.

Parks Plus Fitness Center Vision: To introduce members of Parks Plus Fitness Center and families within the Wheaton community to the benefits of an active life through fitness opportunities, programming, and education within a comfortable and convenient environment.



Wheaton Park District Mission: To enrich the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world.

Wheaton Park District Vision: We, the Wheaton Park District team, commit to service excellence, financial stability and an enriched quality of life for our stakeholders. We accomplish this through continuous improvement of people and systems while living our values.

1. Executive Summary: Doing Better and Smarter in 2014

The primary goal for 2014 and each year to come is to always seeking continuous improvement of our facility and district. We focus our efforts on continuing to promote membership retention, market for new members and offer a wide variety of programs at Parks Plus Fitness Center. We look for creative ways to brand our image and product within the community of Wheaton and gain visibility among residents.

January has always been one of the busier months at Parks Plus Fitness Center when it comes to recruitment of new members due to New Year's resolutions. By running additional new member promotions throughout the year such as: Beat the Heat, Community Appreciation Days, Columbus Day, and Black Friday Sales allows us to enhance recruitment throughout the year. While our focus in several months is the recruitment of new members our focus is always on the retention of current members. We always offer "renew" discounts when offering incentives for new members as well. We also offer opportunities for members to win prizes or take advantage of samples/giveaways throughout the year.

PPFC will continue to offer new programs and to remain current with fitness trends so that PPFC remains competitive with surrounding fitness centers. Parks Plus Fitness introduced the Silver Sneakers/Prime Annual Memberships in 2014. These are insurance based annual memberships provided by Healthways. Parks Plus Fitness has 114 Silver Sneakers/Prime Annual Members. This year we saw an increase in competition in the area with the new Pure Barre and Orange Theory specialty fitness store fronts opening less than a mile from PPFC. This year we began offering group fitness options for 1 month, 3 month, and 6 months in additional to the annual pass to stay in line with the member offerings of these competing group fitness facilities.

In 2015, PPFC will continue to cross promote at various events throughout the district and community. This year, Manager, Ryan Miller, received his Race Director certification from Race Director University. He will continue to serve as Race Director for all four races presented by the Wheaton Park District to promote health and fitness to the community and represent Parks Plus Fitness Center to this active market throughout the year.



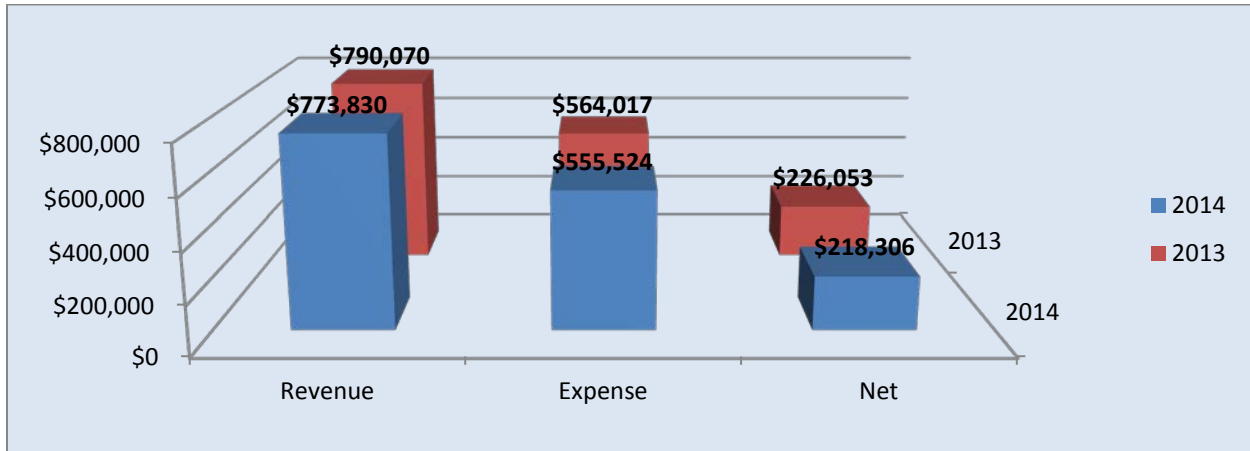
PPFC is prepared to move forward towards great success to make a positive impact on our community. We will make sure to be an example of the Wheaton Park District's vision, and our dedication to our members will be second to none. Our goal is to grow as a facility and for the Parks Plus Fitness Center name to be as well-known and respected as that of the Wheaton Park District itself. We will do all this while still maintaining a high standard of sustainability and an even higher standard of service.

2. Financial Analysis

A. Revenue vs. Expense Comparison 2014 VS. 2013 PFFC Operation

*Figures pending 2014 financial audit

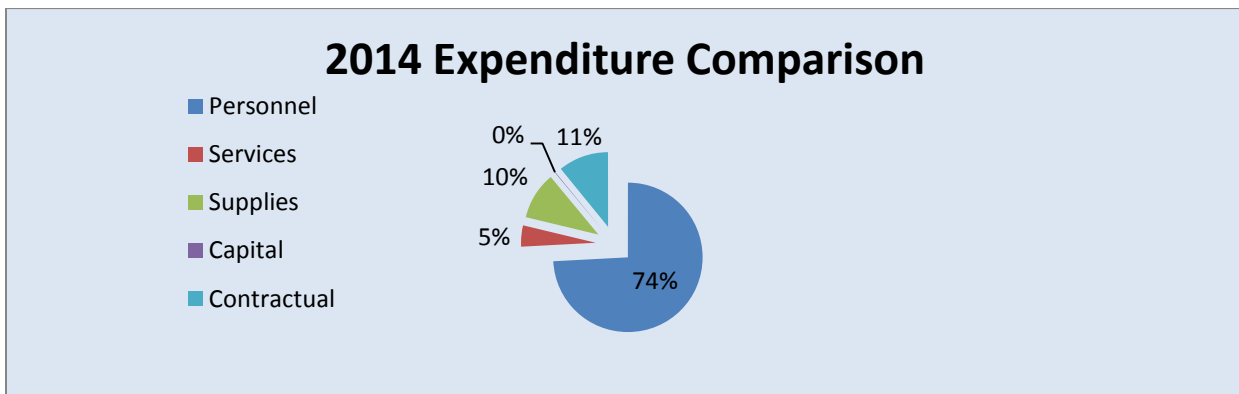
	2014	2013
Total Revenue	\$773,830	\$790,070
Total Expense	\$555,524	\$564,017
Net Balance	\$218,306	\$226,053



B. 2014 vs. 2013 Expense Comparison

*Figures pending 2014 financial audit

Year	Personnel	Services	Supplies	Capital	Contractual
2014	\$412,055	\$25,400	\$56,908	\$687	\$60,473
2013	\$440,103	\$13,753	\$64,475	\$260	\$45,424



- Personnel expense was down due the vacant Part Time Assistant Manager position. Part time wages were down overall in all operational divisions.
- Contractual expense increase is attributed to health insurance cost as well as equipment repairs.

C. Springbrook Division Revenue Comparison 2014 vs. 2013

Division Description	2014	2013
Annual Memberships	\$414,605	\$414,955
Silver Sneaks Annual Memberships	\$6,158	\$0
Short Term Pass	\$48,420	\$52,243
Fitness Daily Fee	\$6,600	\$8,305
Locker	\$636	\$630
Personal Training	\$145,390	\$152,764
Flex Pass	\$77,140	\$88,254
Aerobics Daily Fee	\$6,018	\$7,535
Fitness Programs	\$12,128	\$16,600
Kidz Kingdom Daily Fee	\$24,949	\$30,338
Kidz Kingdom Package	\$3,920	\$4,344
Kidz Kingdom Birthday Bash	\$130	\$470
Sponsorships	\$2,454	\$4,275
Miscellaneous & Runs	\$25,282	\$9,357
TOTAL	\$773,830	\$790,070

D. Part Time Labor Comparison 2014 vs. 2013

Account Description	2014	2013
Assistant Manager	\$0	\$15,517
Service Desk Attendants	\$63,758	\$71,895
Clerical	\$0	\$70
Community Center Wages	\$12,067	\$10,524
Personal Training/ Floor	\$19,673	\$25,858
Personal Training/ Orientation	\$2,957	\$2,533
Personal Training/ Training	\$95,274	\$96,491
Group Fitness Instructors	\$71,897	\$82,800
Kidz Kingdom Attendants	\$38,538	\$47,344
TOTAL	\$304,164	\$353,032

- In 2014, a 2% salary increase pool was approved for all PPFC wages.
- Staff decreased wages for Kidz Kingdom and group fitness by modifying class schedule and class offerings based on the participants usage.

Wheaton Residents/Community Wages:

Year	Wages	Percentage of Total Wages
2014	\$136,110	44%
2013	\$120,316	32%

3. Parks Plus Fitness Center Memberships

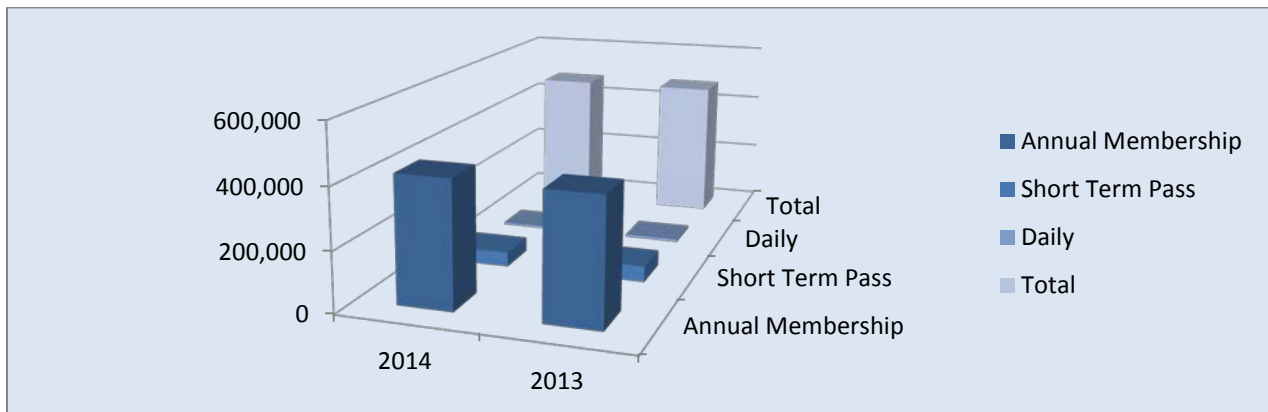
A. Membership Sales

Type							Increase/ Decrease		
	2014	New	Renew	2013	New	Renew	Total	New	Renew
1 Month Membership	244	196	48	207	181	26	37	15	22
3 Month Membership	205	133	72	371	234	137	(166)	(101)	(65)
Annual Membership (Includes Silver Sneakers)	1,729	677	1,005	1,667	519	1,148	62	158	(143)
Annual Off Hours Membership	30	16	14	33	19	14	(3)	(3)	(0)
Annual Corporate Membership	37	20	17	43	15	28	(6)	(5)	(11)
Fit and Swim	6	6	0	12	12	0	(6)	(6)	(0)
Total	2,251	1,048	1,156	2,333	980	1,353	(129)	58	(197)

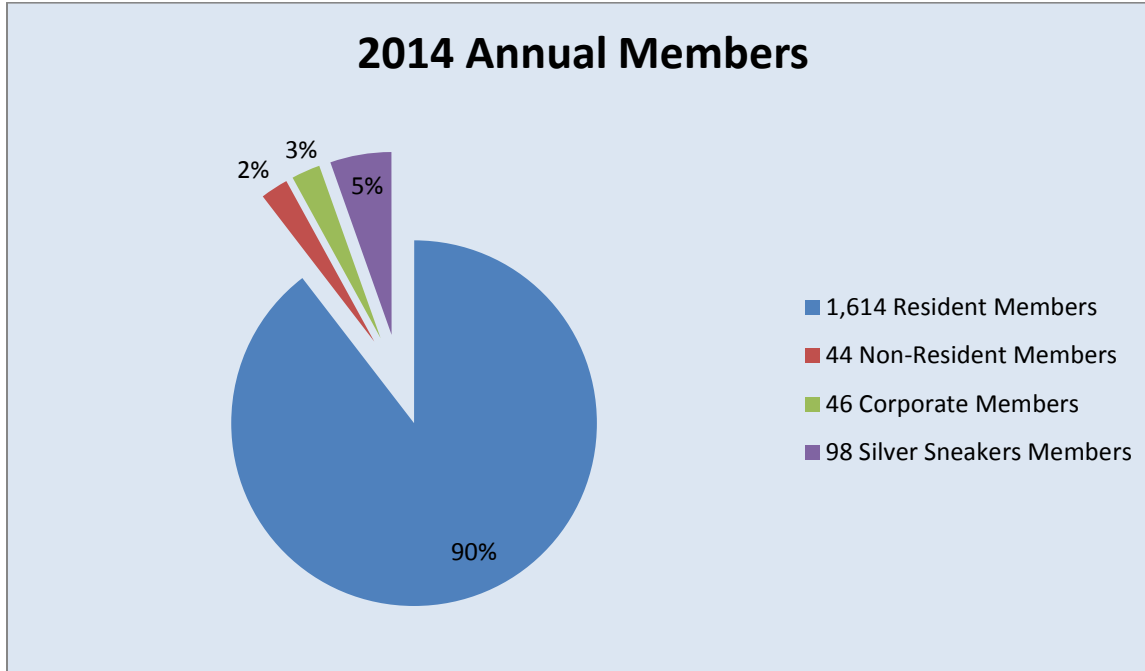
- This year annual memberships increase to 1,802 from 1,755 (2013), which accounts for some of the decrease in short term memberships.

B. Annual Membership and Short-Term Pass Revenue

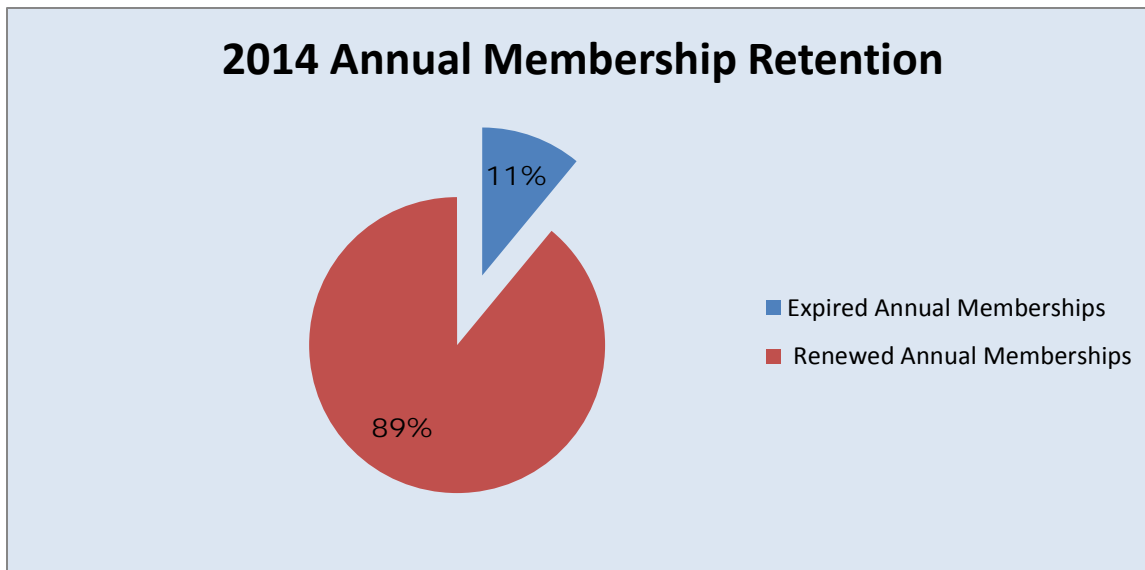
Calendar Year	2014	2013	Increase/Decrease
Annual Membership	\$414,605	\$414,955	(\$250)
Silver Sneakers Annual Membership	\$6,158	\$0	\$6,158
Short Term Pass	\$48,420	\$52,243	(\$3,823)
Daily Fees	\$6,600	\$8,305	(\$1,705)
Total	\$475,783	\$475,503	\$280



C. Resident vs. Non Resident 1-Year Annual Comparison



D. 2014 Annual 1-Year Membership Retention



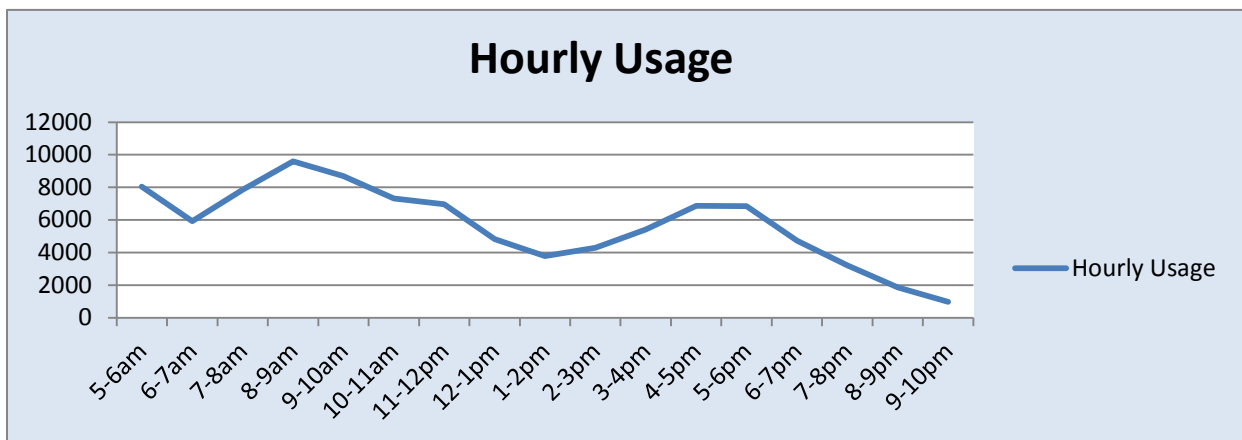
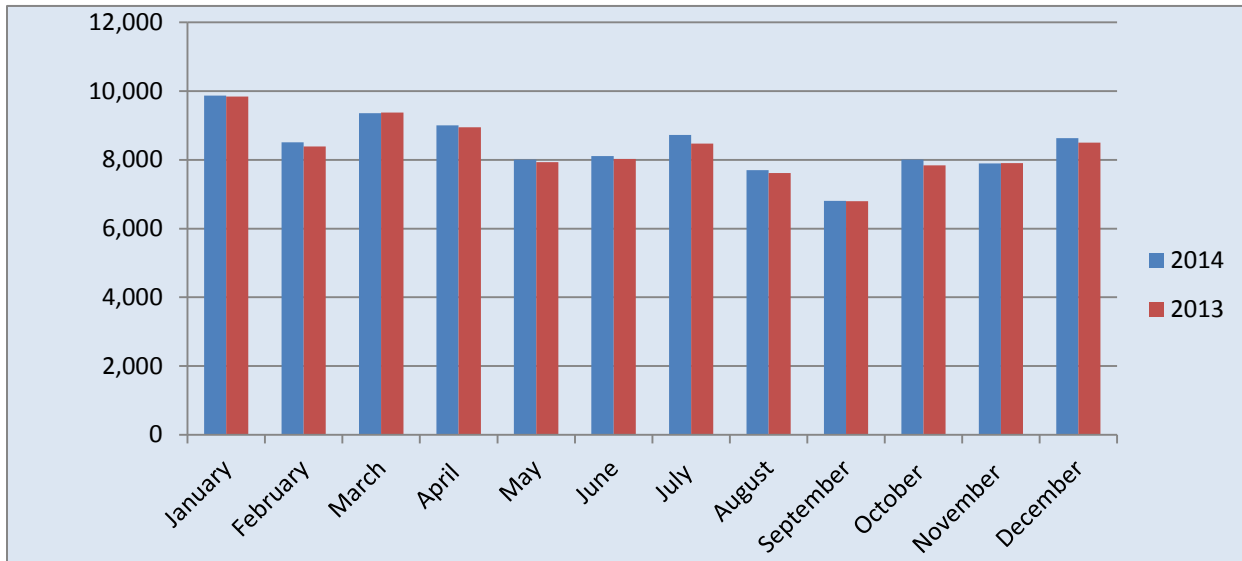
*Based on 2014 Annual Membership Total of 1,802 members.

- Park Plus retention rate held at 89% for 2014 (same as 2013).
- According to Diversified Health & Fitness, on average, 90% of U.S. health clubs lose between 30-50% of their membership each year (diversifiedhf.com). Parks Plus Fitness has remained under the industry average two years in row.

E. Monthly Visit Comparison by Year

Month	2014	2013
January	9,867	9,843
February	8,511	8,391
March	9,352	9,378
April	9,001	8,942
May	8,002	7,934
June	8,105	8,026
July	8,722	8,471
August	7,701	7,613
September	6,801	6,796
October	8,002	7,834
November	7,890	7,908
December	8,632	8,498
TOTALS	100,586	99,634

2014 saw an increase in visits to the club.



Peak Usage occurs between the hours of 8-9AM followed by 9-10AM and then 5-6AM. The slowest usage occurs between the hours of 9-10PM followed by 8-9PM and then 7-8PM.

F. Surrounding Park District Membership Comparison

	Addison Club Fitness	Bartlett Lifecenter	Carol Stream	Downers Grove Fitness 4500	Elk Grove Village	Elmhurst Courts Plus	Glen Ellyn Ackerman	Wheaton PPFC
Initiation Fees (R/NR)			\$0				\$0	\$0
<i>Individual</i>	\$149	\$8/\$12		\$79	\$79	\$100/\$125		
<i>Couple/Family</i>	\$225	Not Offered		\$129/\$149	\$138	\$150/\$188		
<i>Senior/Youth</i>	\$99	\$6/\$9		\$49	\$49	\$75/\$95		
<i>Senior Couple</i>	Not Offered	Not Offered		\$79	Not Offered	\$112.50/\$143		
Resident								
<i>Annual Individual</i>	\$385/\$43	\$306	\$228/\$19	\$306/\$25.50	\$440/\$41	\$502/\$44	\$360/\$30	\$393/\$37
<i>Annual - Couple</i>	\$697/\$72	\$582	336/\$28	\$537/\$44.75	\$786/\$67	\$748/\$70	\$600/\$50	\$658/\$61
<i>Annual - Family (family of 4)</i>	\$771/\$80	\$846	\$552/\$46	\$690/\$57.50	\$1,067/\$86	\$1,390/\$122	\$720/\$60	\$836/\$77
<i>Annual Senior/Youth</i>	\$257/\$33	\$240	\$180/\$15	\$240/\$20	\$288/\$26	\$396/\$35	\$276/\$23	\$305/\$28
Non-Resident								
<i>Annual-Individual</i>	\$498/\$52	\$366	\$300/\$25	\$459/\$38.25	\$517/\$47	\$599/\$53	\$420/\$35	\$590/\$56
<i>Annual - Couple</i>	\$808/\$82	\$486	\$444/\$37	\$807/\$67.25	\$918/\$77	\$958/\$84	\$660/\$55	\$987/\$92
<i>Annual - Family</i>	\$872/\$91	\$818	\$660/\$55	\$1,035/\$86.25	\$1099/\$96	\$1,392/\$122	\$780/\$65	\$1,254/\$116
<i>Annual Senior/Youth</i>	\$378/\$43	\$300	\$228/\$19	\$360/\$30	\$367/\$32	\$479/\$42	\$300/\$25	\$458/\$42
3-Month								
Resident	\$139	Not Offered	\$86	Not Offered	Not Offered	Not Offered	\$115	\$147
Non-Resident	\$169	Not Offered	\$106	Not Offered	Not Offered	Not Offered	\$115	\$221
1-Month								
Resident	\$50	\$55	Not Offered	\$60	\$85	\$55	Not Offered	\$60
Non-Resident	\$60	\$80	Not Offered	\$90	\$85	\$60	Not Offered	\$90
Daily Fees								
Resident	Not Offered	Not Offered	\$8	\$10	\$10	\$10	\$10	\$9
Non-Resident	Not Offered	Not Offered	\$12	\$15	\$10	\$13	\$15	\$14

G. 2014 Membership Highlights

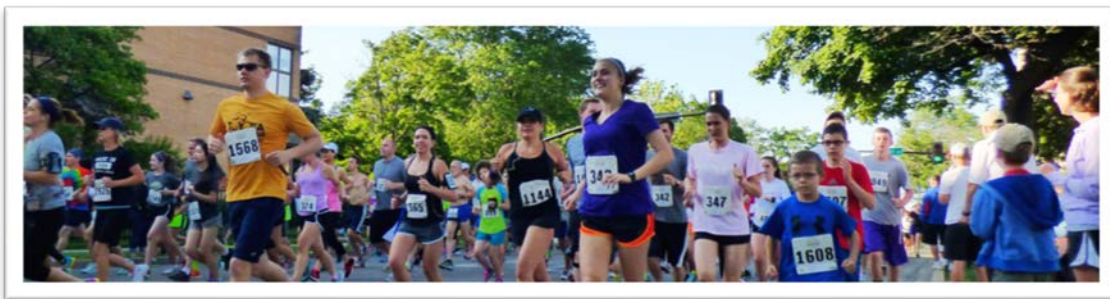
Efforts to advertise and promote membership and programs offered by all departments within Parks Plus Fitness Center was pursued with vigor and enthusiasm during FY14 and will continue to be pursued in years to come. Staff has and will continue to seek creative ways to brand our image and product within the community of Wheaton and gain visibility among residents. Additionally, we will offer attractive and creative membership enrollment specials that will entice even the most hesitant at heart to consider membership at PPFC. During 2014, numerous enrollment specials were offered seasonally to help stabilize membership fluctuations and each special included incentive to inspire interest in PPFC services and programs, including Kidz Kingdom, Group Fitness, Personal Training, and our Premier Membership.

Enrollment Specials (Appendix A)

The enrollment specials included the use of percentage discounts to entice new members starting in January with a 15% off incentive. The success of this sale led to usage of percentage discounts later in the year. The summer Beat the Heat promotion matched the discount with the temperature for the given day. The October renewal incentive of 20% off on Columbus Day weekend brought in 107 renewal annual memberships. The following month's Black Friday Sale enjoyed the same success as it helped to welcome 61 new members to PPFC via the 25% off discount.

Cross-Promotional Efforts

Throughout 2014, Parks Plus Fitness Center continued to have a presence at community-sponsored events as well as take part in cross-promotional efforts among other Wheaton Park District facilities. These offered free and targeted visibility to a captive audience. These opportunities were explored and utilized as ways to advertise PPFC services and programs at various Wheaton Park District locations. This can be seen in our use of the aquatic facilities for water aerobics, continued promotion of the Fit and Swim passes, and the promotional banners we put up on light poles at Rice Pool & Water Park throughout the summer. Our largest cross promotional effort is with the four races, the Wheaton Park District hosts each year: Fun Run in Color (New! In 2014), Cosley Zoo Run for the Animals, FT Cares Light the Torch Night Run (New! In 2014), and the Lions Club Reindeer Run. Ryan Miller, Parks Plus Fitness Center Manager, serves as the Race Director for all four races. And for three of the races, the fitness center serves as packet pickup location for racers exposing the facility to new markets.



Cosley Zoo Run for the Animals 5K / 10K / ½ Mile Kid's Run

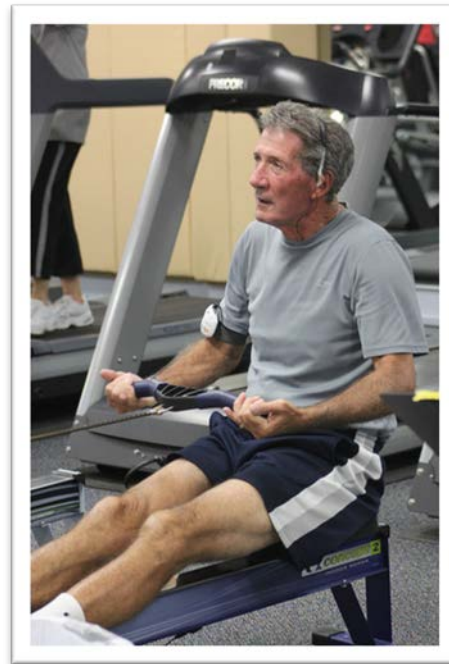
H. Membership: Doing Better and Smarter in 2015 and Beyond

PPFC will focus on member retention by continuing the level of team member friendliness and excelling in customer service standards. PPFC team members will actively seek out member feedback and implement needed changes in order to ensure that PPFC exceeds the Wheaton Community expectations.

PPFC will continue to seek out and offer membership options that appeal to the community. Major promotions such as the Black Friday Sale are an opportunity to encourage new membership. PPFC will continue to focus on the facility's appearance and cleanliness, and will incorporate new fitness equipment into the center that appeals to the membership.

Parks Plus Fitness Center will take advantage of marketing opportunities at Central Athletic Center, Aquatic Centers, and at community-sponsored events such as chamber luncheons, summer festivals/fairs, and business expos will help broaden community awareness of PPFC. Marketing will also push to further extend into the growing world of social media and improve our existing web presence.

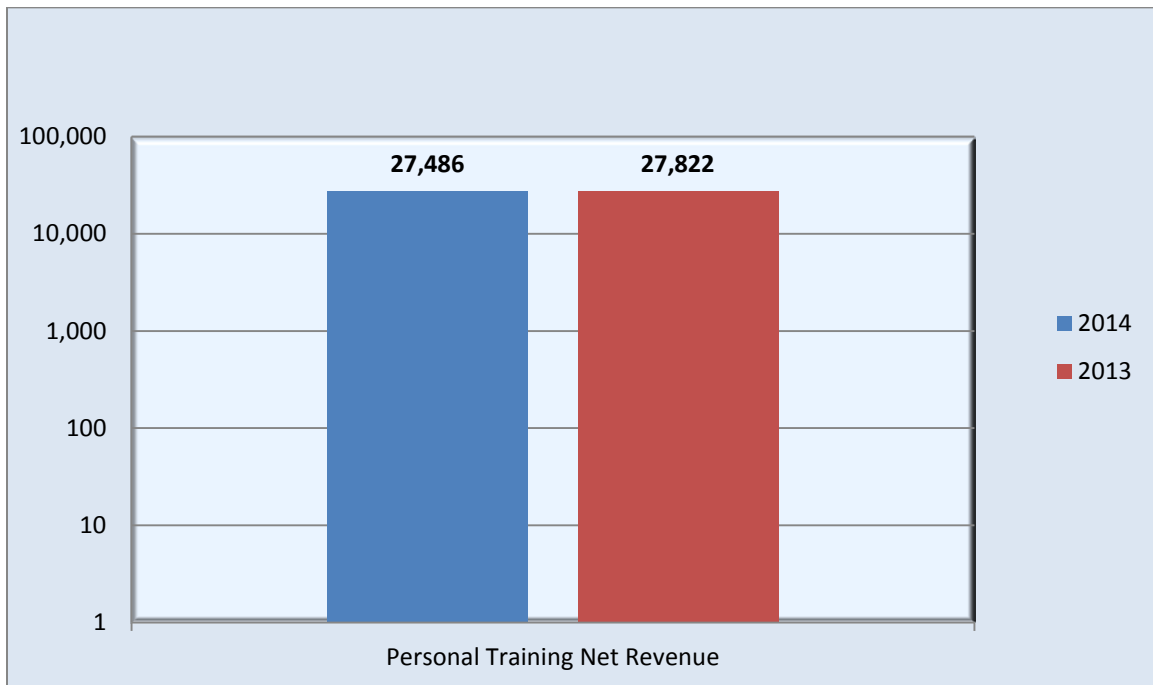
Internally, PPFC will continue to run effective sales staff meetings, produce of the monthly staff newsletter, The Parks Plus Times, which will introduce sales initiatives for employees.



4. Personal Training

A. Personal Training Revenue and Expense

	2014	Average Hours		2013	Average Hours	
Session Revenue	\$124,230			\$126,969		
Program Revenue	\$21,160			\$25,795		
Total Revenue	\$145,390			\$152,764		
Expense		Annually	Daily		Annually	Daily
<i>Training</i>	\$95,274	4,241	11.7	\$96,491	4,195	11.5
<i>Floor</i>	\$19,673	855	2.3	\$25,858	1,124	3.1
<i>Orientation</i>	\$2,957	129	.35	\$2,533	110	.30
<i>Coordinator/Intern</i>	\$0					
<i>Total</i>	\$117,904	5,225		\$124,882	5,429	
Net Balance	\$27,486	19%		\$27,882	18%	



- Net profit percentage increased from 18% to 19% in 2014 due a decrease in group sessional trainings.



B. 2014 vs. 2013 Personal Training Package Comparison

Training Packages	Packages Sold		Number of Sessions	
	2014	2013	2014	2013
1- Partner Session	3	11	6	1
3- Partner Session	0	4	0	12
6-Partner Session	13	14	78	84
12-Partner Session	10	13	120	156
20-Partner Session	8	1	160	20
1-Group Session	8	11	8	11
3-Group Session	4	10	12	30
6-Group Session	13	28	78	168
12-Group Session	22	34	264	408
60min/1 Session	12	11	12	11
60min/3 Session	1	3	3	9
60min/6 Session	14	21	84	126
60min/12 Session	13	17	156	204
60min/20 Session	28	32	560	600
30min/1 Session	46	74	46	74
30min/3 Session	91	24	273	72
30min/6 Session	88	75	528	450
30min/12 Session	88	69	1,056	828
30min/20 Session	143	144	2,860	2,880
Totals	605	594	6,054	6,144

- 30 minute sessions have become the most popular package. These packages are the most profitable for the club.
- Group training (3 or more participants) revenue has declined, however these packages are the least profitable.

C. Personal Training Programs

The following is a listing of the small group personal training sessions that were offered throughout 2014.

Boot Camp

Parks Plus Fitness Center Boot Camp is an 8-week, two sessions per week, program for building strength and cardiovascular stamina. This program energizes, encourages and never knocks you down. Personal trainers work with you to breakdown the mental and physical barriers keeping you from reaching your health goals. Our spring and summer edition, Boot Camp in the Park, meets in Seven Gables Park and allows participants to enjoy the outdoors!

Personal Cross Fit Class

This challenging strength and conditioning program consists of constantly varying functional movements designed to maximize fitness results and push fitness limits. Test yourself each session with the Workout of the Day and accomplish what you previously thought was impossible!



TRX Suspension Training

Improve and develop strength, balance, flexibility and core stability simultaneously while engaging all your muscles with this nonstop total body workout. This unique program leverages one's own bodyweight against gravity using the TRX Suspension Trainer! This class is led by certified TRX personal trainer Mike. These classes have grown into our most popular group classes.

D. Park District Personal Training Comparison

PERSONAL TRAINING	Addison Club Fitness	Bartlett Lifecenter	Carol Stream	Downers Grove Fitness	Elk Grove Village	Elmhurst Courts Plus	Glen Ellyn Ackerman	PPFC
Hourly Sessions								
Member								
1	\$39	\$45	\$46	\$47	\$55	\$47	\$43	\$39
3	n/a	n/a	n/a	n/a	n/a	\$132	\$129	\$117
6	\$185 (5)	\$200 (5)	\$200 (5)	\$225 (5)	\$260 (5)	\$252	\$235	\$210
12	\$360 (10)	\$350 (10)	\$350 (10)	\$430 (10)	\$500 (10)	\$400 (10)	\$447	\$396
20	\$480 (15)	n/a	n/a	n/a	\$960	n/a	\$707	\$620
Non Member							n/a	
1	\$45	\$60	\$65	\$57	\$65	\$57	\$65	\$43
3	n/a			n/a	n/a	\$162	\$195	\$129
6	\$210 (5)	\$275 (5)	\$220(5)	\$275 (5)	\$310 (5)	\$312	\$353	\$235
12	\$410 (10)	\$500 (10)	\$370 (10)	\$520(10)	\$600 (10)	\$500 (10)	\$673	\$447
20	\$527 (15)	n/a	n/a	n/a	n/a	n/a	n/a	\$707
Half Hour Sessions	n/a	\$25	\$26	n/a	n/a	\$33	\$29/\$44	\$25
Partner Training(2 participants)								
Member						n/a		
1	n/a	\$60	\$69	\$75	\$80		\$70	\$62
3	\$179	n/a	n/a	n/a	n/a		\$186	\$186
6	\$266 (5)	\$275 (5)	\$300 (5)	\$365 (5)	\$390 (5)		\$348	\$324
12	\$432 (10)	\$500 (10)	\$525 (10)	\$710 (10)	\$750 (10)		\$648	\$600
20	n/a	n/a	n/a	n/a	\$1,400		\$1,000	\$920
Non Member					n/a	n/a	n/a	
1	n/a	\$80	\$99	\$95				\$70
3	\$315	n/a	n/a	n/a				\$210
6	\$449 (5)	\$370	\$330 (5)	\$465				\$376
12	\$744 (10)	\$710 (10)	\$555 (10)	\$910 (10)				\$702
20	n/a	n/a	n/a	n/a				\$1,094
Group Training (3+ participants)		n/a	n/a	n/a		n/a	n/a	
Member	\$179 (3)			\$204/\$17	\$240 (8)			\$ 180(3)
Non Member	\$315 (3)				\$260 (8)			\$216 (3)

E. 2014 Personal Training Highlights

Wheaton Park District Parks Plus Fitness Center Personal Training will show a net profit for the fourth straight year. The department continues to analyze revenue opportunities continues to keep an eye on expenses specifically by monitoring floor hours.

This year the Personal Training division ran its first discounted promotion during November and December, offering individual 30-min 3 pack personal training sessions at 20% off. This sale was well received and regulars and those new to personal training took advantage of this offering, 68 packages were purchased compared to 8 in 2013.



F. Personal Training: Doing Better and Smarter During 2015 and Beyond

During 2015, Parks Plus Fitness Center staff will continue to concentrate on increasing personal training revenue while reducing expenses. The personal training team will focus on retaining their current membership base while reaching out to potential new clients. Management will continue to evaluate personal trainer floor hours vs. training hours and holding trainers to the expected ratio. The personal training team will focus on variety, safety, and positive customer service while continuing to introduce current fitness trends to members.

The Personal Training team will improve upon orientation practices for both new and renewal members in order to ensure that fitness goals are not just met, but exceeded. The personal training program will also entice members to retain their memberships or encourage non-member clients to join Parks Plus Fitness Center.



5. Group Fitness

A. Flex Pass and Daily Fee Revenue and Expenses

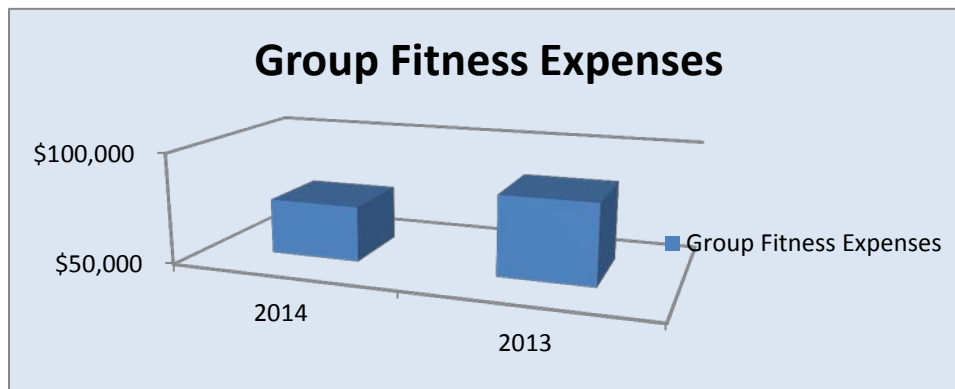
Group fitness participants may choose to purchase an annual group fitness flex pass valid for 1 year from the date of purchase, that allows them unlimited classes, or they may purchase a 1 month, 3 month, or 6 month pass. Group fitness offers over 45 classes per week between 5:30AM and 8PM. Parks Plus Fitness Center members receive a 50% discount on both the annual and monthly flex pass options.

Calendar Year	2014	2013
Flex Pass	\$77,140	\$88,254
Daily Fees	\$6,018	\$7,535
Fitness Program Revenue	\$12,128	\$16,600
Total Revenue	\$95,286	\$112,389
Part Time Wages	\$71,897	\$82,800
Supplies	\$2,995	\$3,089
Total Expenses	\$74,892	\$85,889
Net Profit	\$20,394	\$26,500
Profit Percentage	21%	18%

- Annual Resident Flex pass is \$624 and 1 month costs \$60. A 3 month membership is \$165 and a 6 month membership is \$320.
- Annual Nonresident Flex pass is \$780. A 1 month flex pass costs \$75. A 3 month membership is \$206 and a 6 month membership is \$400.
- Group Fitness began offering 1, 3 and 6 month membership options which accounted for additional revenue of \$11,085. These options were introduced to stay in line with new fitness trend store front facilities in the area.

B. Group Fitness Annual Sale

The Group Fitness Program offers two yearly sales during the months of January and September. Most of the membership purchases their annual pass during these two times as it is considerably less expensive during the sale versus paying by month throughout the year (a savings of up to \$221).



- Net profit percentage increased 3%, due to the decrease in staff wages. Staff wages decreased due to the elimination of the sessional program and classes being reduced.

C. Group Fitness Class Descriptions

Body Sculpt

Firm and strengthen your entire body in our ever-popular weight training class. You'll use a variety of resistance (hand weights, tubing, bands, etc.) to challenge the muscles and create that toned body you've always dreamed of.

Fitness Fusion

A complete class that combines mind and body exercises. Cardio blasts, strength, training, core work, stretching and relaxation are included in class, designed to re-energize your workout routine.

Cardio Mix

Get that body moving! Calorie burning combos that is easy to learn, low impact but high intensity. A traditional style aerobics class with all the newest fun moves! Some classes may incorporate Step for variety.

Cardio Core Challenge

This intermediate/advanced level classic utilizes high intensity aerobic moves and full body, core-strengthening intervals. We'll use a variety of equipment for fun! Some choreography involved.

Core Flow

This dance-inspired class strengthens the entire body with emphasis on the abdominal area. No previous dance experience required...just a love of movement!

Gentle Yoga (*Senior Focus*)

New to Yoga? Have limitations? This class will utilize modifications to accommodate all levels. Increase your strength and flexibility, while improving the mind/body connection.

Intervelocity

An intense interval class that incorporates cardio and resistance training. Fast-paced, yet fun and easy to do!

Mindful Meditation Train your mind, just like you train your body, for the perfect antidote to daily stress. Learn and practice centuries old meditation techniques to decrease stress, reduce blood pressure, improve immunity and relieve anxiety. Certified instructor Stephanie Franzis the founder of JOY meditation and has been practicing the art for more than a decade.



Power Sculpt

This strength training class incorporates full body movements to challenge the muscles and the cardio system. Come experience this dynamic conditioning class that focuses on developing total body power.

50 + Balance, Strength and Stretch (*Senior Focus*)

Improve balance and ward off osteoporosis in this relaxing yet challenging class. Using light resistance, we strengthen the body and focus on "functional fitness." Stretching exercises complete this great workout.

Spin Interval

Challenge the most seasoned Spinner with this intense class! A traditional Spin class with intervals of full-body strength training movements for a total body workout.

Spin Class

This 55 minute cycling class will have you working harder than you EVER thought possible in a group exercise class! You will be inspired by the music and instructor, who will lead you through a series of aerobic endurance intervals: flats, hills, strength and speed plays.

STEP Interval

Get it done all in one. This class alternates between Step cardio and resistance training for a total body workout, all the while keeping your heart rate up. Ratios may vary from class to class.

Total Body Workout

This class is the ultimate cross trainer. We challenge your agility, speed, strength, and endurance through easy to follow cardio drills and resistance training. All fitness levels welcome.

Quad Step

A unique intermediate level cardio class that uses 4 step platforms in a surprisingly easy-to-follow format. Try something new that will challenge the body and keep your mind stimulated.

Sculpt Express

This 30 minute class will focus on full body strength training moves to get you in, out and on with your day. Core work included.

Yoga Levels 1-2

Open to all--from beginner to advance. Start with what you are able to do, then advance at your own pace, using slow controlled movements to strengthen and stretch your muscles through a series of poses called asanas. Relieve stress and calm the mind by learning deep breathing exercises and relaxation techniques.

Yogalattes

Get the best of mind/body workouts with this class that incorporates the best moves from Yoga and Pilates. Class is taught at an intermediate level, but modifications are given to suit beginners as well as advanced participants.

Zumba!

Zumba combines high energy, motivating music with unique dance combinations from Latin & other international dance styles. It is a mixture of body sculpting movements and easy-to-follow dance steps that will maximize your calorie output, fat burning & total body toning. It literally takes the "work" out of your "workout!"



D. 2014 Group Fitness Highlights

The Annual Group Fitness Flex Pass Sale was offered twice during 2014. The first sale was during the month of January, and then again in September. Both sales offered 20% off the regular price of the Annual Flex Pass. Most renewing Flex Pass Members took advantage of the sales, and 52 new members signed up for the Annual Pass during 2014.

The Group Flex Pass program changed its payment options in June 2014. Instead of participants signing up for certain seasonal dates, they are given the flexibility to sign up for a 1 month, 3 month or 6 month pass. This change was implemented due to individual's desire to enroll when it was convenient for them, not based on when the session was running. The new program has been well received and it will continue in 2015. 147 of the short term Group Fitness Passes have been sold.

Two Zumbathon events were held in 2014: the "Glitter N' Green Zumbathon" in March, and the "Party 4 the Cure Zumbathon" in October. Proceeds were donated to the Ronald McDonald House and the Cadence Breast Health Center. These events combined brought in 125 participants raising \$1,800 in donations.

"Introduction To..." classes were also offered the first 2 weeks of January. 6 free classes, different formats, were offered. The goal was to introduce community members to the Flex Pass Program, as well as to encourage current members to try a new class format. About 45 people attended these classes. 13 participants registered to continue in the Group Fitness Program.

Older Adult programming remains very popular. Classes such as Gentle Yoga, Core Flow, Cardio Mix, and 50+ Balance Strength and Stretch continue to draw participants, and will remain on the schedule for the future. The Group Fitness Program added Zumba Step to the schedule in late 2014. This class combines the movements of Zumba dance and a step platform. Participant feedback has been positive and the class will continue to run in 2015.

E. Group Fitness: Doing Better and Smarter in 2015 and Beyond

The Wheaton Park District Group Fitness programming will continue to be focused on the community as a whole and offer a variety of classes for different interests. Current participants enjoy being part of the community, not a niche. They enjoy the variety of classes and the various instructors teaching styles.



6. Kidz Kingdom

A. Kidz Kingdom Revenue and Expenses

Revenue	2014	2013
Annual Pass Sales	\$3,920	\$4,344
Daily Fees	\$24,948	\$30,338
Birthday Parties	\$130	\$470
Total Revenue	\$28,998	\$35,152
Part Time Wages	\$38,538	\$47,344
Supplies	\$720	\$586
Total Expenses	\$39,258	\$47,930
Net Loss	(\$10,260)	(\$12,778)

- Kidz Kingdom childcare remains to be a valuable service to the PPFC membership base as well as the community as a whole.
- Staff expenses were reduced as a result of a decrease in participation/usage.

Based on 2009 Board direction, PPFC continues to operate Kidz Kingdom at a loss as a childcare service to our members. However, PPFC team will continue to monitor efforts and continue to foster the charter of sustainability. Operational goal was a \$10,000 loss.



B. Kidz Kingdom 2014 Highlights

Kidz Kingdom located on the main level of the Community Center offers a variety of programming options. Fabulous Friday is a program for the child who is in a two day a week program. This program can be added to give a child's three days of early childhood experience as well as give the parent or guardian an opportunity to get ready for the weekend. Half Day of Play continues to be offered on District 200 days off. The patron can drop their child off for a half day of play in the Kingdom.

Kidz Kingdom continues to offer longer stays in childcare. Kidz Kingdom also offers more programming for working parents as well as the parent who would like their child to have an extended preschool day. Kidz Kingdom added a 3 ½ hour drop in visit to their current offerings. Kidz Kingdom also offers Kidz Care. This program accommodates children for 2, 3, 4 or 5 days a week for 3 ½ hours per day during hours of operation.

Kidz Kingdom continues to see an increase in participation in Before & After Class Care. Team members supervise children regularly for up to an hour before they attend their morning Wide Horizon Preschool class. Children come for up to three hours after their morning session in Kidz Kingdom.

Kidz Kingdom offers program drop-off and pick-up. Children are walked to and from programs or classes to Kidz Kingdom. This allows the parent or guardian extra time to continue running their errands or finish up the class that they are participating in if the child's class ends before the parent/guardian is done. This service is also utilized for the children who come to Lunch Bunch and Before and After Care from Wide Horizon's Preschool.

Kidz Kingdom has partnered with many other departments within the Park District:

DuPage County Historical Museum

Kidz Kingdom helped sponsor the Santa Express Train Event. Four sold out trains ran in 2014.



Special Events

Kidz Kingdom continues to participate in the WPD Halloween Happening. During the event crafts are offered. Close to 200 children participated in crafts during the event.

Kidz Kingdom continued its "Letters from Santa" offering, from December 1 to 10.

Parks Plus Fitness Center

Kidz Kingdom co-sponsored "World Wide Day of Play". Patrons were invited to attend the event and were made aware of all of the fitness programs offered by PPFC, group fitness and Kidz Kingdom. The event offered open gym, crafts, and open play in Kidz Kingdom.

Group Fitness

Kidz Kingdom offered complimentary childcare to patrons during select programs, including Community Appreciation Days in January and September, as well as the Zumbathons. A free first visit to Kidz Kingdom is offered to patrons who attend their first fitness class.

Early Childhood/Wide Horizons Preschool

In 2014 Kidz Kingdom participated in the Week of the Young Child along with many other



departments within the Park District. This week long national celebration that focuses attention on the needs of young children and their families and highlights the programs that the Wheaton Park District offers to meet those needs. It was a hugely successful week which kicked off with an Ice Cream Social where over 200 people were treated to ice cream, and a small expo of early childhood services available to Wheaton residents both through the park district and the community. Kidz Kingdom offers one hour of complimentary childcare in the fall for Wide Horizon students. 23 Wide

Horizon Students took advantage of the free hour of child care.

C. Kidz Kingdom: Doing Better and Smarter in 2015 and Beyond

Continued efforts to partner with other areas of the Wheaton Park District will be sought out to promote interest in Kidz Kingdom. In addition, Kidz Kingdom continues to seek out other opportunities within the Wheaton business community. A partnership with Town Square shopping center is currently being explored for 2015.

Due to the increase usage and limited space within Kidz Kingdom Childcare Hawthorne Room, a daily "gym time" during peak hours has been added. The Lincoln Marsh Room, gymnasium or any other available room is used for up to 60 minutes a day. Kidz Kingdom will continue to go outdoors for exercise and exploration when weather permits.

The continuation of birthday parties hosted by Kidz Kingdom will continue to complement existing parties offered throughout the Wheaton Park District, although our focus remains on serving the fitness center membership and our Wheaton Park District program users.

Kidz Kingdom will continue to staff according to DCFS ratios which is determined by the age of the youngest child in Kidz Kingdom’s care.

Age	Ratio of Staff to Children
3 months- 14 months	1:4
15 months- 23 months	1:5
2 years- 3 years	1:8
3 years and over	1:10

7. Silver Sneakers Program

Silver Sneakers is an insurance based fitness program that allows seniors to use fitness facilities at no charge. The insurance company reimburses the fitness centers at the end of each month for qualified visits by the members. The current rate is \$3.25 per visit. Parks Plus Fitness Center launched the program in July 2014 and by the end of December the club had 112 Silver Sneakers Members. The program continues to grow and has brought a lot of nonresidents into Parks Plus Fitness Center.



8. Leisureship Fund

Sharon Rovansek, Kidz Kingdom Coordinator, is also the chair of the Community Partnership Committee, which oversees the Leisureship Fund. In 2014, the New and Used Bicycle Sale, the Wheaton Park District lanyard sales, and the Recycling Holiday Lights initiative, and pretzel necklace sales at Brew Fest were coordinated by this Committee. Parks Plus Fitness Center offered twelve memberships to families in the Leisureship Program. The leisureship fund allowed 21 participants (37 family members) to have Parks Plus Fitness Memberships. The cost to the Leisureship fund was \$5,106.

9. Interns and Future Professionals

PPFC values future professionals and hopes to further their careers either within the Wheaton Park District or the community as a whole. PPFC continued to partner with WITS (World Instructor Training School) and offered PPFC as a training site for future personal trainers.

10. Health and Wellness Committee

The Health and Wellness Committee holds monthly meetings on the first Tuesday of the month. 2014 Health and Wellness Committee members were Ryan Miller, Andrea Chiapetta, Diane Hirshberg, Sally Oppenheim, Donna Siciliano, Rob Sperl, Patty Walkowicz, and Margie Wilhelmi. The mission of the WPD HWC (Wheaton Park District Health and Wellness Committee) is to establish and maintain a workplace and community that encourages environmental and social support for a healthy lifestyle. The main focus for this committee is on the workplace and the WPD employees. Programs the committee is responsible for include Maintain Don't Gain, PATH through PDRMA, lunch and learns, and a quarterly wellness newsletter to staff. In 2014, 128 staff members attended Lunch and Learns and 138 employees participated in the Maintain, Don't Gain holiday health challenge.

11. Race Events in Wheaton

2014 brought two new races to Wheaton, the Fun Run in Color and the FT Cares Light the Torch Night Run. Parks Plus Fitness Center is involved in this event to capitalize on promotional opportunities as Ryan Miller, Parks Plus Fitness Center Manager, serves as each race's Race Director since he received his certification in Spring of 2014.

Parks Plus Fitness Center Manager and the Special Event Team oversaw the majority of key elements of each of these events including; registration, race day logistics, city operational planning, permitting, confirmation of the timing company, with pre-race day meetings, certification of the course, through CARA (each year) and USA Track and Field (as needed/2014), purchase and design of race day bibs, packet pick-up, event signage, coordination of parks department set up and tear down, and monthly/ weekly meetings to ensure that all volunteers and employees work together for a successful and safe race. We could not do these races without our partners who play a vital role in sponsorships, volunteer recruitment, and event promotion.

Fun Run in Color presented in partnership with Rotary Club of Central DuPage AM

The inaugural 5K event on April 5, 2014 was a huge success; over 1,320 participants ran the streets of Wheaton and through four color stations. This event raised approximately \$23,500 split by both entities. **Save the Date for 2015 = April 11**



Cosley Zoo Run for the Animals in partnership with Cosley Zoo Foundation

Staff served as Race Director and selected individuals from the PPFC team worked on various aspects of the Cosley Zoo Run for the Animals. The dedication to the success of the Cosley Zoo Run for the Animals truly exemplifies the Wheaton Park District motto of “One Team, One Goal.” Each year approximately 2,300 runners participate in the 5K, 10K, or ½ Mile Kids’ Race. **Save the Date for 2015 = June 6**



FT Cares Light the Torch Night Run in partnership with the FT Cares Foundation

The Wheaton Park District Parks Plus Fitness Center and FT Cares Foundation partnered for the inaugural 5K event on September 26, 2014 that had 505 participants and raised approximately \$20,900 split by both entities. **Save the Date for 2015 = September 25**



Lions Club Reindeer Run in partnership with the Wheaton Lions Club

The Wheaton Park District Parks Plus Fitness Center and the Wheaton Lions Club partnered for the 2nd annual 5K event on December 6, 2014 that had 802 participants and raised approximately \$26,000, split by both entities. **Save the Date for 2015 = December 5**



12. Partnerships

Throughout 2014, PPFC continued to seek out partnerships with various companies throughout Wheaton and the DuPage County area. PPFC will continue to seek partnerships with local businesses throughout 2015 in order to gain visibility and recruit incentives for members such as Red Mango, Advance Health Care, DuPage Healthcare Ltd., and College of DuPage School of Massage.

13. Equipment Replacement Plan (Appendix G)

Parks Plus Fitness Center has drafted an equipment replacement plan. This plan details the current equipment inventory, approximate year purchased, life expectancy, projected replacement year and cost estimate. PPFC will allocate approximately \$25,000 annually within its operational budget. In 2014, 5 new pieces of equipment were purchased. They include; 2 Life Fitness Treadmills, Life Fitness Stair Climber, Life Fitness Glute Machine, and the Jacobs Ladder.



14. 2014 Marketing Overview

Parks Plus Fitness Center continues to search for innovative marketing opportunities to attract new members and continuously engage the current membership in our offerings and events. Each year we seek to improve our methods of marketing and facility promotion, while maintaining our successful and member favorite promotions from the previous year.

Highlights

YELP.com

In 2014, Parks Plus Fitness Center enhanced the facilities yelp.com profile. This was at a cost of \$300 per month, but included a custom video promotion shot by Yelp's local videographer. This video lived on our profile and was available to users searching for fitness, group fitness, childcare, etc. in the local area. This video now lives on the Wheaton Park District youtube.com page and in March and April last year we played it in the fitness center for guests to view. We also have submitted this video to the City of Wheaton who will try to fit it in as a "commercial" in low run times on the local television station.



<https://www.youtube.com/watch?v=prH2FrqbLfo>

Website Traffic

Marketing materials continued to push traffic to parksplusfitness.com. In 2013, the website was redesigned to be more user friendly and our efforts to drive members and potential members to the website continued.

- 10,845 unique web users visited parksplusfitness.com in 2014. This is at 11% increase over 2013.
- Site traffic is filtered to our website through the following avenues:
 - 48% of traffic was organic by search engines (an increase of 13% from 2013)
 - Top 3= Google, Yahoo, Bing
 - 22% of traffic were direct visits to parksplusfitness.com

- 22% of traffic was referral from Wheaton Park District sites
 - Top 2= Wheaton Park District and Arrowhead Golf Club
- The most visited pages of our website (excluding the home page) are Specials & Events (37%), Annual Membership (29%), and Group Fitness Schedules (28%)

We've Missed You Postcard (Appendix B)

Each month the fitness center staff sends out letters to those whose memberships are expiring. This year we created a "We've Missed You" postcard to send to those who did not renew their membership from this letter. About 30 postcards go out each month to previous members who have not renewed their memberships. We have seen a great response from these postcards and will continue to use them in 2015. We have seen a great response with the postcards, over 50 members have returned to the club as a result of them. We will continue to send them out in 2015

Direct Mail to over 33,000 households

In 2013, Parks Plus Fitness distributed its first double sided, printed 9x7 postcard within the Wheaton Park District Fall Brochure. Including the direct mail piece in the brochure bag allowed us to reach 33,000 households for approximately \$0.12/household. Due to the success of this piece we did a shared postcard piece with the Wheaton Park District Aquatic Facilities in Spring of 2014.

- Postcards featured a 7 Day Trial Promotion, over 48 were redeemed.
- Mailing resulted in approximately 18 new members.

Increased Member Promotions

In 2014 we sought to balance recruitment promotions and retention promotions. Each month we offered an incentive for new members we offered one for renewal of memberships as well to encourage members to renew prior to their expiration date. In addition, we offered opportunities for members to be entered into drawings to encourage additional spending at the club.

- Community Appreciation Days
 - Nike + Fuelband SE= for every \$100 spent at Parks Plus Fitness Center between September 5-8, members were entered to win a fitness band valued at \$99. Two were given out to current members.
- Personal Training Sale
 - November and December we ran a personal training sale. This offered members 20% off 30-minute 3 pack individual training.
- 12 Days of Fitmas
 - For every \$100 spent at Parks Plus Fitness Center beginning with the Black Friday Sale (November 26) through December 22, members were entered for a chance to win one of twelve prizes. Prizes ranged in value from \$50-200.

Marketing Recap

Fitness Flyers & Posters—(Appendix A)

- January | The Annual Get Fit Sale 15% off
- January | Community Appreciation Sale 15-20% off
- January | New 2014 Group Fitness Classes
- February | Glitter & Green Zumbathon
- February | Vote for Us! Parks Plus Fitness Center for Small Health & Wellness Business of the Year
- March | School's Out Break Specials Spring Break & Summer Student Passes
- April | Corporate Membership Flyer New! Reduced Rates
- April | New Group Fitness Classes for Spring
- May | Group Fitness now offering monthly options!
- May | Schools Out Student Summer Pass \$90
- June | Student & Youth Fitness Pricing
- June | H2O Aerobics
- July | Proud to Partner with Silver Sneakers
- July/ August | Summer Heat Special
- September | Community Appreciation Sale 15-20% off
- September | Get Fit Sale 15% off
- September | Nike + Fuelband Member Drawing
- September | Corporate Flyer, one week free membership
- October | Party for the Cure Zumbathon
- October | Columbus Day Weekend 20% off Renew / rest of month 15% off Renew
- November | Black Friday 25% off New 20% Renew
- November/December | Personal Training Sale
- December | 12 Days of Fitmas Drawing

Membership & Community Events—

- Community Appreciation Days [January/September] (Appendix A)
- Zumbathon [February/ October] (Appendix A)
- Fun Run in Color [April] (Appendix C)
- Cosley Run [June]
- FT Cares Light the Torch Night Run [September] (Appendix C)
- Reindeer Run [December] (Appendix C)

New Promotions—(Appendix B)

- We've Missed You Postcard [August]
 - Printed postcard/ 500 in first print. Sent to members who are over 30 days past their renew date and have let their membership lapse. These are mailed by Fitness Center Manager.
- Personal Training Sale [November/December]
 - Flyers, Posters, E-Blast, A-Frame Sign promoting in Community Center lobby
- Nike + Fuelband SE [September]
 - Flyers, A Frame, E-Blast Introduction, Social Media (Facebook)

- 12 Days of Fitmas [December]
 - Flyers, Posters, E-Blast, A Frame Sign promoting in Community Center lobby, 24”x26” sign by desk announcing winners each day
- New Equipment [December]
 - Posters, A Frame Sign

New/Update Marketing Initiatives—(Appendix B)

- Logo Transition Finalized [November]
 - In an effort to streamline logo for scalability and simplicity the logo has been through a two phase transition over the last year. In the first phase the name of the facility was made a larger focus to increase the brand identity of Parks Plus Fitness Center within the logo. In the second phase the dots were removed and facility name listed larger. We will begin switching over slowly in an effort to keep costs down. Thus far, posters, flyers, staff uniforms, and website have been changed over. In 2015, we will continue to update promotional materials as they need to be reordered and focus on updating facility signage.



January 2013



January 2014



November 2014

- School's Out Break Specials [March]
- Corporate Flyer for One Week Trial [April]
- Group Fitness Monthly Membership Options [May]
- Student & Youth Fitness Membership Pricing [June]
- Silver Sneakers [July]

Large Format Banners & Signs—(Appendix C)

- Parks Plus Fitness = Results | 3x8 Community Center Lower Level
- Kidz Kingdom | 3x8 Community Center Main Level
- Get the Results You Want | 3x8 Community Center Upper Level
- You are steps away from the results you want! | Over Hang, Community Center Building
- You are steps away from the results you want! | 3x8 Blanchard Road Entrance
- You are steps away from the results you want! | Atrium, Community Center
- Meet Our Team | Bulletin Board Cover, Community Center Lower Level & Upper Level
- Meet Our Staff | Bulletin Board Cover, Community Center Main Level
- Fun Run Race Special | A Frame onsite at Event 4/5/14 (exposure 2,500)
- Light the Torch Race Special | A Frame onsite at Event 9/26/14 (exposure 1,000)
- Reindeer Run Race Special | A Frame onsite at Event 12/5/14 (exposure 1,000)

Print & Web Advertisements—(Appendix D)

- Parks Plus Fitness Center | Wheaton Patch [January-June]
- Turn Up the Head | Suburban Life [August]
- Community Appreciation Days | Suburban Life [September]
- Columbus Day Sale | Suburban Life [October]
- Black Friday Sale | Suburban Life [November]

Eblasts—(Appendix D)

- January | The Annual Get Fit Sale | Open Rate = 46.5%
- January | January News & Events | Open Rate = 33%
- February | February News & Events | Open Rate = 32%
- February | Glitter & Green Zumbathon | Open Rate = 31%
- March | March News & Events | Open Rate = 30%
- April | April News & Events | Open Rate = 28%
- May | May News & Events | Open Rate = 35%
- June | June News & Events | Open Rate = 33%
- July | July News & Events | Open Rate = 29%
- August | August News & Events | Open Rate = 29%
- September | September Programs & Events | Open Rate = 33%
- September | World Wide Day of Play | Open Rate = 26%
- October | October News & Events | Open Rate = 30%
- October | Party for the Cure Zumbathon | Open Rate = 22%
- November | November News & Events | Open Rate = 29%
- December | Happy Holidays from Parks Plus Fitness Center | Open Rate = 27%

Parks Plus Fitness Center's average open rate was 30.8%.

According to Constant Contact (constantcontact.com) the average Open Rate for Sports & Recreation type businesses is 20%. According to Mail Chimp (mailchimp.com) the average Open Rate for Health & Fitness type business is 24.27%.

Social Media/Facebook Cover Ads—(Appendix E)

- Community Appreciation Days [January]
- We've Been Nominated | Wheaton Chamber Gamon Awards [February]
- Balance [March]
- PFFC and Pool Pass Sale [April]
- Get Results | General Cover Photo for 2014 [May through July]
- Light the Torch Night Run [August/September]
- World Wide Day of Play [August/September]
- Community Appreciation Day [September]
- Columbus Day Sale [October]
- Party for the Cure Zumbathon [October]
- Lions Club Reindeer Run [November]
- Happy Holidays [December]
- Save the Date for Fun Run in Color [December]

In addition, to keep active on the Parks Plus Fitness Facebook page with updated cover photos we also experimented this year with Facebook Marketing. These efforts included boosting the posts of the above cover photos, which places them as “Ads” in the feeds of Facebook users we select by demographics. We are able to target market to Wheaton residents only, by age group, and by interest (health, fitness, walking, etc.). These ads generated several additional “likes” of the Parks Plus Fitness Facebook page as well as some engagement from users. We were not able to track if this turned into actual purchases, but in instances of promoting events such as Worldwide Day of Play or Community Appreciation Days we saw it as a good way to get the word out to the community about our free events.

Kidz Kingdom Childcare

- Program Flyers (Appendix F)
 - Half Day of Play
 - Kidz Care
 - Before & After Class Care
 - Kidz Summer Care
 - Welcome back to school Wide Horizons Preschool
- E-blasts
 - Events & Programs for our Youngest Residents | Open Rate = 35% [March]
 - Week of the Young Child | Open Rate = 30% [April]

Cross Promotional Marketing

- Week of the Young Child Ice Cream Social | April
 - Booth at event promotion both Kidz Kingdom Childcare and Parks Plus Fitness
- Fun Run in Color | April
 - Signage at event promoting Parks Plus Fitness Center, logo on back of shirts
 - Virtual Goodie Bag following race included PPFC promotion
 - Hosted packet pick up for the 1356 runners
- Cosley Zoo Run for the Animals | June
 - Hosted the two day packet pick up for the 2,300 runners
 - Virtual Goodie Bag following race included PPFC promotion
- Taste of Wheaton | June
 - Booth at event promoting Fitness Facility during Saturday's Business Expo
- World Wide Day of Play | September
 - Approximately 200 children and parents participated in the Parks Plus Fitness Center event of World Wide Day of Play. Kids were encouraged to try sample youth fitness classes, do obstacles, jump in the bounce house or visit with various vendors or Wheaton Park District Facility Booths.
 - Over \$1100 in sponsorship was collected for this event.
 - In addition to booths for Parks Plus Fitness Center and Kidz Kingdom Childcare, Wide Horizons preschool, Lincoln Marsh, DuPage County Historical Museum, and the Wheaton Dance Crew had a marketing/booth presence.
- FT Cares Light the Torch Night Run | September
 - Signage at the event promoted Parks Plus Fitness Center
- Lions Club Reindeer Run | December
 - Signage at event promoting Parks Plus Fitness Center, logo on back of shirts
 - Virtual Goodie Bag following race included PPFC promotion
 - Hosted packet pick up for the 1356 runners,

Parks Plus Fitness Center 2014 Annual Report

Marketing Collage
Fitness Flyers/ Posters

the annual GET FIT SALE

The Biggest Group Fitness Sale of the Year

15% Off Annual Memberships January 1-31

The Parks Plus Fitness Center Plus Pass offers many options with more than 50 classes per week!

- SPIN
- YOGA
- ZUMBA
- STEP
- SCULPT AND CORE
- CARDIO
- FUSION CLASSES
- ADD NUCK! NUCK!

Plus... 30 minute Express Classes!

Parks Plus Fitness Center - Community Center (Lower Level)
1777 S. Blanchard Road | parksplusfitness.com

Parks Plus Fitness Center Community Appreciation Days January 11-13

Enjoy free...

- Use of Parks Plus Fitness Center
- Group Fitness Classes*
 - 17A - Spin
 - 18A - Yoga/Stretch/Holistic
 - 202A - Fitness Fun
 - 203A - Challenge Tag
 - 204A - Spin
 - 205A - Step
 - 206A - Sculpt

Monday, January 13
 8:00A - Step
 9:00A - Sculpt
 10:00A - Cardio Mix
 11:00A - Challenge Tag
 12:00A - Core Flow
 1:00P - Spin
 7:00P - Social Fitness

25% Off Annual Memberships

25% Off Annual Group Fitness Pass

25% Off Annual Personal Training

25% Off Annual Personal Training

Childcare Services while you work out!
Monday, January 13 - 8:00A-12P
Monday, January 13 - 8:00A-2P and 5-7P

1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

New 2014 Group Fitness Classes

Cardio Kickboxing
Wednesday at 6P
This intermediate level workout combines punching and kicking techniques from martial arts. The strength and endurance segments of class focus on form and cardiovascular health.

Quads Step
Monday at 6P
A high intensity interval cardio class that uses four step platforms as a cardiovascular and calorie burner. The segment of class focuses on form and cardiovascular health.

Sculpt Express
Tuesday at 6P
This Sculpture class focuses on body, body, cardio, strength training, stretching and meditation. This class will include and re-emerge your workout routine.

Spin Express
Wednesday at 6P
This class is an interval workout, with intervals of cardio and strength training. The class will include and re-emerge your workout routine.

Interval Intensity
Tuesday at 6P
This class is an interval workout, with intervals of cardio and strength training. The class will include and re-emerge your workout routine.

Parks Plus Fitness Center - Community Center (Lower Level)
1777 S. Blanchard Road | parksplusfitness.com

Glitter and Green ZUMBATHON

Saturday, March 15 | 12:30-2:00P
Wheaton Park District, Community Center

Arrival/Event Highlights

- Burn Calories & Have Fun!
- Win Prizes!
- Free Snacks & Water
- Kid Kingdom Childcare Available - FREE!

All participants receive a complimentary T-shirt.

Registration

- \$15 Advance Registration
- \$25 Day of Event
- Limited to 70 attendees, ages 14 & over

No proceeds benefit the AIDS/Cancer Illinois Chapter

Tickets at:
parksplusfitness.com
or at the Community Center front desk

1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

2014 Best of Wheaton
Vote for Us

Vote Parks Plus Fitness Center for Small Health & Wellness Business of the Year

Go to www.wheatonchamber.com

Vote ends February 24! Vote today and often.

SCHOOL'S OUT "SUMMER SPECIALS"

Limited time only: Sign up for a Summer Pass and get a 7-day pass FREE.*

Spring Break \$15 Summer Pass \$90
7 Day Pass - Value \$30 30 Day Pass - Value \$147

*Includes choice of fitness center or group class pass. Add both unlimited Spring \$30 more (\$10 spring break and summer).

Valid Student ID must be presented. Terms and conditions apply. Offer available while supplies last.

parksplusfitness.com

Parks Plus Fitness Center | 1777 S. Blanchard Road, Wheaton | 630.871.6713

Parks Plus Fitness Center CORPORATE MEMBERSHIP

Now offering Reduced Rate and 20% discount!

Corporate Member	Rate (Lower Rate/Discount)	Length of
1-25	\$115 per person	24M Discount
26+	\$98 per person	24M Discount

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

New Group Fitness Classes for Spring 2014!

Cardio Kickboxing
Wednesday at 6P
This intermediate level workout combines punching and kicking techniques from martial arts. The strength and endurance segments of class focus on form and cardiovascular health.

Stretch N' Roll
Tuesday at 6P
This class is a combination of stretching and cardio. The class will include and re-emerge your workout routine.

Yoga Flow
Monday at 6P
This class is a combination of yoga and cardio. The class will include and re-emerge your workout routine.

Spin Express
Wednesday at 6P
This class is an interval workout, with intervals of cardio and strength training. The class will include and re-emerge your workout routine.

All above classes start the week of February 24!

Parks Plus Fitness Center - Community Center
1777 S. Blanchard Road | parksplusfitness.com

Parks Plus Fitness Center Now offering monthly Group Fitness Flex Pass options!

Membership	Duration	Rate
Flex Pass	1 Month	\$90
Flex Pass	3 Months	\$265
Flex Pass	6 Months	\$510

Over 50 classes a week to choose from

Convenient times and location

1777 S. Blanchard Road | Wheaton, IL 60189 | parksplusfitness.com

SCHOOL'S OUT "SUMMER SPECIAL"

Save over \$50*
Summer Pass=90 Days for \$90 Value \$147

*Includes choice of fitness center or group class pass. Add both unlimited Spring \$30 more (\$10 Spring break and summer).

Valid Student ID or park district ID# must be presented. Terms and conditions apply. Offer available while supplies last.

parksplusfitness.com

Parks Plus Fitness Center | 1777 S. Blanchard Road, Wheaton | 630.871.6713

GET RESULTS Student & Youth Fitness

Student Fitness Center Memberships for as low as \$1 per day!

Membership	Rate	Includes
Student	\$1 per day	Spin Pilates Interval Kickboxing
Youth	\$1 per day	Spin Pilates Interval Kickboxing

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

H2O Aerobics

Sign up for your Group Fitness Flex Pass Today!

1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

HEALTHWAYS SilverSneakers FITNESS

Proud to partner with Silver Sneakers.

Parks Plus Fitness now accepts Silver Sneakers memberships. Come join today.

TURN UP THE HEAT Summer Fitness Special

Beat the Heat! The hotter it gets the more you save.

100% \$100 in savings!

1777 S. Blanchard Road | Wheaton | 630.871.6713

Parks Plus Fitness Center Community Appreciation Days September 5-8

Enjoy free...

- Use of Parks Plus Fitness Center
- Group Fitness Classes*
 - 17A - Spin
 - 18A - Yoga/Stretch/Holistic
 - 202A - Fitness Fun
 - 203A - Challenge Tag
 - 204A - Spin
 - 205A - Step
 - 206A - Sculpt

25% Off Annual Memberships

25% Off Annual Group Fitness Pass

25% Off Annual Personal Training

Childcare Services while you work out!
September 5 - 8:00A-12P
September 5 - 8:00A-2P and 5-7P

1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

the annual GET FIT SALE

The Biggest Group Fitness Sale of the Year

15% Off Annual Flex Pass Memberships September 1-30

The Parks Plus Fitness Center Plus Pass offers many options with more than 50 classes per week!

- SPIN
- YOGA
- ZUMBA
- STEP
- SCULPT AND CORE
- CARDIO
- FUSION CLASSES
- ADD NUCK! NUCK!

Plus... 30 minute Express Classes.

Parks Plus Fitness Center - Community Center (Lower Level)
1777 S. Blanchard Road | parksplusfitness.com

your chance to WIN a NIKE + FUEL BAND SE

For every \$100 spent at Parks Plus Fitness Center during Community Appreciation Days (September 5-8), get one chance to win. See the fitness center front desk for details and entry forms.

FUEL YOUR FITNESS WITH PARKS PLUS FITNESS CENTER!

1777 S. Blanchard Road, Wheaton | 630.871.6713 | parksplusfitness.com

PARKS + FITNESS = RESULTS

ONE WEEK FREE MEMBERSHIP

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

Party for the Cure ZUMBATHON

September 10 | 12:30-2:00P
Wheaton Park District, Community Center

Arrival/Event Highlights

- Burn Calories & Have Fun!
- Win Prizes!
- Free Snacks & Water
- Kid Kingdom Childcare Available

All participants receive a complimentary T-shirt.

Registration

- \$15 Advance Registration
- \$25 Day of Event
- Limited to 70 attendees, ages 14 & over

No proceeds benefit the AIDS/Cancer Illinois Chapter

Tickets available at:
parksplusfitness.com
or at the Community Center front desk.

1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

COLUMBUS DAY SALE

at Parks Plus Fitness Center
OCTOBER 9-14

20% Off New & Renew Annual Group Fitness or Fitness Center Memberships*

*Some restrictions apply. See front desk associate for details.

Parks Plus Fitness Center - Community Center (Lower Level)
1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

PERSONAL TRAINING SALE

LIMITED TIME ONLY!
20% OFF ONE-ON-ONE 30 MINUTE SESSIONS*

Package	1-on-1	2-on-1	3-on-1	4-on-1	5-on-1
1 Session	\$35	\$55	\$75	\$95	\$115
5 Sessions	\$175	\$275	\$375	\$475	\$575
10 Sessions	\$350	\$550	\$750	\$950	\$1150

*Some restrictions apply. See front desk associate for details.

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

BLACK FRIDAY FITNESS SALE

November 24-December 1

25% OFF Annual Memberships*

20% OFF 30 Minute Personal Training Sessions

PLUS \$20 at 11:00AM-12:00PM
Formerly \$30 spent at Parks Plus Fitness Centers receive an extra \$10 during this sale!

Parks Plus Fitness Center - 1777 S. Blanchard Road, Wheaton, IL 60189 | 630.871.6713 | parksplusfitness.com

On The First Day of Christmas Parks Plus Fitness Center Give to Me...

For every \$100 spent at Parks Plus Fitness Center between November 24-December 25, receive an entry to win a Holiday Gift. One prize drawn each day between December 12-25.

1777 S. Blanchard Road, Wheaton | 630.871.6713 | parksplusfitness.com

Parks Plus Fitness Center 2014 Annual Report

Marketing Collage

New Promotions



1777 S. Blanchard Rd.
Wheaton, IL 60189

Fitness Center | Group Fitness Classes
Personal Training | Childcare
parksplusfitness.com
GET THE RESULTS YOU WANT.

your chance to WIN a NIKE + FUEL BAND SE

For every \$100 spent at Parks Plus Fitness Center during Community Appreciation Days (September 5-8), get one chance to win. See the fitness center front desk for details and entry forms.

FUEL YOUR FITNESS WITH PARKS PLUS FITNESS CENTER!

1777 S. Blanchard Road, Wheaton | 630.871.6713 | parksplusfitness.com

PERSONAL TRAINING SALE

LIMITED TIME ONLY!
20% OFF ONE-ON-ONE 3 PACK 30 MINUTE SESSIONS*

Member	Resident / Non-Resident	Member / Non-Member
Standard / Package	SALE \$87	SALE \$102
Elite / One-on-one training	SALE \$90	SALE \$105

*Sale offered one through December 31. Discount offered only on 3 sessions/30 Minute One-on-one Personal Training Packages.

1777 S. Blanchard Rd. | Wheaton, IL 60189 | 630.871.6713 | PARKSPUSFITNESSCENTER.COM



On The First Day of Fitmas, Parks Plus Fitness Center Gave to Me... 12 Days of Fitmas Drawing

For every \$100 spent at Parks Plus Fitness Center between November 24-December 22, receive an entry to win a Holiday Gift. One prize drawn each day between December 12-23.

- Giveaways include:
- \$50 Awarded Restaurant Dining Certificate
 - \$50 Studio Movie Club Admissions
 - \$50 Great Day Card
 - \$50 VISA Gift Card
 - GPS Watch
 - Fitness Monitor
 - 3 Month membership from Parks Plus Fitness Center
 - One Hour Massage at DuPage Healthcare, Ltd.
 - 3 Training sessions from Parks Plus Fitness Center
 - Wheaton Park District Family Pool Pass
 - Chicago Blackhawks "Marty's Hood" Jersey
 - Nike Fuel Band

1777 S. Blanchard Road, Wheaton | 630.871.6713
parksplusfitness.com

New/Updated Marketing Initiatives

SCHOOL'S OUT "BREAK SPECIALS"

Limited time only:
Sign up for a Summer Pass and get a 7-day pass FREE.*

Spring Break \$15 7 Day Pass - Value \$30
Summer Pass \$90 90 Day Pass - Value \$147

*includes choice of fitness center or group class pass. Add both unlimited for only \$30 more (\$120 spring break and summer).
Valid Student ID must be presented. Terms and conditions apply. Offer Expires 4/30/14.

parksplusfitness.com

Parks Plus Fitness Center | 1777 S. Blanchard Road, Wheaton | 630.871.6713

PARKS + FITNESS = RESULTS

7 day free trial

We have everything you need to get the results you want:

- Cardio Equipment
- Indoor Track
- Small Group & Personal Training
- Free Weights
- Group Fitness Classes
- Convenient Location

Not sure where to start? Give our facility a try!

ONE WEEK FREE MEMBERSHIP*

Bring this flyer to the Parks Plus Fitness Center front desk today.
*includes unlimited fitness center use only. Group fitness, childcare, and personal training are additional.

Company Name _____
Offer expires: _____ Code: _____

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6713
parksplusfitness.com

Parks Plus Fitness Center
Now offering monthly Group Fitness Flex Pass options!

- Over 50 classes a week to choose from
- Convenient times and location

Membership	Resident	Non-Resident
1 month	\$60	\$75
3 months	\$180 (only \$12 per month)	\$225 (only \$60 per month)
6 months	\$320 (only \$53.33 per month)	\$400 (only \$66.67 per month)
Annual (12 months)	\$624 (only \$52 per month)	\$780 (only \$65 per month)

Parks Plus Fitness Center members receive 50% off above rates.
Register online or at the Community Center front desk.
For more information, call 630.510.5127.

*Terms and conditions apply.

1777 S. Blanchard Road | Wheaton, IL 60189
parksplusfitness.com

GET RESULTS Student & Youth Fitness

Student Fitness Center Memberships for as low as \$1 per day.*

Individual Fitness Center or Group Fitness	Price
30 days	\$30
90 days	\$90
1 Year	\$355

Set the Trend with Group Fitness:
Yoga | Pilates
Intervalocity | Kickboxing

Full Membership (unlimited fitness center and classes)
30 days \$150
90 days \$450
1 Year \$1400

Over 40 classes a week
All levels welcome
Fun with friends or on your own

*Valid Student ID must be presented at registration. Must be 14 years of age to qualify for individual student membership rate. Some restrictions apply.
**Group Fitness Class Age Requirement: 14-15 years of age should be accompanied by an adult to class; over 16 may attend without adult supervision.

1777 S. Blanchard Road | Wheaton, IL 60189 | 630.871.6213
parksplusfitness.com

HEALTHWAYS SilverSneakers FITNESS

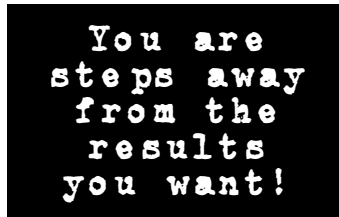
Proud to partner with Silver Sneakers.

Parks Plus Fitness now accepts Silver Sneakers memberships.
Come join today.



Parks Plus Fitness Center 2014 Annual Report Marketing Collage

Large Format Banners & Signs



FUN RUN RACE SPECIAL

GET THE RESULTS YOU WANT!
parksplusfitness.com

Bring in Your Race Bib For...
•15% off Annual Fitness Membership
•15% Off 3 Personal Training Sessions

See through 4/30/14. See members only.

LIGHT THE TORCH RACE SPECIAL

GET THE RESULTS YOU WANT!
parksplusfitness.com

Bring in Your Race Bib For...
•15% off Annual Fitness Membership
•15% Off 3 Personal Training Sessions

See through 10/31/14. See members only.

REINDEER RUN RACE SPECIAL

GET THE RESULTS YOU WANT!
parksplusfitness.com

15% off Annual Fitness Center Membership (up to a value of \$156)

20% off 3 Personal Training 30-Minute Sessions (30 minute individual)

See through 12/31/14.

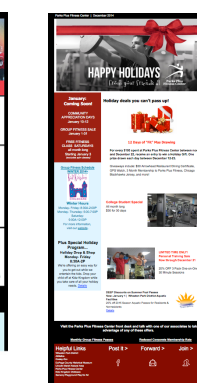
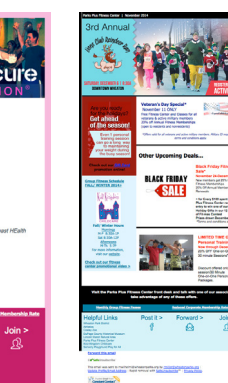
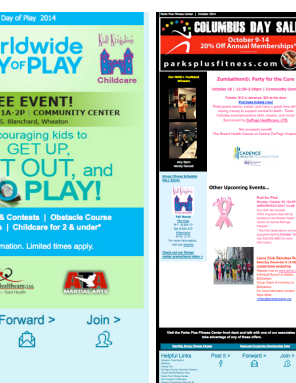
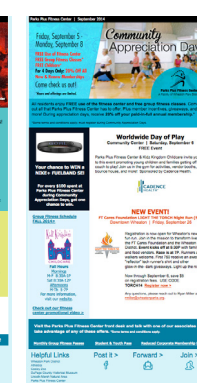
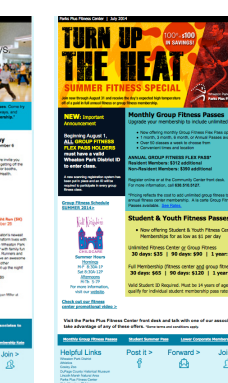
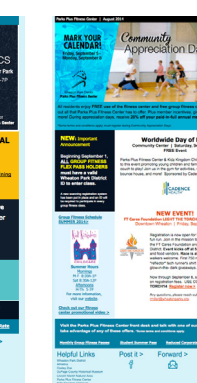
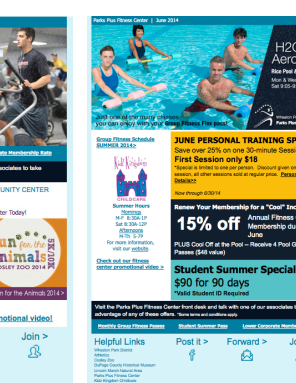
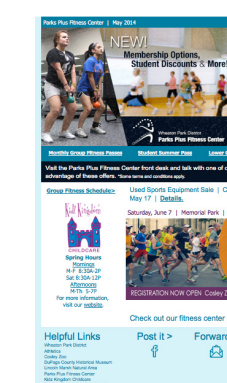
Parks Plus Fitness Center 2014 Annual Report

Marketing Collage

Print & Web Advertisements



Eblasts



Parks Plus Fitness Center 2014 Annual Report Marketing Collage

Social Media/Facebook Cover Ads



Parks Plus Fitness Center 2014 Annual Report Marketing Collage

Kidz Kingdom Childcare Flyers/Eblasts



Half Day of Play

Yikes! No school...kids are bored? Can't find a sitter?

Join us for a fun-filled day of play at the Community Center on a day off from school. Fun includes games, crafts, gym time, or outdoor activities. Please bring a nut-free lunch. See you there! (SR)

Location: Community Center
Limit: 16

Age	Dates	Day	Time	R/NR Fee	Class #
3-8	1/2	Th	10A-2P	\$18/\$22	119220-01
3-8	1/3	F	10A-2P	\$18/\$22	119220-02
3-8	1/17	F	10A-2P	\$18/\$22	119220-03
3-8	1/20	M	10A-2P	\$18/\$22	119220-04
3-8	2/17	M	10A-2P	\$18/\$22	119220-05
3-8	2/28	F	10A-2P	\$18/\$22	119220-06
3-8	3/31	M	10A-2P	\$18/\$22	119220-07

Call 630.510.5136 for more information.
Located at the Community Center, 1777 S. Blanchard Road.
www.parksplusfitness.com



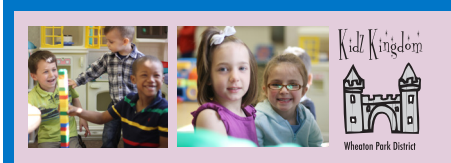
Kidz Care
Flexible, monthly childcare. Now offered 2-5 days a week!

Drop the kids off for socializing, unstructured play, crafts, games and outdoor activities or gym time! Kidz Kingdom offers fun and active childcare while you enjoy some time to yourself. Available Monday-Friday between the hours of 8:30 am and 3 pm. Choose the 3-1/2 hour time frame and which days of the week that work best for you.*

Kidz Care Monthly Pass+
2 days per week: \$112/R; \$140/NR
3 days per week: \$157/R; \$211/NR
4 days per week: \$182/R; \$232/NR
5 days per week: \$228/R; \$285/NR

*Please pack a nut-free lunch and snack every day. Recommended for children 2 years and over.
+Passes are good from 30 days of purchase. Other restrictions apply.

1777 S. Blanchard | Wheaton, IL | 630.871.6713 | www.parksplusfitness.com



Before and After Class Care

Not quite done in time to pick up your child? We have the service for you. If you'd like us to bring your child to childcare after any of our preschool classes, please fill out a form in Kidz Kingdom, and we'll pick up your child and bring them to Kidz Kingdom. If you'd like your child to attend childcare before his/her class, we can walk them to their class. A fee is charged for the child's time spent in Kidz Kingdom.

Methods of payment to choose from...

Daily Drop in Rate (per hour)	\$4/res.; \$5 nonres.
10-hour Pass Card*	\$35/res; \$44/ nonres.
20-hour Pass Card*	\$65/res.; \$81/ nonres.

Parent need not be in the building to use this service.

Call 630.871.6713 for more information.

Wheaton Park District Community Center
1777 S. Blanchard Road
www.parksplusfitness.com



Kidz Summer Care
Flexible, monthly childcare. Now offered 2-5 days a week!

Drop the kids off for socializing, unstructured play, crafts, games and outdoor activities or gym time! Kidz Kingdom offers fun and active childcare while you enjoy some time to yourself. Available Monday-Friday between the hours of 8:30 am and 1 pm from June 1-September 1. Choose the 3-1/2 hour time frame and which days of the week that work best for you.*

Kidz Care Monthly Pass+
2 days per week: \$112/R; \$140/NR
3 days per week: \$157/R; \$211/NR
4 days per week: \$182/R; \$232/NR
5 days per week: \$228/R; \$285/NR

*Please pack a nut free lunch and snack every day. Recommended for children 2 years and over.
+Passes are good from 30 days of purchase. Other restrictions apply.

1777 S. Blanchard | Wheaton, IL | 630.871.6713 | parksplusfitness.com



**Welcome back to school
Wide Horizons Preschool!**

Before and After School Childcare Available!

Drop your kids off before school, and we'll get them to preschool on time! After class care consists of a staff member picking your child up from Wide Horizons and bringing them to Kidz Kingdom. Parents don't need to be in the building, and children are welcome to bring a nut-free snack or lunch to be eaten after class.

A few methods of payment to choose from:
Daily Drop in Rate (per hour): \$4 res.; \$6 nonres.
10-Hour Pass Card*: \$35 res.; \$44 nonres.
20-Hour Pass Card*: \$65/res.; \$81/nonres.

Call 630.871.6713 for more information.

Wheaton Park District Community Center | parksplusfitness.com

Appendix G

#	Brand	Type	Model #	Serial #	Approx. Year Purchased	Life Expectancy	Cost Est	2013	2014	2015	2016	2017	2018
Fitness Center Floor													
1	Life Fitness	Treadmill	TR-9500	HTL 3611411	Pre 2008	6-8 years	\$4,250		X				
2	Life Fitness	Treadmill	TR-9500 HR	322183	Pre 2008	6-8 years	\$4,250		X				
3	Life Fitness	Treadmill	TR-9100	HTK 383131	Pre 2008	6-8 years	\$4,250		X				
4	Life Fitness	Treadmill	TR-9500	HTL 339394	Pre 2008	6-8 years	\$4,250			X			
5	Life Fitness	Treadmill	TR-9500	HTL 339305	Pre 2008	6-8 years	\$4,250			X			
6	Life Fitness	Treadmill	TR-9500	HTL 339423	Pre 2008	6-8 years	\$4,250			X			
7	PreCor	Treadmill	C956i	AGJY29090056	2009	6-8 years	\$4,250						
8	PreCor	Treadmill	C956	6DE30M0005	Pre 2008	6-8 years	\$4,250						
10	PreCor	Treadmill	C952	6DI27M0006	Pre 2008	6-8 years	\$4,250						X
11	Stairmaster	Stepmill	Nautilus K2 Vert. Climber	100160512020805	2011	6-8 years	\$4,500						X
12	Stairmaster	Stepmill		20010070531023	2007	6-8 years	\$4,500	X					X
13	NuStep	Recumbent Stepper	TRS 4000	415825	Pre 2008	6-8 years	\$3,500						
14	NuStep	Recumbent Stepper	TRS 3000	301887	Pre 2008	6-8 years	\$3,500						
15	Star Trac	Recumbent Bike	ERB	RBEB1111-L01132	2011	6-8 years	\$2,750						
16	Star Trac	Recumbent Bike	ERB	RBEB1111-L01129	2011	6-8 years	\$2,750						
17	Matrix	Spin Bike	LS E-series	LAEB0005252-111	2011	7-10 years	\$900						
18	Matrix	Spin Bike	LS E-series	LAEB0005309-111	2011	7-10 years	\$900						
19	Schwinn	Armbike	Airdyne		Pre 2008	6-8 years	\$700						
20	StarTrac	Stepper	9-5040-MINTPO	SCEN0810-U01877	2010	6-8 years	\$2,500						
21	Concept 2	Rower	Model D	1206060-300118087-02	Pre 2008	7-10 years	\$1,250	X					
22	Concept 2	Rower		061305/4	Pre 2008	7-10 years	\$1,250	X					
23	Life Fitness	Treadmill	CLST	CLT 105182	2008	6-8 years	\$4,250						
24	PreCor	Elliptical	AMT 100i	A927L01090039	2009	6-8 years	\$6,000					X	
25	PreCor	Elliptical	AMT 100i	A927L01090042	2009	6-8 years	\$6,000					X	
26	PreCor	Elliptical	AMT 100i	A927F11080006	2008	6-8 years	\$6,000					X	
27	PreCor	Elliptical	AMT 100i	A927E29080025	2008	6-8 years	\$6,000					X	
28	Matrix	Elliptical	Arc Trainer	EP605110900002	2011	6-8 years	\$5,000	X					
29	SciFit	Ergometer	PRO2	660-011063	2010	6-8 years	\$3,000						
30	Precor	Elliptical	EFX885/883	AZABI26110001	2011	6-8 years	\$4,500	X					
31	Stairmaster	Stepper	4200 PT	15000020509006	Pre 2008	6-8 years	\$2,500			X			

Appendix G

#	Brand	Type	Model #	Serial #	Approx. Year Purchased	Life Expectancy	Cost Est	2013	2014	2015	2016	2017	2018
32	Life Fitness	Elliptical	95X	XTM 103655	2008	6-8 years	\$4,500	X					
33	PreCor	Elliptical	EFX 546	IKB25R0064	Pre 2008	6-8 years	\$4,500	X					
34	PreCor	Elliptical	EFX 546	4HH04M0024	Pre 2008	6-8 years	\$4,500	X					
35	PreCor	Elliptical	EFX 546	75G02N0030	Pre 2008	6-8 years	\$4,500				X		
36	PreCor	Elliptical	EFX 885/883	AMXCDO4110001	2011	6-8 years	\$4,500						
37	PreCor	Elliptical	EFX 546	IKB25R0067	Pre 2008	6-8 years	\$4,500				X		
38	PreCor	Elliptical	EFX 556	I2B05Q0025	Pre 2008	6-8 years	\$4,500				X		
39	PreCor	Elliptical	EFX 546	ILI26P0002	Pre 2008	6-8 years	\$4,500				X		
40	Life Fitness	Bike	95ci		Pre 2008	6-8 years	\$1,500			X			
41	Life Fitness	Bike	95ci		Pre 2008	6-8 years	\$1,500			X			
42	Cybox	Bike	Cyclone Upright	Z01-26530C9004NN028	Pre 2008	6-8 years	\$1,500				X		
43	StarTrac	Recumbent Bike	9-6430-MINTPO	RPBN0708C02117	Pre 2008	6-8 years	\$2,750				X		
44	StarTrac	Recumbent Bike		PR70216705	2010	6-8 years	\$2,750						
45	PreCor	Recumbent Bike	C846		Pre 2008	6-8 years	\$2,750				X		
46	in Group Fitness Studio												
47	Life Fitness	Bike	95Ti	RTI100003	Pre 2008	6-8 years	\$1,500						
48	Life Fitness	Bike	95Ti	RTI100002	Pre 2008	6-8 years	\$1,500						
49	Life Fitness	Bike	95Ti	RTI100000	Pre 2008	6-8 years	\$1,500						
50	Life Fitness	Bike			Pre 2008	6-8 years	\$1,500						
51	Concept 2	Rower			Pre 2008	7-10 years	\$1,250			X			
52	Freemotion	Squat			Pre 2008	15 years	\$5,000						
53	Cybox	Leg Press VR3	12040-90	A07-171204090-0268	Pre 2008	15 years	\$4,000						
54	Cybox	Prone Leg Curl	4617-90	Z05-040461790-0610	Pre 2008	15 years	\$4,500						
55	Cybox	Leg Extension	4612-90	Z05-200461290-1676	Pre 2008	15 years	\$4,500						
56	Cybox	Seated Leg Curl	12061-90	A07-171204090-0268	Pre 2008	15 years	\$4,500						
57													
58	Freemotion	Chest			Pre 2008	15 years	\$4,000						
59	Cybox	Chest Press	4506-90	Z08-260450690-1239	Pre 2008	15 years	\$4,500						
60	Paramount	Fly			Pre 2008	15 years	\$4,500						
61	Cybox	Pullover	4000	4000H009407	Pre 2008	15 years	\$4,500						
62	Cybox	Multi-Hip	4121	4121H019006	Pre 2008	15 years	\$4,500						
63	Freemotion	Lat			Pre 2008	15 years	\$3,500						

Appendix G

#	Brand	Type	Model #	Serial #	Approx. Year Purchased	Life Expectancy	Cost Est	2013	2014	2015	2016	2017	2018
64	Cybex	Row	12030-90	A06-281203090-0162	Pre 2008	15 years	\$4,500						
65	Cybex	Overhead Press	4526-90	Z05-250452690-1512	Pre 2008	15 years	\$4,500						
66	Cybex	Lateral Raise	12160-90	A07-141216090-0081	Pre 2008	15 years	\$4,500						
67	Cybex	Hip Abduction	4645-91	464591V313731	Pre 2008	15 years	\$4,500						
68	Cybex	Hip Adduction	4640-91	464091V329531	Pre 2008	15 years	\$4,500						
69	Freemotion	Dual Cable Cross		GZFM6024	2008	15 years	\$5,000						
70	Cybex	Standing Calf	12120-90	B10-161212090-0229	Pre 2008	15 years	\$4,500						
71	Freemotion	Bicep			Pre 2008	15 years	\$4,000						
72	Cybex	Tricep Press			Pre 2008	15 years	\$4,500						
73													
74	Stairmaster	Gravitron 2000	2000	U0000333	Pre 2008	15 years	\$4,000						
75	Cybex	Torso Rotation	12190-90	B10-111219090-0648	Pre 2008	15 years	\$4,500						
76	Cybex	Abdominal	12090-90	B10-161209090-1007	Pre 2008	15 years	\$4,500						
77	Cybex	Back Extension	4712-90	Z05-240471290-0579	Pre 2008	15 years	\$4,500						
78	Life Fitness	Dual Adjustable Pulley			Pre 2008	15 years	\$5,000						
79	Trotter	Smith Machine		9315978	Pre 2008	15 years	\$3,500						
80	Cybex	Smith Machine	5341-90	B10-170534190-13027	Pre 2008	15 years	\$3,500						
81	Maxicam	Calf Raise			Pre 2008	15 years	\$5,000						
82	Maxicam	Lat Pull/Low Row		9087	Pre 2008	15 years	\$4,500	X					
83	Cybex	Leg Press	5321-90	A07-130532190-1183	Pre 2008	15 years	\$4,500						
84	Cybex	Row	5580-90	A07-120558090-2026	Pre 2008	15 years	\$4,500						
85	Cybex	Power Cage			Pre 2008	15 years	\$4,500	X					
86	Tag	Barbell	Set and Rack	G806R-HC-20-110	2008	5-7 years	\$1,500			X			
87	Hammer Strength	Free Weight			2014				X				
88	Hammer Strength	Free Weight			2014				X				
89	Power Systems	Individual Weights			2014				X				
	Power Systems	Jacobs Ladder			2014	5-7 years	\$2,400		X				
Group Fitness Studio													
46	Star Trac	Spin Bike		PSI-1033037	2007	7-10 years	\$800			X			
A	Star Trac	Spin Bike		PSI-1033033	2007	7-10 years	\$800			X			
B	Star Trac	Spin Bike		PSI-1033028	2007	7-10 years	\$800			X			

Appendix G

#	Brand	Type	Model #	Serial #	Approx. Year Purchased	Life Expectancy	Cost Est	2013	2014	2015	2016	2017	2018
C	Star Trac	Spin Bike		PSI-1033038	2007	7-10 years	\$800			X			
D	Star Trac	Spin Bike		PSI-1033039	2007	7-10 years	\$800			X			
E	Star Trac	Spin Bike		SBPN0910-L01508	2009	7-10 years	\$800						X
F	Star Trac	Spin Bike		PSI-1033034	2007	7-10 years	\$800			X			
G	Star Trac	Spin Bike		PSI-1033031	2007	7-10 years	\$800						X
H	Star Trac	Spin Bike		SBPN0910-L01533	2009	7-10 years	\$800						X
I	Star Trac	Spin Bike		SBPN0910-L01531	2009	7-10 years	\$800						X
J	Star Trac	Spin Bike		SBPN0910-L01532	2009	7-10 years	\$800						X
K	Star Trac	Spin Bike		PSI-1033030	2007	7-10 years	\$800						X
L	Star Trac	Spin Bike		SBPN0910-L01529	2009	7-10 years	\$800						X
M	Star Trac	Spin Bike		PSI-1032872	2007	7-10 years	\$800						X
N	Star Trac	Spin Bike		PSI-1033029	2007	7-10 years	\$800						X
O	Star Trac	Spin Bike		PSI-1033032	2007	7-10 years	\$800						X
P	Star Trac	Spin Bike		PSI-1033036	2007	7-10 years	\$800						X
Q	Star Trac	Spin Bike		SBPN0910-L01530	2009	7-10 years	\$800						X
R	Star Trac	Spin Bike		PSI-1033035	2007	7-10 years	\$800						X
S	Star Trac	Spin Bike		SBPN1011-L02322	2011	7-10 years	\$800						X
T	Star Trac	Spin Bike		SBPN1011-L02849	2011	7-10 years	\$800						X