



 2016 ANNUAL REPORT

Peaks Plus
Fitness Center



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 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.

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1. Executive Summary:

The ongoing goal is to seek continuous improvement and growth at PPFC. We focus our efforts on continuing to promote membership retention, advertise for member recruitment, 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.

2016 brought some needed cosmetic changes to Parks Plus Fitness. The facility purchased a new service desk, rubber flooring in the entryway and heavy traffic areas, installed environmentally friendly drinking fountains and upgraded facility signage. All of these updates have been well received by the members and staff.

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. Our focus for several months each year is the recruitment of new members our main goal 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 and engage the members throughout the year.

PPFC will continue to offer new programs and remain current with fitness trends so that PPFC remains competitive with surrounding fitness centers. Parks Plus Fitness expanded the Silver Sneakers/Prime Annual Memberships in 2016. These are insurance based annual memberships provided by Healthways. Parks Plus Fitness has 650 Silver Sneakers/Prime Annual Members (seniors), a 20% increase compared to 2015. We continue to offer group fitness options for 1 month, 3 month, and 6 months in addition to the annual class pass to stay in line with competing group fitness facilities.

In 2017, Ryan Miller, Parks Plus Fitness Center Manager, 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.

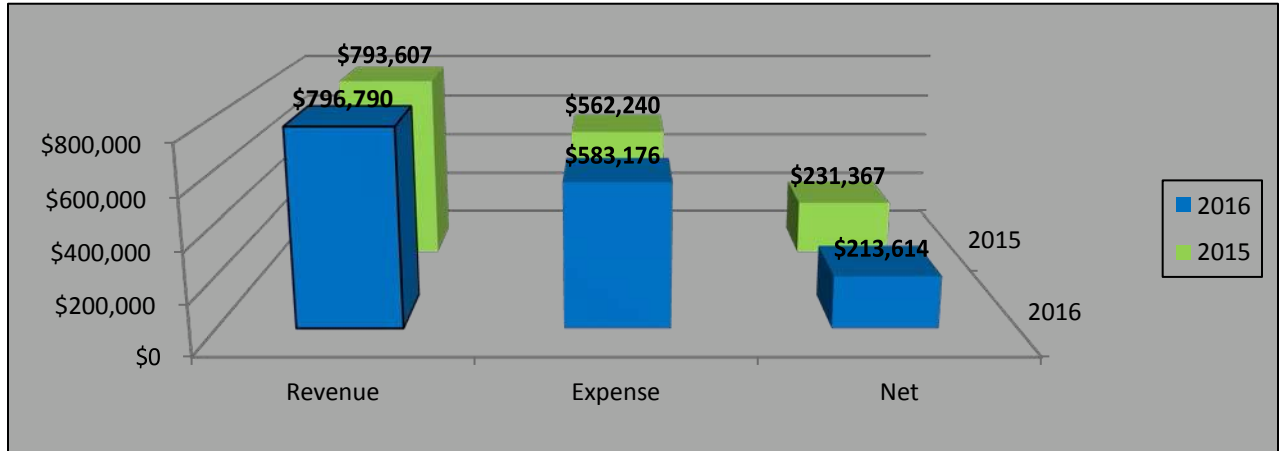
PPFC is prepared to make a positive impact on our community. We will make sure to be an example of the Wheaton Park District's vision, and our dedication to our members will be second to none. Our goal is to continue to grow as a facility and for the Parks Plus Fitness Center name to be well-known and respected in the community and be the "go to" fitness facility. We will do this while still maintaining a high standard of excellence and an even higher standard of service.

2. Financial Analysis

A. Revenue vs. Expense Comparison 2016 VS. 2015 PFCF Operation

**Figures pending 2016 financial audit*

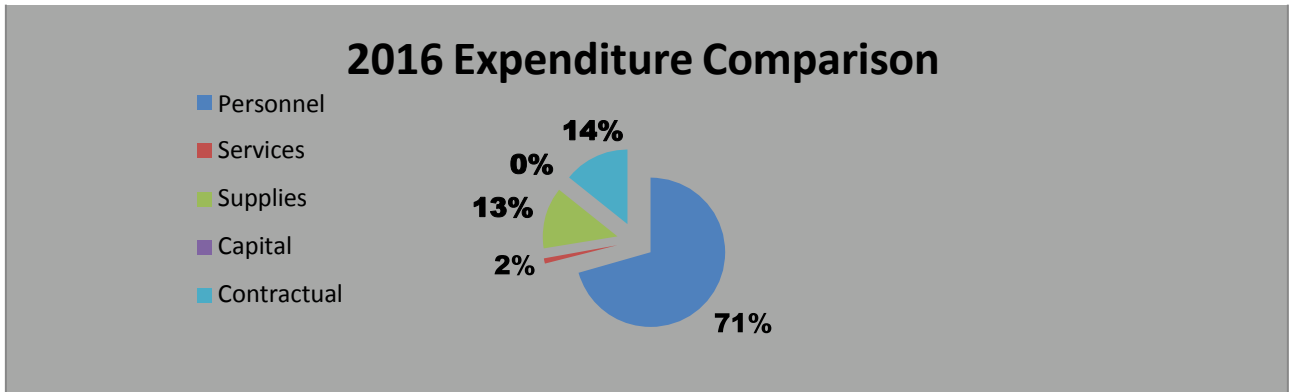
| | 2016 | 2015 |
|----------------------|------------------|------------------|
| Total Revenue | \$796,790 | \$793,607 |
| Total Expense | \$583,176 | \$562,240 |
| Net Balance | \$213,614 | \$231,366 |



B. 2016 vs. 2015 Expense Comparison

**Figures pending 2016 financial audit*

| Year | Personnel | Services | Supplies | Capital | Contractual |
|-------------|------------------|----------------|-----------------|------------|-----------------|
| 2016 | \$411,695 | \$9,251 | \$78,951 | \$0 | \$83,279 |
| 2015 | \$418,535 | \$9,650 | \$56,557 | \$0 | \$77,498 |



- Personnel increased by \$5,055, due to the addition of a fulltime assistant manager position at an average salary of \$35,000.
- Part time wages decreased by \$29,945 in 2016. Having a fulltime manager presence 7 days a week allowed for this reduction.
- Supplies increased by \$22,395 in 2016 due to cosmetic updates to the entry area; a new service desk, entryway rubber flooring, drinking fountains, and 10 spin bikes. The supply account remained under budget by \$3,500.

C. Springbrook Division Revenue Comparison 2016 vs. 2015

| | 2016 | 2015 |
|------------------------------------|------------------|------------------|
| Annual Memberships | \$394,556 | \$406,954 |
| Annual Silver Sneakers Memberships | \$44,444 | \$31,609 |
| Short Term Pass | \$49,506 | \$50,710 |
| Fitness Daily Fee | \$8,092 | \$6,280 |
| Locker | \$316 | \$406 |
| Total Memberships | \$469,914 | \$495,959 |
| Group Fitness Class Pass | \$71,554 | \$70,443 |
| Aerobics Daily Fee | \$5,290 | \$5,908 |
| Fitness Programs | \$22,478 | \$18,472 |
| Total Group Fitness | \$99,322 | 94,823 |
| Personal Training | \$130,174 | \$138,853 |
| Kidz Kingdom Revenue | \$27,830 | \$21,549 |
| Miscellaneous & Runs | \$42,550 | \$40,423 |
| TOTAL | \$796,790 | \$793,607 |

- Parks Plus Fitness saw a revenue increase within all operational divisions except personal training, however that division saw a net profit percentage of 28%, an increase of 6% compared to 2015.

D. Part Time Labor Comparison 2016 vs. 2015

| Account Description | 2016 | 2015 |
|--------------------------------|------------------|------------------|
| Service Desk Attendants | \$69,502 | \$76,551 |
| Community Center Wages | \$13,676 | \$12,361 |
| Personal Training/ Floor | \$14,068 | \$15,773 |
| Personal Training/ Orientation | \$2,823 | \$3,881 |
| Personal Training/ Training | \$76,802 | \$89,202 |
| Group Fitness Instructors | \$63,219 | \$67,874 |
| Kidz Kingdom Staff | \$32,787 | \$35,682 |
| TOTAL | \$272,877 | \$301,324 |

- In 2016, a 3% salary increase pool was approved for all PPFC wages, staff continues to monitor and schedule staff efficiently and in the best interest of the facility. Part time wages decreased \$28,447 compared to 2015.
- Staff decreased wages for Kidz Kingdom by eliminating the coordinator position, whose duties were covered by the assistant manager and modifying coverage hours based on participants' usage.
- PPFC employees Wheaton Residents, resident wages totaled \$150,000 which accounted for 37% of the total Parks Plus Fitness wages in 2016.

3. Parks Plus Fitness Center Memberships

A. Membership Sales

| Type | 2016 | | | 2015 | | | Increase/Decrease | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|-------------------|------------|-----------|
| | Total | New | Renew | Total | New | Renew | Total | New | Renew |
| 1 Month Membership | 369 | <i>213</i> | <i>156</i> | 267 | <i>199</i> | <i>68</i> | 102 | 14 | 88 |
| 3 Month Membership | 286 | <i>195</i> | <i>91</i> | 341 | <i>234</i> | <i>107</i> | (55) | (39) | (16) |
| Annual Membership (Includes Silver Sneakers) | 1,725 | <i>694</i> | <i>1,031</i> | 1,762 | <i>701</i> | <i>1,061</i> | (37) | (7) | (30) |
| Annual Off Hours Membership | 21 | <i>9</i> | <i>12</i> | 17 | <i>5</i> | <i>12</i> | 4 | 4 | 0 |
| Annual Corporate Membership | 42 | <i>27</i> | <i>15</i> | 27 | <i>13</i> | <i>14</i> | 15 | 14 | 1 |
| Fit and Swim | 17 | <i>17</i> | <i>0</i> | 7 | <i>6</i> | <i>1</i> | 10 | 11 | (1) |
| Total | 2,460 | <i>1,155</i> | <i>1,305</i> | 2,421 | <i>1,158</i> | <i>1,263</i> | 39 | (3) | 30 |

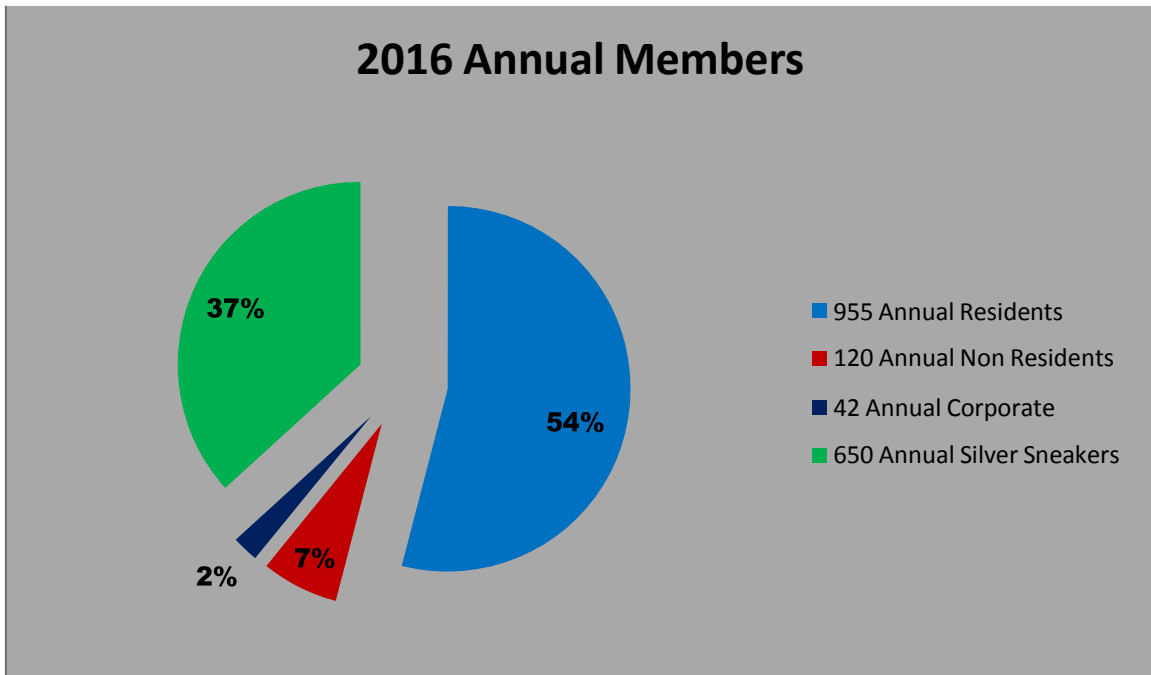
- This year total memberships increased by 39 members.
- Silver Sneakers makes up 650 annual memberships, an increase in this program by 20% compared to 2015. Silver Sneakers is an insurance based annual membership that our members continue to take advantage of if their personal healthcare provider permits.

B. Annual Membership and Short-Term Pass Revenue

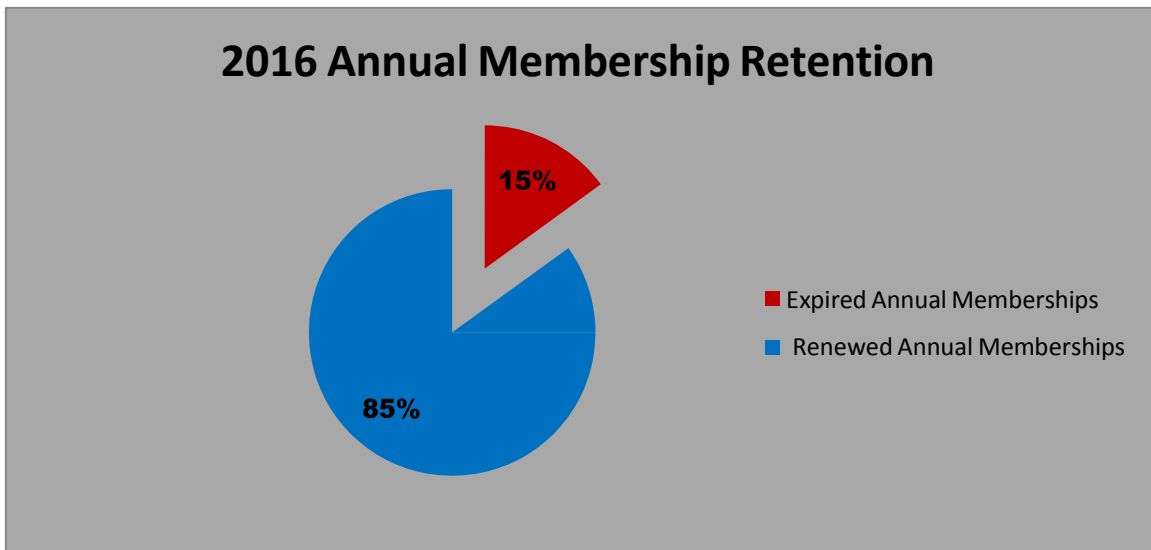
| Calendar Year | 2016 | 2015 | Increase/Decrease |
|------------------------|------------------|------------------|-------------------|
| Annual Membership | \$394,556 | \$406,954 | (\$12,398) |
| Silver Sneakers Annual | \$44,444 | \$31,609 | \$12,835 |
| Short Term Pass | \$49,506 | \$50,710 | (\$1,204) |
| Daily Fees | \$8,092 | \$6,280 | \$1,812 |
| Total | \$496,598 | \$495,553 | \$1,045 |



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



D. 2016 Annual 1-Year Membership Retention



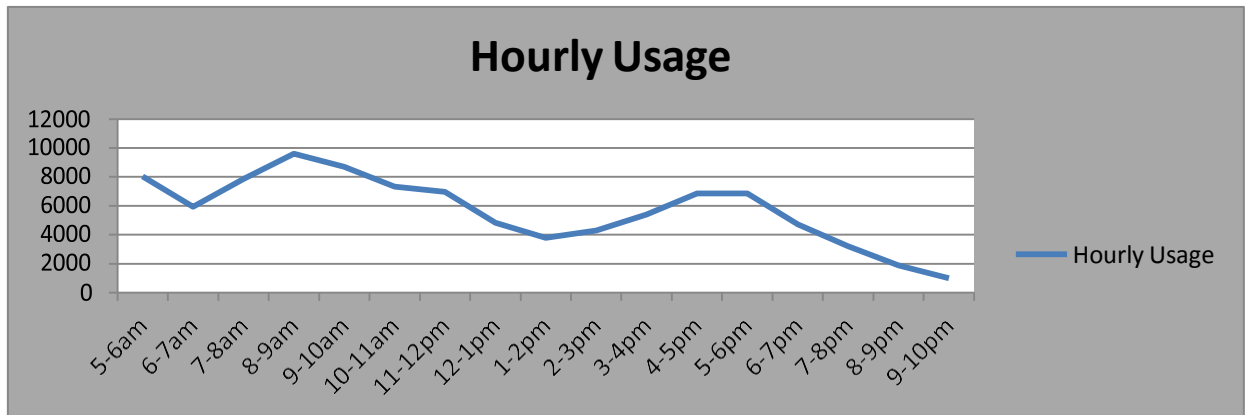
**Based on 2016 Annual Membership Total of 1,788 members.*

- Park Plus retention rate maintained above 85% for 2016.
- 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 stayed under the industry average four years in row.

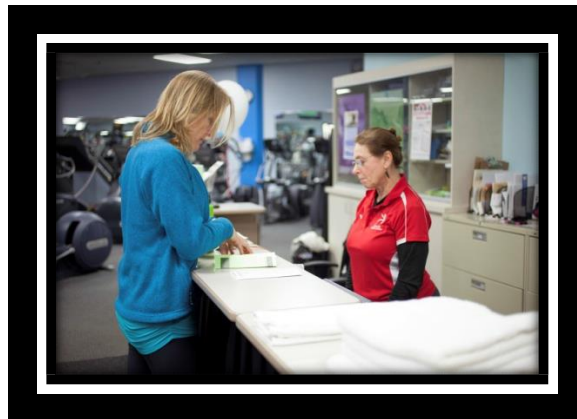
E. Monthly Visit Comparison by Year

| Month | 2016 | 2015 |
|---------------|----------------|----------------|
| January | 10,634 | 9,214 |
| February | 9,474 | 8,658 |
| March | 9,827 | 8,564 |
| April | 9,221 | 9,700 |
| May | 9,064 | 9,240 |
| June | 8,657 | 8,629 |
| July | 8,161 | 8,850 |
| August | 8,816 | 8,138 |
| September | 7,130 | 8,426 |
| October | 7,358 | 7,842 |
| November | 7,599 | 8,127 |
| December | 8,430 | 8,432 |
| TOTALS | 104,371 | 103,820 |

- January, February, and March remained the popular months for our guests. Overall we saw an increase of 551 visits in 2016 compared to 2015.



- 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. 2016 Membership Highlights

Marketing and promotional efforts in 2016 were strategic, and a 12 month marketing plan was developed. 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 2016, numerous enrollment specials were offered seasonally to help stabilize membership fluctuations and each special included incentive to inspire interest in PPFC services and programs. The marketing highlight at the end of this report showcases our 2016 plan.

Enrollment Specials

Enrollment specials included strategic membership discounts throughout the year to attract and retain annual members. The summer Beat the Heat promotion matched the discount with the temperature for the given day. The January and September renewal incentive of 20% off on the Community Appreciation weeks brought in 179 renewal annual memberships. The Black Friday Sale aimed to attract new members and we welcomed 94 new members.

Cross-Promotional Efforts

Throughout 2016, 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, Cosley Zoo Run for the Animals, FT Cares Light the Torch Night Run, and the Lions Club Reindeer Run. Ryan Miller, Parks Plus Fitness Center Manager, serves as the Race Director for all four races. This fitness center serves as packet pickup location for racers exposing over 4,500 individuals to the facility.



H. Membership: Better and Smarter in 2017

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. Staff 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. Internally, PPFC will continue to run effective sales staff meetings, which will introduce sales initiatives for employees. The Assistant Manager position continues to offer extended management coverage in the evenings and on the weekends. The service desk employees continue to offer members, guests and future members the upmost respect and superior customer service. The member/staff relationship continues to be a key competent to the success of Parks Plus Fitness. Continuing to recruit and retain strong members that promote the facility will be crucial for membership retention. We will continue to actively remain competitive with our new neighboring facilities such as Charter One Fitness and Orange Theory Fitness. Parks Plus Fitness Center is proud to be the community club for Wheaton.

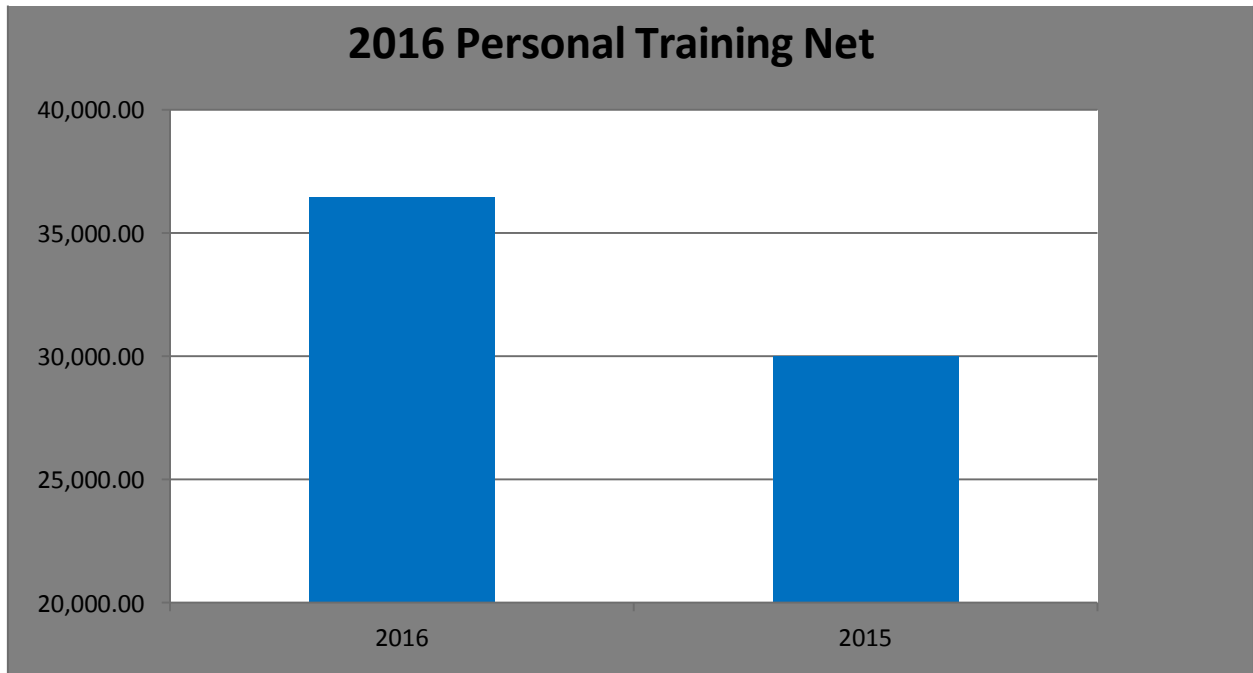


4. Personal Training

A. Personal Training Revenue and Expense

| | 2016 | | | 2015 | | |
|--------------------------|------------------|----------|-------|------------------|----------|-------|
| Session Revenue | \$116,749 | | | \$121,078 | | |
| Program Revenue | \$13,425 | | | \$17,775 | | |
| Total Revenue | \$130,174 | | | \$138,853 | | |
| | Average Hours | | | Average Hours | | |
| Expense | | Annually | Daily | | Annually | Daily |
| <i>Training</i> | \$76,802 | 3,491 | 9.6 | \$89,202 | 4,054 | 11.1 |
| <i>Floor</i> | \$14,068 | 1,563 | 4.3 | \$15,773 | 1,752 | 4.8 |
| <i>Orientation</i> | \$2,823 | 217 | .59 | \$3,811 | 293 | .80 |
| <i>Total</i> | \$93,693 | 5,271 | | \$108,856 | 6,099 | |
| Net Balance | \$36,481 | | | \$29,997 | | |
| Profit Percentage | 28% | | | 22% | | |

- Net profit percentage increased 6% in 2016. We saw a reduction in labor hours based on training package revenue, whoever our members do commit to the program and purchase larger sessional packages.
- Recruiting and onboarding of the new personal trainers has been a key to success in 2016. The transition of five personal trainers in 2016 has gone over well with members.
- Personal training will introduce Insanity and Yoga in the Park Classes in 2017. In 2016 both of these programs have been coming on strong in the fitness industry and are projected to continue to be successful throughout 2017.



B. 2016 vs. 2015 Personal Training Package Comparison

| Training Packages | Packages Sold | | Number of Sessions | |
|--------------------|---------------|------------|--------------------|--------------|
| | 2016 | 2015 | 2016 | 2015 |
| 1- Partner Session | 23 | 3 | 23 | 3 |
| 3- Partner Session | 0 | 7 | 0 | 21 |
| 6-Partner Session | 14 | 20 | 84 | 120 |
| 12-Partner Session | 7 | 13 | 84 | 156 |
| 20-Partner Session | 7 | 4 | 140 | 100 |
| 1-Group Session | 1 | 13 | 1 | 13 |
| 3-Group Session | 3 | 1 | 9 | 3 |
| 6-Group Session | 16 | 9 | 96 | 54 |
| 12-Group Session | 15 | 7 | 180 | 84 |
| 60min/1 Session | 14 | 7 | 14 | 7 |
| 60min/3 Session | 1 | 3 | 3 | 9 |
| 60min/6 Session | 14 | 17 | 84 | 204 |
| 60min/12 Session | 6 | 8 | 72 | 96 |
| 60min/20 Session | 17 | 23 | 340 | 460 |
| 30min/1 Session | 101 | 89 | 101 | 89 |
| 30min/3 Session | 80 | 72 | 240 | 216 |
| 30min/6 Session | 108 | 98 | 648 | 588 |
| 30min/12 Session | 80 | 86 | 960 | 1,032 |
| 30min/20 Session | 150 | 149 | 3,000 | 2,980 |
| Totals | 657 | 629 | 6,079 | 6,301 |

- We saw an increase in personal training transactions by 28 packages in 2016.
- 30 minute sessions have become the most popular package. These packages are at a 54% profit margin.
- Group Training has become a popular fitness trend in 2016. It is on the top ten list of 2017 trends in the fitness industry. Staff will focus on marketing this offering to capitalize on this program.



C. Personal Training Programs

The following is a listing of the small group personal training sessions that were offered throughout 2016.

Personal Cross Training 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!

Fit 45

This six week 1 day per week 45 minute class will challenge you by blending a unique mix of cardio, strength and core exercises. It is an ultimate calorie burner, suitable for all fitness levels. It is crafted to keep your interest high and heart rate higher.

Exercising with Parkinson's Class

This 60 minute class is offered 2 days per week to help improve or prevent a decline in functional status of persons with Parkinson's disease. Exercises are designed to address strength, range of motion, posture and balance issues. In partnership with Northwestern Medicine our trainers were trained by their therapists.

TRX Suspension Training and newly offered Advanced TRX Class

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! These classes have grown into our most popular group classes that we offer classes 5 days a week including a new advanced class!

Fore-Tee-5

A 45 minute 1 day per week golf conditioning class offered just before the start of golf season to improve strength, flexibility, core and balance to help improve your overall golf game.

Silver Sneakers Circuit Class

This class was offered once a week and its popularity grew that now it is offered 3 times a week. It combines fun with fitness to increase your cardiovascular and muscular endurance power with a standing circuit workout. A chair is used for standing support, stretching and relaxation exercises.



D. 2016 Personal Training Highlights

Wheaton Park District Parks Plus Fitness Center Personal Training will show a profit for the sixth straight year. The department continues to analyze revenue opportunities and continues to keep an eye on expenses specifically by monitoring floor hours. This year we offered a Personal Training sale that ran during the month of October, offering individual 30-min 3 pack personal training sessions at 20% off. 37 sessions were sold. In December we offered a sale of 20% off 1, 30 minute sessions with a maximum of 5 sessions. As a result, 74 sessions were purchased.

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.

Partnership

In 2016 Parks Plus Fitness partnered with Northwestern Medicine to offer Exercising With Parkinson's Disease Classes. These classes were held at the Community Center and were led by our personal trainers. Staff went through extensive training through Northwestern Medicine. These classes were held on Tuesday and Thursday from 10am – 11am. The average class size was eight participants. We look to increase this total in 2017. Our partners at Northwestern were delighted with the program and the improvements by the patients.



E. Surrounding Park District 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) |

- Parks Plus Fitness continues to be very affordable compared to our surrounding competitors. Staff will continue to monitor changes and new fitness centers in the area to ensure we remain competitive with price and offerings. We are proud of our overall staff customer service, on staff skilled professionals, and facility cleanliness which will continue to bring in new members and retain existing ones.

5. Group Fitness

A. Flex Pass and Daily Fee Revenue and Expenses

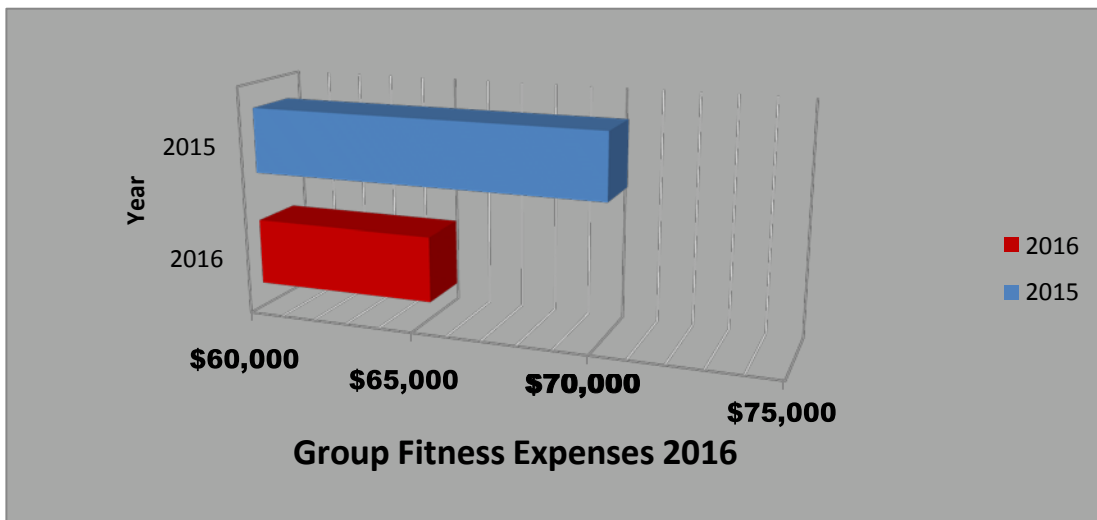
Group fitness participants may choose to purchase an annual group fitness class pass valid for 1 year from the date of purchase, that allows them unlimited classes, or they may purchase a 1 month, 3 month, or 6 month pass. Group fitness offers over 45 classes per week between 5:30AM and 8PM. Parks Plus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

| Calendar Year | 2016 | 2015 |
|--------------------------|-----------------|-----------------|
| Class Pass | \$71,554 | \$70,443 |
| Daily Fees | \$5,290 | \$5,908 |
| Fitness Program Revenue | \$22,478 | \$18,472 |
| Total Revenue | \$99,322 | \$94,823 |
| Part Time Wages | \$63,219 | \$67,874 |
| Supplies | \$2,045 | \$2,375 |
| Total Expenses | \$65,264 | \$70,249 |
| Net Profit | \$34,058 | \$24,574 |
| Profit Percentage | 34% | 26% |

- Annual Resident class pass is \$624 and 1 month costs \$60. A 3 month membership is \$165 and a 6 month membership is \$320.
- Annual Nonresident class pass is \$780. A 1 month flex pass costs \$75. A 3 month membership is \$206 and a 6 month membership is \$400.
- Net profit percentage increased by 8%. Wages were decreased by 7% in comparison to 2015 based on class offerings. We saw an increase in specialized fitness revenue such as Spin Classes, Boot Camp in the Park and other punch pass offerings.

B. Group Fitness Annual Sale

The Group Fitness Program offers two annual deep discount 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).



C. Group Fitness Class Offerings

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!

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.

Multi Step

A unique intermediate level cardio class that uses 2-4 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.

Yoga Flow

Increase strength and flexibility while moving from one pose to the next in this Vinyassa style class.

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. 2016 Group Fitness Highlights

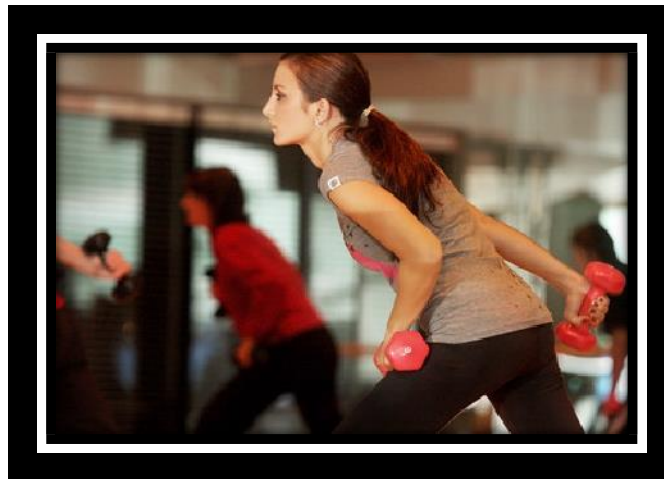
The Annual Group Fitness Class Pass Sale was offered twice during 2016. The first sale was during the month of January, and then again in September. Both sales offered 15% off the regular price of the Annual Flex Pass. Most renewing Flex Pass Members took advantage of the sales, and 21 new members signed up for the Annual Pass during 2016.

The Community Appreciation Days were held in January and in September. During these 7 day sales, we offered classes to promote the group fitness program, as well as offered 20% off the Annual Pass. 48 new or expired participants took advantage of the free classes, and more than half of them signed up for a 1 or 3 month Group Fitness Class Pass.

The Group Fitness program also offered “Free Fitness Saturdays” during the month of January to promote our classes. Almost 60% of the new participants who attended purchased a Class Pass.

In April 2016, Parks Plus Fitness Center purchased 10 new spin bikes to replace half of the aging bikes in our fleet. Participants enjoy a smoother ride as well as an on-bike computer that gives them a visual of how fast they are riding and level of resistance. Most have commented that this feature makes them push themselves harder than they did on the old bikes that do not have this technology.

The 6th annual “Party 4 the Cure Zumbathon” was held on December 9 to promote breast cancer awareness and raise funds for research. 58 participated in this event and \$700 in proceeds was donated to the Northwestern Breast Health Center.



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. We added a Saturday 9am Zumba class and a Wednesday 5pm Power Sculpt class in 2016 to attract younger participants. Both have been well received.

E. Group Fitness: Better and Smarter in 2017

The Wheaton Park District Group Fitness programming will continue to focus on the community as a whole and offer a variety of classes for different fitness levels and interests. In February 2017, we will add Barre Workout classes to our schedule to keep up with current trends, and add a Yoga Basics class on the first Thursday of each month. The Yoga Basics class was added in response to feedback from older participants that would like to get a basic understanding of what yoga is and its benefits before starting a class.

The Group Fitness Program will also be updating some of its older equipment that dates back to 2000. We would also like to purchase a few new spin bikes again this year, so more participants can utilize the updated technology that our new bikes have.

We will hold the 7th Annual Zumbathon in October 2017 for Breast Cancer awareness and research. This event regularly sells out, participants have a great time, and we raise funds for a cause that has touched so many in the community.



6. Kidz Kingdom

A. Kidz Kingdom Revenue and Expenses

| Revenue | 2016 | 2015 |
|-----------------------|------------------|-------------------|
| Annual Pass Sales | \$3,325 | \$2,695 |
| Daily Fees | \$24,505 | \$18,854 |
| Total Revenue | \$27,830 | \$21,549 |
| Part Time Wages | \$32,787 | \$35,682 |
| Supplies | \$526 | \$1,197 |
| Total Expenses | \$33,313 | \$36,879 |
| Net Loss | (\$5,483) | (\$15,330) |

- Kidz Kingdom decreased its annual loss by 64% in 2016.
- Kidz Kingdom childcare remains to be a valuable service to the PPFC membership base as well as the community as a whole.
- Revenue increased due to higher participation that accounted for an addition 942 hours of paid childcare.
- With the assistant fulltime manager, hourly staff wages were reduced with a conscious effort to limit staff during non-peak hours.

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.



B. Kidz Kingdom 2016 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 be utilized regularly for 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 staff helps the DCHM at the Santa Express Train Event. Five sold out trains ran in 2016.

Special Events

Kidz Kingdom continues to participate in Halloween Happening. Close to 150 children participated in crafts during the event. Kidz Kingdom continued its "Letters from Santa" offering, from December 1 to 10. Kidz Kingdom co-sponsored "Create, Discover, Play Day". Patrons were invited to attend the event and were made aware of many Park District Programs offered.

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 2016 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 250 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: Better and Smarter in 2017

Kidz Kingdom has lowered the age from 2 years to 18 months for Drop off Care, Stay and Play, and Fabulous Friday Programs. This changed to increase marketing and entice new annual members to use the Kidz Kingdom Services. The goal is to increase annual sales as well as hourly usage. Kidz Kingdom will add two additional programs in an effort to attract the attention of our younger patrons. One of the strengths of the program is the opportunity to drop off children as young as 18 months without a set schedule. Kidz Kingdom will therefore continue to market drop off care. It will also continue to provide before and after class care to Wide Horizon Preschool. Kidz Kingdom will continue to staff according to Department of Children & Family Services ratio 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 2014 and by the end of December 2016 the club had 650 Silver Sneakers Members. The program continues to grow and has increased our nonresidents annual memberships. We added Silver Sneakers group fitness classes as well in 2016 to increase visits and revenue. Each classes averages 12 participants.



8. Leisureship Fund

Sharon Rovansek, Kidz Kingdom Attendant, is also the chair of the Community Partnership Committee, which oversees the Leisureship Fund. In 2016, the Wheaton Park District lanyard sales, The Recycling Holiday Lights initiative, and pretzel necklace sales at Brew Fest were coordinated by this Committee. The leisuership fund allowed 65 participants to have Parks Plus Fitness Memberships. The cost to the Leisureship fund was \$7,200.

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 (HWC) holds monthly meetings on the first Tuesday of the month. 2016 Health and Wellness Committee members are Ryan Miller, Andrea Chiapetta, Diane Hirshberg, Sally Oppenheim, Donna Siciliano, Rob Sperl, Brian Morrow, Patty Walkowicz, Brett Peto and Margie Wilhelmi. The mission of the HWC is to establish and maintain a workplace and community that encourages environmental and social support of a healthy lifestyle. The committee is responsible for Maintain Don't Gain, PATH through PDRMA, lunch and learns, and quarterly wellness newsletter to staff. In 2016, 280 staff members attended Lunch and Learns and 122 employees participated in the Maintain, Don't Gain holiday health challenge. The committee was awarded a \$1,000 grant in 2016 for our 2017 program.

11. Race Wheaton

Parks Plus Fitness Center is involved in these race events to capitalize on promotional opportunities as Ryan Miller, Parks Plus Fitness Center Manager, serves as our certified Race Director. Parks Plus Fitness Center Manager and the Special Event Team oversaw the planning and execution 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 and USA Track and Field, 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 Wheaton Rotary Club AM

The event was held on April 16, 2016 and was a huge success; over 1,140 participants ran the streets of Wheaton and through four color stations. This event raised approximately \$38,446 split by both entities. **Save the Date for 2017 = April 22**

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 all aspects of the Cosley Zoo Run for the Animals. Each year approximately 2,350 runners participate in the 5K, 10K, or ½ Mile Kids' Race. In 2016, the event raised more than \$70,000 for capital improvement at Cosley Zoo. **Save the Date for 2017 = June 3**

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 3rd annual 5K event on September 30, 2016 that had 880 participants and raised approximately \$33,604 split by both entities. **Save the Date for 2017 = September 29**

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 5th annual 5K event on December 3, 2016 that had 1,141 participants and raised approximately \$40,842 split by both entities. **Save the Date for 2017 = December 2nd.**

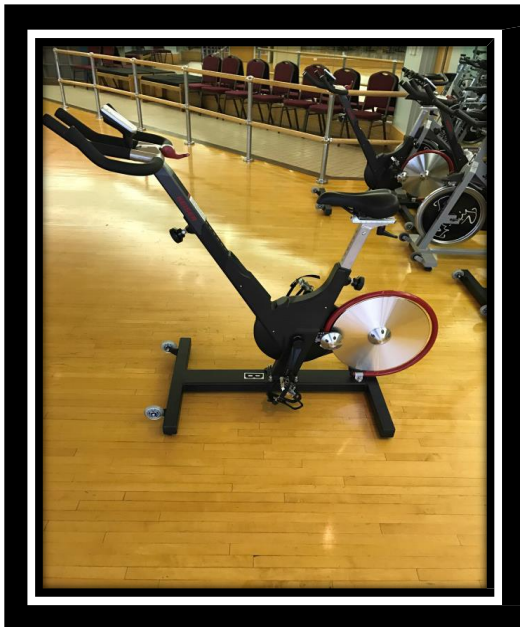


12. Partnerships

Throughout 2016, PPFCC continued to seek out partnerships with various companies throughout Wheaton and the DuPage County area such as Advance Health Care, DuPage Healthcare Ltd., WITS, Vitamin Shoppe, and College of DuPage School of Massage. PPFCC will continue to seek partnerships with local businesses throughout 2017 in order to gain visibility and recruit incentives.

13. Equipment Replacement Plan (Appendix A)

Parks Plus Fitness Center has an equipment replacement plan. This plan details the current equipment inventory, approximate year purchased, life expectancy, projected replacement year and cost estimate. In 2016, Parks Plus Fitness had an aesthetic makeover by purchasing a new service desk, rubber entryway flooring, new filing and storage cabinets, and new drinking fountains. 10 new spin bikes were also purchased to keep up with the demand in these classes. The new drinking fountains saved 8,588 water bottles from being used and put in landfills since they were installed June 2, 2017.



14. 2016 Marketing Overview

The Wheaton Park District Marketing Team continues to seek opportunities to increase new memberships, engage with current members, and create brand recognition of our facility. Through strategic marketing engagement we aim to search for innovative marketing opportunities to attract not only new members, but continuously engage our current members through incentives and special events. Parks Plus Fitness Center (PPFC) meets with the marketing team once a month to strategically plan and forecast upcoming promotions. When constructing the 2016 marketing plan the staff looked at the entire year, month by month, and various areas (i.e. fitness center, group fitness, and personal training). Fitness center and group fitness discounts were offered simultaneously so all membership types had the opportunity to take advantage of sales. Throughout 2016, the goal was to seek ways to continue the cohesive branding efforts started in 2015.

PPFC continues to send letters to members whose memberships are expiring or have expired to encourage them to come back while featuring the promotions we are offering that specific month or time period.

Branding & Facility Signage

- Facility Rack Card
 - o In addition to the promotions outlined in this report, the staff at PPFC promotes the facility and its brand by reaching out to outside areas to recruit new members.



- Parks Plus Fitness Center Branded Headbands
 - o These were used in February for BINGO, our internal member promotion. Headbands were given to those who filled out their BINGO card. 250 headbands were ordered.





Parks Plus Fitness Center

Member Name: _____

| | | | | |
|--|---|---|---|--|
| B I N G O | | | | |
| Walk/ Run 5K on treadmill | Sign up for TRX Class | Register for Race Wheaton, 5K Training | Run/Walk 5K on treadmill | Workout 30 Min. |
| Register for Fun Run, Cooley Run 5K/25K, Light the Torch Run, or Reindeer Run 2017 | Take Yoga Class or Yogalattes | Workout 60 Min. | Say hello to Fitness Center Manager | Stretch with foam rollers 5 min. |
| Climb Jacob's ladder for 5 Minutes | Purchase 3 Pack Personal |  Parks Plus Fitness Center | Workout 45 Min. | Walk/ Run Track upstairs for |
| Workout 4 Days in 1 Week | Ask Personal Trainer for new exercise | Take Spin Class | Purchase 12+ Pack Personal Training | Register for Rec Program, event, or Pool Pass |
| Bring a friend to workout (Must be new to PPFC) | Workout 3 days in 1 week | Lift Weights 5-10 Min. | Renew Membership for 2017 | Complete a circuit |

- Facility Signage (inside building)
 - o In 2016, our goal was to seek ways to continue the cohesive branding efforts in 2015 by enhancing onsite signage. Throughout the year, we continued to update the branding of PPFC through marketing materials and facility signage inside the building.
- Training Zone
 - o Training Zone signage was created to make guests aware that this was for members to utilize this space.



- Wrapped Cement Poles
 - o Two cement poles with PPFC logo were installed to match the branding of the entire fitness center.



- Banners throughout the Community Center
 - o 3 X 8 banners were designed and placed on the lower and upper level of the Community Center. These banners promoted the fitness center as whole and also showcased programs we offered (group fitness classes, TRX training, etc.)



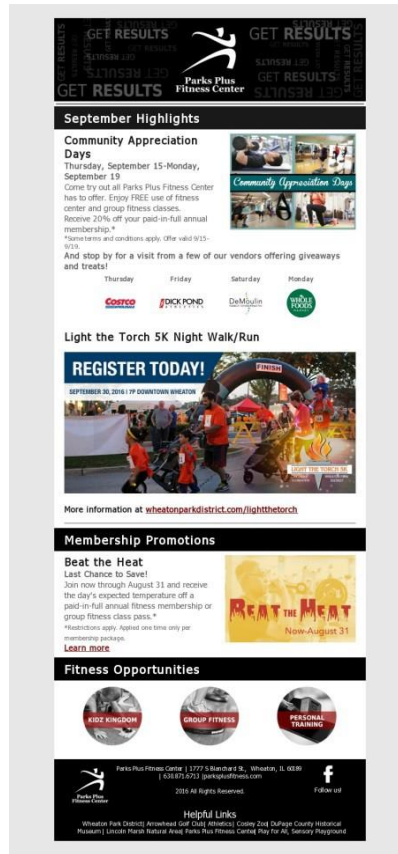
- “Meet the Trainers” Signage
 - o Personal Trainer photos and biographies were updated. This sign is posted at the entrance of the fitness center. It is great way for members to get to know their trainers.



- Community Center Gymnasium Signage
 - o In the Community Center gymnasium, there is signage showcasing all of our Wheaton Park District facilities. Parks Plus Fitness Center was added in the beginning of the year. We wanted to include amenities that PPFC offers to patrons that are visiting the gym for sporting events, open gym, etc.



- Parks Plus Fitness Center E-blast Re-design
 - o Later in the year, marketing staff updated the look of the PPFC newsletter. This newsletter goes out to over 10,000 contacts per month. The PPFC header in the e-blast is consistent with the website header.



Every Door Direct Mailing

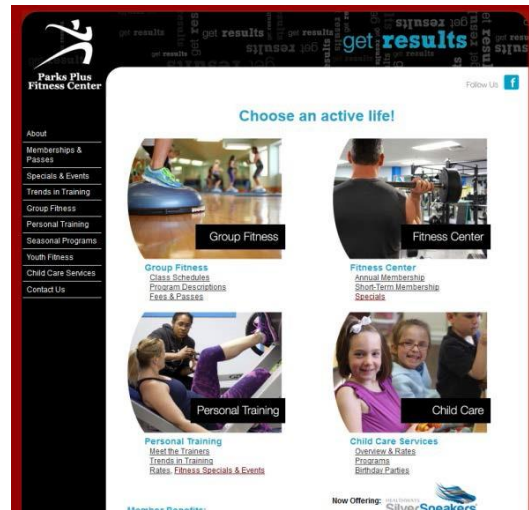
Due to the success of direct mailing postcards in the past, staff decided to do two direct mail campaigns this year for two different promotions.

- Facility Promotion:
 - o Postcards were distributed in May to 4,500 households within three miles of the fitness center. This postcard featured amenities offered at PPFC (Personal Training, Supervised Child’s Play, Classes, Indoor Track, etc.) Recipients were encouraged to bring in the postcard to get three months free off of their paid-in-full membership. Mailing resulted in 13 new members.
- Black Friday Sale:
 - o Black Friday postcards were distributed in mid-November to 5,000 households within three miles of the fitness center. These postcards featured a savings of up to 25% on memberships and personal training. Mailing resulted in approximately \$66,000 in membership sales during this promotion.

Parks Plus Fitness Center Web Traffic

Marketing materials continued to push traffic to parksplusfitness.com. In 2016, website fitness and staff photos were updated. Our efforts to drive members and potential members to the website also continued.

- 16,023 unique web users visited parksplusfitness.com in 2016. This is a 25% increase over 2015.
- Site traffic is filtered to our website through the following avenues:
 - o 58.72% of traffic was organic by search engines (an increase of 12% from 2015.)
 - Top 3= Google (6,999), Yahoo (396), Bing (383)
 - o 25.98% of traffic was direct visits to parksplusfitness.com
 - o 17.88% of traffic was referral from Wheaton Park District sites
 - Top = Wheaton Park District Home Page Navigation
 - o The most visited pages of our website are Home Page (11,364), Specials and Events (4,725), and the Group Fitness Schedule (4,180).



Sponsorship

- Parks Plus Fitness Center continues to seek out partnerships with various local companies throughout Wheaton and the DuPage County area. Dick Pond Athletics took a larger role as a partner with PPFC for several of our yearly promotions including Miles for March, Community Appreciation Days and 12 Days of Fit-mas. Their presence at Wheaton Park District race packet pick-ups and Community Appreciation Days offering giveaways has been a great addition to our events. Costco and Whole Foods have done several in-kind donations for promotions several months out of the year for Community Appreciation Days and Zumbathon. Lifetime Metabolic Center sponsored Zumbathon for the first time this year. Our goal is to broaden our current relationships and continue to seek partnerships with local businesses throughout 2017 in order to gain more visibility.



January

- Community Appreciation Days | January 4- 11
 - o 20% off Annual Fitness Memberships
 - Annual community-wide week long promotion that provides non-members free access to fitness center, childcare services, and group fitness classes. The marketing team promoted “Discover a better you in 2016” campaign merging the recreation department and Parks Plus Fitness Center promotional efforts when offerings to residents free fitness center access, and recreation programming. This special was promoted through signage at the Community Center, posters & flyers were distributed, Facebook post, and a dedicated e-blast.

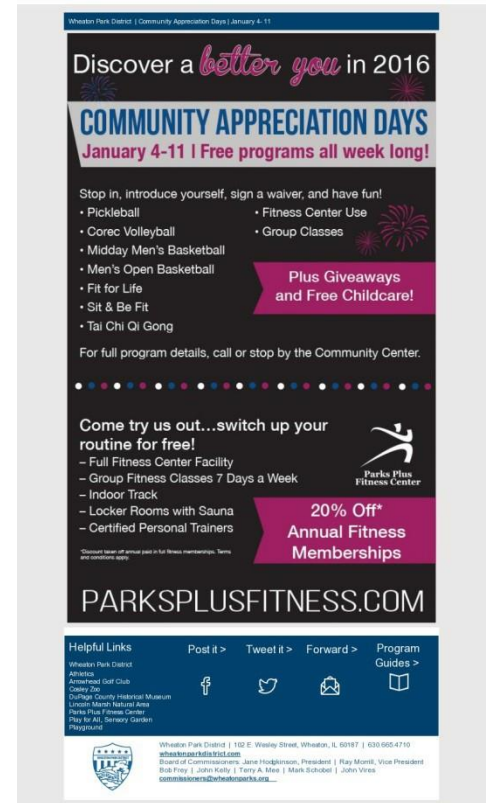
| Results | New Members | Renew Members |
|-----------------------------|-------------|---------------|
| Community Appreciation Days | 52 | 83 |



Poster, Flyer, A-frame



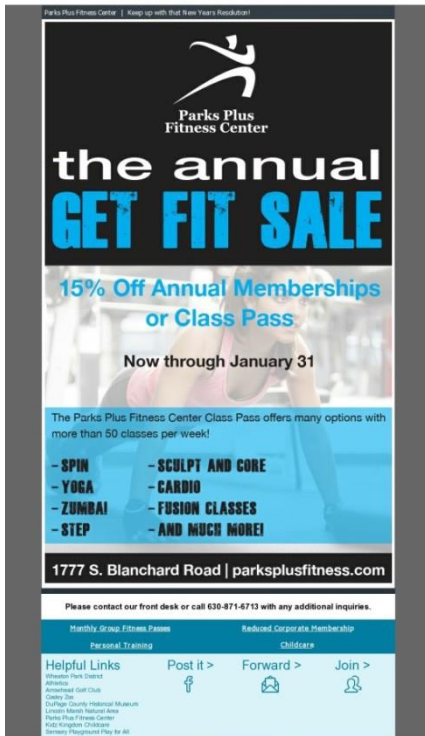
Facebook Post
(reached over 120 followers)



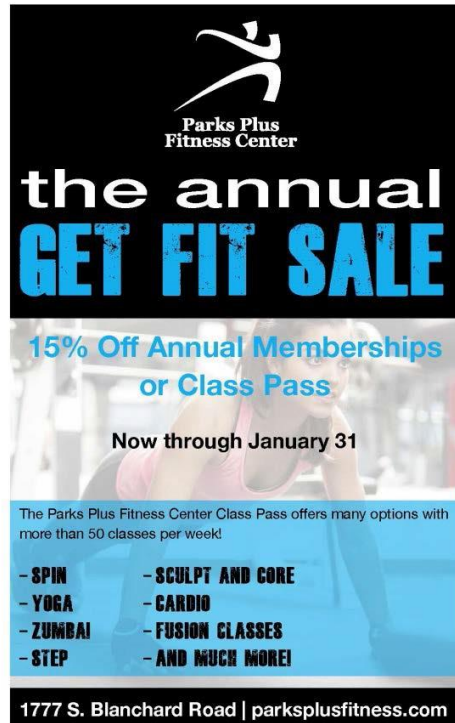
E-blast sent to 12,600,
32% open rate

- Get Fit Sale | January 12- 31
 - o 15% off Annual Memberships or Class Pass
 - Get Fit Sale took place after the Community Appreciation Days offering new and re-new memberships at a discount. The end of the month promotion was promoted through posters & flyers, Facebook header, and a dedicated e-blast.

| Results | New Members | Renew Members |
|--------------|-------------|---------------|
| Get Fit Sale | 42 | 96 |



*Dedicated E-blasts
Sent to 3,640
27% open rate*



Poster/ Flyers/ A-frame



*Facebook Post
(Reached over 100 followers)*

- Free Fitness Class Saturday |Every Saturday in January
 - o Group Fitness Classes were offered free of charge every Saturday throughout the entire month of January. This gave members and nonmembers of the fitness center an opportunity to try out classes and receive 15% off Class Pass Memberships throughout the month. Our free fitness Saturday classes were promoted through posters & flyers, and a-frames at Community Center entrance and outside of group fitness classes.

| Results | Number of Participants |
|-----------------------------|------------------------|
| Free Fitness Class Saturday | 29 |

FREE FITNESS CLASS SATURDAY!



ENJOY YOUR CLASS? JOIN US ALL YEAR LONG.

Annual Fitness Membership Sale

15% Off* Throughout January

Community Appreciation Days

January 4-11

Enjoy 20% Off* All Week

*Discount taken off annual paid in full fitness memberships. 15% off January 1-3, 12-31 and 20% off January 4-11. Terms & conditions apply.

1777 S. Blanchard Rd. | Wheaton, IL 60187 | 630.871.6713

PARKSPUSFITNESSCENTER.COM

Poster/ Flyers/ A-frames at Community Center


February

- BINGO | February 1-29
 - o Members were encouraged to pick up their bingo card at the front desk. Members who filled out their card were given a Parks Plus Fitness Center branded headband.
 - Bingo cards encouraged members to purchase personal training sessions, race packages, trying new equipment, etc. This internal promotion was promoted through posters, flyers, and a-frames. 25 members completed their BINGO cards. In 2017, we have set a goal of 50.


| Results | Number of Participants |
|---------|------------------------|
| BINGO | 25 |



Poster/ Flyers/ A-frame



Member Name: _____

| | | | | |
|--|---|---|---|--|
| B I N G O | | | | |
| Walk/ Run 5K on treadmill | Sign up for TRX Class | Register for Race Wheaton, 5K Training | Run/Walk 5K on treadmill | Workout 30 Min. |
| Register for Fun Run, Cosley Run 5K/10K, Light the Torch Run, or Reindeer Run 2017 | Take Yoga Class or Yogalattes | Workout 60 Min. | Say hello to Fitness Center Manager | Stretch with foam rollers 5 min. |
| Climb Jacob's ladder for 5 Minutes | Purchase 3 Pack Personal |  | Workout 45 Min. | Walk/ Run Track upstairs for |
| Workout 4 Days in 1 Week | Ask Personal Trainer for new exercise | Take Spin Class | Purchase 12+ Pack Personal Training | Register for Rec Program, event, or Pool Pass |
| Bring a friend to workout (must be new to PPFC) | Workout 3 days in 1 week | Lift Weights 5-10 Min. | Renew Membership for 2017 | Complete a circuit |

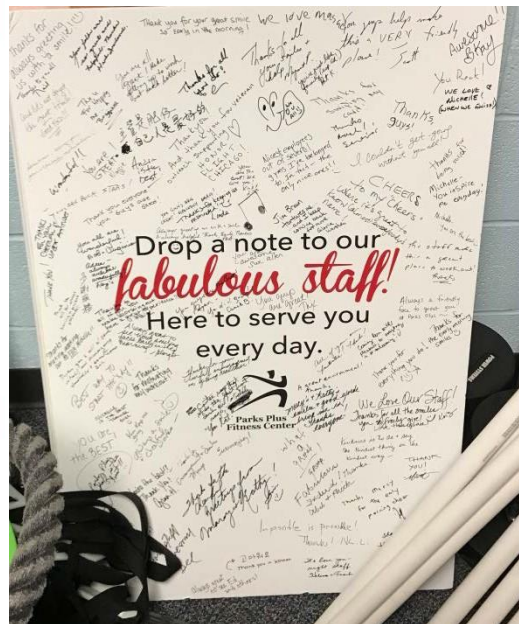
BINGO Card for Members

- Staff Appreciation | February 25-29
 - o 20% off New Annual Memberships or Class Pass | 25% off Renew Annual Memberships or Class Pass
 - This special was to celebrate all PPFC staff and all they do to serve our members. As an appreciation, an easel was created for members to write notes to our staff members and giveaways and lunch was provided on certain days throughout the sale. This sale was promoted through posters, flyers, and a Facebook post.

| Results | New Members | Renew Members |
|--------------------|-------------|---------------|
| Staff Appreciation | 40 | 48 |



Poster/ Flyers



Notes to Staff



Facebook Post

March

- Miles of March | March 1-31
 - o Rewards every mile walked or ran for the entire month. Members were encouraged to stop at the front desk after their workout and tell PPFC attendant how much distance was covered, and received one raffle ticket per mile, with no maximum limit.
 - This was a new incentive for members and nonmembers within the community. At the end of the month, three participants were chosen to receive a pair of Nike Running Shoes donated by Dick Pond Athletics. Since this was a new incentive special, a dedicated e-blast was sent on March 1 and a press release was selected by The Daily Herald introducing this new and exciting special!

| Results | Number of Miles |
|----------------|-----------------|
| Miles of March | 3,310 |



*Dedicated E-blast
Sent to 2,784
29% Open Rate*




Poster/ Flyers/ A-frame




Upstairs Track Signage

Parks Plus Fitness Center | March 2016





Group Fitness Spring Schedule

Fun Run in Color 2016 is a color-filled 5K run/walk for all ages and abilities. Pre-Race Pricing ends tomorrow (3/15). [REGISTER TODAY >>](#)



Miles of March
Run, walk, or jog a mile and be entered in our drawing to win a pair of Nice running shoes.

Sponsored by:  

Rainout Line
To get up-to-the-minute information about weather delay or group fitness cancellations, sign up for our [Rainout line](#).

Spring Break Student Special:
Sign up for a Summer Pass & get a 7-day Spring Break Pass FREE.*
Spring Break \$15= 7 Day Pass
Summer Pass \$90 = 90 Day Pass

* 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 4/30/2016.

Parks Plus Fitness Center offers a variety of membership, training, and childcare packages. Please contact our front desk or call 630-871-6713 with inquiries.

Monthly Group Fitness Passes | Personal Training | Reduced Corporate Membership | Childcare

Helpful Links | Post it > | Forward > | Join >

Wheaton Park District Athletics | Arrowhead Golf Club | Oakley Zoo | DuPage County Historical Museum | Lincoln Marsh Natural Area | Parks Plus Fitness Center | Kids Kingdom Childcare | Sensory Playground Play for All

PPFC March E-blast
Promoted Fun Run in Color, Miles of March,
Spring Break Special
Sent to 3,002, 24% Open Rate

E-blast to Miles of March Participants
Sent to 180, 64% Open Rate

Wheaton residents urged to put 'miles on shoes'



Daily Herald report

For those who may feel they're starting to drag in their New Year's resolutions to exercise, Wheaton Park District's Parks Plus Fitness Center is introducing Miles of March, a new program encouraging members and nonmembers to put some miles on their shoes.

During March, members and nonmembers who use the center's three-lane indoor running and walking track at the park district's Community Center, 1777 S. Blanchard Road, will receive rewards for every mile traveled.




amols.com

Twelve laps in the center lane equal one mile, and the shock-absorbing rubber surface and banked turns help minimize joint pain and shorten recovery time. Runners and walkers need only to stop at the front desk after their workout and record how much distance they covered, and they will receive one raffle ticket per mile, with no maximum limit.

At the end of the month, winning tickets will be drawn for three certificates, each good for one pair of premium athletic shoes donated by Dick Pond.

Daily Herald / February 18



Parks Plus Fitness Center | Thank You Miles of March Participants




Miles of March

Thank You
Miles of March Participants!
Together we covered 3,310 miles.

Congratulations to our winners!
Kyle Morris
David Hensley
Andrea Boeder

Sponsored by:  



15% off
Annual Group Fitness or Fitness Center Memberships through April 30**
Some Restrictions apply

Parks Plus Fitness Center offers a variety of membership, training, and childcare packages. Please contact our front desk or call 630-871-6713 with inquiries.

Monthly Group Fitness Passes | Personal Training | Reduced Corporate Membership | Childcare

Helpful Links | Post it > | Forward > | Join >

Wheaton Park District Athletics | Arrowhead Golf Club | Oakley Zoo | DuPage County Historical Museum | Lincoln Marsh Natural Area | Parks Plus Fitness Center | Kids Kingdom Childcare | Sensory Playground Play for All

April

- Spring into Fitness Sale | April 1-30
- o 15% off Annual Group Fitness or Fitness Center Memberships
 - This sale pushes members and nonmembers to get ready for summer! Posters, flyers, and a-frames were distributed throughout the fitness center, community center, and Wheaton Park District facilities.

| Results | New Members | Renew Members |
|---------------------|-------------|---------------|
| Spring into Fitness | 21 | 32 |



Poster/ Flyers/ A-Frames



Facebook Cover Photo



Facebook Post (reached over 320 followers)

- Spring Break Student Special | April 1-30
 - o Spring Break or Summer Break passes were available at a discounted rate.
 - Students with a school ID were able to join for \$90 for the summer and get a free 7 day pass during Spring Break. This year, students were given an option to receive both Group Fitness and Fitness Center access. Flyers were distributed with student's paychecks who worked at the Wheaton Park District and posters and flyers were distributed throughout our facilities.

Results

Students Joined

Spring Break Student Special

60

SPRING BREAK STUDENT SPECIALS

Sign up for a Summer Pass and get a 7-day Spring Break pass FREE.*

| | Group or Fitness Center | Value | Both | Value |
|--------------|-------------------------|-------|-------|-------|
| Spring Break | \$15 | \$30 | \$30 | \$100 |
| Summer Pass | \$90 | \$147 | \$120 | \$230 |

Valid Student ID must be presented. Terms and conditions apply. Offer expires 4/30/16.

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

PARKSPUSFITNESSCENTER.COM

Poster/ Flyers/ A-frames

Color After Party
Join us after the race for DJ, entertainment, color throw and giveaways.

Sponsored by
Parks Plus Fitness Center
parkplusfitness.com

You've completed Race 1 of RACE WHEATON 2016!
Want more fun? Sign up for the remaining RACE WHEATON races for only \$75.
Visit wheatonparkdistrict.com/racewheaton.

Return this tear-off to the table near the finish line to receive your complimentary color packet for the Color After Party.*

*While Supplies Last

**Fun Run in Color
Bib Sponsor
Back of 1,100
Runner's bibs**

fun run 2016 IN COLOR
Saturday, April 16 | 9A
Register Today!

Fun Run in Color 2016
Online registration closes today, April 12 at 11:59P.
In-Person Registration will be available:
Thank you for running, jogging, and walking with us! Together we ran 3,310 miles in March.
Congratulations to our winners!
Kyle Morris
David Hensley
Andrea Boedler

Group Fitness Spring Schedule

15% off
Spring into Fitness Sale
15% off Annual Group Fitness or Fitness Center Memberships through April 30*
* Some restrictions apply

Exercising with Parkinson's
Studies show that regular activity may help improve, or prevent a decline in functional status. Exercises are designed to address strength, range of motion, posture, and balance issues. Exercises will be done standing but may be modified to be done on chair or wheel chair. This class is held at the Community Center.
Register.

Spring Break Student Special
Sign up for a Summer Pass and get a 7-day Spring Break Pass FREE.*
Spring Break \$15= 7 Day Pass
Summer Pass \$90 = 90 Day Pass

* Includes choice of fitness center or group class pass. Add both submitted for only \$10 more (\$120 spring break and summer). Valid Student ID must be presented. Terms and conditions apply. Offer expires 4/30/2016.

Parks Plus Fitness Center offers a variety of membership, training, and childcare packages. Please contact our front desk or call 630.871.6713 with inquiries.

Healthy Group Fitness Passes | Personal Training | Reduced Corporate Membership | Childcare

Helpful Links | Post it > | Forward > | Join >

**PPFC March E-blast
Promoted Fun Run in Color, Spring into Fitness Sale, Spring Break Special, and Exercising with Parkinson's class
Sent to 3,727, 27% Open Rate**

May

- Student Fitness Membership | May 1- June 30
 - o For students with a school ID
 - Students could purchase a summer pass for \$90 (value of \$147). This included their choice of fitness center or group fitness class pass. Flyers were distributed to employees at the Community Center with their paychecks. Posters and signage was displayed inside the Community Center and other Wheaton Park District facilities.

| Results | Students Joined |
|----------------------------|-----------------|
| Student Fitness Membership | 123 |

PPFC May E-blast Promoted Race Wheaton package, fitness programs, and Student Summer Special Sent to 10,000, 22% open rate

Poster/ flyers/ A-frames

June

- Three Months Free- Direct Mail Campaign
 - For the first time, the marketing team promoted three months free with a paid-in-full membership. A direct mailing went out to 4,500 households within three miles of the Community Center. A Facebook “boosted” post was also posted about this special. Facebook followers were encouraged to bring in the Facebook advertisement to receive 3 months free off their paid-in-full membership.

| Results | New Members |
|-------------------------|-------------|
| Direct Mail Campaign | 13 |
| Facebook “Boosted” Post | 3 |



Every Door Direct Mail Sent to 4,500 households Week of June 6

Front



Back

PPFC June E-blast promoted H2O Aerobics class, Student Summer Special, and upcoming summer promotions Sent to 3,370, 27% Open Rate

Facebook Boosted Post Reached 9,622 followers



July & August

- Beat the Heat | July 1- August 31
 - o Receive the day's expected high temperature off a paid-in-full annual fitness membership or group class pass
 - Back by popular demand, the marketing team brought back this successful promotion. The marketing team updated "the look" of the poster to bring a new and refreshed look. This was marketed through an atrium banner at the Community Center, a-frames at various locations, posters/flyers, Facebook cover photo/post, and an ad on the Wheaton Park District website.

| Results | New Members | Renew Members |
|------------------------|-------------|---------------|
| Beat the Heat (July) | 31 | 145 |
| Beat the Heat (August) | 52 | 75 |

Parke Plus Fitness Center | July 2019

BEAT THE HEAT
Now-August 31

Group Fitness Summer Schedule

Beat the Heat Summer Fitness Special
The hotter it gets, the more you save!
Stop by the Parke Plus Fitness Center service desk for details.
Restrictions apply; discounts valid on one membership offer per member.

H2O Aerobics
H2O Aerobics is just one of the classes you'll enjoy when you purchase a Group Fitness Class Pass! This 45-minute water aerobics class is a cool and fun way to get your workout done during the summer!
Class meets at Rice Pool & Water Park
Now through August 13
Tuesdays 6:30-7:15P
Saturdays 9:05-9:50A
Sign up for your group fitness class pass today!
Passes may be purchased online or at the Wheaton Park District Community Center.

Exercising with Parkinson's
Studies show regular activity may help improve or prevent a decline in functional status. Exercises are designed to address strength, range of motion, posture, and balance issues. Routines will be done standing but may be modified to be done in a chair or wheelchair.
[Register](#)

Parkour
What is parkour? The activity/sport of moving rapidly through an area, typically in an urban environment, negotiating obstacles by running, jumping, and climbing. Come try our beginners program at Seven Gables Park this August!
[Register](#)

Contact our front desk staff with questions at 630.871.6713

Monthly Group Fitness Passes | Reduced Corporate Membership | Personal Training | Childcare

Helpful Links: Wheaton Park District, American Golf Club, DuPage County Historical Museum, DuPage County Historical Society, Park & Recreation, Wheaton Park District, Wheaton Park District

PPFC July E-blast Promoted Beat the Heat, H2O Aerobics class, and a Recreation fitness program Sent to 10,000, 20% open rate

BEAT THE HEAT
SUMMER FITNESS SPECIAL
THE HOTTER IT GETS THE MORE YOU SAVE!

Join now through August 31 and receive the day's expected high temperature off a paid-in-full annual fitness membership or a group fitness class pass.*

100° = \$100 IN SAVINGS

*Restrictions apply. Applied one time only per membership package.

Parke Plus Fitness Center
1777 S. Blanchard Rd. | Wheaton, IL 60189 | 630.871.6713
PARKSPUSFITNESSCENTER.COM

Poster/ Flyers/ A-frames



Facebook Cover Photo



Community Center Atrium Banner



*Dedicated Beat the Heat E-blast
Sent to 9,600
28% open rate*



Beat the Heat Facebook Post

September

- Community Appreciation Days | September 15-19
 - o 20% off Annual Class Pass or Fitness Memberships
 - Another annual community-wide week long promotion that provides non-members free access to fitness center, childcare services and group fitness classes. To make this special different from earlier in the year, the marketing team recruited sponsors (DeMoulin Chiropractic, Costco, Whole Foods, and Dick Pond Athletics) to be on-site each day offering a giveaway to our members. This special was promoted through signage at the Community Center, posters & flyers were distributed, Facebook post, and a dedicated e-blast.

| Results | New Members | Renew Member |
|-----------------------------|-------------|--------------|
| Community Appreciation Days | 46 | 49 |

Poster/ Flyers/ A-frames

*Dedicated E-blast
Sent to 8,200
24% Open Rate*

- 15% off Sale | September 1-14 & September 20-30
 - o 15% off Annual Class Pass or Fitness Center Memberships
 - This sale took place before and after the Community Appreciation Days offering new and re-new memberships at a lower discount. This sale was promoted through posters & flyers, and a dedicated e-blast. This was also the first month the e-blast re-design was launched.

| Results | New Members | Renew Members |
|--------------|-------------|---------------|
| 15% off Sale | 47 | 49 |

GET RESULTS PPFSC Fitness Center

September Highlights

Community Appreciation Days
Thursday, September 15-Monday, September 19
Come try out all PPFSC Fitness Center has to offer. Enjoy FREE use of fitness center and group fitness classes. Receive 20% off your paid-in-full annual membership.*
*Some terms and conditions apply. Offer valid 9/15-9/19.
And stop by for a visit from a few of our vendors offering giveaways and treats!

Thursday: **Cosco**
Friday: **PICK FOND**
Saturday: **DeMoulin**
Monday: **WHEEL FOODS**

Light the Torch 5K Night Walk/Run

REGISTER TODAY!
SEPTEMBER 30, 2016 | 7P DOWNTOWN WHEATON

More information at wheatonparkdistrict.com/lightthetorch

Membership Promotions

Beat the Heat
Last Chance to Save!
Join now through August 31 and receive the day's expected temperature off a paid-in-full annual fitness membership or group fitness class pass.*
*Restrictions apply. Applied one time only per membership purchase.
Learn more

Fitness Opportunities

KIDZ KINGDOM | GROUP FITNESS | PERSONAL TRAINING

Parks Plus Fitness Center | 1777 S Blanchard St., Wheaton, IL 60189 | (630) 871-6713 | ppfscfitness.com
2016 All Rights Reserved. Follow us!

Helpful Links
Wheaton Park District | Arrowhead Golf Club | Athletics | Cosley Zoo | DuPage County Historical Museum | Lincoln Marsh Natural Area | PPFSC Fitness Center | Play for All, Sensory Playground

PPFC September E-blast Promoted Community Appreciation Days and Light the Torch Night Run Sent to 8,200, 24% Open Rate

GET RESULTS PPFSC Fitness Center

September Savings

15% off
Annual Class Pass or Fitness Center Memberships*
Through September 30
*Terms and conditions apply. Applies one time only per membership package.

Your Chance to Win!
For every \$100 spent at PPFSC Fitness Center through September 30, receive an entry to win a Fitbit ChargeHR.

Light the Torch 5K Night Run

REGISTER TODAY!
SEPTEMBER 30, 2016 | 7P DOWNTOWN WHEATON

Use code PPFSC for \$5 off your registration now through 9/27.
Learn more at wheatonparkdistrict.com/lightthetorch

KIDZ KINGDOM | GROUP FITNESS | PERSONAL TRAINING

Parks Plus Fitness Center | 1777 S Blanchard St., Wheaton, IL 60189 | (630) 871-6713 | ppfscfitness.com
2016 All Rights Reserved. Follow us!

Helpful Links
Wheaton Park District | Arrowhead Golf Club | Athletics | Cosley Zoo | DuPage County Historical Museum | Lincoln Marsh Natural Area | PPFSC Fitness Center | Play for All, Sensory Playground

Dedicated e-blast Sent to 3,670, 28% Open Rate

October

- Personal Training | October 1-31
 - o 20% off one-on-one 3 pack 30 Minute Sessions
 - This was marketed through posters, flyers, an a-frame at the Community Center and a Facebook post.

| Results | Packages Purchased | Total Personal Training Revenue |
|-------------------|--------------------|---------------------------------|
| Personal Training | 37 | \$6,698 |

October 2016

Monthly Highlights

Personal Training Sale
20% off, three one-on-one 30 minute sessions*
Member: Standard Pricing \$75 | **SALE \$60**
Resident/Nonmember: Standard Pricing \$87 | **SALE \$70**
Nonresident/Nonmember: Standard Pricing \$132 | **SALE \$106**

Receive an entry to win a \$50 gift card to Dick Pond Athletics for every three sessions purchased!

*Sale offered now through October 31. Discount offered only on three session 30 minute one-on-one Personal Training Packages.

Reindeer Run: Register Today!
Saturday, December 3rd
8:30A | Downtown Wheaton
Use PFFC16 for \$5 off your registration now through 11/29.
More information at wheatonparkdistric.com/reindeerrun

Fitness Opportunities

Silver Sneaker Workout Circuit
New Days and Times | Tuesday 11-10A, Wednesday 12P, Friday 9:15A & 11:05A
Combine fun with fitness to increase your cardiovascular and muscular endurance power with a standing circuit workout. Upper-body strength work with hand-held weight, elastic tubing with handles, and a Silver Sneakers ball is alternated with low-impact aerobic choreography. A chair is used for standing support, stretching, and relaxation exercises.

Exercising with Parkinson's
Tuesdays & Thursdays | 10-11A
Studies show that regular activity may help improve or prevent a decline in functional status. Exercises are designed to address strength, range of motion, posture, and balance issues, and are done standing but may be modified for a chair or wheelchair. [Register](#).

Fit45
Wednesdays through November 2 | 7P
Fit45 will challenge you by blending a unique mix of cardio strength and core exercises, an ultimate calorie burner. Suitable for all levels of fitness, each week is an artfully crafted new circuit to keep your interest high and your heart rate higher. Advance registration not required, \$10 per class.

KIDZ KINGDOM **GROUP FITNESS** **PERSONAL TRAINING**

Parks Plus Fitness Center | 1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713 | parksplusfitnesscenter.com
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Helpful Links
Wheaton Park District | Annandale Golf Club | Illinois County Zook | DuPage County Historical Museum | Lincoln Marsh Natural Area | Parks Plus Fitness Center | Play for All | Sensory Playground

Parks Plus Fitness Center
Published by Nicole Lynn [?] · October 4, 2016

Personal Training Sale is going on now through October 31! For a limited time only, receive 20% off one-on-one 3 pack 30 minute sessions. For every three sessions purchased, enter in a raffle to receive a \$50 gift card to Dick Pond! #WheatonParks #PPFC

PERSONAL TRAINING SALE

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Poster/ Flyers/ A-frame

PERSONAL TRAINING SALE

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

| | Member | | Resident / Non-resident | | Non-resident / Non-Member | |
|--|------------------|-------------|-------------------------|-------------|---------------------------|--------------|
| | Standard Pricing | SALE | Standard Pricing | SALE | Standard Pricing | SALE |
| 3 Session/30 minutes One-on-one training | \$75 | \$60 | \$87 | \$70 | \$132 | \$106 |

For every three sessions purchased, enter in a raffle to receive a \$50 gift card to Dick Pond. **DICK POND**

*Sale offered now through October 31. Discount offered only on 3 session/30 Minute One-on-One Personal Training Packages.

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

Facebook Post

PPFC October E-blast Promoted Personal Training Special, Reindeer Run, and Fitness Opportunities Sent to 3,330, 26% Open Rate

November

- Black Friday | November 22-30
 - o 25% off New Annual Fitness Memberships & 20% Annual Renewal Memberships or 3 Pack 30-Minute Personal Training Sessions
 - Another popular and well-received promotion, the Black Friday Fitness Sale was offered for eight days. The marketing team sent out a postcard to 5,000 households within three miles of the Community Center. This was marketed through several e-blasts promoting all of our Black Friday Specials, Community Center atrium banner, Daily Herald Advertisement, posters/flyers.

| Results | New Members | Renew Members |
|--------------|-------------|---------------|
| Black Friday | 53 | 113 |

Poster/ Flyers/ A-frames

Every Door Direct Mail
Sent to 5,000 households
Week of November 16

Front

Back

Daily Herald Advertisement
November 28



Parks Plus Fitness Center updated their cover photo.

Published by Nicole Lynn [?] · November 22, 2016 ·

Stop in at Parks Plus Fitness Center for our biggest discount of the year! 25% off new annual fitness memberships & 20% off annual renewal memberships OR 3 pack 30-minutes personal training sessions! #PPFC #BlackFriday



Facebook Cover Photo



Now through November 30
Save up to 25% on the perfect holiday gifts!



25% off
New Annual Fitness Memberships*
20% off
Annual Renewal Memberships* OR 3
Pack 30-Minute Personal Training
Sessions*

*Some restrictions and limitations apply.



25% off
2017 Annual Pool Passes for Rice
Pool & Water Park and Northside
Family Aquatic Center

Purchase at the Community Center
1777 S. Blanchard St. | Wheaton

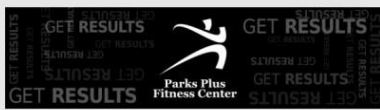
Helpful Links Post it > Tweet it > Forward > Programs >

Wheaton Park District
Arrowhead Golf Club
Athletics
Cosley Zoo
DuPage County Historical Museum
Lincoln Marsh Natural Area
Parks Plus Fitness Center
Play for All, Sensory Playground

Wheaton Park District | 102 E. Wesley Street, Wheaton, IL 60187 | 630.660.4710
wheatonparkdistrict.com
Board of Commissioners: Jane Hodgkinson, President | Ray Morill, Vice President
Bob Frey | John Kelly | Terry A. Mee | Mark Schobel | John Vires
communications@wheatonparks.org

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Black Friday Dedicated E-blast
Sent to 15,000, 25% Open Rate



November 2016

Monthly Highlights

Black Friday Fitness Sale!

November 22-30
25% off New Annual
Fitness Memberships*
20% off Annual Renewal Memberships* OR
3 Pack 30-Minute Personal Training Sessions*
*Must in full. Terms and conditions apply.



Plus 12 Days of Fit-mas Drawing

For every \$100 spent at Parks Plus Fitness Center, receive one entry to win a holiday bonus gift!



Reindeer Run: Register Today!

Saturday, December 3rd
8:30A | Downtown Wheaton
Use PPFC16 for \$5 off your registration now through 11/29.
More information at wheatonparkdistrict.com/reindeerun

Zumbathon

December 9, 2016 | 6:30-8:30P
Burn calories and have fun at this annual fundraiser event benefitting the Breast Health Center at Northwestern Medicine Central DuPage Hospital. [Learn more.](#)



Win prizes * Complimentary snacks and water * Free childcare available during event *

Sponsored by:



Parks Plus Fitness Center | 1777 S. Blanchard St., Wheaton, IL 60189 | 630.971.5713 | parksplusfitness.com

2016 All Rights Reserved. Follow us!

Helpful Links
Wheaton Park District | Arrowhead Golf Club | Athletics | Cosley Zoo | DuPage County Historical Museum | Lincoln Marsh Natural Area | Parks Plus Fitness Center | Play for All, Sensory Playground

December

- 12 Days of Fit-mas | November 22- December 23
 - o For internal members
 - For the third year, the 12 days of Fit-mas drawing came back to the fitness center. For every \$100 spent to Parks Plus Fitness Center, our members received an entry to win a holiday gift. Prizes were drawn 12 days leading up to Christmas. Giveaways included Race Wheaton Package, \$50 gift card to Arrowhead Restaurant & Bar, FitBit Surge2, and more! This was marketed throughout the district in e-blasts, signage throughout the Community Center, and poster/flyers.

| Results | Number of Participants |
|--------------------|------------------------|
| 12 Days of Fit-mas | 240 |

December 2016

Monthly Highlights

Personal Training Special
\$20 For a 30-Minute One-on-One Session*
Great holiday gift for employees, friends, kids, parents, and grand sugar!
*Minimum purchase of fee. See personal trainer(s) for details.

Plus 12 Days of Fit-mas Drawing
For every \$100 spent at Parks Plus Fitness Center, receive one entry to win a holiday bonus gift!

Coming Next Month

Community Appreciation Days
January 3-10
Free fitness center use, group fitness classes, and childcare.
Plus 20% off annual class pass or fitness center membership!
*Terms and conditions apply. Register now for only per membership package.

Fitness Opportunities

Race Wheaton is now open!
4 RACES | \$1 REGISTRATION (ONLY \$100 Savings of \$20 per runner).

RACE WHEATON
APRIL 22: PUN RUN IN COLOR
JUNE 3: COSLEY ZOO RUN FOR THE ANIMALS
SEPTEMBER 29: LIGHT THE TORCH NIGHT RUN
DECEMBER 2: REINDEER RUN

Includes a commemorative Race Wheaton t-shirt. * Register Now.
*Optional \$8 upgrade available.

Fitness Programs

Personal Cross Training
Tuesdays & Thursdays | 9:30-10A
A strength and conditioning program with varying functional movements designed to maximize results and push fitness limits. [Register >](#)

Exercising with Parkinson's
Tuesdays & Thursdays | 10-11A
Studies show regular activity may help improve or prevent a decline in functional status. Exercises are designed to address strength, range of motion, posture, and balance issues, and are done standing but may be modified for a chair or wheelchair. [Register >](#)

Youth Run for Fun
Thursdays | 5-6P | Ages 5-13
An informal introduction to running for boys and girls (ages 5 to 13) at all fitness levels. Fun drills, games, and entry runs create a positive atmosphere in a noncompetitive environment. [Register >](#)

Youth Sports Performance Training
Tuesdays | 6-7P | Ages 5-13
Increase the speed, agility, and strength of your young athlete with this program designed by a certified personal trainer. A great opportunity for baseball, basketball, football, soccer, and lacrosse players. [Register >](#)

Helpful Links
Wheaton Park District Arrowhead Golf Club (HMA) County Jail DuPage County National Recreation Youth Natural Area Parks Plus Fitness Center PTA PA 66 (www.parkplus.com)

PPFC December e-blast Promoted Personal Training Holiday Special, Community Appreciation Days, And Fitness Program Sent to 9,544, 25% Open Rate

On The First Day of Fit-mas, Parks Plus Fitness Center Gave to Me...

"12 Days of Fit-mas" Drawing

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

Giveaways include:
 \$50 Arrowhead Restaurant Dining Certificate
 Race Wheaton 5K Package
 \$50 Dick Pond Athletics Gift Card
 \$50 VISA Gift Card
 FitBit Surge2
 TRX Class Registration
 (3) Month membership upgrade from Parks Plus Fitness Center
 Gift Basket from Naperville Running Company
 (3) Training sessions from Parks Plus Fitness Center
 Wheaton Park District Family of Four Pool Pass
 Sunday Brunch For Four at the Hilton Lisle/Naperville
 FitBit Flex

*Terms and conditions apply.

1777 S. Blanchard St., Wheaton | 630.871.6713
parcsplusfitness.com

Poster/ Flyers

- Holiday Personal Training Special | All Month Long
 - o \$20 for a 30-Minute One-on-One Session
 - This special was great way to promote and boost personal training sales. We wanted the focus to be a great gift idea for anyone considering a personal trainer. This was marketed through posters and flyers, and also a last minute gift idea email that included other Wheaton Park District specials (Race Wheaton package, golf at Arrowhead Golf Club, etc.)

| Results | Number of Participants |
|---------------------------|------------------------|
| Personal Training Package | 74 |



Facebook Cover Photo



Poster/ Flyers/ A-frame



Give the Gift of Fun e-blast, sent to 19,255 22% Open Rate

Appendix A

Equipment Replacement Plan



**Parks Plus
Fitness Center**
parksplusfitness.com

| # | Brand | Type | Model # | Serial # | Year Purchased | Life Expectancy | Cost Est | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----|--------------|------------|-------------|------------|----------------|-----------------|----------|------|------|------|------|------|------|------|
| 1 | Life Fitness | Treadmill | TR-9500 | HTL 361141 | 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 | | | X | |
| 5 | Life Fitness | Treadmill | TR-9500 | HTL 339305 | Pre 2008 | 6-8 years | \$4,250 | | | X | | | X | |
| 6 | Life Fitness | Treadmill | TR-9500 | HTL 339423 | Pre 2008 | 6-8 years | \$4,250 | | | | | | X | |
| 7 | PreCor | Treadmill | C956i | AGJY290900 | 2009 | 6-8 years | \$4,250 | | | | | | | |
| 8 | PreCor | Treadmill | C956 | 6DE30M000 | Pre 2008 | 6-8 years | \$4,250 | | | | | | | |
| 9 | PreCor | Treadmill | TRM885/84 | AMWZB141 | 2011 | 6-8 years | \$4,250 | | | | | | | |
| 10 | PreCor | Treadmill | C952 | 6DI27M000 | Pre 2008 | 6-8 years | \$4,250 | | | | | | | |
| 11 | Stairmaster | Stepmill | Nautilus K2 | ##### | 2011 | 6-8 years | \$4,500 | | | | | | | X |
| 12 | Stairmaster | Stepmill | | ##### | 2007 | 6-8 years | \$4,500 | X | | | | | | |
| 13 | NuStep | Recumbent | TRS 4000 | 415825 | Pre 2008 | 6-8 years | \$3,500 | | | | | | | |
| 14 | NuStep | Recumbent | TRS 3000 | 301887 | Pre 2008 | 6-8 years | \$3,500 | | | | | | | |
| 15 | Star Trac | Recumbent | ERB | RBEB1111-L | 2011 | 6-8 years | \$2,750 | | | | | | X | |
| 16 | Star Trac | Recumbent | ERB | RBEB1111-L | 2011 | 6-8 years | \$2,750 | | | | | | X | |
| 17 | Matrix | Spin Bike | LS E-series | LAEB000525 | 2011 | 7-10 years | \$900 | | | | | | | |
| 18 | Matrix | Spin Bike | LS E-series | LAEB000530 | 2011 | 7-10 years | \$900 | | | | | | | |
| 19 | Schwinn | Armbike | Airdyne | | Pre 2008 | 6-8 years | \$700 | | | | | | | |
| 20 | StarTrac | Stepper | 9-5040-MIN | SCEN0810-U | 2010 | 6-8 years | \$2,500 | | | | | | | |
| 21 | Concept 2 | Rower | Model D | 1206060-30 | 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 | A927L01090 | 2009 | 6-8 years | \$6,000 | | | | | X | | |
| 25 | PreCor | Elliptical | AMT 100i | A927L01090 | 2009 | 6-8 years | \$6,000 | | | | | X | | |
| 26 | PreCor | Elliptical | AMT 100i | A927F11080 | 2008 | 6-8 years | \$6,000 | | | | | X | | |
| 27 | PreCor | Elliptical | AMT 100i | A927E29080 | 2008 | 6-8 years | \$6,000 | | | | | X | | |
| 28 | Matrix | Elliptical | Arc Trainer | EP60511090 | 2011 | 6-8 years | \$5,000 | X | | | | | | |
| 29 | SciFit | Ergometer | PRO2 | 660-011063 | 2010 | 6-8 years | \$3,000 | | | | | | | |
| 30 | Precor | Elliptical | EFX885/883 | AZABI26110 | 2011 | 6-8 years | \$4,500 | X | | | | | | |
| 31 | Stairmaster | Stepper | 4200 PT | ##### | Pre 2008 | 6-8 years | \$2,500 | | X | | | | | |

| # | 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 | 4HH04M002 | Pre 2008 | 6-8 years | \$4,500 | X | | | | | | |
| 35 | PreCor | Elliptical | EFX 546 | 7SG02N003 | Pre 2008 | 6-8 years | \$4,500 | | | | X | | | |
| 36 | PreCor | Elliptical | EFX 885/883 | AMXCDO41 | 2011 | 6-8 years | \$4,500 | | | | | | | X |
| 37 | PreCor | Elliptical | EFX 546 | IKB25R0067 | Pre 2008 | 6-8 years | \$4,500 | | | | X | | | |
| 38 | PreCor | Elliptical | EFX 556 | 12B05Q0025 | Pre 2008 | 6-8 years | \$4,500 | | | | X | | | |
| 39 | PreCor | Elliptical | EFX 546 | IL26P0002 | 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 | Cybex | Bike | Cyclone Up | Z01-26530C | Pre 2008 | 6-8 years | \$1,500 | | | | X | | | |
| 43 | StarTrac | Recumbent | 9-6430-MIN | RPBN0708C | Pre 2008 | 6-8 years | \$2,750 | | | | X | | | |
| 44 | StarTrac | Recumbent Bike | | PR70216705 | 2010 | 6-8 years | \$2,750 | | | | | | | |
| 45 | PreCor | Recumbent | 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 | | | | | | | X |
| 48 | Life Fitness | Bike | 95Ti | RTI100002 | Pre 2008 | 6-8 years | \$1,500 | | | | | | | X |
| 49 | Life Fitness | Bike | 95Ti | RTI100000 | Pre 2008 | 6-8 years | \$1,500 | | | | | | | X |
| 50 | Life Fitness | Bike | | | Pre 2008 | 6-8 years | \$1,500 | | | | | | | X |
| 51 | Concept 2 | Rower | | | Pre 2008 | 7-10 years | \$1,250 | | | | | | | |
| 52 | Freemotion | Squat | | | Pre 2008 | 15 years | \$5,000 | | | | | | | |
| 53 | Cybex | Leg Press VR | 12040-90 | A07-171204 | Pre 2008 | 15 years | \$4,000 | | | | | | | |
| 54 | Cybex | Prone Leg C | 4617-90 | Z05-040461 | Pre 2008 | 15 years | \$4,500 | | | | | | | |
| 55 | Cybex | Leg Ext | 4612-90 | Z05-200461 | Pre 2008 | 15 years | \$4,500 | | | | | | | |
| 56 | Cybex | Seated Leg | C12061-90 | A07-171204 | Pre 2008 | 15 years | \$4,500 | 57 | | | | | | |
| 58 | Freemotion | Chest | | | Pre 2008 | 15 years | \$4,000 | | | | | | | |
| 59 | Cybex | Chest Press | 4506-90 | Z08-260450 | Pre 2008 | 15 years | \$4,500 | | | | | | | |
| 60 | Paramount | Fly | | | Pre 2008 | 15 years | \$4,500 | | | | | | | X |
| 61 | Cybex | Pullover | 4000 | 4000H00940 | Pre 2008 | 15 years | \$4,500 | | | | | | | |
| 63 | Freemotion | Lateral | | | Pre 2008 | 15 Years | \$3,500 | | | | | | | |

| # | Brand | Type | Model # | Serial # | Approx. Year Purchased | Life Expectancy | Cost Est | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----|--------------|------------------------|-------------|------------|------------------------|-----------------|----------|------|------|------|------|------|------|
| 64 | Cybex | Row | 12030-90 | A06-281203 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 65 | Cybex | Overhead Pr | 4526-90 | Z05-250452 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 66 | Cybex | Lateral Raise | 12160-90 | A07-141216 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 67 | Cybex | Hip Abducti | 4645-91 | 464591V313 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 68 | Cybex | Hip Adducti | 4640-91 | 464091V329 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 69 | Freemotion | Dual Cable Cross | | GZFM6024 | 2008 | 15 years | \$5,000 | | | | | | |
| 70 | Cybex | Standing Cal | 12120-90 | B10-161212 | 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 20 | 2000 | U0000333 | Pre 2008 | 15 years | \$4,000 | | | | | | |
| 75 | Cybex | Torso Rotati | 12190-90 | B10-111219 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 76 | Cybex | Abdominal | 12090-90 | B10-161209 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 77 | Cybex | Back Extensi | 4712-90 | Z05-240471 | 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 Mach | 5341-90 | B10-170534 | 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 | A07-130532 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 84 | Cybex | Row | 5580-90 | A07-120558 | Pre 2008 | 15 years | \$4,500 | | | | | | |
| 85 | Cybex | Power Cage | | | Pre 2008 | 15 years | \$4,500 | X | | | | | |
| 86 | Tag | Barbell | Set and Rac | G806R-HC-2 | 2008 | 5-7 years | \$1,500 | | | | | | X |
| 87 | Hammer Str | Free Weight | | | 2014 | | | | X | | | | |
| 88 | Hammer Str | Free Weight | | | 2014 | | | | X | | | | |
| 89 | Power Syste | Individual Weights | | | 2014 | | | | X | X | | | |
| 90 | Power Syste | Jacobs Ladder | | | 2014 | 5-7 years | \$2,400 | | X | | | | |
| 91 | Power Syste | Dumb Bells | | | 2015 | 5-7 years | \$3,500 | | | X | | | |

| | | | | | | | | | | | | | | |
|----|-----------|-----------|---------|-------------|------------------------------|--------------------|----------|------|------|------|------|------|------|--|
| 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 | | | |
| 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 | | | |
| | | | | | Approx. Year Purchased | life Expectancy | Cost Est | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | |
| # | Brand | Type | Model # | Serial # | | | | | | | | | | |
| E | Star Trac | Spin Bike | | SBPN0910-L | 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-L | 2009 | 7-10 years | \$800 | | | | X | | | |
| I | Star Trac | Spin Bike | | SBPN0910-L | 2009 | 7-10 years | \$800 | | | | X | | | |
| J | Star Trac | Spin Bike | | SBPN0910-L | 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-L | 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 | | | | | | | |
| Q | Star Trac | Spin Bike | | SBPN0910-L | 2009 | 7-10 years | \$800 | | | | | | | |
| R | Star Trac | Spin Bike | | PSI-1033035 | 2007 | 7-10 years | \$800 | | | | | | | |
| S | Star Trac | Spin Bike | | SBPN1011-L | 2011 | 7-10 years | \$800 | | | | | | | |
| T | Star Trac | Spin Bike | | SBPN1011-L | 2011 | 7-10 years | \$800 | | | | | | | |