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# 2021 ANNUAL REPORT

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**Parks Plus  
Fitness Center**



## 1. EXECUTIVE SUMMARY

The goal for 2022 in a highly competitive fitness industry, is to provide excellent customer service as well as quality facility offerings. We continue to adhere to government regulations and recommendations to ensure a clean, safe, and healthy environment for our members.

In 2021, PPFC opened for the entire year. We continued to adhere to the government regulations/restrictions and extended compassion to our members through allowance of suspensions and alternate personal training offerings. Members could continue to suspend their memberships due to COVID-19 and/or the mask mandate (August 2021). Utilization of private rooms for personal training continued to those requesting that option. Group Fitness continued to offer both in-person and virtual classes.

PPFC's pandemic related floorplan layout was overwhelmingly received, and we honored the request to remain with separated equipment placement. Through quarterly evaluations we returned previously removed equipment back to PPFC adhering to the highly requested spacing between equipment from members. Throughout 2022 we will plan to return more equipment quarterly allowing based on newer spacing and safety requirements.

Group Fitness continues to use the Signup Genius reservation system for exercise classes that was implemented in November 2020 with government mandated reservations. Reservations for group fitness classes remains as this newer method has enhanced the communication between management and participating members. In June of 2021 PPFC restarted Silver Sneakers insurance-based classes and reopened Kidz Kingdom in September both using the reservation system. Members continue to thank us for being able to remain open and jumping every hurdle to provide a safe, clean, facility and offerings for them. Members who remain uncomfortable returning appreciated the option to put their memberships on hold, at no cost, until they feel safe to return.

Clocktower Commons Mini Golf and Skate Park (CTC) managed by Michelle Artis, March – August of 2021. The outdoor facilities popularity increased in 2021 for recreational activity as well as for group or party outings. Revenue was higher in 2021 than pre-pandemic 2019. At the close of the season, September – October, Michelle transitioned CTC managerial responsibilities to the facility coordinator in the Athletic & Facilities Department. This transition allows for Michelle to focus on increased growth of PPFC and the Wheaton Park District annual race series as Michelle is the sole race director.

In 2020 we had to cancel our four in-person race series and convert to virtual only. In 2021 we were only able to offer three of our races, one with in-person restrictions. We will return with our 4-race series for the first time in 2 years in 2022.

Additional plans for 2022 are to stay atop of trends, offer competitive pricing, cutting-edge equipment, and amenities for PPFC. We intend to reestablish our facility as a premier destination for the Wheaton community while focused on growth and sustainability.

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## Appendix A: How Do We “Fit” In? ParksandRecBusiness.com



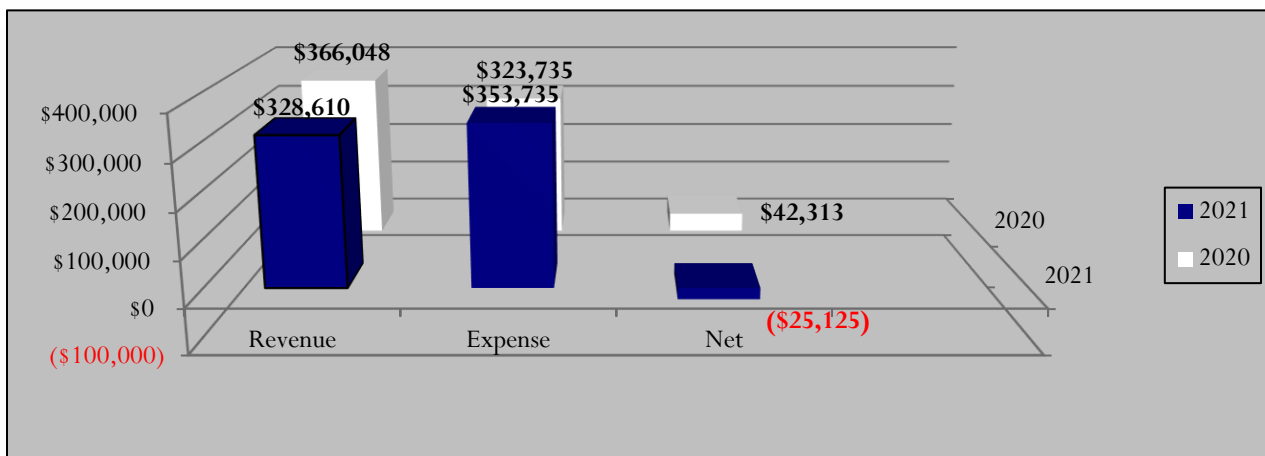
## 2. FINANCIAL ANALYSIS

### A. Revenue vs Expense Comparison 2021 vs 2020

*\*Figures pending 2021 financial audit*

	2021*	2020
Total Revenue	\$328,610	\$366,048
Total Expense	\$353,735	\$323,735
Net Balance	<b>(\$25,125)</b>	<b>\$42,313</b>

- The report will present a breakdown of increases and/or decreases in expenses and revenue.



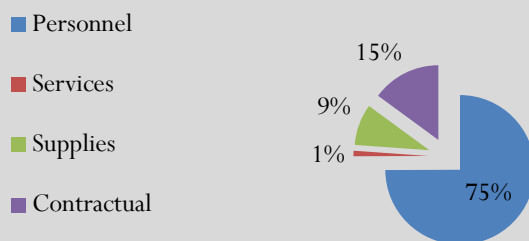
### B. Expense Comparison 2021 vs 2020

*\*Figures pending 2021 financial audit*

	Personnel	Services	Supplies	Contractual
2021*	\$265,086	\$4,195	\$31,637	\$52,817
2020	\$257,034	\$3,603	\$20,263	\$42,835

- Supplies increased with the addition of over \$10,000 in Reindeer Run expenses contributing to the overall amount. Reindeer Run expenses were up for the in-person & virtual 2021's race compared to the virtual only 2020 race. Also, 2021's race numbers were at pre-pandemic total runners- over 1,000 runners.

### 2022 EXPENSE COMPARISON



### C. Division Revenue Comparison 2021 vs. 2020

*\*Figures pending 2021 financial audit*

	2021*	2020	% Difference
Short Term Pass	\$14,247	\$13,873	2.7%
Fit 'N' Swim	\$120	\$0	100%
Annual Memberships	\$134,053	\$171,860	(22%)
Fitness Daily Fee	\$2,900	\$2,054	41%
Insurance-Based Membership	\$26,432	\$26,131	1%
<b>TOTAL MEMBERSHIPS</b>	<b>\$177,752</b>	<b>\$212,920</b>	<b>(17%)</b>
Aerobics Daily Fee	\$100 (suspended)	\$1,372	(92.7%)
Stroller Strides	\$186 (business sold)	\$2,109	(91%)
Fitness Programs	\$7,860	\$7,686	2%
Group Fitness Flex Pass	\$30,104	\$36,114	(16.6%)
<b>TOTAL GROUP FITNESS</b>	<b>\$38,250</b>	<b>\$47,281</b>	<b>(19%)</b>
<b>PERSONAL TRAINING</b>	<b>\$64,443</b>	<b>\$78,018</b>	<b>(17%)</b>
<b>KIDZ KINGDOM REVENUE</b>	<b>\$2,051</b>	<b>\$6,267</b>	<b>(67%)</b>
<b>MISCELLANEOUS &amp; RACES</b>	<b>\$46,114</b>	<b>\$20,564</b>	<b>124%</b>
<b>TOTAL</b>	<b>\$328,610</b>	<b>\$366,048</b>	<b>(10.2%)</b>

- Reinstated in 2021: In-person races (Cosley Zoo Run, Light the Torch Night Run, Reindeer Run) Kidz Kingdom reopened in September. Insurance-based classes.
- The COVID-19 pandemic decreased revenue, instituting the option for members to suspend versus cancel (with refund); suspended memberships prevented additional loss revenue.
- As few as 161 up to a max of 707 members suspended their membership at varying timeframes during the year (COVID, Delta variant, mask mandate, vacation, etc.) resulting in approximately \$136,193 of residual revenue not yet received.

### C. Part-Time Labor Comparison 2021 vs. 2020

	2021	2020	% Difference
Service Desk Attendants	\$58,240	\$48,952	19%
Community Center Wages	\$7,152	\$11,394	(37%)
Personal Training/ Floor	\$2,723	\$4,782	(43%)
Personal Training/ Orientation	\$0 (suspended)	\$347	(100%)
Personal Training/ Training	\$34,565	\$43,245	(20%)
Group Fitness Instructors	\$41,645	\$33,661	23.7%
Kidz Kingdom Staff	\$8,648	\$13,628	(36.5%)
Facility Cleaning Attendant	\$3,837	\$415	824.5%
<b>TOTAL</b>	<b>\$168,164</b>	<b>\$156,009</b>	<b>7.8%</b>

- In 2021, PPFC was operating at full capacity with hours of operation nearing pre-pandemic hours- 2021 hours: M-F 5A-9P, S-S 7A-5P; 2020 Pandemic hours: M-F 5A-10P, Sat 7A-7P, Sun 8A-6P.
- **Wheaton Resident wages totalled \$158,959, which accounted for 94.5% of the total PPFC wages in 2021.**

### 3. PARKS PLUS FITNESS CENTER MEMBERSHIPS

#### A. Membership Sales

Type	2021			2020			Increase/ Decrease		
	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership	215	92	123	186	97	89	29	(5)	34
3 Month Membership	64	34	30	50	34	16	14	0	14
Annual Membership (Includes Insurance-based, no EFT memberships)	1,282	437	845	1,470	325	1,145	(188)	112	(300)
Annual Off Hours Membership	1	1	0	3	2	1	(2)	(1)	(1)
Annual Corporate Membership	19	7	12	8	1	7	11	6	5
Fit and Swim	1	1	0	0	0	0	1	1	0
Total	1,582	572	1,010	1,717	459	1,258	(135)	113	(248)

#### B. Annual Membership and Short-Term Pass Revenue

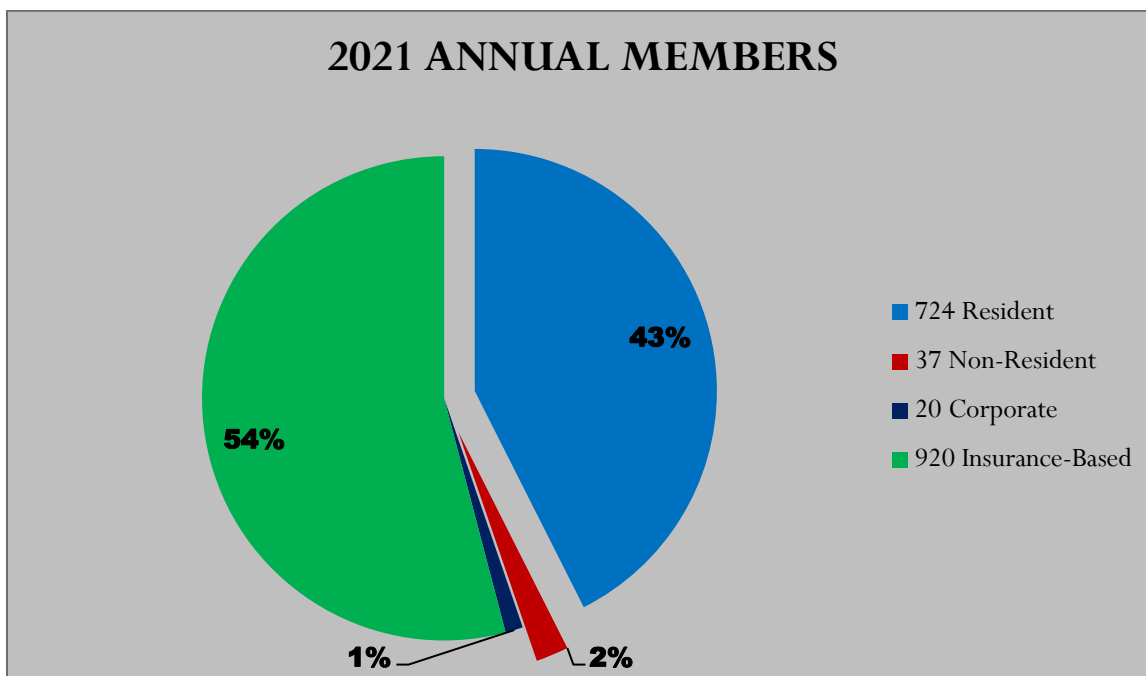
	2021	2020	Increase/Decrease
Annual Membership	\$134,053	\$171,860	(\$37,807)
Silver Sneakers Annual	\$26,432	\$26,131	\$301
Fit and Swim   Short Term Pass	\$14,367	\$12,875	\$1,492
Daily Fees	\$2,900	\$2,054	\$846
Total	\$177,752	\$212,920	(\$35,288)

- The total number of members decreased by 135.
- In 2021, we had as few as 161 up to a max of 707 members who suspended their membership at varying timeframes during the year resulting in approximately \$136,193 of residual revenue not yet received.
- We have 118 members who suspended their memberships in 2020 therefore we have not received the residual revenue of approximately \$32,078.
- EFT memberships (annual memberships paid monthly from checking account/ credit card) decreased 4.3% to 400 in 2021 from 418 in 2020.
- June 2021 Silver Sneakers classes for insurance-based members restarted. Due to insurance changes, job losses, relocations, changes with insurance benefits, our insurance-based memberships decreased 31% in 2021. Silver Sneakers classes restarted to increase membership participation as revenue is collected through usage/participation only.

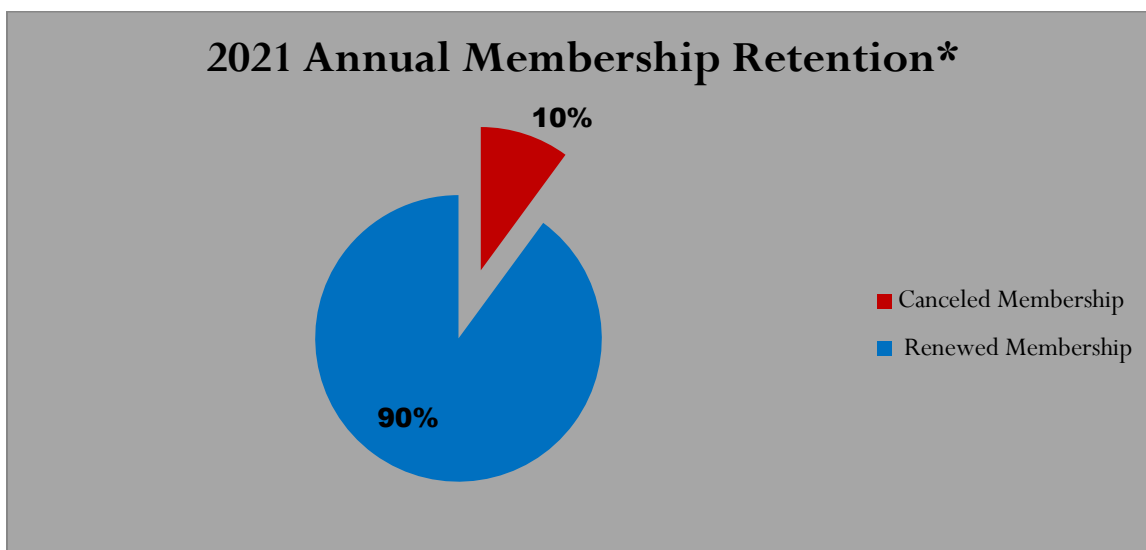




### C. Annual Membership Comparison



### D. Membership Retention



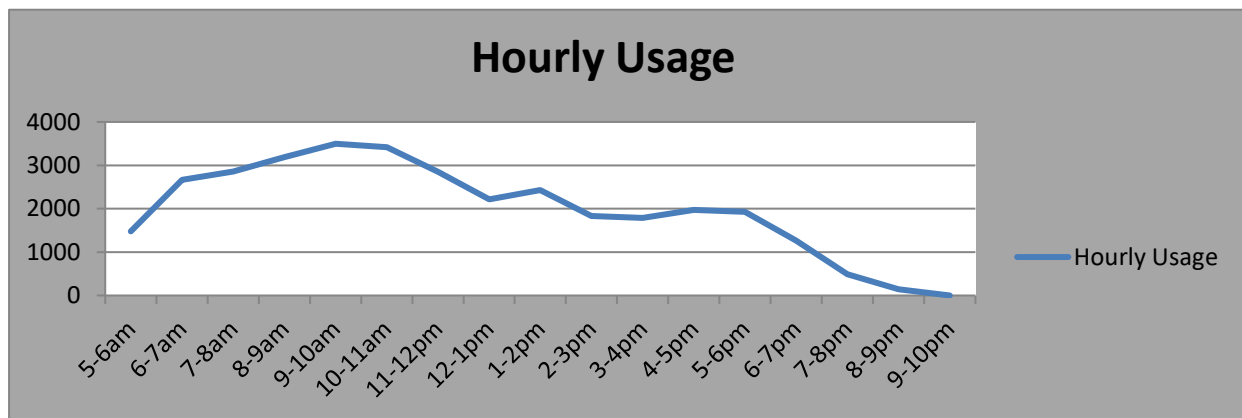
\*Based on 2021 Annual Membership renewals versus cancellations.

- Park Plus retention rate was 90% in 2021. According to Diversified Health & Fitness, on average, 90% of U.S. health clubs lose between 30-50% of their membership each year (diversifiedhf.com). PPFC is well above high average for member retention. Partnering to offer more insurance-based memberships and accepting credit card payments for EFT memberships helped to increase our overall annual memberships.

### E. Monthly Visit Comparison by Year

Month	2021	2020
January	3,069	8,782
February	2,522	7,943
March	2,656	3,926
April	2,506	0
May	2,688	0
June	3,167	0
July	3,097	2,233
August	2,918	2,925
September	2,452	3,033
October	2,633	3,313
November	2,940	3,014
December	3,365	3,348
TOTALS	34,013	38,517

- Our member visits remained consistent throughout the year with an increase in the last quarter that we look to carry into 2022. January and February 2020 started off strong with visits that were our highest back-to-back visit months since April 2018.
- Hours of operation have remained decreased from pre-pandemic hours M-F 5A-10P to 5A-9P and Sat 7A-7P & Sun 8A-6P to Sat-Sun 7A-5P.



- Peak usage occurs between the hours of 9-10AM followed by 10-11AM and then 8-9AM.

### F. 2021 Membership Highlights

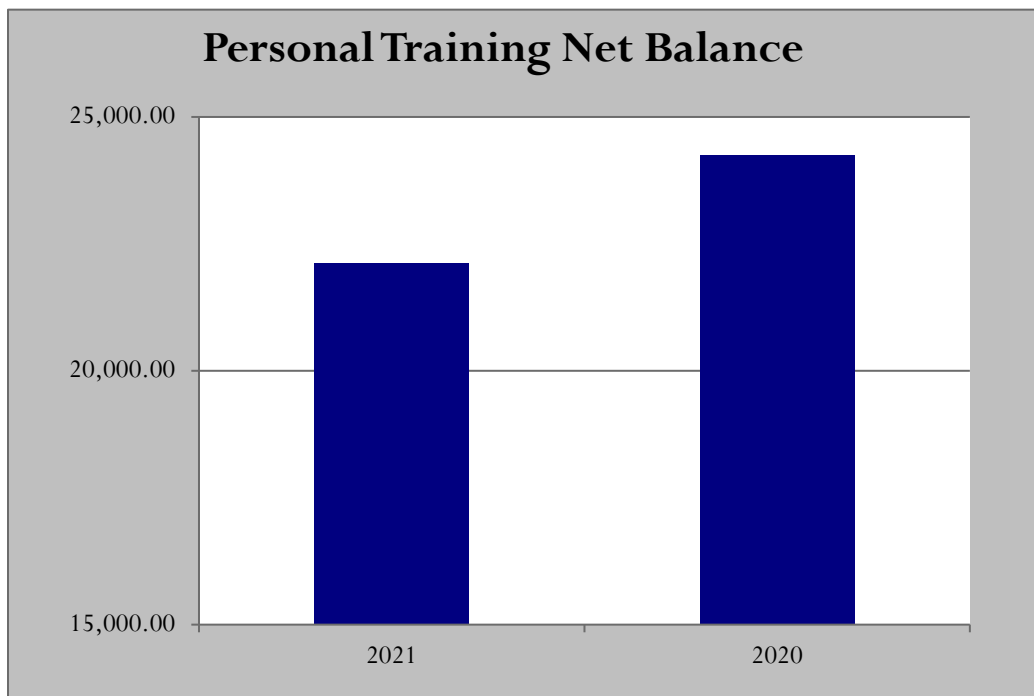
Parks Plus Fitness Center continued with excellent customer service. During the everchanging times of 2021, PPFC was able to increase the Electronic Funds Transfer (EFT) Annual memberships (paid monthly from checking or credit card account), insurance-based memberships (paid per visit) and restart insurance-based classes. We also retained members by recommending suspensions versus cancellations. As of December 31, 2021, up to 707 PPFC and Group Fitness members put their memberships on hold until they choose to return. With the COVID-19 pandemic, Delta, and Omicron variants, PPFC was able to retain 90% of its memberships, which is well above the normal pre-pandemic fitness industry standard of 30-50% member retention.

## 4. PERSONAL TRAINING

### A. Revenue and Expense Comparison

2021		2020	
Session Revenue	\$64,443		\$75,886
Program Revenue	\$0 (suspended)		\$2,132
Total Revenue	<b>\$64,443</b>		<b>\$78,018</b>
		Average Hours	
Expense		Annually	Daily
Training	\$39,600	1,503	4.1
Floor	\$2,723	227	.63
Orientation	\$0 (suspended)	0	0
Total	\$42,323		
Net Balance	\$22,120		\$24,256
Profit Percentage	<b>34%</b>		<b>31%</b>

- Personal training net profit percentage increased 3% due to decrease in personnel/trainers and expenses.
- PPFC had three trainers most of 2021 due to previous trainers not returning/resigning due to the pandemic and variants as well as full-time job offers; efforts to replace trainers are in place for 2022.



## B. Personal Training Package Comparison

Training Packages	Packages Sold		Number of Sessions	
	2021	2020	2021	2020
1- Partner Session	0	20	0	20
3- Partner Session	0	5	0	15
6-Partner Session	1	3	6	18
12-Partner Session	2	3	24	36
20-Partner Session	4	4	80	80
1-Group Session	0	6	0	6
3-Group Session	0	0	0	0
6-Group Session	0	2	0	12
12-Group Session	0	2	0	24
60min/1 Session	1	1	1	1
60min/3 Session	1	0	3	0
60min/6 Session	0	14	0	84
60min/12 Session	8	1	96	12
60min/20 Session	7	8	140	160
30min/1 Session	18	27	18	27
30min/3 Session	33	6	99	18
30min/6 Session	98	47	588	282
30min/12 Session	4	32	48	384
30min/20 Session	41	89	820	1,780
<b>TOTALS</b>	<b>218</b>	<b>270</b>	<b>1,923</b>	<b>2,959</b>



### C. 2021 Personal Training Highlights

Wheaton Park District PPFC Personal Training had a decrease in trainer personnel for 2021. The remaining training staff and hiring of an additional trainer in October contributed to the consistent net profit percent. Personal training continues to offer a private studio experience for clients uncomfortable with returning inside the fitness center or considered in the high-risk demographic. The private studio offering is conducted within exercise classrooms reserved for the personal trainer and their client. In 2022 PPFC will hire additional trainers to meet the demand of personal training inquiries/requests.

The personal training team was able to increase the net profit percentage by 3%! PPFC Manager, Michelle Artis with new team member/trainer Evan Strauel were the official strength & conditioning trainers for Midwest FC. Midwest FC is a partnership between Wheaton and Glen Ellyn Park Districts to provide travel soccer for boys and girls high school levels. In 2021 the training team trained more than 100 athletes generating over \$16,000 in revenue for PPFC personal training a 14% increase from 2020.



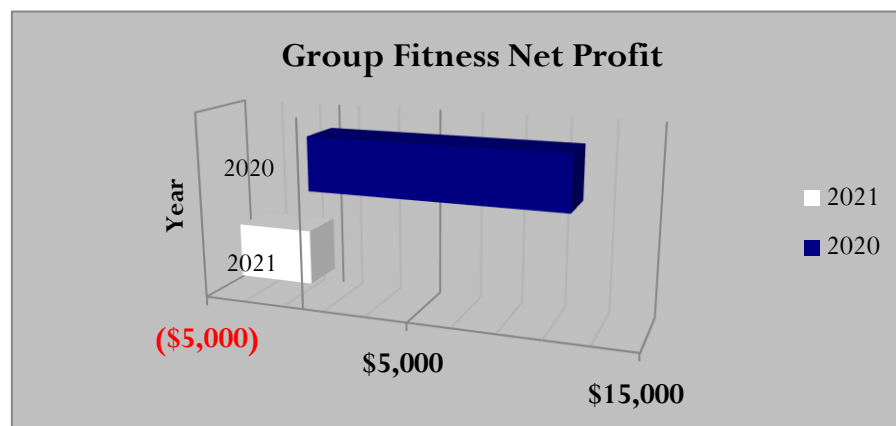
## 5. GROUP FITNESS

### A. Revenue and Expenses

Group fitness participants may choose to purchase an annual group fitness class pass valid for one year from the date of purchase, that allows them unlimited classes, or they may purchase a 1-month, 3-month, or 6-month pass. PPFC members, which includes the insurance-based participants receive a 50% discount on both the annual and monthly class pass options.

	2021	2020
Flex Pass	\$30,104	\$36,114
Daily Fees	\$100	\$1,372
Fitness Program Revenue   Stroller Strides	\$8,046	\$9,795
<b>Total Revenue</b>	<b>\$38,250</b>	<b>\$47,281</b>
Part Time Wages	\$41,645	\$33,661
Supplies	\$165	\$1,809
<b>Total Expenses</b>	<b>\$41,810</b>	<b>\$35,470</b>
<b>Net Profit</b>	<b>(\$3,560)</b>	<b>\$11,811</b>
Profit Percentage	<b>(9.3%)</b>	<b>25%</b>

- In the past few years, approximately 26% of group fitness participants transitioned from purchasing regular priced group fitness class passes, to insurance-based members of the fitness center. This change allows them to attend classes at a 50% discount. In the past, we have not had a system in place to receive the \$3.25 per visit compensation from the insurance company for the member attending classes. Starting in January 2022, insurance-based participants will scan in when attending group fitness classes. This added revenue will help offset any losses incurred by the change in membership status and boost revenue.
- Annual Resident class pass is \$624, 1-month costs \$60, 3-month membership is \$165, and a 6-month membership is \$320.
- Annual Nonresident class pass is \$780, 1-month flex pass costs \$75, 3-month membership is \$206, and a 6-month membership is \$400.
- PPFC offers over 30 classes in a mixed virtual and in-person format.
- We introduced a reservation system which has enable us to track popular offerings and decrease/cancel low attended classes. The reservation system has helped increase communication to participants regarding schedule updates/changes.
- From March 2020- December 2021, Group Fitness has had 15 expired (chose not to renew their memberships), 17 cancellations, and 30 suspensions due to the pandemic/comfort levels, mask mandate, and relocations (out of state or county).



## **B. 2021 Group Fitness Highlights**

Group Fitness classes were offered virtually only until March 15, 2021, when government restrictions were lifted on indoor group exercise classes. Currently of the 33 in-person classes offered, 10 have a virtual class option for those who prefer taking classes remotely. We will continue to offer this virtual option in 2022.

Water-based classes returned in 2021 with the re-opening of Rice Pool. Classes were held on Monday and Wednesday evenings from 7:30-8:15pm. These classes are always very popular with participants. In 2022, we are planning to expand offerings to include a Friday evening or Saturday morning class.

The Group Fitness department continued to utilize the online reservation system in 2021 and will continue into 2022. Participants are getting more comfortable with the process. They appreciate the improved communication it allows, regarding classes and updates in the program from Parks Plus management team.

## **C. Group Fitness: Better and Smarter in 2022**

Starting in January 2022, insurance-based participants will scan in when attending group fitness classes. This added revenue will help offset any losses incurred by the change in membership status and boost revenue. Group Fitness will look to bring back drop-in/daily class option as this was popular prior to the pandemic. Expenses will be held to a minimum with the continued usage of the reservation system which helps to determine cancellations or temporary suspensions of classes with low participation.





## 6. KIDZ KINGDOM

### A. Revenue and Expenses

Revenue	2021	2020
Annual Pass Sales	\$ 306	\$1,372
Daily Fees	\$1,745	\$4,895
Total Revenue	<b>\$2,051</b>	<b>\$6,267</b>
Part Time Wages	\$8,648	\$13,627
Supplies	\$226	\$192
Total Expenses	<b>\$8,874</b>	<b>\$13,733</b>
Net Loss	<b>(\$6,823)</b>	<b>(\$7,466)</b>

- Kidz Kingdom childcare reopened in September 2021 for PPFC, GF, Wide Horizons Before & After Care, and the community.
- Kidz Kingdom was open August to November 2020 due to government restrictions and did not reopen until September 2021 decreasing overall total revenue.
- Newly implemented reservation system helps to staff the facility on a need basis to work towards sustainability.

*Based on 2009 Board direction, PPFC continues to operate Kidz Kingdom at a loss as a childcare service to our members and the community. However, the management team continues to monitor efforts working towards sustainability.*

### B. 2021 Kidz Kingdom Highlights

Kidz Kingdom, located on the main level of the Community Center, offered drop off care for Parks Plus Fitness and Group Fitness members. It also offered Wide Horizons Preschool Before & After Care for the Fall 2020 school year. The childcare room was transformed to allow proper spacing for children at play. The room was arranged into six play stations, all toys and areas were labeled with letters or numbers. Children rotated sections after 15-20 minutes of play and toys and surfaces were cleaned after each use.

### C. Kidz Kingdom: Better and Smarter in 2022

Kidz Kingdom will re-introduce Stay and Play, Kidz Kingdom Playtime, and Fabulous Friday Programs. These programs offer drop off care on a regular basis. This will help to entice new annual and monthly members to use the Kidz Kingdom services. Our continued goal is to increase annual sales as well as hourly usage. Kidz Kingdom will continue to market its newly added additional programs to attract the attention of our younger patrons. Kidz Kingdom will also continue to provide before and after class care to Wide Horizon Preschool participants. For the safety of children in Kidz Kingdom, we will continue to staff according to DCFS ratios which is determined by the age of the youngest child in Kidz Kingdom's care.



## 7. INSURANCE-BASED MEMBERSHIPS

Silver Sneakers, Prime/Well on Target, and Renew Active are insurance-based fitness programs that allow fitness center use at no direct charge to insured members. The insurance company reimburses the fitness centers at the end of each month for qualified visits. The current rate is \$3.25 per visit. PPFC launched the program in 2014 and by the end of December 2020 the club had over 1300 insurance-based members. Last quarter of 2020, PPFC partnered with American Health Specialty to offer an additional insurance-based membership, Silver & Fit. This additional partnership added to the insurance-based memberships we accept and will add to the efforts of continual growth of Parks Plus Fitness Center offerings.



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## 8. HEALTH AND WELLNESS COMMITTEE

The Health and Wellness Committee (HWC) chaired by Michelle Artis, and includes the following 2021 members: Brian Morrow, Mary Janik, Matt Jay, Andrew Ogata, and Matthew Wrobel. The mission of the Wheaton Park District's 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 employee challenge and has offered Biometric Screenings for full and part time employees, Lunch and Learns, and quarterly wellness newsletters to staff. In 2021, the HWC suspended Lunch & Learns, however restarted their offerings in November with the highly popular Maintain Don't Gain with over 40 employees participating! The committee will be offering Lunch and Learns, newsletters as well as health and wellness challenges in 2022.

## 9. CLOCKTOWER MINI GOLF & RAIL SKATE PARK

Clocktower (CTC) is open daily from March-October. There are fees for mini golf and concessions; the skate park is free. Michelle Artis oversees the daily operations and staffing. In 2021, Clocktower revenue nearly doubled 2020 and was over \$4,500 more than 2019. CTC host 24 parties and group outings vs 2 in 2020 and 19 in 2019. In 2022, CTC will continue to pursue unexplored avenues for revenue generation as well continual growth with group outings and parties.

## 10. MARKETING OVERVIEW

Each year the Marketing Team collaborates with the Parks Plus Fitness Center Management Team to coordinate a twelve-month marketing plan which features a wide variety of promotions for both the external and internal stakeholder. This year our marketing efforts focused on attracting new members to sign up and our existing members to return and continue their membership with us. We focused our efforts to reconnect with people after a year of being locked inside, government mandates, and restrictions.

The Marketing Team continued to find our niche in the fitness market and target our advertising to various groups. PPFC's dedication to the facility mission of providing a clean and comfortable facility for the public where they can get personalized customer service and focus on their fitness goals will be more important than ever.

Marketing and the fitness center management team have discussed a plan to initiate programs in 2022 including but not limited to flash sales, unique pricing incentive and increasing internal promotions to encourage increased usage and rebuild the membership base. The teams have also discussed promoting more of the other facilities that are paired with the fitness center like Kidz Kingdom. Continuously analyzing our offerings and pricing structure will be important so we can continue to grow as our competition grows as well. PPFC Management and the Marketing Team welcomes the challenge and looks forward to working closely this year to better service the community and our residents with our vast fitness center offerings.

# JANUARY/FEBRUARY

The beginning of each year, especially in January, is one of the highest business profit months for any fitness center. Resolutions help drive traffic to the facilities right at the start of the year. For the last few years, PPFC offered various types of sales to help get people's resolutions started off on the right foot. For 2021, PPFC offered \$20 per month OR get 25% off Annual Group Fitness Class Pass throughout the entire month of January.



## RESULTS

- January 1-31 Best Deal Ever
  -
- Digital Marketing
  - \$20 Per Month OR get 25% off Annual Group Fitness Class Pass.
  - Facebook Social Media Post
    - Total reach on Facebook 653
  - Instagram Social Media Post
    - Total reach on Instagram 371
- Website traffic
  - January
    - Users: 1,110
    - Pageviews: 3,856
    - Visits: 2,510
  - February
    - Users: 647
    - Pageviews: 1,820
    - Visits: 927

## PRINT




## DIGITAL

**Wheaton Park District**  
Published by [Kristina Nemetz](#) · January 18, 2021 · 

Join Parks Plus Fitness Center for only \$20 per month OR get 25% off the Annual Group Fitness Class Pass.

**ACT NOW!**

Offer expires January 31. Terms and conditions apply. Call the fitness center at 630-871-6713 or visit [parksplusfitness.com](https://parksplusfitness.com) to find out more.




*Celebrate the arrival of 2021 with our*  
**BEST DEAL EVER**


654  
People reached


11  
Engagements


–  
Distribution score


Boost post






 2

 Like

 Comment

 Share



 Comment as Wheaton Park District    

# MARCH/APRIL

The “SPRING INTO SAVINGS” offer ran through the entire month of April. Parks Plus offered a deal where new members can receive 13 months for the price of 12. The deal was \$20 per month and had a \$0 initiation fee. Setting the Fitness Center apart from other health clubs like Planet Fitness and Anytime Fitness.

## RESULTS

- Spring into Savings
  - 20 new members
- Digital Marketing
  - Email Blasts
    - Sent to 9,000 subscribers
      - 1,504 subscribers opened
      - 17% open rate
      - 114 clicked through
      - 2% clicked rate
- Website traffic
  - March
    - Users: 889
    - Pageviews: 2,341
    - Visits: 1,137
  - April
    - Users: 1,747
    - Pageviews: 4,802
    - Visits: 2,451

## PRINT



**Parks Plus Fitness Center**

**SPRING INTO SAVINGS**  
RECEIVE 13 MONTHS FOR THE PRICE OF 12

**\$20 PER MONTH\***

**\$0 INITIATION FEES**  
Offer Valid Through April 30

\*Requires 12-month EFT (electronic funds transfer) auto-renew membership commitment on annual fitness center membership only. Discounts cannot be combined with any other offers. Some exclusions apply. Resident and non-resident rates apply.

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

## MARKETING



Exclusive Offer: Join For Free No Image? Click Here

**GROUP FITNESS PERSONAL TRAINING CONTACT**

**SPRING INTO SAVINGS**  
**AT PARKS PLUS FITNESS CENTER**  
RECEIVE 13 MONTHS FOR THE PRICE OF 12  
\$20 PER MONTH\*  
\$0 INITIATION FEES | OFFER VALID THROUGH APRIL 30  
VISIT PARKS PLUS FITNESS FRONT DESK TO CLAIM THIS EXCLUSIVE OFFER!

\*Requires 12-month EFT (electronic funds transfer) auto-renew membership commitment on annual fitness center membership only. Discounts cannot be combined with any other offers. Some exclusions apply. Resident and non-resident rates apply.

**FACILITY HOURS PROCEDURES & SAFETY PROTOCOLS**

**PARKSPUSFITNESS.COM**

Parks Plus Fitness Center is a facility of the Wheaton Park District  
1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713



## PROMOTIONS

May was a very important month for the entire Wheaton Park District. We celebrated our 100<sup>th</sup> year anniversary and Parks Plus Fitness offered a perfect deal for 100 years. For 100 hours, members could receive \$100 off in paid-in-full fitness center membership. The offer was valid through May 31. This was a perfect time to promote this offer, with an influx of young adults returning from college looking to stay fit during their summer break.

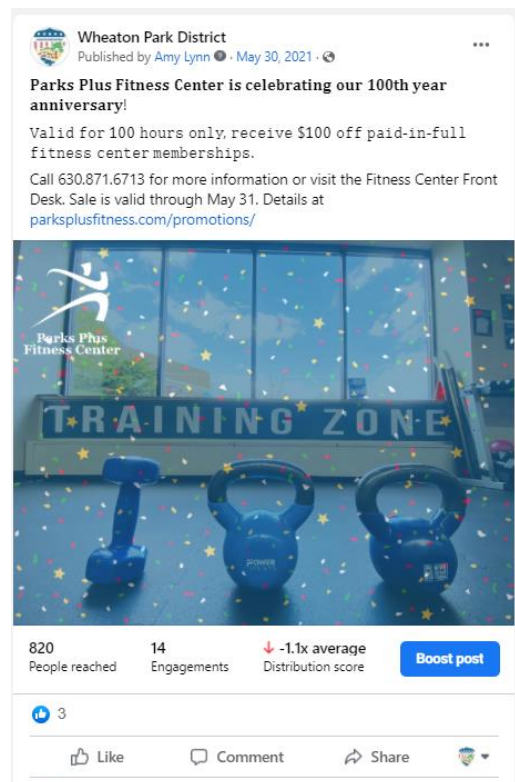
## RESULTS

- \$100 off for 100 hours promotion
- Digital Marketing
  - Facebook
    - 820 people reached with social media post
  - Instagram
    - 326 people reached with social media posts
- Website traffic
  - May
    - Users: 775
    - Pageviews: 2,428
    - Visits: 1,139
  - June
    - Users: 898
    - Pageviews: 3,111
    - Visits: 1,367

## PRINT



## DIGITAL



# JULY/AUGUST

## PROMOTIONS

For the 6<sup>th</sup> year, July kicked off Beat the Heat. The promotion offers guests the day's expected high temperature off a paid-in-full annual fitness membership or group fitness class pass. For example, if it was 100 degrees on a day, guests received \$100 in savings. Summer is not typically a popular time to join a fitness center so this promotion spanning across two of the hotter months has been helpful in keeping promotions and memberships up.

## RESULTS

- Beat the Heat
  - July 1- August 31
  - Discount based on expected temperature
- Digital Marketing results
  - Facebook post
    - Total reach: 1528
  - Instagram
    - Total reach: 283
- Website Traffic
  - July
    - Users: 1,094
    - Pageviews: 3,179
    - Visits: 1,429
  - August
    - Users: 773
    - Pageviews: 2,412
    - Visits: 1,088

## PRINT/POSTER



**SUMMER FITNESS SPECIAL**  
THE **HOTTER** IT GETS THE MORE YOU SAVE!

**100° = \$100 IN SAVINGS**

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.\*

PERSONAL TRAINING | TOWEL SERVICE  
WHIRLPOOL | SAUNA | TRAINING ZONE

\*Restrictions apply. Only one discount per membership package.

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



**Parks Plus Fitness Center**

**SUMMER FITNESS SPECIAL**

The **HOTTER** it gets the more you save!

**100° = \$100 off your annual membership**

\*Restrictions apply. Only one discount per membership package.

**PARKSPUSFITNESSCENTER.COM**

## SOCIAL MEDIA POSTS

**Wheaton Park District**  
Published by Joseph V Viso · August 10, 2021 · 🌐

Parks Plus Fitness Center hottest sale of the year, Beat the Heat, is here! Receive a discount on an annual fitness center membership based on the highest temperature for each day through August 31. The next couple of days are predicting to be in the 90s. Now's your chance to save at least \$90 and even more if keeps heating up! Stop by the Fitness Center Front Desk or call 630-871-6713 for more information. <https://parksplusfitness.com/promotions/>

903 People reached  
10 Engagements  
-1.1x average distribution score

Boost post

Reach  
Total  
283

Engagements  
Likes  
2

Comments

Feed preview

Instagram

wheatonparkdistrict

wheatonparkdistrict Parks Plus Fitness Center hottest sale of the year. Beat the Heat, ends TODAY... more

View post on Instagram

**Wheaton Park District**  
Published by Amy Lynn · August 28, 2021 · 🌐

Parks Plus Fitness Center hottest sale of the year, Beat the Heat, is almost over!

There's only a few days left to receive a discount on an annual fitness center membership based on the highest temperature in August. The next couple of days are predicting to be in the 80s. This is your last chance to save at least \$80 and even more if keeps heating up!

Stop by the Fitness Center Front Desk or call 630-871-6713 for more information.

625 People reached  
4 Engagements  
-1.5x lower distribution score

Boost post



# SEPTEMBER/OCTOBER

## PROMOTIONS

Community Appreciation Days were offered in September once again. Offering this special promotion in the fall helps drive traffic into the fitness center before the temperature drops. Residents can come and try out all the facilities for free. From the fitness center, group fitness classes, and childcare. While running this promotion, memberships are offered at 25% off. The offer was a weeklong from September 14-17.

With September offering the use of facilities for free, October then followed up with a sale to capitalize on any interest people may have had while participating in Community Appreciation Days and didn't commit during the week. The offer was a \$25 per month fitness center membership from October 1-31. Anyone signing up was welcome to add an annual group fitness flex pass for \$150.

## RESULTS

- Community Appreciation Days | September 14-17
- Digital marketing
  - Email Blasts
    - Sent to 679 subscribers
    - 37.2% Open Rate
    - 3% Click rate
- October Sale
  - 32 memberships sold
  - Email Blast
    - 3 different emails sent to 10,000 recipients
    - Average open rate 24.7%
    - Average click rate 1.3%
  - Social Media
    - 2 Facebook posts reached 1668 people total
    - Instagram post reached 335 people
- Website Traffic

- September
  - Users: 602
  - Pageviews: 1,773
  - Visits: 889
- October
  - Users: 1,105
  - Pageviews: 2,933
  - Visits: 1,466

## PRINT



**\$25 PER MONTH\***  
**FITNESS CENTER MEMBERSHIP**  
**OCTOBER 1-31**

Add annual Group Fitness Flex Pass for \$150\*

Parks Plus Fitness Center annual members save up to 50% off Class Pass rates. Choose from over 45 group fitness classes, 7 days a week.

\*New members only or for former members that have not had a membership within the last 12 months. Requires 12-month EFT (electronic funds transfer) auto-renew membership commitment on annual fitness center membership only. Discounts cannot be combined with any other offers. Some exclusions apply. Resident and non-resident rates apply.

Not ready to commit for 12 months? Try our unlimited 1-month class pass for our \$30 special October rate.

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



**Parks Plus Fitness Center Celebrates You!**

**COMMUNITY APPRECIATION DAYS**  
**SEPTEMBER 14-17**

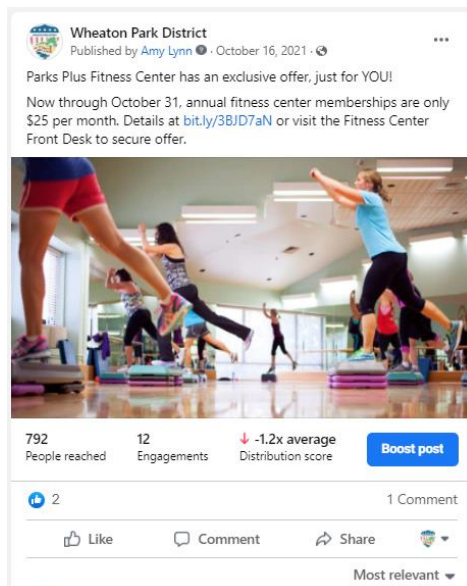
**TRY US FOR FREE**  
Full Fitness Center Facility  
Group Fitness Classes  
Locker Rooms with Sauna  
Childcare

**EXCLUSIVE DEAL:**  
25% Off Paid-in-Full Annual Fitness Center & Group Fitness Memberships\*

\*Reservations required. Some restrictions apply. See fitness center desk for details. Offer expires 9/18/21.

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parksplusfitness.com

## DIGITAL



**Wheaton Park District**  
Published by Amy Lynn · October 16, 2021 · 🌐

Parks Plus Fitness Center has an exclusive offer, just for YOU!

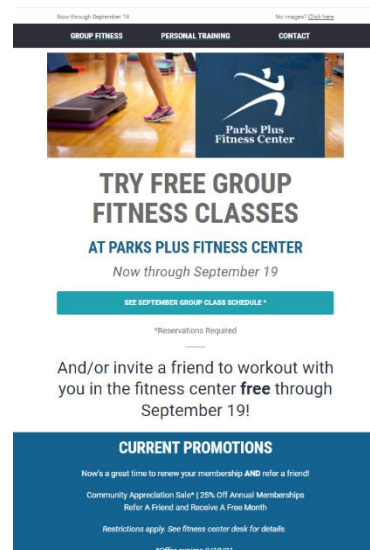
Now through October 31, annual fitness center memberships are only \$25 per month. Details at [bit.ly/38JD7aN](https://bit.ly/38JD7aN) or visit the Fitness Center Front Desk to secure offer.

792 People reached · 12 Engagements · -1.2x average Distribution score

2 · 1 Comment

Like · Comment · Share

Most relevant



Now through September 19

**TRY FREE GROUP FITNESS CLASSES**  
**AT PARKS PLUS FITNESS CENTER**  
Now through September 19

[SEE SEPTEMBER GROUP CLASS SCHEDULE\\*](#)

\*Reservations Required

And/or invite a friend to workout with you in the fitness center **free** through September 19!

**CURRENT PROMOTIONS**

Now's a great time to renew your membership **AND** refer a friend!

Community Appreciation Sale\* | 25% Off Annual Memberships  
Refer A Friend and Receive A Free Month

Restrictions apply. See fitness center desk for details.  
\*Offer expires 9/18/21.

New Through October 31! No images? Click here

GROUP FITNESS PERSONAL TRAINING CONTACT



**\$25 PER MONTH\***

**FITNESS CENTER MEMBERSHIP**

NOW THROUGH OCTOBER 31

NO INITIATION FEES | WHIRLPOOL & SAUNA | CHILDCARE

Visit Parks Plus Fitness Front Desk for details and to claim offer.

EXPLORE AMENITIES

ADD AN ANNUAL GROUP FITNESS FLEX PASS TO YOUR ANNUAL FITNESS CENTER MEMBERSHIP FOR \$150\*\*

NOT READY TO COMMIT FOR 12 MONTHS?

Try the unlimited 1-month group fitness class pass for \$30 - exclusive October rate.

GROUP FITNESS SCHEDULE

\*Requires 12-month EFT (electronic funds transfer) auto-renew membership commitment on annual fitness center membership only. Discounts cannot be combined with any other offers. Some exclusions apply. Resident and nonresident rates apply.

\*\*New members only. Must not have had a membership within the last 12 months.

**PARKSPUSFITNESS.COM**

**Wheaton Park District**  
Published by Amy Lynn · October 27, 2021 ·

Wheaton Park District and Parks Plus Fitness Center have been promoting health and wellness for decades.

Not only has the fitness center evolved since then so have the promotions! Parks Plus Fitness Center is offering annual fitness center membership for only **\$25 per month** through October 31. Become a part of our fitness family and let's make history together whether it's reaching personal records on squats or training for the Reindeer Run.

Details at [bit.ly/3BJD7aN](https://bit.ly/3BJD7aN) or vi... See more



PULLED FROM THE archives 1960s

CELEBRATING 100 1921-2021

878 People reached 14 Engagements -1.1x average Distribution score

Boost post

5 1 Share

Like Comment Share

Comment as Wheaton Park District

# NOVEMBER/DECEMBER

## PROMOTIONS

Making its return we had our Black Friday/Thanksgiving sale known as “The Biggest Sale of the Year” ran from November 17-28 and offered a 30% off new and/or renewal annual fitness center memberships. Postcards were sent to about 4,000 homes in advanced to grab the attention of residents throughout Wheaton. E-blasts and posters were created to help promote this amazing offer.

In late November and throughout December, PPFC ran two promotions simultaneously for the same duration of time. Parks Plus took advantage of the winter break students have during the holidays and offered a Student Special running from the 17 of November to December 31. Valid for youth/student ages 11-21 with a valid ID, the offer was \$5 per week to work out a Parks Plus Fitness. The second deal that the fitness center offered, was Bring a Friend/Refer a Friend offer. Members were allowed to bring a friend in for free for a complimentary workout at our facility and if they purchase a membership, you'll receive a free month.

Finally, the last sale that we had during the month of December was the Flash Sale, which was a one-day sale held on December 10<sup>th</sup>, 20<sup>th</sup>, & 30<sup>th</sup>. The offer was \$20 a month for annual membership, 5 for \$25 group fitness classes, and \$20 for 30 minutes personal training sessions.

## RESULTS

- Biggest Sale of the Year | November 17-28
  - PPFC Annual passes sold- 92
  - Group Fitness passes sold- 21
- Digital marketing results for Biggest Sale
  - Sent to 22,000 subscribers
  - Open rate 32.3% Click rate 1.8%
- Student Sale
  - Student \$5/week Sale: 55 1-week passes sold
  - Some students signed up for 4-weeks(1-month) at a time; our 1-month sales increased by 15 passes versus December 2020.
- Digital Marketing results for Student Sale
  - 3 Facebook posts reached 2,150 people
  - 3 E-blasts sent to 21,000 subscribers
    - Average open rate 34.4%
    - Average click rate 1%
- Bring a Friend/Refer A Friend Digital Marketing results
  - 3 Facebook posts reached 1,674 people
  - E-blasts were the same as Student Sale. The offers were combined into the same E-blasts
- Flash Sale
  - EFT (annual paid monthly from checking account/credit card): 6 sold
  - 5 Classes for \$25: 2 sold
  - 30-minutes one-on-one personal training session for \$20: 5 sold
- Flash Sale Digital Marketing
  - 3 Facebook posts reached 2,100 people
- Website traffic
  - November
    - Users: 1,004
    - Pageviews: 2,981
    - Visits: 1,412
  - December
    - Users: 1,235
    - Pageviews: 2,958
    - Visits: 1,723



## PRINT



# 30% OFF

## NOVEMBER 17-25

**New and Renewal Annual Fitness Center and Group Fitness Class Pass Membership**

Visit Parks Plus Fitness Center front desk for more information and to secure your deal.

[parksplusfitness.com](http://parksplusfitness.com)

Parks Plus Fitness Center  
1777 S. Blanchard St.  
Wheaton, IL 60189

PSNRT STD  
EQUIVSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

Local Postal Customer

# BIGGEST SALE OF THE YEAR

## 30% OFF\*

### NOVEMBER 17-28

**New and Renewal Annual Fitness Center Membership and Group Fitness Flex Pass**

Register online or visit the Parks Plus Fitness Center front desk.

\*Valid on annual paid-in full fitness center membership and group fitness flex pass. Discounts cannot be combined with any other offers including PPFC member pricing discount for group fitness flex pass.

1777 S. Blanchard St. | Wheaton, IL | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

# BIGGEST SALE OF THE YEAR

## 30% OFF\*

### NOVEMBER 17-28

**New and Renewal Annual Fitness Center Membership and Group Fitness Flex Pass**

Register online or visit the Parks Plus Fitness Center front desk.

\*Valid on annual paid-in full fitness center membership and group fitness flex pass. Discounts cannot be combined with any other offers including PPFC member pricing discount for group fitness flex pass.

# STUDENT SPECIAL

## \$5\* NOW through December 31

per week

Visit Parks Plus Fitness Center front desk for more information and to secure your deal!

\*Valid on youth/student (ages 11-22) passes with a valid ID.

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[parksplusfitness.com](http://parksplusfitness.com)

# FLASH SALE

## \$20/MONTH\* Annual Membership

### 5 FOR \$25+ Group Fitness Classes

## \$20 FOR 30 MINUTES Personal Training Sessions

\*12-month commitment, no enrollment/initiation fees, price is per person paid monthly from checking account or credit card.  
\*Reservations required for classes, no additional discounts can be applied.

1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

# BRING A FRIEND REFER A FRIEND

Bring a friend in for a complimentary workout and if they purchase a membership, you receive a **FREE MONTH!**

## OFFER ENDS DECEMBER 31

Must be an active annual member to receive a free month when "friend" joins/pays for annual membership.

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[parksplusfitness.com](http://parksplusfitness.com)

## DIGITAL

Group Fitness Personal Training Kidz Kingdom




**BRING A FRIEND REFER A FRIEND**

Bring a friend in for a complimentary workout and if they purchase a membership, you receive a **FREE MONTH!**

**OFFER ENDS DECEMBER 31**

Must be an active annual member to receive a free month when "friend" joins/pays for annual membership.



**STUDENT SPECIAL**

**\$5\*** per week **NOW through December 31**

Visit Parks Plus Fitness Center front desk for more information and to secure your deal!

\*Valid on youth/student (ages 11-22) passes with a valid ID.

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**Wheaton Park District**  
Published by Joseph V Viso · December 29, 2021 ·

Home from school for holiday break? Take advantage of Parks Plus Fitness Center's student special! Now through December 31, pay only \$5\* per week to work out at Parks Plus Fitness. Visit our fitness desk for more information and to secure your deal!

\*Valid on youth/student (ages 11-21) passes with valid ID.



**STUDENT SPECIAL**

**\$5\*** per week **November 17 through December 31**

700 People reached 0 Engagements -1.3x lower Distribution score [Boost post](#)

FLASH SALE! Parks Plus Fitness is having a one day flash sale on its annual memberships, group fitness classes, and personal training sessions. Head on over to Parks Plus Fitness to get your membership started today. Terms and conditions apply. See Fitness Center Associate for details.



**FLASH SALE**

**\$20/MONTH\*** Annual Membership

**5 FOR \$25\*** Group Fitness Classes

**\$20 FOR 30 MINUTES** Personal Training Sessions

\*12-month commitment, no enrollment/activation fees, price is per person paid monthly from checking account or credit card.  
\*Reservations required for classes; no additional discounts can be applied.

1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

1,095 People reached 12 Engagements +1.2x average Distribution score [Boost post](#)

GET RESULTS



GET RESULTS

Group Fitness

Personal Training

Kidz Kingdom



NOVEMBER 17-28

**30% OFF\***

New and Renewal Annual Fitness Center Membership and Group Fitness Flex Pass

1777 S. Blanchard St. | Wheaton, IL | 630.871.6713


Secure Deal

\*Valid on annual paid-in-full fitness center membership and group fitness flex pass. Discounts cannot be combined with any other offers including PPFC member pricing discount for group fitness flex pass.

**Wheaton Park District**  
Published by Joseph V Viso · December 28, 2021 ·

Tired of going to the gym alone? Parks Plus Fitness Center has the solution for you! Now through December 31, bring a friend in for a complimentary workout at our facility and if they purchase a membership, you'll receive a FREE MONTH! Bring a friend, family, or co-worker on over to Parks Plus Fitness and get them started today!

\*Must be an active annual member to receive a free month when "friend" joins/pays for annual membership.



**BRING A FRIEND REFER A FRIEND**

650 People reached 0 Engagements -1.5x lower Distribution score [Boost post](#)

[Like](#) [Comment](#) [Share](#)

Comment as Wheaton Park District

[View post on Facebook](#)