



2022  
ANNUAL  
REPORT





## 1. Executive Summary

The goal for the Parks Plus Fitness Center in 2022 in a highly competitive fitness industry, was and is to provide excellent customer service as well as quality facility offerings. In an effort to stand above the rest, PPFC management stressed the importance of high quality customer service to create an environment that feels like a second home for whom ever enters through our fitness center doors. PPFC continues to ensure a clean, safe, and healthy environment for our members.

PPFC continues to tackle an uphill battle with the toll the pandemic left on not only our fitness center and programs, but also those in the entire United States. With the fitness industry losing nearly \$30 billion dollars during the pandemic and 22% of all fitness centers/gyms being forced to shut down(clubindustry.com), PPFC has continued to grow back to a pre-pandemic state by improving the bottom line by over \$10,000 even with offering programs and services that operate as a benefit and service for PPFC members and before and after school care such as Kidz Kingdom.

In June of 2022, The PPFC saw a shift in management with the welcoming of Alex DiSerio who is now the Fitness Manager of the PPFC with his part time Assistant Manager, Maddalena Tabet. Alex DiSerio comes from a background within the kinesiology and recreation field obtaining a bachelor's degree in exercise science as well as a master's degree in exercise physiology both at Illinois State University. Alex also has several years of park district experience spending time at both the Geneva and West Chicago park districts having roles centered around fitness, facility, and aquatics.

Immediate and ongoing changes to PPFC were decided between the management staff. Equipment was moved to be up to code with PDRMA standards as well as updated signage in the fitness center and locker rooms to be compliant with the IDPH. The Wheaton Park District also saw an update to their sales, registration, and check-in software through RecTrac which will and has made day to day operations more efficient. One task for 2023 is to move in synergy with these updates as we focus on eliminating storage of documents and uploading them onto each individual's account on RecTrac such as credit card information and waivers. In doing so, organization will be increased for better day to day operations.

2022 Group Fitness saw steady performance throughout the year even with the relocation of classes to the Central Athletic Complex during renovations being done at the Community Center that began in August. The insurance-based members who occupy a large percentage of our group fitness participants adapted to this change overtime as our participation returned to normal in October. Personal Training continues to be of high demand. With only having 3 trainers on staff, PPFC was still able to increase revenue from last year. As PPFC looks to continue to hire more trainers, it is expected for the bottom line number to increase.

Additional plans for 2023 are to stay atop of trends, offer competitive pricing, cutting-edge equipment, and amenities for PPFC as we look to take on a complete renovation project. We intend to reestablish our facility as a premier destination for the Wheaton community while focused on growth and sustainability.

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## 2. Financial Analysis

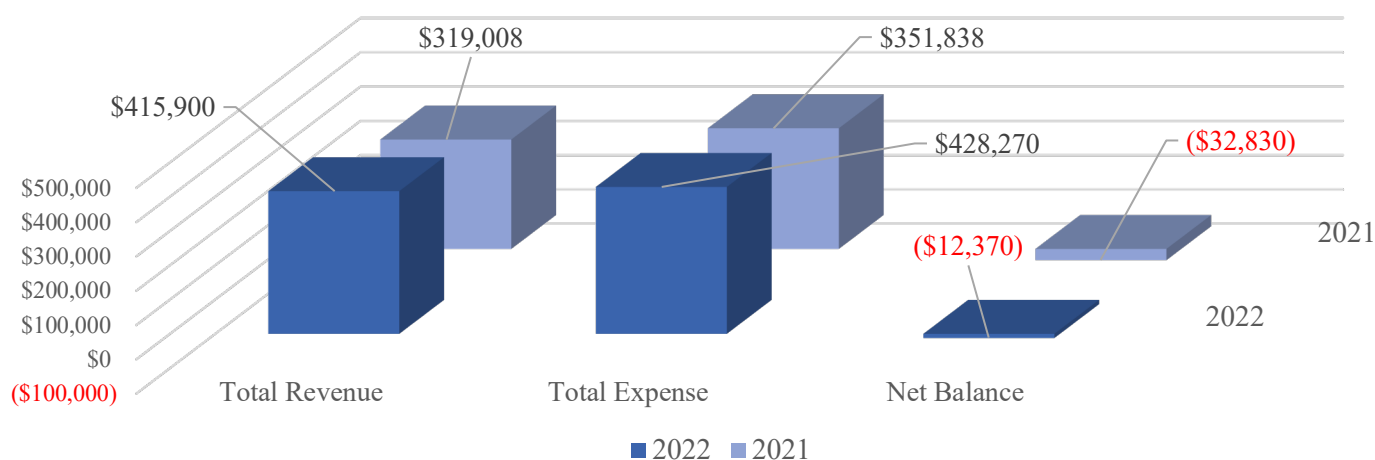
### A. Revenue vs. Expense Comparison 2022 vs. 2021

*\*Budget analysis based on 2022 projections and pre-end of the year audit financial figures*

	2022	2021	2020	2019	2018
Total Revenue	\$415,900	\$319,008	\$366,048	\$669,480	\$716,579
Total Expense	\$428,270	\$351,838	\$323,735	\$513,882	\$517,726
Net Balance	<b>(\$12,370)</b>	<b>(\$32,830)</b>	<b>\$42,313</b>	<b>\$155,598</b>	<b>\$198,583</b>

- The report will present a breakdown of increases and/or decreases in expenses and revenue for each division including memberships, personal training, group fitness and Kidz Kingdom.

### 2022 Revenues Vs. Expenses

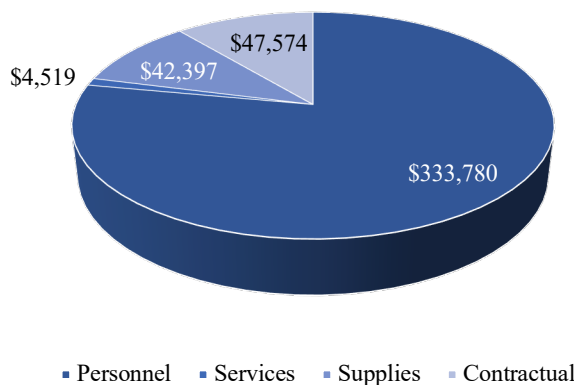


### B. Expense Comparison 2022 vs. 2021

	Personnel	Services	Supplies	Contractual
<b>2022 Actual</b>	<b>\$333,780</b>	<b>\$4,519</b>	<b>\$42,397</b>	<b>\$47,574</b>
<b>2022 Budget</b>	<b>\$399,785</b>	<b>\$5,890</b>	<b>\$71,738</b>	<b>\$58,140</b>
2021 Actual	\$270,354	\$3,346	\$30,760	\$47,378
2020 Actual	\$257,034	\$3,603	\$20,263	\$42,835
2019 Actual	\$387,400	\$3,452	\$72,895	\$51,133
2018 Actual	\$395,032	\$10,232	\$41,817	\$70,646

- Personnel expenses increased for 2022 with the PPFC and all associated programs in near full operations. In addition, minimum wage increased to \$15.00 an hour for all part time staff.

### 2022 Actual Expenses



### C. Division Revenue Comparison 2022 vs. 2021

	2022	2021	% Difference	2020	2019	2018
Short Term Pass	\$16,775	\$14,247	15%	\$13,873	\$25,075	\$32,944
Fit 'N' Swim	\$0	\$120	N/A	\$0	\$570	\$377
Annual Memberships	\$176,086	\$134,078	24%	\$171,860	\$267,646	\$295,695
Fitness Daily Fee	\$2,630	\$2,900	(10%)	\$2,054	\$6,441	\$6,384
Insurance-Based Membership	\$40,653	\$32,350	20%	\$26,131	\$58,934	\$62,283
<b>TOTAL MEMBERSHIPS</b>	<b>\$242,144</b>	<b>\$183,695</b>	<b>24%</b>	<b>\$212,920</b>	<b>\$358,666</b>	<b>\$397,683</b>
Aerobics Daily Fee	\$631	\$697	(10%)	\$1,372	\$5,170	\$5,977
Fitness Programs	\$7,188	\$4,483	38%	\$2,109	\$23,968	\$22,495
Group Fitness Flex Pass	\$32,945	\$24,288	26%	\$7,686	\$57,852	\$60,641
<b>TOTAL GROUP FITNESS</b>	<b>\$40,764</b>	<b>\$29,468</b>	<b>28%</b>	<b>\$47,281</b>	<b>\$86,990</b>	<b>\$89,113</b>
<b>PERSONAL TRAINING</b>	<b>\$75,623</b>	<b>\$57,444</b>	<b>24%</b>	<b>\$78,018</b>	<b>\$141,221</b>	<b>\$151,165</b>
<b>KIDZ KINGDOM REVENUE</b>	<b>\$8,590</b>	<b>\$2,051</b>	<b>76%</b>	<b>\$6,267</b>	<b>\$23,362</b>	<b>\$27,308</b>
<b>MISCELLANEOUS &amp; RACES</b>	<b>\$54,779</b>	<b>\$46,350</b>	<b>15%</b>	<b>\$20,564</b>	<b>\$53,308</b>	<b>\$51,310</b>
<b>TOTAL</b>	<b>\$415,900</b>	<b>\$319,008</b>	<b>24%</b>	<b>\$366,048</b>	<b>\$663,346</b>	<b>\$716,579</b>

- In 2022, all revenue generating programs continued to grow from 2021.
- TRX fitness program has been full every session since it has been brought back in the Fall.
- Insurance-based memberships continue to grow on a month to month basis.

### C. Part-Time Labor Comparison 2022 vs. 2021

	2022	2021	% Difference	2020	2019	2018
Assistant Manager	\$28,544	\$0	N/A	\$0	\$0	\$0
Coordinator	\$13,874	\$11,357	18%	\$0	\$0	\$0
PPFC Service Desk Attendants	\$59,372	\$58,237	2%	\$48,952	\$72,136	\$72,214
Front Desk Community Center Wages	\$24,819	\$7,152	71%	\$11,394	\$20,068	\$15,157
Personal Training/ Floor	\$2,947	\$2,723	8%	\$4,782	\$10,015	\$12,067
Personal Training/ Orientation	\$382	\$0	N/A	\$347	\$3,402	\$3,632
Personal Training/ Programs & Training	\$49,399	\$34,565	30%	\$43,245	\$88,103	\$93,020
Group Fitness Instructors / Training	\$37,772	\$41,645	-10%	\$33,661	\$61,612	\$62,919
Kidz Kingdom Staff	\$31,496	\$8,648	72%	\$13,628	\$28,908	\$34,837
Facility Cleaning Attendant	\$0	\$3,837	N/A	\$415	\$0	\$0
<b>TOTAL</b>	<b>\$248,605</b>	<b>\$168,164</b>	<b>33%</b>	<b>\$156,009</b>	<b>\$284,244</b>	<b>\$293,846</b>

- In 2022, PPFC was operating at full capacity with hours of: M-F 5A-9P, S-S 7A-5P
- **PPFC part time staff member wages totalled \$248,605 in 2022, which accounted for 58% of the total expenses.**

### 3. Parks Plus Fitness Center Memberships

#### A. Membership Sales

Type	2022			2021			Increase/ Decrease		
	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership (including EFT)	544	121	413	215	92	123	329	29	290
3 Month Membership	104	80	24	64	34	30	40	46	(6)
Annual Membership (Includes Insurance-based)	1,312	389	923	1,282	437	845	30	(48)	78
Fit and Swim	0	0	0	1	1	0	(1)	0	0
Total	1,960	590	1,370	1,582	572	1,010	388	28	360

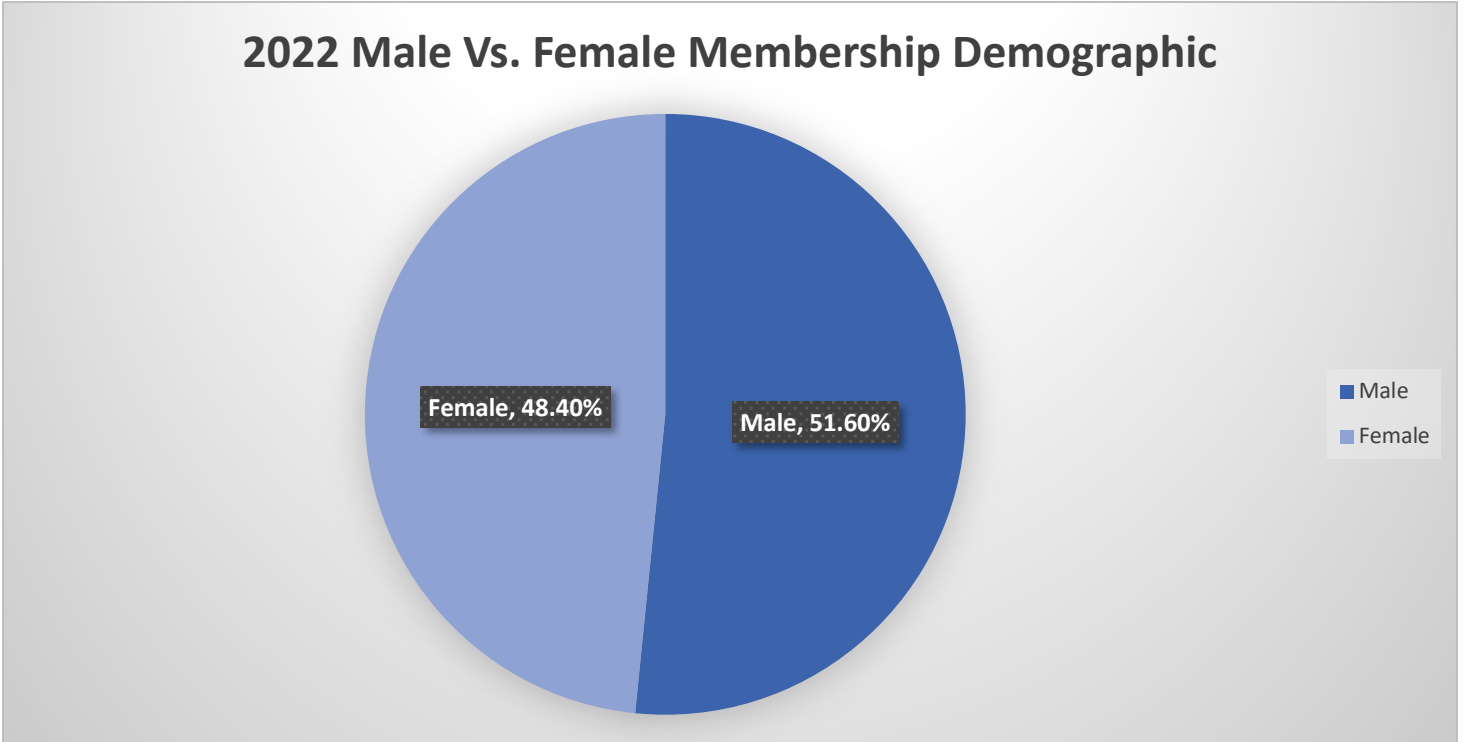
#### B. Annual Membership and Short-Term Pass Revenue

	2022	2021	Increase/Decrease	2020	2019	2018
Annual Membership	\$176,086	\$134,053	24%	\$171,860	\$267,646	\$295,695
Insurance-Based Annual	\$40,653	\$32,350	20%	\$26,131	\$58,934	\$62,283
Fit and Swim/Short Term Pass	\$16,775	\$14,367	14%	\$12,875	\$25,075	\$32,944
Daily Fees	\$2,630	\$2,900	(10%)	\$2,054	\$6,441	\$57
Total	\$242,144	\$183,695	24%	\$212,920	\$358,096	\$397,306

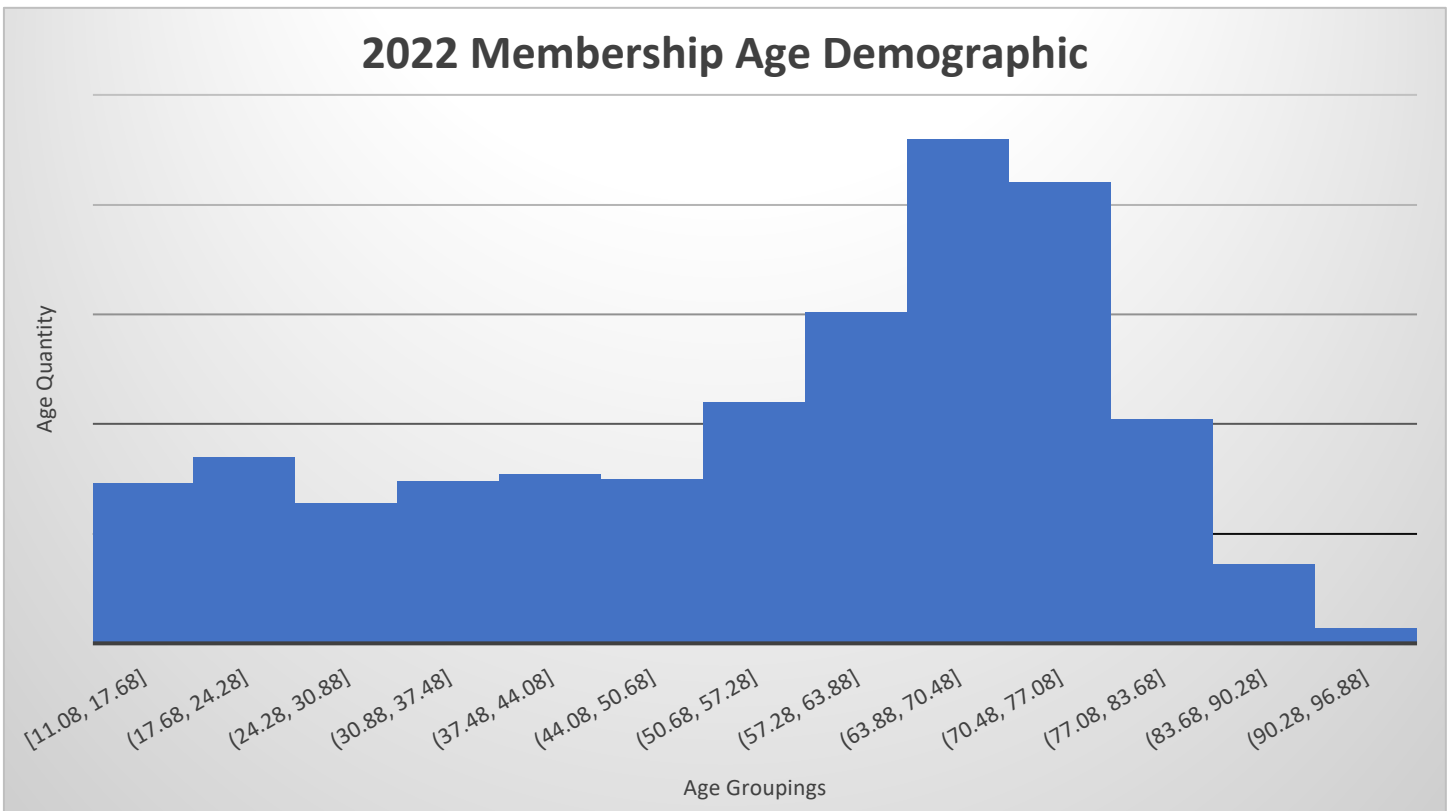
- The total number of members increased by 378.
- To end 2022, we had a total of 14 members on suspension which amounted to \$2,686.50 in fees left to be paid or on hold.
- EFT memberships (annual memberships paid monthly from checking account/credit card) increased by 9.9% to 444 in 2022 from 400 in 2021.
- In August 2022 Silver Sneakers classes for insurance-based members were moved to the Central Athletic Complex. Even with this sudden change in routine for these members, our insurance-based memberships were still able to increase by 2.3% in 2022.
- Silver Sneakers classes increase membership participation as revenue is collected through usage/participation only.



### C. Gender Demographics

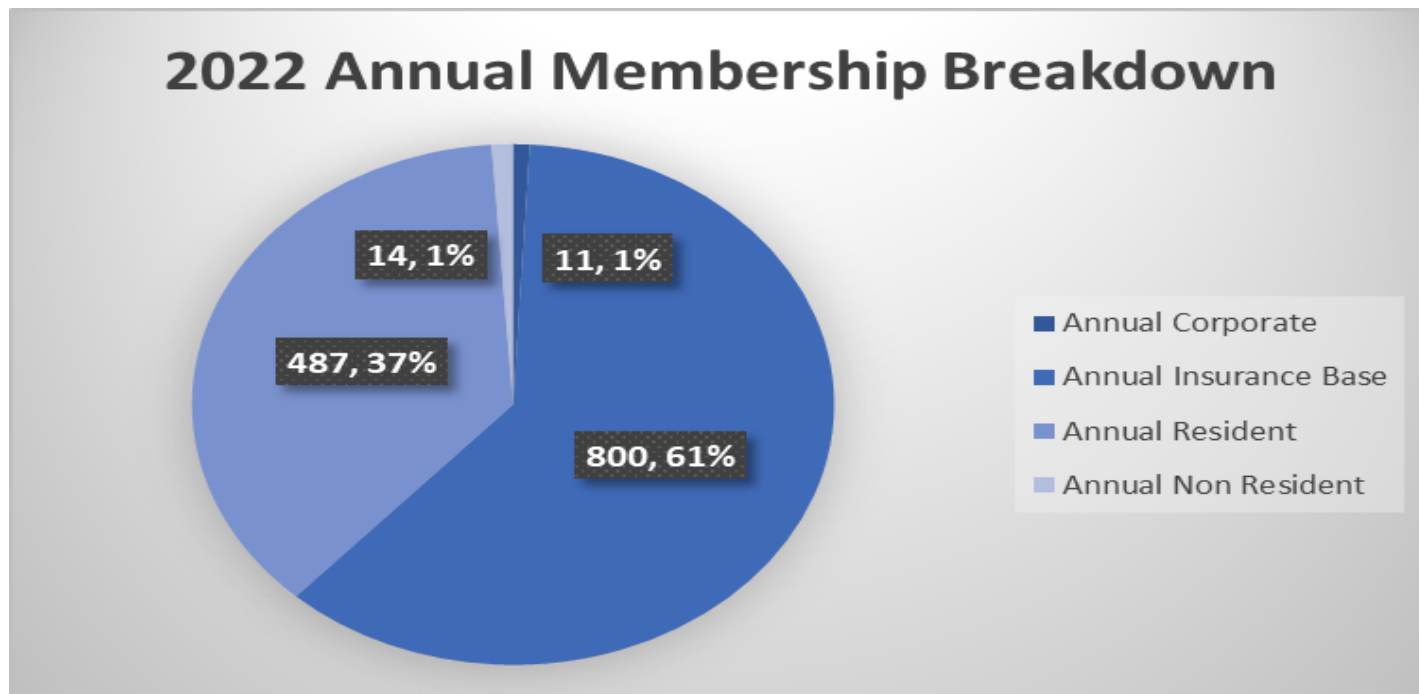


### D. Age Demographics

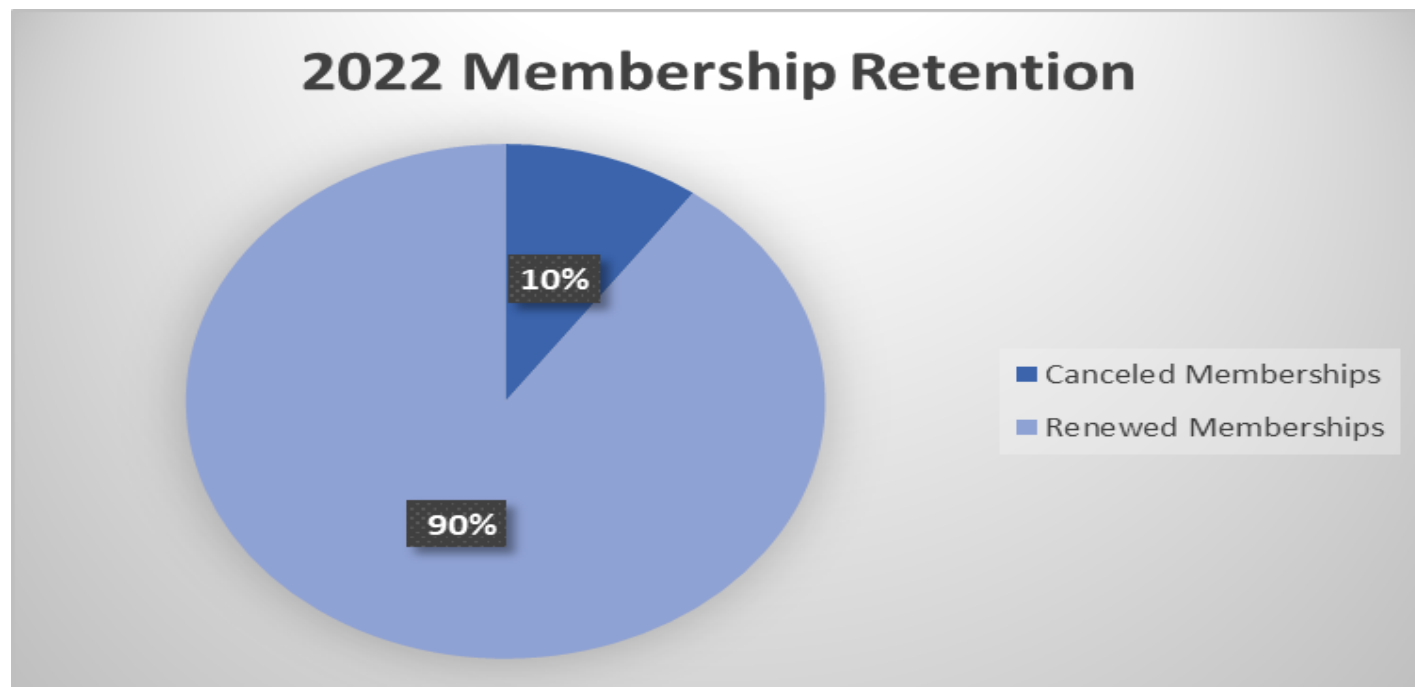




### E. Annual Membership Comparison



### F. Membership Retention



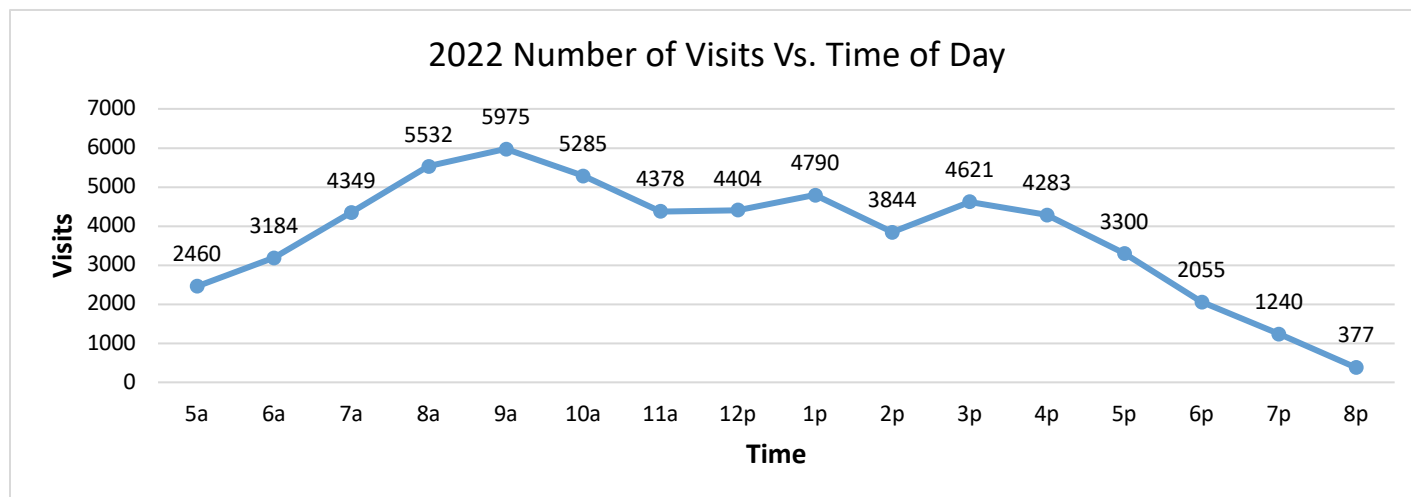
\*Based on 2022 Annual Membership renewals versus cancellations.

- Park Plus retention rate was 90% in 2022. 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	2022	2021	2020	2019	2018
January	5,610	3,069	8,782	7,704	9,169
February	5,036	2,522	7,943	7,227	7,726
March	5,826	2,656	3,926	8,102	8,850
April	5,376	2,506	0	7,697	8,272
May	5,007	2,688	0	7,233	7,453
June	4,914	3,167	0	6,675	7,251
July	4,666	3,097	2,233	6,943	7,253
August	4,809	2,918	2,925	6,703	7,355
September	4,325	2,452	3,033	6,206	6,480
October	4,737	2,633	3,313	6,871	7,072
November	4,736	2,940	3,014	7,356	7,376
December	5,903	3,365	3,348	7,458	8,041
<b>TOTALS</b>	<b>60,945</b>	<b>34,013</b>	<b>38,517</b>	<b>86,175</b>	<b>92,298</b>

- Membership visits fluctuate accordingly with the weather and temperature outside. During our warmer months, members are exercising outside while during the colder months members are exercising in the PPFC.
- Typical Hours of operation for the Parks Plus Fitness Center are 5am-9pm Monday through Friday and 7am-5pm Saturday and Sunday. Closed on Christmas and New Year's Day.
- Visitation continues to rise as PPFC looks to get close to the 86,019 visits from 2019.



*Peak usage occurs between the hours of 9-10AM while visits decrease after 4pm.*

### F. 2022 Membership Highlights

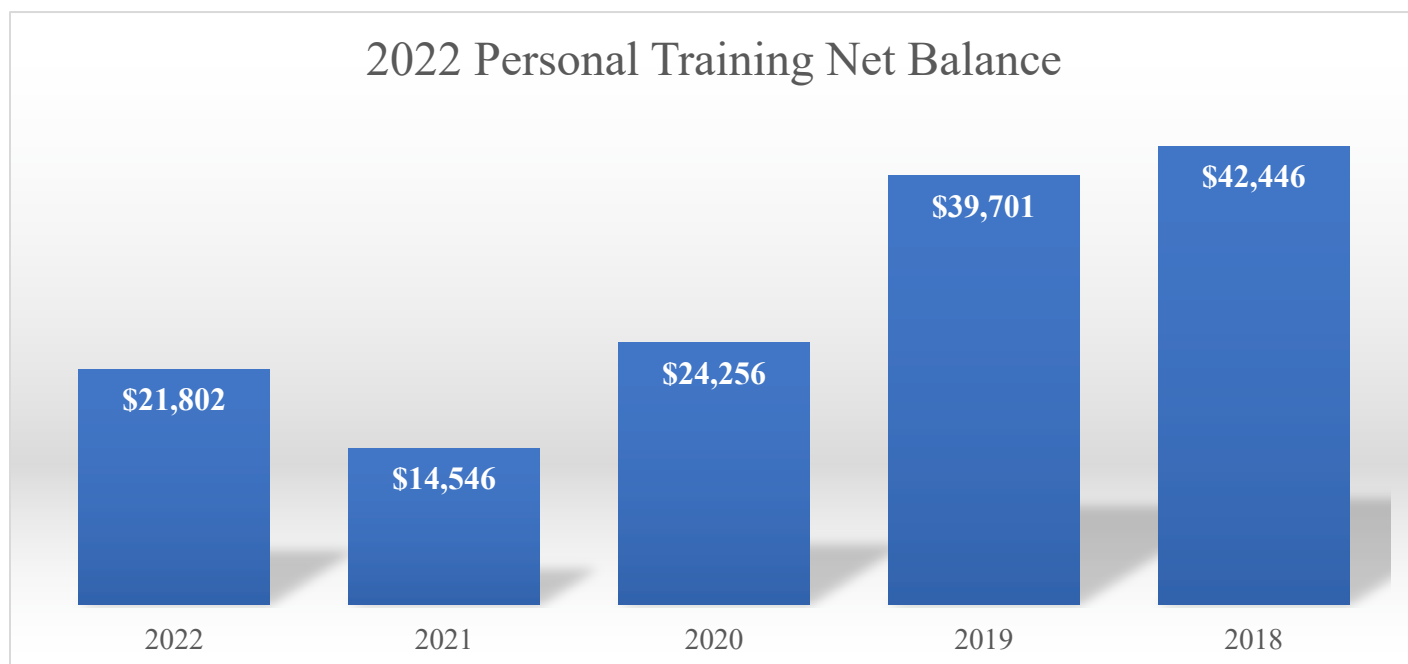
Parks Plus Fitness Center continued with excellent customer service. During 2022, PPFC was able to increase the Electronic Funds Transfer (EFT) Annual memberships (paid monthly from checking or credit card account), insurance-based memberships (paid per visit) and increased the number of insurance-based classes. We have also successfully implemented promotions and retention programs that have increased our overall membership numbers through retention and new memberships. Some of our most successful programs include Beat The Heat, Students back from school sales, Bobbing for Pumpkins sale, Black Friday, and Fitmas.

## D. Personal Training

### A. Revenue and Expense Comparison

	2022	2021	2020	2019	2018
<b>Revenue</b>					
Session Revenue	\$73,383	\$57,444	\$75,886	\$120,572	\$130,698
Program Revenue	\$2,240	\$0	\$2,132	\$20,649	\$20,467
<b>Total Revenue</b>	<b>\$75,623</b>	<b>\$57,444</b>	<b>\$78,018</b>	<b>\$141,221</b>	<b>\$151,165</b>
<b>Expense</b>					
Part Time Training	\$49,399	\$34,565	\$48,633	\$88,103	\$93,020
Full Time Training	\$1,093	\$5,610	N/A	N/A	N/A
Floor	\$2,947	\$2,723	\$4,782	\$10,015	\$12,067
Orientation	\$382	\$0	\$347	\$3,402	\$3,632
<b>Total Expense</b>	<b>\$53,821</b>	<b>\$42,898</b>	<b>\$53,762</b>	<b>\$101,520</b>	<b>\$108,719</b>
<b>Net Balance</b>	<b>\$21,802</b>	<b>\$14,546</b>	<b>\$24,256</b>	<b>\$39,701</b>	<b>\$42,446</b>
<b>Profit Percentage</b>	<b>29%</b>	<b>25%</b>	<b>31%</b>	<b>28%</b>	<b>28%</b>

- Personal training net profit percentage increased 4% from 2021 to 2022 due to the increased number of packages and sessions.
- With the PPFC only having three trainers most of 2022 due lack of interest or qualifications from outside applicants, there will be an emphasis on adding 1-2 more trainers in addition to the new trainer that was hired to begin the year, bringing our total number of trainers projected to 5-6.



## B. Personal Training Package Comparison

Training Packages	Packages Sold		Number of Sessions	
	2022	2021	2022	2021
1- Partner Session	2	0	2	0
3- Partner Session	2	0	6	0
6-Partner Session	0	1	0	6
12-Partner Session	0	2	0	24
20-Partner Session	3	4	60	80
1-Group Session	0	0	0	0
3-Group Session	0	0	0	0
6-Group Session	0	0	0	0
12-Group Session	0	0	0	0
60min/1 Session	4	1	4	1
60min/3 Session	2	1	6	3
60min/6 Session	13	0	72	0
60min/12 Session	5	8	60	96
60min/20 Session	11	7	160	140
30min/1 Session	6	18	6	18
30min/3 Session	0	33	0	99
30min/6 Session	101	98	606	588
30min/12 Session	27	4	324	48
30min/20 Session	71	41	1,420	820
<b>TOTALS</b>	<b>247</b>	<b>218</b>	<b>2,792</b>	<b>1,923</b>



### C. 2022 Personal Training Highlights

Remaining training staff and hiring of an additional trainer in December 2022 will contribute to higher number of packages sold and net revenue in 2023. 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.

Personal Training revenue goals are set for 35% to continue to grow in our bottom line. Two main objectives are to increase the personal training staff from what was 3 for the majority of 2022, to what is now 4 to start 2023, to eventually have 5-6 trainers on staff. In addition, personal training packages will be looked at closely in the coming month to determine the most effective cost and packages for our members while also maintaining a profit per session.



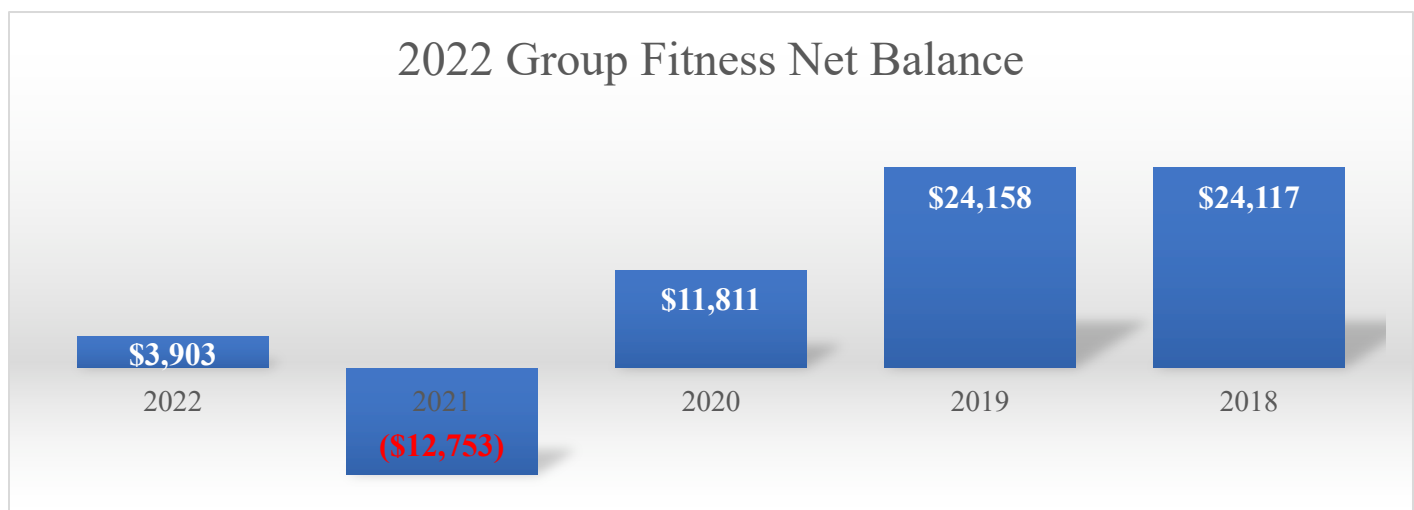
## 5. Group Fitness

### A. Revenue and Expenses

Group fitness participants have the option to purchase a 1-month Flex Pass up to an Annual Flex Pass. The Flex Passes allow them to take any class, any time, that their schedule allows. If a participant is looking to attend a specific class or time, they can purchase 10, 20 or 30 class punch card. PPFC members, which include insurance-based participants, receive a 50% discount on both the annual and monthly Flex Pass options. PPFC members also receive 20% off punch cards.

	2022	2021	2020	2019	2018
Group Fitness Flex Pass	\$32,945	\$24,288	\$36,114	\$57,852	\$60,641
Aerobics Daily Fees	\$631	\$100	\$1,372	\$5,335	\$5,977
Fitness Program Revenue   Stroller Strides	\$7,188	\$4,669	\$9,795	\$23,968	\$22,495
<b>Total Revenue</b>	<b>\$40,764</b>	<b>\$29,057</b>	<b>\$47,281</b>	<b>\$87,155</b>	<b>\$89,113</b>
Part Time Wages	\$37,772	\$41,645	\$33,661	\$61,612	\$62,919
Supplies	\$895	\$165	\$1,809	\$1,385	\$2,077
<b>Total Expenses</b>	<b>\$38,667</b>	<b>\$41,810</b>	<b>\$35,470</b>	<b>\$62,997</b>	<b>\$64,996</b>
<b>Net Balance</b>	<b>\$3,903</b>	<b>(\$12,753)</b>	<b>\$11,811</b>	<b>\$24,158</b>	<b>\$24,117</b>
Profit Percentage	5%	(44%)	25%	28%	27%

- Annual Resident Flex Pass is \$624. A 1-month Flex Pass is \$60, a 3-month Pass is \$165, and a 6-month Pass is \$320.
- Annual Non-Resident Flex Pass is \$780. A 1-month Flex Pass is \$75, a 3-month Pass is \$206, and a 6-month Pass is \$400.
- PPFC offers over 35 classes a week. All classes are back to an in-person format, as the virtual format was not ideal. Participants have become more comfortable to being in group settings again, and the energy and dynamics of being in a group setting is what our participants want. Virtual classes were a necessity during the pandemic.
- We have continued using the Signup Genius on-line reservation system so participants can sign up for classes they plan to attend each week. It also has enabled us to track popular offerings and decrease/cancel low attended classes. The reservation system continues increased communication to participants regarding schedule updates/changes.



## B. 2022 Group Fitness Highlights

- Group Fitness classes were offered in-person (which was the preferred option) and virtually, until September 7, 2022.
- Water-based classes returned in 2021 with the re-opening of Rice Pool and continued for the summer of 2022. In 2022, classes were held on Mondays from 7:30-8:15pm and Wednesday evenings from 6:30-7:15pm. These classes are always very popular with participant participation.
- From September thru the end of December 2022, we had to relocate many classes due to renovations on the second floor of the Community Center. We were able to relocate all classes to other areas in the Community Center and the Central Athletic Complex. Participants were very happy that their classes were not canceled due to the renovations and were excited to see the improvements in the rooms.
- In September of 2022, we reinstated the Daily Pass/Drop-in Option for classes. This generated \$631 in revenue, up from \$100 in 2021.

## C. Group Fitness: Better and Smarter in 2023

- We will continue to track insurance-based members fitness class participation. Each visit accumulates \$3.25 from all insurance based memberships from the insurance company.
- We will again try to offer a third water-based class during the summer months at Rice Pool. We plan to offer Flex Pass memberships prices, as well as punch cards, to reflect the increases in wages of the past years. Flex Pass prices and punch cards have not changed since 2016, as wages of the instructors have continued to go up.
- The Group Fitness Program will continue to offer popular classes that bring people together and gives them a great workout. We will continue to keep up with trends in the industry, as well monitor other group fitness options in our marketplace to ensure we stay competitive.



## 6. Kidz Kingdom

### A. Revenue and Expenses

Revenue	2022	2021	2020	2019	2018
Annual Pass Sales	\$140	\$306	\$1,372	\$2,101	\$2,258
Daily Fees	\$8,450	\$1,745	\$4,895	\$21,261	\$25,050
Total Revenue	<b>\$8,590</b>	<b>\$2,051</b>	<b>\$6,267</b>	<b>\$23,362</b>	<b>\$27,308</b>
Part Time Wages	\$31,428	\$8,648	\$13,627	\$28,908	\$34,837
Supplies	\$255	\$226	\$192	\$192	\$607
Total Expenses	<b>\$31,683</b>	<b>\$8,874</b>	<b>\$13,733</b>	<b>\$29,100</b>	<b>\$35,444</b>
Net Loss	<b>(\$23,093)</b>	<b>(\$6,823)</b>	<b>(\$7,466)</b>	<b>(\$5,738)</b>	<b>(\$8,136)</b>

*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. 2022 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 2022 schoolyear. 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.

In 2022, Kidz Kingdom was able to fully operate for the entire year. In combination with the full operations of this program and continued increase in minimum wage, Kidz Kingdom part staff wages increased significantly leading to the net loss. Although not profitable, Kidz Kingdom offers many benefits for the kids, parents, and other district programs. The program allows for an avenue to allow kids to learn manners, play and interact with other children as well as allows them all to enjoy something brought to them by the Wheaton Park District. Kidz Kingdom also serves as an auxiliary program for both Parks Plus Fitness and Wide Horizon as members are able to drop off their kids while they exercise or allow parents to keep kids safe and proactive while Wide Horizon is not in session.

### C. Kidz Kingdom: Better and Smarter in 2023

Kidz Kingdom will be reimplementing Stay and Play, Kidz Kingdom Playtime, and Fabulous Friday Programs beginning in the Spring of 2023. In 2019 when these supplement programs were offered, an estimated \$15,000 was generated. 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 2022 the club had over 1200 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.



## 8. Health and Wellness Committee

The Health and Wellness Committee (HWC) chaired by Alex DiSerio, and includes the following 2022 members: Brian Morrow, Mary Janik, Matt Jay, Andrew Ogata (left in November), and Matthew Wrobel. Sean Curry of Arrowhead and Chad Shingler from the Recreation Department have volunteered to join the Health and Wellness Committee for 2023 in hopes to get better representation from other departments within the park district. 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. As Alex DiSerio gained chair in June of 2022, the HWC was able to put on two events – "Outdoors Day" and "Maintain Don't Gain". The outdoors day event consisted of activities such as fishing and canoeing while accompanied by a healthy lunch from Mariano's. We had a total of 26 participants for this event! For our final event of the year, Maintain Don't Gain brought in an impressive 55 participants which is up 15 from last year! One other highlight includes the addition of our new logo pictured below. The HWC has some fun ideas and events coming up in 2023 kicking off with our "Sports Day" scheduled to run at the end of February.



## 9. Marketing overview

Each year the Marketing Team collaborates with the 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 connecting with new audiences. Attracting new members to sign up and our existing members to return and continue their membership with us.

The Marketing Team continued to find our niche in the fitness market and target our advertising to those 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 continues to be more important than ever.

Marketing and fitness center staff have discussed a plan to initiate programs in 2023 including but not limited to flash sales, unique pricing incentive and increasing internal promotions to encourage increased usage by membership. The teams have also discussed on 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. Staff 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.

There was a change in the marketing representative. Mid-way through the year, the marketing team hired a marketing and social media specialist who took over the previous marketing persons job with Parks Plus. Current marketing and future marketing were looked at with a fresh set of eyes. The design for posters and flyers were updated. A photoshoot took place with the personal trainers to get new photos for marketing opportunities.

Advertising opportunities were a point of discussion to determine what the fitness center could offer to outside businesses. Additional marketing kept an eye out for opportunities for the fitness center to advertise. An opportunity came up with a new movers postcard, which went to households in January 2023. Another point of discussion was cross promotion. Marketing and the fitness team discussed all possible locations for banners and posters. With facility tables available at events, the fitness team attended one event in 2022.

# January

## PROMOTIONS

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 some sort of sale to help get people's resolutions start off on the right foot. For 2022, PPFC offered 25% off an annual membership during the first half of January followed by 20% off during the second half.

## RESULTS

- January 1-31 New Year New Goals Deal
  - 25% off | January 1-17
  - 20% off | January 18-31
- Digital Marketing
  - Social Media (Facebook & Instagram- 4 posts)
    - Total reach 2,406
  - Email Blast(s)
    - Sent to 21,000 people on average
    - 40.65% average open rate
    - 1.5% average click rate
    - 3.7% average click-through-rate
- Website traffic
  - January
    - Users: 1,453
    - Pageviews: 3,780
    - Sessions: 2,046

# PRINT

**Parks Plus Fitness Center**  
2022  
**NEW YEAR  
NEW GOALS**

**25% OFF  
FITNESS CENTER MEMBERSHIP\***  
NOW THROUGH JANUARY 17  
20% OFF JANUARY 18-31

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

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

**NOW OPEN: KIDZ KINGDOM CHILDCARE**

# DIGITAL

**Wheaton Park District**  
January 16, 2022 · 🌐

Last chance to save on a Park Plus Fitness Center membership. Tomorrow is the last day to get 25% off your membership. Save more today!  
<https://bit.ly/34u15ML>

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

**2022 NEW YEAR  
NEW GOALS**

**25% OFF  
FITNESS CENTER MEMBERSHIP\***  
NOW THROUGH JANUARY 16  
20% OFF JANUARY 17-31ST

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

👍 Like    💬 Comment    ➦ Share

# February & March

## PROMOTIONS

PPFC wanted to get students to use the fitness center and offered a student special running from the 26 of February to March 31. Valid for youth/students ages 11-26 with a valid ID, the offer was \$10 a month for a 12-month EFT membership.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 2 posts)
    - Total reach 1,499
  - Email Blast(s)
    - Sent to 21,000 people on average
    - 39.1% average open rate
    - 0.7 average click rate
    - 1.9 average click-through-rate
- Website traffic
  - February
    - Users: 882
    - Pageviews: 2,508
    - Sessions: 1,295
  - March
    - Users: 1,032
    - Pageviews: 2,844
    - Sessions: 1,477

# PRINT



**Parks Plus  
Fitness Center**

## STUDENT SPECIAL

**\$10\*** Now through  
per month March 31

- No enrollment fees
- No initiation fees
- No annual fees

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

\*Valid on youth/student (ages 11-26) passes with a valid ID. (Under 18 requires parent signature.) 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.

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

# DIGITAL

 **Wheaton Park District**  
Published by Joseph V. Vito on March 14, 2022

Now through March 31 at Parks Plus Fitness, youth/students ages 11-26 can get a Parks Plus Fitness Membership for \$10\* a month.

- No enrollment fees
- No initiation fees
- No annual fees

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

\*Valid on youth/student (ages 11-26) passes with a valid ID. (Under 18 requires parent signature.) 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.  
Youths 11-13 must be accompanied by an adult member age 18 or over when using the fitness center. Children 14 and over are eligible to workout unaccompanied.



**Parks Plus  
Fitness Center**

## STUDENT SPECIAL

**\$10\*** Now through  
per month March 31

# April

## PROMOTIONS

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.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 3 posts)
    - Total reach 1,982
  - Email Blast
    - Sent to 20,794 people
    - 41.84% open rate
    - 1.4% click rate
    - 3.4% click-through-rate
- Website traffic
  - April
    - Users: 1,472
    - Pageviews: 4,522
    - Sessions: 1,958

# PRINT

Parks Plus Fitness Center

*Flowers are blooming - so are our savings!*

## SPRING SALE

RECEIVE 13 MONTHS FOR THE PRICE OF 12

### \$20 PER MONTH\*

with no Initiation Fee  
Now 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.

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

# DIGITAL

Wheaton Park District  
Published by Joseph V Vito · April 28, 2022 ·

Now through April 30, get 13 months for the price of 12 on our Parks Plus Fitness membership. \$20 per month\* with no initiation fee.  
Click here for more information: <https://bit.ly/3K6Gccc>

Parks Plus Fitness Center

*Flowers are blooming - so are our savings!*

## SPRING SALE

RECEIVE 13 MONTHS FOR THE PRICE OF 12

### \$20 PER MONTH\*

with no Initiation Fee  
Now Through April 30



# May & June

## PROMOTIONS

With summer approaching, a group fitness sale encouraged students and non-students to sign up. Our student group fitness sale was \$20 for unlimited classes, eligible to redeem May 1-31. Our non-student group fitness sale gave people 2 ways to save signing up for either a 12-month unlimited group fitness flex pass or \$40/month unlimited for 12 months. This promotion ran May 1- June 30.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 1 post)
    - Total reach 883
  - Email Blasts for students
    - Sent to 20,200 emails on average
    - 40.55 % average open rate
    - .65% average click rate
    - 1.7% average click-through-rate
  - Email Blasts
    - Sent to 20,000 emails on average
    - 39% average open rate
    - 1% average click rate
    - 2.5% average click-through-rate
- Website traffic
  - May
    - Users: 1,702
    - Pageviews: 4,711
    - Sessions: 2,194
  - June
    - Users: 1,531
    - Pageviews: 4,312
    - Sessions: 2,079

# PRINT



**GROUP FITNESS SALE**  
NOW THROUGH JUNE 30

**2 WAYS TO SAVE!**

You pick which membership works best for you:

- Paid-in-full, 12-month unlimited Group Fitness Flex Pass Class Membership\*: Save 25%! A \$156 savings!
- \$40/ month unlimited Group Fitness Flex Pass Class Membership for 12 months\*: Still save more than 20%!

\*One discount per membership/pass. Discount cannot be combined with any other offers/sales. Resident/non-resident rates apply.  
\*\$40/month membership based on resident rates. Non-resident rates; \$50/month. Monthly payments made through EFT from checking/credit card account. Discount cannot be combined with any other offers/sales.

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

# DIGITAL



Wheaton Park District  
Published by Lauren Cali · June 23, 2022 ·

Don't miss out on Parks Plus Fitness's group fitness sale! Time is running out to save by June 30th. Find additional details here:  
<https://bit.ly/3BJD7aN>



**GROUP FITNESS SALE**  
NOW THROUGH JUNE 30

# July & August

## PROMOTIONS

For the 7<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

- Digital Marketing
  - Social Media (Facebook & Instagram- 5 posts)
    - Total reach 2,808
  - Email Blasts
    - Sent to 19,600 emails on average
    - 41.55% average open rate
    - .85% average click rate
    - 2% average click-through-rate
- Website traffic
  - July
    - Users: 880
    - Pageviews: 3,001
    - Sessions: 1,314
  - August
    - Users: 865
    - Pageviews: 3,403
    - Sessions: 1,353

## PRINT



**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 annual group fitness flex pass.\*

**PERSONAL TRAINING | TOWEL SERVICE  
WHIRLPOOL | SAUNA | TRAINING ZONE**

\*Discount is valid on choice of annual paid-in-full fitness center memberships or annual paid-in-full group fitness pass through August 31, 2022. Discounts cannot be combined with any other offers, including PPFC member group fitness pricing. Resident and non-resident rates apply.

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

## DIGITAL



  
Parks Plus  
Fitness Center

**BEAT THE HEAT  
SUMMER SPECIAL  
JULY 1–AUGUST 31**

# September

## PROMOTIONS

With kids going back to school and parents maybe needing something to do, Parks Plus offered a deal where parents with children heading back to school (up to the age of 18) received \$20 off per kid on a membership. If someone didn't have kids, the offer was 20% off for an annual membership.

For the Labor Day holiday weekend, there was a flash sale for an EFT membership. By spinning a wheel, you had to perform X amount of sit-ups, pushups or body weight squats to get your discount equal to the number of repetitions up to \$21 for the first 3 months or \$50 off an annual payment.

Parks Plus wanted to thank the volunteer coaches who work for the athletic programs. The coaches were offered 20% off any membership. They received an email that thanked them and included the benefits that the fitness center offers for a membership.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 6 posts)
    - Total reach 3,005
  - Email Blast
    - Sent to 19,368 people
    - 42.2% open rate
    - .7% click rate
    - 1.5% click-through-rate
- Website traffic
  - September
    - Users: 944
    - Pageviews: 3,535
    - Sessions: 1,444

# PRINT

UNTIL SEPT 30 | Kids Back to School Sale



BACK TO SCHOOL SALE

THE MORE KIDS YOU HAVE THE MORE YOU CAN SAVE!  
\$20 OFF PER KID (UNDER 18) = DISCOUNT




**PARKS PLUS FITNESS MEMBERSHIP SALE**  
Receive a \$20 discount per kid you have going back to school  
No kids? Receive 20% off  
\*Offer valid for a Parks Plus Fitness Center or Group Fitness Annual Membership  
\*One discount per membership/pass. Discount cannot be combined with any other offers/sales. Resident/non-resident rates apply.  
VISIT [PARKSPUSFITNESS.COM](http://PARKSPUSFITNESS.COM)  
1777 S. BLANCHARD ST. | WHEATON, IL 60189 | 630.871.6713


# DIGITAL

Save big for LABOR DAY & through September


No images? [Click here](#)

GET RESULTS  GET RESULTS

Group Fitness   Personal Training   Kidz Kingdom



SPIN THE WHEEL DEAL



Parks Plus Fitness Center

Wheaton Park District  
September 24, 2022

There is 1 week left in the kids back to school sale at Parks Plus Fitness Center. If you have kids under the age of 18, you can receive a discount on your annual membership. Visit the fitness center in the lower level of the Community Center to sign up and learn more. #ParksPLUSFitness



SEPTEMBER SALE!

Kids Back to School  
SEPTEMBER 1-30

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



# October

## PROMOTIONS

During the season of pumpkins and Halloween, Parks Plus wanted to celebrate with 2 sale options. The all-month long Picking Pumpkins Sale had 3 pumpkins for people to choose from at the front desk, for a chance at 10-20% off any annual membership. This promotion ran October 5-31.

The Picking for Pumpkins Flash Sale No Tricks, Just Treats offered a \$10.31 per month for 3 months deal on an EFT membership. This sale ran October 7-10.

Northwestern Medicine partnered with us on a blood pressure screening event for Wheaton Park District staff and Parks Plus Members on October 24.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 8 posts)
    - Total reach 4,114
  - Email Blast
    - Sent to 19,218 people
    - 45.8% open rate
    - .8% click rate
    - 1.8% click-through-rate
- Website traffic
  - October
    - Users: 749
    - Pageviews: 2,902
    - Sessions: 1,199

# PRINT

OCTOBER 5-31 | Picking For Pumpkins Sale



PICKING FOR PUMPKINS SALE

PICK BETWEEN 3 PUMPKINS FOR A CHANCE AT 10%, 15% OR 20% OFF



## PARKS PLUS FITNESS MEMBERSHIP SALE

The pumpkin you pick gives you a percentage off any annual membership.

+One discount per membership/pass. Discount cannot be combined with any other offers/sales. Resident/non-resident rates apply.

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

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

# DIGITAL

Wheaton Park District is at Parks PLUS Fitness. October 7, 2022 · Wheaton ·

FLASH SALE NOW through October 10 at Parks Plus Fitness Center. \$10.31 per month through December on an EFT membership. Visit the fitness center today in the lower level of the Community Center. <https://bit.ly/3BJD7aN> #ParksPLUSFitness.

**Flash Sale!**

**No Tricks, Just Treats Deal**

**October 7-10**

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



# November

## PROMOTIONS

The Black Friday/Thanksgiving sale known as “The Best Sale of the Year” ran from November 23-30 and offered a 30% off new and renewal annual fitness center membership. This sale gives the highest discount amongst all the sales offered.

We honored Veterans during Veterans Day weekend November 10-13. We offered Veterans 25% off any fitness center membership. They could also workout for free on November 11.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 8 posts)
    - Total reach ,2195
  - Email Blast
    - Sent to 18,753 people
    - 46.3% open rate
    - .9% click rate
    - 1.9% click-through-rate
- Website traffic
  - November
    - Users: 1,113
    - Pageviews: 3,561
    - Sessions: 1,561

# PRINT

**FLASH SALE!** | Black Friday



**30% OFF DEAL**

**Black Friday Flash Sale!**  
November 23-30


Our best fitness membership sale is here!  
Receive 30% off before it's gone!

\*Some exclusions apply. Sales on paid-in full annual fitness center membership and regular full price annual group fitness class pass. One discount per membership/pass. Discount cannot be combined with any other offer/sales. Resident/non-resident rates apply. Must redeem in-person at the front desk.

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

# DIGITAL

Save this November! No images? [Click here](#)

**GET RESULTS**  **GET RESULTS**

**Parks Plus Fitness Center**

[Group Fitness](#)   [Personal Training](#)   [Kidz Kingdom](#)

**VETERANS DAY SALE**  
NOVEMBER 10-13



**VETERANS DAY WEEKEND SALE**

*We salute all Veterans and current military personnel.*

# December

## PROMOTIONS

To celebrate the holidays in December, PPFC held a 12 Days of Fitmas event for members. From December 5-16, there were 12 days of challenges, for the chance to get raffle tickets to be entered into 3 prize drawings.

Parks Plus took advantage of the winter break that students have during the holidays and offered a Student Special that started running December 1. Valid for High School and College students with a valid ID, the offer was \$20 for 2 months to work out a Parks Plus Fitness.

## RESULTS

- Digital Marketing
  - Social Media (Facebook & Instagram- 6 posts)
    - Total reach 2,507
  - Email Blast
    - Sent to 18,833 people
    - 47.4% open rate
    - .9% click rate
    - 1.9% click-through-rate
- Website traffic
  - December
    - Users: 1,169
    - Pageviews: 3,586
    - Sessions: 1,616

# PRINT

## DECEMBER 5-16 | 12 Days of Fitmas



### Twelve Days of Challenges: DECEMBER 5-16

Earn raffle tickets that may be entered into prize drawings, including a Parks Plus Fitness Center annual membership. Each day members have an opportunity to win up to three raffle tickets. Visit the fitness center front desk for details. Winners will be posted at the Parks Plus Fitness Center front desk and announced via email December 19.

<b>DECEMBER 5:</b> Physical Activity Challenge	<b>DECEMBER 6:</b> Know Your Fitness Center Staff	<b>DECEMBER 7:</b> Membership Knowledge Test
<b>DECEMBER 8:</b> Holiday Challenge	<b>DECEMBER 9:</b> Physical Activity Challenge	<b>DECEMBER 10:</b> Know Your Fitness Center Staff
<b>DECEMBER 11:</b> Explore Group Fitness Classes	<b>DECEMBER 12:</b> Holiday Challenge	<b>DECEMBER 13:</b> Physical Activity Challenge
<b>DECEMBER 14:</b> Know Your Fitness Center Staff	<b>DECEMBER 15:</b> Explore Facility Amenities	<b>DECEMBER 16:</b> Holiday Challenge

# DIGITAL

**Wheaton Park District**  
December 28, 2022 at 10:00 AM · 🌐

If you're a high school or college student and still on your break and enjoy working out, don't miss out on the student membership sale with Parks Plus Fitness Center. \$20 for 2 months!  
<https://bit.ly/3BJD7aN> #ParksPLUSFitness

**Student Membership Sale!**  
**High School & College**  
December 1- January 16  
[parksplusfitness.com](https://parksplusfitness.com)

👍 2 1 share