

## 2023 Annual Report

#### 1. Executive Summary

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

Efforts in 2023 focused on the fitness center new renovation project. With the center and equipment being 20+ years old, Parks Plus Fitness looked to add a new generation of Parks Plus Fitness members. With help from Williams Architects, Direct Fitness Solutions and Stuckey Construction, the renovation project began in August 2023.

In an effort to continue to serve our current membership base, a temporary location for Parks Plus Fitness was created at the Wheaton Park District Community Center utilizing three multipurpose rooms – Lincoln Marsh, Graf and the Zone. Parks Plus Fitness was successfully temporarily relocated in a matter of 24 hours and resumed normal hours of operations the next day. Special accommodations such as temporary flooring, electric for TV's and cardio equipment, Wi-Fi expanders and water coolers were installed to continue the high standard PPF holds towards customer service.

During the course of August-December, construction of the new PPF was underway. In addition to the complete renovation of the space, new equipment and new features such as a recovery room and turfed area, Parks Plus Fitness also received a redesigned logo, colors and uniforms. At the conclusion of 2023, Parks Plus Fitness also developed a completely new membership structure that bridges the gap between group fitness non PPF members and PPF only members. Members now have the option to add group fitness or the recovery room to their membership at an additional charge either monthly or annually. Through the combination of a new facility and revamped membership structure, Parks Plus Fitness is set up for great success in 2024!



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#### 2. Financial Analysis

#### A. Revenue vs. Expense Comparison 2023 vs. 2022

\*Budget analysis based on 2023 projections and pre-end of the year audit financial figures

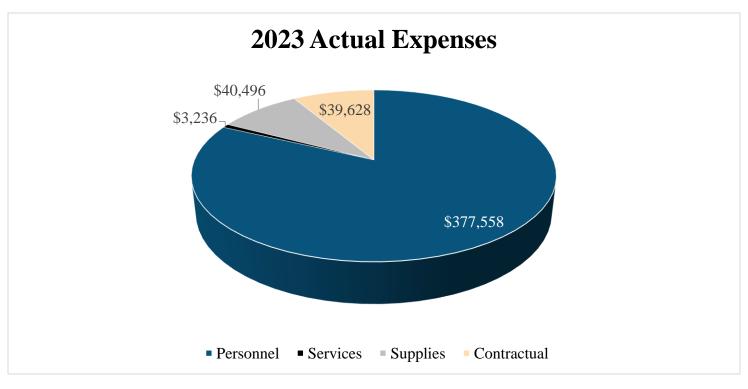
	2023	2022	2021	2020	2019
Total Revenue	\$439,766	\$416,067	\$319,008	\$366,048	\$669,480
Total Expense	\$460,918	\$435,897	\$351,838	\$323,735	\$513,882
Net Balance	(\$21,152)	(\$19,830)	(\$32,830)	\$42,313	\$155,598

 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.

#### B. Expense Comparison 2023 vs. 2022

	Personnel	Services	Supplies	Contractual
2023 Actual	\$377,558	\$3,236	\$40,496	\$39,628
2023 Budget	\$399,858	\$5,000	\$61,955	\$50,225
2022 Actual	\$339,862	\$3,395	\$44,993	\$47,647
2021 Actual	\$270,354	\$3,346	\$30,760	\$47,378
2020 Actual	\$257,034	\$3,603	\$20,263	\$42,835
2019 Actual	\$387,4002	\$3,452	\$72,895	\$51,133

In preparation for the renovation and relocation of Parks Plus Fitness, budget
allocations towards services, supplies and contractual visits were focused on
spending money only on neccessities to keep the fitness center running properly
while still keeping our members happy with the services provided.



#### C. Division Revenue Comparison 2023 vs. 2022

	2023	2022	% Difference	2021	2020	2019
Short Term Pass	\$20,803	\$16,775	19%	\$14,247	\$13,873	\$25,075
Fit 'N' Swim	\$120	\$0	120%	\$120	\$0	\$570
Annual Memberships	\$174,210	\$176,310	(2%)	\$134,078	\$171,860	\$267,646
Fitness Daily Fee	\$3,517	\$2,630	25%	\$2,900	\$2,054	\$6,441
Insurance-Based Membership	\$55,712	\$49,455	11%	\$32,350	\$26,131	\$58,934
TOTAL MEMBERSHIPS	\$254,362	\$245,170	4%	\$183,695	\$212,920	\$358,666
Aerobics Daily Fee	\$162	\$123	27%	\$697	\$1,372	\$5,170
Fitness Programs	\$13,802	\$7,188	63%	\$4,483	\$2,109	\$23,968
Group Fitness Flex Pass	\$31,751	\$26,945	16%	\$24,288	\$7,686	\$57,852
TOTAL GROUP FITNESS	\$46,715	\$34,256	30%	\$29,468	\$47,281	\$86,990
PERSONAL TRAINING	\$68,165	\$69,623	(2%)	\$57,444	\$78,018	\$141,221
KIDZ KINGDOM REVENUE	\$16,320	\$8,590	47%	\$2,051	\$6,267	\$23,362
MISCELLANEOUS & RACES	\$54,204	\$58,428	(8%)	\$46,350	\$20,564	\$53,308
TOTAL	\$439,766	\$416,067	6%	\$319,008	\$366,048	\$663,346

- Fitness programs including TRX, Self-Defense for Adults (New in 2023) and Neurological Group Fitness classes (New in 2023) saw a significant increase.
- Insurance-based memberships continue to grow on a month-to-month basis and continue to make up for some of the Annual Membership decrease.

#### D. Part-Time Labor Comparison 2023 vs. 2022

	2023	2022	% Difference	2021	2020	2019
Assistant Manager	\$38,731	\$28,544	(26%)	\$0	\$0	\$0
Coordinator	\$11,702	\$13,874	19%	\$11,357	\$0	\$0
PPF Service Desk Attendants	\$77,324	\$59,372	(23%)	\$58,237	\$48,952	\$72,136
Front Desk Community Center Wages	\$14,751	\$24,819	68%	\$7,152	\$11,394	\$20,068
Personal Training/ Floor	\$2,737	\$2,947	8%	\$2,723	\$4,782	\$10,015
Personal Training/ Orientation	\$465	\$382	(18%)	\$0	\$347	\$3,402
Personal Training/ Programs & Training	\$55,894	\$49,399	(12%)	\$34,565	\$43,245	\$88,103
Group Fitness Instructors/ Training	\$44,123	\$37,772	(14%)	\$41,645	\$33,661	\$61,612
Kidz Kingdom Staff	\$35,545	\$31,496	(11%)	\$8,648	\$13,628	\$28,908
Facility Cleaning Attendant	\$0	\$0	N/A	\$3,837	\$415	\$0
TOTAL	\$281,272	\$248,605	(12%)	\$168,164	\$156,424	\$284,244

- In 2023, PPF was operating at full capacity with hours of: M-F 5A-9P, S-S 7A-5P
- PPF part time staff member wages totalled \$281,272 in 2023, which accounted for 46% of the total expenses. State minimum wage increases continue to raise part time wage totals.

#### 3. Parks Plus Fitness Center Memberships

A. Membership Sales

	2023	2023	2023	2022	2022	2022	Incr	ease/ De	crease
Туре	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership (including EFT)	692	253	439	534	121	413	158	132	26
3 Month Membership	153	111	42	104	80	24	49	31	18
Annual Membership (Includes Insurance-based)	1,177	671	506	1,312	389	923	135	282	417
Fit and Swim	0	0	0	0	0	0	0	0	0
Total	2,022	1,035	987	1,960	590	1,370	72	445	373

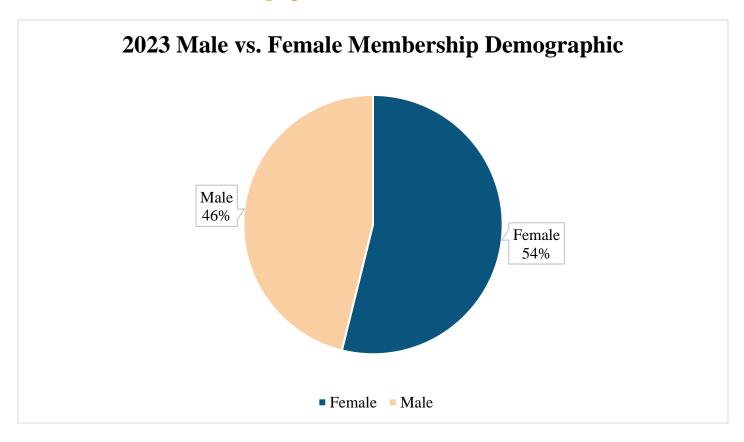
**B.** Annual Membership and Short-Term Pass Revenue

	2023	2022	Increase/ Decrease	2021	2020	2019
Annual Membership	\$174,210	\$176,310	(2%)	\$134,053	\$171,860	\$267,646
Insurance-Based Annual	\$55,712	\$49,455	11%	\$32,350	\$26,131	\$58,934
Fit and Swim Short Term Pass	\$20,923	\$16,775	24%	\$14,367	\$12,875	\$25,075
Fitness Daily Fees	\$3,517	\$2,630	25%	\$2,900	\$2,054	\$6,441
Total	\$254,362	\$245,170	4%	\$183,670	\$212,920	\$358,096

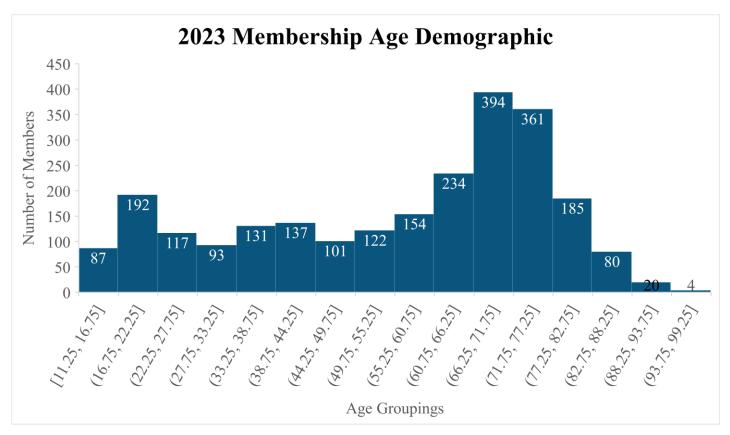
- The total number of members increased by 72.
- A total of 17 members on suspension which amounted to \$2,686.50 in fees left to be paid or on hold.
- Silver Sneaker class participation increased from an average attendance rate of 10.4 members/class to 15.1 members/class.
- Silver Sneakers classes increase membership participation as revenue is collected through usage/participation only.



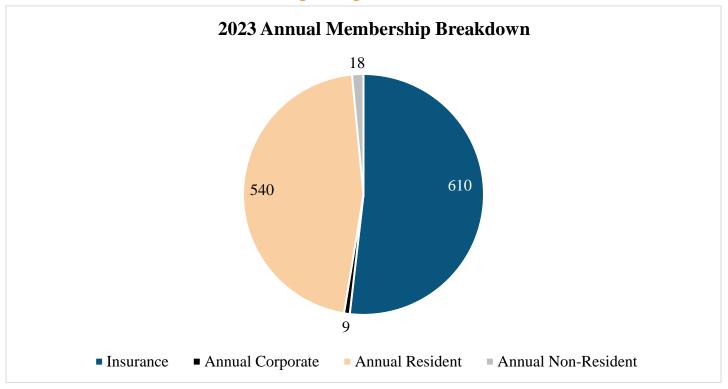
#### C. Gender Demographics



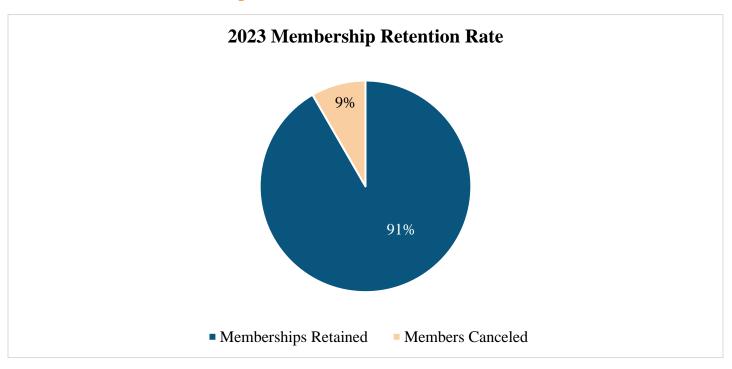
#### **D.** Age Demographics



#### E. Annual Membership Comparison



#### F. Membership Retention

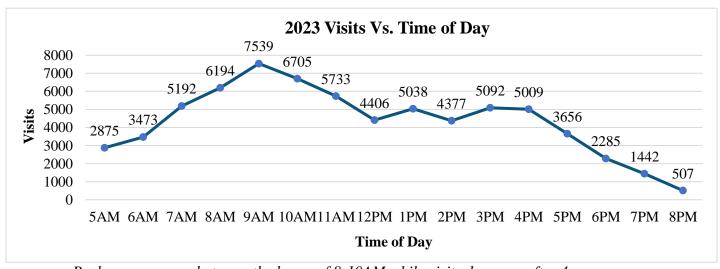


• Park Plus retention rate was 91% in 2023. According to Diversified Health & Fitness, 90% of U.S. health clubs retain on average 67% of their membership each year. PPF is well above average for member retention. Partnering to offer more insurance-based memberships and accepting credit card payments for EFT memberships helped to increase our overall annual memberships.

G. Monthly Visit Comparison by Ye	G.	<b>Monthly</b>	<b>Visit Com</b>	parison by	<b>Year</b>
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Month	2023	2022	2021	2020	2019
January	6,794	5,610	3,069	8,782	7,704
February	5,662	5,036	2,522	7,943	7,227
March	6,639	5,826	2,656	3,926	8,102
April	5,743	5,376	2,506	0	7,697
May	6.009	5,007	2,688	0	7,233
June	5,975	4,914	3,167	0	6,675
July	5,950	4,666	3,097	2,233	6,943
August	5,728	4,809	2,918	2,925	6,703
September	5,204	4,325	2,452	3,033	6,206
October	5,671	4,737	2,633	3,313	6,871
November	5,376	4,736	2,940	3,014	7,356
December	5,380	5,903	3,365	3,348	7,458
TOTALS	64,128	60,945	34,013	38,517	86,175

- Membership visits fluctuate accordingly with the weather and temperature outside.
- Typical Hours of operation for Parks Plus Fitness are 5am-9pm Monday through Friday and 7am-5pm Saturday and Sunday. Closed on Christmas and New Year's Day.
- Visitation continues to rise at PPF and is projected to continue to do so with the renovated fitness center.



Peak usage occurs between the hours of 8-10AM while visits decrease after 4pm.

#### H. 2023 Membership Highlights

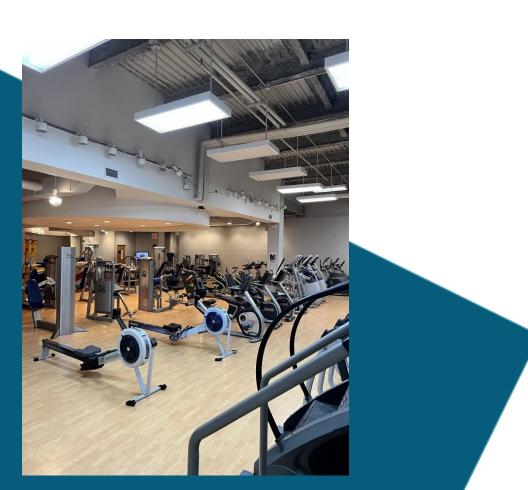
- PPF increased the Electronic Funds Transfer (EFT) Annual memberships (paid monthly from checking or credit card account) and insurance-based memberships.
- Successful promotions such as Beat The Heat and student sales and retention programs such as March Madness and Fitmas also contributed to the overall success in gaining and maintaining memberships.

#### 4. Personal Training

#### A. Revenue and Expense Comparison

	2023	2022	2021	2020	2019
Revenue					
Session Revenue	\$66,797	\$67,383	\$57,444	\$75,886	\$120,572
Program Revenue	\$1,368	\$2,240	\$0	\$2,132	\$20,649
<b>Total Revenue</b>	\$68,165	\$69,623	\$57,444	\$78,018	\$141,221
Expense					
Part Time Training	\$55,894	\$49,399	\$34,565	\$48,633	\$88,103
Full Time Training	\$0	\$1,093	\$5,610	N/A	N/A
Floor	\$2,737	\$2,947	\$2,723	\$4,782	\$10,015
Orientation	\$465	\$382	\$0	\$347	\$3,402
<b>Total Expense</b>	\$59,096	\$53,821	\$42,898	\$53,762	\$101,520
Net Balance	\$9,069	\$15,802	\$14,546	\$24,256	\$39,701
Profit Percentage	17%	29%	25%	31%	28%

 Personal Training packages and prices were carefully examined in 2023. New price structure and package offerings in 2024 were created to offset the rise in minimum wage, as well as maximize net profit per package sold and session conducted.

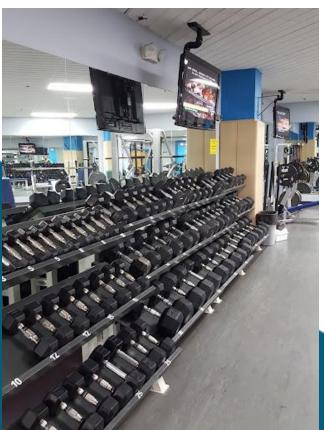


#### **B.** Personal Training Package Comparison

Training Packages	Pack	ages Sold	Number of Sessions		
	2023	2022	2023	2022	
1- Partner Session	0	2	0	2	
3- Partner Session	0	2	0	6	
6-Partner Session	2	0	12	0	
12-Partner Session	1	0	12	0	
20-Partner Session	7	3	140	60	
60min/1 Session	3	4	3	4	
60min/3 Session	6	2	18	6	
60min/6 Session	11	13	66	72	
60min/12 Session	13	5	156	60	
60min/20 Session	9	11	180	220	
30min/1 Session	4	6	4	6	
30min/3 Session	15	0	45	0	
30min/6 Session	32	101	192	606	
30min/12 Session	44	27	528	324	
30min/20 Session	118	71	2,360	1,420	
TOTALS	265	247	3,716	2,786	

#### C. 2023 Personal Training Highlights

- Returning training staff and hiring of an additional trainer in December 2023 will contribute to higher number of packages sold and revenue in 2024.
- Personal training continues to offer a private studio experience for clients uncomfortable with returning inside the fitness center or considered in the highrisk demographic. The private studio offering is conducted within exercise classrooms reserved for the personal trainer and their client.



#### 5. Group Fitness

#### A. Revenue and Expenses

	2023	2022	2021	2020	2019
Group Fitness	\$31,751	\$26,945	\$24,288	\$36,114	\$57,852
Flex Pass					
Aerobics Daily	\$162	\$123	\$100	\$1,372	\$5,335
Fees					
Fitness Program	\$13,802	\$7,188	\$4,669	\$9,795	\$23,968
Revenue					
Stroller Strides					
Total Revenue	\$45,715	\$34,256	\$29,057	\$47,281	\$87,155
Part Time Wages	\$44,123	\$37,772	\$41,645	\$33,661	\$61,612
Supplies	\$1,574	\$895	\$165	\$1,809	\$1,385
Total Expenses	\$45,697	\$38,667	\$41,810	\$35,470	\$62,997
Net Balance	<b>\$18</b>	(\$4,411)	(\$12,753)	\$11,811	\$24,158
Profit Percentage	1%	(12%)	(44%)	25%	28%

- The Flex Passes allowed them to take any class, any time, that their schedule allows. If a participant is looking to attend a specific class or time, they could purchase a 10, 20 or 30 class punch card. PPF members, which include insurance-based participants, received a 50% discount on both the annual and monthly Flex Pass options. PPF members also received 20% off punch cards.
- Classes for District 200 were held throughout the year for those with disabilities. These classes averaged between 15-20 participants each class.
- Neurological classes were focused on a wide range of cardiovascular, muscular, skeletal, and neurological training that will help improve the lives of those who suffer or have suffered from Parkinson's, Chronic Seizures, Stroke, Multiple Sclerosis and other conditions.
- PPF offers over 35 classes a week to its regular members while offering 5 specific insurance-based classes weekly as well. Class schedules are modified based on request, utilization and instructor availability which allows for a dynamic schedule that offers variety to all members to engage in classes.
- Continued use of Signup Genius on-line reservation system where participants can sign up for classes they plan to attend each week, allowing us to track popular offerings and decrease/cancel low attended classes. The reservation system allows communication to participants regarding schedule updates/changes.
- Water-based group fitness classes, utilizing Rice pool, were held on Mondays from 7:30-8:15pm and Wednesday from 6:30-7:15pm. These classes are always very popular with participation averaging 8-10 members a class.

#### B. Group Fitness: Better and Smarter in 2024

- A large focus for PPF and our marketing offers will be to get our insurance-base members not only into PPF doors, but also utilizing group fitness classes to continue to earn their visits which amount to \$3.25 per occurrence.
- Group fitness also got a price structure overhaul. Now, all group fitness members are Parks Plus Fitness members bridging the gap between the two entities. Members have the option to add group fitness onto their membership by either paying \$15/month or \$180 annually.
- The Group Fitness Program will continue to offer popular classes that bring people together and give them a great workout. PPF will continue to keep up with trends in the industry, as well as monitor other group fitness options in our marketplace to ensure PPF stays competitive.



#### 6. Kidz Kingdom

#### A. Revenue and Expenses

Revenue	2023	2022	2021	2020	2019
Annual Pass Sales	\$0	\$140	\$306	\$1,372	\$2,101
Daily Fees	\$16,320	\$8,450	\$1,745	\$4,895	\$21,261
Total Revenue	\$16,320	\$8,590	\$2,051	\$6,267	\$23,362
Part Time Wages	\$35,545	\$31,428	\$8,648	\$13,627	\$28,908
Supplies	\$404	\$255	\$226	\$192	\$192
Total Expenses	\$35,945	\$31,683	\$8,874	\$13,733	\$29,100
Net Loss	(\$19,625)	(\$23,093)	(\$6,823)	(\$7,466)	(\$5,738)

#### B. 2023 Kidz Kingdom Highlights

- Kidz Kingdom offered drop off care for Parks Plus Fitness and Group Fitness members. It also offered Wide Horizons Preschool Before & After Care for the 2023 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.
- Kidz Kingdom offers many benefits for the children, parents, and other district programs. The program allows for an avenue to allow children to learn manners, play and interact with other children.

#### C. Kidz Kingdom: Better and Smarter in 2024

• Stay and Play, Kidz Kingdom Playtime, and Fabulous Friday Programs were offered in the Spring of 2023. In combination with a small price increase on punch cards and daily drop ins, Kidz Kingdom was able to double their profits from last year. Our continued goal is to increase annual sales as well as hourly usage. Kidz Kingdom will continue to market its newly added 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.

#### 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, up to 10 visits a month. PPF launched the program in 2014 and by the end of December 2023 the club had over 650 insurance-based members. As insurance companies compete to stay competitive, more and more adults and children are now being approved to use these types of programs through their insurance to gain access to fitness centers.









#### 8. Health and Wellness Committee

The Health and Wellness Committee (HWC) chaired by Alex DiSerio, and includes the following 2023 members: Brian Morrow, Mary Janik, Matt Jay, Sean Curry (New member), Chad Shingler (New Member) and Matthew Wrobel. In a continuous effort to try and reach more departments with both full and part time staff, we will welcome Gracie Aviles to the Health and Wellness Team in 2024. 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 the Winter Wellness Challenge where employees pick between a step, workout, or weight challenge. The committee also hosts quarterly events that include a Sports Day, Trivia Hike as well as a yoga/meditation class. As Alex DiSerio gained chair in June of 2022, the HWC has seen a great increase in Wheaton Park District staff participation across all events, especially in the Winter Wellness Challenge where we saw two times the amount of participants (26 in 2022 vs 55 in 2023). The HWC has set goals to continue to reach more and more staff members by planning events that will get as many to join and participate as possible.



#### 9. Marketing overview

The Marketing Team collaborated with the Fitness Facility Management Team to coordinate a twelve-month marketing plan that featured a wide variety of promotions for members and to attract new members. This year our marketing efforts focused on updating the logo and branding, communicating the new fitness facility project, and engagement, retention and recruitment.

Facility cross-promotion was a point of discussion to determine where the fitness facility could fit in with other audiences within the Park District. The Fitness Team attended numerous Wheaton Park district events to increase brand awareness. The team also participated in the Downtown Wheaton Association's Holiday parade.

Parks Plus continues to be involved with Race Wheaton. Cross-promotion included the Race Wheaton bundle offered at a discount, direct emails to members for each individual race to receive \$5 off, and a 1-week free trial was on the bibs for race participants to try out the facility.

#### January

#### **Promotions**

The beginning of each year, 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. In the past, Parks Plus has offered a sale. This year, Parks Plus promoted healthy habits to encourage members and non-members to think about their fitness journey. January 1-21 was the New Resolutions Month, and a Healthy Habits in 21 Days PDF document was created and shared to the public. January was also Personal Trainer Awareness Month. Parks Plus is proud to have trainers who care about their clients and members at Parks Plus. We thanked the 3 Personal Trainers who were currently on staff by featuring them on social media, sent personalized cards and sent an email to members so they could learn about the trainers.

The Student Membership Sale ran through January 16 and High School and College students could sign up for \$20 and get 2 months of working out at Parks Plus.

January 27 was National Preschool Health and Fitness Day. Parks Plus gave a shout-out to Kids Kingdom on social media on the Park District pages.

#### Results

- · Digital Marketing
  - Social Media (Facebook and Instagram- 10 posts)
    - Total Reach: 9,855
    - Total Engagement: 1,224
  - Email Blast
    - Sent to 18,566 people on January 5
    - 44.47% open rate
    - 1.7% click rate
    - 3.8% click-through rate

#### Website Traffic

- January
  - Users: 1,592
  - Pageviews: 4,530
  - Sessions: 2,329
    - 45 Sessions for the Healthy Tips PDF webpage

#### **DIGITAL**







GET RESULTS

Parks Plus
Fitness Center

Group Fitness Personal Training Kidz Kingdom

#### Healthy Habits in 21 Days

#### HAPPY NEW YEAR!

With the new year comes New Year's resolutions. The best way to get into a new habit is by doing something for 21 days in a row. For inspiration, take a look at our 21 Healthy Tips for 2023.



21 HEALTHY TIPS FOR 2023

#### **PRINT**

#### DECEMBER 1-JANUARY 16

#### Student Membership Sale



HIGH SCHOOL AND COLLEGE

# HIGH SCHOOL AND COLLEGE STUDENTS\*



#### WORKOUT FOR 2 MONTHS FOR \$20!

High School and College students are welcome to work out at Parks Plus Fitness Center while on their breaks. Pay \$20 for 2 months. Offer valid to redeem December 1- January 16\*.

To redeem the deal, visit the Parks Plus Fitness Center Front Desk.

\*Discount is valid for a full 2 months from sign up date. Resident and non-resident rates apply.

+ Must show valid High School or College ID.

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

#### **February**

#### **Promotions**

PPF wanted to reach households and have more than one member of the family sign up and use the fitness facility and offered a household special that ran the 1st of February to the 14. Valid for 2 people within the same household, the offer was 20% off for a 12-month membership.

To thank the community and to get new possible members, the facility had a Community Appreciation Week event that ran from the 9 of February to the 12. Valid for anyone with a Wheaton ID or who had a screenshot of the ad (Social, email or print), the offer was the opportunity to sign up for a free week of access to Parks Plus, group fitness classes, and sauna.

A Race Wheaton bundle was offered to members. The offer was if members signed up for all four races in the series, they not only received the race package for \$120 (instead of \$140) but also received an extra month for FREE added to their Parks Plus membership.

#### Results

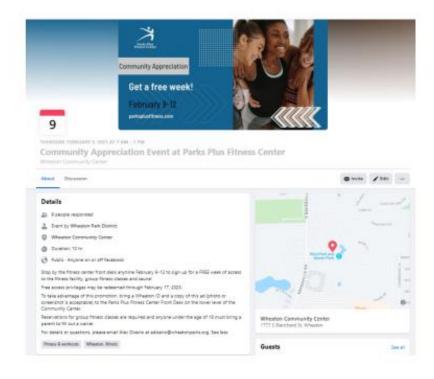
- Digital Marketing
  - Social Media (Facebook and Instagram- 6 posts)
    - Total Reach: 2,425
    - Total Engagement: 26
  - Email Blast
    - Sent to 18,451 people on January 31
    - 43.6% open rate
    - 0.8% click rate
    - 1.8% click-through rate
- · Website Traffic
  - February
    - Users: 881
    - Pageviews: 2,477
    - Sessions: 1,326

#### **DIGITAL**

GET RESULTS

Parks Plus
Fitness Center









#### **PRINT**

FEBRUARY 9-12

Community Appreciation



#### **Community Appreciation Week**

Stop by anytime February 9-12 to sign up for a FREE week of access to the fitness facility, group fitness classes and sauna!

Free access privileges may be redeemed through February 17, 2023.

To take advantage of this promotion, bring a Wheaton ID and a copy of this ad (photo or screenshot is acceptable) to the Parks Plus Fitness Center Front Desk on the lower level of the Community Center.

Reservations for group fitness classes are required and anyone under the age of 18 must bring a parent to fill out a waiver.

For details or questions, please email Alex Diserio at adiserio@wheatonparks.org.

#### parksplusfitness.com

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



## COMMUNITY APPRECIATION WEEK

FEBRUARY 9-12

GET A FULL WEEK FOR FREE!

PARKS PLUS FITNESS CENTER
1777 S. BLANCHARD ST.

630-871-6713

#### March

#### **Promotions**

The Wheaton Park District had a new theme for the annual Fun Run. The race is now known as the Superhero 5K Fun Run. To promote the race and new theme, members had the opportunity to sign up for the race at a discounted price, and received \$5 off their registration if they used the code PPFC23.

Parks Plus tapped into current events by having a March Madness event for members. From March 1-31, the Basketball games were on TV. Members were encouraged to watch the games while they worked out. There was a variety of challenges offered for members to participate in if they chose to and had the chance to earn raffle tickets to be entered for the grand prize of an annual Parks Plus or Group Fitness Membership. A bracket contest also took place. If members wore their team colors, they earned additional raffle tickets.

Parks Plus reached students by offering a Spring Break Flash Sale that ran from the 7 of March through the 20. Valid for those in High School and College with a valid ID, the offer was \$10 for 2 weeks.

#### Results

- · Digital Marketing
  - Social Media (Facebook and Instagram- 5 posts)
    - Total Reach: 1,748
    - Total Engagement: 13
  - Email Blast 1
    - Sent to 18,586 people on February 25
    - 44.1% open rate
    - .6% click rate
    - 1.4% click-through rate
  - Email Blast 2
    - Sent to 1,159 people on March 3
    - 58.35% open rate
    - 1.1% click rate
    - 1.9% click-through rate

#### Website Traffic

- March
  - Users: 883
  - Pageviews: 2,753
  - Sessions: 1,400

#### **DIGITAL**



MARCH MADNESS
Parks Plus Fitness Center Member Event

Salah Salah

#### MARCH 1-31

Workout while you watch the games! Participate all-month long with a variety of challenges and warn taffle blokes for a chance to win an annual Partic Plus or Group. Pitrons Usersburglip and or counte, bragging rights!

> \*Earn cotto Scitots when you wear your teams colors \*Ask the form desk about our brooker content.

#### SPRING BREAK FLASH SALE!







#### **PRINT**

# March Madness Madness Challenges

#### **MARCH 1-31**

- Complete challenges
- Watch the games
- Wear your college team gear
- Ask about bracket challenges

PARKSPLUSFITNESS.COM

# FLASH SALE! March 7-20 Syling Break Flash Sale! We have a great ofter for right School and College students. Play \$10 for 2 weeks of the Firess Center. Please bring your student LD kin verification, and of the Ports. Plays Fitness Center from deck or errant adherics (Swithmanningsants and an entition (Swithmanningsants and an entition).

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#### **April**

#### **Promotions**

To try and reach new members in the springtime, an Easter Weekend Flash Sale ran from the 6 of April through the 9. Valid for anyone with an ID, the offer was 15% off any annual fitness or group fitness membership.

To reach students for the summer, a student membership summer sale started on April 22. students could workout all summer for only \$60-\$20/month for 3 months. High School and College students were eligible if they showed a valid ID.

#### Results

- Digital Marketing
  - Social Media (Facebook and Instagram- 6 posts)
    - Total Reach: 2,222
    - Total Engagement: 14
  - Email Blast
    - Sent to 18,503 people on March 26
    - 43.2% open rate
    - .6% click rate
    - 1.4% click-through rate
- Website Traffic
  - April
    - Users: 773
    - Pageviews: 2,533
    - Sessions: 1,234

#### **DIGITAL**









#### Easter Weekend Flash Sale

#### April 6-9

Enjoy the long weekend and get 15% off any annual fitness or group fitness membership.

For more information and to sign up view the Parks Placs Fitness Center from death or small <u>advantablesheatonceris</u>, col.

Discount operant be combined with any other affectualist. Residencinon-resident rates apply

#### Student Membership Sale



#### April 22- May 27

Students workout ALL SUMMER for ONLY \$601

High school and college students care work out for 3 maints this cursorer and only pay \$70,000mt. Visit the Panis Plus Filmens Center from deak from April 37 dynaph May 37 to redeem this offer #

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+ Mint show wild high behavior Carboge I

#### Race Wheaton

#### **PRINT**

#### FLASH SALE! April 6-9



# 15% OFF

#### Easter Weekend Flash Sale!

Enjoy the long weekend and get 15% off any annual fitness or group fitness membership.

For more information and to sign up, visit the Parks Plus Fitness Center front desk or email adiserio@wheatonparks.org.

> Discount cannot be combined with any other offer/sales. Resident/non-resident rates apply.

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#### May

#### **Promotions**

The student membership summer sale ran through the 27 of May.

A Race Wheaton training tips for a 5K PDF was created and shared to get members interested in participating in the Cosley Zoo Fun Run 5K/10K. The content for running a 5K came from the Personal Trainers at Parks Plus. Promotion was actively ongoing for the Cosley Run as well. and members received \$5 off if they registered with the code PPFC23.

A Marathon Month membership event took place from the 1st of May through the 31. Members were invited to work on their cardio all month long. Milestones were the 5K, 15K and full Marathon. If members accumulated enough miles on cardio equipment (4 options), they could win prizes along the way.

May is Physical Fitness and Sports Month. To connect with the community, a social media post was shared with tips from the Fitness Manager on how to promote a healthy lifestyle.

#### Results

- · Digital Marketing
  - Social Media (Facebook and Instagram- 7 posts)
    - Total Reach: 2,200
    - Total Engagement: 23
  - Email Blast
    - Sent to 18,398 people on April 26
    - 43.4% open rate
    - .5% click rate
    - 1.2% click-through rate
- · Website Traffic
  - May
    - Users: 808
    - Pageviews: 2,478
    - Sessions: 1,324

#### DIGITAL

Marathan Warth for Members

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**GET RESULTS** 



#### Student Membership Sale

APRIL 22- MAY 27

#### Students workout ALL SUMMER for only \$60!

High school and college students can work out for 3 months this summer and only pay \$20/month. Visit the Parks Plus Fitness Center front deak from April 22 through May 27 to redeem this offer.+

For more information and to sign up, visit the Parks Plus Fitness Center front desk or email adiserio@wheatonparks.org.

Discount is valid for a full 2 months from first workout date: Resident/nonresident rates apply.

+ Must show valid High School or College ID.

#### Training Tips

RUN A 5K

Achieve your fitness goals!

Training Tipe for a SK (POF)





#### Marathon Month

MAY 1-31

Member Event

We invite members to work on their cardio all month long. Milestones are 5K (3.1 miles), 15K (9.3 miles)

#### Instagram



wheatonparkdistrict











wheatonparkdistrict Parks Plus Fitness Center is having a Marathon Month event for members! By completing mileage milestones on the treadmill, rower, elliptical or bicycle, you can win prizes along the way! Link in bio to learn more, #ParksPlusFitness #Wheatonparks



Wheaton Park District

Published by Lauren Cali @ - May 16, 2023 - @

May is National Physical Fitness and Sports Month. There are multiple ways you can promote a healthy lifestyle. These tips are from the Fitness Manager at our Parks Plus Fitness Center:

- · Keep your body active
- . Eat the freshest foods possible. Try shopping in the outer parts of the grocery store
- · Get up and walk around or stretch for a few minutes every hour
- · Aim to workout at least 3 times per week



May 1-31 parksplusfitness.com



#### **PRINT**

### Marathon Month



May 1-31

Milestones are **5K** (3.1 miles), **15K** (9.3 miles) and **Marathon**(26.2 miles)

Use the treadmill, tower, elliptical or bicycle

Win prizes along the way

PARKSPLUSFITNESS.COM

#### June

2 1

#### **Promotions**

A Summer Strength membership event took place from the 1st of June through the 30. Members were invited to try and be top of their class. There were strength challenges and workouts available throughout the month for a chance to win a prize. Each week focused on an area of the body.

Members received the discount code PPFC23 to receive \$5 off for their Light the Torch 5K race registration.

To bring awareness to the insurance-based memberships available at Parks Plus, an email and flyer were created to educate the offerings and encourage Group Fitness class sign ups.

With the summer season in full swing, Parks Plus offered a special employee discount to all seasonal employees hired for the summer. Employees could workout for \$20 per month for three months.

The Graphic Designer on the Marketing team worked on creating a new logo for the fitness facility. Between Marketing and Fitness, a few meetings occured in which brainstorming took place, and the logo and new tagline was finalized.

#### Results

- Digital Marketing
  - Social Media (Facebook and Instagram 5 posts)
    - Total Reach: 1,992
    - Total Engagement: 27
  - Email Blast #1
    - Sent to 1,917 people on May 24
    - 53.45% open rate
    - 1.8% click rate
    - 3.3% click-through rate
  - Email Blast #2
    - Sent to 248 people on May 31
    - 72.1% open rate
    - 3.7% click rate
    - 5.1% click-through rate

#### · Website Traffic

- June
  - Users: 733
  - Pageviews: 2,262
  - Sessions: 1.176

#### **DIGITAL**

Sign up for Light the Torotti

No images? Click here





**GET RESULTS** 





#### Summer Strength

June 1-30

#### Member Event

Will you be top of your class? We invite members to participate in strength challenges and workouts all month long for a chance to win a prize. Each week focuses on an area of the body.

For details and to sign up, visit the Parks Plus Fitness Center front desk.

Training Tips

Achieve your fitness goals!

Training Tips for a SK (POF)



Discount for YOU!

No images? <u>Click here</u>





**GET RESULTS** 



#### Welcome to the Wheaton Park District for the summer!

We invite you to workout at Parks Plus Fitness Center with a special employee discount.

Workout for \$20/month for three months

Visit the fitness center front desk or email Alex Diserio, Fitness Manager, at <u>adiserio@wheatonparks.org</u> with questions or to sign up.

Learn more about the fitness center:

PARKSPLUSFITNESS.COM

#### **PRINT**

#### INSURANCE-BASED MEMBERSHIPS



Your Silver Sneakers®, Renew Active®, Active & Fit® and Silver & Fit® Insurance offers free membership at Parks Plus Fitness Center!

#### Membership includes access to:

- A wide variety of cardio and strength equipment - An indoor walking track
- Towel service, locker rooms, showers, whirlpool and sauna access
   Group Fitness Classes\*

\*Limited to specific classes based on insurance coverage. A reservation through SignupGenius.com is required for participation in classes. For more information, please visit the Parks Plus Fitness Center front desk.

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#### JUNE 1-30 Summer Strength



HALLENGES

EACH WEEK FOCUSES ON AN AREA OF THE BODY



#### PARKS PLUS FITNESS MEMBER EVENT

Will you be top of your class? We invite members to participate in strength challenges and workouts all month long for a chance to win a prize.

For details, visit the Parks Plus Fitness Center front desk.

parksplusfitness.com

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

#### July

#### **Promotions**

The annual Beat the Heat Sale returned for the last summer July 1 through August 31. New this year, Dick Pond and Culligan Sponsored. Culligan provided water bottles for those who signed up during one specific day. Anyone who signed up received an entry into a Dick Pond raffle for a free pair of running shoes.

A new Neuro Active Group Fitness class was promoted to members in the July eblast.

An important part of the marketing and communications in July was communicating to members and the community the fall renovation project; when the facility would be closed, reopened in the temporary space and where the temporary space was. Anticipating questions from the members, a meet and greet was held with Alex to show a key map of the equipment in the temp space.

#### Results

- Digital Marketing
  - Social Media (Facebook and Instagram- 2 posts)
    - Total Reach: 699
    - Total Engagement: 9
  - Email Blast
    - Sent to 17,876 people on July 2
    - 43.7% open rate
    - .6% click rate
    - 1.4% click-through rate
  - Email Blast #2
    - Sent to 1,365 people on July 20
    - 43.7% open rate
    - 1.4% click rate
    - 1.9% click-through rate
- · Website Traffic
  - July
    - Users: 876
    - Pageviews: 2,489
    - Sessions: 1,359

Learn more

No images? Click here

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**GET** RESULTS



#### Parks Plus Fitness Center is undergoing an exciting renovation this fall.

Ouring the renovation, the fitness center will be temporarily relocated to the Zone, Graf, and Lincoln Marsh rooms, which are located down the half on the same floor. The redesigned Parks Plus Fitness Center is scheduled to open in early January 2024 with upgraded equipment, expanded fitness spaces and new amenities. More information on the renovations will be shared over the next few months.

Rest assured, all operations including fitness memberships, personal training, group fitness classes, locker room usage, etc. will continue as normal in the temporary space during the renovation. Over 85% of the current equipment, including all member favorites, will be available in the temporary space. Please see the drawing below of the temporary location.

#### Important Dates

August 14: Fitness Center CLOSED for movement of equipment to temporary location-group fitness classes will occur as normal.

August 15: Fitness Center reopens in temporary location.

September 1: Staircase will be CLOSED-signage will be posted directing members how to access the fitness center during this time.





## BEAT THE HEAT SALE

#### Now through August 31

The hotter it gets, the more you save! 100 degrees=\$100 in savings

Receive the day's expected high temperature off a paid-in-full annual fitness membership or annual group fitness flex pass.

To take advantage of this promotion and to sign up, visit the Parks Plus Fitness. Center front desk.

NEW this year! Purchase an annual fitness membership or annual group fitness flex pass and receive a 10% discount for use at a select Dick Pond store in addition to being entered into a drawing for a free pair of running shoes.

Discount cannot be combined with any other offers including PPFC member group fitness pricing. Resident and non-resident rates apply.



## **PRINT**





**JULY 1-AUGUST 31** 

The HOTTER it gets, the more you SAVE!

100° = \$100 OFF YOUR ANNUAL

Receive the day's expected high temperature off a paid-in-full annual fitness membership or annual group fitness flex pass.

\*Restrictions apply.

Visit the Parks Plus Fitness Center for details.

PARKSPLUSFITNESS.COM

SPONSORED BY:



# August

## **Promotions**

Beat the Heat ran through the 31 of August.

The Fitness facility moved to its temporary location. This resulted in being closed for 1 day only, and the community and staff were notified. The facility opened in the temporary space with a social post.

## **Results**

- · Digital Marketing
  - Social Media (Facebook and Instagram- 8 posts)
    - Total Reach: 4,939
    - Total Engagement: 127
  - Email Blast
    - Sent to 2,362 people on August 4
    - 63.2% open rate
    - 1.1% click rate
    - 1.8% click-through rate
- · Website Traffic
  - August
    - Users: 929
    - Pageviews: 2,628
    - Sessions: 1,415

Center of Lie stone ( August 2)

No inspect Clabbers





Parks Plus Fitness Center renovations are delayed a week.

Due to a construction delay, the fitness center move to their temporary locations, the Zone, Graf, and Lincoln Marsh rooms, will take place on August 21.

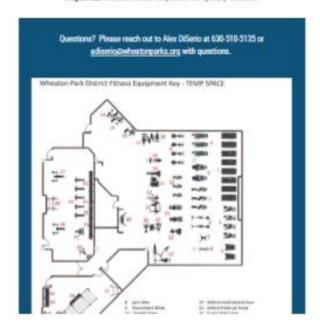
The redesigned Parks Plus Fitness Center is still on schedule to open in early January 2024 with spgraded equipment, expanded fitness spaces and new amenities, More information on the renovations will be shared over the next few

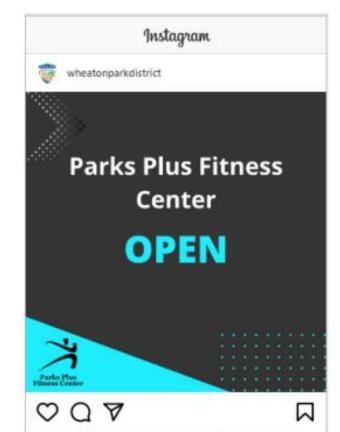
Rest assured, all operations including fitness memberships, personal training, group fitness classes, locker room usage, etc. will continue as normal in the temporary space during the renovation. Over 85% of the current equipment, including all member favorites, will be available in the temporary space. Please see the drawing below of the temporary location.

#### Important Dates

August 21: Fitness Center CLOSED for movement of equipment to temporary location-group fitness classes will occur as normal.

August 22: Fitness Center reopens in temporary location.





wheatonparkdistrict Parks Plus Fitness Center is OPEN in its temporary space: the Zone, Graf and Lincoln Marsh rooms on the lower level, while the current fitness center is undergoing renovations. Questions? Reach out to Fitness Manager Alex DiSerio at adiserio@wheatonparks.org. Renovation updates can also be found at parksplusfitness.com (Link in bio). #wheatonparks #parksplus



# Parks Plus Fitness Center is

# CLOSED TODAY

AUGUST 21.

Parks Plus Fitness equipment is currently being moved to the temporary fitness center space for renovations.

Group fitness classes and the track are still operating as normal. The fitness center will reopen and resume normal hours on August 22 in the temporary location down the lower level hallway in the Zone, Graf, and Lincoln Marsh rooms.



# September

## **Promotions**

For all the members utilizing the temporary space during the renovation, we thanked them and provided an update on how construction was going.

The Light the Torch 5K Night Run was also coming up and members were sent the code PPFC23 to receive \$5 off their race registration.

National Women's Health and Fitness Day took place on September 27. A social media post was shared to participate in awareness and conversation on social media.

The locker rooms were temporarily closed for a few days, and that was communicated.

### Results

- Digital Marketing
  - Social Media (Facebook and Instagram- 2 posts)
    - Total Reach: 1,496
    - Total Engagement: 31
  - Email Blast
    - Sent to 1,371 people on September 18
    - 56.7% open rate
    - 1.2% click rate
    - 2.1% click-through rate
  - Email Blast #2
    - Sent to 1,549 people on September 22
    - 52.9% open rate
    - .8% click rate
    - 1.6% click-through rate

#### · Website Traffic

- September
  - Users: 733
  - Pageviews: 1,975
  - Sessions: 1,136

Wheaton Park District
Published by Lauren Call © September 27, 2023 ©

During National Women's Health and Fitness Day, we are celebrating you! We encourage you to make your health a priority and improve your overall well-being as exercise not only improves your physical health, but your mental health as well. Stop into Parks Plus Fitness TODAY, September 27 to learn more about our Fitness Center or to try a class including cardio strength intervals and gentle yoga, sound bowl meditation for mindfulness, or other various options. Reach out to Fitness Manager Alex at adiserio@wheatonparks.org to learn more! #wheatonparks



Contractor spiles

Tie Images? Clok here





To all of our members, thank you for your patience as we navigate construction and utilize the temporary space for your fitness needs. Construction is moving along smoothly. We are very excited to share updates and more information on the renovations over the next few months.

If you have any questions on the temporary space or redesigned Parks Plus Fitness Center, please do not hesitate to talk to a PPFC staff member at the fitness center or Alex DiSerio at 630-510-5135 or advantagemental process.



#### Light the Torch 5K Night Run

September 30 I 7P I Central Athletic Complex

Register and save \$5 with code PPFC23.

Get your glow sticks ready for the 18th Annual Light the Torch SK Night Run!
Presented by the Wheaton Park District and FT Cares Foundation, this SK supports
local non-profits. All ages and participation levels are welcome at this unique SK
run/walk that winds through Wheaton after sunset. Stick around after the run for
food, drinks, and fun at October Fest?

REMOTES

## **October**

# **Promotions**

Parks Plus did not have any active promotions going on, except an offer for Veterans, which was part of the Park District's Veterans communications via email, web and social. Veterans had the opportunity to workout for free on November 11. If Veterans signed up for a membership from November 9 through November 12, they received 30% off their membership.

## Results

- Website Traffic
  - October

Users: 778

Pageviews: 2285Sessions: 1229

## November

# **Marketing Initiatives**

Parks Plus communicated the extended locker room closure which would take place December 11 through May 1 2024.

As part of the plan to get excitement for the new fitness facility, the logo and tagline were announced and shared.

### Results

- Digital Marketing
  - Social Media (Facebook and Instagram- 2 posts)
    - Total Reach: 1,537
    - Total Engagement: 46
  - Email Blast
    - Sent to 1,892 people on November 13
    - 57.8% open rate
    - 1% click rate
    - 1.7% click-through rate
- · Website Traffic
  - November

Users: 1140

Pageviews: 3530

Sessions: 1649



Parks Plus Fitness has been undergoing renovations the past few months. We are excited to share our NEW look and fitness amenities including a sports performance training area, recovery room, Peloton bikes and much more in January 2024. Visit https://bit.ly/3qxpNpJ to learn more! #wheaton #fitness #wheatonparks



COMING JANUARY 2024

## **December**

## **Marketing Initiatives**

The team wrapped up the year with preparing for the opening in January 2024. Planning was underway for the Ribbon Cutting, and marketing took place. Select groups (members, staff, community members and groups who work with the Wheaton Park District and more) were invited to the ribbon cutting. An email went out, with a link for people to RSVP.

To get members excited and ready to start using the new equipment, an email was sent to members inviting them to sign up for jump start sessions that started on January 2, 2024. When a member signed up for a dedicated time slot, one of the personal trainers or managers would explain the features of the new equipment coming to Parks Plus Fitness, answer any questions and let the member try out the equipment for themselves.

In the spirit of the holiday season, the 2nd annual Fitmas member event took place from the 4 of December through the 15. Members had the opportunity to participate in 12 days of challenges for a chance to earn raffle tickets that were entered into three separate drawings.

### Results

- Digital Marketing
  - Social Media (Nothing was shared)
  - Email Blast
    - Sent to 1,168 people on December 21
    - 63.6% open rate
    - 8.7% click rate
    - 13.7% click-through rate
  - Email Blast 2
    - Sent to 1,943 people on December 15
    - 56% open rate
    - 6.3% click rate
    - 11.2% click-through rate
  - Email Blast 3
    - Sent to 1,417 people on November 20
    - 55.27% open rate
    - 1% click rate
    - 1.8% click-through rate

#### Website Traffic

- December
  - Users: 1114
  - Pageviews: 3310
    Sessions: 1703

You've Invited January 18

No images? Click/here





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No Images? Glick here





## Jump-start your fitness journey and get acquainted with our new fitness equipment!

#### GRAND REOPENING JUMP-START SESSIONS

Sign up for a dedicated time slot and one of our personal trainers or managers will explain the features of the new equipment coming to Parks Plus Fitness, answer any questions you may have and let you try out the equipment for yourself.

Time slots are available as early as January 2, 2024.

SIGN UP NOW