



# 2018 ANNUAL REPORT



## EXECUTIVE SUMMARY

The goal for 2019 and each year going forward is continuous improvement and growth of Parks Plus Fitness Center (PPFC). We focus our efforts on member retention, new member recruitment and program enhancement. We look for creative ways to expand awareness of our quality offerings within the community of Wheaton, and gain participation among residents to participate in a highly competitive fitness industry.

In 2018, new equipment was added to PPFC. The facility purchased a tire flip, ab blaster and weight battling rope. PPFC also added TRX Suspension straps for members use. These updates have been well received by the members and staff.

January notably is one of the busier months at PPFC when it comes to recruitment of new members due to New Year's resolutions. We offer additional new member promotions throughout the year such as: New Year New You, Beat the Heat, Community Appreciation Days and Thanksgiving and Holiday Sales. We spread membership retention throughout the year. Also included are renewal discounts to retain current members. We continue to offer short-term fitness pass options for 1 month, 3 month, and 6 months in addition to the annual pass to stay in line with competing fitness facilities.

PPFC will continue to provide new programs and remain current with fitness trends to ensure the facility remains competitive with surrounding fitness centers. There has been an influx of fitness facilities that have opened within a 3-mile radius of PPFC (Planet Fitness, Charter Fitness, Anytime Fitness, Orange Theory, Yoga by Degrees, F45 and CrossFit Wheaton). To counter this, PPFC expanded the Silver Sneakers/Prime Annual Memberships (insurance based memberships) to include a variety of Silver Sneakers classes. PPFC receives \$3.25 per visit up to a max of \$32.50/month per member. A new marketing effort introducing flash sales has helped to compete with the increasing competition in the area. Also, in 2018 PPFC signed contracts with United Healthcare to offer their additional insurance based memberships.

In 2018, Michelle Artis has continued as the PPFC Manager and serves as Race Director for the races presented by the Wheaton Park District. These races promote health and fitness to the community and represent PPFC to this active market.

PPFC is committed to make a positive impact on our community. Our goal is to continue to grow as a facility and for the PPFC name to be as well-known and respected as that of the Wheaton Park District. We accomplish this while maintaining a high standard of excellence and an even higher standard of service. Our plan is to stay on top of trends and offer competitive prices, cutting-edge equipment, and amenities to entice new members and retain current members.

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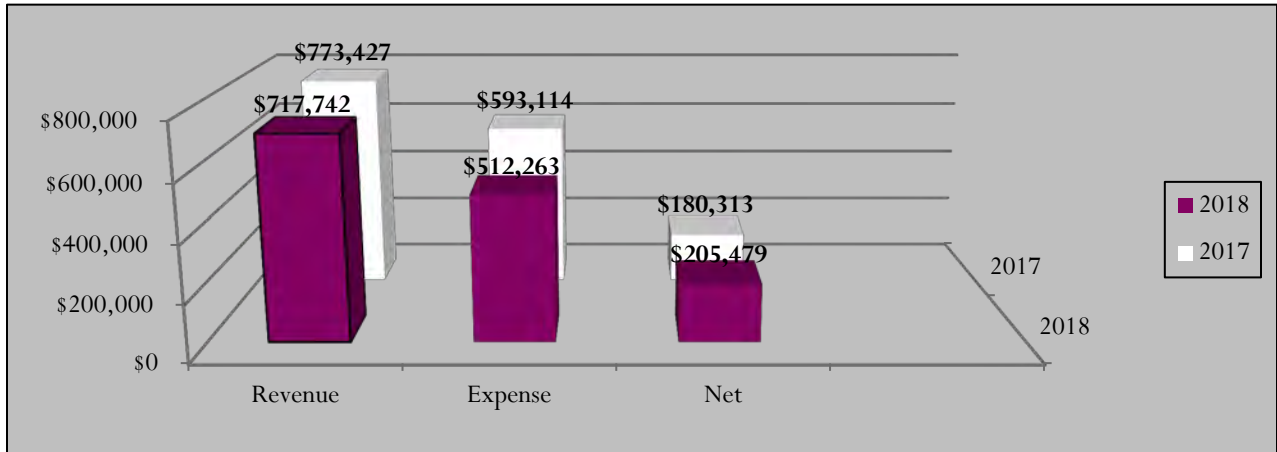
# 1. FINANCIAL ANALYSIS

## A. Revenue vs Expense Comparison 2018 vs 2017

\*Figures pending 2018 financial audit

	2018	2017
Total Revenue	\$717,288	\$773,427
Total Expense	\$522,892	\$593,114
Net Balance	<b>\$194,396</b>	<b>\$180,313</b>

- Revenue decreased by \$55,685.
- Operational net increased by 7% or \$14,083.



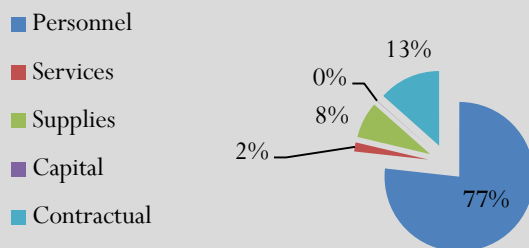
## B. Expense Comparison 2018 vs 2017

\*Figures pending 2018 financial audit

Year	Personnel	Services	Supplies	Capital	Contractual
2017	\$434,948	\$9,500	\$69,554	\$322	<b>\$76,017</b>
2018	<b>\$398,496</b>	<b>\$10,153</b>	<b>\$40,651</b>	<b>\$317</b>	<b>\$69,644</b>

- Personnel expenses decreased by \$36,452.
  - A reduction in management personnel accounted for this decrease.
  - PPFC overall wages came in \$6,941 under budget.
- Supplies decreased by \$28,903.
  - Annual spending decreased due to the cost of the facility annual equipment repair plan.
- Contractual decreased by \$6,373.
  - The reduction is accounted for health insurance and contractual Reindeer Run.

### 2018 EXPENSE COMPARISON



**C. Division Revenue Comparison 2018 vs. 2017**

\*Figures pending 2018 financial audit

	2018	2017
Annual Memberships	\$310,695	\$352,508
Annual Silver Sneakers Memberships	\$60,963	\$54,707
Short Term Pass	\$33,412	\$45,410
Fitness Daily Fee	\$6,384	\$7,092
Locker Rental	\$377	\$397
<b>TOTAL MEMBERSHIPS</b>	<b>\$411,831</b>	<b>\$460,114</b>
Group Fitness Class Pass	\$60,641	\$65,846
Aerobics Daily Fee	\$5,977	\$5,023
Fitness Programs	\$22,495	\$21,840
<b>TOTAL GROUP FITNESS</b>	<b>\$89,113</b>	<b>\$92,709</b>
<b>PERSONAL TRAINING</b>	<b>\$150,714</b>	<b>\$145,307</b>
<b>KIDZ KINGDOM REVENUE</b>	<b>\$27,308</b>	<b>\$29,163</b>
<b>MISCELLANEOUS &amp; RACES</b>	<b>\$38,322</b>	<b>\$46,134</b>
<b>TOTAL</b>	<b>\$717,288</b>	<b>\$773,427</b>

- PPFC overall revenue decreased by 7%.
  - Membership revenue decreased 10%.
  - Group Fitness revenue decreased 4% which equates to 9 annual class passes, this is due to the member discount offered to insurance based members.
  - Personal Training revenue increased 4%.
  - Race revenue decreased due to the Reindeer Run registration and inclement weather.

**D. Part Time Labor Comparison 2018 vs. 2017**

	2018	2017
Service Desk Attendants	\$69,172	\$70,071
Community Center Wages	\$15,157	\$14,478
Personal Training/ Floor	\$12,067	\$13,024
Personal Training/ Orientation	\$3,632	\$3,275
Personal Training/ Training	\$92,808	\$93,154
Group Fitness Instructors	\$62,919	\$65,464
Kidz Kingdom Staff	\$32,837	\$33,164
<b>TOTAL</b>	<b>\$288,592</b>	<b>\$292,630</b>

- In 2018, a 3% salary increase pool accounted for approximately \$8,000 in wage expenses revenue.
- Personal Training & Group Fitness wages decreased \$2,891 due to less sessions sold and decrease in class offering due to low enrollment.
- **Wheaton Resident wages totalled \$205,957, which accounted for 59% of the total PPFC wages in 2018.**

## 2. PARKS PLUS FITNESS CENTER MEMBERSHIPS

### A. Membership Sales

Type	2018			2017			Increase/ Decrease		
	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership	360	166	194	373	208	165	(13)	(42)	29
3 Month Membership	141	70	71	203	116	87	(62)	(46)	(16)
Annual Membership (Includes Silver Sneakers, no EFT memberships)	1,817	524	1,293	1,967	670	1,297	(150)	(146)	(4)
Annual Off Hours Membership	6	1	5	12	2	10	(6)	(1)	(5)
Annual Corporate Membership	26	2	24	29	9	20	(3)	(7)	4
Fit and Swim	6	4	2	23	21	2	(17)	(17)	0
Total	2,356	767	1,589	2,607	1,026	1,581	(251)	(259)	8

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

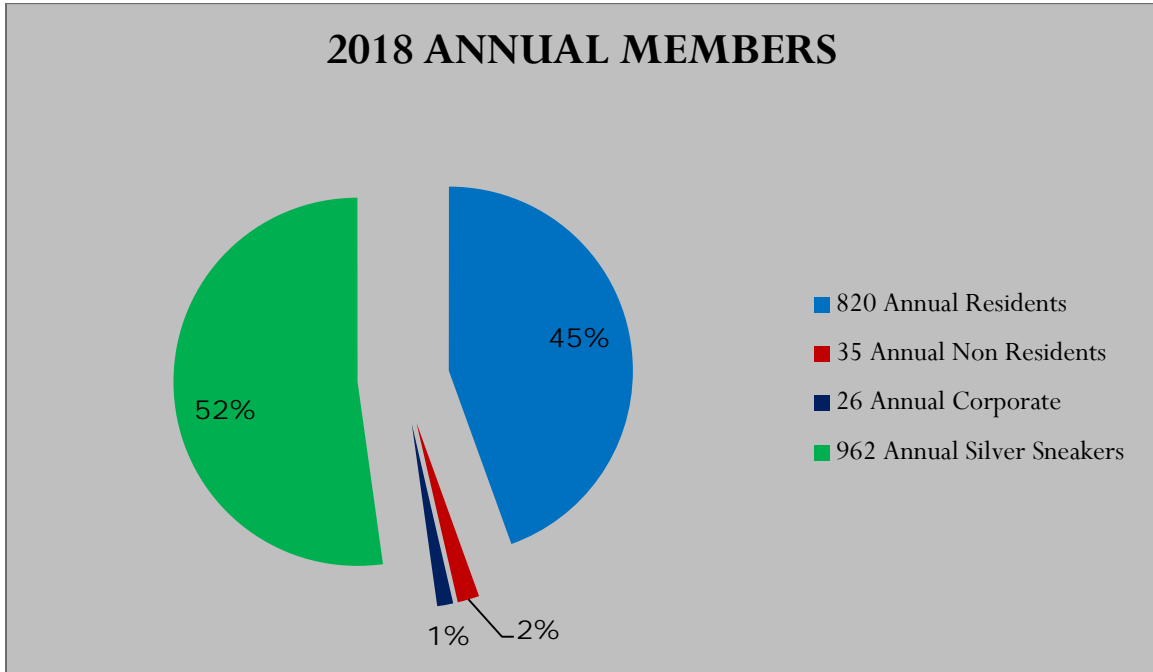
	2018	2017	Increase/Decrease
Annual Membership	\$310,695	\$352,508	(\$41,813)
Silver Sneakers Annual	\$60,963	\$54,707	\$6,256
Short Term Pass	\$33,412	\$45,410	(\$12,268)
Daily Fees	\$6,384	\$7,092	(\$708)
Total	\$411,454	\$459,717	(\$48,263)

- The total number of memberships decreased by 251 members.
- Short term and daily fees saw a decrease as our youth/student and young adult membership base decreased. Exit surveys indicate they transferred to \$10-\$20/month competitor clubs such as Charter Fitness and Planet Fitness.
- Silver Sneakers makes up 962 annual memberships as of November 2018; due to insurance changes, PPFC was not allowed to renew any insurance based members December 1, 2018-January 2, 2019. We continue to implement and offer incentives to increase gross revenue. These renewals will take place in fiscal year 2019.

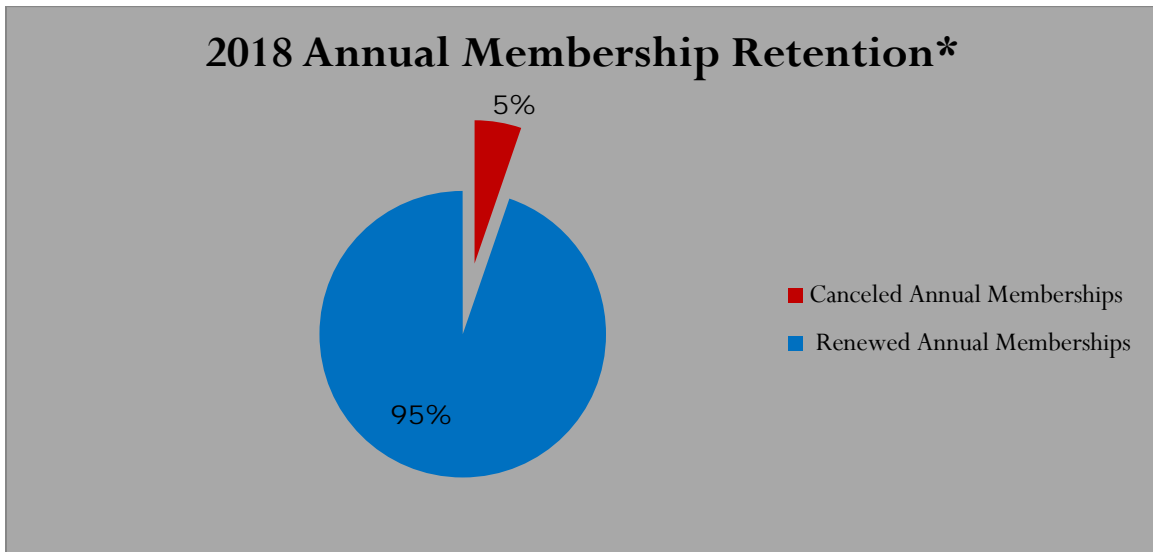




**C. Annual Membership Comparison**



**D. Membership Retention**



\*Based on 2018 Annual Membership renewals versus cancellations.

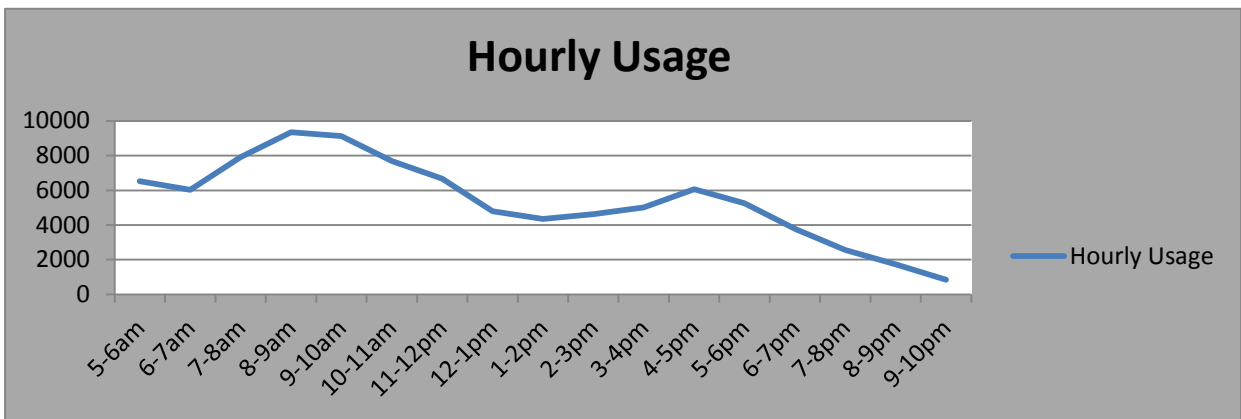
- Park Plus retention rate was 95% in 2018. According to Diversified Health & Fitness, on average, 90% of U.S. health clubs lose between 30-50% of their membership each year (diversifiedhf.com). PPFC is well above high average for member retention.



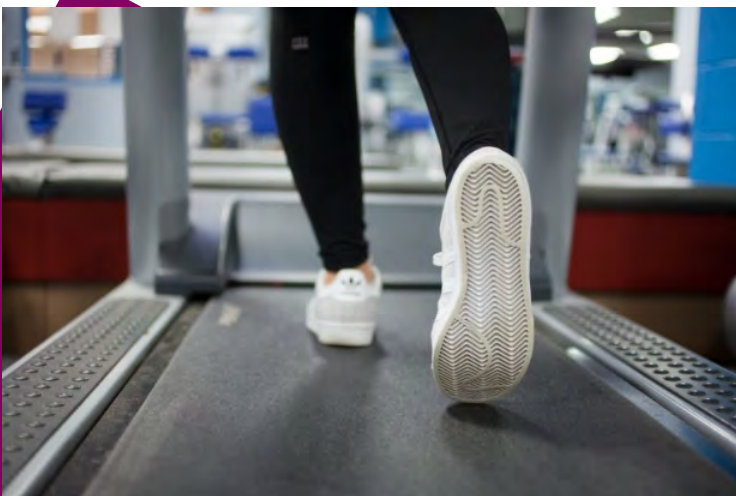
**E. Monthly Visit Comparison by Year**

Month	2018	2017
January	9,169	9,966
February	7,726	8,290
March	8,850	9,205
April	8,272	7,846
May	7,453	8,591
June	7,251	8,476
July	7,253	8,071
August	7,355	7,862
September	6,480	6,958
October	7,072	7,862
November	7,376	8,104
December	8,041	8,111
TOTALS	92,298	99,342

- Overall we saw a decrease of 7,044 visits in 2018 versus 2017. 55% of lost visits attribute to our youth/student & young adult membership base decrease. (19 loss visits per day) See page 8 for reference.



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



**F. Surrounding Park District Membership Comparison**

	Addison Club Fitness	Bartlett Lifecenter	Carol Stream	Downers Grove Fitness 4500	Elk Grove Village	Elmhurst Courts Plus	Glen Ellyn Ackerman	Wheaton PFC
<b>Initiation Fees (R/NR)</b>			\$0				\$0	\$0
<i>Individual</i>	\$149	\$8/\$12		\$79	\$79	\$100/\$125		
<i>Couple/Family</i>	\$225	Not Offered		\$129/\$149	\$138	\$150/\$188		
<i>Senior/Youth</i>	\$99	\$6/\$9		\$49	\$49	\$75/\$95		
<i>Senior Couple</i>	Not Offered	Not Offered		\$79	Not Offered	\$112.50/\$143		
<b>Resident</b>								
<i>Annual Individual</i>	\$385/\$43	\$306	\$228/\$19	\$306/\$25.50	\$440/\$41	\$502/\$44	\$360/\$30	\$393/\$37
<i>Annual - Couple</i>	\$697/\$72	\$582	\$336/\$28	\$537/\$44.75	\$786/\$67	\$748/\$70	\$600/\$50	\$658/\$61
<i>Annual – Family (family of 4)</i>	\$771/\$80	\$846	\$552/\$46	\$690/\$57.50	\$1,067/\$86	\$1,390/\$122	\$720/\$60	\$836/\$77
<i>Annual Senior/Youth</i>	\$257/\$33	\$240	\$180/\$15	\$240/\$20	\$288/\$26	\$396/\$35	\$252/\$23	\$305/\$28
<b>Non-Resident</b>								
<i>Annual- Individual</i>	\$498/\$52	\$366	\$300/\$25	\$459/\$38.25	\$517/\$47	\$599/\$53	\$420/\$35	\$491/\$46
<i>Annual - Couple</i>	\$808/\$82	\$486	\$444/\$37	\$807/\$67.25	\$918/\$77	\$958/\$84	\$660/\$55	\$823/\$76
<i>Annual - Family</i>	\$872/\$91	\$818	\$660/\$55	\$1,035/\$86.25	\$1099/\$96	\$1,392/\$122	\$780/\$65	\$1,045/\$96
<i>Annual Senior/Youth</i>	\$378/\$43	\$300	\$228/\$19	\$360/\$30	\$367/\$32	\$479/\$42	\$276/\$25	\$381/\$35
<b>3-Month</b>								
<b>Resident</b>	\$139	Not Offered	\$86	Not Offered	Not Offered	Not Offered	\$115	\$147
<b>Non-Resident</b>	\$169	Not Offered	\$106	Not Offered	Not Offered	Not Offered	\$115	\$221
<b>1-Month</b>								
<b>Resident</b>	\$50	\$55	Not Offered	\$60	\$85	\$55	Not Offered	\$60
<b>Non-Resident</b>	\$60	\$80	Not Offered	\$90	\$85	\$60	Not Offered	\$90
<b>Daily Fees</b>								
<b>Resident</b>	Not Offered	Not Offered	\$8	\$10	\$10	\$10	\$10	\$8
<b>Non-Resident</b>	Not Offered	Not Offered	\$12	\$15	\$10	\$13	\$15	\$10



**G. Surrounding Fitness Center Non-park District Comparison**

	YMCA	Chaparral College of DuPage	BrickHaus	Chrouser Wheaton College	Anytime Fitness	Charter	Planet Fitness	Wheaton PFC Resident Fees only
<b>INITIATION FEES</b>	\$50	\$0	\$0	\$50	\$46/ 12 mo \$40/ 2 year	\$99(\$10/mo ) \$10(\$20/mo ) \$0 (\$30-35)	.25c/\$10 + \$39 annual fee	\$0
<b>Annual Memberships/ 12 month commitments</b>								
<i>Annual Individual</i>	Not Offered	\$396	\$24.99/mo	\$500	\$39-45/mo	\$20/mo	\$21.99/mo	\$393 \$37/mo
<i>Annual - Couple</i>	Not Offered	Not Offered	Not Offered	\$750	Not Offered	Not Offered	Not Offered	\$658 \$61/mo
<i>Annual – Family (family of 4)</i>	Not Offered	Not Offered	Not Offered	\$1000	Not Offered	Not Offered	Not Offered	\$836 \$77/mo
<i>Annual Senior/Youth</i>	Not Offered	\$288	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	\$305 \$28/mo
<b>Month to Month</b>								
<i>Individual</i>	\$39-56	\$35	\$34.99	Not Offered	Not Offered	\$10-35	\$10	\$60
<i>Couple</i>	\$82-95	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered
<i>Family</i>	\$42/25	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered
<i>Senior/Youth</i>	\$72	\$26	Not Offered	Not Offered	Not Offered	Not Offered	Not Offered	\$35/\$30



## H. 2018 Membership Highlights

Marketing and promotional efforts in 2018 were strategic, and a 12 month marketing plan was developed. Staff has and will continue to seek creative ways to brand our image and increase participation within the community of Wheaton and gain visibility among residents. Additionally, we will offer attractive and creative membership enrollment specials to entice targeted sub-markets. During 2018, numerous enrollment specials were offered seasonally to help stabilize membership fluctuations and each special included incentives to inspire interest in PPFC services and programs. The marketing highlight at the end of this report showcases the 2018 plan.

### *Enrollment Specials*

Enrollment specials included strategic membership discounts throughout the year to attract and retain annual members. The summer Beat the Heat promotion matched the discount with the temperature for the given day. The January and September renewal incentives of 20-30% off on the Community Appreciation weeks brought in 123 renewal annual memberships. The newly implemented Flash Sale in March, aimed to attract new members and welcomed 35 new members.

### *Cross-Promotional Efforts*

Throughout 2018, PPFC continued to have a presence at community-sponsored events as well as take part in cross-promotional efforts among other Wheaton Park District facilities. These offered free and targeted visibility to a captive audience. These opportunities were explored and utilized as ways to advertise PPFC services and programs at various Wheaton Park District locations. This can be seen in our use of the aquatic facilities for water aerobics, continued promotion of the Fit and Swim passes, A-Frames/signage and giveaways courtesy of PPFC and Wheaton Park District aquatic facilities at both water parks. Our largest cross promotional effort is with the four races the Wheaton Park District hosts each year: Fun Run in Color, Cosley Zoo Run for the Animals, Light the Torch Night Run, and Reindeer Run. PPFC Manager serves as the Race Director for all four races. The fitness center serves as the packet pickup location for 3 of the races exposing more than 4,400 racers to the facility.

## I. Membership: Better and Smarter in 2019

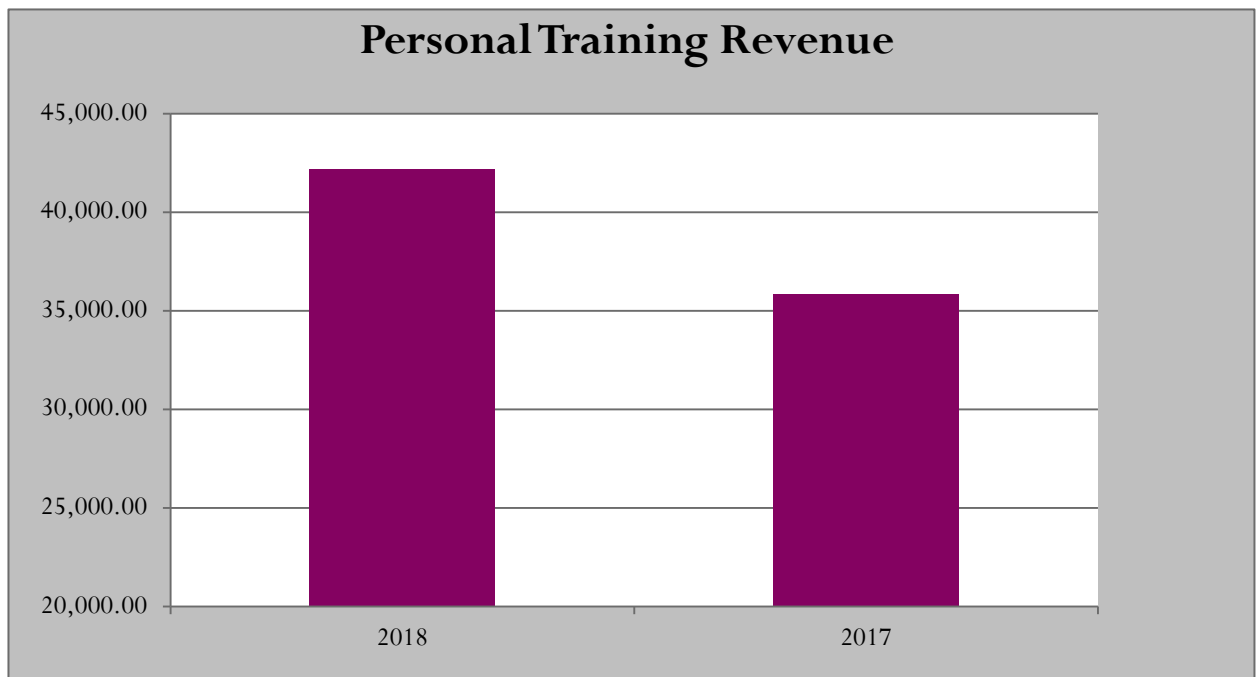
PPFC will focus on member retention by continuing the level of team member friendliness and excelling in customer service standards. PPFC team members will actively seek member feedback and implement needed changes in order to ensure that PPFC exceeds the Wheaton Community expectations. PPFC will also seek and offer membership options that appeal to the community. Staff will continue to focus on the facility's appearance and cleanliness, and will incorporate new fitness equipment into the center that appeals to target new memberships. The service desk employees continue to offer members, guests and future members the upmost respect and superior customer service. The member/staff relationship continues to be a key component to the success of PPFC. Continuing to recruit and retain strong members that promote the facility will be crucial for membership retention. We will continue to actively remain competitive with our newer neighboring facilities such as Planet Fitness, Charter Fitness, Anytime Fitness, Yoga by Degrees, F45, CrossFit Wheaton and Orange Theory. PPFC is proud to be the community club for Wheaton.

### 3. PERSONAL TRAINING

#### A. Revenue and Expense Comparison

	2018		2017			
Session Revenue	\$130,698			\$125,707		
Program Revenue	\$20,016			\$19,600		
<b>Total Revenue</b>	<b>\$150,714</b>			<b>\$145,307</b>		
		Average Hours			Average Hours	
Expense		Annually	Daily		Annually	Daily
<i>Training</i>	\$92,808	4,219	11.6	\$93,154	4,234	11.6
<i>Floor</i>	\$12,067	1341	3.7	\$13,024	1,447	3.7
<i>Orientation</i>	\$3,632	279	.77	\$3,275	252	.76
<i>Total</i>	\$108,507	5,839		\$109,453	5,933	
Net Balance	\$42,207			\$35,854		
Profit Percentage	28%			25%		

- Net profit percentage increased 3%. We saw an increase in revenue and a decrease in labor hours/non-training hours.
- Recruiting and onboarding of the new personal trainers has been a key to success this year. The transition from 5 to 8 personal trainers has gone well.
- PPFC personal training team is the official Strength & Conditioning Team for Midwest Soccer High School Travel Teams. This addition increased revenue over \$6,000.



**B. Personal Training Package Comparison**

Training Packages	Packages Sold		Number of Sessions	
	2018	2017	2018	2017
1- Partner Session	63	35	63	35
3- Partner Session	10	2	30	6
6-Partner Session	10	8	60	48
12-Partner Session	0	5	0	60
20-Partner Session	4	9	88	180
1-Group Session	0	15	0	15
3-Group Session	0	1	0	3
6-Group Session	15	12	90	72
12-Group Session	18	17	216	204
60min/1 Session	3	4	3	4
60min/3 Session	4	3	12	9
60min/6 Session	18	16	108	96
60min/12 Session	6	11	72	132
60min/20 Session	7	17	140	340
30min/1 Session	76	115	76	115
30min/3 Session	88	45	264	135
30min/6 Session	110	70	660	420
30min/12 Session	75	99	900	1,188
30min/20 Session	178	190	3,530	3,800
<b>TOTALS</b>	<b>685</b>	<b>674</b>	<b>6,334</b>	<b>6,862</b>



### C. Personal Training Programs

The following is a list of the small group personal training programs offered throughout 2018. (75 classes and 357 participants).

#### **Personal Cross Training**

This challenging strength and conditioning program consists of constantly varying functional movements designed to maximize fitness results and push fitness limits. Test yourself each session with the Workout of the Day and accomplish what you previously thought was impossible! (7 classes; 14 participants)

#### **Insanity Live!**

This out-of-the-ordinary cardio-conditioning class provides the support and group motivation to challenge you to work toward your highest potential and unleash your inner athlete, no matter where you're starting from. Due to growing popularity, Insanity was added to the Group Fitness class schedule. (9 classes; 21 registered participants)

#### **TRX Suspension Training and newly offered Advanced TRX**

Improve and develop strength, balance, flexibility and core stability simultaneously while engaging all your muscles with this nonstop total body workout. This unique program leverages one's own bodyweight against gravity using the TRX Suspension Trainer! These classes have grown into our most popular group classes. We offer classes 4 days a week including a new advanced class! (35 classes; 157 participants)

#### **Youth Run for Fun**

An informal introduction to running for boys and girls of all fitness levels from 5-13 years of age. (7 classes; 56 participants)

#### **Youth Sports Performance Training**

Increase the speed, agility, and strength of your young athlete with this program designed by a certified personal trainer. A great opportunity for baseball, basketball, football, soccer, and lacrosse players alike, from 5-13 years of age. (3 classes; 13 participants)

#### **Exercising with Parkinson's**

Studies show regular activity may help improve or prevent a decline in functional status. These exercises are designed to address strength, range of motion, posture, and balance issues. Exercises are done standing but may be modified for a chair or wheelchair. (14 classes; 96 participants) (Personal trainers went through training led by Northwestern Medicine/Central DuPage Hospital physical therapist.)

#### **Silver Sneakers Circuit**

A standing circuit workout designed to increase your cardiovascular and muscular endurance. Upper-body strength work with hand-held weights, elastic tubing with handles, and a Silver Sneakers ball is alternated with low-impact aerobics choreography. (*Chair support is available*) (3 classes/week; 10-15 participants per class)



**Silver Sneakers Yoga**

Yoga helps increase flexibility, balance, and range of movement. Restorative breathing exercises and final relaxation will promote stress reduction and mental clarity. This class is suitable for nearly every fitness level. *(Chair support is available)* (1 class/week; 20-25 participants per class)



**D. Surrounding Park District Personal Training Comparison**

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

- PPFC personal training continues to be affordable compared to most of our surrounding competitors. Staff will continue to monitor changes and new fitness centers in the area to ensure we remain competitive with price and offerings. We are proud of our staff, customer service and cleanliness and will continue to bring in new members, while focusing on retention of existing members.

### **E. Personal Training Highlights**

Wheaton Park District PPFC Personal Training will show a profit for the eighth straight year. The department analyzes revenue opportunities and continues to keep an eye on expenses specifically by monitoring floor hours. In December, we had a sale of 20% off individual 30-minute sessions without a maximum of sessions that could be purchased with a total of 35 sessions sold.

The Personal Training team has 8 dedicated trainers; the most trainers PPFC has maintained. The demand for more of our personal trainer services such as orientations, one-on-one, and group sessions led to the hiring and the increase in personal training consistently holding over 6,000 sessions annually since 2016.

### **F. Personal Training: Better and Smarter in 2019**

In 2019, PPFC will continue to improve the personal training department by monitoring floor hours to keep expenses down. The personal trainers will have more opportunities to work with new insurance based members whose memberships require annual assessments, which increases their opportunities to offer personal training packages. PPFC will maximize the personal training team by having them more visible at our Wheaton Park District race events offering free advice/consultations and the opportunity to train with them in efforts to increase revenue.



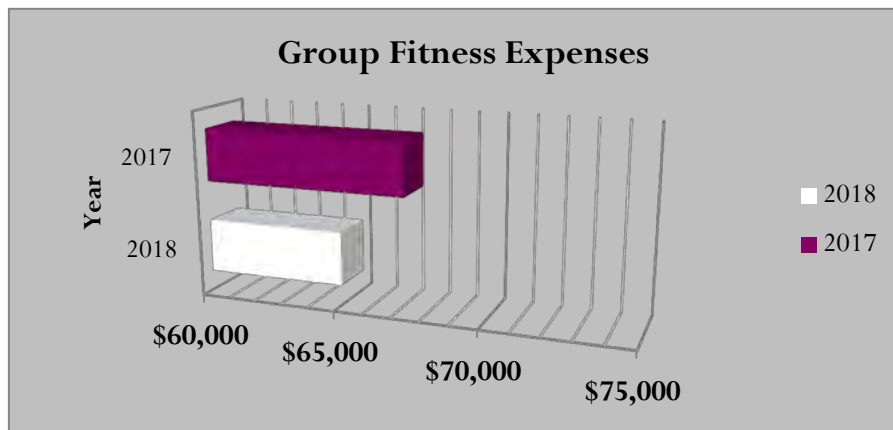
**4. Group Fitness Class Pass**

**A. Class Pass and Daily Fee Revenue and Expenses**

Group fitness participants may choose to purchase an annual group fitness class pass valid for 1 year from the date of purchase, that allows them unlimited classes, or they may purchase a 1 month, 3 month, or 6 month pass. Group fitness offers more than 45 classes per week between 5:30A and 8P. PPFC members, which includes the Silver Sneakers/Prime Program participants receive a 50% discount on both the annual and monthly flex pass options.

	2018	2017
Class Pass	\$60,641	\$65,846
Daily Fees	\$5,977	\$5,023
Fitness Program Revenue	\$22,495	\$21,840
<b>Total Revenue</b>	<b>\$89,113</b>	<b>\$92,709</b>
Part Time Wages	\$62,919	\$65,464
Supplies	\$2,077	\$1,800
<b>Total Expenses</b>	<b>\$64,996</b>	<b>\$67,264</b>
<b>Net Profit</b>	<b>\$24,117</b>	<b>\$25,445</b>
<b>Profit Percentage</b>	<b>27%</b>	<b>27%</b>

- Annual Resident class pass is \$624 and 1 month costs \$60. A 3 month membership is \$165 and a 6 month membership is \$320.
- Annual Nonresident class pass is \$780. A 1 month flex pass costs \$75. A 3 month membership is \$206 and a 6 month membership is \$400.
- Group Fitness saw a decrease of 13 annual members in 2018. We have a total of 99 pass members of which 44 are members and 55 are non PPFC members. Three month passes include 42 members and 19 non PPFC members while one month passes have 54 members and 85 non PPFC members.



**B. Group Fitness Annual Sale**

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

### **C. Group Fitness Class Offerings**

#### **Barre Workout**

This low impact class pushes muscle to fatigue while focusing on full body strength, especially the core. Improve posture and balance while the music inspires you to move.

#### **Body Sculpt**

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

#### **Fitness Fusion**

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

#### **Cardio Mix**

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

#### **Cardio Core Challenge**

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

#### **Core Flow**

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

#### **New- Foam Rolling 4 Fitness**

Self-myofascial release, aka foam rolling, applies pressure to specific areas of the body to decrease tightness, increase mobility, and improve flexibility. Foam rolling benefits all fitness levels.

#### **Gentle Yoga (*Senior Focus*)**

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

#### **H2O Aerobics**

Have some fun with this cool water workout. Less stressful on the joints than land-based classes but just as challenging!

#### **New- Insanity Live!**

This out-of-the-ordinary cardio-conditioning class provides the support and group motivation to challenge you to work toward your highest potential and unleash your inner athlete.

#### **Intervelocity**

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

#### **Kettlebell AMPED**

This choreographed strength training class sculpts the entire body while burning tons of calories. Change up your fitness routine with this challenging class.

**Power Sculpt**

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

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

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

**Spin Class**

You will be inspired by the music and instructor, who will lead you through a series of aerobic endurance intervals: flats, hills, strength and speed plays.

**Step Express**

A great cardio workout that utilizes an adjustable platform you step up, down and around. Some choreography involved.

**STEP Interval**

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

**Total Body Workout**

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

**Multi Step**

A unique intermediate level cardio class that uses 2-4 platforms in a surprisingly easy-to-follow format. Members challenge their body and keep their mind stimulated in this class.

**Sculpt Express**

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

**Yoga Levels 1-2**

Open to all--from beginner to advance. Start with what you are able to do, then advance at your own pace, using slow controlled movements to strengthen and stretch your muscles through a series of poses called asana.

**Yogalattes**

Get the best of mind/body workouts with this class that incorporates the best moves from Yoga and Pilates.

**Yoga Flow**

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

**Zumba!**

Zumba combines high energy, motivating music with unique dance combinations from Latin & other international dance styles. It is a mixture of body sculpting and easy-to-follow movements.

#### **D. 2018 Group Fitness Highlights**

The Annual Group Fitness Class Pass Sale was offered multiple times during 2018. The sales were held January, July-August, and September. These sales offered 15-30% off of new and renewal annual class passes. Most renewing Class Pass members took advantage of these sales, 30 new Annual members joined in 2018.

The Community Appreciation Days was held in September during 2018. During this 4-7 day sales, we offered classes to promote the group fitness program, as well as offered 20% off the Annual Class Pass.

In October 2017, PPFC purchased 7 new spin bikes to replace the remaining older spin bikes in our fleet. Participants continue to enjoy the new bikes with the computer technology. Many have commented that this feature makes them push themselves harder than they did on the old bikes that do not have this technology. In 2018, 6 of our old spin bikes were sold through auction adding revenue to PPFC.

Older adult programming remains very popular. Classes such as Gentle Yoga, Core Flow, Cardio Mix, and 50+ Balance, Strength and Stretch continue to draw participants, and will remain on the schedule for the future. Fitness in the pool continues to draw many participants. H2O Aerobics meets 3 days/week during the summer with 2 evening and 1 morning class. The early bird lap swim (available to annual PPFC members) is held 6 days a week from 7-7:45A at Rice Pool. In 2018, more than 65 members participated in early bird lap swim.

In 2018, the program registration class Insanity Live! was added to the Group Fitness Schedule and has doubled in participants. Foam Rolling 4 Fitness was also added to the schedule. This class focuses on the recovery aspect of fitness, which is popular today. Due to its importance to one's fitness, this class will be marketed to our Race Wheaton registrants in 2019.

#### **E. Group Fitness: Better and Smarter in 2019**

The Wheaton Park District Group Fitness programming will continue to focus on the community as a whole and offer a variety of classes for different fitness levels and interests. In 2019, we will be focusing on the social benefits of group fitness classes, as well as the health benefits. With so much technology isolating people in society today, group fitness classes get people out together, to work on common fitness goals, while being motivated and having fun. We will also continue to focus on different marketing strategies that are different than in past years.



## 5. KIDZ KINGDOM

### A. Kidz Kingdom Revenue and Expenses

Revenue	2018	2017
Annual Pass Sales	\$2,258	\$2,301
Daily Fees	\$25,050	\$26,862
<b>Total Revenue</b>	<b>\$27,308</b>	<b>\$29,163</b>
Part Time Wages	\$32,837	\$33,164
Supplies	\$544	\$872
<b>Total Expenses</b>	<b>\$33,381</b>	<b>\$34,036</b>
<b>Net Loss</b>	<b>(\$6,073)</b>	<b>(\$4,873)</b>

- Kidz Kingdom childcare remains to be a valuable service to the PPFC membership base as well as the community as a whole.
- Daily fee revenue decreased due to children aging out of the Kidz Kingdom age parameters. Kidz Kingdom will focus on marketing to younger families to capitalize on this program.

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, PPFC team will continue to monitor efforts and continue to foster the charter of sustainability.

### B. Kidz Kingdom 2018 Highlights

Kidz Kingdom, located on the main level of the Community Center, offers a variety of programming options. This program benefits working parents as well as the parent who would like their child to have an extended preschool day. Kidz Kingdom continues to offer longer stays in childcare and the addition of a 3 ½ hour drop-in visit to their current offerings has been beneficial to parents/guardians.

- **Fabulous Friday-** This program can be added to a child's week to give the parent or guardian an opportunity to get ready for the weekend.
- **Stay & Play-** A 2 day per week program held Tuesdays and Thursdays that offers playtime and socialization to children 18 months and older.
- **Kidz Kingdom Morning Care-** A 2 day per week program that offers playtime and socialization on Mondays and Wednesdays to children 18 months and older.
- **Kidz Care-** Accommodates children for 2, 3, or 4 days a week for 3 ½ hours per day during hours of operation.

Kidz Kingdom continued partnerships throughout the Park District to help programs within PPFC as well as other departments and special events. Staff watches children outside of normal operating hours for special events to increase sustainability across the district.

- **Group Fitness-** Kidz Kingdom offered complimentary childcare to patrons during select programs, including Community Appreciation Days in January and September, as well as the Zumbathons. A free first visit to Kidz Kingdom is offered to patrons who attend their first fitness class.
- **Wide Horizon Preschool-** Kidz Kingdom continues to be utilized regularly for Before & After Class Care. Team members supervise children regularly before they attend their Wide Horizon Preschool class. Children attend after their preschool class as well.
- **Week of the Young Child-** This district wide program focuses attention on the needs of young children and their families and highlights the programs offered throughout the Wheaton Park District. This successful week held in April ended with an Ice Cream Social. Kidz Kingdom offered a one hour complimentary visit to participants during the week of the events.
- **Halloween Happening-** Kidz Kingdom continues to participate in Halloween Happening. Close to 100 children participated in Kidz Kingdom crafts during the event.
- **Letters to Santa-** Kidz Kingdom continued its "Letters from Santa" offering from December 1 to 10; this program receives letters from children and staff writes return letters to the kids.
- **DuPage County Historical Museum Santa Express-** Kidz Kingdom helped sponsor the Santa Express Train Event. Five sold out trains ran in 2018. Staff assisted with the day of coordination of events and staffed the trains.

**C. Kidz Kingdom: Better and Smarter in 2019**

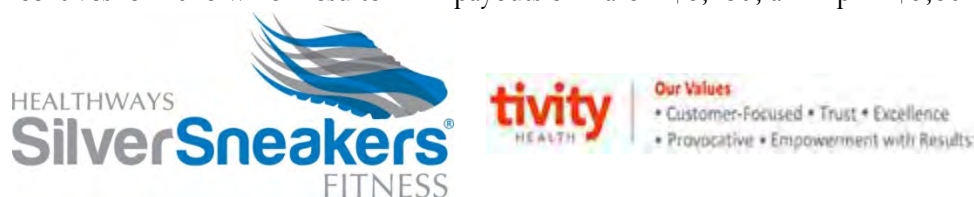
Kidz Kingdom lowered the minimum age from 2 years to 18 months for Drop-Off Care, Stay and Play, and Fabulous Friday Programs. This has helped to entice new annual and monthly members to use the Kidz Kingdom services and will remain in 2019. Our continued goal is to increase annual sales as well as hourly usage. Kidz Kingdom will continue to market its newly added additional programs in an effort to attract the attention of our younger patrons. One of the strengths of the program is the opportunity to drop off children as young as 18 months without a set schedule. Kidz Kingdom will therefore continue to market drop off care. It will also continue to provide before and after class care to Wide Horizon Preschool 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.

AGE	RATIO OF STAFF TO CHILDREN
3 months- 14 months	1:4
15 months- 23 months	1:5
2 years- 3 years	1:8
3 years and over	1:10



## 6. SILVER SNEAKERS/PRIME PROGRAM

Silver Sneakers and Prime and Well on Target are insurance based fitness programs that allows fitness center use at no direct charge to members. The insurance company reimburses the fitness centers at the end of each month for qualified visits by the members. The current rate is \$3.25 per visit. PPFC launched the program in 2014 and by the end of December 2018 the club has over 900 Silver Sneakers/Prime Members. The program continues to grow and has increased our non-resident annual memberships. We added more Silver Sneakers group exercise classes going from 3 per week to 6 per week to increase visits and revenue; classes averaged 12-15 participants in 2017 and now average 15-25. We introduced a 6-Week Challenge in September-October of 2017 to increase member visits and generate increased revenue through those visits which resulted in our biggest payouts that year at \$5,452 and \$5,319. We offered another 6-week challenge with different incentives for 2018 which resulted in 2 payouts of March- \$6,130, and April- \$5,802.



## 7. LEISURESHIP FUND

Sharon Rovanseck, Kidz Kingdom Attendant, is also the chair of the Community Partnership Committee, which oversees the Leisureship Fund. The Leisureship fund provided funding for 50 participants to have PPFC Memberships. Fees provided totaled \$5,523.50.

## 8. INTERNS AND FUTURE PROFESSIONALS

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

## 9. HEALTH AND WELLNESS COMMITTEE

The Health and Wellness Committee (HWC) holds monthly meetings on the second Tuesday of the month. The Health and Wellness Committee is led by Michelle Artis and includes staff members: Diane Hirshberg, Sally Oppenheim, Matthew Wrobel, Brian Morrow, Andrew Ogata and Margie Wilhelmi. 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, PATH through PDRMA, lunch and learns, and quarterly wellness newsletters to staff. In 2018, 277 staff members attended Lunch and Learns and 110 employees participated in the Maintain Don't Gain holiday health challenge. The Lunch and learn participation increased by 27%.

## 10. RACE WHEATON

PPFC plays a vital role to capitalize on promotional opportunities as the PPFC Manager serves as the certified Race Director. PPFC Manager and the Special Event Team oversee the planning and execution of each of these events including: registration, race day logistics, city operational planning, permitting, confirmation of the timing company, with pre-race day meetings, certification of the course through CARA and USA Track and Field, purchase and design of race day bibs, packet pick-up, event signage, coordination of parks department set up and tear down, and monthly/ weekly meetings to ensure that all volunteers and employees work together for a successful and safe race. We could not do these races without our partners who play a vital role in sponsorships, volunteer recruitment, and event promotion.

### **Fun Run in Color presented in partnership with Rotary Club of Wheaton AM**

The event was held on April 21, 2018 and was a huge success; over 1,080 participants ran the streets of Wheaton and through four color stations. This event raised approximately \$27,561.79 split by both entities. **Save the Date for 2019 = April 13**

### **Cosley Zoo Run for the Animals in partnership with Cosley Zoo Foundation Event**

Staff served as Race Director and selected individuals from the PPFC team worked on all aspects of the Cosley Zoo Run for the Animals. Each year approximately 2,350 runners participate in the 5K, 10K, or ½ Mile Kids' Race. **Save the Date for 2019 = June 1**

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

The Wheaton Park District PPFC and FT Cares Foundation partnered for the 4th annual 5K event on September 28, 2018 that had 890 participants and raised approximately \$55,915.39 split by both entities. **Save the Date for 2019 = September 28**

### **Reindeer Run in partnership with the Wheaton Lions Club**

The Wheaton Park District PPFC and the Wheaton Lions Club partnered for the 7th annual 5K event on December 1, 2018 that had 1,135 participants and raised approximately \$44,601.65 (\$22,300.83 to both entities). **Save the Date for 2019 = December 7**

## 11. PARTNERSHIPS

PPFC continues to maintain partnerships with various companies throughout Wheaton and the DuPage County area. Local businesses such as Northwestern Medicine, Dick Pond, Naperville Running Company, Stroller Strong Moms, WITS, and Stroller Strides Fitness LLC help PPFC gain visibility and recruit incentives for members.

## 12. EQUIPMENT REPLACEMENT PLAN

The equipment replacement plan details the current equipment inventory, approximate year purchased, life expectancy, projected replacement year and cost estimate. In 2018, PPFC purchased a 180 pound tire flip, ab blaster, weight battling rope and doubled the amount of kettlebells and bands. All updates and additions of equipment have been well received by members.

## 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 seeking new members, retaining current members, and providing a series of fun internal promotions to keep the membership engaged in an active lifestyle. The following pages demonstrate month by month the marketing initiatives for PPFC in 2018.

With more competition moving into the area each year, way more than ever, it is important that in 2018 staff takes more risks and challenges former sales tactics to create a place for PPFC in this very competitive market. Competition for PPFC can be identified in two markets: boutique fitness centers and low cost basic fitness centers. The boutique fitness centers such as Pure Barre, Orange Theory, F45 and other high end focused fitness programs have been moving into the area since 2016. This year we continued to see these programs grow and unfortunately our group fitness class pass sales have suffered the most from these types of facility's growth. The other low cost basic fitness centers such as Charter One, Planet Fitness and Area Fitness are harder to compete with. Memberships to these types of facilities start as low as \$10 per month. These types of facilities account for our decrease in student and regular memberships.

In 2018, 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 so they can focus on their fitness goals will be more important than ever. Highlighting free amenities of the Community Center such as the walking track through the continued promotion of our Miles for March campaign exposes the public to not only the free walking track, but to the fitness center facility and offerings within the building. Continuing to enhance our offerings to the Silver Sneakers/Prime Membership will also be vital for the continued success of the facility. According to MSSpark.com the 55-65 year old demographic is more dedicated to working out and living a healthy lifestyle now than in previous decades. By offering the Six Week Challenge, PPFC is encouraging facility usage which is key since payment comes per visit and not per month in these types of insurance based participant programs.

Marketing and fitness center staff have met several times already and plan to initiate several new programs in 2019 including but not limited to flash sales, unique pricing incentive and increasing internal promotions to encourage increased usage by membership. 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.

# JANUARY

## PROMOTION

January is one of the highest business profit months for a fitness center. The New Year's resolutions drive traffic to the facilities. For the last few years, PPFC has offered the Get Fit Sale in the month of January, which features 15% off for new and renew members. This year's sale was rebranded as "New Year New You" in which discounts decrease the longer you wait to purchase your annual membership or group fitness pass.

PPFC also started off the year introducing a new, complimentary class, Butts and Guts. The class was offered on Wednesday mornings. The class became a favorite to members and continued to run throughout the year with over 20 people attending each week.

## RESULTS

- New Year New You Sale | January 2-31
  - 30% off | January 2-8
    - Fitness Center Memberships: 68 | Group Fitness Class Pass: 24
  - 25% off | January 9-15
    - Fitness Center: 32 | Group Fitness Class Pass: 6
  - 20% off | January 16-22
    - Fitness Center: 21 | Group Fitness Class Pass: 14
  - 15% off | January 23-31
    - Fitness Center: 28 | Group Fitness Class Pass: 3
- Email Marketing Results
  - January 2 | Ring in 2018 with 30% off fitness memberships | 19.6% Open Rate | 3.6% Click Through Rate
  - January 21 | 20% off fitness memberships ends in less than 36 hours | 24.5% Open Rate | 6.5% Click Through Rate
- Social Media Marketing Results
  - New Year New You Sale | 1/12/18 | 620 Reach
  - 20% Off Membership Sale | 1/21/18 | 50 Reach
- Website Traffic Total Users: 675 | Visits: 862 | Pageviews: 2,920

POSTER, FLYER, A-FRAMES

**NEW Year  
NEW You**  
at Parks Plus Fitness Center

**Get rewarded for starting your resolution early!**

- 30% Off – January 2-8
- 25% Off – January 9-15
- 20% Off – January 16-22
- 15% Off – January 23-31

Discounts available off paid-in-full group fitness and fitness center memberships. Some terms and limitations apply. Visit the front desk or call today to secure your discount.

**Get the results you want.**

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

**BUTTS N GUTS**  
Wednesdays | 10A

Add glutes and core training to your workout routine with Suzy Butera!

**FREE Class**

The class will incorporate:

- Full body exercise
- Plyometric drills
- Weight training

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

EMAIL MARKETING

**NEW Year  
NEW You**  
at Parks Plus Fitness Center

**Get rewarded for starting your resolution early!**

- 30% Off – January 2-8
- 25% Off – January 9-15
- 20% Off – January 16-22
- 15% Off – January 23-31

Discounts available off paid-in-full group fitness and fitness center memberships. Some terms and limitations apply. Visit the front desk or call today to secure your discount.

**Get the results you want.**

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

GROUP FITNESS | KIDZ KINGDOM | PERSONAL TRAINING

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

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

SOCIAL MEDIA

Parks Plus Fitness Center  
Published by Social Share by Constant Contact [?] · January 21 ·

20% off fitness memberships ends in less than 36 hours

**NEW Year  
NEW You**  
at Parks Plus Fitness Center

**Get rewarded for starting your resolution early!**

WEB-EXTRACT.CONSTANTCONTACT.COM  
20% off fitness memberships ends in less than 36 hours

50 People Reached | 1 Engagement | Boost Post

Jose Omar Mendieta

Like | Comment | Share

Write a comment...

**NEW Year  
NEW You**  
at Parks Plus Fitness Center

**Get rewarded for starting your resolution early!**

- ~~30% Off – January 2-8~~
- 25% Off – January 9-15
- 20% Off – January 16-22
- 15% Off – January 23-31

Discounts available off paid-in-full group fitness and fitness center memberships. Some terms and limitations apply. Visit the front desk or call today to secure your discount.

**Get the results you want.**

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

3 days left to save 25% off group fitness and fitness center memberships!

620 People Reached | 53 Engagements | Boost Again

Sorted by: Jan 12, 2018 | By Any List

People Reached: 464 | Post Engagement

Like | Comment | Share

Write a comment...

FACEBOOK COVER IMAGE

**NEW Year  
NEW You**  
at Parks Plus Fitness Center

# FEBRUARY

## PROMOTION

February was all about internal promotions. After a busy month in January, February promotions are important for membership engagement. While January marketing focuses heavily on recruiting new members and renewal memberships, February focuses on keeping members coming back to maintain their new year fitness goals. Members were encouraged to participate in the 6 week fitness challenge. Members earned tickets for taking a fitness class or working out on their own. They received the chance to win prizes such as a FitBit or personal training sessions. This challenge included the opportunity for Silver Sneaker members to participate which helped revenue increase due to the payment per visit.

## RESULTS

- Ticket to the Top | February 1-March 14 | 6 Week Challenge
  - 1,500+ Tickets Turned In
- Email Marketing Results
  - February 1 | February Events & Programs | 21.8% Open Rate | 4.9% Click Through Rate
- Website Traffic
  - Total Users: 675 | Visits: 862 | Pageviews: 2,920

## POSTER, FLYER, A-FRAMES



# TICKET TO THE TOP

## 6 WEEK CHALLENGE from February 1-March 14

Get rewarded for working on your 2018 goals!

1 Ticket: Take a class or workout in the fitness center Monday-Friday

3 Tickets: Take a class or workout on Saturday or Sunday

Tickets are entered to win giveaways including:  
3 30-minute personal training sessions, Fitbit Flex, Parks Plus Fitness Center sweatshirt and more!

Prizes will be drawn weeks two, four and six.\*

\*Prizes must be redeemed within 90 days.

1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)




## PRINT ADVERTISEMENT



Parks Plus  
Fitness Center

Special Offer for New Members!

# 30% OFF

## ANNUAL FITNESS MEMBERSHIPS

at Parks Plus Fitness Center

Must bring this ad in to receive discount.

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

## EMAIL MARKETING

### Fitness Classes

#### Exercising with Parkinson's

Tuesdays starting February 20 & Thursdays starting February 22  
Community Center | 10-11A | Ages 18+

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

#### Youth Sports Performance Training

Tuesdays starting February 20-March 27 | Community Center | 6-7P | Ages 5-13

Increase the speed, agility, and strength of your young athlete with this program designed by a certified personal trainer. A great opportunity for baseball, basketball, football, soccer, and lacrosse players. [Register](#)

#### Butts N Guts

Wednesdays | Community Center | 10A

Looking to incorporate glutes and core training into your workout routine? Parks Plus Fitness members can kick start their week with Suzy Butera for a FREE quick 30 minute Butts N Guts session. Strengthen, tone, and condition your backside, legs, and core with body weight exercises, plyometric drills, and some weight training. Visit the fitness front desk for more information or call [630-871-6713](tel:630-871-6713).

#### Youth Run for Fun

Thursdays starting February 22-March 29 | Community Center | 5-6P  
Ages 5-13

An informal introduction to running for boys and girls at all fitness levels. Fun drills, games, and relay races create a positive atmosphere in a non-competitive environment. [Register](#)

# MARCH

## PROMOTION

March encourages members and nonmembers to walk or run on the track or treadmills with Miles of March campaign. This is a great incentive to keep the community moving and offer a friendly membership competition. Participants earned one raffle ticket per mile whether they walked or ran, with no maximum limit. Dick Pond Athletics donated gift certificates to 2 winners. Allowing nonmembers to participate in Miles of March was an introductory way of showing them the facility, what PFFC has to offer to help them achieve their fitness goals and meet with our friendly staff.

Due to the success of our flash sale in December of 2017, PFFC offered a 48 hour flash sale for \$20 per month to new members in 2018. A dedicated e-blast was sent to Arrowhead email lists to engage with potential new members enticing them to improve their golf game.

Our student spring break and summer special started a month earlier this year to accommodate the college spring breaks that fall in March. All of the students who purchased the special were able to utilize their pass. To directly target students, posters were posted throughout the Community Center, an e-blast was sent to ages 18-25, flyers were handed out at part-time seasonal job fair and a targeted post was promoted on social media to maximize our reach.

## RESULTS

- Miles of March | March 1-31 | 1 raffle ticket per mile walked/ran
  - 600 miles were logged by members and participants
- New Member Flash Sale | March 9-10 | \$20/month
  - 35 New Members
- Student Spring Break & Summer Special | March 1-April 15 | Receive spring break week free when summer pass was purchased
  - 53 Student Memberships (Total 74)
- Email Marketing Results
  - March 9 | Looking to get in shape for the upcoming golf season? | 23.3% Open Rate | 3% Click Through Rate
  - March 26 | Student Spring Break Special | 17.5% Open Rate | 1.3% Click Through Rate
- Social Media Marketing Results
  - Flash Sale Post | 3/9/18 | 841 Reach
  - Student Spring Break Special Post | 3/26/18 | 67 Reach
- Website Traffic
  - Total Users: 796 | Visits: 1,108 | Pageviews: 2,904



POSTER, FLYER, A-FRAMES



**MILES OF MARCH**

Run, walk, or jog a mile on the track or in Parks Plus Fitness Center and be entered in our drawing to win a gift certificate to Dick Pond Athletics.

Details at the Parks Plus Fitness Center Service Desk.

SPONSORED BY **DICK POND ATHLETICS** Parks Plus Fitness Center

1777 S. Blanchard St., Wheaton | parksplusfitnesscenter.com



**FLASH SALE**  
\$20/MONTH  
Unlimited Fitness Center Use  
Excludes group fitness classes

**MARCH 9-10**  
48 Hours | New Members Only\*

\*Terms and limitations apply. Monthly dues must be withdrawn from a checking account.

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

EMAIL MARKETING



**FLASH SALE**  
\$20/MONTH  
Unlimited Fitness Center Use  
Excludes group fitness classes

**MARCH 9-10**  
48 Hours | New Members Only\*

\*Terms and limitations apply. Monthly dues must be withdrawn from a checking account.

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

Unable to come into Parks Plus Fitness Center this weekend? Contact Michelle Aris at [maris@wheatonparks.org](mailto:maris@wheatonparks.org) or 630-510-0135 to reserve your spot.

GROUP FITNESS   KICK BOXING   PERSONAL TRAINING

Parks Plus Fitness Center  
Parks Plus Fitness Center is a facility of the Wheaton Park District  
1777 S. Blanchard St. | Wheaton, IL 60189  
630.871.6713 | [parksplusfitness.com](http://parksplusfitness.com)



**SPRING BREAK STUDENT SPECIALS**

Sign up for a Summer Pass and receive a 7-day spring break pass FREE.\*

	Fitness Center or Classes	Classes and Fitness Center
Spring Break	\$15 (Value \$30)	\$30 (Value \$100)
Summer Pass	\$90 (Value \$147)	\$120 (Value \$230)

\*Valid Student ID must be presented. Terms and conditions apply. Offer expires 4/30/18.

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

SOCIAL MEDIA

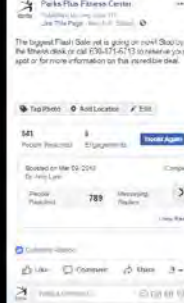


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Unlimited Fitness Center Use  
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48 Hours | New Members Only\*

\*Terms and limitations apply. Monthly dues must be withdrawn from a checking account.

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



Parks Plus Fitness Center  
The biggest Flash Sale yet is going on now! Sign up for the fitness club or call (630) 871-6713 to reserve your spot or for more information on this incredible deal.

841 Members  
841 Photos Received  
841 Comments  
841 Likes



**SPRING BREAK STUDENT SPECIALS**

WEB-EXTRACT.CONSTANTCONTACT.COM  
Student Spring Break Special

FACEBOOK COVER PHOTO



Run, walk or jog a mile on the track or in Parks Plus Fitness Center and be entered in our drawing to win a gift certificate to Dick Pond Athletics.

**MILES OF MARCH**

## PROMOTION

April is a good time to continue to encourage the community and members to get the “results they want” before summer. With over 40 classes each week, PPFC provides the community with the most classes in the surrounding area. To help promote classes, The 100 Day Sale featured \$100 off on a 6 month paid-in-full group fitness class pass. April is Stress Awareness Month and in an effort to retain members, several group fitness classes were offered free to the community to exercise stress away. The turnout for each class increased by 5-10 participants. The eblast sent out advertising the free classes received a high open rate, over 10% of the market average. The Student Spring Break & Summer Special carried over from March through April 15, continuing to increase student membership sales each year.

## RESULTS

- The 100 Day Sale | April 10 | \$100 off 6 month paid-in-full group fitness class pass
  - 4 New Group Fitness Members
- Student Spring Break & Summer Special | March 1-April 15 | Receive spring break week free when summer pass was purchased
  - 74 Student Memberships (21 in April)
- Email Marketing Results
  - April 8 | Major Deal: 100 Day Sale on April 10 | 27.4% Open Rate | 5.6% Click Through Rate
  - April 27-29 | Receive FREE group fitness classes this weekend | 35% Open Rate 2.8% Click Through Rate
- Social Media Marketing Results
  - 100 Day Sale Post | 4/10/18 | 1,117 Reach
- Website Traffic
  - Total Users: 660 | Visits: 8,460 | Pageviews: 2,486

POSTER, FLYER, A-FRAMES



**Parks Plus Fitness Center**

# 100 DAY SALE

**APRIL 10 | 1 DAY ONLY**

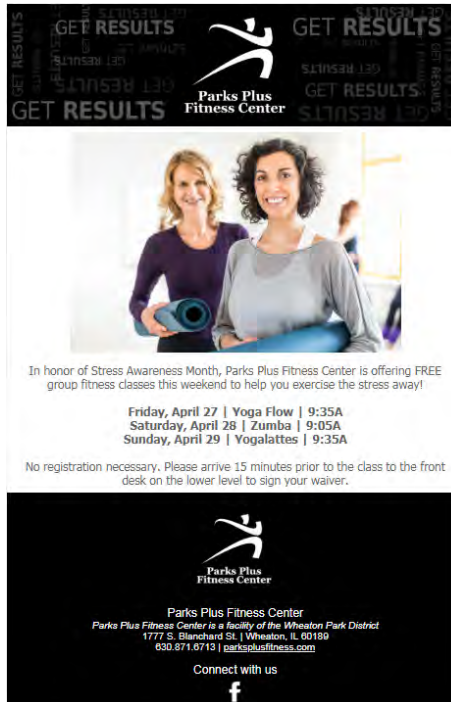
**\$100 OFF 6-MONTH PAID-IN-FULL GROUP FITNESS CLASS PASS\***

Choose from more than 40 classes per week.

\*Excludes Parks Plus Fitness Center members. Terms and conditions may apply.

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

EMAIL MARKETING



**Parks Plus Fitness Center**

In honor of Stress Awareness Month, Parks Plus Fitness Center is offering FREE group fitness classes this weekend to help you exercise the stress away!


Friday, April 27 | Yoga Flow | 9:35A  
 Saturday, April 28 | Zumba | 9:05A  
 Sunday, April 29 | Yogalattes | 9:35A

No registration necessary. Please arrive 15 minutes prior to the class to the front desk on the lower level to sign your waiver.

**Parks Plus Fitness Center**

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 630.871.6713 | [parksplusfitness.com](http://parksplusfitness.com)

Connect with us




**Parks Plus Fitness Center**

# 100 DAY SALE

**APRIL 10 | 1 DAY ONLY**

**\$100 OFF 6-MONTH PAID-IN-FULL GROUP FITNESS CLASS PASS\***

Choose from more than 40 classes per week.

\*Excludes Parks Plus Fitness Center members. Terms and conditions may apply.

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

SOCIAL MEDIA POST



**Parks Plus Fitness Center**

# 100 DAY SALE

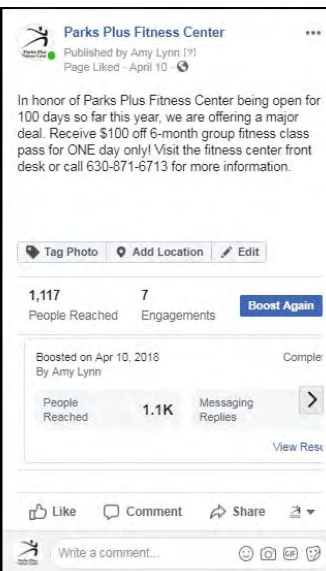
**APRIL 10 | 1 DAY ONLY**

**\$100 OFF 6-MONTH PAID-IN-FULL GROUP FITNESS CLASS PASS\***

Choose from more than 40 classes per week.

\*Excludes Parks Plus Fitness Center members. Terms and conditions may apply.

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



**Parks Plus Fitness Center**

Published by Amy Lynn (7) | Page Liked - April 10

In honor of Parks Plus Fitness Center being open for 100 days so far this year, we are offering a major deal. Receive \$100 off 6-month group fitness class pass for ONE day only! Visit the fitness center front desk or call 630-871-6713 for more information.

Tag Photo | Add Location | Edit

1,117 People Reached | 7 Engagements | **Boost Again**

Boosted on Apr 10, 2018 | Completed by Amy Lynn

People Reached: 1.1K | Messaging Replies: >

View Results

Like | Comment | Share

Write a comment...



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# MAY/JUNE

## PROMOTION

May and June are crucial months for 3 month membership due to an influx of young adults coming back from college. The student summer special is offered through May and June which includes a 3 month membership for \$75. Students who missed March and April's Spring Break & Summer Special were given an additional opportunity to receive a discounted membership. Through the spring break special, we learned the most effective way to target to students and applied the same marketing plan for the summer special. Another promotion offered during May featured 25% off memberships. The sale exceeded expectations resulting in over 60 memberships sold. Fitness Center sales were up approximately \$9,000 for the month of May over 2017. In June, personal training sale sessions were bundled together for \$60, saving participants over \$30. Personal training sales typically happen later in the year but we wanted to see how well the sale would do in the warmer months and the results were good.

## RESULTS

- Membership Sale | May 1-21 | 25% Off Memberships
  - 22 New & 44 Renewal Memberships
- Student Summer Special | May 1-June 30 | \$75 for 3 months
  - 24 Student Memberships Sold
- Personal Training Sale | June 1-31 | 3-30 Minutes Personal Training Sessions for \$60
  - 32 Packages Sold
- Email Marketing Results
  - May 21 | Last chance to save 25% off fitness memberships | 19.1% Open Rate | 3% Click Through Rate
  - June 16 | Exclusive Personal Training Sale | 27.7% Open Rate | 4.7% Click Through Rate
- Website Traffic
  - May
    - Total Users: 940 | Visits: 1,273 | Pageviews: 3,459
  - June
    - Total Users: 929 | Visits: 1,163 | Pageviews: 2,972

POSTER, FLYER, A-FRAMES



**Parks Plus Fitness Center**

## 25% OFF MEMBERSHIPS THROUGH MAY 21

Specialized Programs | Personal Training  
Childcare | Indoor Track  
Locker Rooms with Sauna & Whirlpool

Discounts available off paid-in-full group fitness and fitness center memberships. Some terms and limitations may apply. Contact Michelle Artis, fitness center manager, for EFT/monthly payment plans at [maris@wheatonparks.org](mailto:maris@wheatonparks.org) or 630.510.5135.



Located on the lower level of the  Community Center  
1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)



**Parks Plus Fitness Center**

## PERSONAL TRAINING SALE

### LIMITED TIME ONLY

#### Three 30-Minute Personal Training Sessions for \$60\*

\*Sale offered through June 30. Discounted pricing offered only on 3 session, 30 minutes one-on-one personal training package.

Located on the lower level of the  Community Center  
1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)

EMAIL MARKETING



**Parks Plus Fitness Center**

## 25% OFF MEMBERSHIPS THROUGH MAY 21

Specialized Programs | Personal Training  
Childcare | Indoor Track  
Locker Rooms with Sauna & Whirlpool

Discounts available off paid-in-full group fitness and fitness center memberships. Some terms and limitations may apply. Contact Michelle Artis, fitness center manager, for EFT/monthly payment plans at [maris@wheatonparks.org](mailto:maris@wheatonparks.org) or 630.510.5135.



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Follow 



**Parks Plus Fitness Center**

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# JULY/AUGUST

## PROMOTION

For the 4<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. Since Beat the Heat is also one of PPFC's most successful promotions, this year 5,000 Beat the Heat postcards were sent out between July 12 and July 15 within a 5 mile radius of PPFC. If the postcard was presented at PPFC, guests would receive a PPFC bonus gift (a phone charger) as well as a complimentary hour of personal training. Summer is not typically a popular time to join a fitness center so this unique promotion spanning two months has been helpful in keeping facility promotion up.

## RESULTS

- Beat the Heat | July 1- August 31 | Discount based on expected temperature
  - 268 Memberships (47 new, 221 renew)
- Email Marketing Results
  - July 18 | Beat the Heat | 22.2% Open Rate | 2.4% Click Through Rate
  - July 26 | Beat the Heat | 24.5% Open Rate | 2.9% Click Through Rate
- Social Media Marketing Results
  - Beat the Heat Facebook | 7/12/18 | 779 Reach
- Website Traffic
  - July
    - Total Users: 670 | Visits: 869 | Pageviews:2,652
  - August
    - Total Users: 888 | Visits: 1,103 | Pageviews: 2,917



COMMUNITY ATRIUM BANNER



**BEAT THE HEAT**  
**THE**  
**BEAT THE HEAT**  
 SUMMER FITNESS SPECIAL

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

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

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

**PARKSPUSFITNESSCENTER.COM**

POSTCARD

**BEAT THE HEAT**  
 SUMMER FITNESS SPECIAL

THE **HOTTER** IT GETS THE MORE YOU SAVE!  
**100° = \$100 IN SAVINGS**

**PARKSPUSFITNESSCENTER.COM**

**BEAT THE HEAT**  
 SUMMER FITNESS SPECIAL  
 NOW THROUGH AUGUST 31

receive the day's expected high temperature off a paid-in-full annual fitness membership or group fitness class pass.\*

Present this postcard at purchase and receive a **COMPLIMENTARY HOUR** with a personal trainer plus a Parks Plus Fitness gift.

GROUP CLASSES | CHILDCARE  
 INDOOR TRACK | SAUNA  
 TOWEL SERVICE | PERSONAL TRAINING

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

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

PSRST STD  
 ECRWSS  
 U.S. POSTAGE  
 PAID  
 EDDM RETAIL

Local Postal Customer

POSTER, FLYER, A-FRAMES

**BEAT THE HEAT**  
 SUMMER FITNESS SPECIAL

THE **HOTTER** IT GETS THE MORE YOU SAVE!  
**100° = \$100 IN SAVINGS**

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

**PERSONAL TRAINING | INDOOR TRACK  
 SAUNA | TOWEL SERVICE | CHILDCARE**

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

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

EMAIL MARKETING



**SUMMER FITNESS SPECIAL**  
 THE **HOTTER** IT GETS THE MORE YOU SAVE!  
**100° = \$100 IN SAVINGS**  
 Join now through August 31 and receive the day's expected high temperature off a paid-in-full annual fitness membership or a group fitness class pass.\*  
**PERSONAL TRAINING | INDOOR TRACK SAUNA | TOWEL SERVICE | CHILDCARE**  
\*Restrictions apply. Only one discount per membership package.  
**1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713**  
**PARKSPUSFITNESSCENTER.COM**

More from Parks Plus Fitness Center

Have a friend or family member that wants to check us out? Visit Parks Plus Fitness Front Desk for information on our free trial offers!




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SOCIAL MEDIA POSTS

 **Parks Plus Fitness Center**  
 Published by Amy Lynn [?] · August 27 · 🌐

It is a hot one today! Stop by Parks Plus Fitness Center today and receive the day's temperature off your paid-in-full annual fitness center or group fitness membership.




**779** People Reached | **94** Engagements | [Boost Again](#)

Boosted on Aug 27, 2018 By Amy Lynn Completed

People Reached	<b>720</b>	Post Engagement	<b>72</b>
----------------	------------	-----------------	-----------

[View Results](#)

 Carolyn South, Claudio Flores and 69 others | 1 Share

 **Parks Plus Fitness Center**  
 Published by Social Share by Constant Contact [?] · July 13 · 🌐

Want to earn today's hottest temperature off your membership?



**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 your membership.

WEB-EXTRACT.CONSTANTCONTACT.COM

**Want to earn today's hottest temperature off your membership?**

**50** People Reached | **2** Engagements | [Boost Post](#)

 Like |  Comment |  Share | 



# SEPTEMBER/OCTOBER

## PROMOTION

Community Appreciation Days is offered in September. Offering this special promotion in the fall can drive urgency to join a gym before the temperatures drop. Residents are welcome to try out the facilities for free (fitness center, group fitness, and childcare). During this time, memberships are offered at 20% off. This year's Community Appreciation Days were celebrated September 14-18, the first time being offered over the weekend and a sign placed outside of the Community Center. Both the volume in the fitness center and membership sales exceeded 2017's promotion.

We also started a challenge contest for all members. They received between 1-3 tickets each time they visited PPFC. Participants entered their tickets into a prize drawing. Prizes were drawn at the end of the challenge. A dedicated blast was sent out to members, including Silver Sneaker members in order to encourage participation.

In previous years, PPFC had a Spring into Fitness Sale. Due to the success of the sale, this year PPFC offered a Fall into Fitness Sale. The sale also mirrored January's New Year New You sale in which discounts decrease the longer you wait to purchase your annual membership or group fitness pass. The sale started at 25% off and fell to 20% finishing at 15% off for the final two weeks in October.

## RESULTS

- Community Appreciation Days | September 14-18 | 20% off
  - 61 Memberships (23 new, 38 renew)
- 30 Day Challenge | September 4- October 4 | Receive 1-3 tickets
- Fall Back into Fitness Sale | October 1-31 | 20% off
  - 51 Memberships (16 new, 35 renew)
- Email Marketing Results
  - Community Appreciation Days start today! | September 7 | 21.2% Open Rate | 3.5% Click Through Rate
  - Silver Sneakers six-week challenge starts Monday! | September 13 | 43.8% Open Rate | 11.6% Click Through Rate
- Website Traffic
  - September
    - Total Users: 653 | Visits: 860 | Pageviews: 2,375
  - October
    - Total Users: 735 | Visits: 971 | Pageviews: 3,198

POSTER, FLYER, A-FRAMES

**PARKS PLUS FITNESS CENTER**  
**IS CELEBRATING YOU!**  
**COMMUNITY APPRECIATION DAYS**  
**SEPTEMBER 14-18**

**FREE USE OF:**

- FULL FITNESS CENTER FACILITY
- GROUP FITNESS CLASSES
- INDOOR TRACK
- LOCKER ROOMS WITH SAUNA
- CHILDCARE

**EXCLUSIVE DEAL: 20% OFF ANNUAL FITNESS & GROUP FITNESS CLASS PASS MEMBERSHIPS\***

\*Terms and conditions may apply.

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

**PARKS PLUS FITNESS CENTER**

**30 DAY CHALLENGE**  
**FROM SEPTEMBER 4-OCTOBER 4**

**1 TICKET**  
 TAKE A CLASS OR WORKOUT IN THE FITNESS CENTER  
 MONDAY-FRIDAY

**3 TICKETS**  
 TAKE A CLASS OR WORKOUT ON SATURDAY OR SUNDAY

**TICKETS ARE ENTERED TO WIN GIVEAWAYS INCLUDING:**

3 30-minute personal training sessions, No Excuses Parks Plus Fitness Shirt, Parks Plus Fitness water bottle and more!  
 Prizes will be drawn at the end of the challenge.\*

\*Prizes must be redeemed in 30 days.

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

**PARKS PLUS FITNESS CENTER**

**2018 FALL BACK INTO FITNESS**  
 The sooner you commit the more you save.

<b>October 1-7</b>	<b>October 8-14</b>	<b>October 15-21</b>	<b>October 22-31</b>
<b>SAVE 25%*</b>	<b>SAVE 20%*</b>	<b>SAVE 15%*</b>	<b>SAVE 10%*</b>

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

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

EMAIL MARKETING

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

Group Fitness | Personal Training | Kids Kingdom

**Community Appreciation Days**  
**September 14-18**

Parks Plus Fitness Center is celebrating you!  
 Enjoy FREE full use of:  
 Fitness Center | Classes | Indoor Track  
 Childcare | Locker Rooms  
 Membership not required.

Visit Parks Plus Fitness Center front desk or call 630-871-6713 for more information.

**EXCLUSIVE DEAL: 20% off annual fitness and group fitness class pass memberships\***

\*Terms and conditions may apply.

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

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Unsubscribe | Unsubscribe

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

Group Fitness | Personal Training | Kids Kingdom

**2018 FALL BACK INTO FITNESS**  
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<b>SAVE 25%*</b>	<b>SAVE 20%*</b>	<b>SAVE 15%*</b>	<b>SAVE 10%*</b>

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**More from Parks Plus Fitness Center**

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SOCIAL MEDIA POSTS

**Wheaton Park District**  
 Published by Amy Lynn [?] · October 19 at 3:39 PM

Fall Back into Fitness with Parks Plus Fitness Center! Stop by the fitness desk this weekend to secure 15% off annual paid-in-full fitness center membership or annual paid-in-full group fitness pass. Hurry, this offer ends on Sunday!

886 People Reached | 26 Engagements | Boost Post

Linda Raffel, Jamie Martinson and 3 others | 1 Share

Like | Comment | Share

Write a comment...

# NOVEMBER

## PROMOTION

Back by popular demand for nearly 6 years, the Thanksgiving Sale offered discounted rates on annual fitness center memberships and group fitness membership. This year the sale was extended from 10 to 15 days due to Thanksgiving being earlier and rebranded as The Biggest Sale of the Year. A direct mailing was sent to 6,000 homes in Wheaton at the beginning of the month. Posters were distributed to various business and park district facilities in the area. The sale was boosted on Facebook to target those who might not have received a postcard.

At the beginning of November, the new PPFC website launched. The site was redesigned with key elements in mind: exceeding Section 508 standards, enhancing user-experiences of mobile users and presenting useful information in a more organized way. The layout is 100% responsive or mobile-friendly. The site also scored high in a website audit earning a score of 93 in best practices and 100 in search engine optimization.

## RESULTS

- Thanksgiving Sale | November 19-December 3 | 25% off new and 20% off renew annual class pass or fitness center member
  - \$36,110 Total
- Email Marketing Results
  - 25% Off Pool Pass & Fitness Sale | November 21 | 22.6% Open Rate  
18.02% Click Through Rate
- Social Media Marketing Results
  - PPFC Website Launch Post | 11/19/18 | 539 Reach
  - Biggest Sale of the Year Sale Post | 11/23/18 | 550 Reach
- Website Traffic
  - Total Users: 852 | Visits: 1,108 | Pageviews: 2,359

POSTCARD



Wheaton Park District  
1777 S. Blanchard St.  
Wheaton, IL 60189

PSRST STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EODM RETAIL

Local Postal Customer

EMAIL MARKETING



102 E. Wesley St. | Wheaton, IL 60187  
IAPDI/IPRA Illinois Distinguished Accredited Agency

You're receiving this email because you signed up for our newsletter or participated in a program or event at the Wheaton Park District.

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SOCIAL MEDIA POSTS



# DECEMBER

## PROMOTION

December was a busy month for PPFC in terms of membership sales and incentives. The month started with a personal training sale which ran until the end of December. This sale continues to grow each year due to sessions making a great gift. For internal members, the 12 Days of Fit-mas returned for another year. This year, members received 1 raffle ticket for \$50 spent and 3 raffle tickets for \$100 spent. Prizes included a FitBit, PPFC apparel package and a two person pool pass.

PPFC held its first ever Fitness Flash Sale in December of 2017 resulting in excellent success. We repeated the flash sale series but offered each sale several times throughout the month to ensure we didn't miss anyone on winter break. The first sale in the series offered 5 for \$25 group fitness passes and promotion was \$20 per month annual fitness center memberships.

## RESULTS

- Personal Training Sale | December 1-31 | 30 minute 1-on-1 sessions | \$20 for each session
  - 35 sessions sold
- 1 Month Pass Sale | December 1-31
  - 93 passes sold (73 sold in 2017)
- 12 Days of Fitmas | December 10-21
- Fitness Flash Sale | Throughout December
  - 5 for \$25 Group Fitness: 14
  - \$20 per Month Annual Membership: 46 New Members (18 sold in 2017)
- Email Marketing Results
  - Exclusive Deal at PPFC | December 15 | 23.8% Open Rate 10.5% Click Through Rate
  - 5 for \$25 Group Fitness | December 18 | 21.2% Open Rate | 7.5% Click Through Rate
  - Last chance on \$20 per month memberships | December 21 | 19.2% Open Rate | 7.9% Click Through Rate
  - Last chance to save in 2018 at PPFC | December 28 | 20.6% Open Rate | 6.3% Click Through Rate
- Social Media Marketing Results
  - 5 for \$25 Group Fitness Post | 12/18/18 | 630 Reach
- Website Traffic
  - Total Users: 1,393 | Visits: 1,829 | Pageviews: 2,952

POSTER, FLYER, A-FRAMES



**HOLIDAY PERSONAL TRAINING SPECIAL**


**\$20 for a 30-Minute One-on-One Session**

*Great holiday gift for*  
Employees | Friends | Kids | Parents | Grab Bag

**Plus 12 Days of Fit-mas Drawing**

Receive 1 raffle ticket for every \$50 spent and 3 raffle tickets for every \$100 spent at Parks Plus Fitness Center to win holiday gifts.

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



**FLASH SALE**

**\$20/MONTH**

Annual EFT Fitness Membership  
Payments will be deducted monthly from checking account.

**5 FOR \$25**

Group Fitness Class Pass

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

EMAIL MARKETING



**GET RESULTS** Parks Plus Fitness Center **GET RESULTS**

Group Fitness | Personal Training | Kids Kingdom



**\$20/Month Annual EFT\* Fitness Membership**

December 15 | 24 Hour Flash Sale

\$0 Initiation Fees | Open 7 Days a Week | 45 Classes Each Week

\*Payments will be deducted monthly for 12 months from checking account. \*\*Is an annual/12 month membership. Cannot be cancelled before 12 months.

[Details](#)

**December Training Special**

\$20 for a 30-Minute One-on-One Session\*

Great holiday gift for employees, friends, kids, parents and grab bags!

More from Parks Plus Fitness Center



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

**"12 Days of Fit-mas" Drawing**

Now-December 21, receive tickets to win a Holiday Gift.  
\$50 Spent = 1 Raffle Ticket | \$100 Spent = 3 Raffle Tickets  
Prizes will be drawn on January 2.

**Giveaways include:**

- \$ 510 off Voucher for Arrowhead Restaurant
- \$50 Dick Pond Gift Card and Parks Plus Fitness Center Headphones and Charger
- Parks Plus Fitness Center Apparel Package
- \$25 Target Gift Card
- \$25 TJ Maxx Gift Card
- \$25 Jewel Gift Card
- FitBit Charge2
- TRX Class Registration
- 1 Month Group Fitness Class Pass from Parks Plus Fitness Center Ultimate Runner
- 1 Month Parks Plus Fitness Center Membership
- 3-30 Minute Personal Training sessions from Parks Plus Fitness Center Wheaton
- Wheaton Park District Two Person Pool Pass

\*Terms and conditions apply.

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SOCIAL MEDIA POST



**Wheaton Park District**  
Published by Gina Catalano (P) - December 18, 2018

Don't miss out on our fitness center flash sale, today only!



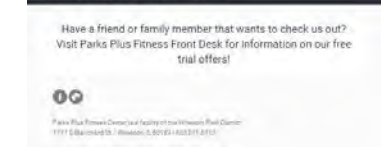
CREATESEND.COM  
**5 for \$25 Group Fitness**

630 People Reached | 16 Engagements | [Boost Post](#)

Jamie Martinson, Rafael Zavala and Rick Napier


Like | Comment | Share

Write a comment...



**GET RESULTS** Parks Plus Fitness Center **GET RESULTS**

Group Fitness | Personal Training | Kids Kingdom



**5 Classes for \$25**

Group Fitness Class Pass

December 18 | 24 Hour Flash Sale

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[Details](#)

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More from Parks Plus Fitness Center

Have a friend or family member that wants to check us out? Visit Parks Plus Fitness Front Desk for information on our free trial offer!

[Details](#)