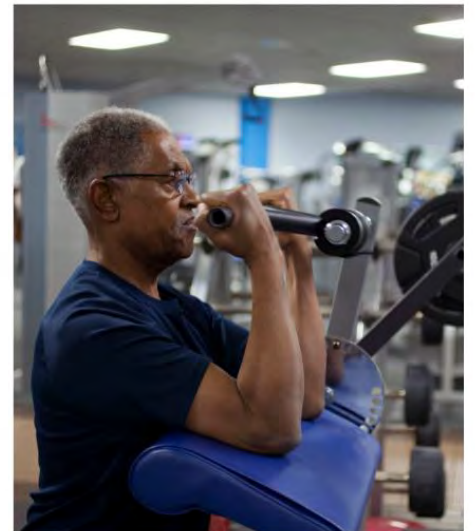




2019 ANNUAL REPORT



**Parks Plus
Fitness Center**

The logo for Parks Plus Fitness Center features a stylized, black, abstract graphic that resembles a flame or a dynamic, flowing shape. Below the graphic, the text "Parks Plus Fitness Center" is written in a bold, black, sans-serif font.

1. EXECUTIVE SUMMARY

The goal for 2020 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 membership among residents to participate in a highly competitive fitness industry.

In 2019, PPFC purchased five Matrix ellipticals, two foam plyometric boxes and a dumbbell rack for the training zone area to enhance the fitness center. These updates were a great addition and have been well received by the members and staff.

January notably is one of the busier months in the fitness industry when it comes to recruitment of new members due to New Year's resolutions. We offered a January sale and additional new member promotions throughout the year such as: February Fitness Frenzy, March Madness, Beat the Heat, Community Appreciation Days and the Thanksgiving/Biggest Sale of the Year. We spread membership retention programs throughout the year. Also included are renewal discounts to retain current members. We continue to offer short-term fitness pass options with 1-month, 3-month, and 6-months memberships as well as our 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 competition. There has been an influx of fitness facilities that have opened within the Wheaton area (Planet Fitness, Charter Fitness, Anytime Fitness, Orange Theory, Yoga by Degrees, F45, CrossFit Wheaton, and Eat the Frog). To counter this, PPFC expanded its insurance-based memberships to include AARP Medicare Supplement and Renew Active with Silver Sneakers and Prime. PPFC receives \$3.25-\$3.50 per visit with a max of 9-10 visits a month per member. PPFC began a new partnership with American Health Specialty to offer their insurance-based membership, Silver & Fit in 2020. We continued our marketing efforts through flash sales for EFT memberships which has helped compete with the increasing competition as payments are made through automatic monthly withdrawals from credit cards.

Michelle Artis manages PPFC, Clocktower Mini Golf and Rail Skate Park as well as serving as Co-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. In November 2019, Michelle was featured in an article "How Do We 'Fit' In? Leveraging a community fitness center in a competitive market" on ParksandRecBusiness.com (see Appendix A).

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.

CONTENTS

1. Executive Summary	1
2. Financial Analysis	
A. Revenue vs. Expense	4
B. 2019 vs. 2018 Expense Comparison	4
C. Division Revenue Comparison 2019 vs. 2018	5
D. Part Time Labor Comparison 2019 vs. 2018	5
3. Parks Plus Fitness Center Membership	
A. Membership Sales	6
B. Annual Membership and Short Term Pass Revenue	6
C. Annual Membership by Type	7
D. Annual Membership Retention	7
E. Monthly Attendance Comparison and Hourly Usage	8
F. Park District Fitness Center Comparisons	9
G. Membership Highlights	11
H. Membership: Better and Smarter in 2020	11
4. Personal Training	
A. Revenue vs. Expense	12
B. Package Comparison	13
C. Programming Descriptions	14-15
D. Park District Comparison	15-16
E. Highlights	16
F. Personal Training: Better and Smarter in 2020	16
5. Group Fitness	
A. Class Pass Sales & Revenue vs Expense	17
B. Group Fitness Annual Sale	17
C. Class Descriptions	18-19
D. Group Fitness Highlights	20
E. Group Fitness: Better and Smarter in 2020	20
6. Kidz Kingdom	
A. Kidz Kingdom Sales	21
B. Kidz Kingdom Highlights	21-22
C. Kidz Kingdom: Better and Smarter in 2020	22
7. Insurance-Based Memberships	23
8. Leisureship Fund	23
9. Interns and Future Professionals	23
10. Health and Wellness Committee	23
11. Race Events in Wheaton	24

A. Fun Run in Color	24
B. Cosley Run for the Animals	24
C. FT Cares Light the Torch Night Run	24
D. Lions Club Reindeer Run	24
12. Clocktower Mini Golf & Rail Skate Park	24
13. Partnerships	24
14. Marketing Overview	25
January/February	26-27
March/April	28-29
May/June	30-31
July/August	32-34
September/October	35-36
November/December	37-38

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

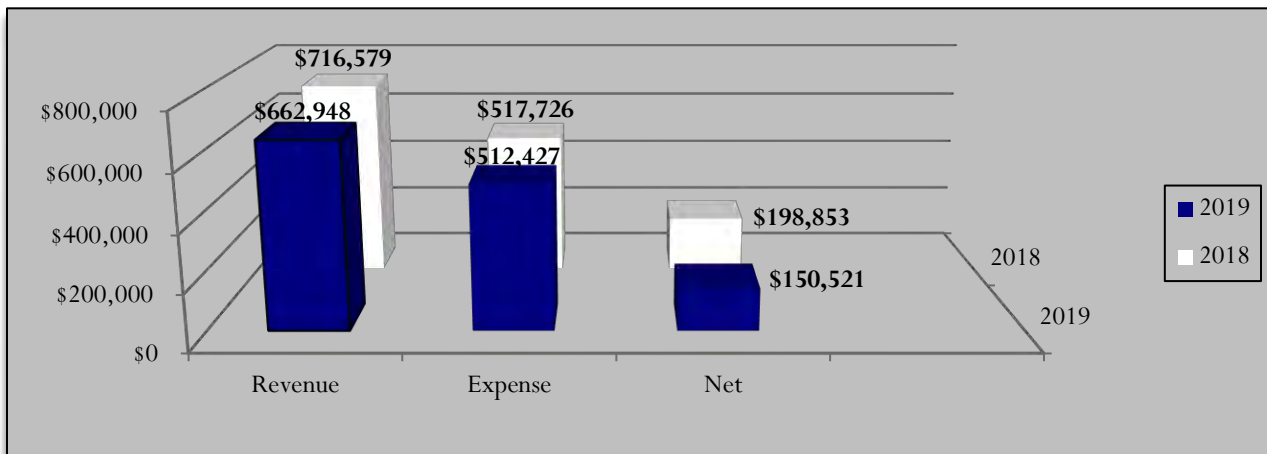
2. FINANCIAL ANALYSIS

A. Revenue vs Expense Comparison 2019 vs 2018

**Figures pending 2019 financial audit*

	2019*	2018
Total Revenue	\$662,948	\$716,579
Total Expense	\$512,427	\$517,726
Net Balance	\$150,521	\$198,853

- Revenue decreased by \$53,631.
- Expenses decreased by \$5,300.



B. Expense Comparison 2019 vs 2018

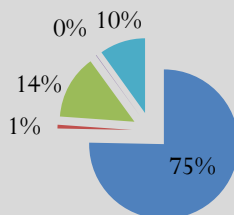
**Figures pending 2019 financial audit*

	Personnel	Services	Supplies	Contractual
2019*	\$387,402	\$4,155	\$71,785	\$51,053
2018	\$395,032	\$10,232	\$41,817	\$70,646

- Personnel expenses decreased by \$7,630.
 - A reduction in management personnel accounted for this decrease.
 - PPFC overall wages came in \$20,004 under budget.
- **Supplies increased by \$29,968.**
 - Purchased 5 state of the art Matrix ellipticals and new dumbbells and rack for Training Zone area.
- Services is lower due to decrease in advertising by expense sharing with other park district departments/facilities by combining offers.
- Contractual decreased by \$19,592.
 - The reduction is due to employee health insurance discount.

2019 EXPENSE COMPARISON

- Personnel
- Services
- Supplies
- Capital
- Contractual



C. Division Revenue Comparison 2019 vs. 2018

**Figures pending 2019 financial audit*

	2019*	2018
Annual Membership	\$267,567	\$295,695
Insurance-Based Membership	\$58,812	\$62,283
Short Term Pass	\$25,075	\$32,944
Fitness Daily Fee	\$6,441	\$6,384
Locker Rental	\$570	\$377
TOTAL MEMBERSHIPS	\$358,465	\$397,683
Group Fitness Class Pass	\$57,852	\$60,641
Aerobics Daily Fee	\$5,170	\$5,977
Fitness Programs	\$23,968	\$22,495
TOTAL GROUP FITNESS	\$86,990	\$89,113
PERSONAL TRAINING	\$141,221	\$151,165
KIDZ KINGDOM REVENUE	\$23,362	\$27,308
MISCELLANEOUS & RACES	\$52,910	\$51,310
TOTAL	\$662,948	\$716,579

- PPFC overall revenue decreased by 8%.
 - Membership revenue decreased 10%.
 - Group Fitness revenue decreased 2% which equates to 5 annual class passes. Insurance-based members also receive discounted offerings.
 - Personal Training revenue decreased 6.5%.
 - Race revenue increased due to Reindeer Run pricing increase in 2019.

D. Part-Time Labor Comparison 2019 vs. 2018

	2019	2018
Service Desk Attendants	\$72,136	\$72,214
Community Center Wages	\$20,068	\$15,157
Personal Training/ Floor	\$10,015	\$12,067
Personal Training/ Orientation	\$3,402	\$3,632
Personal Training/ Training	\$88,103	\$93,020
Group Fitness Instructors	\$61,612	\$62,919
Kidz Kingdom Staff	\$28,908	\$34,837
TOTAL	\$284,244	\$293,846

- In 2019, Personal Training wages decreased due loss of trainers (relocating out of area).
- Kidz Kingdom wages decreased \$5,929 due to eliminating evening hours of operation.
- Wheaton Residents wages accounted for 47% of the total PPFC wages in 2019.

3. PARKS PLUS FITNESS CENTER MEMBERSHIPS

A. Membership Sales

Type	2019			2018			Increase/ Decrease		
	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership	282	126	156	360	166	194	(78)	(40)	(38)
3 Month Membership	116	62	54	141	70	71	(25)	(8)	(17)
Annual Membership (Includes Silver Sneakers, no EFT memberships)	2,010	605	1405	1,817	524	1,293	193	81	112
Annual Off Hours Membership	1	0	1	6	1	5	(1)	(4)	(5)
Annual Corporate Membership	21	6	15	26	2	24	(5)	4	(9)
Fit and Swim	7	6	1	6	4	2	1	2	(1)
Total	2,437	805	1,632	2,356	767	1,589	81	38	43

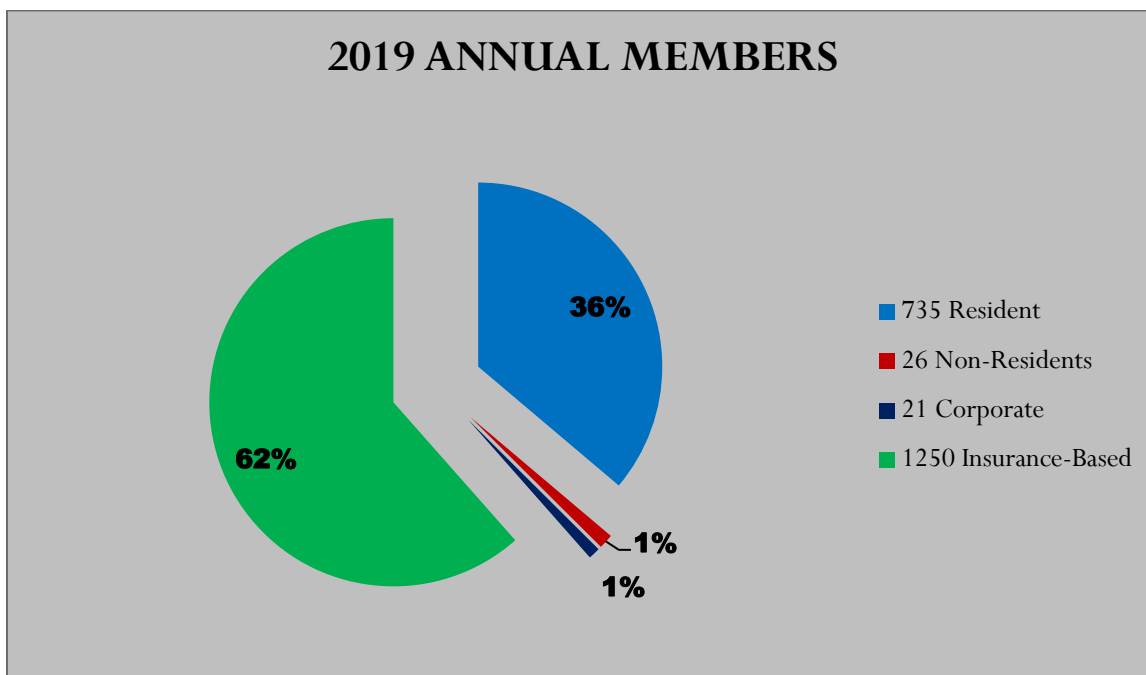
B. Annual Membership and Short-Term Pass Revenue

	2019	2018	Increase/Decrease
Annual Membership	\$267,567	\$295,695	(\$28,128)
Silver Sneakers Annual	\$58,812	\$62,283	(\$3,471)
Short Term Pass	\$25,075	\$32,944	(\$7,869)
Daily Fees	\$6,441	\$6,384	\$57
Total	\$357,895	\$397,306	(\$39,411)

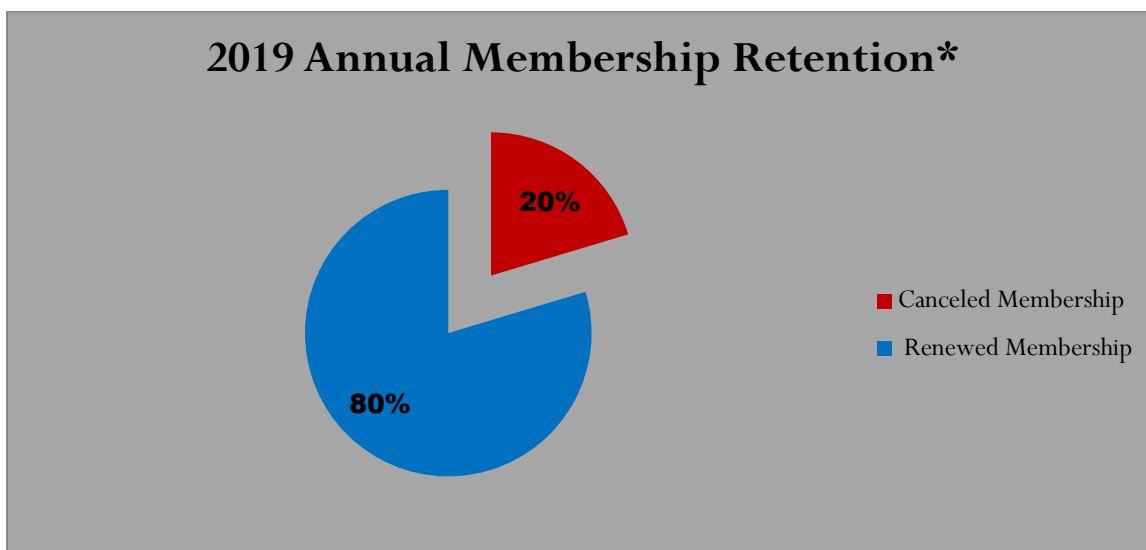
- The total number of members increased by 81. This increase is due to insurance-based memberships which we receive no direct payment for membership; payment received when they visit.
- Short-term and daily fees decreased due to our youth/student and young adult decrease in memberships. Staff communication indicate loss was due to transfers to \$10/month competitor clubs, such as Charter Fitness and Planet Fitness whose offerings included free youth summer passes.
- Silver Sneakers/Prime makes up 1182 annual memberships as of November 2019, a 23% increase from 2018. All insurance based memberships make up 1250 of our annual memberships, a 30% increase from 2018. We continue to implement and offer incentives to increase gross revenue.



C. Annual Membership Comparison



D. Membership Retention



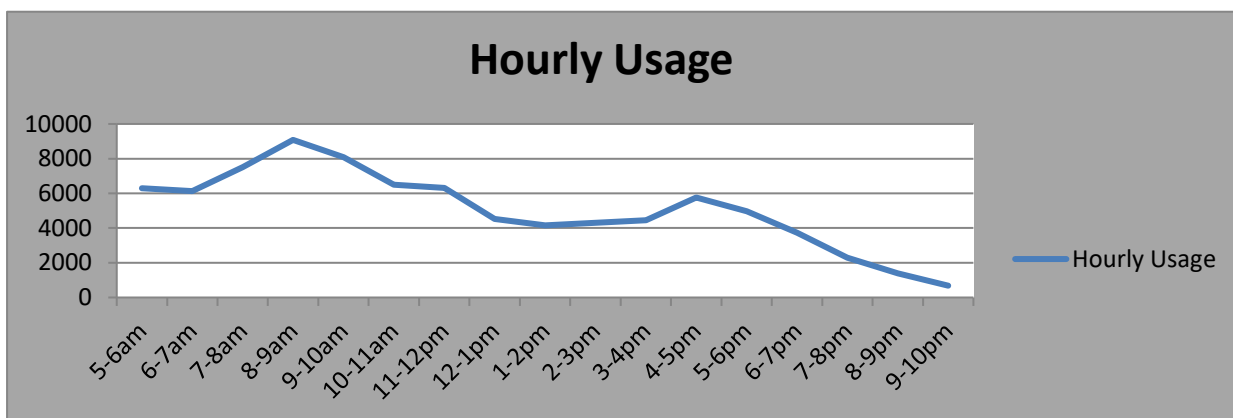
*Based on 2019 Annual Membership renewals versus cancellations.

- Park Plus retention rate was 80% in 2019. According to Diversified Health & Fitness, on average, 90% of U.S. health clubs lose between 30-50% of their membership each year (diversifiedhf.com). PPFC is well above high average for member retention. Partnering to offer more insurance-based memberships helped to increase our overall annual memberships.

E. Monthly Visit Comparison by Year

Month	2019	2018
January	7,704	9,169
February	7,227	7,726
March	8,102	8,850
April	7,697	8,272
May	7,233	7,453
June	6,675	7,251
July	6,943	7,253
August	6,703	7,355
September	6,206	6,480
October	6,871	7,072
November	7,356	7,376
December	7,458	8,041
TOTALS	86,175	92,298

- Overall we saw a decrease of 6,123 visits in 2019 versus 2018. 55% of lost visits attribute to our youth/student and young adult membership base decrease. (Average 17 loss visits per day)
- Lower visits in January and February due to extreme weather (polar vortex).



- Peak usage occurs between the hours of 8-9AM followed by 9-10AM and then 7-8AM. 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 PPFC
Initiation Fees (R/NR)			\$0				\$0	\$0
<i>Individual</i>	\$149	\$8/\$12		\$79	\$79	\$100/\$125		
<i>Couple/Family</i>	\$225	Not Offered		\$129/\$149	\$138	\$150/\$188		
<i>Senior/Youth</i>	\$99	\$6/\$9		\$49	\$49	\$75/\$95		
<i>Senior Couple</i>	Not Offered	Not Offered		\$79	Not Offered	\$112.50/\$143		
Resident								
<i>Annual Individual</i>	\$385/\$43	\$306	\$228/\$19	\$306/\$25.50	\$440/\$41	\$502/\$44	\$360/\$30	\$393/\$37
<i>Annual - Couple</i>	\$697/\$72	\$582	\$336/\$28	\$537/\$44.75	\$786/\$67	\$748/\$70	\$600/\$50	\$658/\$61
<i>Annual – Family (family of 4)</i>	\$771/\$80	\$846	\$552/\$46	\$690/\$57.50	\$1,067/\$86	\$1,390/\$122	\$720/\$60	\$836/\$77
<i>Annual Senior/Youth</i>	\$257/\$33	\$240	\$180/\$15	\$240/\$20	\$288/\$26	\$396/\$35	\$252/\$23	\$305/\$28
Non-Resident								
<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
3-Month								
Resident	\$139	Not Offered	\$86	Not Offered	Not Offered	Not Offered	\$115	\$147
Non-Resident	\$169	Not Offered	\$106	Not Offered	Not Offered	Not Offered	\$115	\$221
1-Month								
Resident	\$50	\$55	Not Offered	\$60	\$85	\$55	Not Offered	\$60
Non-Resident	\$60	\$80	Not Offered	\$90	\$85	\$60	Not Offered	\$90
Daily Fees								
Resident	Not Offered	Not Offered	\$8	\$10	\$10	\$10	\$10	\$8
Non-Resident	Not Offered	Not Offered	\$12	\$15	\$10	\$13	\$15	\$10

G. Surrounding Non-Park District Membership Comparison

	YMCA	Chaparral College of DuPage	BrickHaus	Chrouser Wheaton College	Anytime Fitness	Charter	Planet Fitness	Wheaton PPFC Resident Fees only
INITIATION FEES	\$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
Annual Memberships/ 12 month commitments								
<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
Month to Month								
<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. 2019 Membership Highlights

A marketing and promotional plan for 2019 was developed for strategic leverage each season. 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. During 2019, numerous enrollment specials were offered seasonally to help stabilize membership fluctuations due to more area competition and included incentives to peak interest in PPFC services and programs. Marketing and PPFC management are working to do the best we can with the influx of competition showing that we offer more such as, free towels service, lockers, sauna, whirlpool, track and classes. The marketing highlight at the end of this report showcases the 2019 plan by season (see pages 26-39).

Enrollment Specials

Enrollment specials included 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 November/December renewal incentives of 20-25% off on the Biggest Sales of the year weeks brought in 120 renewal annual PPFC and Group Fitness memberships. The newly implemented Membership Match aimed to attract new PPFC members from Charter Fitness' Wheaton facility closing, which welcomed 65 new members.

Cross-Promotional Efforts

Throughout 2019, 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 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 N' Swim passes communicated via a-frames/signage. 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 a 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 2020

PPFC will continue to focus on new member recruitment and retention utilizing marketing efforts concentrated each quarter. Management will continue to train team members to seek member feedback and implement needed changes in order to ensure that PPFC exceeds the Wheaton Community expectations. Staff will continue to focus on the facility's appearance and cleanliness, and will incorporate new fitness equipment and flooring into the center that appeals to target new and retain 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 team 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, Eat the Frog, Anytime Fitness, Yoga by Degrees, F45, CrossFit Wheaton and Orange Theory. PPFC is proud to be the community club for Wheaton.

4. PERSONAL TRAINING

A. Revenue and Expense Comparison

	2019		2018			
Session Revenue	\$120,572		\$130,698			
Program Revenue	\$20,649		\$20,467			
Total Revenue	\$141,221		\$151,165			
		Average Hours			Average Hours	
Expense		Annually	Daily		Annually	Daily
<i>Training</i>	\$88,103	4,004	11.0	\$93,020	4,219	11.6
<i>Floor</i>	\$10,015	1,113	3.1	\$12,067	1,341	3.7
<i>Orientation</i>	\$3,402	261	.72	\$3,632	279	.77
<i>Total</i>	\$101,520	5,378		\$108,719	5,839	
Net Balance	\$39,701			\$42,446		
Profit Percentage	28%			28%		

- Total revenue decreased while net profit percentage was maintained. We saw a slight increase in program revenue and a decrease in non-training hours.
- Session revenue decreased. Number of packages sold increased due to more smaller packages being purchased.
- PFFC personal training team continued in 2019 as the official strength & conditioning team for Midwest FC High School Travel Soccer teams.



B. Personal Training Package Comparison

Training Packages	Packages Sold		Number of Sessions	
	2019	2018	2019	2018
1- Partner Session	84	63	84	63
3- Partner Session	13	10	39	30
6-Partner Session	19	10	114	60
12-Partner Session	11	0	132	0
20-Partner Session	4	4	80	80
1-Group Session	47	0	47	0
3-Group Session	0	0	0	0
6-Group Session	10	15	60	90
12-Group Session	16	18	192	216
60min/1 Session	11	3	11	3
60min/3 Session	1	4	3	12
60min/6 Session	16	18	96	108
60min/12 Session	6	6	72	72
60min/20 Session	15	9	180	140
30min/1 Session	55	76	55	76
30min/3 Session	51	88	153	264
30min/6 Session	119	110	714	660
30min/12 Session	61	75	732	900
30min/20 Session	184	178	3,680	3,530
TOTALS	723	687	6,444	6,304

- Packages Sold and Number of Sessions both increased.
- Revenue decreased due to larger packages being purchased resulting in lower price per session for clients. Partner & Group sessions sold at 50% of regular price for clientele to train for 30 minutes instead of the advertised 60 minutes.



C. Personal Training Programs

The following is a list of the small group personal training programs offered throughout 2019. (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! (8 classes; 27 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! (40 classes; 188 participants)

Youth Run for Fun

An informal introduction to running for boys and girls of all fitness levels from 5-13 years of age. (5 classes; 42 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. (4 classes; 25 participants)

Partnership with Northwestern Medicine - 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. Personal trainers went through training led by Northwestern Medicine/Central DuPage Hospital physical therapist (16 classes; 134 participants).

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; 20-25 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
Hourly Sessions								
Member								
1	\$39	\$45	\$46	\$47	\$55	\$47	\$43	\$39
3	n/a	n/a	n/a	n/a	n/a	\$132	\$129	\$117
6	\$185 (5)	\$200 (5)	\$200 (5)	\$225 (5)	\$260 (5)	\$252	\$235	\$210
12	\$360 (10)	\$350 (10)	\$350 (10)	\$430 (10)	\$500 (10)	\$400 (10)	\$447	\$396
20	\$480 (15)	n/a	n/a	n/a	\$960	n/a	\$707	\$620
Non Member								
1	\$45	\$60	\$65	\$57	\$65	\$57	\$65	\$43
3	n/a			n/a	n/a	\$162	\$195	\$129
6	\$210 (5)	\$275 (5)	\$220(5)	\$275 (5)	\$310 (5)	\$312	\$353	\$235
12	\$410 (10)	\$500 (10)	\$370 (10)	\$520(10)	\$600 (10)	\$500 (10)	\$673	\$447
20	\$527 (15)	n/a	n/a	n/a	n/a	n/a	n/a	\$707
Half Hour Sessions	n/a	\$25	\$26	n/a	n/a	\$33	\$29/\$44	\$25
Partner Training (2 participants)								
Member								
1	n/a	\$60	\$69	\$75	\$80	n/a	\$70	\$62 (2)
3	\$179	n/a	n/a	n/a	n/a	n/a	\$186	\$186 (2)
6	\$266 (5)	\$275 (5)	\$300 (5)	\$365 (5)	\$390 (5)	n/a	\$348	\$324 (2)
12	\$432 (10)	\$500 (10)	\$525 (10)	\$710 (10)	\$750 (10)	n/a	\$648	\$600 (2)
20	n/a	n/a	n/a	n/a	\$1,400	n/a	\$1,000	\$920 (2)
Non Member								
1	n/a	\$80	\$99	\$95	n/a	n/a	n/a	\$70 (2)
3	\$315	n/a	n/a	n/a	n/a	n/a	n/a	\$210 (2)
6	\$449 (5)	\$370	\$330 (5)	\$465	n/a	n/a	n/a	\$376 (2)
12	\$744 (10)	\$710 (10)	\$555 (10)	\$910 (10)	n/a	n/a	n/a	\$702 (2)
20	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$1,094 (2)
Group Training (3+ participants)								
Member	\$179 (3)	n/a	n/a	\$204/\$17	\$240 (8)	n/a	n/a	\$ 180 (3)
Non Member	\$315 (3)	n/a	n/a	n/a	\$260 (8)	n/a	n/a	\$ 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 ninth straight year. The department analyzes revenue opportunities and continues to keep an eye on expenses specifically by monitoring floor hours. Management will continue to recruit new talent to keep up with the demand of training. In 2019, both personal training packages sold and number of sessions increased.

The personal training team has 5 dedicated trainers and will look to increase this number in 2020. The demand for our personal trainer services such as orientations, one-on-one, and group sessions continues. PPFC trainers conduct all insurance-based exercise classes, youth training classes, and Exercising with Parkinson's classes. The personal training team has trained more than 6,000 sessions annually since 2016.

F. Personal Training: Better and Smarter in 2020

In 2020, PPFC will continue to improve personal training area and its offerings. 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 making 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.



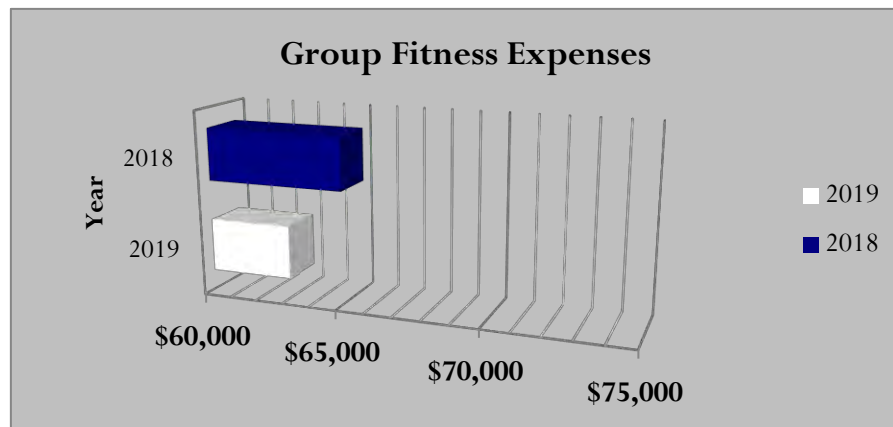
5. GROUP FITNESS

A. Revenue and Expenses

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

	2019	2018
Class Pass	\$57,852	\$60,641
Daily Fees	\$5,170	\$5,977
Fitness Program Revenue	\$23,968	\$22,495
Total Revenue	\$86,990	\$89,113
Part Time Wages	\$61,612	\$62,919
Supplies	\$1,385	\$2,077
Total Expenses	\$62,997	\$64,996
Net Profit	\$23,993	\$24,117
Profit Percentage	27%	27%

- Annual Resident class pass is \$624, 1-month costs \$60, 3-month membership is \$165, and a 6-month membership is \$320.
- Annual Nonresident class pass is \$780, 1-month flex pass costs \$75, 3-month membership is \$206, and a 6-month membership is \$400.
- Group Fitness saw an increase of 13 annual members in 2019 vs 2018. We have a total of 121 annual pass members. Three-month passes include 37 members and 27 non PPFC members, while one-month passes have 46 members and 82 non PPFC members.



B. Group Fitness Annual Sales

The Group Fitness Program offered sales on annual paid-in-full class passes during the months of January, July-September, and November-December in 2019. In February, we offered the sale on monthly EFT annual class passes. By taking advantage of sales, a member could save up to \$221 compared to paying for each month individually.

C. Group Fitness Class Offerings

Body Sculpt

Firm and strengthen your entire body in our ever-popular weight training class. You'll use a variety of resistance 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!

Insanity Live! - NEW

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!

Power Pilates- NEW

This class focuses on developing long lean muscles and core strength, while getting the heart rate up and burning calories.

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 can 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 and other international dance styles. It is a mixture of body sculpting and easy-to-follow movements.

D. 2019 Group Fitness Highlights

The Annual Group Fitness Class Pass Sale was offered multiple times during 2019. The sales were held January-March, July-August, September and November-December. These sales offered 15-30% off new and renewal annual class passes. Many renewing Class Pass members took advantage of these sales, 30 new Annual members joined in 2019.

In February 2019, the Annual Class Pass Sale was offered as a monthly EFT plan for the first time. Members enjoy the convenience of having their dues withdrawn monthly instead of paying upfront for the whole year. Also, they do not need to worry about renewing their membership each year as it auto-renews. Fifteen members signed up during the February Frenzy sale.

Community Appreciation Days were held in September. During this 7-day sale, we offered free classes to promote the group fitness program, as well as offered 20% off the Annual Class Pass.

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. Additionally, in 2019, more than 45 members participated in early bird lap swim.

In 2019, we added Power Pilates to the Group Fitness schedule. This class focuses on creating long lean muscles and developing core strength while getting the heart rate up and burning calories.

E. Group Fitness: Better and Smarter in 2020

The Wheaton Park District Group Fitness programming will continue to focus on the whole community and offer a variety of classes for different fitness levels and interests. In 2020, we will not only focus on the health benefits but also the social benefits of group fitness classes. With so much technology isolating people, our classes bring people together, to work on common fitness goals, while being motivated and having fun. We will continue to focus on different marketing strategies that are different than in past years.



6. KIDZ KINGDOM

A. Revenue and Expenses

Revenue	2019	2018
Annual Pass Sales	\$2,101	\$2,258
Daily Fees	\$20,261	\$25,050
Total Revenue	\$22,362	\$27,308
Part Time Wages	\$28,908	\$34,837
Supplies	\$192	\$607
Total Expenses	\$29,100	\$35,444
Net Loss	(\$6,738)	(\$8,136)

- 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 increase participation in 2020.
- Wages decreased due to elimination of evening hours; which helped to decrease overall net loss.

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

B. Kidz Kingdom 2019 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 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-** This program held Tuesdays and Thursdays offers playtime and socialization to children 18 months and older.
- **Kidz Kingdom Morning Care-** This program offers playtime and socialization on Mondays and Wednesdays to children 18 months and older.
- **Kidz Care-** Accommodates children for two to four days a week for 3 ½ hours per day during hours of operation.

Kidz Kingdom continues partnerships throughout the Park District supporting programs within PPFC as well as districtwide. Staff provides childcare outside of normal operating hours as a service to participants and to encourage additional participation. This support cross-promotes our services and is an added benefit to other park district business operating units.

- **Group Fitness/PPFC-** Kidz Kingdom offered complimentary childcare to patrons during select programs, including Community Appreciation Days in January and September. A free first visit to Kidz Kingdom is offered to patrons who attend their first fitness class or workout in the fitness center.
- **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.
- **Letters to Santa-** Kidz Kingdom continued its "Letters from Santa" held December 1 to 10; Letters from children are dropped off at the Community Center and staff writes return letters to the kids.
- **DuPage County Historical Museum Santa Express-** Kidz Kingdom and PPFC staff assists in partnering the Santa Express Train Event. Six sold out trains ran in 2019. Staff assisted with the day of coordination of events.

C. Kidz Kingdom: Better and Smarter in 2020

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. Kidz Kingdom will continue to market its newly added 3 ½ hour drop off pass 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 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

7. INSURANCE-BASED MEMBERSHIPS

Silver Sneakers, Prime/Well on Target, AARP Medicare Supplement, and Renew Active 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 2019 the club has over 1200 insurance-based members. The program continues to grow and has increased our non-resident annual memberships. We hold weekly Silver Sneakers group exercise classes (4 per week) to increase/maintain visits and revenue; classes averaged 12-15 participants in 2017 and now average 20-25. We held a 6-week Now or Never Challenge in February-March to increase member visits and generate increased revenue through those visits.



8. LEISURESHIP FUND

Sharon Rovansek, Kidz Kingdom Attendant, is also the chair of the Community Partnership Committee, which oversees the Leisureship Fund. The Leisureship fund provided funding for 40 participants free access to PPFC in 2020. Fees provided totaled \$2,428.

9. INTERNS AND FUTURE PROFESSIONALS

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

10. HEALTH AND WELLNESS COMMITTEE

The Health and Wellness Committee (HWC) holds meetings throughout the year. The Health and Wellness Committee is chaired by Michelle Artis and includes the following members: Diane Hirshberg, Mary Janik, 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, Rally through United Healthcare, Lunch and Learns, and quarterly wellness newsletters to staff. In 2019, 235 staff members attended Lunch and Learns and 70 employees participated in Maintain Don't Gain (a holiday health challenge).

11. RACE WHEATON

PPFC Manager along with the Special Event Team, oversees the planning and execution of each aspect of the district's four race events including: registration, race day logistics, city operational planning/permitting, timing, pre-race meetings, course design, certification of race courses through CARA and USATF, purchase and design of race bibs, shirts and medals, event signage, coordination of parks department set up and tear down, and committee partner meetings to ensure that all volunteers and employees work together for successful and safe races. We could not do these races without our partners who play a vital role in sponsorships, volunteer recruitment, and event promotion. Both park district race directors are RRCA Certified.

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

The event was held on April 13, 2019 and was a huge success; over 922 participants ran the streets of Wheaton and through four color stations. **Save the Date for 2020 = April 18**

Cosley Zoo Run for the Animals, a Cosley Zoo Foundation Event

Michelle serves as race director along with PPFC staff assisting with all aspects of the Cosley Zoo Run for the Animals. In 2019, 2,179 runners participate in the 5K, 10K, or ½ Mile Kids' Race. **Save the Date for 2020 = June 6**

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

The Wheaton Park District PPFC and FT Cares Foundation partnered for the 5th annual 5K event this year held on Saturday, September 28, 2019. The event had 823 runners this year.

Save the Date for 2020 = October 7

Reindeer Run in partnership with the Wheaton Lions Club

The Wheaton Park District PPFC and the Wheaton Lions Club partnered for the 8th annual 5K event on December 7, 2019 that had over 1100 participants.

Save the Date for 2020 = December 5

12. CLOCKTOWER MINI GOLF & RAIL SKATE PARK

Clocktower (CTC) is open daily from March-October. Michelle Artis oversees the daily operations and staffing of the facilities. There are fees for mini golf and concessions; the skate park is free. In 2017 the mini golf course updated the greens and in 2018 the skate park received a complete remodel including updated features and a new layout. Both number of golfers and revenue increased by over 30% from 2018 to 2019. Skate park attendance had over 7,500 users surpassing 2017's 6,430 users (the previous biggest usage year-to-date).

2018= \$19,964 with 4,201 golfers vs 2019= \$26,455 with 5,611 golfers

13. PARTNERSHIPS

PPFC continues to maintain partnerships with various companies throughout Wheaton and DuPage County. Local businesses such as Cherubim Developmental Training Program Institute, 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. PPFC and WPD Athletics department will partner in 2020 to offer fitness opportunities at CAC to increase both departments' revenues.

14. 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 the marketing initiatives for PPFC in 2019.

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

With more competition moving into the area each year, way more than ever, it is important that in 2019 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, Eat the Frog 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.

Check out article written by Gina Catalano (Wheat Park District Marketing Assistant) for Parks & Rec Business November 2019 issue in Appendix A. The article focuses on community fitness centers finding a place in the competitive market.

Staff focused on creating new initiatives such as the February Fitness Frenzy, bundling fitness and group fitness to compete more like fitness centers like Lifetime. Refer a Friend was also a new promotion initiative. This sale is popular not only among fitness centers but retail stores. Paired with a new member special, this sale is a win for current and returning members. Beat the Heat continues to prove each year that it is a member favorite which aids with retention as well as attracting new members.

Marketing and fitness center staff have discussed a plan to initiate several new programs in 2020 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/FEBRUARY

PROMOTIONS

The beginning of each year, especially in 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, staff kicked off the busiest season with A New Year New Year promotion in which discounts decreased the longer customers waited to purchase their annual membership to group fitness or the fitness center.

After a busy month in January, February promotions were focused on membership engagement. This included a sale recruiting new members offering them a bundle of fitness center and group fitness memberships. It was the first time this promotion has been offered at PPFC. February also offered a weight loss challenge encouraging members to maintain their new year fitness goals. All participants won a prize for participation but the top male and female earned an additional prize.

RESULTS

- January 1-31 | New Year New You Sale
 - 25% off | January 1-15
 - Fitness Center Memberships: 50 | Group Fitness Class Pass: 38
 - 20% off | January 16-31
 - Fitness Center Memberships: 29 | Group Fitness Class Pass: 4
- February 1-28 | February Fitness Frenzy
 - 11 Memberships
- February 1-March 15 | Now or Never Weight Loss Challenge
 - 39 Weigh Ins
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 20%
 - Average Click Through Rate | 10%
 - Social Media
 - Average Reach | 880+
- Website Traffic
 - January: Total Users: 1085; Visits: 1,641; Pageviews: 2,299
 - February: Total Users: 954; Visits: 1,395; Pageviews: 1,639

PRINT



**NEW YEAR
NEW YOU SALE**

Get rewarded for starting your resolution early!
**25% OFF ANNUAL FITNESS
CENTER MEMBERSHIPS**
JANUARY 2-15

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

SPECIAL OFFER: 1/2 price locker rental with fitness membership

Discount on paid-in-full annual fitness center memberships only. Discount cannot be combined with any other offers.

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**NEW YEAR
NEW YOU SALE**

Get rewarded for starting your resolution early!
**20% OFF ANNUAL GROUP
FITNESS CLASS PASS**
JANUARY 16-31

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

SPECIAL OFFER: 1/2 price locker rental with fitness membership

Discount on regular price annual Group Fitness Class Pass only. Discounts cannot be combined with any other offer. Parks Plus Fitness Center members are excluded from this discount.

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**Parks Plus
Fitness Center**

**FEBRUARY FITNESS
FRENZY**

**GET UNLIMITED
ACCESS FOR AS LOW
AS \$45/MONTH***


Includes both fitness center and
unlimited group fitness classes

*Payments deducted automatically monthly from checking account. (Minimum 12 month commitment)


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DIGITAL

February Fitness Frenzy! No images! [Click here](#)

GET RESULTS  **GET RESULTS**

Group Fitness | Personal Training | Kidz Kingdom



**FEBRUARY
FITNESS FRENZY**

**GET UNLIMITED ACCESS FOR
AS LOW AS \$45/MONTH***

Includes **both** fitness center and
unlimited group fitness classes

*Payments automatically deducted monthly from checking account. Minimum 12 month commitment.

[Details](#)

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!

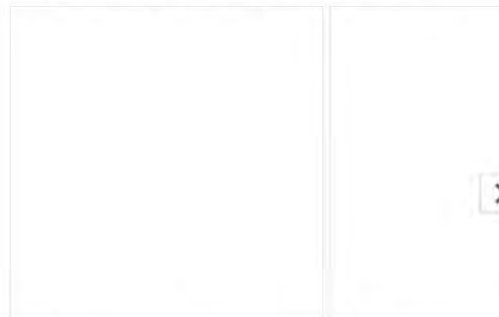
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newsletter or participated in a program or event through Parks Plus
Fitness Center.

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Wheaton Park District
Published by Gina Catalano [?] - February 20, 2019

We're almost at the end of our February Fitness Frenzy! Get unlimited access to our fitness center and group fitness passes for as low as \$45 per month. Learn more on the Parks Plus Fitness Center website!



Parks Plus Fitness Center – Get the results you want! **Parks Plus Fitness Center – Get the results you want!**

887 People Reached 21 Engagements Boost Unavailable

3 Likes 2 Shares

Like Comment Share

Comment as Wheaton Park District

MARCH/APRIL

PROMOTIONS

The Now or Never Weight Loss Challenge finished in the middle of March. Staff was very proud of the participants and the top winners. Results were based on body percentage loss. Our female winner lost 6.77% while our male winner lost 4.99%.

March offered 25% off annual fitness center and group fitness memberships. Based on January's success of offering a higher discount and with the summer months approaching, another membership push proved to be a success. The posters highlighted PPFC unique offerings compared to other gyms including \$0 initiation fees, towel service, childcare services and whirlpool and sauna.

April was the month of free classes at PPFC. Members were encouraged to get ready for summer with new classes throughout the month of April. Classes were offered on Mondays and Wednesdays in both morning and night. Classes included Spin, Foam Rolling 4 Fitness and Zumba. The eblast sent out advertising the free classes received a high open rate, 10% over the market average.

Track construction began in April. PPFC offered a \$5 daily pass to those displaced due to construction for use at the facility. Track users were also encouraged to take advantage of our walking/running paths at Seven Gables, Atten and other parks.

RESULTS

- Ended March 15 | Now or Never Weight Loss Challenge
 - 39 Weigh-Ins
- March 15-April 15 | 25% Off Memberships
 - 35 Memberships
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 35%
 - Average Click Through Rate | 17%
 - Social Media
 - Average Reach | 750+
- Website Traffic
 - March
 - Total Users: 674; Visits: 985; Pageviews: 1,233
 - April
 - Total Users: 751; Visits: 1,117; Pageviews: 1,324

PRINT



Parks Plus Fitness Center


LIMITED TIME ONLY

25% OFF MEMBERSHIPS*

\$0 INITIATION FEES
TOWEL SERVICE
CHILDCARE SERVICES
WHIRLPOOL & SAUNA

*Discount is valid on choice of annual paid-in-full fitness center memberships or annual paid-in-full group fitness pass through April 15. Discounts cannot be combined with any other offers, including member group fitness pass pricing. Resident and non-resident rates apply.

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Parks Plus Fitness Center

NOW OR NEVER
WEIGHT LOSS CHALLENGE

February 1-March 15


All participants will receive a prize. Top 3 males and top 3 females receive an additional prize.

Weigh In: February 1-2
 Weigh Outs: March 15-16


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 parksplusfitness.com

DIGITAL MARKETING

Free classes throughout April! No longer? [Click here](#)

GET RESULTS  **GET RESULTS**

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



Get ready for summer!

with new, **free** classes for all Parks Plus Fitness Center members during the month of April!

Spin

Mondays | 7-7:55P

This 55-minute cycling class gets you working harder than you ever thought possible in a group exercise class. You'll be inspired by the music and instructor who leads you through aerobic endurance intervals – a series of flats, hills, strength and speed plays.

Spin

Wednesdays | 5:20-5:50A

Same group cycling class, but all in a 30-minute heart-pounding express format!

Foam Rolling 4 Fitness

Wednesdays | 8:35-9:20A

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

Zumba!

Wednesdays | 6-6:55P

Zumba combines high energy, motivating music with unique dance combinations from Latin and other international dance styles. It's a mixture of body sculpting movements and easy-to-follow dance steps that maximize your caloric output, fat burning, and total body toning. It's so much fun that it takes "work" out of your workout!

No registration required. A waiver must be signed before participating in any class.

[View all events and promotions](#)

[Learn more](#)

Parks Plus Fitness Center is a facility of the Wheaton Park District
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You're receiving this email because you signed up for our newsletter or participated in a program or event through Parks Plus Fitness Center.

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PROMOTIONS

May and June are crucial months for securing three-month memberships due to an influx of young adults returning from college. The student summer special is offered through May and June which includes a three-month membership for \$60. For the first time, the summer student special included an option to bundle their membership with group fitness for \$75. In a 2020 report by the Los Angeles Times, more millennials are turning away from exercising alone to wanting open-space gyms that allow for maximum social interaction. PPFC has opened up the Training Zone area and added equipment to make it more of an open-space feel millennials are looking for.

A summer favorite promotion, Fit N' Swim sale returned in May and June. Fit N' Swim includes three-months of fitness and pool for \$120. Posters promoted offering throughout the fitness center and pools.

RESULTS

- Summer Student Special | May 1-June 30
 - 24 Members
- Fit N' Swim | May 1-June 30
 - 8 Passes Sold
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 16%
 - Average Click Through Rate | 4%
- Website Traffic
 - May: Total Users: 660; Visits: 938; Pageviews: 1,109
 - June: Total Users: 659; Visits: 997; Pageviews: 1,174

PRINT



SUMMER STUDENT SPECIAL

\$75 Fitness Center Summer Student Membership AND Group Fitness

\$60 Fitness Center Summer Student Membership Only

SAVE OVER \$50! Student ID must be presented. Offer expires 6/30/19

1777 S. Blanchard St. | Wheaton, IL | 630.871.6713
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GOT A FRIEND OR TWO? YOU CAN WIN!

Refer a friend and receive a **FREE** month of membership for each referral to Parks Plus Fitness Center and the chance to win a \$50 gift card.*

New members receive 20% off annual paid-in-full fitness center memberships.

*Up to three referrals through June 30. One winner will be chosen at random for the months of May and June. Members will receive incentive upon referral's paid annual membership.

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parksplusfitness.com



Fit N' Swim

One pass, unlimited use of pool & fitness center

Only \$120 for the summer (\$1.20 per day)

Includes 3 month fitness center membership and pool pass Memorial Day through Labor Day.

Fit	Swim
Fitness Center Access	Rice Pool
Whirlpool/sauna	Northside Pool
Towel service	Lap swimming available
Full men's & women's locker rooms	

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

DIGITAL MARKETING

Discover what's happening this month at Parks Plus Fitness Center No Images? [Click here](#)

GET RESULTS  **GET RESULTS**

Group Fitness Personal Training Kidz Kingdom

SUMMER SAVINGS SPECIALS



Fit N' Swim

One pass, unlimited use of pool & fitness center. Only \$120 for the summer (\$1.20/day).

Includes 3 month fitness center membership and pool pass now through Labor Day.



Got a Friend or 2? You Can Win!

Refer a friend and receive a **FREE** month of membership for each referral to Parks Plus Fitness Center and the chance to win a \$50 gift card.

New members receive 20% off annual paid-in-full fitness center memberships.



Summer Student Special

\$75: Fitness Center Summer Student Membership AND Group Fitness

\$60: Fitness Center Summer Student Membership Only

SAVE OVER \$50

Student ID must be present. Offer expires 6/30/19.

[More Information](#)

More from 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

You're receiving this email because you signed up for our newsletter or participated in a program or event through Parks Plus Fitness Center.

JULY/AUGUST

PROMOTIONS

For the 5th 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 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
 - 258 Memberships (57 new, 201 renew)
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 26%
 - Average Click Through Rate | 7%
 - Social Media
 - Average Reach | 2,500
- Website Traffic
 - July
 - Total Users: 818; Visits: 1,230; Pageviews: 1,438
 - August
 - Total Users: 671; Visits: 959; Pageviews: 1,139

POSTER



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

100° = \$100 IN SAVINGS

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

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

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



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parksplusfitness.com

AFRAME



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

Visit Parks Plus Fitness Center today and receive today's temperature off a paid-in-full annual fitness membership or group fitness class pass.*

TODAY'S HIGH TEMPERATURE



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



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POSTCARD



100° = \$100 IN SAVINGS

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.

* Visit the fitness front desk for restrictions.



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



parksplusfitness.com

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

PSRRT STD
EQRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Local Postal Customer

ATRIUM BANNER





**Parks Plus
Fitness Center**

SUMMER FITNESS SPECIAL

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


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

*Visit the fitness front desk for restrictions.

PARKSPUSFITNESSCENTER.COM


DIGITAL MARKETING

The Hotter It Gets The More You Save! No images? [Click here](#)

GET RESULTS  **GET RESULTS**

**Parks Plus
Fitness Center**

Group Fitness
Personal Training
Kidz Kingdom



BEAT THE HEAT

with Parks Plus Fitness Center


100 Degrees = \$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.*

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

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!




Wheaton Park District

Published by Gina Catalano [?] · July 1, 2019 · ⌵

...

Join Parks Plus Fitness Center today and get started on our July fitness special, Beat the Heat! Receive today's expected high temperature off of your annual membership for the fitness center or the group fitness class pass. That means over \$80 off today and possibly \$90 off later this week if it keeps heating up! Stop by the fitness center or call 630-871-6713 for more information.



1,161
People Reached

14
Engagements

Boost Post

👍 3
💬 Comment
➦ Share
⌵

👤 Comment as Wheaton Park District
😊 📷 📄 🗑️

SEPTEMBER/OCTOBER

PROMOTIONS

Community Appreciation Days is offered in September. Offering this special promotion in the fall drives 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 25% off. This year's Community Appreciation Days were celebrated September 13-17, the first time being offered over the weekend and a sign placed outside of the Community Center. Membership sales exceeded 2018's promotion by 14%.

October held a challenge contest for all members. They received between one entry each time they visited PPFC. Prizes were drawn at the end of the challenge which included various PPFC swag items. A dedicated blast was sent out to members, including Silver Sneaker members to encourage participation. Fitness center and group fitness memberships and personal training sessions were discounted during the month of October as well.

RESULTS

- Community Appreciation Days | September 13-17 | 25% off
 - 47 New Memberships
- 31 Day Challenge | October 1-31 | Receive one entry per check-in
- Personal Training Sale | October 1-31 | Three Sessions for \$60
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 26%
 - Average Click Through Rate | 7%
 - Social Media
 - Average Reach | 950
- Website Traffic
 - September
 - Total Users: 756; Visits: 1,057; Pageviews: 1,268
 - October
 - Total Users: 611; Visits: 866; Pageviews: 1,064

PRINT



Parks Plus Fitness Center
Celebrates You!

COMMUNITY APPRECIATION DAYS
SEPTEMBER 13-17

<p>TRY US FOR FREE Full Fitness Center Facility Group Fitness Classes Locker Rooms with Sauna Childcare</p>	<p>EXCLUSIVE DEAL: 25% Off Paid-in-Full Annual Fitness Center & Group Fitness Memberships*</p>
--	---

*Discount is valid on choice of annual paid-in-full fitness center memberships or annual paid-in-full group fitness pass. Discounts cannot be combined with any other offers, including PPFC member group fitness pricing. Resident and non-resident rates apply. Prices will be shown at the end of the month. Times must be returned to 30 days.

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parksplusfitness.com



30 DAY CHALLENGE
FROM OCTOBER 1-31

The more you workout, the more chances to win.
1 Fitness Center Check-In = 1 Entry

Entries are entered to win giveaways including:
3 30-Minute Personal Training Sessions, Parks Plus Fitness Center Shirt, Parks Plus Fitness Water Bottle & More!

Exclusive Deal: 20% Off Paid-in-Full Annual Fitness Center & Group Fitness Memberships*

*Discount is valid on choice of annual paid-in-full fitness center memberships or annual paid-in-full group fitness pass. Discounts cannot be combined with any other offers, including PPFC member group fitness pricing. Resident and non-resident rates apply. Prices will be shown at the end of the month. Times must be returned to 30 days.

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



LIMITED TIME ONLY

THREE 30-MINUTE Personal Training Sessions FOR \$60*

*Sale offered through October 31. Discounted pricing offered only on 3 session, 30 minutes one-on-one personal training package.

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

DIGITAL MARKETING

Now through September 17

Enjoy **FREE** full use of:
Full Fitness Center Facility | Group Fitness Classes | Locker Rooms With Sauna
Childcare

Membership not required.

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


EXCLUSIVE DEAL: 25% off paid-in-full annual fitness and group fitness class pass memberships*

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

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Celebrate Community Appreciation Days No Images? [Click here](#)

GET RESULTS  **GET RESULTS**

Group Fitness **Personal Training** **Kidz Kingdom**



Parks Plus Fitness Center
Celebrates You!

Community Appreciation Days

NOVEMBER/DECEMBER

PROMOTIONS

Back by popular demand for nearly seven years, the Thanksgiving Sale, was rebranded as The Biggest Sale of the Year, but still 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 holiday falling later in the month. 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.

In early November, Charter Fitness, PPFC highest competition announced they were going out of business. PPFC offered a price match for the first three months when they signed up for an annual fitness center membership. The community was posting on local neighborhood boards about fitness centers and we were pleased that many recommended PPFC.

December was off to a great start due to the Biggest Sale of the Year (25% off) ending on December 2. The final day of the sale resulted in \$16,675 (35 memberships). Throughout the month, memberships were discounted 20% and a \$20 one-month pass special for students and \$25 for adults was offered.

RESULTS

- November 18-December 2 | Biggest Sale of the Year | 25% off annual class pass or fitness center memberships
 - \$45,520 Total (increase of \$12,730 over 2018)
- December 1-31
 - 20% Off | 84 Memberships
 - One Month Pass | 58 Passes Sold
- Digital Marketing Results
 - Email Blasts
 - Average Open Rate | 23%
 - Average Click Through Rate | 10%
 - Social Media
 - Average Reach | 2,000
- Website Traffic
 - November
 - Total Users: 933; Visits: 1,330; Pageviews: 1,582
 - December
 - Total Users: 884; Visits: 1,279; Pageviews: 1,502

POSTCARD

THE BIGGEST POOL & FITNESS SALE OF THE YEAR

25% OFF

2020 Pool Season Passes
Annual Fitness Center Memberships

NOVEMBER 22-DECEMBER 2

wheatonparkdistrict.com

25% OFF POOL & FITNESS

THE BIGGEST SALE OF THE YEAR

1777 S. Blanchard St. | Wheaton | 630.690.4880

WHEATONPARKDISTRICT.COM

A 25% discount is required to enter pricing of pool passes. Call 630.690.4880 or visit the Community Center when you purchase.

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

PSRST STD
E2RVSS:
U.S. POSTAGE
PAID
EDDM RETAIL

Local Postal Customer

DIGITAL MARKETING

Sale ends TONIGHT! [No Images? Click here](#)

create. discover. play.

EVENTS REGISTER FACILITIES

The BIGGEST Pool and Fitness Sale of the Year

Hurry! Ends in less than 8 hours

25% OFF

Annual Pool Passes*
for Rice Pool & Water Park and Northside Family Aquatic Center

[Buy Online](#)

Annual Fitness Memberships**

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

*Pool passes may be purchased online if you have a Wheaton Park District household account. Call the Community Center Front Desk to create an account at 630.690.4880.
**Discount is valid on choice of annual paid-in-full fitness center memberships or annual paid-in-full group fitness pass. Discounts cannot be combined with any other offers, including PFFC member group fitness pricing. Resident and non-resident rates apply.

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

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Wheaton Park District
Published by Amy Lynn [?] · November 11, 2019

Bring your current fitness membership contract into Parks Plus Fitness Center located at the Community Center (1777 S. Blanchard St.) and we will match your monthly price for the first three months when you sign up for an annual fitness center membership!

Share this post and be entered to win a free annual membership!
*See fitness center front desk for restrictions.

Wheaton Park District
Sports & Recreation [Learn More](#)

1,619 People Reached 129 Engagements [Boost Again](#)

Wheaton Park District
Published by Gina Catalan [?] · November 27, 2019

Did you know the biggest sale of the year is going on now at Parks Plus Fitness Center and on pool passes? The 25% off sale only goes until 12/2. Learn more and purchase passes today!

25% OFF POOL PASSES & FITNESS MEMBERSHIPS

November 22-December 2

WHEATONPARKDISTRICT.COM

11/22-12/2: 25% Off Pool Pass & Fitness Membership Sale
Save Up to 25% Off 2020 Pool Season Passes and Annual Fitness Center...

751 People Reached 23 Engagements [Boost Post](#)

5

ATRIUM BANNER

THE BIGGEST POOL & FITNESS SALE OF THE YEAR

25% OFF

2020 Pool Season Passes
Annual Fitness Center Memberships

NOVEMBER 22-DECEMBER 2

wheatonparkdistrict.com