



# 2017 ANNUAL REPORT

## 1. EXECUTIVE SUMMARY

The goal for 2018 and each year going forward is continuous improvement and growth of Parks Plus Fitness Center. 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 2017, new and updated equipment was brought into Parks Plus Fitness Center. The facility purchased water rowers, upright bikes and a three-station multi-unit pieces to replace three machines thus conserving space. These updates have been well received by the members and staff.

January notably is one of the busier months at Parks Plus Fitness Center 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: Beat the Heat, Community Appreciation Days, Columbus Day, and Thanksgiving Sales. We spread membership retention and growth throughout the year. Also included were renewal discounts to retain current members. Typically, renewal incentives are short-term and varied in their target appeal. We continue to offer shorter 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.

Parks Plus Fitness Center will continue to provide new programs, 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 Parks Plus Fitness Center (Charter Fitness, Anytime Fitness, Orange Theory, Yoga by Degrees, & CrossFit Wheaton). To counter this, Parks Plus Fitness Center expanded the Silver Sneakers/Prime Annual Memberships to include a variety of Silver Sneakers/Boom classes. These are insurance based annual memberships and classes. PPFC receives \$3.25 per visit up to a max of \$32.50/month per member. Parks Plus Fitness Center has 992 Silver Sneakers/Prime Annual Members, a 50% increase over 2016.

In 2017, Michelle Artis was promoted to Parks Plus Fitness Center Manager and served as Race Director for the races presented by the Wheaton Park District. These races promote health and fitness to the community and represent Parks Plus Fitness Center to this active market.

Parks Plus Fitness Center is committed to make a positive impact on our community. Dedication to our members will be second to none. Our goal is to continue to grow as a facility and for the Parks Plus Fitness Center 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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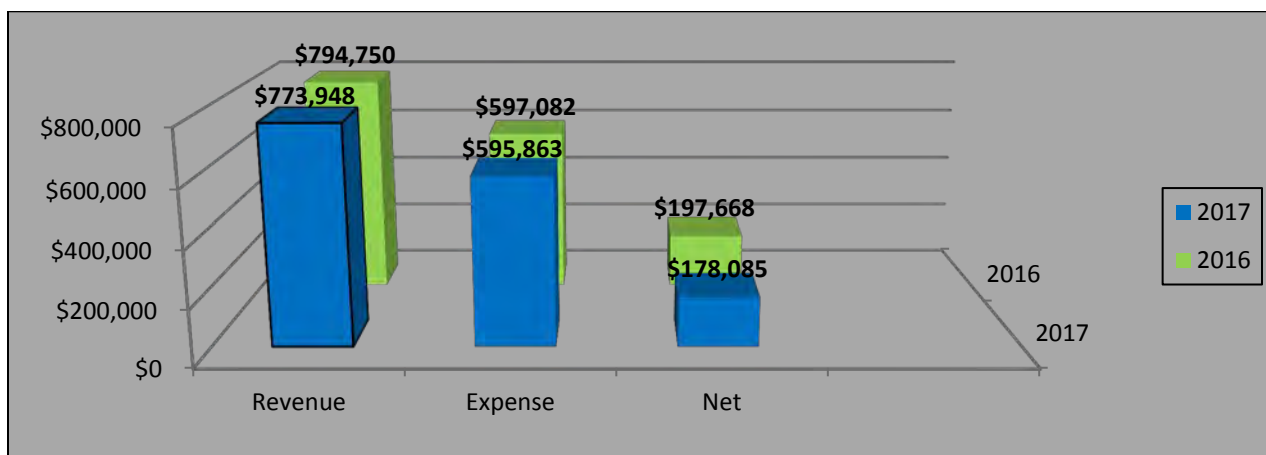


## 2. FINANCIAL ANALYSIS

### A. Revenue vs Expense Comparison 2017 vs 2016

\*Figures pending 2017 financial audit

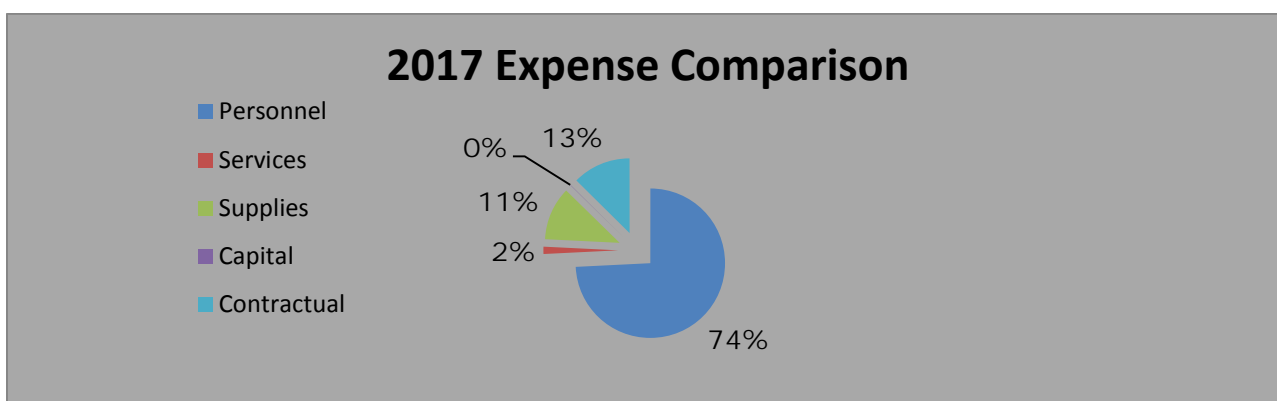
	2017	2016
Total Revenue	\$773,948	\$794,750
Total Expense	\$595,863	\$597,082
Net Balance	\$178,085	\$197,668



### B. Expense Comparison 2017 vs 2016

\*Figures pending 2017 financial audit

Year	Personnel	Services	Supplies	Capital	Contractual
2017	\$434,994	\$9,500	\$70,102	\$430	\$75,837
2016	\$426,910	\$9,529	\$79,150	\$0	\$81,493



- Personnel increased by \$8,084.
  - A 3% raise pool for all Parks Plus Fitness Center staff accounted for this increase.
  - Parks Plus Fitness overall wages came in \$14,891 under budget.
- Supplies decreased by \$9,048.
  - Annual spending decreased due to the cost of the facility annual equipment repair plan.



**C. Division Revenue Comparison 2017 vs. 2016**

\*Figures pending 2017 financial audit

	2017	2016
Annual Memberships	\$352,480	\$397,116
Annual Silver Sneakers Memberships	\$49,935	\$37,830
Short Term Pass	\$45,410	\$51,108
Fitness Daily Fee	\$7,092	\$8,092
Locker Rental	\$397	\$316
<b>TOTAL MEMBERSHIPS</b>	<b>\$455,314</b>	<b>\$494,462</b>
Group Fitness Class Pass	\$65,846	\$71,557
Aerobics Daily Fee	\$5,023	\$5,290
Fitness Programs	\$21,840	\$22,478
<b>TOTAL GROUP FITNESS</b>	<b>\$92,709</b>	<b>\$99,325</b>
<b>PERSONAL TRAINING</b>	<b>\$148,308</b>	<b>\$130,174</b>
<b>KIDZ KINGDOM REVENUE</b>	<b>\$29,163</b>	<b>\$27,830</b>
<b>MISCELLANEOUS &amp; RACES</b>	<b>\$48,454</b>	<b>\$43,059</b>
<b>TOTAL</b>	<b>\$773,948</b>	<b>\$794,750</b>

- Parks Plus Fitness Center overall revenue decreased by 3%.
  - Membership revenue decreased 8%. (As shown in the executive summary)
  - Group Fitness revenue decreased 2% which equates to 15 annual class passes, this is due to the member discount offered to Silver Sneakers members.
  - Personal Training revenue increased 12%.
  - Kidz Kingdom revenue increased 5%.

**D. Part Time Labor Comparison 2017 vs. 2016**

	2017	2016
Service Desk Attendants	\$69,638	\$69,502
Community Center Wages	\$14,478	\$13,676
Personal Training/ Floor	\$13,024	\$14,068
Personal Training/ Orientation	\$3,275	\$2,823
Personal Training/ Training	\$90,154	\$76,802
Group Fitness Instructors	\$65,464	\$63,219
Kidz Kingdom Staff	\$33,164	\$32,787
<b>TOTAL</b>	<b>\$289,197</b>	<b>\$272,877</b>

- In 2017, a 3% salary increase pool accounted for approximately \$8,000 in wage expenses revenue.
- Personal Training wages increased \$13,352 due an additional 783 sessions sold.
- Wheaton Resident wages totalled \$153,500, which accounted for 35% of the total Parks Plus wages in 2017.

### 3. PARKS PLUS FITNESS CENTER MEMBERSHIPS

#### A. Membership Sales

Type	2017			2016			Increase/ Decrease		
	Total	New	Renew	Total	New	Renew	Total	New	Renew
1 Month Membership	373	208	165	369	213	156	4	(5)	9
3 Month Membership	203	116	87	195	114	81	8	2	6
Annual Membership (Includes Silver Sneakers)	2,056	661	1,395	1,787	631	1,156	269	30	239
Annual Off Hours Membership	12	2	10	12	3	9	0	(1)	1
Annual Corporate Membership	29	9	20	42	27	15	(13)	(18)	5
Fit and Swim	23	21	2	17	17	0	6	4	2
<b>Total</b>	<b>2,696</b>	<b>1,017</b>	<b>1,679</b>	<b>2,422</b>	<b>1,005</b>	<b>1,417</b>	<b>274</b>	<b>12</b>	<b>262</b>

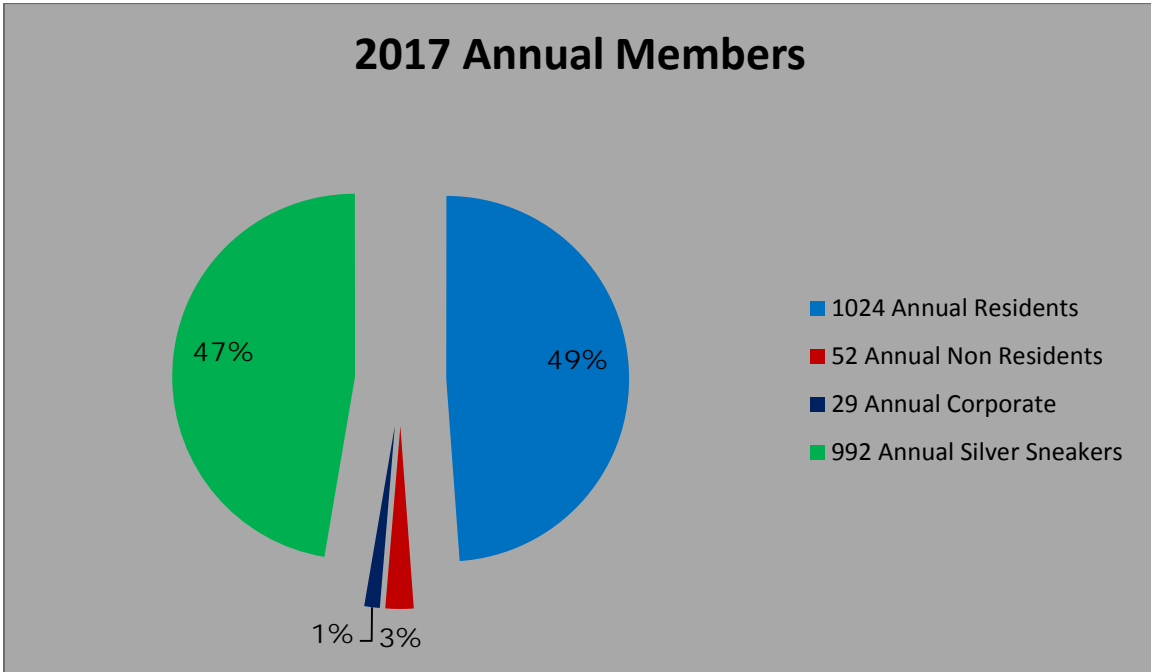
#### B. Annual Membership and Short-Term Pass Revenue

	2017	2016	Increase/Decrease
Annual Membership	\$352,480	\$397,016	(\$44,536)
Silver Sneakers Annual	\$49,935	\$37,830	\$12,105
Short Term Pass	\$45,410	\$51,108	(\$5,698)
Daily Fees	\$7,092	\$8,092	(\$1,000)
<b>Total</b>	<b>\$454,917</b>	<b>\$494,146</b>	<b>(\$39,229)</b>

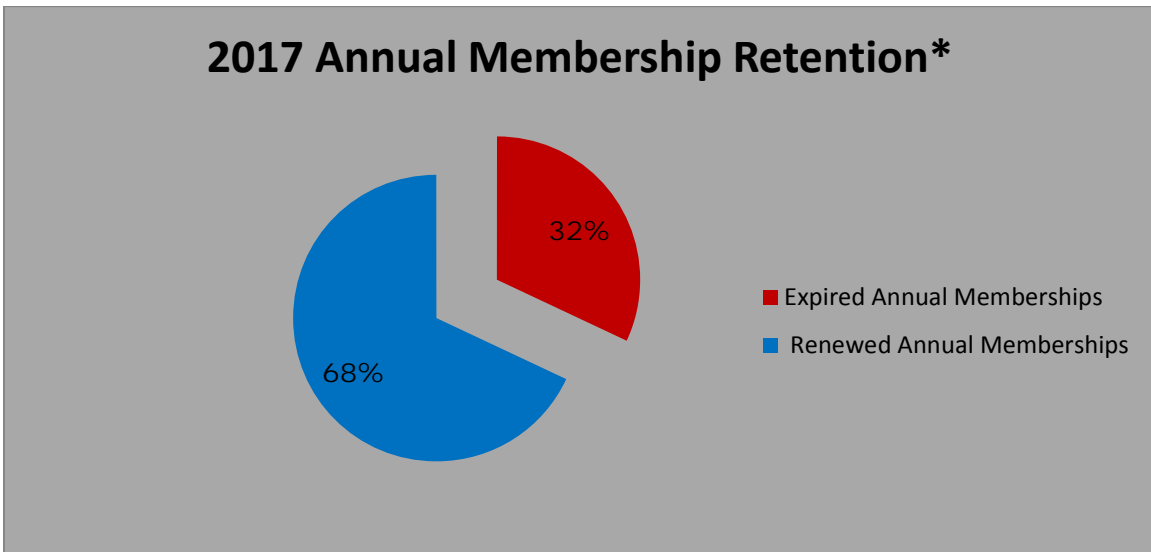
- The total number of memberships increased by 274 members.
- Silver Sneakers makes up 992 annual memberships, an increase of 50% compared over 2016. We continue to implement and offer incentives to increase gross revenue.
- Short term and daily fees saw a decrease as our youth/student membership base decreased. Exit surveys indicate they transferred to \$10-\$20/month competitor clubs such as Charter Fitness and Anytime Fitness.



**C. Annual Membership Comparison**



**D. Membership Retention**



\*Based on 2017 Annual Membership Total of 2,097 members.

- Park Plus retention rate was 68% in 2017. According to Diversified Health & Fitness, on average, 90% of U.S. health clubs lose between 30-50% of their membership each year (diversifiedhf.com). Parks Plus Fitness is on the low end of the average.

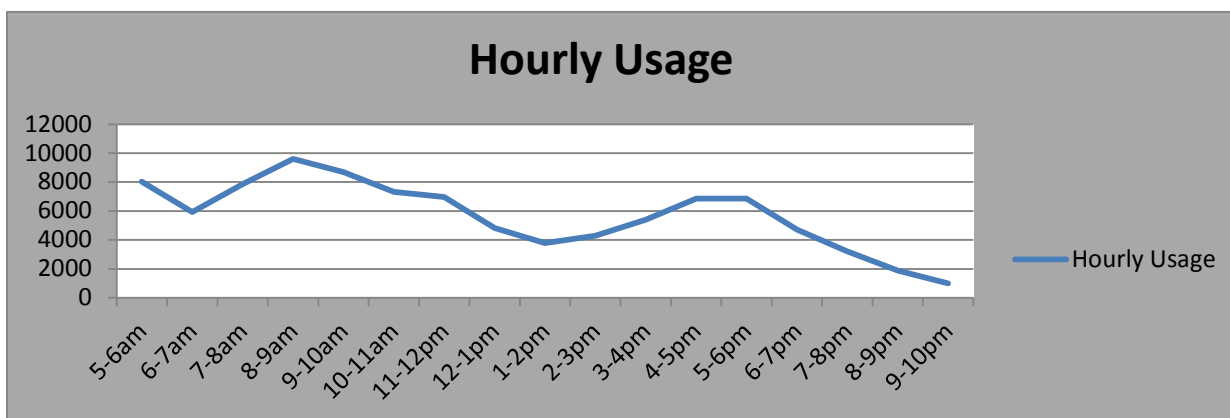




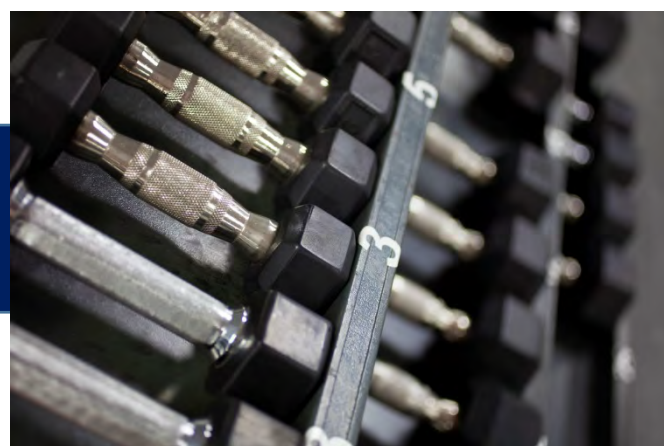
**E. Monthly Visit Comparison by Year**

	2017	2016
January	9,966	10,672
February	8,290	9,486
March	9,205	9,853
April	7,846	9,222
May	8,591	9,095
June	8,476	8,636
July	8,071	8,169
August	7,862	8,836
September	6,958	7,165
October	7,862	7,415
November	8,104	7,678
December	8,111	8,520
<b>TOTALS</b>	<b>99,342</b>	<b>104,747</b>

- Overall we saw a decrease of 5,405 visits in 2017 compared to 2016. 53% of lost visits attribute to our youth/student membership base decrease. (14 loss visits per day)



- 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 PPFC
<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. 2017 Membership Highlights

Marketing and promotional efforts in 2017 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 2017, 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 2017 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 incentive of 20% off on the Community Appreciation weeks brought in 103 renewal annual memberships. The Thanksgiving Sale, aimed to attract new members and welcomed 34 new members.

### *Cross-Promotional Efforts*

Throughout 2017, Parks Plus Fitness Center 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, and interns passing out brochures/information weekly and promotional banners we put up on light poles at Rice Pool & Water Park throughout the summer. 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 the Reindeer Run. Parks Plus Fitness Center Manager serves as the Race Director for all four races. This fitness center serves as the packet pickup location for 3 of the races exposing more than 4,400 racers to the facility.



## H. Membership: Better and Smarter in 2018

Parks Plus Fitness Center 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. Internally, PPFC will continue to run effective sales staff meetings, which will introduce sales initiatives for employees. 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 Parks Plus Fitness. Continuing to recruit and retain strong members that promote the facility will be crucial for membership retention. We will continue to stay positive and actively remain competitive with our newer neighboring facilities such as Charter Fitness, Anytime Fitness, Yoga by Degrees, CrossFit Wheaton and Orange Theory. Parks Plus Fitness Center is proud to be the community club for Wheaton.

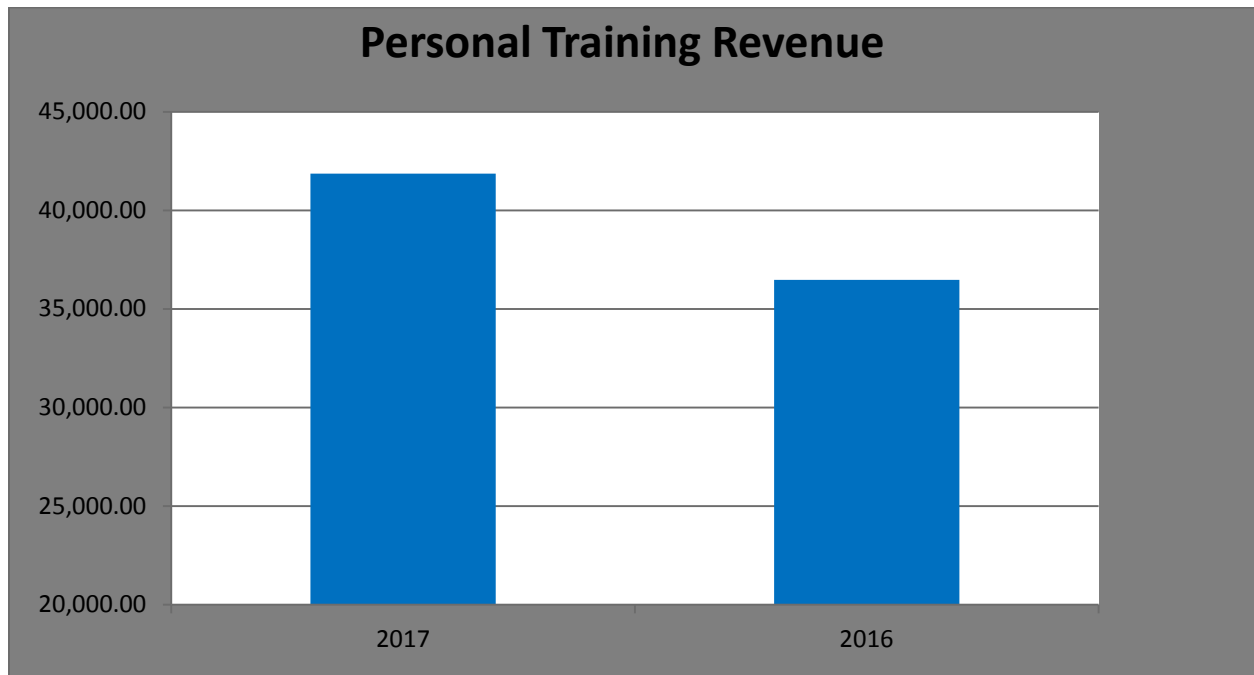


## 4. PERSONAL TRAINING

### A. Revenue and Expense Comparison

	2017			2016		
Session Revenue	\$128,708			\$116,749		
Program Revenue	\$19,600			\$13,425		
<b>Total Revenue</b>	<b>\$148,308</b>			<b>\$130,174</b>		
		Average Hours			Average Hours	
<b>Expense</b>		Annually	Daily		Annually	Daily
<i>Training</i>	\$90,154	4,098	11.3	\$76,802	3,491	11.1
<i>Floor</i>	\$13,024	1,447	4.0	\$14,068	1,563	4.8
<i>Orientation</i>	\$3,275	252	.70	\$2,823	217	.80
<i>Total</i>	\$106,453	5,797		\$93,693	5,271	
<b>Net Balance</b>	\$41,855			\$36,481		
<b>Profit Percentage</b>	28%			28%		

- Net profit percentage remained at 28%. We saw an increase in labor hours due to the increase in revenue, as our members committed to larger packages.
- Recruiting and onboarding of the new personal trainers has been a key to success this year. The transition from 5 to 8 personal trainers in 2017 has gone well.
- Personal training introduced Insanity, Yoga in the Park, and Yoga TRX Classes in 2017. All of these programs have been coming on strong in the fitness industry and are projected to continue to be successful throughout 2018.



## B. Personal Training Package Comparison

	Packages Sold		Number of Sessions	
	2017	2016	2017	2016
1- Partner Session	35	23	35	23
3- Partner Session	2	0	6	0
6-Partner Session	8	14	48	84
12-Partner Session	5	7	60	84
20-Partner Session	9	7	180	140
1-Group Session	15	1	15	1
3-Group Session	1	3	3	9
6-Group Session	12	16	72	96
12-Group Session	17	15	204	180
60min/1 Session	4	14	4	14
60min/3 Session	3	1	9	3
60min/6 Session	16	14	96	84
60min/12 Session	11	6	132	72
60min/20 Session	17	17	340	340
30min/1 Session	115	101	115	101
30min/3 Session	45	80	135	240
30min/6 Session	70	108	420	648
30min/12 Session	99	80	1,188	960
30min/20 Session	190	150	3,800	3,000
<b>Totals</b>	<b>674</b>	<b>657</b>	<b>6,862</b>	<b>6,079</b>

- We saw an increase in personal training transactions by 17 packages in 2017. Sessions also increased by 783 due to the increase of larger packages purchased.
- 30-minute sessions are the most popular package. A total of 519, 30-minute session packages made up 77% of the packages sold.
- Nearly 800 more sessions were held in 2017 due to larger packages being purchased
- Group Training has become a popular fitness trend in 2017 because of the friendly, competitive atmosphere while still focusing on individualized goals. Staff will focus on marketing this offering to capitalize on this program.



### C. Personal Training Programs

The following is a list of the small group personal training programs offered throughout 2017. (71 classes and 364 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! (3 classes; 15 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. (6 classes; 19 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! (25 classes; 134 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; 71 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. (6 classes; 24 participants)

#### **Yoga TRX**

This unique blend of yoga and TRX suspension training increases your flexibility, strength, core stability, and tones your entire body while improving endurance and restoring balance. (4 classes; 14 participants)

#### **Silver Sneakers Circuit**

This class was offered once a week and its popularity grew that now it is offered 3 times a week. It combines fun with fitness to increase your cardiovascular and muscular endurance power with a standing circuit workout. A chair is used for standing support, stretching and relaxation exercises. 3 classes/week; (12-15 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)

- Parks Plus Fitness personal training continues to be affordable compared to see 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 Parks Plus Fitness Center Personal Training will show a profit for the seventh straight year. The department analyzes revenue opportunities and continues to keep an eye on expenses specifically by monitoring floor hours. This year we offered a Personal Training sale that ran during October, offering individual 30-minute, 3-pack personal training sessions at 20% off. 20 packages were sold. In December, we continued the sale of 20% off individual 30-minute sessions. A maximum of 5 sessions could be purchased with a total of 70 sessions sold.

The Personal Training team increased to 8 trainers; the most trainers Parks Plus Fitness Center has had. 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 adding nearly 800 more sessions in 2017 than 2016.

### F. Personal Training: Better and Smarter in 2018

In 2018, Parks Plus Fitness will continue to improve the personal training department by monitoring floor hours to keep expenses down. PPFC will maximize the personal training team by offering free personal trainer led classes to entice members and non-members to join the fitness center or utilize our personal trainers in efforts to increase revenue.



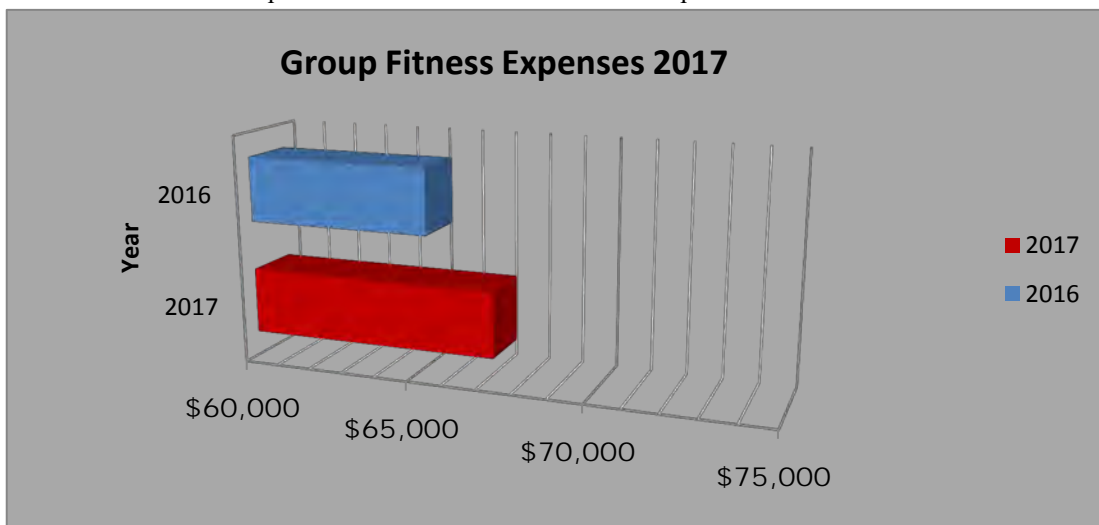
## 5. Group Fitness Class Pass

### 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 5:30AM and 8PM. Parks Plus Fitness Center members receive a 50% discount on both the annual and monthly flex pass options.

	2017	2016
Class Pass	\$65,846	\$71,557
Daily Fees	\$5,023	\$5,290
Fitness Program Revenue	\$21,840	\$22,478
<b>Total Revenue</b>	<b>\$92,709</b>	<b>\$99,325</b>
Part Time Wages	\$65,464	\$63,219
Supplies	\$1,800	\$2,126
<b>Total Expenses</b>	<b>\$67,264</b>	<b>\$65,345</b>
<b>Net Profit</b>	<b>\$25,445</b>	<b>\$33,980</b>
<b>Profit Percentage</b>	<b>27%</b>	<b>34%</b>

- Group Fitness saw a decrease of 15 annual members in 2017.
- 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.



### 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 membership purchases 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 (hand weights, tubing, bands, etc.) 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**

Get that body moving! 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!

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

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

### **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." Stretching exercises complete this great workout.

**Spin Class**

This 55 minute cycling class will have you working harder than you ever thought possible in a group exercise 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. Relieve stress and calm the mind by learning deep breathing exercises and relaxation techniques.

**Yogalattes**

Get the best of mind/body workouts with this class that incorporates the best moves from Yoga and Pilates. Class is taught at an intermediate level, but modifications are given to suit beginners as well as advanced participants.

**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 s and easy-to-follow movements.

#### D. 2017 Group Fitness Highlights

The Annual Group Fitness Class Pass Sale was offered multiple times during 2017. The sales were held January, July-August, September, October and November. These sales offered 15-20% off of new and renewal annual class passes. This year we introduced a Flash Sale held on December 22<sup>nd</sup> that offered 30% off regular priced annual class passes. Most renewing Class Pass members took advantage of these sales, 38 new Annual members joined in 2017.

The Community Appreciation Days were held January and in September during 2017. During these 7 day sales we offered classes to promote the group fitness program, as well as offered 20% off the Annual ClassPass. More than 30 new or expired participants took advantage of the free classes during January and September, and over 50% of them signed up for a 1, 3 or 6 month Group Fitness Class Pass.

In May, Parks Plus Fitness Center purchased 32 new Step platforms and risers to replace old benches from 2000. Kettlebells were also purchased to keep up with trends in the industry.

In October 2017, Parks Plus Fitness Center purchased 7 new spin bikes to replace the remaining older spin bikes in our fleet. Participants enjoy a smoother ride as well as an on-bike computer that gives them a visual of how fast they are riding, power they are creating, and level of resistance. Most have commented that this feature makes them push themselves harder than they did on the old bikes that do not have this technology.

The 8<sup>th</sup> annual “Party 4 the Cure Zumbathon” was held in October to promote breast cancer awareness and raise funds for research. Proceeds were donated to the Northwestern Breast Health Center. In 2017 the Wheaton Park District donated more than \$600 to the Northwestern Breast Health Center.

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. In 2017, we added Barre Workout and Kettlebell AMPED to our schedule to attract younger participants. Both classes focus on muscular strength, endurance, and core training.



## E. Group Fitness: Better and Smarter in 2018

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 2018, we will be changing the format of some classes to combine 2 different formats into 1 class period, such as Spin & Yoga, and Spin & Strength. We will also be focusing on different marketing strategies that are very different than in the past.

We will hold the 9<sup>th</sup> Annual Zumbathon in October 2018 to support Breast Cancer awareness and research. This event regularly sells out, participants have a great time, and we raise funds for a cause that has touched so many in the community.

## 6. KIDZ KINGDOM

### A. Kidz Kingdom Revenue and Expenses

	2017	2016
Annual Pass Sales	\$2,301	\$3,325
Daily Fees	\$26,862	\$24,505
<b>Total Revenue</b>	<b>\$29,163</b>	<b>\$27,830</b>
Part Time Wages	\$33,164	\$32,787
Supplies	\$872	\$630
<b>Total Expenses</b>	<b>\$34,036</b>	<b>\$33,417</b>
<b>Net Loss</b>	<b>(\$4,873)</b>	<b>(\$5,587)</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 increased due to an additional 590 hours of paid child care services.
- Kidz Kingdom decreased its annual loss by 13% in 2017.

Based on 2009 Board direction, PPFC continues to operate Kidz Kingdom at a loss as a childcare service to our members. However, PPFC team will continue to monitor efforts and continue to foster the charter of sustainability.

### B. Kidz Kingdom 2017 Highlights

Kidz Kingdom located on the main level of the Community Center offers a variety of programming options. This programming 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 added a 3 ½ hour drop-in visit to their current offerings.

- **Fabulous Friday-** A two day a week program. This program provides a child three days of early childhood experience as well as the parent or guardian an opportunity to get ready for the weekend.

- **Half Day of Play-** This program continues to be offered on District 200 days off. The patron can drop their child off for a half day of play in the Kingdom.
- **Kidz Care-** Accommodates children for 2, 3, 4 or 5 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 Parks Plus Fitness Center 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 for up to an hour before they attend their morning Wide Horizon Preschool class. Children attend up to three hours after their morning session in Kidz Kingdom.
- **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 throughout Wheaton 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 2017. Staff assisted with the day of coordination of events.



### C. Kidz Kingdom: Better and Smarter in 2018

Kidz Kingdom has lowered the minimum age from 2 years to 18 months for Drop-Off Care, Stay and Play, and Fabulous Friday Programs. This will help to entice new annual and monthly members to use the Kidz Kingdom services. The goal is to increase annual sales as well as hourly usage. Kidz Kingdom will add two 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. Kidz Kingdom will continue to staff according to DCFS ratios which is determined by the age of the youngest child in Kidz Kingdom's care.

#### 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. SILVER SNEAKERS/PRIME PROGRAM

Silver Sneakers, 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. Parks Plus Fitness Center launched the program in 2014 and by the end of December 2017 the club had 992 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/week to 8/week in 2017 to increase visits and revenue; classes average 12-15 participants. We introduced a 6-Week Challenge in September to increase member visits and generate increased revenue through those visits. The end of the challenge we saw our largest payout of nearly \$6,000 for 1 month.



## 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 providing funding for 64 participants to have Parks Plus Fitness Memberships. Fees provided totaled \$8,347.73.



## 9. 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 offered PPFC as a training site for future personal trainers.

## 10. Health and Wellness Committee

The Health and Wellness Committee (HWC) holds monthly meetings on the first Tuesday of the month. The Health and Wellness Committee includes staff members: Michelle Artis, Andrea Chiappetta, 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 2017, 203 staff members attended Lunch and Learns and 111 employees participated in the Maintain Don't Gain holiday health challenge.

## 11. Race Wheaton

Parks Plus Fitness Center plays a vital role to capitalize on promotional opportunities as the Parks Plus Fitness Center Manager serves as the certified Race Director. Parks Plus Fitness Center 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 22, 2017 and was a huge success; over 1,084 participants ran the streets of Wheaton and through four color stations. This event raised approximately \$32,786 split by both entities. **Save the Date for 2018 = April 14**

### **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 2018 = June 2**

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

The Wheaton Park District Parks Plus Fitness Center and FT Cares Foundation partnered for the 4th annual 5K event on September 29, 2017 that had 907 participants and raised approximately \$47,910 split by both entities. **Save the Date for 2018 = September 28**

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

The Wheaton Park District Parks Plus Fitness Center and the Wheaton Lions Club partnered for the 6th annual 5K event on December 2, 2017 that had 1,346 participants and raised approximately \$55,916 (\$27,958.38 to both entities). **Save the Date for 2018 = December 1<sup>st</sup>.**



### 12. Partnerships

Parks Plus Fitness Center 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, WITS, and Stroller Strides Fitness, LLC help PPFC gain visibility and recruit incentives for members.

### 13. Equipment Replacement Plan

The equipment replacement plan details the current equipment inventory, approximate year purchased, life expectancy, projected replacement year and cost estimate. In 2017, Parks Plus Fitness purchased 2 upright bikes and 2 water rowers to update cardio equipment. PPFC also purchased a three station multiunit piece which replaced 3 machines and conserved space. In addition, 7 new spin bikes and 30 step boards and risers were also purchased to keep up with the demand in group exercise classes. 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. Many successful promotions from 2016 were continued this year and combined with new fitness promotions such as the Six Week Silver Sneakers Challenge (September/October) and the Flash Fitness Sale (December). The former Black Friday Sale was renamed the Thanksgiving Sale since the length of the sale coordinates more with the holiday break than just a short weekend sale. The following pages demonstrate month by month the marketing initiatives for Parks Plus Fitness Center in 2017.

With more competition moving into the area each year it is important that in 2018 staff takes more risks and challenges former sales tactics to create a place for Parks Plus Fitness Center in this very competitive market. Competition for Parks Plus Fitness Center 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, 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 and Area Fitness are hard 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 memberships.

In 2018, the Marketing Team will continue to find our niche in the fitness market and target our advertising to those groups. Parks Plus Fitness Center'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 Parks Plus Fitness Center 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 facility center staff have met several times already and plan to initiate several new programs in 2018 including but not limited to the flash sales, unique pricing incentives, developing a stronger Military discount program, 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 an important month for any fitness center. The New Year's resolutions drive traffic to the facilities. For the last few years, Parks Plus Fitness Center has offered the Get Fit Sale in the month of January, which features 15% off for new and renew members. In order to drive urgency and welcome potential new members to the facility we offer Community Appreciation Days the first week or two of the month. Residents are welcome to come use the facilities for free (fitness center, group fitness, and childcare) and try us out. Memberships are offered at 20% off during this time only. This year's Community Appreciation Days were celebrated January 3-10. Not only do we see high volume in the fitness center during this time, but this a huge renewal period for our group fitness member as well. In an effort, to promote group fitness classes we designed a special "Get Fit Flyer" to promote the group fitness option with the 15% off and did a dedicated eblast featuring the group fitness schedule to promote the flexibility and variety of our class schedules.

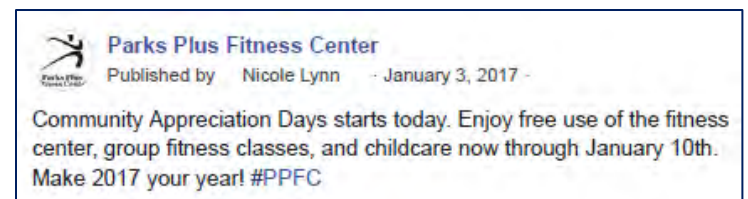
## RESULTS

- Community Appreciation Days | January 3-10 | 20% off
  - 79 Memberships (29 new, 50 renew)
- Get Fit Sale | January 11-31 | 15% off
  - 68 Memberships (29 new, 39 renew)
- Email Marketing Results
  - Make 2017 Your Year at Parks Plus Fitness Center! | January 6 | 26.2% Open Rate | 3.1% Click Through Rate
  - January Fitness News & Specials | January 20 | 24.5% Open Rate | 6.5% Click Through Rate
  - Annual Get Fit Sale ends January 31 | January 24 | 25.6% Open Rate | 3.1% Click Through Rate
- Social Media Marketing Results
  - Community Appreciation Social Media Post | 1/3/17 | 101 Reach
  - Get Fit Sale Social Media Post | 1/13/17 | 87 Reach
- Website Traffic
  - Total Users: 1,342 | Visits: 1,733 | Pageviews: 5,460

## FACEBOOK COVER IMAGE



## SOCIAL MEDIA BOOSTED POST



POSTER, FLYER, A-FRAMES



**Parks Plus Fitness Center**

## COMMUNITY APPRECIATION DAYS

**JANUARY 3-10**



**Free use of:**

- Full Fitness Center Facility
- Group Fitness Classes
- Indoor Track
- Locker Rooms with Sauna
- Childcare

**20% Off\***  
Annual Fitness & Class Pass Memberships

Plus free fitness classes on Saturdays all month long!  
\*January 7, 14, 21, 28

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

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



**Parks Plus Fitness Center**

## the annual GET FIT SALE

Class Pass offers many options with more than 50 classes per week!

**15% Off\***  
Annual Fitness & Class Pass Memberships through January 31

- SPIN
- SCULPT AND CORE
- YOGA
- CARDIO
- ZUMBA!
- FUSION
- STEP
- AND MUCH MORE!

Plus free fitness classes on Saturdays all month!  
\*\*January 14, 21, 28

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

1777 S. Blanchard St. | parksplusfitness.com

EMAIL MARKETING

### COMMUNITY APPRECIATION DAYS

**JANUARY 3-10**



**Free use of:**  
Full Fitness Center Facility  
Group Fitness Classes  
Indoor Track  
Locker Rooms with Sauna  
Childcare

Plus free fitness classes on Saturdays all month long!  
\*January 7, 14, 21, 28

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:30A		Soul Express® Krisla		Soul Express® Krisla			
9:45A	Step Interval® Dawn		Step Interval® Dawn		Step Interval® Dawn		
9A	Real Body Workout® Lisa	Spin Todd	Total Body Workout® Lisa	Spin Laurie	Spin Todd		
7A						Spin Laurie	
7:45A		Step Express® Dawn		Step Express® Dawn			
8A						Yoga/Stretch Dawn/Laura/ Interbody Laurie	
8:15A	Cardio Mix Dawn				Cardio Mix Dawn		
8:30A		Body Sculpt Dawn		Body Sculpt Dawn			Spin Robert
8:55A				Spin Interval Tary 2		Zumba Lisa	
9:55A							Yoga/Stretch Fusion
9:55A	Cardio Core Challenge Cheryl	Power Sculpt Cheryl	Cardio Core Challenge Cheryl	Cardio Core Challenge Cheryl	Cardio Core Challenge Cheryl	Yoga/Less 1-2 Laurie	
	Yoga/Less 1-2 Laurie		Yoga/Less 1-2 Laurie				
10A					Kix Resistance Strength & Circuit Dawn		
10:45A	Core Floor® Cheryl	50+ Balance Strength & Stretch Cheryl (10:35A)	Core Floor® Cheryl	Genie Yoga Laurie			

	Monday	Tuesday	Wednesday	Thursday
9P			POWER SCULPT Krisla	
9P	Multi Step Challenge	ZUMBA Laurie/Lisa		Fitness Fusion Christina
9P	Spin (2:30) Jackie	Body Sculpt Jackie		Spin Mary
8P		Yoga/Less 1-2 Laurie		

More information at [parksplusfitness.com/specials](http://parksplusfitness.com/specials)



**Parks Plus Fitness Center**

## the annual GET FIT SALE

Class Pass offers many options with more than 50 classes per week!

**15% Off\***  
Annual Fitness & Class Pass Memberships through January 31

- SPIN
- SCULPT AND CORE
- YOGA
- CARDIO
- ZUMBA!
- FUSION
- STEP
- AND MUCH MORE!

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

# FEBRUARY

## PROMOTION

February was all about internal promotions. After a busy month in January, these 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 pick up their BINGO card at the beginning of the month to ensure the maximum amount of time to get rewarded. Members could take a yoga class, complete a circuit or workout three days in one week to fill up their board and earn a free Parks Plus Fitness Center shirt. The goal was to have 50 participants which was succeed with 52 participants. This year's Staff Appreciation and Membership Sale took place from February 22-27. This special celebrated all PPFC staff in all they do to keep members coming back for every workout. The sale beat the volume from January by 4 members.

## RESULTS

- Staff Appreciation and Membership Sale | February 22-27 | 25% off new and 20% off renew annual class pass or fitness center memberships
  - 83 Memberships (30 new, 53 renew)
- BINGO | February 1-28 | First 150 winners to fill their BINGO card received a PPFC t-shirt
  - 52 Participated, 31 Completed Cards
- Email Marketing Results
  - February Fitness News & Specials | February 15 | 26.3% Open Rate | 7.3% Click Through Rate
  - Staff Appreciation and Membership Sale All Weekend Long! | February 24 | 30.4% Open Rate | 4.8% Click Through Rate
- Social Media Marketing Results
  - BINGO Social Media Post | 2/3/17 | 90 Reach
  - Staff Appreciation and Membership Sale Social Media Post | 2/15/17 | 36 Reach
- Website Traffic
  - Total Users: 757 | Visits: 950 | Pageviews: 2,877

## FACEBOOK COVER IMAGES



EMAIL MARKETING



February 2017

Monthly Highlights

**Fitness BINGO**

February 1-28  
Play Parks Plus Fitness Center BINGO! Pick up your BINGO card at the service desk for a chance to win!  
First 150 to get BINGO receive a FREE Parks Plus Fitness t-shirt.  
[Learn more](#)  
Print your BINGO card [here](#).



**Staff Appreciation and Membership Sale**

Join us in celebrating our staff and all they do to serve you!  
PLUS  
25% off NEW | 20% off RENEW Annual Class Pass or Fitness Center Memberships\*  
\*Discount taken off paid-in-full fitness memberships. Terms and conditions apply.



Fitness Opportunities

**Experience INSANITY@ LIVE with Tom Gaffney**

This isn't your ordinary cardio-conditioning class. This thrilling workout provides 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. [Register](#)  
Check out Tom's amazing bio! [Go>](#)



**RACE WHEATON**  
a race for all seasons  
4 5K RACES,  
1 REGISTRATION  
ONLY \$100  
Includes a commemorative Race Wheaton shirt!  
\*10K upgrade available.

APRIL 22	FUN RUN IN COLOR
JUNE 3	DOSLEY ZOO RUN FOR THE ANIMALS*
SEPTEMBER 29	LIGHT THE TORCH NIGHT RUN
DECEMBER 2	LIONS CLUB REINDEER RUN

Includes commemorative Race Wheaton t-shirt.\* [Register Now>](#)  
\*Optional 10K upgrade available.

**Fun Run in Color**  
Use code: FUNRUN1 for \$5 off  
[Register now>](#)

**fun IN COLOR 2017**  
Run/Walk at Wheaton A.M. | Wheaton Park, Ontario  
**APRIL 22 • 9A**  
DOWNTOWN WHEATON

5K Run/Walk | 4 Color Stations | After-Party

SOCIAL MEDIA POSTS

**Parks Plus Fitness Center**  
Published by Social Share by Constant Contact · February 15, 2017 ·

Join us February 22-27 in celebrating our staff and all they do to serve you!  
Check out our February newsletter and see special offer inside. #PPFC

**Parks Plus Fitness Center** updated their cover photo.  
Published by Nicole Lynn · February 22, 2017 ·

Join us now through February 27 in celebrating our staff and all they do to serve you! PLUS receive 25% off new and 20% off renew annual class pass or fitness center memberships. #PPFC

POSTER, FLYER, A-FRAMES

**STAFF APPRECIATION and MEMBERSHIP SALE**  
— February 22-27 —

Join us in celebrating our staff and all they do to serve you!

**PLUS**  
25% off NEW | 20% off RENEW  
Annual Class Pass or Fitness Center Memberships\*

\*Discount taken off paid-in-full fitness memberships. Terms and conditions apply.

**B-I-N-G-O**  
and Fitness was the Game-O!

**February 1-28**

Play Parks Plus Fitness Center **BINGO!**  
Pick up your **BINGO** card at the front desk for a chance to win!

First 150 winners to get **BINGO** receive a **FREE** Parks Plus Fitness t-shirt.

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

**STAFF APPRECIATION and MEMBERSHIP SALE**  
— February 22-27 —

Join us in celebrating our staff and all they do to serve you!

**PLUS**  
25% off NEW | 20% off RENEW  
Annual Class Pass or Fitness Center Memberships\*

\*Discount taken off paid-in-full fitness memberships. Terms and conditions apply.

# 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 Nike shoes to 2 winners. Allowing nonmembers to participate in Miles of March was an introductory way of showing them the facility, what PPFC has to offer to help them achieve their fitness goals and our friendly staff. 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 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
  - 1,990 miles were logged by members and participants
- Student Spring Break & Summer Special | March 1-April 15 | Receive spring break week free when summer pass was purchased
  - 53 Student Memberships
- Email Marketing Results
  - Miles of March has begun! | March 3 | 34.4% Open Rate | 1.6% Click Through Rate
  - Student Spring Break Special | March 8 | 21% Open Rate | 1.5% Click Through Rate
- Social Media Marketing Results
  - Miles of March Post | 3/1/17 | 145 Reach
  - Student Spring Break Special Post | 3/7/17 | 167 Reach
- Website Traffic
  - Total Users: 796 | Visits: 1,108 | Pageviews: 2,904



POSTER, FLYER, A-FRAMES




**SPRING BREAK STUDENT SPECIALS**

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

	Fitness Center <i>or</i> Classes	Classes <i>and</i> 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 4/15/17.



**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 pair of Nike running shoes.

Details at the Parks Plus Fitness Center Service Desk.

SPONSORED BY   

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

EMAIL MARKETING



**SPRING BREAK STUDENT SPECIALS**

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

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

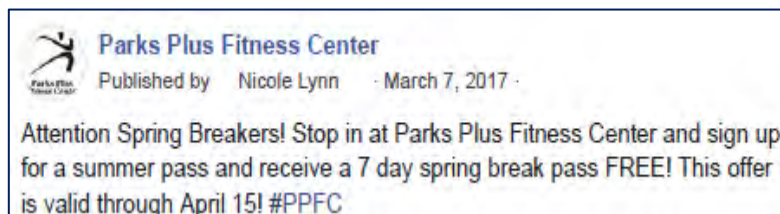
Valid Student ID must be presented. Terms and conditions apply. Offer expires 4/15/17.

SOCIAL MEDIA POSTS




**Parks Plus Fitness Center**  
Published by Nicole Lynn · March 1, 2017 ·

Happy March! Members and Nonmembers: Run, walk, or jog a mile on the upstairs track at the Community Center or in Parks Plus Fitness Center and be entered in our drawing to win a pair of Nike running shoes. Thank you, Dick Pond Athletics for partnering with us! #PPFC



**Parks Plus Fitness Center**  
Published by Nicole Lynn · March 7, 2017 ·


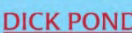

Attention Spring Breakers! Stop in at Parks Plus Fitness Center and sign up for a summer pass and receive a 7 day spring break pass FREE! This offer is valid through April 15! #PPFC



**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 pair of Nike running shoes.

Details at the Parks Plus Fitness Center Service Desk.

SPONSORED BY   

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

# APRIL

## PROMOTION

April is a good time to promote new and renew memberships encouraging the community to get the “results they want” before summer. The Spring Into Fitness Sale has been a successful promotion for the past several years. Different to previous years, the promotion included a one hour session with a personal trainer in addition to the discounted group and fitness memberships. The new combination measured up to last year’s sale and was well received by members. The Student Spring Break & Summer Special carried over from March through April 15, continuing to increase student membership sales each year.

## RESULTS

- Spring Into Fitness Sale | April 1-30 | 15% off
  - 52 Memberships (22 new, 30 renew)
- 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
  - Spring into Fitness at Parks Plus Fitness Center! | April 25 | 20.7% Open Rate | 2.6% Click Through Rate
  - April Fitness News & Specials | April 13 | 25.4% Open Rate | 5.5% Click Through Rate
- Social Media Marketing Results
  - Spring into Fitness Post | 4/25/17 | 29 Reach
- Website Traffic
  - Total Users: 709 | Visits: 914 | Pageviews: 2,551



## EMAIL MARKETING



April 2017

### Monthly Highlights



## MILES OF MARCH

**Thank you Miles of March participants!**  
Together we covered 1,190 miles.

### Spring into Fitness 15% off

Now through April 30  
Annual Group Fitness or Fitness Center Memberships.\*  
PLUS receive one hour with a personal trainer.  
\*Some restrictions apply.

[Learn more>](#)



### Spring Break Student Special

Sign up for a summer pass and receive a 7-day spring break pass FREE.\*  
\*Valid student ID must be presented. Terms and conditions apply.

[Learn more>](#)



### NEW!

#### Swell Water Bottles

For sale at the Service Desk | \$20  
-Vacuum insulated double wall stainless steel  
-Keeps liquids COLD up to 24 hours  
-Keeps liquids WARM up to 12 hours  
-Twist off cap  
-Comfortable grip-rubberized finish



### Fun Run in Color

Online registration closes Tuesday, April 18 at 11:59P. Price increases at Packet Pickup on Thursday, April 20 at the Wheaton Park District Community Center, 1777 S. Blanchard St., Wheaton.  
Save \$5 when you use code: WPD17  
[Register now>](#)

### New Fitness Opportunities

#### Barre Workout

Fridays | 7:45A  
This low-impact class will push muscles to fatigue on full-body strength, especially the core. Improve posture and balance while the music inspires you to move!

#### Spin Interval

Thursdays | 8:30A  
This traditional spin class with intervals of full-body strength will provide training movements for a total-body workout.

## POSTER, FLYER, A-FRAMES



Get ready for summer with our...  
**SPRING INTO FITNESS SALE!**

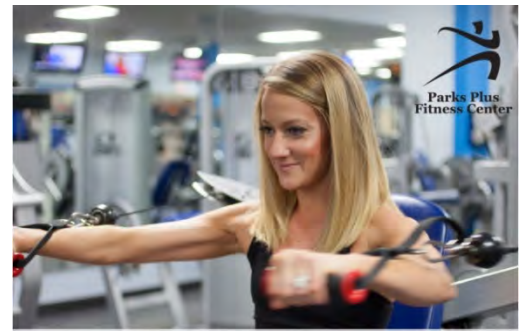
**15% OFF** Annual Group Fitness or Fitness Center Memberships through April 30\*

\*Some restrictions apply.

**PLUS** one hour with a personal trainer

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

[PARKSPUSFITNESSCENTER.COM](http://PARKSPUSFITNESSCENTER.COM)



Get ready for summer with our...  
**SPRING INTO FITNESS SALE!**

**15% OFF** Annual Group Fitness or Fitness Center Memberships through April 30\*

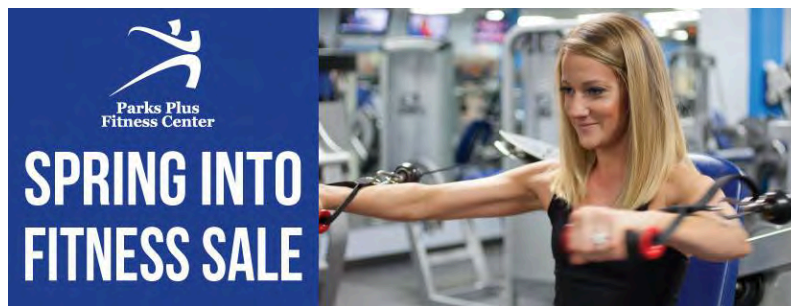
\*Some restrictions apply.

**PLUS** one hour with a personal trainer


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

[PARKSPUSFITNESSCENTER.COM](http://PARKSPUSFITNESSCENTER.COM)

## FACEBOOK COVER PHOTO



## SOCIAL MEDIA POST



**Parks Plus Fitness Center**  
Published by Social Share by Constant Contact · April 25, 2017 ·

Spring into Fitness at Parks Plus Fitness Center! Less than one week to save 15% on annual group fitness and fitness center memberships. #PPFC #WheatonParks

# MAY/JUNE

## PROMOTION

May and June are crucial months 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 and June was the Fit N Swim sale. Fit N Swim includes 3 months of fitness and pool membership for \$120 through the end of June. As a way to target new homeowners, a 500 household direct mail was done through an outside agency. Yoga in the Park started in June through the middle of August. Participants could register or walk in per class.

## RESULTS

- Fit N Swim | May 1-June 30 | \$120 for 3 months
  - 18 new memberships
- Student Summer Special | May 1-June 30 | \$75 for 3 months
  - 141 Student Memberships Sold
- Yoga in the Park | 4 Classes | 16 Participants
- Email Marketing Results
  - Student Summer Special! | May 11 | 34.1% Open Rate | 2.1% Click Through Rate
  - Silver Sneakers Summer Class Schedule | June 7 | 44% Open Rate  
11.5% Click Through Rate
  - Get Fit N Swim! | June 9 | 23.7% Open Rate | 4.6% Click Through Rate
- Social Media Marketing Results
  - Student Summer Special Post | 5/11/17 | 24 Reach
  - Fit N Swim Post | 4/25/17 | 29 Reach
- Website Traffic
  - May
    - Total Users: 905 | Visits: 1,189 | Pageviews: 3,592
  - June
    - Total Users: 894 | Visits: 1,234 | Pageviews: 3,257

POSTER, FLYER, A-FRAMES



**Parks Plus Fitness Center**

**SUMMER STUDENT SPECIAL**

**Summer Pass \$75**

Choice of fitness center or group class pass.  
Upgrade and receive both for \$30 more.

Valid Student ID must be presented.  
Terms and conditions apply.  
Offer expires 6/30/17.  
Good for a 3-month membership.

**SAVE OVER \$50!**

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**YOGA IN THE PARK**

Vinyasa-style yoga in nature uses postures and breathing techniques through continual movements from one pose to another. This discipline gives a cardiovascular benefit which more traditional forms of yoga do not. It can also increase muscle strength, endurance, flexibility, and reduce stress levels. (Accessible to most fitness levels; modifications available).

Instructor: Stacey Lim

Dates	Day	Time	Fee	Class #
6/3-7/1	Sa	8:30-9:30A	\$45/\$55	315160-01
6/3-7/1	Sa	9:30-10:30A	\$45/\$55	315160-02
7/15-8/12	Sa	8:30-9:30A	\$45/\$55	315160-03
7/15-8/12	Sa	9:30-10:30A	\$45/\$55	315160-04

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

EMAIL MARKETING



**Silver Sneakers membership includes**

- Free 60-minutes with a personal trainer
- Free Silver Sneakers and boom classes weekly
- State-of-the-art cardio and resistance equipment
- Full line of free weights
- Qualified and certified personnel
- Three-lane indoor running and walking track
- Whirlpool and sauna
- Contests and special programs

Member prices of Personal Training and Group Fitness Class passes

**Free Silver Sneakers and Boom exercise classes**

**Tuesdays**  
Circuit | 11:45A-12:30P

**Wednesdays**  
Circuit | 12-12:45P

**Thursdays**  
Yoga | 11:15A-12P  
Move It (Cardio class) | 12:10-12:40P

**Fridays**  
Muscle (Strength, Toning, and Cardio class) | 11-11:30A  
Circuit | 11:05-11:50A  
Mind (Yoga, Pilates and Stretching combo class)

Learn more at [parksplusfitness.com](http://parksplusfitness.com)



**Parks Plus Fitness Center**

**SPECIAL OFFER FOR NEW MEMBERS!**

**25% OFF**


**ANNUAL FITNESS & CLASS PASS MEMBERSHIPS\***

Mention this postcard to the service desk to receive this offer

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

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**Parks Plus Fitness Center**

1777 S. Blanchard St.  
Wheaton, IL 60189  
(630) 871-6713  
[parksplusfitness.com](http://parksplusfitness.com)




**Parks Plus Fitness Center**

**SUMMER STUDENT SPECIAL**

**Summer Pass \$75**

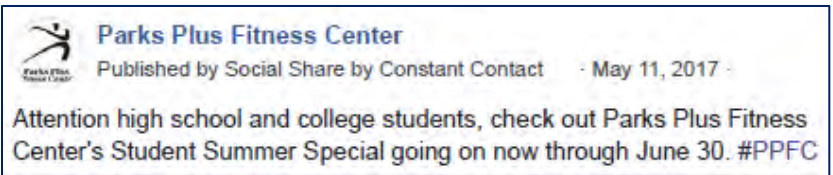
Choice of fitness center or group class pass.  
Upgrade and receive both for \$30 more.

Valid Student ID must be presented.  
Terms and conditions apply.  
Offer expires 6/30/17.  
Good for a 3-month membership.

**SAVE OVER \$50!**

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

SOCIAL MEDIA POST



**Parks Plus Fitness Center**  
Published by Social Share by Constant Contact - May 11, 2017

Attention high school and college students, check out Parks Plus Fitness Center's Student Summer Special going on now through June 30. #PPFC

POSTER, FLYER, A-FRAMES

**Parks Plus Fitness Center**

# Fit N' Swim

\$120 pass includes fitness center and aquatic pass for the summer.\*

\*Terms and conditions apply. Offer expires 6/30/17.

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

**parkspusfitness.com**

EMAIL MARKETING



**June-August Class Schedule!**

**Mondays**

June 12-August 14  
Muscle | 11-11:30A  
Mind | 11:35A-12:05P

**Tuesdays**

June 6-August 15  
Circuit | 11:45A-12:30P

**Wednesdays**

June 7-August 16  
Circuit | 12-12:45P

**Thursdays**

June 8-August 17  
(no class 6/22 & 7/6)  
Yoga | 11:15A-12P  
Move It | 12:10P-12:40P

**Fridays**

June 9-August 18  
Circuit | 11:05-11:50A  
Mind | 11:40A-12:10P

Learn more at [parkspusfitness.com](http://parkspusfitness.com)



FACEBOOK COVER PAGE

**Parks Plus Fitness Center**

\$120 pass includes fitness center and aquatic pass for the summer.\*

\*Terms and conditions apply.

**Fit N' Swim Now through June 30!**

SOCIAL MEDIA POSTS

**Parks Plus Fitness Center**  
Published by Social Share by Constant Contact · June 9, 2017 ·

Stay fit this summer and enjoy the pool! Parks Plus Fitness Center is teaming up with the WPD Aquatic Facilities to offer a 3 month pool & fitness combination membership. #WheatonParks

# JULY/AUGUST

## PROMOTION

For the 3<sup>rd</sup> year, July kicked off our most unique promotion, 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 4,500 Beat the Heat postcards were sent out between 7/14 and 7/17 within a 5 mile radius of PPFC. If the postcard was presented at PPFC, members would receive a PPFC bonus gift (a water bottle) as well as a complimentary hour of personal training. This was also promoted on site at both pools. A table was set up and the marketing intern was onsite promoting PPFC, passing out giveaways and talking about the promotion. 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
  - 99 Memberships (28 new, 71 renew)
- Email Marketing Results
  - Beat the Heat | July 18 | 22.2% Open Rate | 2.4% Click Through Rate
  - Beat the Heat | July 26 | 24.5% Open Rate | 2.9% Click Through Rate
- Social Media Marketing Results
  - Beat the Heat Facebook | 7/12/17 | 68 Reach
  - Beat the Heat Bonus Gift Facebook Boosted Post | 7/27/17 | 2,313 Reach
- Website Traffic
  - July
    - Total Users: 878 | Visits: 1,166 | Pageviews: 3,460
  - August
    - Total Users: 805 | Visits: 1,048 | Pageviews: 3,080



COMMUNITY ATRIUM BANNER



**BEAT THE HEAT**  
**SUMMER FITNESS SPECIAL**  
 The **HOTTER** it gets the more you save!  
**100° = \$100 off your annual membership**  
\*Restrictions apply. Applied one time only per membership package.  
**PARKSPUSFITNESSCENTER.COM**

POSTCARD



**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.\*  
**100° = \$100 IN SAVINGS**  
 Present this postcard and receive a **COMPLIMENTARY HOUR** with a personal trainer plus a Parks Plus Fitness bonus gift of your choice!  
\*Restrictions apply. Discounts valid on one membership offer per member.

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

PRSRST STD  
 ECRWISS  
 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!  
 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.\*  
**100° = \$100 IN SAVINGS**  
\*Restrictions apply. Applied one time only per membership package.  
 Parks Plus Fitness Center  
 1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
**PARKSPUSFITNESSCENTER.COM**



# JULY/AUGUST

## EMAIL MARKETING

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

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.\*

**100° = \$100 IN SAVINGS**

\*Restrictions apply. Applied one time only per membership package.

**Parks Plus Fitness Center**  
 1777 S. Blanchard St. | Wheaton, IL 60189 | 630.871.6713  
 PARKSPUSFITNESSCENTER.COM



August 2017

### Membership Promotions



#### Beat the Heat

The hotter it gets the more you save!  
 Now through August 31  
 Receive the day's expected high temperature off a paid-in-full annual fitness membership or a group fitness class pass.\*  
\*Restrictions apply. Applied one time only per membership package.  
[Learn more](#)

#### Community Appreciation Days

September 7-12  
 Stay tuned for great specials, giveaways, and more!



#### Light the Torch Night Run Friday, September 29 | 7P Race Starts

New this year - laser light show!  
 Participants receive glow giveaways, race through luminary lanes, and end with a street fest, featuring a DJ, carnival rides, and food trucks. This is a timed race, runner bibs are clipped. [Register now](#)

#### Couch to 5K!

Train for the Light the Torch Run or for your upcoming 5K.  
[Register](#)

### Fitness Opportunities

#### Personal Cross Training

Tuesdays and Thursdays | 9:30-10:30A  
**Parks Plus Fitness Center**  
 Test yourself each session with the workout of the day, accomplish what you previously thought was impossible and get results!  
[Register](#)

#### Group Fitness Classes

##### INSANITY@LIVE

Wednesdays | 5:45-6:45P  
 Saturdays | 7:15-8:15A  
 Saturdays | 9:15-10:15A  
 Sundays | 11A-12P  
**Parks Plus Fitness Center**  
 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.  
[Register](#)

##### NEW! Yoga TRX

Mondays | 5:30-6:30P  
 Wednesdays | 6-7A  
**Parks Plus Fitness Center**  
 This unique blend of yoga and TRX suspension training increases your flexibility, strength, core stability, and tones your entire body while improving endurance and restoring balance.  
[Register](#)

## FACEBOOK COVER PHOTO



## SOCIAL MEDIA POSTS

**Parks Plus Fitness Center**  
 Published by Kristina Nemetz - July 12, 2017 -

Our Beat the Heat Promotion is heating up. Join or renew your membership today and receive \$88 off your paid-in-full annual fitness center or group fitness membership. #gettheresultsyouwant #WheatonParks

**Parks Plus Fitness Center**  
 Published by Nicole Lynn - July 27, 2017 -

Beat the Heat this summer at Parks Plus Fitness Center! Now through August 30 receive the day's expected high temperature off a paid-in-full annual fitness membership. Mention this post and not only take advantage of this special offer, but also receive a bonus gift! #PPFC

# SEPTEMBER

## PROMOTION

Community Appreciation Days is offered again in September and similar to January's promotion. Offering this special promotion in the fall can drive urgency to join a gym before the temperatures drop. Residents are welcome to tryout 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 7-12. Both the volume in the fitness center and membership sales exceeded January's promotion.

We also started a challenge contest for our Silver Sneakers members. They received between 1-3 tickets each time they visited PPFC. Participants entered their tickets into a prize drawing. Prizes were drawn in weeks 2, 4 and 6. A dedicated blast was sent out to the silver sneaker members in order to encourage participation. The high open rate and click through rate is a great example of how effective target marketing can be as the email was sent only to Silver Sneakers members.

## RESULTS

- Community Appreciation Days | September 7-12 | 20% off
  - 84 Memberships (26 new, 58 renew)
- Silver Sneakers Six-Week Challenge | September 18- October 27 | Receive 1-3 tickets
- 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
  - Total Users: 720 | Visits: 934 | Pageviews: 2,923



POSTER, FLYER, A-FRAMES

FACEBOOK COVER PHOTO

**COMMUNITY APPRECIATION DAYS**  
**SEPTEMBER 7-12**

Free use of:  
 • Full Fitness Center Facility  
 • Group Fitness Classes  
 • Indoor Track  
 • Locker Rooms with Sauna  
 • Childcare

**20% Off\***  
 Annual Fitness & Class Pass Memberships

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

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

**COMMUNITY APPRECIATION DAYS**  
**SEPTEMBER 7-12**

Free fitness center use for everyone!  
 Plus 20% off Annual Fitness & Class Pass Memberships

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

EMAIL MARKETING

**COMMUNITY APPRECIATION DAYS**  
**SEPTEMBER 7-12**

Free use of:  
 • Full Fitness Center Facility  
 • Group Fitness Classes  
 • Indoor Track  
 • Locker Rooms with Sauna  
 • Childcare

**20% Off\***  
 Annual Fitness & Class Pass Memberships

\*Discounts taken off annual paid-in-full fitness memberships. Terms and conditions apply.

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

**SILVER SNEAKERS**  
**SIX-WEEK CHALLENGE**  
 September 18 - October 27

Get 1, 2, or 3 chances to win every time you visit.

- 1 Take a class
- 2 Visit the fitness center for a workout
- 3 Workout on a Saturday or Sunday

Prizes drawn weeks two, four, and six.

**Silver Sneakers Members**  
 August-December Class Schedule

Day	Date	Class	Time	Location
Monday	8/29-12/18*	Muscle	11A-1:30P	The Zone (Room 38)
		Mind	11:40A-12:10P	Willow Point (Room 210)
Tuesday	8/22-12/5	Circuit	11:45A-12:30P	Willow Point (Room 210)
Wednesday	8/23-12/6	Circuit	12-12:45P	Willow Point (Room 210)
Thursday	8/24-12/7**	Move It	11:30A-12P	President (Room 206)
		Yoga	12:10-12:55P	President (Room 206)
Friday	8/25-12/8***	Circuit	10:45-11:30A	Gym (Section A)
		Mind	11:40A-12:10P	10:20 class held in The Zone (Room 38) Willow Point (Room 210)

\*No class 9/4 \*\*No class 11/23 \*\*\*No class 11/24 - No class 9/29

**Circuit Class**  
 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, alternated with low-impact aerobic choreography. (Class support is available.)

**Mind**  
 An empowering class that combines yoga, Pilates, and stretching. You may bring your own yoga mat if one will be provided.

**Yoga Class**  
 Yoga helps increase flexibility, balance, and range of movement. Restorative breathing exercises and focal relaxation promote stress reduction and mental clarity. This class is suitable for nearly every fitness level. (Chair support is available.)

**Muscle**  
 A strength blend of cardio and strength-based athletic activities incorporating resistance and weight training.

**Move It**  
 An aerobic dance workout class to improve cardiovascular endurance.

**part of Silver Sneakers**

**parksplusfitness.com**



# OCTOBER

## PROMOTION

Due to Community Appreciation Days in September and gearing up for the Thanksgiving Day sale in November, October focused more on personal training versus membership sales. However in an effort to keeping up with sales trends, PPFC offered a two day sale for Columbus Day. A boosted Facebook post helped sell 10 memberships in honor of the holiday.

The personal training sale was offered to current members, residents/non-members and non-residents/non-members to maximize the market and sale. Those who purchased the special received 3-30 minute one-on-one sessions at a discounted rate. A boosted Facebook post reached almost 6,000 people, resulting in 20-3 pack sessions

## RESULTS

- Columbus Day Sale | October 9-10 | 20% off
  - 10 Memberships (7 new, 3 renew)
- Personal Training Sale | October 1-31 | 20% off
  - 20-3 pack sessions
- Social Media Marketing Results
  - 20% Off Memberships Post | 10/6/17 | 5,491 Reach
  - Personal Training Sale Post | 10/10/17 | 5,952 Reach
  - Favorite Workout Post | 10/19/17 | 129 Reach
- Website Traffic
  - Total Users: 735 | Visits: 971 | Pageviews: 3,198



POSTER, FLYER, A-FRAMES

# COLUMBUS DAY SALE

at Parks Plus Fitness Center  
**OCTOBER 9-10**




**20% Off New & Renew Annual Group Fitness or Fitness Center Memberships\***

\*Some restrictions apply. See front desk associate for details.

**Parks Plus Fitness Center – Community Center (Lower Level)**  
1777 S. Blanchard Road | 630.871.6713  
[parksplusfitness.com](http://parksplusfitness.com)



## PERSONAL TRAINING SALE

**LIMITED TIME ONLY!**  
**20% OFF ONE-ON-ONE 3 PACK 30 MINUTE SESSIONS\***



	Member		Resident / Non-member		Non-resident / Non-Member	
	Standard Pricing	SALE	Standard Pricing	SALE	Standard Pricing	SALE
3 Session/30 minutes One-on-one training	\$75	<b>\$60</b>	\$87	<b>\$70</b>	\$132	<b>\$106</b>

\*Sale offered now through October 31. Discount offered only on 3 session/30 Minute One-on-One Personal Training Packages.

1777 S. Blanchard Rd. | Wheaton, IL 60189 | 630.871.6713 | [PARKSPUSFITNESSCENTER.COM](http://PARKSPUSFITNESSCENTER.COM)

SOCIAL MEDIA BOOSTED POST

 **Wheaton Park District**  
Published by Carly Franzen [?] · October 6, 2017 · 🌐

This Monday & Tuesday memberships at Parks Plus Fitness Center are 20% off! Conditions apply. Visit us online at <http://www.parksplusfitness.com/> or in person for more information.

 **Wheaton Park District** is at 📍 Parks Plus Fitness.  
Published by Carly Franzen [?] · October 10, 2017 · 🌐

For a limited time only! Personal training is 20% off at Parks Plus Fitness center!

SOCIAL MEDIA POST

 **Parks Plus Fitness Center**  
Published by Carly Franzen · October 19, 2017 · 🌐

Happy Thursday! What's your favorite way to workout here at #PPFC?

# NOVEMBER

## PROMOTION

For Veterans Day, PPFC offered a sale to Veterans, Active Military, Dependents of the Active Military and their Spouses offering 25% off new paid in full memberships. A Facebook post was shared on the Wheaton Park District and PPFC pages. The post received the largest organic reach the PPFC Facebook page has had for the past several months.

Back by popular demand for nearly 5 years, the Thanksgiving Sale offers discounted rate on annual fitness center memberships and group fitness membership. This year the sale was extended from 8 to 10 days as well as a rebrand from Black Friday Sale to Thanksgiving. 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.

## RESULTS

- Thanksgiving Sale | November 21-30 | 25% off new and 20% off renew annual class pass or fitness center member
  - \$36,110 Total
- Veterans Day Sale | November 11 | 25% off
- Email Marketing Results
  - Thanksgiving Pool Pass and Fitness Sale | November 22 | 28.6% Open Rate  
20.7% Click Through Rate
- Social Media Marketing Results
  - Veteran Day Sale Post | 11/3/17 | 42 Reach
  - Thanksgiving Day Sale Post | 11/22/17 | 215 Reach
- Website Traffic
  - Total Users: 856 | Visits: 1,133 | Pageviews: 3,792

## FACEBOOK COVER PHOTO



POSTER, FLYER, A-FRAMES

**THANKSGIVING SALE!**  
November 21-30

**25% OFF** New Annual Fitness Memberships\*

**20% OFF** Annual Renewal Memberships\* or 3 Pack 30-Minute Personal Training Sessions\*

Plus 12 Days of Fit-mas Drawing  
For every \$100 spent at Parks Plus Fitness Center, receive one entry to win a holiday bonus gift.

\*Paid in full. Terms and conditions apply.

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

POSTCARD

**FITNESS & POOL**  
**THANKSGIVING SALE**  
November 21-30

**THE BIGGEST SALE OF THE YEAR!**

[WHEATONPARKDISTRICT.COM](http://WHEATONPARKDISTRICT.COM)

**THANKSGIVING SALE**  
**SAVE UP TO 25%\* ON MEMBERSHIPS!**

MEMBERSHIPS & PERSONAL TRAINING | SEASON POOL PASSES

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

PRRST STD  
EGRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

Local Postal Customer

Purchase online\*\* or in person at 1777 S. Blanchard St. | Wheaton | 630.690.4880  
**WHEATONPARKDISTRICT.COM**

EMAIL MARKETING

**THANKSGIVING SALE!**  
Pool Pass & Fitness

Save up to 25% on the perfect holiday gifts!  
**NOV. 21-30**

**WHEATON PARK DISTRICT Aquatic Facilities**  
**25% OFF**  
2018 Annual Pool Passes for Rice Pool & Water Park and Northside Family Aquatic Center  
Get 2 pools for the price of 1!

**PURCHASE POOL PASSES >**

**Parks Plus Fitness Center**  
**25% OFF**  
New Annual Fitness Memberships\*

**20% OFF**  
Annual Renewal Memberships\*  
OR 3 Pack 30-Minute Personal Training Sessions\*

**PURCHASE FITNESS PASSES or TRAINING >**

Purchase passes online if you have a Wheaton Park District household account or call the Community Center Front Desk to create an account at 630.690.4880.

\*Some restrictions and limitations apply.

SOCIAL MEDIA POSTS

**Parks Plus Fitness Center**  
Published by Kristina Nemetz · November 3, 2017 ·

Saturday, November 11th, Active Military, Dependents of Active Military, Veterans, and their Spouses are eligible for 25% off their new paid in full annual membership. I.D. required. Visit us at 1777 S. Blanchard St. in Wheaton for a tour. All military personnel are welcome to use our facility for free on Veteran's Day as well! #WheatonParks #VeteransDay

**Parks Plus Fitness Center**  
Published by Gina Catalano · November 22, 2017 ·

Thanksgiving sales are going on now! Save up to 25% on annual fitness memberships by stopping by the Parks Plus Fitness Center today.

# 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 runs 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. For every \$100 spent at Parks Plus Fitness Center, our members received an entry to win a holiday prize. Prizes included a FitBit, Race Wheaton package and an Arrowhead Restaurant gift card.

PPFC held its first ever Fitness Flash Sale offering 3 days of discounts from December 20 to December 22. The first day offered EFT (electronic funds transfer) for \$20 per month. The first day resulted in 18 new memberships. The second day we sold passes 5 visits for \$25. The sale sold 10 passes. Passes expire on 1/31/18. The final day offered 30% off group fitness classes. The sale saw a large return on renewal class passes exceeding expectations.

Michelle Artis has been a vital part of PPFC for several years. After she was promoted to manager, a welcome A-frame was placed in front of PPFC for guests to see as they walk in. They are encouraged to say hello or contact her with any questions.

## RESULTS

- Personal Training Sale | December 1-31 | 30 minute 1-on-1 sessions | \$20 for each session
  - 70 sessions sold (33 sessions sold in 2016)
- 12 Days of Fitmas | December 10-22
- Fitness Flash Sale | December 20,21,22 | 3 days of discounts
  - December 20 | EFT \$20/month= 18 new memberships
  - December 21 | 5 visits for \$25= 10 sold
    - \$250
  - December 22 | 30% off group fitness classes= 1 new, 15 renew and 1 PPFC pass
    - \$6,957.60
- Email Marketing Results
  - Last minute gift ideas from the Wheaton Park District | December 19 | 17.8% Open Rate | 4.2% Click Through Rate
  - Fitness Flash Sale starts now | December 20 | 25.6% Open Rate | 10.5% Click Through Rate
  - Day 2 of Fitness Flash Sale | December 21 | 24.4% Open Rate | 4.6% Click Through Rate
  - Hurry it's the final day of the Fitness Flash Sale | December 22 | 18.4% Open Rate | 2.8% Click Through Rate



- Social Media Marketing Results
  - Fitness Flash Sale Post | 12/20/17 | 647 Reach
  - Final day of Fitness Flash Sale Post | 12/22/17 | 24 Reach
- Website Traffic
  - Total Users: 992 | Visits: 1,290 | Pageviews: 3,780

**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

\*Maximum purchase of 5. Terms and conditions apply.

**Plus 12 Days of Fit-mas Drawing**  
For every \$100 spent at Parks Plus Fitness Center, receive one entry to win a holiday bonus gift.

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



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

**12 Days of Fit-mas Drawing**

For every \$100\* spent at Parks Plus Fitness Center between Now-December 22, receive an entry to win a Holiday Gift. One prize drawn each day between December 11-22.

**Giveaways include:**  
 \$50 Arrowhead Restaurant Dining Certificate  
 Race Wheaton 5K Package  
 \$50 Dick Pond Athletics Gift Card  
 \$50 VISA Gift Card  
 Fitbit Charge 2  
 TRX Class Registration  
 (3) Month Membership Upgrade from Parks Plus Fitness Center  
 Gift Basket from Naperville Running Company  
 (3) 30-Minute Training Sessions from Parks Plus Fitness Center  
 Wheaton Park District Family of Four Pool Pass  
 Sunday Brunch For Two at the Hilton Lisle/Naperville  
 Fitbit Flex

\*Terms and conditions apply.

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




**FITNESS FLASH SALE** 30-50% SAVINGS

**WEDNESDAY, DECEMBER 20**  
Fitness Center Membership\*  
only \$20 per month  
\*12 month EFT required. Savings of almost 40% off standard pricing.


**THURSDAY, DECEMBER 21**  
5 visits for \$25\*  
Use for fitness center, group fitness or spin classes. Savings of up to 50% off standard daily visit pricing.  
\*Passes expire 1/31/18. No limit to purchase.

**FRIDAY, DECEMBER 22**  
30% off paid-in-full Annual Group Fitness Class Pass.\*  
Choose from more than 40 classes per week.  
\*Only one discount per person/membership.

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




Meet your Parks Plus Fitness Center Manager Michelle Artis.



Michelle brings more than 15 years of personal training and management experience to our facility.

Say hello to Michelle after you workout or contact her at [martis@wheatonparks.org](mailto:martis@wheatonparks.org) or by phone at 630.510.5135.

**SOCIAL MEDIA POST**



**Parks Plus Fitness Center**  
Published by Amy Lynn · December 20, 2017 at 10:57am ·

December Fitness Flash Sale is going on now! Stop by the fitness desk or call 630-871-6713 for more information on these incredible deals.

EMAIL MARKETING



**FITNESS FLASH SALE** 30-50% SAVINGS

**WEDNESDAY, DECEMBER 20**  
Fitness Center Membership\* only \$20 per month  
\*12 month EFT required. Savings of almost 40% off standard pricing.

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5 visits for \$25\*  
Use for fitness center, group fitness or spin classes. Savings of up to 50% off standard daily visit pricing.  
\*Passes expire 1/31/18. No limit to purchase.

**FRIDAY, DECEMBER 22**  
30% off paid-in-full Annual Group Fitness Class Pass.\*  
Choose from more than 40 classes per week.  
\*Only one discount per person/membership.

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



**FITNESS FLASH SALE** 30-50% SAVINGS

**THURSDAY, DECEMBER 21**  
5 visits for \$25\*  
Use for fitness center, group fitness or spin classes. Savings of up to 50% off standard daily visit pricing.  
\*Passes expire 1/31/18. No limit to purchase.

**FRIDAY, DECEMBER 22**  
30% off paid-in-full Annual Group Fitness Class Pass.\*  
Choose from more than 40 classes per week.  
\*Only one discount per person/membership.

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



**FITNESS FLASH SALE** 30-50% SAVINGS

**FRIDAY, DECEMBER 22**  
30% off paid-in-full Annual Group Fitness Class Pass.\*  
Choose from more than 40 classes per week.  
\*Only one discount per person/membership.

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



Monthly Highlights

Welcome Michelle Artis!

**New Parks Plus Fitness Manager**  
Michelle brings over 15 years of personal training and management experience to Parks Plus Fitness. Say hello to Michelle after you work out or you can also contact her at [martis@wheatonparks.org](mailto:martis@wheatonparks.org) or 630-510-5135.



December Training Special

\$20 for a 30-Minute One-on-One Session\*  
Great holiday gift for employees, friends, kids, parents and grab bags!  
\*Minimum purchase of five. Some terms and conditions apply.



Watch out for our Fitness Flash Sale

December 20,21,22  
Great deals will be offered on fitness center monthly memberships, drop in passes and annual group fitness class passes.



Wheaton Park District Blood Drive

Thursday, December 28 | 3-7P | Northside Room at the Community Center  
Bring holiday cheer to those in need! To schedule your donation time, stop in at Parks Plus, email [martis@wheatonparks.org](mailto:martis@wheatonparks.org) or call/text Camille from Heartland at 847-305-9998. You can also sign up online [here](http://bcbs). All donors will receive a free long sleeved t-shirt!

Thank you to those who helped Parks Plus donate over 700 nonperishable food and personal care items to People's Resource Center!



Coming Next Month

New Year New You\*

Get rewarded for starting your resolution early! Discounts will be available off paid-in-full group fitness and fitness center memberships in the new year. The earlier you purchase, the better the discount.

\*Terms and conditions apply. Only one discount applied per membership.

Fitness Opportunities

Race Wheaton 2018 coming soon!

4 RACES | 1 REGISTRATION | ONLY \$100 (Savings of \$20 per runner).



**RACE WHEATON**  
a race for all seasons

APRIL 14 FUN RUN IN COLOR  
JUNE 2 COSLEY ZOO RUN FOR THE ANIMALS  
SEPTEMBER 28 LIGHT THE TORCH NIGHT RUN  
DECEMBER 1 LIONS CLUB REINDEER RUN

Includes a commemorative Race Wheaton t-shirt.\*  
\*Optional IDK upgrade available for the Cosley Zoo Run for the Animals.

Fitness Programs

NEW/FREE-Butts N Gluts

**Mondays | 9:45-10:15A | Ages 18+**  
Looking to incorporate glutes and core training into your workout routine? Parks Plus Fitness members kick start your week with Suzy Butera for a FREE quick, 30 minute Butts N Gluts session. Strengthen, tone, and condition your backside, legs, and core with body weight exercises, plyometric drills, and some weight training. Visit the fitness desk for more information.

Exercising with Parkinson's

**Tuesdays & Thursdays | 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**

Sit and Be Fit

**Wednesdays | 10-10:45A | Ages 18+**  
Get a great workout, increase endurance and gain strength, all while sitting in a chair. This fun workout is choreographed to feel-good music to make you feel great! **Register**

Youth Run for Fun

**Thursdays | 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 noncompetitive environment. **Register**

Youth Sports Performance Training

**Tuesdays | 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**

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!




**Give the Gift of Fun**

Looking for something unique?

The Wheaton Park District has last-minute gifts for everyone!

For those New Year's resolutions



Personal Training

\$20 for a 30-minute one-on-one session.  
**Details**