



Glencoe Fitness Center Annual Report 2019

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Introduction

This annual report is an overview of the facility, programming, operations, and financial data for the Glencoe Fitness Center during the 2018-2019 fiscal year. The Glencoe Fitness Center is located within the Takiff Community Center. It is comprised of a fitness area that includes cardio and strength machines, free weights, and general fitness equipment. Fitness center members also have access to the fitness studio for group exercise and yoga classes, personal training, health coaching and open gym.

Facility Overview

The Glencoe Fitness Center held its grand opening to the public on December 30, 2017. The goal of the fitness center is to encourage healthy lifestyles through participation in physical activity.

Hours of Operation

Regular fitness hours are listed below. Please see Appendix A for a full list of comparable fitness center hours and information.

- Monday-Friday 5:30am-9:00pm
- Saturday-Sunday 7:00am-5:00pm

Glencoe Fitness Center Membership Options

MEMBERSHIP TYPE	MEMBERSHIP LENGTH	GLENCOE RESIDENT	NON-RESIDENT
Individual	1-year Membership	\$350	\$525
	6-Month Membership	\$270	\$405
	Pay-Per-Month Membership (1 year commitment required for first year)	\$40 per month	\$60 per month
Additional Family Member <small>Family members must reside in the same household to purchase a family pass.</small>	1-year Membership (each additional family member)	\$300	\$450
	6-Month Membership (each additional family member)	\$250	\$375
	Pay-Per-Month Membership (each additional family member; 1 year commitment required for first year)	\$35 per month	\$53 per month
Senior/student <small>Students: Age 14-22* Seniors: Age 65+* *ID required.</small>	1-year Membership	\$215	\$525
	Pay-Per-Month Senior/Student (1 year commitment required for first year)	\$25 per month	\$60 per month
	Winter Break Student Membership	\$35	\$53
Drop-in	Daily fee	\$10 per day	\$15 per day

Management, Customer Service, and Staffing

The Glencoe Fitness Center is overseen by the full-time Takiff and Watts Facility Manager Adam Wohl. Adam joined the Park District in November 2017 and this is his second year supervising the fitness center. This position oversees all operations and programming of the Fitness Center and programs.

The Park Maintenance staff also plays an important role in maintaining the Fitness Center.

The Marketing and Communications team had a significant role in our marketing and member interaction efforts throughout the first year of operation. This included digital and print media, flyers, posters, email communication, and program development. They will continue to be integral in our membership recruitment and retention efforts.

In an effort to limit staffing costs, we only added part time positions for early morning hours (5:30-8:30am) before regular front line staff arrives. All other staff hours were accounted for prior to the fitness center opening. Building attendant staff was trained to handle the additional responsibility that came with supervising the facility. Part of their responsibility includes performing routine cleaning of the facility, interacting with members, and answering any questions they may have. Clara Estrella, Ann Scheuer, and many other friendly faces have helped keep our facility a clean and an inviting place to exercise. Customer Service staff has also aided in membership processing and coordination.

Fitness Center Amenities

Our fitness center offers high quality amenities for our members.

Cardio Machines

In the fitness center, we have a wide array of cardio equipment. It includes four treadmills, two elliptical trainers, upright bike, recumbent bike, two Espresso HD Bikes, and a Nu-Step machine. Free weights, dumbbells, kettle bells, and medicine balls are also available for self-guided fitness enthusiasts.

Strength/Weight Machines

There are seven multi-use strength machines in the fitness center. This includes an abdominal/back extension, two upper body machines (chest/shoulder press and bicep/triceps machine), two lower body (leg curl/extension and leg press) Smith Machine, and Functional Trainer. We also have free weight dumbbells up to 50 pounds.

Stretching Area

Our stretching area includes a stretch machine, kettle bells, medicine and fitness balls, dumbbells, mats, and other fitness equipment. It is a great space to stretch before or after a tough workout.

New Equipment Based on Member Feedback

In an effort to meet the demands of our membership, we added several new pieces of equipment. The first was installing the abdominal/back extension machine. We have also added additional accessories for the functional trainer, a plyometric box, and an Olympic curl bar. Other equipment we are exploring includes a rowing machine and a Peloton Bike.



Programming and Challenges

Throughout the year, we offered a variety of programs and challenges to enhance the value of the fitness center membership and promote a healthy lifestyle to our members in a friendly environment.

Programs

Group Fitness Classes

All fitness center members are able to participate in group fitness classes at a 20% discount off a punch pass. The group fitness classes we offer include Gentle Flow Yoga, Moving with Weights Bootcamp, Row & Go Interval, Rowing, Resistance and Rolling Bootcamp, Zumba, WERQ, and Beach Fitness.

Personal Training

Fitness center members can purchase personal training packages. Options include one-on-one, partner, and small group training. We have three personal trainers (Ron, Rick, and Keri) on staff that can help take our members fitness goals to the next level.

Open Gym

Fitness center members can participate in open gym as part of their membership. Open gym times are offered most days of the week at a variety of times. We have expanded open gym to include early morning and evening hours during the week.

Challenges & Incentives

Program and facility descriptions are detailed below which are currently used to market a number of fitness programs.

Boston Marathon Challenge

In April 2018, members participated in a Boston Marathon Challenge. This challenge awarded those who completed 26.2 miles of cardio exercise during the month of April. We had over 40 people participate completing over 600 miles of cardio exercise on the treadmills and bikes. Two winners were awarded a free beach pass for summer 2018.

Spring Break Challenge

Members who logged a minimum of 3 workouts in the fitness center during spring break were awarded a free pair of Glencoe Fitness sunglasses. Over 15 people visited a minimum of three times logging over 300 miles of cardio exercise.

19 Healthy Habits in 2019

To kick off 2019, members were able to participate in a 19 Healthy Habits challenge during the month of January. Members were able to select from over 30 healthy habits to start their New Year resolutions off right. The more habits they completed afforded them more opportunities to start a new healthy habit for 2019.



BOSTON MARATHON CHALLENGE 4.1.18-4.30.18

Hitting the Final Stretch!

We're turning on to Boylston Street and heading towards the finish line of the Boston Marathon Challenge!

Competition is Heating Up!

Precor Elliptical & Treadmill* Top 5

1. Will M. 5466 miles
2. Hilary S. 3161 miles
3. Kim C. 2762 miles
4. Grace D. 17.2 miles
5. Anne A. 35.36 miles

Precor Bikes* Top 5

1. Rich K. 92.16 miles
2. Andre L. 14.21 miles
3. Janet L. 29.37 miles
4. Joel S. 22.63 miles
5. Lindsay B. 8.47 miles

The Glencoe Fitness member who completes the most miles (26.2 miles or more) on our Precor machines during the month of April will win a Glencoe Beach pass!

A prize will be awarded to the member who logs the most miles on the Treadmill/Elliptical and a prize will be awarded to the member who logs the most miles on Precor bikes.

When you use your Punch card, your miles will automatically be entered in the Boston Marathon Challenge.

Leaders are posted weekly inside Glencoe Fitness.

*There will be two beach passes awarded for the Boston Marathon Challenge. One for the most miles completed on the Elliptical/Treadmill and one for the most miles completed on the Precor Bikes.

GLENCOE FITNESS

FREE 7-Day Trial

Invite a friend to experience Glencoe Fitness with a free one week pass! During the month of April, friends can visit the Takiff Center to pick up a free 7-day pass!

[More](#)

Connect with us



TAKE CARE OF YOUR BODY
It is the only PLACE YOU HAVE TO LIVE IT!

2019 CHALLENGE 19 HEALTHY HABITS

Enter the challenge to create a healthier you and win great prizes!

get FIT GO FURTHER GLENCOE FITNESS

Evey's Corner – Health Coaching

New in 2019 is health coaching and monthly email blasts called Evey's Corner. Evey Schweig is a Glencoe resident who has partnered with Glencoe Fitness to offer health coaching to our members. We will be offering a 5-day healthy eating challenge in April of 2019.

Trainer Days

On certain days throughout the year, we have our personal trainers work the floor to help motivate and introduce members to new exercise options within the fitness center. We kicked off the year with two trainer days in 2018. There are plans to have more mini sessions and trainer days in 2019.

Summer Student Special

We offered a \$99 summer student membership. We had over 30 students utilize the summer membership.

Marketing & Promotions

Although Glencoe Fitness opened on December 30, 2017, marketing for the gym began six months before the official opening.



Marketing for Glencoe Fitness ramped up in the weeks leading up to the grand opening. Banners proclaiming “Be a Charter Member” were on display, the Takiff Center entrance windows were wrapped in ads, and a jumbo postcard was sent to all residents. In addition, wayfinding and informational signs, as well as a logo mural and rug, were created by the Marketing department. A membership booklet was created to give to potential members, and more information was included in the winter brochure, Inside Glencoe, and on the website. Weekly emails and social media posts were scheduled. A number of free preview days were available for residents to use the workout area in December.



The grand opening celebration was promoted with email blasts, flyers, posters, and direct mail piece. The grand opening was featured in Glencoe News and on our Facebook live. Those who joined in December-January were given a \$0 initiation fee, plus one free month and a T-shirt. Other marketing programs included Meet the Trainer days and Partner Training Packages, which was promoted with email messages, posters, and Precor messages (displayed on cardio equipment screens halfway through a workout). Ads were purchased in the Family Service of Glencoe benefit booklet and on the Chicago North Shore Visitor's Bureau website.

Labor Day weekend was free to residents, which was promoted on social media. We also created a targeted parent promotion, offering one free month to parents of ELC, Children's Circle, and GJK students.

In October, we participated in Family Fitness Week at South School by giving parents free 7-day passes to Glencoe Fitness. South School shared information about the passes via email.



A two-tiered direct mail postcard and email program was designed as a retention tool for expiring members. The approach includes a free personal training session or five fitness classes for re-enrolling.



A Google AdWords campaign was started to reach people in Glencoe, Highland Park, Northbrook, Winnetka, and Northfield searching for a gym. The keyword ad is triggered by phrases like “Glencoe park district”, “Glencoe fitness”, “join a gym” and “Takiff center open gym”. In eight weeks, it generated 914 impressions, 131 clicks, and 137 map actions. A sticker ad was published on the cover of the Glencoe News the last week of December.

We celebrated the one-year anniversary with a free day at Glencoe Fitness for community members.

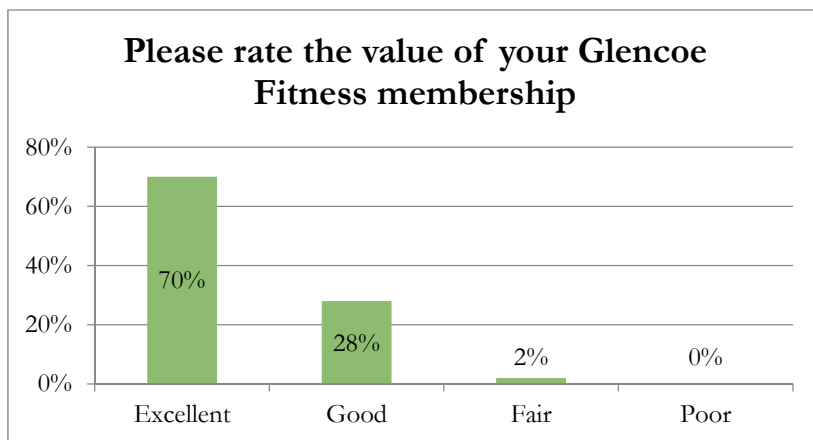
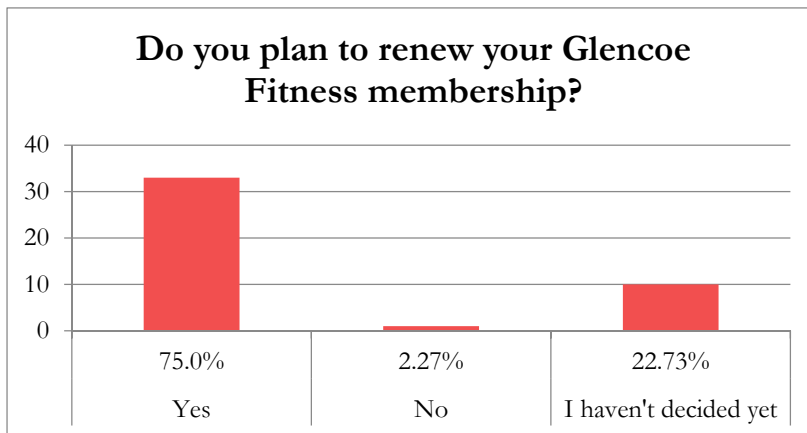
Goals and Objectives for 2019

In 2019, we are looking at many new ways to improve the overall value of the fitness center membership. We are researching the following:

- Analyzing equipment usage and exploring options to add or substitute existing equipment for new options.
- Explore membership options that will best prepare us for the future of the fitness center. For example, creating a monthly membership option that includes auto-renewals.
- Explore membership options that include group exercise classes as part of their membership
- Implement a Wake Up and Move initiative in the community to promote a healthy lifestyle. This would promote 30 minutes of movement or exercise each day.
- Create an onboarding system for new and potential members that better connects them to the fitness center and the services it includes.

Participant Feedback

In November 2018, staff surveyed current members for their feedback about their experience as a fitness center member. We had 46 total responses.



What do you like best about Glencoe Fitness?

“The cleanliness, the entertainment options on cardio machines, the availability of the machines”

“Close to home and reasonably priced. Great staff - Clara, Clean - Clara, Quality equipment, Clean showers, Fresh towels, Nice TV's for working out, Meeting new members of Village.”

“Closeness to home, cleanliness, pleasant staff, seldom crowded, nice shower facilities.”

“For me, having a clean, quiet place to exercise is what I need most. Nothing against all the programs mentioned in Question 9, but it's the basics that are most appealing and important to me.”

“I appreciate that there are limits to a small scale gym. If there were ever an expansion, it would be nice to have a normal locker room where you can just put your clothes in a locker in the locker room instead of packing them up and carting them to the gym. But it's not that big a deal. I think that given the space limits, you have a nice array of equipment.”

Please rate the following Glencoe Fitness amenities:

	EXCELLENT	GOOD	FAIR	POOR	N/A	TOTAL
Shower Rooms	28.26% 13	15.22% 7	4.35% 2	0.00% 0	52.17% 24	46
Towel Service	76.09% 35	15.22% 7	0.00% 0	0.00% 0	8.70% 4	46
Lockers	64.44% 29	17.78% 8	2.22% 1	0.00% 0	15.56% 7	45
Weight Machines	44.44% 20	24.44% 11	6.67% 3	0.00% 0	24.44% 11	45
Cardio Machines	80.00% 36	13.33% 6	2.22% 1	2.22% 1	2.22% 1	45
Stretching Area	56.82% 25	29.55% 13	4.55% 2	0.00% 0	9.09% 4	44
Personal Trainers	9.09% 4	2.27% 1	4.55% 2	0.00% 0	84.09% 37	44
Group Fitness 20% Class Discount	2.33% 1	0.00% 0	0.00% 0	2.33% 1	95.35% 41	43
Open Gym Access	13.95% 6	6.98% 3	4.65% 2	0.00% 0	74.42% 32	43

When thinking about Glencoe Fitness, please rate the following attributes:

	EXCELLENT	GOOD	FAIR	POOR	TOTAL
Cleanliness of facilities	86.96% 40	13.04% 6	0.00% 0	0.00% 0	46
Friendliness of staff	78.26% 36	19.57% 9	2.17% 1	0.00% 0	46
Attentiveness of staff	69.57% 32	26.09% 12	4.35% 2	0.00% 0	46
Responsiveness of staff	72.73% 32	25.00% 11	2.27% 1	0.00% 0	44
Entertainment (TV/Internet access on machines)	70.45% 31	25.00% 11	4.55% 2	0.00% 0	44
Preva app to track workouts	52.50% 21	37.50% 15	7.50% 3	2.50% 1	40
Check-in procedures	84.78% 39	15.22% 7	0.00% 0	0.00% 0	46

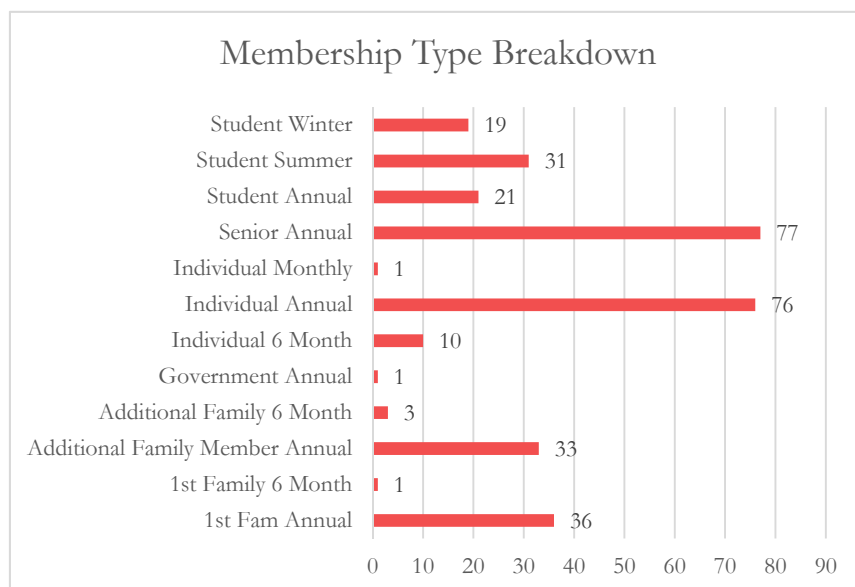
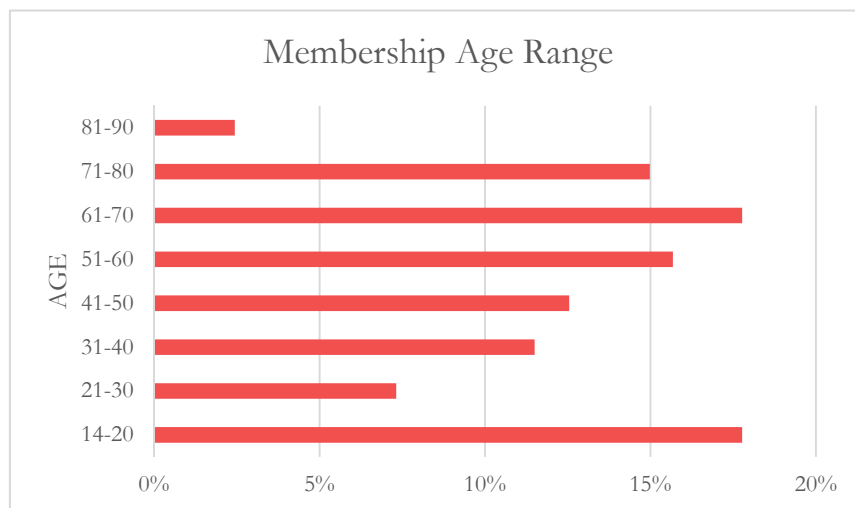
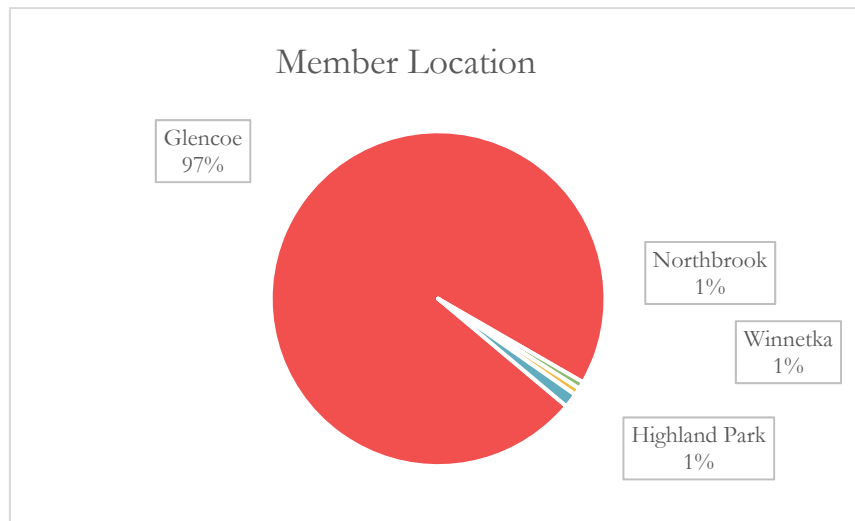
Please tell us what you use most in the fitness center (Check all that apply):

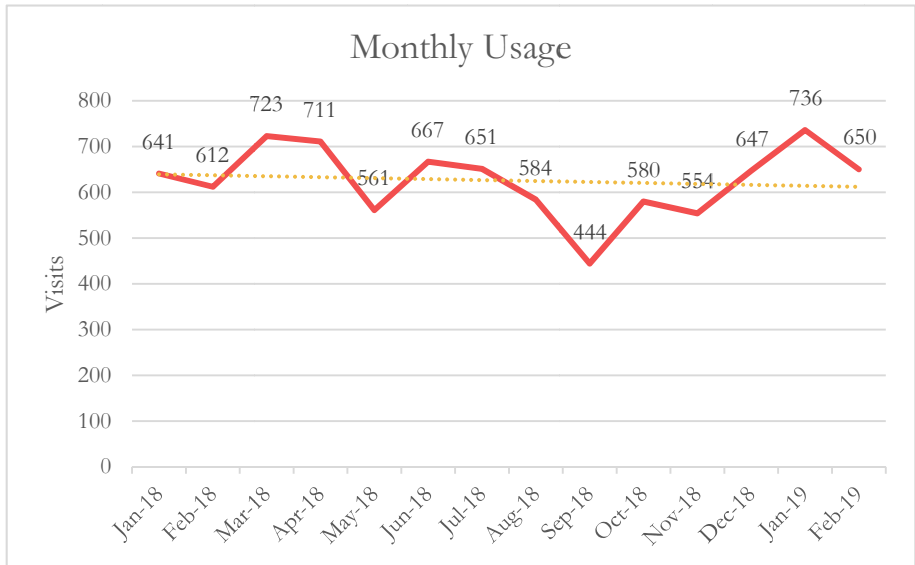
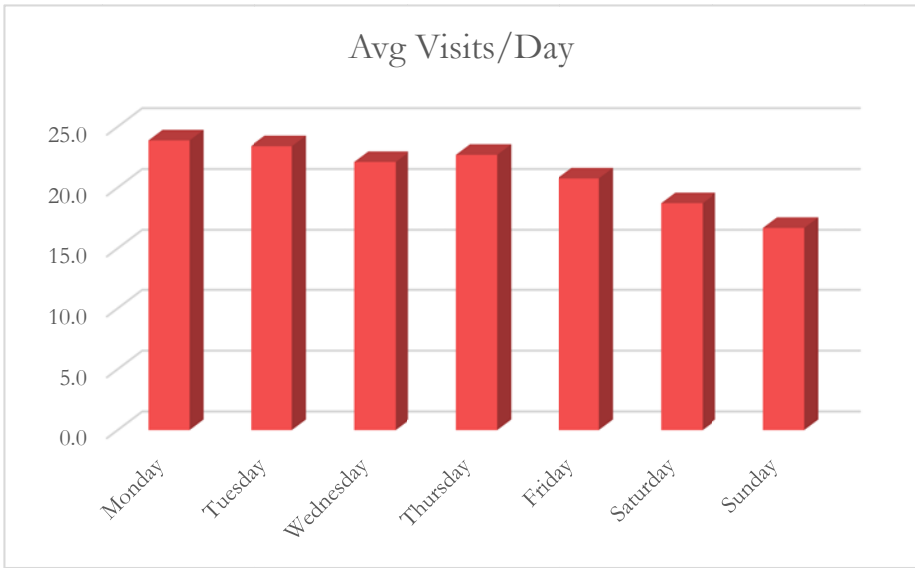
ANSWER CHOICES	RESPONSES
Cardio equipment (treadmill, bikes, elliptical)	97.83%
Weight machines	45.65%
Stretching area	58.70%
Free weights, medicine balls, resistance bands, etc.	56.52%

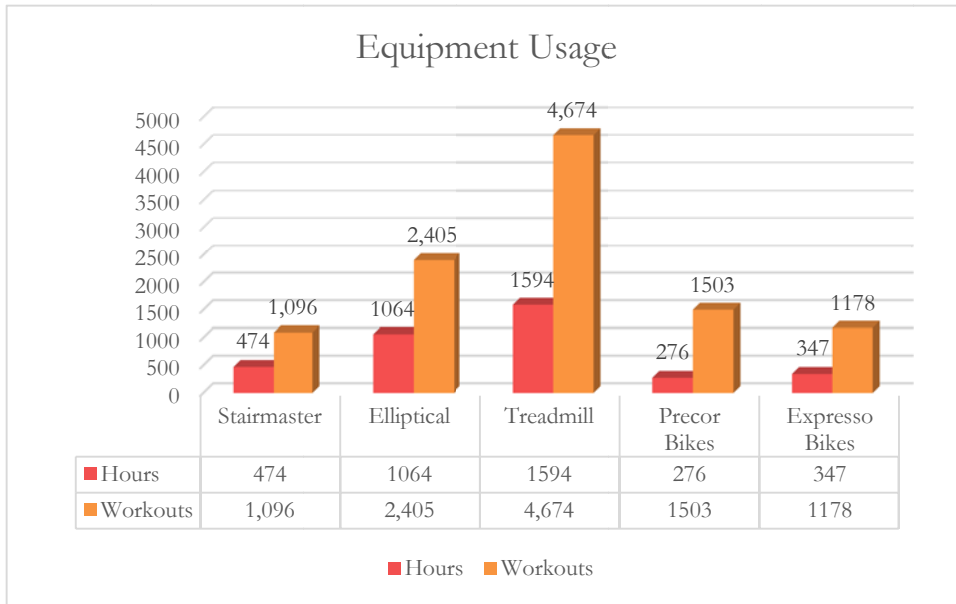
Financials

2018/19	Budgeted	Actual
Daily Fees	\$ 4,900	\$ 2,504
Personal Training	\$ 5,000	\$ 6,710
Memberships	\$ <u>51,000</u>	\$ <u>41,299</u>
Total Revenue	\$ 60,900	\$ 50,513
Total Expenses	\$ <u>(72,060)</u>	\$ <u>(41,394)</u>
Net	\$ (11,160)	\$ 9,119

Fitness Center Usage and Demographics







	February
Members for Renewal	127
Renewed Members	50
Non-Renewed Members	77
Retention Rate	39%

Appendix A - Pricing and Operation Comparison Chart

	Glencoe Park District	Northfield Park District	Winnetka Community House	Park District of Highland Park	Wilmette Park District	LA Fitness Highland Park
Hours of Operation	M-F: 5:30am-9:00pm Saturday: 7:00am-5:00pm Sunday: 7:00am-5:00pm	M-F: 5:30am-9:00pm Saturday: 7:00am-6:00pm Sunday: 9:00am-6:00pm	M-F: 5:00am-9:00pm Sat-Sun 7:00am-6:00pm	M-Th: 5:00am-9:45pm Fri: 5:00am-7:30pm Sat-Sun: 6:30am-7:30pm	M-Th: 5:00am-10:00pm Fri: 5:00am-8:00pm Sat: 6:30am-6:00pm Sun: 7:00am-5:00pm	M-Th: 5:00am-11:00pm Fri: 5:00am-10:00pm Sat-Sun: 8:00am-8:00pm
Annual Membership Options	One Year: Individual: \$350/525 Senior: \$215/525 Student: \$215/525 Additional: \$300/450	One Year: Individual: \$320/365 Couple: \$510/585 Family(3): \$650/715 Additional Family: \$145/165 each Senior: \$240/275 Senior Couple: \$380/440 Junior: \$115/130	One Year: Individual: \$695 Additional Family: \$595 Senior: \$595 Youth (14-17): \$595	One Year: Individual: \$624/744 Senior: \$528/648 Student: \$360/480 Limited: \$360/480 Couple: \$540/660 each Senior Couple: \$504/624 each Family(3): \$456/624 each, each additional after 3 are free	One Year: Individual: \$436/596 Couple: \$699/907 Family(3): \$960/1,209 Student: \$358/358 Senior: \$354/424 Senior Couple: \$517/621	None
Monthly/Semi-Yearly Membership Options	Monthly: Individual: \$40/60 Senior: \$25/60 6 Month: \$270/405 College Winter Break: \$35/53 College Summer Break: \$99/149	6 month: Individual: \$210/240 Couple: \$330/380 Additional Family: \$95/110 each Senior: \$155/180 Senior Couple: \$250/285 Junior: \$75/85 3 month : Individual: \$120/140 Couple: \$190/220 Additional Family: \$55/65 each Senior: \$90/105 Senior Couple: \$145/165 Junior: \$50/50 1 month: \$50/50	6 month - \$395 for adult 1 month - \$80/month	Month to Month: \$65/75 30 Days: \$78/88	Monthly res - \$78/month 6 month res - \$303 Monthly non res- \$96/month 6 month non res - \$367	\$29.99/month multi-clubs \$24.99 Single Club

	Glencoe Park District	Northfield Park District	Winnetka Community House	Park District of Highland Park	Wilmette Park District	LA Fitness Highland Park
Daily Fee	\$10/15	\$15/20	\$15	\$12/15	\$14/16	\$15
Group Fitness Classes	Not included in membership 20% off punch pass	Not included in membership	Not included in membership – members get 50% off	Included in membership Non-members pay drop in fee or punch pass	Not included in regular membership Included in platinum membership	Included in membership
Babysitting	None* Can be added based on participant need and demand.	None	Monday-Saturday: 8:00am-12:00pm \$10 drop in 20 visit punch card - \$120 Ages – 8 weeks and up 1.5 hour time limit Ages 8 weeks and up	M-Th: 8:00am-2:30pm, 4:30pm-7:30pm Fri: 8:30am-2:30pm Sat-Sun: 8:00am-1:00pm \$6/9 drop in 10 visit punch pass - \$50/80 Annual membership add-on: \$25/month Additional: \$9 each Ages 6 months – 10 years 1.5 hour time limit for 6 - 18 months 2 hour time limit for 18 months – 10 years	M-Th: 8:30am-1:00pm Fri: 8:30am-11:30am Sat: 8:30am-11:30am \$6/7 drop in 25 visit punch pass - \$75/87.50 Ages 3 months – 10 years	M-F: 8am-12pm Sat: 8am-12pm Sun: Closed Access based on membership
Personal Training	Individual 1 hour 1-session - \$65 3-session - \$60/each 5-session - \$55/each	Individual 1 hour \$55/65 30 minutes \$35/45	\$70 per hour member \$85 per hour non member	Members 30min, 45min, 1 hour options \$43/58/69 Non-members \$53/68/79 *See attached for additional options	1-session - \$72 3-session - \$71/each 5-session - \$70/each 10-session - \$69/each 20-session - \$66.85/each	Unavailable
Minimum Age	14	14	14	13 11 with completion of intro course	14 11 with supervision	16 13 with supervision

Group Fitness Comparison

Glencoe Park District

Number of Classes	Res/NR Regular	Res/NR Senior
1 (Drop-In rate)	\$20	\$20
10	\$165/180	\$148/163
20	\$276/302	\$250/274
30	\$345/379	\$305/345
6 months	\$660/726	\$592/654

Winnetka Community Center

Number of Classes	Regular Price	Fitness Center Member
1 (Drop-In rate)	\$20	
20	\$300	\$240

Wilmette Park District

Number of Classes	CFC Member	Resident	Non-Resident
Daily Class	\$10	\$14	\$16
5 Classes	\$47	\$69	\$79
10 Classes	\$84	\$128	\$148
20 Classes	\$148	\$234	\$276
Unlimited	\$503	\$513	\$644

Northfield Park District

Number of Classes	Member Prices	Non-Member Prices
1 (Drop-In Rate)	\$12	\$15
5 Class Punch-Pass	\$55	\$70
10 Class Punch-Pass	\$90	\$130
20 Class Punch-Pass	\$160	\$240

North Shore Yoga

Number of Classes	Price
1 (Drop-In Rate)	\$20
10 Class Punch-Pass	\$170
Senior 10 Class Punch Pass (65 Years +)	\$153