



## Current Snapshot: Facilities

The fitness center opened in 2015 in the second floor of the Recreation Center in the space previously occupied by the gymnastics program. The main lobby and some first floor spaces were also improved for fitness use.

- During the construction project, significant interior improvements were made to this space, though the fitness center is within the shell of the older building. While it is in good condition, there are areas of wear on the paint on the stairs and the floor near the free weights.
- The lack of additional space has become an issue with growing memberships. There are two exercise spaces which hold most of the general fitness and senior fitness classes. Senior classes have far out grown these spaces and are held in the concession stand and the tennis courts when available.
- Existing meeting rooms only hold 30 to 40 people, insufficient for demand, resulting in reliance on the schools and the Community Cabin for meeting space.
- Staff is unable to keep equipment in the rooms due to the multiple uses of each space. Each day concession is set up and torn down to accommodate senior classes and still allow for use of the space for rentals, concession and parties.
- When the fitness center opened all free weights and selectorized equipment were purchased by the city. This equipment is in good shape but pieces will eventually start to show wear and need to be replaced.
- All cardio equipment was originally leased. The lease ended and the city now owns all the cardio equipment. All treadmill belts were replaced in 2018 to extend the life of these machines. In 2019 we intend to enter into a new lease to replace some of the cardio machines.



Lobby Before



Lobby After



## Current Snapshot: Programming

The fitness center averages almost 300 daily visits throughout the year. It is open seven days each week from 5:00am to 10:00pm. A minimum of one attendant is on duty at all times to oversee operations.

- The **fitness center** offers over 85 state-of-the-art weight machines, free weights and dumbbells and includes a stretching area adjacent to the main floor with various equipment.
- As part of fitness membership, between 28 and 34 **group exercise** classes and 12 senior specific fitness classes are offered each week. Classes are mostly an hour-long and taught by certified instructors.
- Prescription Fitness, a third-party **personal training** company, is available to personally train individuals, small groups or teams. In conjunction with Prescription Fitness, the Recreation Center offers two free orientations per month to teach new members about the proper use and maintenance of equipment and recommended warmup, stretching and technique programs.
- Staff works with the Cleveland Clinic and local sponsors for the annual **Wellness Challenge**, an eight-week wellness program offered free to area residents. Around 75 residents have participated in recent years.
- Parks and Recreation serves as the exclusive fitness partner of the **Great Northern Mall/Live 360 Studio** with plans to offer a second class beginning in January. Classes are offered free to the general public and taught by certified instructors of the Recreation Center.
- **Tot Town** staff supervises children (walking to 9 years) for up to four hours while their parents or guardians are working out in the building. There were 2,290 visits logged in 2018. Tot Town opened in 2015 with the fitness center, initially from 9am to 9pm seven days per week. Due to periods of low or no use, hours were reduced. Currently Tot Town is open weekdays 9am to 1pm and 4pm to 8pm and Saturdays from 9am to 1pm. The Tot Town space is small and is crowded with 10 children.
- For the 2017-2018 season the **North Olmsted High School** hockey team was issued a discounted season pass to use the fitness area. For the 2018-2019 season the team is using the new high school weight room. Starting in January 2019, the swim team is using the weight room and an exercise room for dry land training.



# FITNESS Fact Sheet



## Future Vision: Relocate and Expand Fitness Center

The fitness center will be relocated to the current footprint of the pools to expand programming, increase amenities and improve the user experience.

The larger area will accommodate stretching, floor exercise and other enhancements to fitness workouts. A personal trainer office will allow trainers to store equipment and meet with clients in a professional setting. Restroom facilities and locker rooms will be directly accessible from the fitness center floor.

Most of the second floor will be used for large multipurpose meeting rooms that will create more enrichment and wellness education opportunities. The second floor will also house administrative offices relocated to accommodate new rink locker rooms.

A new indoor walking and running track will be added as well as an outdoor path around the property. These amenities are among the most requested and can serve diverse ranges of ages and abilities.

Tot Town will expand to offer a bigger place space including an indoor playground piece.

### Master Plan Action Item

- ◆ Reimagine the Existing Recreation Center

### Project Objectives

- ◆ Provide adequate space for fitness center programs, offices and accessory storage spaces that meet the needs of membership and staff now and in the future.
- ◆ Ensure a comfortable and safe environment for users of the fitness center.
- ◆ Provide for membership and revenue growth by adding capacity for more users.

### Expected Outcomes

- ◆ **Tap into new markets.** With better amenities and more capacity, the fitness center can better market and respond to the interest of local business users in addition to resident users.
- ◆ **Next generation fitness.** Fitness trends change constantly. In order to keep up and offer the latest and best, these facilities need to allow for flexibility.
- ◆ **Active for life.** More than a tagline, expanded facilities will help individuals of all ages and abilities meet their wellness goals and improve community health.

### Capital Investment

- ◆ Estimated \$2,264,000
- ◆ Includes relocated and expanded fitness center, second floor renovation to meeting facilities and administrative offices, indoor walking/running track and outdoor lighted walking/running path

# FITNESS Fact Sheet



## Financial Picture

Fitness has seen steady growth since the center opened in December of 2015.

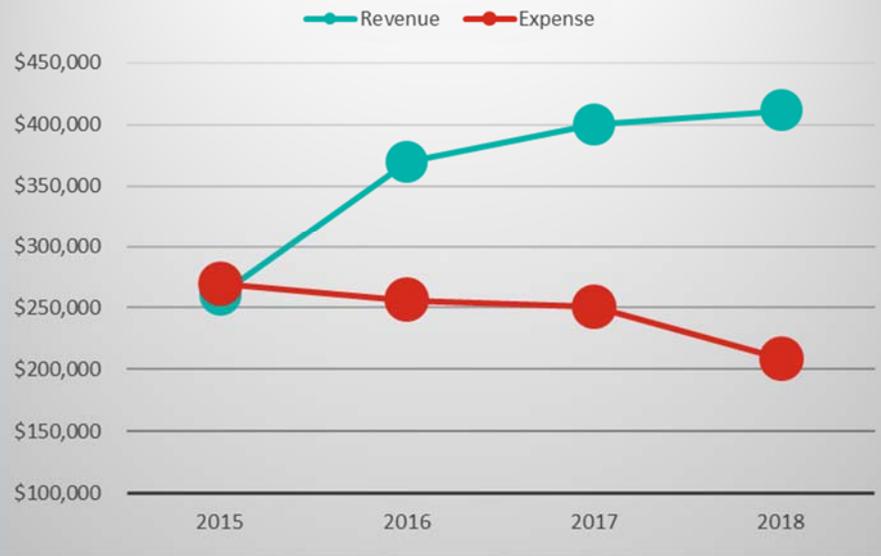
### Revenue and Expense

Revenues and expenses directly attributable to the adult and youth programming are included in the chart to the right. Shared expenses across cost centers, including salaries and benefits, materials and supplies and outside services for administration and building maintenance are not included here.

### Insurance Partnerships

Parks & Recreation partners with seven fitness and health improvement programs, including SilverSneakers, Prime, Renew Active, At Your Best, Active&Fit, Silver&Fit and GlobalFit. Program participants enjoy all membership privileges to the facility. Most programs are a "paid per visit" style of programming, meaning that the cost of a membership is covered fully through the participant's health insurance program and the facility receives payment by the number of visits per month, per participant. Alternatively, the At Your Best program allows participants to purchase a monthly membership at a discounted rate while the remaining balance is paid by the insurance provider.

## Fitness Revenue and Expense



## Memberships by Type (2018)

Insurance Partners	808
Annual	464
Monthly	313
Employee	61
Active Military	34
<b>Total Individuals (incl secondary family members)</b>	<b>3,448</b>

### OUTDOOR WALKING/RUNNING PATHS

Both the outdoor walking paths at the Recreation Center and North Olmsted Park will be lit. They will be constructed out of a clay/limestone mix similar to the Towpath Trail. The path at the Rec Center will be about one-mile long and the path at North Olmsted Park will be about 1.25 miles long.



## Insurance Partners

