

# Fitness Update 2017 in Review

**General Committee**  
**April 9, 2018**

**The Recreation Services Department  
advocates for health and wellness, creating a  
sense of community, belonging, and  
enjoyment.**



# Success for 2017

Personal  
Training

Marketing  
and New  
Member  
Acquisition 3  
for 2  
Campaign

Consistent  
Member  
Experience –  
Refresh  
update

What's next?

**CITY OF  
MARKHAM  
FITNESS  
CENTRES**



**3 MONTHS FOR  
THE PRICE OF 2!\***  
[markham.ca/fitness](http://markham.ca/fitness)

\*Offer ends Feb. 14, 2018. Restrictions Apply.

# Background

## The Integrated Leisure Master Plan (ILMP) 2010- Our Mission

*We believe that every citizen in Markham should have access to:*

### Healthy and Active Living:

Leisure services that inspire healthy lifestyles, build community wellness, and encourage physical activity through participation in both organized and informal sports and recreational activities.

# Markham Fitness - Today

Prior to 2012 there were two Fitness Centers offering services with an active membership of 2,390

By 2016 we added Cornell (2012) and Pan Am (2016) increasing our membership to 4,772

This year Aaniin will be adding anticipated 700 new members (current membership 195+)

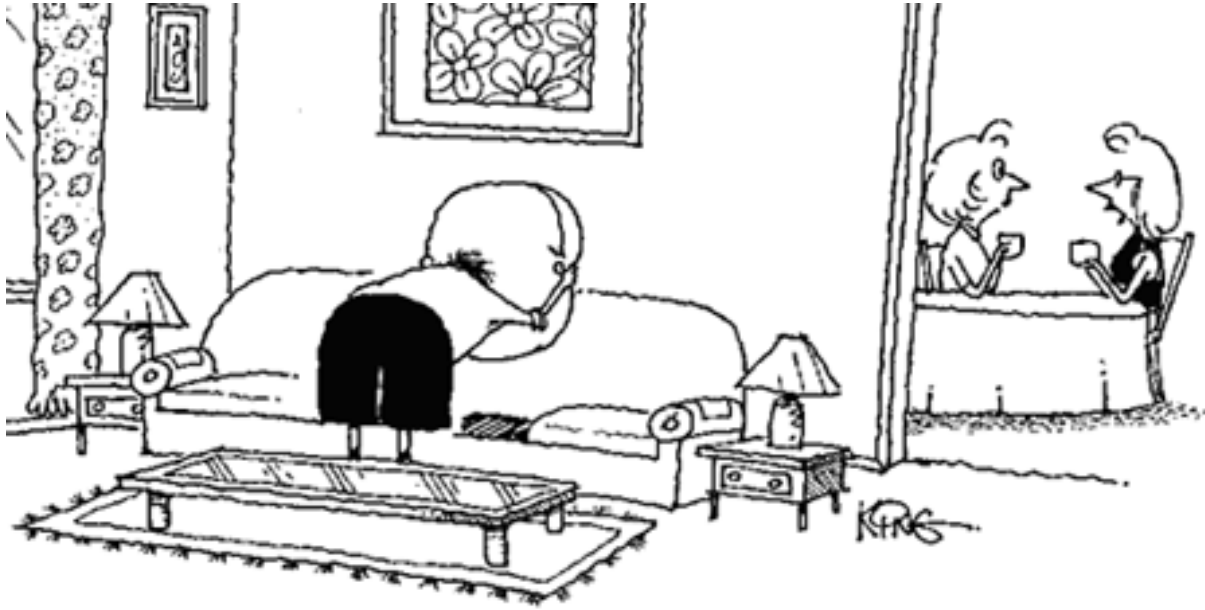
In 2017 we also saw 44,796 people participating in group fitness activities across the City

We are becoming one of the largest providers of fitness to Markham residents

# Overall Fitness Revenue 2016 vs 2017 Results

	Actuals	Budget	Variance
2016	\$2,235,562	\$2,344,122	(\$108,560)
2017	\$2,447,608	\$2,349,136	\$98,472

# We could all use a little more fitness in our lives....



The doctor said he needed more activity. So  
I hide his T.V. remote three times a week.



# Personal Training

**CITY OF MARKHAM FITNESS CENTRES**



**COMMIT TO FIT!**

**PERSONAL TRAINING  
STARTER PACKAGE**  
3 ONE-HOUR SESSIONS  
Fitness Members: \$150 + HST\*  
Non-Members: \$180 + HST\*

[markham.ca/fitness](http://markham.ca/fitness)

\*Max one per person.



On December 1<sup>st</sup> 2016 we launched our very own branded City of Markham Personal Training Program

Before Launching:  
2016 revenue: \$5,818

2017 revenue: \$90,935

Increase of: **918%**



# New Member Acquisition and Retention

**CITY OF MARKHAM FITNESS CENTRES**



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**COMMIT  
TO FIT**

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2015

Launched a member acquisition campaign offering a 2 for 1 promotion

2017

Implemented a new approach that combined a promotion but also a follow up retention component

NEW

Promotion called 3 for 2 "Commit to Fit"

# City of Markham Fitness Centre

## Welcome to the City of Markham Fitness Family!

We're so excited to welcome you to our fitness family and work with you along your fitness journey! We would love nothing more than for you to be successful in reaching your fitness goals so we're going to check in on a monthly basis reminding you of some of the benefits you receive with your membership, helpful fitness tips, and physical challenges. Have a great workout!



## City of Markham Fitness Centre

Can't stop, won't stop! Keep it up!

Congratulations on making it over half way through your 3-month commitment! We're thrilled to be in this journey with you and it's not over yet.

If you scroll down you will find:

- A fitness tip from one of our personal trainers,
- The personal training getting started package,
- A challenge you can do at home, and,
- Something you may not have known about your membership

## CITY OF MARKHAM FITNESS CENTRES

### Thank you for the great workout!

We hope you had a great experience as a member of the City of Markham fitness family and we loved having you. Below you will find a link to a feedback survey and the benefits of becoming a member.



### Feedback Survey

This survey is being conducted to measure the success of the "3 months for the price of 2" promotion and fitness member satisfaction for the City of Markham fitness team. We will be gaining your thoughts and opinions to better serve you in the future. This survey should only take 5-10 minutes to complete and be assured that all answers you provide will be kept confident.

At the completion of this survey you will have the opportunity to enter into a draw to win one of three free one-month City of Markham fitness memberships!

The survey will close on May 31, 2017.

#### 2016 results

- Sold : 940
- Revenue: \$ 28,056  
(2 for 1 promotion)

#### 2017 results

- Sold : 1020
- Revenue: \$ 90,935  
(3 for 2 promotion)

#### Increase Year Over year

- Increase by 80 participants

#### Conversion rate

- 31.8% = 300 + new members



## Group Fitness



All Centres  
now offer  
drop in  
options

2016 results

- 35,450 participants

2017 results

- 44,796 participants

Increase  
of 21%

# Consistent Member Experience

## Virtuagym



### All in One Fitness App

- Pilot at Aaniin
- 3D animated workouts
- Push and Pull communication
- Retention strategies



## What's Next

Continue to build on the success we have had this past year:





# Thank you!