

Spanish Fork FitCity Center

The First 30 Days



Memberships Launch - Sept. 15

- Annual Memberships, paid-in-full
- 3 months free
- Locked-in rate for 5 years

Memberships Launch - Sept. 15

- 425 Memberships
 - Family: 291 (264 R, 27 NR)
 - Adult: 16 (13 R, 3 NR)
 - Adult 60+: 32 (23 R, 9 NR)
 - Youth: 1 (R)
 - Adult 2-Party: 37 (31 R, 6 NR)
 - Adult 60+ 2-Party: 46 (39 R, 7 NR)
- Total: \$191,220

Soft Opening Focuses

- Sell memberships
- Train staff
- Test systems
- Foster goodwill

DRAFT Timeline

- Week -2 - Staff Trainings & Deliveries
- Week -1 - Sell Memberships (from FitCity Center) & Building Tours
- Week 0 - Employee Events
- Week 1 - Insiders & Special Groups
- Week 2 - Special Groups
- Week 3 - Special Groups
- Week 4 - Public Soft Openings
- End of Week 4 - Grand Opening

DRAFT Week -2 - Staff Trainings & Deliveries

- Start all part-time staff
- Amazon Deliveries
- Equipment Setup

DRAFT Week -1 - Membership Sales & Tours

- Equipment Setup
- Sell memberships in-person | building tours
- Groups that don't need an "opening"
 - "Look and don't touch"

DRAFT Week 0 - Employee Events

- Sell memberships in-person | building tours
- All-employee soft opening(s)
 - Test pools, pictures for memberships
 - Get an idea for occupancy/crowds
- FitCity Family Night

DRAFT Weeks 1 to 3 - Special Groups

- Sell memberships in-person | building tours
- Swim lesson placement
- Soft openings twice a day
 - Afternoon and p.m.
 - Insiders, Membership holders, Special Groups

DRAFT Soft Openings Example (Weeks 1 to 3)

- **Two-hour Blocks**
- Programs activities every 15 minutes
 - FT, 3-pt, pickleball contest
- Personal Training Demos every 20 minutes
 - Equipment demos
- Fitness Classes every 30 minutes
 - Different formats/samples
- Memberships in Community Rooms
- “Passport/Bingo” for a drawing for visiting all areas

What is your vision of a grand opening?

DRAFT Week 4 - Public Soft Openings

- M - W: 5 a.m. - 10 p.m.?
 - Normal hours, run through shift changes
 - 6 p.m. - Ribbon Cutting Ceremony & Dedication (Weds.?)
- Th.: 5 a.m. - Noon (Then Closed after Noon)?
 - Grand Opening Prep, Lessons Learned
- F: Closed ?
 - Grand Opening Prep, Building Refresh

DRAFT Potential Grand Opening Activities

- Programs activities
- Personal Training Demos
- Fitness Classes/Samples
- Memberships throughout
- “Passport/Bingo”
- Concerts
- Evening Ticketed Event
- One hour? One week? One day?

DRAFT Opening Week

- Monday Closed to the Public?
 - Building Refresh & Repairs
- Tuesday Regular Business Hours?
 - 5 a.m. - 10 p.m.
 - Membership or daily admission required