

Staff Report

Date: 9/23/2024

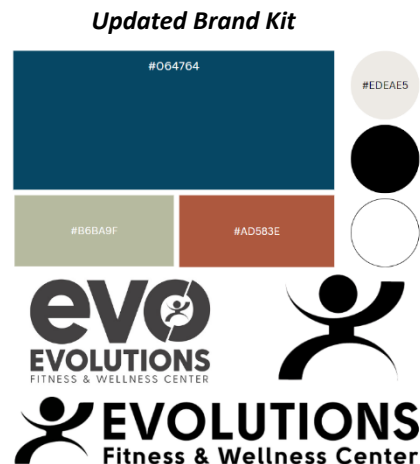
Subject: *Evolutions Fitness & Wellness Center Update*

1. Membership Audit and Policy Compliance Following the Board's approval of the employee membership and loyalty policies last month, a membership audit was conducted by management staff. This audit identified and removed unqualified and unpaid memberships. It is estimated* that prior to this audit, the center was losing approximately \$10,000 per year due to unqualified unpaid memberships. Management staff are currently reassessing the employee onboarding and offboarding processes to ensure ongoing compliance with the new policies.

**Estimation based on the standard membership rate of \$50 per member per month and does not include the additional potential loss of enrollment fee revenue.*

2. Marketing Update Management staff are actively collaborating with our contracted marketing services provider to enhance the Evolutions brand presence across all platforms. This includes updating the Evolutions website, social media sites, and marketing materials. Significant efforts are being made to eliminate outdated information and incorporate valuable content such as Group Exercise Instructor Profiles, Personal Trainer Profiles, and current membership rates.

Additionally, staff have recently updated the Evolutions **Brand Kit** to ensure consistency and integrity in our branding efforts. Updating the Brand Kit is beneficial for maintaining a cohesive brand identity, ensuring brand recognition, and establishing credibility and professionalism in our communications.



3. Licensing and Contracts Review

Management staff conducted a thorough search to locate all current service contracts, required operating licenses, and permits. Historically, these critical items have not been consistently tracked or organized. To address this issue, a new tracking system has been implemented to serve as a centralized repository for these documents. This system will also provide alerts for upcoming renewal dates and term expirations, as well as track contracted rates to ensure accuracy and avoid lapses in services or compliance.



Tulare Local Healthcare District

4. Promotions and Events

- **Member Appreciation Promotion:** Running from September 17th to October 19th, aimed at acknowledging and rewarding our valued members.
- **Evo Pool Party:** Scheduled for September 30th, promoting newly added aquatic group exercise and meditation classes, in celebration of the newly replaced pool liner.
- **Childcare Party Animal Event:** Held on September 4th, designed to enhance the family-friendly atmosphere of our center and promote childcare services.
- **Yoga Week Promo:** Scheduled from September 3rd to 6th, encouraging participation in yoga classes and promoting holistic wellness among our members.