



The Corporation of the Town of LaSalle

Date	January 4, 2018	Report No:	R & C 2018-01
Directed To:	Council	Attachments:	
Department:	Culture and Recreation	Policy References:	
Prepared By:	Director of Culture and Recreation		
Subject:	2018 Fitness Centre Membership		

RECOMMENDATION:

That the report from the Director of Culture and Recreation dated January 4th, 2018 (C&R 2018-01) regarding the Fitness Membership Memberships BE RECEIVED for information;

REPORT:

The Culture and Recreation Department have committed to increasing awareness and growing fitness memberships at the Vollmer Fitness Centre as an operational goal and objective for 2018. In 2017, Council approved the investment of \$50,000 towards the purchase of new circuit and cardio equipment at the Fitness Centre. In December the Culture and Recreation Department hosted an Open House at the Vollmer promoting the new equipment and marketing a winter sale of 2018 fitness memberships. We also invested in marketing through print media, a social media campaign as well as some radio promotions. The results of the 2018 promotion and total sales of Fitness Memberships are included in the comparison chart below:

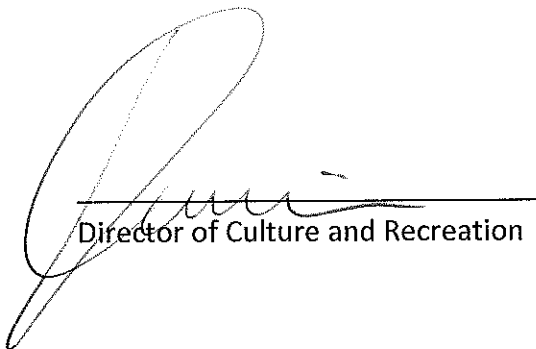
	2016 (Nov 15 – Jan 2)	2017 (Dec 2 – Jan 4)	Increase %
Flex Pass	12	16	33%
Bronze Pack of 11	18	39	117%
Annual Membership	65	68	5%

The promotion will end in January/2018 but the plan for marketing and promoting the fitness centre will continue throughout the year.

New this year will be the Free Walking Track, which was sponsored by Pathway to Potential. This free access will bring people upstairs to engage with the track and learn about the Fitness Centre. The plan is to engage the walkers to grow into fitness members. There will be programming created around the walking track to include a "10,000 steps" program, stroller striders for moms and Sneakers and Speakers for seniors.

Staff will focus efforts towards engaging the parents and family members who are in the aquatics and arena facilities to come and walk the track while their children are practicing or preparing for their games/lessons.

We are hoping to see revenue and membership continue to increase by 25% over 2017. Seasonal specials and the Vollmer 10 Year Anniversary will allow us to have specific marketing opportunities throughout the year. The slogan for the Fitness Centre will be "Fitness for Everyone" as we encourage residents of all ages to participate.



Director of Culture and Recreation

Reviewed by:							
CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire