

BOARD REPORT NO. 09-9-103B

TO: Members of the Board of Trustees

FROM: Ron Galatolo, Chancellor

PREPARED BY: Tom Bauer, Director of Auxiliary Services, 358-6782
Harry W. Joel, Vice Chancellor-Human Resources & Employee Relations, 358-6767

**ESTABLISHMENT OF SAN MATEO ATHLETIC CLUB AND AQUATICS CENTER
AT COLLEGE OF SAN MATEO**

On July 22, 2009 an information report was presented to the Board of Trustees providing the background of the proposed fitness center to be located in Building 5 at College of San Mateo. Given the unstable financial situation with the State budget and future economic unknowns, the creation of an Athletic Club and Aquatics Center in the near future presents major challenges to the College and the District. In the District there is very little expertise or knowledge of the administration of a fitness center or an aquatics center. In order for the new Athletic Club and Aquatics Center to be successful, there must be an aggressive marketing campaign and membership drive well before the opening of the club and center, which is scheduled to occur in February 2010.

At a time when we are reducing programs and eliminating positions within the District, it is not prudent to be recruiting and hiring our own staff to oversee a marketing campaign and membership drive. Again, given our lack of expertise in fitness centers, it is our contention that to be successful in operating a fitness center that is profitable, we need to hire that expertise through a company that is expert in all aspects operating a fitness center. At this time, we are seeking to hire a consultant in a professional services contract to assist the District with pre-opening marketing and membership recruitment.

RECOMMENDATION

It is recommended that the Board of Trustees approve contracting with Club One for consulting services to assist the District in pre-opening marketing of the Athletic Club; recommendations for staffing of the Athletic Club and Aquatics Center; and guidance in budget assumptions and fees and member services policies and procedures, in an amount not to exceed \$65,000 during the period beginning October 1, 2009 and ending January 31, 2010.

Club One Support Services

Presented to

College of San Mateo





AGENDA

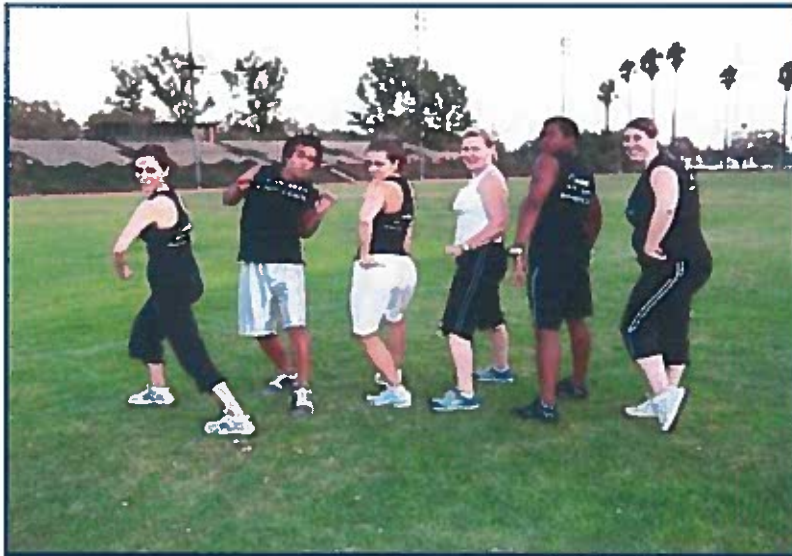
- > **ABOUT CLUB ONE**
- > **CLUB ONE APPROACH**
- > **MULTI-FACETED ENGAGEMENT**
- > **CURRENT RELATIONSHIP**
- > **THE FUTURE OF HEALTH AND WELNESS
"CLUB ONE'S VISION"**



FROG'S FITNESS – CAL STATE LONG BEACH



WHY CLUB ONE?



CAL POLY POMONA

- > **Founded in 1991**
- > **3 Business Divisions**
- > **87 Sites**
 - 55 Corporate Managed Sites
 - 3 University Sites
 - 20 Commercial Health Clubs
 - 9 Community Centers
- > **13 States**
- > **Top 20 Health Club Company**
- > **Over One Million Square Feet**
- > **Over 140,000 Members**
- > **2,500 Employees**
- > **Top 100 Employer – 3 years in a row**



THE CLUB ONE DIFFERENCE

- > **PARTNER – NOT A SUPPLIER**
 - Results through relationships, transparency and communication

- > **RESULTS AND METRICS MATTER**
 - Participation drives results

- > **CLUB ONE'S PROCESS STIMULATES PARTICIPATION**
 - Listen.....Customize.....Engage

- > **INNOVATION PROMOTES 24/7 WELLNESS**
 - Taking fitness and wellness outside the four walls of the center



CLUB ONE APPROACH

We deliver quality fitness and wellness solutions that support meaningful change in people's lives through our staff serving our partners, our programs helping their employees achieve the results they want and the friendly, comfortable experience our team creates.

LISTEN

Club One listens to what you tell us, we strive to understand your goals, your business and your strategy

CUSTOMIZE

Club One health and fitness programs are measurable and designed to align with your strategy and achieve your goals

ENGAGE

Our teams strive to engage every student, faculty, community member, inside and outside the fitness center



COLLEGE & UNIVERSITY

"The Bronco Fitness Center is an integral part of my life. I love working out with all the students." Betty Ortiz, University President's wife and avid user of facility

Across 3 University fitness centers:

- > Service over 7,000 students/faculty/staff
- > Engage over 2,000 visits per day
- > Employment opportunities for over 60 students
- > Over 1,000 HealthStart™ sessions/yr.
 - > 80% reported improved health, morale and attitude
 - > 46% lost weight
 - > 53% reported increased energy



SAN FRANCISCO STATE



3 PHASES OF ENGAGEMENT

Delivering health and wellness to students, faculty, and the community, while integrating into the campus and enhancing the curriculum

Enterprise

Club One is the leader in driving the bottom line. Our expertise spans the enterprise from member attraction and retention to program revenue and cost containment.

Students/Faculty Members

Club One's student/faculty/staff programs are designed to maximize utilization of the fitness facility. Our goal is to drive participation from the faculty and student base, making them more effective and integrated into the campus community. The resulting benefit is enhanced faculty recruitment and student attraction.

Integration

Club One understands how to leverage various departments within the campus. We effectively integrate with Phys. Ed., Kinesiology, Nutrition, PT, Nursing, etc. Making students more marketable, departments more efficient and the fitness facility more effective.



INNOVATORS IN HEALTH PROMOTION

Customizable suite of award-winning Onsite & Web-Based Programs

- > **HealthStart™ Coaching Program**
- > **Online Health Improvement**
- > **Medical Self Guidance**
- > **HabitChanger™**
 - > **Clinton Global Initiative**
- > **Online Incentive Programs**

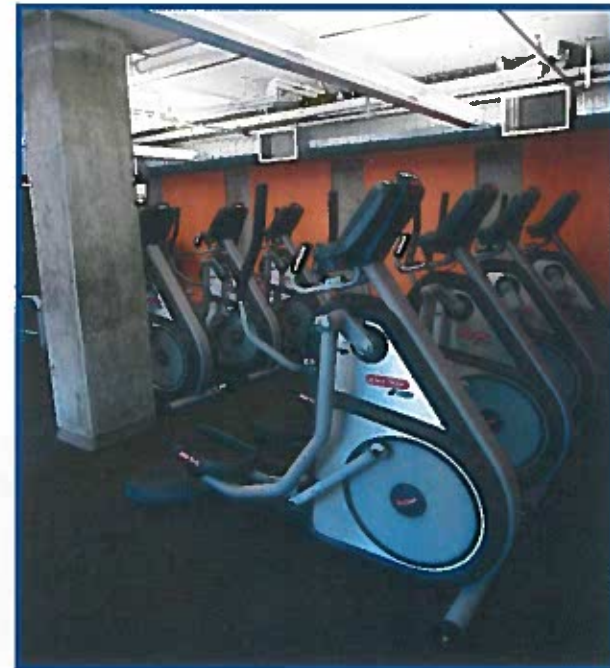




CURRENT RELATIONSHIP

Club One's professional services support programs assist our partner's in every aspect of fitness center opening and health promotion programming.

- > **Marketing through opening**
 - > Budgeting
 - > Marketing/Advertising
 - > Internal branding
- > **Operations**
 - > Budget and revenue planning
 - > Programming
 - > Staffing
- > **Human Resources**
 - > Job definition
 - > Ad placement
 - > Respondent prioritization
- > **Membership Services**
 - > Procedure and policy





The Typical Member Experience

Fitness Center Enrollment
Meet with a fitness professional
Sold on features & benefits

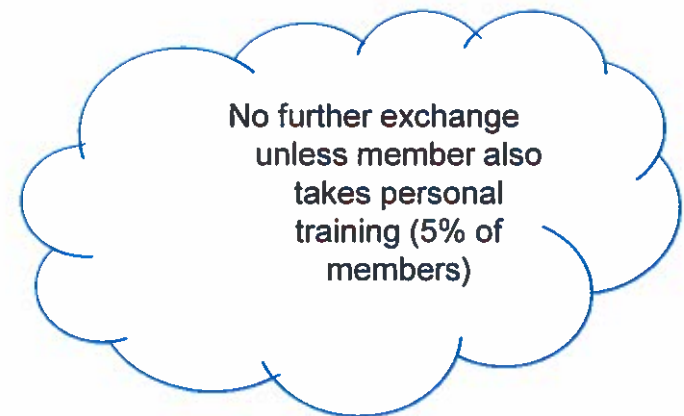


Orientation (Large % of members)
Receive an orientation (multiple sessions)



Go forth and exercise!

*Today in most
health clubs*





Our Fitness Center Vision

What we want members to say about the fitness center managed by Club One

- > “They support me all the time, not just when I’m there.”
- > “This isn’t a fitness center. It’s like a life center.”
- > “They put it all together in a way I can understand everything.”
- > “They don’t just tell you to go exercise. They help you get your mind right so you can fix whatever your issue is.”
- > “They taught me how to lose weight, and how to keep it off. And I did.”
- > “I’ve never gotten results like that before.”
- > “I’ve never seen a fitness center like this.”



Key Parts of The System

- > **WellPower** - End-to-end member lifecycle management for SMAC members
- > **Intelligent intake system** - Exercise Specialist, Lifestyle Coach
- > **The Weight Management program** - Solves the problem SMAC members came to solve
- > **Habit Changer** - A platform for serving behavior-change programs to handle any problem SMAC members have





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Thank You!

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