



Staff Report

Date: January 21, 2025

Subject: *Evolutions Fitness & Wellness Center Updates*

1. Transition to MindBody Software: The transition to the MindBody software is well underway and progressing smoothly. We are actively working with the MindBody data migration team to ensure a seamless transfer of all relevant data. This process has been meticulous and time-consuming, but we are on track for our expected go-live date in February 2025. Once the data migration is complete, we will be able to begin utilizing the software's operational capabilities to improve efficiency across various aspects of our services.

2. Administrative Initiatives:

- a. **Review of Policies and Procedures:** We are continuing to review and update internal policies and procedures to align them with industry best practices and to ensure compliance with current regulations. This initiative will encourage operational excellence and enhance customer satisfaction and is expected to be ongoing for the next several months.
- b. **Account Management:** We have initiated a focused effort to address member accounts with aged balances. To facilitate this process, we have established a contract with a reputable collections company and progress has been made in identifying and preparing these accounts for collection. Once completed, we anticipate transitioning into a monthly maintenance system that will effectively manage and prevent such issues in the future.
- c. **Marketing Revamp:** The initiative to revamp Evo's marketing efforts is progressing well. Recently, we launched the redesigned Evo website, which includes updated information about the facility as well as integration of the new branding kit. We are currently working on the addition of the following pages:
 - **About Us Page:** Currently under construction, this page will feature a brief history of Evolutions, a description of our gym, its offerings, amenities, and information about the ownership and operational oversight by the Tulare Local Healthcare District.
 - **Personal Trainers Page:** This page has been completed and launched. It includes bios and brief descriptions of each personal trainer contracted with Evolutions, along with contact information for booking sessions.
 - **Policies Page:** This page is currently under construction and will soon provide easy access to member-facing policies, including behavioral standards, membership payment and cancellation policies, childcare policies, and more.
 - **Join Today! Page:** Also under construction, this page will include a link to the MindBody software, enabling online sign-ups once our migration is complete.

In addition to updating the website, attention has been given to updating all social media platforms with the updated brand kit and increased focus on member engagement.



3. Recent and Upcoming Promotions and Events:

a. **Fit for a Cause – October 2024:** Evolutions hosted the Fit for a Cause event, where we collected donations for care baskets to support individuals battling cancer in our community. Photo below showing the donations delivered to Ridley-Tree Cancer Center:



b. **Hero Health Veteran Program Coat Drive for Kids:** Our Hero Health Veteran program's coat drive was a huge success! Photo below showing the donations delivered to Roosevelt High School:



c. **Current Promotions:** We are offering a special \$20.25 enrollment fee throughout January to encourage new memberships. Additionally, from **January 27-31**, we will host the "**Tour of the Decades**" Group X event, themed each day as a different decade, to engage our members in nostalgic fitness activities kicking off the New Year!