



Staff Report

Date: March 23, 2026

Subject: Evolutions Fitness & Wellness Center Updates

Analytics Overview and Facility Operations Update

Now that Evolutions has operated on the MindBody platform for a full year, we have established a reliable baseline of historical data within the system that will allow us to conduct meaningful year-over-year comparisons across key performance indicators, including membership trends, sales, and visit frequency. This enhanced visibility will support more data-driven decision-making and more strategic evaluation of operational performance moving forward.

Sales Summary Metrics

(All sales metrics are in local currency USD, exclude taxes, tips, and Class/Pass sales.)

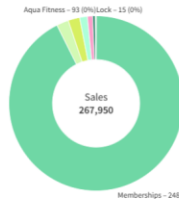
Gift Cards / Payment on Account Recognition At Redemption At Time of Sale

Sales (USD) 267,950 ▲ 17.1% vs Previous Period

YTD Sales (USD) 798,446 ▲ 247.5% vs Previous Period

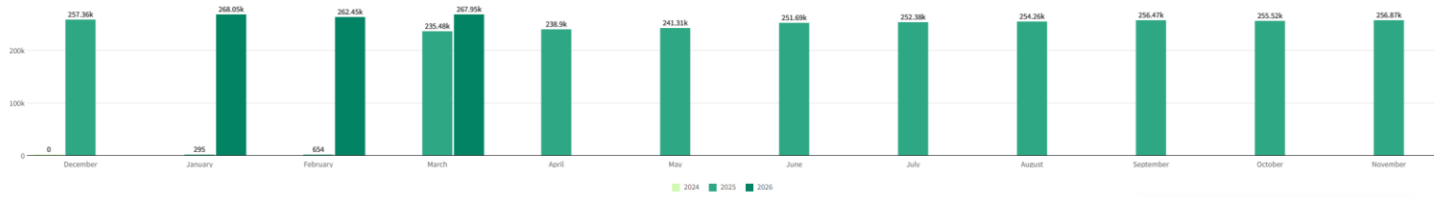
Autopay Sales (USD) 249,153 ▲ 13.6% vs Previous Period

Sales by Revenue Category (USD)



- Payments on Account
- Memberships
- Contract Enrollment Fee
- Childcare
- Guest Fees
- Personal Trainer Rent
- Fees
- Food & Drink
- Aqua Fitness
- Employee Only Branded Unit...
- Lock
- Enrollment Fees

Sales - Year Over Year (USD)



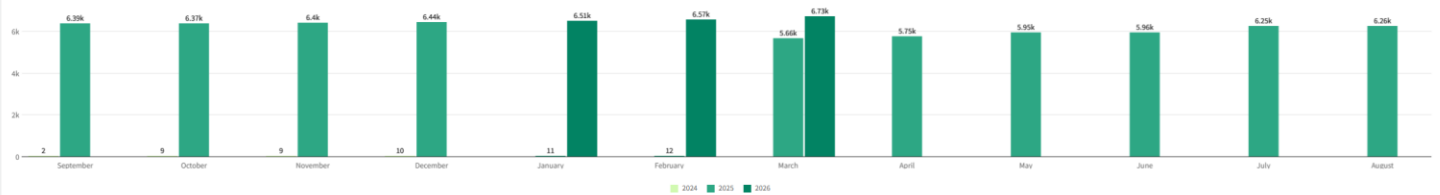
Members Summary Metrics

Active Members 6,731 Mar 22 2026

New Members 291

Active Members Growth 68

Active Members





Visits Summary Metrics

Total Visits

17,308 43.6% vs Previous Period

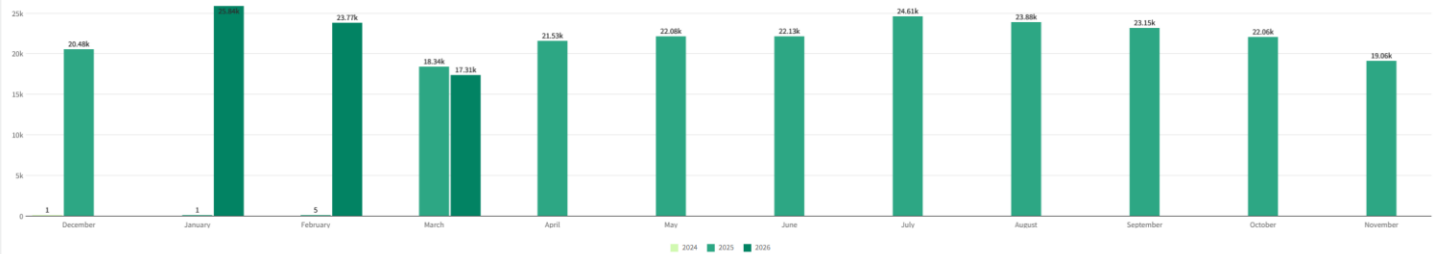
First Visits

191 9.0% vs Previous Period

Unique Visitors

3,253

Visits By Month



Strategic Partnerships Update

Evolutions continues to expand programming, partnerships and service offering in alignment with strategic goals for community engagement and revenue diversification.

- **Blue Fin Swim Academy** officially began serving clients on March 1 and is off to a strong start. This partnership enhances our aquatics programming and brings additional community access to swim instruction.
- We are pleased to welcome a **new personal trainer, Eric Small**, who has joined Evolutions as an independent contractor:
 - **Eric Small – Fitness Specialist | Founder of Confused Muscles**
With over 13+ years of training experience, Eric Small has worked with professional athletes, celebrities, youth and collegiate competitors, and everyday individuals committed to improving their strength, performance, and overall health. Eric is a calisthenics expert and 3x American Ninja Warrior competitor, known for helping clients develop real-world strength, body control, and athletic performance. He is the creator of Confused Muscles, a dynamic training philosophy built around constantly challenging the body through variation, functional movement, and performance-based conditioning. His training combines core strength, mobility, calisthenics, and mindset development to help clients break through plateaus and reach their next level. Train different. Train smarter. Confuse your muscles.
- We are currently in discussions with **Champions by Choice**, a local organization that supports youth with disabilities, regarding a potential partnership. The organization is interested in utilizing Evolutions space to host programming. This aligns with our mission to expand inclusive, community-based services while also potentially generating additional facility revenue.
- **EV Chargers:** We are in the final stages of contract negotiations with XLR8 and anticipate transitioning into more detailed project planning and scheduling in the coming weeks.