



Staff Report

Date: *May 27, 2026*

Subject: *Evolutions Fitness & Wellness Center Updates*

Attachment(s):

Program Expansion – Fit for Life

To support the continued growth of the Fit for Life program, our conference room has been expanded into a multi-purpose room with the installation of mirrors and balance bars. This will accommodate our growing fit-for-life group program as well as potentially other growing groupX classes.

Nutrition Education Program

Planning and development for the Nutrition Education Program continues, with a targeted launch of mid to late summer. Current efforts are focused on program design, curriculum development and identifying opportunities to provide practical, evidence-based nutrition education that supports the health and wellness goals of participants.

TrueMed Partnership Initiative

We have applied to be a participating facility with the TrueMed program. If approved, eligible members will be able to use Health Savings Account and Flexible Spending Account funds towards membership and qualifying services. This aligns with our mission of increasing accessibility to health and wellness resources by providing members with additional payment options.

Community Wellness Market

We are in the early planning stages of launching a monthly Community Wellness Market. TLHD and Evolutions administration staff are currently working in collaboration with Immunity Labs to plan a monthly farmers-market style event to be held in Evolutions Plaza. We are currently working through applicable event permit requirements and developing a list of potential vendors and community partners to invite to participate, as well as developing an annual calendar of themes for each event. The event is intended to connect community members with local health, wellness, fitness and lifestyle resources and to provide a free, wellness-focused monthly activity for the community. We are also planning to tie-in branding and celebration of the 80th anniversary throughout the events.

Membership & Facility Utilization

Membership and facility utilization remain strong. Evolutions currently serves 6,615 active members and welcomed 302 new members during the month of April. Member engagement continues to trend positively, with 24,170 total facility visits during the month of April, which is a 12% increase compared to April of last year. The facility also recorded 229 first-time visits and around 3,550 unique visitors in the month.

Promotions & Events

Evolutions held a successful Memorial Day membership promotion, resulting in 35 new memberships on 5/25/2026. Staff also hosted a Memorial Day MURPH challenge event, providing members and their guests with an opportunity to honor fallen service members. The event was well attended and is a cherished annual event at Evolutions.