



Staff Report

Date: February 24, 2026

Subject: Evolutions Fitness & Wellness Center Updates

Strategic Partnerships Update

- We have finalized participation agreements with WellHub and Silver & Fit, expanding access to Evolutions for both employer-sponsored and active-aging populations. These partnerships support increased utilization, diversified revenue streams and broader community reach.
- We are nearing completion of contract negotiations with XLR8, with the intent to proceed with installation of EV charging stations on site as approved. A finalized agreement and project timeline are anticipated shortly, after which installation planning will commence.
- Our partnership with Blue Fin Swim Academy is now in place, and they are scheduled to begin swimming lessons in our therapy and lap pools starting March 1st! This will activate underutilized pool hours and expand aquatic programming options for the community.

Nutrition Program Planning

We are currently in the planning phase of a pilot nutrition program, anticipated to launch mid-summer 2026. The pilot is being designed around well-rounded nutrition curriculum focused on practical, sustainable healthy eating principles. The initial curriculum is intended to serve as a scalable foundation, with future expansion planned to include condition-specific nutrition education such as guidelines for diabetes, hypertension and hormone related health considerations. This phased approach will allow us to assess engagement, as well as resource requirements while aligning with the broader goal of supporting community wellness and preventative health.

Community Outreach & Active Aging Engagement

Evolutions will be participating in the **Tulare Parks and Recreation Senior Health Fair** on March 3rd to directly support and encourage healthy, active lifestyles among older adults in our community. This event provides an opportunity to educate seniors on fitness benefits that may be available to them at no cost, through our wellness-benefit paid memberships such as Silver Sneakers, Renew Active, and Silver & Fit partnerships. Our staff will focus on helping seniors understand and utilize these existing benefits as a pathway to physical activity, social connection, and overall wellness. Information will also be provided on our Fit for Life program, HAS/FSA- eligible memberships, and senior discounts, ensuring seniors are aware of accessible options that support their long term health and independence.

Digital Experience & Member Engagement

We have completed updates to the Evolutions website and mobile app to enhance the member experience and streamline front-end operations. Members and prospective members can now:

- Register online
- Purchase services and membership contracts directly through our Evolutions branded app
- Leave star ratings and reviews within the platform

These enhancements reduce administrative friction, improve accessibility and establish a foundation for more robust member feedback and satisfaction metrics.



Branding, Facilities & Member Experience

- Installation of 16 new shower heads and controls in the men's and women's locker rooms has been completed, along with installation of the rise-shower in the pool area. These improvements address long-standing member feedback and improve the overall member experience.
- Our childcare department has officially been rebranded as EvoPlay Childcare Studio! This rebranding initiative gives our childcare department its own identity that will be facilitated in future promotions and department programs. We are also making updates to the childcare page of our website to include our childcare policy for member's reference, and our updated branding.



- Design work has been completed for updated GroupX room names and facility wayfinding signage. These updates support clearer navigation, stronger brand consistency, and an improved in-facility experience.



- We are currently in the planning stages of offering **Evolutions-branded merchandise**. To minimize upfront costs and low operational management, we are currently looking at a print-on-demand drop-shipping model, which would eliminate the need for inventory management. We have completed the design phase of planning and are now exploring options for drop-shipping partners to ensure a high-quality product.

