



Staff Report

Date: June 23, 2026

Subject: June 2026 Evolutions Fitness & Wellness Center Update

Attachment(s):

Analytics Report

Evolutions continues to experience strong growth in membership, utilization and revenue and we move into the summer season. A review of May 2026 and June, month-to-date analytics data gathered from MindBody is below:

Membership and Utilization – As of June 22, Evolutions has reached 6,871 active members and 279 new memberships added during the reporting period. Membership is trending positively and constantly. Member engagement is strong, with individual visits exceeding 23,000 in the month of May, and just over 3,500 unique visitors.

Revenue – Sales continue to trend positively and remain ahead of budgeted target, exceeding 2025 levels of growth. June sales have reached \$270,775 month-to-date, a notable increase from the month of May's total sales of \$262,720. We are currently reviewing data to identify the drive behind this increase; based on current information we believe it is driven in part by our summer kids/teen PIF promotion.

Operational Updates

TruMed Partnership - Evolutions has been approved as a participating provider with TruMed. This partnership allows qualifying members to utilize HSA and FSA funds towards membership through a TruMed reimbursement process.

Facility Signage – The updated facility signage has been ordered and is expected to be up by August. New signage includes updated facility use guidelines, updated wayfinding signs, and cohesive branding in line with our up-to-date brand kit colors and logos.

Semi-Annual Staff Training Program – Beginning this year, we are implementing a twice-per-year staff training model. Each January and June, all staff will participate in refresher training covering department workflows, customer service expectations, facility policies, safety procedures, etc. This is anticipated to help ensure consistency across departments, support employee development and strengthen communication and efficiency facility wide. We are also looking at free online resources that can be utilized for staff development including customer service certification programs, childcare development courses, and leadership development courses that could be offered to staff as part of our onboarding and staff development program.

Elevate Health & Fitness – Evolutions is excited to partner with Eric Small and the Elevate Health & Fitness team to host a free community bootcamp program beginning in July. The program will be free and does not require an Evolutions membership, providing an additional opportunity to engage community members in health and wellness activities.