



The Right Sports Turf in the Right Place

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Multi-fitness facilities are being designed. Give your center a stimulating, welcoming atmosphere. Fill it with friendly, knowledgeable, supportive staff and offer entertaining and inspiring special events to keep people coming back.

gaining members

In an attempt to succeed in bringing in new members is keeping the gates to your fitness center. What sort of customer service are you offering? How is your facility performing? Without service and friendly smiles, you'll see members walk out the back door as fast as you are able to get them in the front door," said Sokolow.

Like what customers want and letting them know that you are interested in what they say is crucial to success, these reports. If you have a consistently high level of customer service, then even when things don't go as a person may not even call the Zumba class at the precise time they need it, or you may not have the funds to put in the climbing wall they're begging for. But if you stick with you, "When people are treated well, they're more likely to return," said Sokolow.

Leavers said, "They need to feel respected and like they matter."

At Tech Rec, this means there's always a staff member stationed in the cardio and fitness rooms to help people use the equipment properly and keep the room clean, reported Rozynko. Yes, there are wages available for clients to use on the machines, they can correct their mistakes in the equipment, and everything is made-of-it is also, but having someone who is knowledgeable there is also important to be added.

What also keeps customers happy?

- Make your presence known. When Tech Rec opened in Maryland, they were a postcard to every home in the area, bringing people to come and see the center. "Some people were waiting outside to come in the way we opened," said Anita Ponce, chief of public affairs and marketing for the Department of Parks and Recreation, Maryland National Capital Park and Planning Commission. "There are others who might have been away if they weren't invited." From their facility, it's now, he said, it's at the top of people's minds through consistent external and internal marketing, Sokolow said.
- Spin things up with special events. Colored added. Some of your personal marketing may just know that it's in the market for a fitness center membership. If you can get them into your facility for something special—community fitness, the introduction of a new type of exercise class, family day at the aquatic center—then it's not just a member, but you offer and perhaps be inspired to return. "Our opening was almost like a big party," said Rozynko about Tech Rec. "Everyone had a free opportunity to do something. You have to make an appointment to get in."
- Be a consistent presence in the community," Rozynko said. "Be on the scene. Visit clients, have newsletters, maintain outreach and community relations. Walk through in community events, from fun runs to meetings. Participate in community safety workshops. Find a local business to police department safety workshops. Find a local business to help, and make sure you can give information about your facility available."
- People seek fitness professionals and fitness facilities because they need two things they can't get anywhere else, Rozynko said. "They need someone to help them bring more fitness, and walk to people who have lost their fitness experiences in a positive way. How do you offer outreach

• Innovation in equipment, but research shows six core categories of most popular fitness center attributes each week. Mills said, call the March 2013 fitness 7 Global Survey. "Research shows that core categories are strength and weights, cardio, strength, cycling, group fitness, mind/body and martial arts. Therefore, while it can be great to offer something a little different, if a facility dedicates the majority of their floor space to these six, it will generate word-of-mouth."

Attracting Members

If you're an established facility looking to grow, one of the greatest ways to bring in new members is a referral program. An affiliate is always better than those already experienced in the demographics. Of course, this means your current members need to be happy with their experiences on the most serious for the most serious.

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Survival of the Fittest

Keys to Successful Fitness Facility Management

Keeping a fitness facility up and running—whether you're part of a park district, a private club or a community center with a fitness component—is a big job. Programming and scheduling, training and teaching, cleaning and organizing, marketing and motivating. These duties combine to make a lot of moving parts. And they need to work in synchronicity to ensure happy customers and success for your operation.

But, although effective fitness facility management is more than just opening your doors at the right times and having clean towels (although both help), it also involves providing. There's nothing better than helping clients improve their health and fitness, feel better about themselves, and have a great time along the way. So whether you're a seasoned staffer or new to the business, check out these tips and ideas—collected from industry experts—for keeping your fitness center at the top of its game.

As well as one of the main ways you make money to get your job done. Fortunately, you have a whole team of allies ready to help you just ask them your customers.

If you're in the planning stages of a new facility, you can't ignore the ground level. The Prince George's County Department of Parks and Recreation is home to one of the newest and most innovative fitness centers in the country. The Southern Regional Technology and Recreation Complex in Ft. Washington, MD (previously known as Tech Rec) opened in the summer of 2010. The facility is a 17,000 square foot complex in the first month after opening on June 20, 2010. Right in the park district there is an impressive state-of-the-art facility that the center was a "community-driven process from the beginning," explained Kelly Rozynko, chief of Southern Area operations.

Right from the center, Rozynko explained that what it is about and the programming they do, and today Tech Rec has a variety of technology-based fitness programs, as well as fitness programming, like dance, basketball, and special needs programming. They also have a variety of fitness options, early morning boot camp and indoor soccer. "This is a very good example of our department as a whole as a citizen-based and customer-focused facility."

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Serving Seniors

In the United States, 90 percent of the population will be age 65 or older by 2017. This is a significant demographic shift that will have a major impact on the fitness industry. Fitness centers are being designed to meet the needs of this growing population. Many fitness centers are offering classes specifically designed for seniors, such as low-impact aerobics, strength training, and more. These classes are designed to help seniors improve their health and fitness, and to provide a safe and enjoyable environment for them to exercise.

Many fitness centers are also offering services such as personal training and group fitness classes for seniors. These services are designed to help seniors improve their health and fitness, and to provide a safe and enjoyable environment for them to exercise. Many fitness centers are also offering services such as personal training and group fitness classes for seniors.

ANTIBACTERIAL Revolution GYM WIPES

Without a doubt, the exercise and fitness market is a crowded one, and you must make sure that you have multiple competitors in your area. Before that, you must be prepared for head-to-head battle with them, these experts suggest finding your own niche in the market and learning to market it perhaps even more together with the other options around you. "Know your competitors and know your demographic market," said Sokolow. "Find a novel fit in it."

Setting Yourself Apart

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