



AFC MANAGEMENT

S E R V I C E S

A lifeline for your bottom line.

Achieving a Significant Return on Investment: Designing creative fitness & wellness spaces that Builders Need and Tenants Want

You know when you have a winner.

When the design flows...it feels intuitive...natural. Things just fall into place and everyone is happy.

That's how our team has felt for last several years while working with our GSA customer with multiple locations, across three states and five different buildings.

But the warm and fuzzy feeling that comes from a wildly successful partnership doesn't just happen by chance – it takes hard work, dedication, and the willingness of both parties to embrace innovation.

Here is how we worked together to exceed the customers goals, increase ROI, and design employee fitness-wellness centers their employees would love and embrace.

THE CHALLENGE

Our challenge with this client was to help them streamline and synthesize their fitness and wellness offerings through multiple locations and varied building design structures. The client also wanted to increase employee attendance and use of the fitness centers to make a significant impact on their employee's physical, emotional, and mental health.

When we first began working with them, our client had implemented a wide variety of wellness offerings, had just opened a brand new 15,000 square foot fitness facility in their headquarter location and renovated several smaller fitness facilities.



The problem was that our client was not seeing a strong ROI for their efforts. Employee engagement and facility usage was inconsistent. Initially the headquarters facility offered new

programs and services that saw usage top 2000 people. However, when that program was replaced by something different, the following month, attendance would drop to 500 people or less. Conversely the smaller locations had loads of new equipment and service offerings but employees constantly complained of backups and long waits to use the equipment during peak and non-periods. The space design felt awkward and cluttered. Plus many of the equipment pieces were bulky, hard to maneuver and non-complimentary to the overall layout of the fitness and wellness facilities.

What our client needed was a fluent, functional, master design that could serve as the primary template for each fitness property they owned and had contracted with Aerobodies-AFC to manage.

OUR PROCESS

Here were the steps we took to ensure a stronger, more predictable ROI and more consistent fitness facility usage across multiple locations:

1. **Assessment** - We started with a comprehensive assessment of all facilities including equipment layouts, maintenance schedules and costs, patron-usage flowcharts, usage times, frequency charts and patron feedback detail.
2. **Sustainable Scheduling** - Next we created a yearly scheduling system that detailed seasonal program offerings, which was critical to how each facility would be used including external program offerings such as: hosting fitness rallies, health fairs, and wellness screenings.
3. **Systems & Processes** - Following this, we developed key program systems including maintenance and management guides that would plan and forecast updates to the facility, equipment repairs and other needed revisions so as not to impede the smooth flow and consistent usage of the fitness facilities.

We designed programming that addressed every area of employee-patrons' wellness concerns including: mental health, emotional health, physical health, seasonal health, and safety components, paying particular attention to the seasonally based programs (the way we stay well in winter is different from how we stay well in summer). We added convenient fitness workout stations, green-light areas and flex space that allowed for more convenience and ease of use for those utilizing the fitness and wellness facilities.



4. **Technology** - We designed smart-messaging boards and kiosks for program announcements and information displays for fitness center patrons.
5. **Master Program Guides** - We created a master program guide that specified all of the wellness programs to be rolled out monthly, quarterly, and semi-annually. The schedule was the same for every location. In this way, employees could see ahead of time the various work/life balance and fitness-oriented programs that interested them most, and make plans to attend.
6. **Reporting** - We developed and implemented a reporting system for every program, ensuring absolute transparency and clarity in terms of attendance, employee engagement, benefits, and ROI.
7. **Value Added Service** - We developed and implemented “feel good” value-adds above and beyond the scope of our contract, including an Healthy Living Journal that made it easy for employees to see which wellness offerings were on the horizon. This particular offering has since become so popular that we get requests for the calendar-journal months before it comes out!

THE IMPACT

Three years into our five-year contract with this client, we have seen a significant increase in consistent attendance across all of their wellness programs.

These programs serve some 7500 employees in 5 different locations. As of today we have seen a 69% increase in wellness program attendance since implementing these changes!

The key to such a stark rise in attendance is due to 2 key ingredients:

Effortless-well functioning fitness center design

And

Creating and implementing consistent, sustainable wellness programming employees embrace and enjoy.

The final crucial part to our success was making sure our client's employees were well informed of the updates to facilities and each facilities program offerings.

But everything doesn't just fall into place by magic – one of the most important elements of our success during this project has been the freedom to innovate that's been given us by our client.

Why not do a strategic assessment of your fitness & wellness center design and see how your company can increase fitness center usage by 69% or more?

To schedule your *FREE* assessment contact Fran at Franb@afmsco.com, or call 866.659.3400.



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