



2020 MFA Member Re-Opening Survey - June 15, 2020

Is your facility currently open? (38 responses)

22	Yes - Skip next Q
16	No - Go to next Q

When do you plan to reopen? (17 responses)

Whenever the Governor approves fitness facilities to open. (NC)

Unsure at this time - waiting for Governor (NC)

Still TBD based on the state of **North Carolina**. Possibly June 27.

Post Phase III determined by the Gov. of **NC**

When **NC** Governor announces ok

When the **NC** governor allows and when health system believes its safe

[Open on a] Limited basis (NC)

Aquatic only memberships are open. The fitness facility is closed. Per Governor of **NC**, gyms are allowed to reopen in phase III and that is scheduled for Friday, June 26th (subject to change or extension of phase II).

When the Governor of **NJ** says we can.

We do not have a confirmed reopening date, but we are hopeful it will be sometime in July 2020 (NJ)

Really not sure. We anticipate an order from the Governor the week of 6/29? With an opening date around mid July? (NJ)

We are hoping for the first half of July. Waiting on the State of **Michigan** approval for opening.

We are waiting on a date from the State. (MI)

Fall timeframe (MD)

Late August / Early September (CT)

Unknown (WI)

Indefinite future (anonymous response)

How are you handling, or planning to handle, physical distancing? Check all that apply. (37 responses)

23 Limiting numbers in facility to 50 % capacity.

29 Limiting numbers in each space by square footage.

22 Requiring reservations to use certain equipment and classes.

15 Tracking usage and demand by area (group ex, circuit training, free weight, etc.)

32 Closing every other piece of cardio or increasing spacing between machines?

29 Changing the layout of equipment to ensure distancing maintained.

Comments

Signage

Social distancing floor markers and signage

We have no worries of crossing over our sq. ft. restrictions. Pool is open for all, swim lessons are active and full. Group ex outdoors and in pool is working. Limited class sizes in all circumstances. As of yesterday we are allowing access to entire

Per Governor and state direction, aquatic facilities in NC can open before the main fitness center. We began aquatic memberships June 8th. The fitness center is currently closed.

Small registration required group classes only initially

Following state regs

NA yet as our hospital-based clinic is closed to all outpatients

Have you experienced an increase in cancellations, or freezes? (37 responses)

11	Yes, we are seeing 25% or more of our membership cancel or freeze their memberships beyond our opening date
13	Yes, we are seeing more than 10 %, but less than 25% of our membership cancel or freeze their memberships beyond our opening date
7	Yes, we are seeing less than 10% of our membership cancel or freeze their memberships beyond our opening date
6	No, we are not experiencing an increase in cancellations or freezes
0	We did not allow any cancellations or freezes based on COVID 19

Are you doing any sales and/or marketing efforts for your reopening? (37 responses)

4	Yes, we are running a sales promotion and have had some encouraging results
4	Yes, we are running a sales promotion and have seen only minimal or no results
23	No, we have not run a sales promotion
6	We are utilizing our sales staff in other capacities initially as we re-open

If your facility has reopened, what percentage of your members have returned?

	<u>Week 1</u>	<u>Week 2</u>	<u>Week 3</u>	<u>Week 4</u>
M. Ermann	We have 3 facilities and have been open since June 1st. 12%; 13%; 8%	14%; 17%; 9.5%	In progress	N/A
C. Carter	Seeing about 25% average for visits	Continue to see about 25% average	We are currently in week 3 reopening	
Anon	12%	N/A	N/A	N/A
P. Tazio	50% But not all services are available.	N/A	N/A	N/A
A. Loyd	60%	62%	N/A	N/A
S. Howie	10%	12%	15%	20%
T. Fiorini	78%	78%	N/A	N/A
Anon	6%	15%	N/A	N/A
E. Good	25%	N/A	N/A	N/A
J. Caliri	With pool open and outdoor GE only we saw 8.5% utilization	12.20%	With pool & outdoor GE open & adding swim lessons we saw 19.5% utilization	We opened facility yesterday as described and saw 31% utilization.
G. Yohe	50%	55%	60%	N/A
Anon	20%	30%	37%	45%
D. Roytas	11%	Just started	N/A	N/A
C. Fleming	A range of 26% - 45% with an average of 34%	Average of 42% of normal usage	N/A	N/A
P. Sarbaugh	N/A	N/A	we are on week 3 of reopen & about 38% of our membership base is still on freeze	N/A
C. Flouer	10%	N/A	N/A	N/A
J. Jeran	23%	N/A	N/A	N/A
Anon	50%	60%	N/A	N/A
S. Boreskie	We are currently around 30-35% of usual usage from same time year prior	N/A	N/A	N/A

Do you have any capacity concerns in any area of your facility? (25 responses)

No, we have been able to work through all the re-design issues to re-open at this time.

Not currently. We have had some people who have had to wait to use certain areas but wait times have been 10 minutes or less. We are scheduled to move to Level 2 reopening on July 1st which will allow us to move from 30% capacity to 50%.

We are requiring reservations at the anticipated busy times for open gym. Based on historical data, we had more participants than our current occupancy limit will allow during these times. Our group exercise space is small. The current sqft/participant recommendations for vulnerable populations allows for less than 40% of our average attendance in our senior classes (which are our most popular classes).

Not as of right now. Maybe after we open.

No - very large facility

Not yet, but possibly for group x classes and in the pools.

Not in overall building capacity, but on the fitness floor, yes

50% capacity at this time

Locker rooms = 3 responses

Lockers and group x

Yes, group fitness space

June through August tend to be slower for us. If we open in July we do not have capacity concerns until we hit mid to late September.

Group exercise.

We have moved indoor cycling to the BB court. Cannot play BB and this way we can spread out bikes

Yes - strength training / free weight areas

Yes, fewer patients and staff will fit, given distancing

No, current usage allow for necessary capacity restrictions.

No = 6 responses

When are you planning to, or when did you, open your aquatics areas? (31 responses)

3 Not right away

17 At the same time we open our main facility

7 When the State allows us to

1 Less than 2 weeks after main facility

3 More than 2 weeks after main facility

Are there any questions you would like us to include in a future survey?

Note: These are good questions and we will include them on future surveys. If anyone would like to weigh in on any of these questions, please email Mariann Murphy at mariann.murphy@medicalfitness.org.

How have other facilities handled freeze fees currently and plans for the future.

Is there any guidance on the use of fans, including ceiling, floor, and wall mounted?

What criteria are MFA facilities that are open using to lift utilization restrictions?

How many facilities are requiring mask wearing while working out?

For those that opened, has anyone had reported cases of COVID-19? What did they do?

What are the ages of members who are canceling or placing their membership on freeze? If we are seeing a certain trend in ages how are centers looking to regain the number of cancellations and freezes to meet operating budgets for the remainder of the year? Do centers reinvent themselves to attract a younger generation who are not concerned about COVID-19 or expand virtual programming to gain back members who canceled?

Our aquatics area was able to open before facility. I would have not opened locker rooms first but since we still have no idea when we will be able to open the facility we choose to open the aquatics.

What are the top 3 challenges to re:opening: Controlling space; Sanitization; Locker room utilization and how programming is scheduled

Would like to see a question about playroom areas and when clubs are reopening their childcare services and the precautions they are taking.
