EVOLUTIONS
Fitness & Wellness Center

STRENGTHS [INTERNAL]

- Childcare Services
- Good Overall Customer Service
- Group X Class Variety
- Membership Inclusions
- Pool/Hot Tubs/Sauna
- Size and Scope of Facility
- Evo Plaza Space/Tenants
- Social Environment for Members
- Personal Training Services
- Personal Training Services
- Indoor Walking Track
- Established Age of Business
- Member Loyalty
- Location/Visibility
- Facility and Equipment Management

WEAKNESSES [INTERNAL]

- Aging Machinery and Equipment
- Facility Age and Condition
- Space Constraints in Free-Weight Area
- Suboptimal Location of Yoga Room
- High Proportion of Inexperienced Staff
- Limited Human Resources Support
- Accountability Deficits
- Cultural Fragmentation
- Collaboration Enhancement Opportunities
- Development of a Learning Culture
- Predominance of Part-Time Staff
- Communication Hurdles
- Staff Scheduling Complexity
- Disruption Due to Construction/Repairs
- Usability of Childcare Outdoor Space *(Needs shade in summer)*
- Need for Dedicated Maintenance Area
- Personal Trainer Access Control
- Standard Process Modernization
- Hiring, Training and Onboarding Quality/Efficiency
- Leadership Alignment Imperative
- Employee Engagement and Recognition Framework Establishment

S W O T

OPPORTUNITIES [EXTERNAL]

- More Community Involvement
- Community Partnership Program (Pilot)
- Tanning Services
- Nutritional Services
- Educational Classes
- Medically-Based Services
- Ice Bath Therapy Services
- Marketing & Advertisement
- AH/Foundation Collaboration
- Changing Fitness Trends
- Internal Events/Camps/Clubs
- Expand Childcare Activities/Services
- Retail Sales
- Evolutions App
- Expand Use of Pool/Aqua Classes
- Rentable Space in Conference Room
- Continuing Education for Staff/Leadership
- Member Reward System/Loyalty Program
- Silver Sneakers and Renew Active Utilization

THREATS [EXTERNAL]

- At-Home Fitness Trends
- Limited Weekend Hours Compared to Competitors
- Board Commitment/Consistency
- Medicare Fitness Program Rate Reduction
- State-wide Cost of Living Increase