

2236 RFP No. 2020-01 Mandel Recreation Center Fitness Center and Wellness Program Contractor

Health Fitness Corporation

SOLICITATION PACKAGE DOCUMENTS & EVALUATION FACTORS

1.1. SOLICITATION PACKAGE DOCUMENTS

Filled

Weight: 0% Score: 0%


SCOPE OF WORK

1.1.1. Filled Knockout question

Weight: 0%

Please review the attached **Scope of Work**. There is no response needed for this section but the Contractor must read to fully understand project details and Contractor's responsibilities.

Attached documents:

 SOW Mandel Rec Fitness Center and Wellness Program Contractor - Final.pdf 106 Kb	Download	Preview
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- Marking this option serves as a digital/electronic signature and certification of the Respondents acknowledgement of the Bid Document (0%) (KO)
Score: 0%




TERMS & CONDITIONS | SCOPE OF WORK | DRAWINGS

1.1.2. Filled Knockout question

Weight: 0%

Please review the attached RFP documents to include **Instructions to Suppliers and General Conditions, and General Terms and Conditions**. Please indicate if you read and understood the requirements of this solicitation.

Attached documents:

 (Revoked) Instructions To Suppliers and General Conditions-RFP.pdf 220 Kb	Download	Preview
 EVALUATION AND SELECTION COMMITTEE OVERVIEW .pdf 60 Kb	Download	Preview
 Updated - Instructions To Suppliers and General Conditions - RFP.pdf 247 Kb	Download	Preview

- Marking this option serves as a digital/electronic signature and certification of the Respondents acknowledgement of the Bid Documents (0%) (KO)
Score: 0%
-

STATE REGISTRATION REQUIREMENTS

1.1.3. ● Filled Knockout question

Weight: 0%

Any company submitting a bid in response to this Solicitation should either be registered or have applied for registration with the Florida Department of State in accordance with the provisions of Chapter 607, Florida Statutes. A copy of the registration/application may be required prior to award of a contract.

If you have already registered with the State of Florida, please select YES and upload evidence of this registration.

If you are not registered please confirm by selecting no and agree to the statement of intent to acquire this registration.

- Yes (Best)
- No (Worst) (KO)

Attached documents by supplier:

 HealthFitness Certificate of Authority_FL.pdf 96 Kb [Download](#) | [Preview](#)

Score: 0%

INTENT LETTER

1.1.4. ● Filled Knockout question

Weight: 0%

Please upload you company intent letter executed by person that has the authority to sign the contract on behalf of your company. Please include a statement of your understanding of the scope, and its requirements.

Attached documents by supplier:

Evaluation method:

Value

Worst: 0.00 (KO)

Best: 1.00

Unit: 1

 Town of Palm Beach Intent Letter_HealthFitness.pdf 44 Kb [Download](#) | [Preview](#)

Score: 0%

● 1.2. SUPPLIER RESPONSE & ACKNOWLEDGEMENTS

Filled

Weight: 0% Score: 0%

PRIMARY CONTACT

1.2.1. ● Filled Knockout question

Weight: 0%

Please provide information regarding who may be contacted regarding this proposal using the table below.

Score: 0%

Evaluation method: Yes / No No - KO

	Primary Contact	Second Contact (optional)
Name (First, Last):	Martin Banks	
Title:	Director, Business Development	
Address (Street Address, City, State Zip):	9069 Charrington Drive, Frankfort, IL 60423	
Phone Number:	815.953.2511	
Mobile Phone Number:	815.953.2511	
Email Address:	martin.banks@hfit.com	

START TIME

1.2.2. ● Filled Knockout question Document attachment is missing

Weight: 0%

The Contractor shall be prepared to start the work under this Contract by **December 15, 2019.**

- Marking this option serves as a digital/electronic signature and certification of the Respondents acknowledgement of the required time of completion. (0%) (KO)

Attached documents by supplier:

Score: 0%

SUB CONTRACTORS

1.2.3. ● Filled Knockout question


Weight: 0%

Please list or upload the subcontractors that you will use on this contract. Please include the Subcontractor name, address and the amount of years you have used each subcontractor. Bidders using their own forces for the work will need to enter '**My company will not use any sub-contractors**' in No.1 under Sub-Contractor Name.

If subcontractors are listed below, the Bidder acknowledges that they have fully investigated each subcontractor listed and has in their files evidence each subcontractor has engaged successfully in his line of work for a reasonable period of time, of performing the work required. The Town reserves final approval of any subcontractors listed. Following award of contract the Town reserves the right for approval of future subcontractors and refusal of existing or future subcontractors providing work under this contract.

Please use fillable PDF form attached to list your subcontractors.

Attached documents:

 LIST OF PROPOSED SUBCONTRACTORS -FORMS.pdf 49 Kb [Download](#) | [Preview](#)

Attached documents by supplier:

Evaluation method: Yes / No No - KO

 LIST OF PROPOSED SUBCONTRACTORS -FORMS_HealthFitness.pdf 81 Kb [Download](#) | [Preview](#)

Score: 0%

PROJECT REFERENCES

1.2.4. ● Filled Knockout question

Weight: 0%

Provide at least five (5) business references, from which all should be related to this scope of work, preferably of public or government type agencies within three (3) years. You may use the provided fillable PDF form or upload your own document which must contain at a minimum the information requested on the Town provided form.

A referenced person(s) must be someone who has personal knowledge of the Proposer's performance. The referenced person must have been informed that they are being used as a reference and that the Town may check references.

Attached documents:

 PROFESSIONAL REFERENCES - FORMS.pdf 55 Kb [Download](#) | [Preview](#)

Attached documents by supplier:

Evaluation method:

Yes / No

No - KO

 PROFESSIONAL REFERENCES - FORMS_HealthFitness.pdf 65 Kb [Download](#) | [Preview](#)

Score: 0%

BIDDERS' QUALIFICATION


1.2.5. ● Filled Knockout question

Weight: 0%

Please respond to this question by submitting fillable PDF form attached.

Please upload your W-9 and Business Tax Receipt. In case that you do not have a Business Tax Receipt please upload a statement of explanation.

Attached documents:

 BIDDER'S QUALIFICATION -FORM.pdf 53 Kb [Download](#) | [Preview](#)

Attached documents by supplier:

Evaluation method:

Yes / No

No - KO

 BIDDER'S QUALIFICATION -FORM_HealthFitness.pdf 66 Kb [Download](#) | [Preview](#)

 Business Tax Receipt Statement_HealthFitness.pdf 61 Kb [Download](#) | [Preview](#)

 HEALTH FITNESS CORPORATION_W9.pdf 56 Kb [Download](#) | [Preview](#)

Score: 0%


DRUG - FREE WORKPLACE CERTIFICATION

1.2.6. ● Filled

Weight: 0%

Please submit a drug free form by using attached fillable PDF form.


Attached documents:

 DRUG-FREE WORKPLACE CERTIFICATION -FORM.pdf 45 Kb [Download](#) | [Preview](#)

Attached documents by supplier:

Evaluation method:

Yes / No

 Drug-free Workplace_HealthFitness.pdf 82 Kb [Download](#) | [Preview](#)

Score: 0%



TRUTH IN NEGOTIATIONS

1.2.7. ● Filled Knockout question

Weight: 0%

Please submit a truth in negotiations form by using attached fillable PDF form.

Attached documents:

 (Revoked) Truth-in-Negotiations.pdf 62 Kb	Download		Preview
 Truth-in-Negotiations-updated form.pdf 101 Kb	Download		Preview

Attached documents by supplier:

<p>Evaluation method: Yes / No No - KO</p>
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 Truth-In Negotiations_HealthFitness.pdf 72 Kb	Download		Preview
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Score: 0%

INSURANCE REQUIREMENTS


1.2.8. ● Filled Knockout question

Weight: 0%

Please acknowledge insurance requirements attached.

Note: Prime Contractor is legally responsible for all their subcontractors and the Town recommends that a certificate of insurance is obtained by the general contractor for all subcontractors performing any services on this project.

Attached documents:

 Insurance Requirements.pdf 52 Kb	Download		Preview
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- Yes (Best)
- No (Worst) (KO)

Attached documents by supplier:

 Town of Palm Beach - Insurance Requirements_HealthFitness.pdf 57 Kb	Download		Preview
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Score: 0%

MINIMUM QUALIFICATIONS

1.2.9. ● Filled Knockout question

Weight: 0%

(Proposer) shall provide adequate information with its proposal to demonstrate that it satisfies the following minimum as set forth below. The Town will consider what types of experience the Proposer has when making a determination of award. All decisions of the Town are final.

- a. The Proposer shall provide information with its proposal showing that it has relevant experience and qualifications to successfully meet the scope of work.
- b. The Proposer, with its proposal, must demonstrate successful performance with respect to projects comparable in type, size, complexity, for a minimum of three years.
- c. Provide Project Specific Information, including the following:
 - i. Name of Project _____
 - ii. Name of Owner and Project Locations _____
 - iii. Description of Project _____
 - iv. Contact name, telephone number, fax number, email address _____
 - v. Project duration including start and end dates _____
 - vi. Contract dollar amount _____

Note: Please upload documentation for above requirements.

Attached documents by supplier:

Evaluation method: Yes / No No - KO

 1.2.9 HealthFitness Response.pdf 105 Kb	Download		Preview
 Exhibit 1 - Client Profiles.zip 2495 Kb	Download		

Score: 0%

PRICE VALIDATION

1.2.10. ● Filled Knockout question Document attachment is missing

Weight: 0%

Cost proposal shall be valid for 180 days.

- Yes (Best)
- No (Worst) (KO)

Attached documents by supplier:

Score: 0%

PROPOSERS CERTIFICATION / SIGNATURE

1.2.11. ● Filled ● Knockout question ● Document attachment is missing

Weight: 0%

By electronically submitting and with signature on paper submission, this proposal the respondent attests and certifies that:

- It understands all requirements of this solicitation and it satisfies all legal requirements (as an entity) to do business with the Town.
- Hereby propose to furnish the Services specified in the Request for Proposals. Furthermore, I agree to abide by all conditions of the solicitation and resulting contract.
- Respondent acknowledges award of a contract may be contingent upon a determination by the Town that the Respondent has the capacity and capability to successfully perform the contract.
- Respondent represents that I am either authorized to bind the Respondent, or that I am submitting the Response on behalf of and at the direction of the Respondents's representative authorized to contractually bind the Respondent.
- I represent that the Respondent and/or its applicable representative(s) has reviewed the information contained in this Solicitation and that the information submitted is accurate.
- Respondent agrees that the action of electronically submitting its response constitutes:
 - an electronic signature on the responses, generally,
 - an electronic signature on any form or section specifically calling for a signature, and
 - an affirmative agreement to any statement contained in the solicitation that requires a definite confirmation or acknowledgement.

Indicate your certification by marking the option below. Neglecting to respond to this question is equivalent to not signing a physical solicitation response and would cause Respondents response to be disqualified and not considered for award.

Respondents must reply to this question by selecting one of the options provided below.

- Marking this option serves as a digital/electronic signature and certification of the Respondents intent to submit a binding offer. (0%) (KO)

Attached documents by supplier:

Score: 0%

● **1.3. EVALUATION FACTORS**

● Filled

Weight: 100% Score: 98.1%

EXPERIENCE/ABILITY OF PERSONNEL

1.3.1. ● Filled Knockout question

Weight: 42.86%

Please provide following information by uploading a document(s):

- Organizational Chart
- Operational Information
- Management's Credentials
- Credentials of Personnel to be Assigned to the Town
- High quality level of services to be provided to Town
- Completed Commercial and/or Governmental Contracts
- Understanding and approach to address Town's needs
- Proposer's Workload: Please indicate number, duration and value of projects/contracts that your company is engaged in next 6 to 24 months.
- Experience with local conditions

Note: weight of this criteria is 30 points

Attached documents by supplier:




Evaluation method:

Value

Worst: 0.00 (KO)

Best: 5.00

Unit: Points

 1.3.1 HealthFitness Response.pdf 223 Kb	Download	Preview
 Exhibit 2 - Sample Group Exercise Class Schedule and Promotional Materials.pdf 2367 Kb	Download	Preview
 Exhibit 3 - On-site and Online Programs, Services and Challenges.pdf 234 Kb	Download	Preview

Score: 41.43%

DETAILED PROPOSAL

1.3.2. ● Filled Knockout question

Weight: 50%

Detailed Proposal

Please attach detailed Technical Proposal per below requirements, but not limited to:

- Understanding of Town needs
- The ability to satisfactorily convey, via the completeness and responsiveness of their Proposal, a depth of understanding of the Scope of Work and the firm's capacity to accomplish it successfully
- Approach to the Project and Methodology
- Applicability of the services offered
- Schedule to accommodate this contract
- Meeting the Town's operational requirements

Note: weight of this criteria is 35 points

Attached documents by supplier:




Evaluation method:

Value

Worst: 0.00 (KO)

Best: 5.00

Unit: Points

 1.3.2 HealthFitness Response.pdf 122 Kb	Download	Preview
 Exhibit 4 - Marketing Samples.pdf 6420 Kb	Download	Preview
 Exhibit 5 - Quality Assurance Program (QAP).pdf 109 Kb	Download	Preview

Score: 50%

FINANCIAL INFORMATION / OTHER

1.3.3. ● Filled Knockout question

Weight: 7.14%

- Financial resources and capabilities information: An indication of the resources and the necessary working capital available and how it will relate to the firm's financial stability through the completion of the project should be included in the response
- Evidence of insurance capability
- Litigation or Dispute Status and Resolution
- Overall completeness, clarity and quality of proposal

Note: The Town may request a Dun & Bradstreet report from all short listed finalists.

Note: weight of this criteria is 5 points

Attached documents by supplier:

Evaluation method:

Value

Worst: 0.00 (KO)

Best: 5.00

Unit:

1.3.3 HealthFitness Response.pdf 62 Kb	Download	Preview
HealthFitness - COI - 2019.pdf 39 Kb	Download	Preview
HealthFitness - MSA.pdf 146 Kb	Download	Preview
Updated - Instructions To Suppliers and General Conditions - RFP - Updated 10-22-19_HealthFitness.pdf 341 Kb	Download	Preview

Score: 6.67%

● 1.4. ADDENDUM - If issued will be posted here.

Filled

Weight: 0% Score: 0%

SOLICITATION ADDENDUM

1.4.1. ● Filled Knockout question

Weight: 0%

Solicitation Addendum(s) will be added to this question if any are issued. The Addendum document will contain all information issued as an Addendum to the solicitation.

Suppliers are required to acknowledge they did review this question and any Addenda issued.

Attached documents:

(Revoked) ADDENDUM No.1.pdf 35 Kb	Download	Preview
ADDENDUM No.1.pdf 82 Kb	Download	Preview
ADDENDUM No.2.pdf 44 Kb	Download	Preview
ADDENDUM No.3.pdf 39 Kb	Download	Preview
Sign in Sheet Pre-Proposal Meeting.pdf 612 Kb	Download	Preview

- I have reviewed the document and no addendum have been issued. (0%) (KO)
- I have reviewed the document and have given consideration to any issued addendum information in preparing my response to this solicitation. (0%) (KO)

Score: 0%

Presentations

2.1. Additional Information to Upload

1 questions not filled

Questionnaire is not weighted

Presentation

2.1.1. ● Filled Knockout question

Please upload the presentation here.

Attached documents by supplier:

Evaluation method:

Yes / No

No - **KO**

 Mandel Recreation Center and Wellness Program_HealthFitness.pdf 5355 Kb [Download](#) | [Preview](#)

Questions and Answers

2.1.2. ● not filled Knockout question Document attachment is missing

Please upload your answers to the questions delivered to you.

Evaluation method:

Yes / No

No - **KO**

Town of Palm Beach Program Operations - Proforma

Staff Compensation and Benefits	Year 1	BAFO 11/20/2019	Comments
Program Manager (1 FTE)	\$45,000.00	\$45,000.00	Assumes annual salary alone; 3% merit increase factored in Year 2 and Year 3
Health Fitness Professional (1 FTE)	\$34,000.00	\$34,000.00	Assumes annual salary alone; 3% merit increase factored in Year 2 and Year 3
Full-Time Staff Benefits	\$23,700.00	\$23,700.00	Assumes benefit package calculated at 30% of salaries
Health Fitness Specialist (.67 FTE)	\$20,100.00	\$20,100.00	Assumes annual wages alone for part-time staff; 3% merit increase factored in Year 2 and Year 3
Part-Time Benefits	\$4,020.00	\$4,020.00	Assumes payroll and administration costs calculated at 20% of wages
Staff Compensation and Benefits Total	\$126,820.00	\$126,820.00	
Account Management	Year 1	BAFO 11/20/2019	Comments
Overhead G&A	\$20,700.00	\$20,700.00	Overhead cost includes account management, access to HealthFitness programming resources (e.g., Health Management Plan, operational procedures manuals, program resource library, marketing resources, normative database, Quality Assurance Program). G&A costs include accounting, finance, and payroll processing.
Management Fee	\$31,100.00	\$24,900.00	Assumes cost for annual HealthFitness fixed management Fee (Profit).
Liability Insurance	\$5,359.00	\$5,173.00	Assumes annual cost for insurance including liability and property/casualty insurance coverage at 3% of all staff compensation and benefits, overhead/G&A, and HealthFitness management fee.
Member Management System (Technology)	\$0.00	\$0.00	Assumes the Town will be providing member management systems to operate and administrate fitness center usage, tracking and reporting
Projected Equipment Replace or Upgrade	\$4,000.00	\$4,000.00	Fitness/Group Exercise Supplies cost assumes expense for minor replacement supplies (e.g., mats). Will only pass through actual expense. If \$100 is spent annually from this line item, that is all that will be passed through
Account Management Total	\$61,159.00	\$54,773.00	
Total Annual HealthFitness Fee	\$187,979.00	\$181,593.00	Includes Staff compensation, wages and benefits as well as Account Management Fees. Assumes Equipment Replacement at \$4,000, but this is a variable cost; i.e., do not exceed projected expense. If actual annual replace or upgrade cost amounts to \$1,500, than \$1,500 will be the cost passed through to the Town. Actual Only Not Projected.
Monthly Fixed Fee	\$15,664.92	\$15,132.75	

Footnotes:

Projected revenue coming back to the town could include revenue generated from personal training, health education seminars, challenges, etc. HealthFitness will work with the Town during implementation to develop comprehensive business plan and program schedule that will outline projected revenue generated from agreed upon programming.

BAFO Footnotes:

Management Fee reduction of \$6,200.00 annually or approximately 20% reduction

Liability Ins. decreased slightly due to Management Fee reduction (Liability Ins calculated as a percentage of HealthFitness Fees as noted in Liability Ins. Comments section)

Outlines fees reduced as part of BAFO



October 30, 2019

Town of Palm Beach
Attn: Duke Basha, Assistant Purchasing Manager
951 Okeechobee Road
West Palm Beach, Florida 33401

Mr. Basha,

HealthFitness welcomes the opportunity to partner with the City of Palm Beach to consult on management and programming to deliver comprehensive management services that align with and advance The Town's overall goal of seeking fitness center management and a collaborative partner to create and manage a community-wide wellness program. After reviewing the RFP, we are confident in our ability to be an ideal fitness center management partner for you.

We know from our extensive experience working with clients similar to you that our approach to programming and driving engagement in fitness center participation will exceed your expectations. Our goal is to get your community engaged in fitness and wellness programs and activities that are life-enhancing, fun and healthful. The more often they participate, the more enjoyable their experience will be, leading to healthier and more satisfied members. We'll look to infuse our extensive background in fitness, recreation, health and wellness into your operations and increase the health and wellbeing of your community.

Our solution includes: day-to-day operations, staffing, facility maintenance, community outreach and collaboration and delivery of innovative programming. We ensure that overall service delivery occurs in a safe manner in accordance with industry best practices and guidelines, through certified and high-quality staff members.

Our mission is to improve the health and wellbeing of the people we serve, including residents of communities; faculty, staff and students within a college setting; and eligible populations within corporate environments. With the management of more than 200 current on-site client operations, we respect each of the environments in which we deliver service and understand that each is unique. Our unique position in working with a wide variety of community and corporate programs lends itself to our ability to program accordingly to the environment and the people we serve. Understanding the average age of Palm Beach residents helps us focus on programming that meets this demographics' needs, but we also keep in mind families and youth programming that makes sense for all community members.

We appreciate the opportunity to present our proposal to the Town of Palm Beach and are confident that we can exceed your expectations through our consultative approach and enhanced program delivery model. Our exceptional service delivery and client strategy and engagement teams will positively affect your community and the Town's overall financial and programmatic goals.

Sincerely,

A handwritten signature in blue ink that reads 'Steve Alavi'.

Steve Alavi, Chief Financial Officer

Health Fitness Corporation (HealthFitness)

1.2.9 MINIMUM QUALIFICATIONS

1.2.9. (Proposer) shall provide adequate information with its proposal to demonstrate that it satisfies the following minimum as set forth below. The Town will consider what types of experience the Proposer has when making a determination of award. All decisions of the Town are final.

- a. The Proposer shall provide information with its proposal showing that it has relevant experience and qualifications to successfully meet the scope of work.
- b. The Proposer, with its proposal, must demonstrate successful performance with respect to projects comparable in type, size, complexity, for a minimum of three years.
- c. Provide Project Specific Information, including the following:
- d. Name of Project
- e. Name of Owner and Project Locations
- f. Description of Project
- g. Contact name, telephone number, fax number, email address
- h. Project duration including start and end dates
- i. Contract dollar amount

Note: Please upload documentation for above requirements.

ABOUT HEALTHFITNESS

History and Experience

OUR MISSION: Improving the health and well-being of the people we serve.

With four decades of experience, we have an established track record of creating immediate, effective health, fitness, recreation and wellness management programs for a wide variety of clients and diverse populations across the country. Our history began with on-site fitness management, but over the years we expanded the services and programs we deliver to address the scope of the population's health spectrum. Today we leverage an experienced, superbly trained workforce to integrate fitness and recreation, health management, condition management and injury prevention and treatment services. Although we clearly understand the scope of services needed to effectively manage the Mandel Recreation Center, we believe it's important to demonstrate our breadth of experience and service related to wellbeing. Over the years, many of our clients have expanded their scope of operations due to interest and demand within the community and thus, if the need arises, we have the experience and resources to be a sole provider of all things wellness for the Town.

Our holistic approach addresses the whole person by offering a vast range of solutions that impact social, physical, emotional, financial and environmental wellbeing.

Our comprehensive services included:

- Wellness - Build programs for individuals to improve and care for their health

- Assessment
- Coaching
- Health Education
- Engagement platform
- Screening and immunizations
- Wellness challenges
- Fitness and Recreation - Create environments that get (and keep) people moving. Inside and outside the fitness center, we envision taking advantage of the beautiful grounds surrounding the community center for recreation and fitness classes/events.
 - Aquatics
 - Group exercise
 - Massage therapy
 - Personal and small group training
 - Recreational sports and activities
 - Sports performance
 - Virtual fitness
- Injury Prevention and Treatment - Address the work, environment and worker to prevent injuries. We envision integrating with community departments to improve the value proposition the Mandel Recreation Center can offer other functioning departments within the Town.
 - Early intervention programs
 - Ergonomic services
 - Movement efficiency solutions
 - Physical and occupational therapy
 - Post-offer employment testing
 - Work conditioning programs

As an industry leader we maintain a national footprint with more than 4,000 trained associates deployed across the country. And we serve a diverse nationwide client base, over 100 clients in industries ranging from higher education to government/community to health care, technology and manufacturing.

Accreditations

HealthFitness is current with the following health care accreditations:

NATIONAL COMMITTEE FOR QUALITY ASSURANCE (NCQA)

- Wellness & Health Promotion (WHP) Accreditation
- Patient and Practitioner-Oriented Disease Management Accreditation

We have included client profiles for your review and two of our current municipal clients are highlighted below.

CORNERSTONE AQUATICS CENTER – WEST HARTFORD, CT

The Cornerstone Aquatics Center located in West Hartford, CT is owned by the Town of West Hartford, CT (The Town). The facility and program began in the 1950's with a single pool facility and operations. In 1991 the Town renovated and expanded the facility and program offerings. Program operations formally transitioned to HealthFitness on July 1, 2017. The current facility includes the following components:

- An advanced water treatment system that reduces the negative effects of chlorinated pools for the user (e.g., eye, skin, and respiratory irritation).
- A 25 yard Lap Pool with 11 lanes and water depth ranging from 4 feet up to 13.5 feet. The pool also has a diving well that offers 2 one-meter diving boards. This pool is predominantly used for lap swimming, diving, and aquatic fitness cross-training classes.
- A Multi-Purpose Pool utilized for a variety of aquatic activities. This pool offers six 25 yard lanes along with an area that has a zero-depth entry point conducive to youth aquatic activities. This pool is used for both fitness and recreational aquatic programming, including swimming lessons.
- A Hydrotherapy Pool/Spa.
- A Dry-Land Fitness Room that offers a variety of cardio and strength training exercise equipment.
- A Party Room for a variety of events such as birthday parties and child care at certain times of the day.

The current program menu includes offerings in the following areas:

- Swimming instruction (youth and adult).

- Group Aqua-Fitness (traditional water fitness and aqua-cycling).
- Masters Swimming (adult group swimming programming).
- Splash Parties (special event programming such as birthday parties with aquatics and swim themes).
- Personal Training (dry-land training in the fitness room and aquatic training).
- Competitive Swimming (programming offered to youths, high schools, and adults, recreation league programs, masters swimming, and competitive stroke clinics and instruction).
- Scuba Diving (certification classes).
- Pool Pals (a program that promotes parent and toddler play dates).
- Afternoon Playdates (opportunity to use the party room with other member parents and children)
- Swim Shop (offered in the lobby area of the facility for members to purchase a variety of items such as swim suits, goggles, caps, ear and nose plugs, and safety floats).

YUKON-KUSKOKWIM REGIONAL AQUATIC HEALTH AND SAFETY CENTER – BETHEL, AK

The City of Bethel completed and opened the Yukon Kuskokwim Regional Aquatic Health and Safety Center (YKFC) to the public in the fall of 2014 and has been open year round since. The facility and programs are marketed and offered to the 6,100 residents of Bethel, Alaska along with an additional 1,650 residents from the Kuskokwim River delta area. Program operations formally transitioned to HealthFitness on July 1, 2016. The facility and program offerings consists of:

- A natatorium with a six-lane competition size swimming pool.
- Children’s swim area with water slide and wheelchair ramp entrance.
- Hot tub spa area.
- Gallery with tables and chairs for viewing swimmers.
- A well-equipped exercise equipment room with cardiovascular and strength training equipment.
- A group class room with mirrors and stretch bars for spin class, aerobics, karate, and other courses.

- Supporting these spaces are locker rooms, a reception counter and snack bar area, several offices, storage rooms, janitor room, and pool and HVAC equipment rooms.
- The aquatic center has a state of the art sanitation system consisting of calcium hypochlorite supplemented with ultra violet dechloramination and disinfection systems for both pool and spa.

Please note that we do not disclose contract dollar amounts due to client confidentiality and privacy agreements.

 **EXHIBIT 1: CLIENT PROFILES**

1.3.1 EVALUATION FACTORS

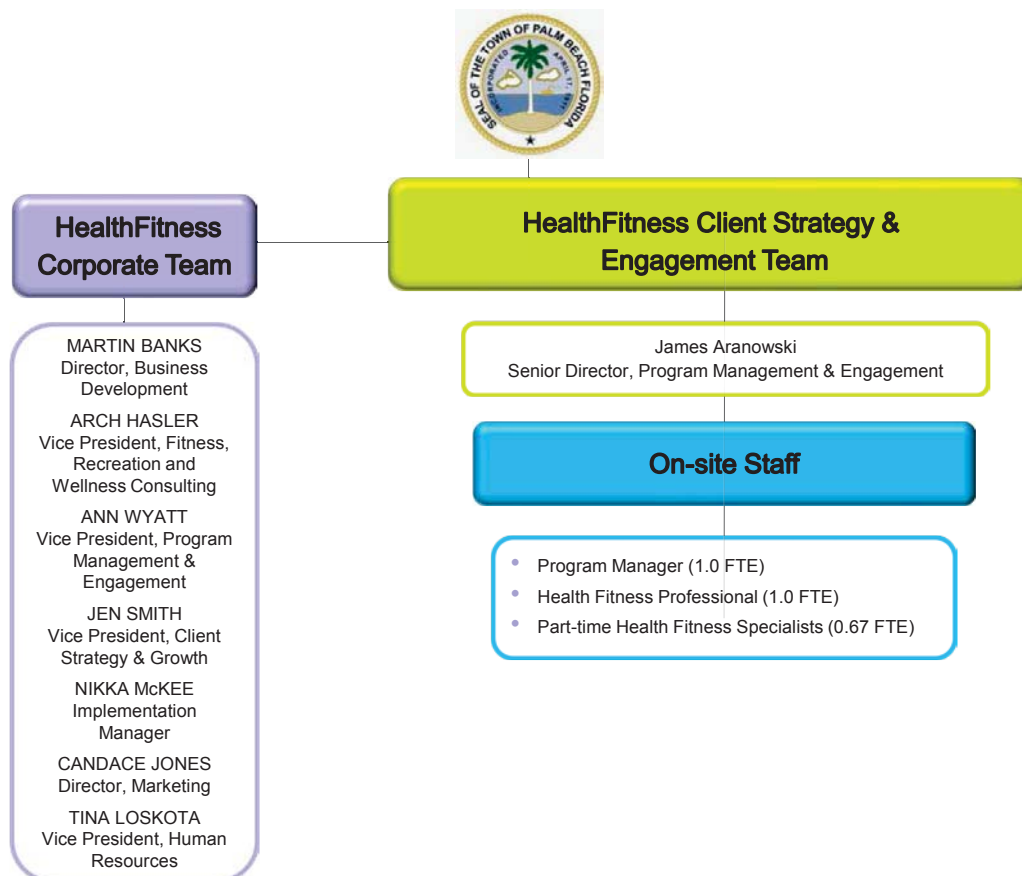
Please provide following information by uploading a document(s):

- Organizational Chart
- Operational Information Management's Credentials
- Credentials of Personnel to be Assigned to the Town High quality level of services to be provided to Town Completed Commercial and/or Governmental Contracts
- Understanding and approach to address Town's needs
- Proposer's Workload: Please indicate number, duration and value of projects/contracts that your company is engaged in next 6 to 24 months.
- Experience with local conditions

Our response to section 1.2.9 details our credentials and qualifications. Below outlines our specific approach to meeting the Town's needs.

PERSONNEL

Please see the org chart for detailed information on how we recommend staffing the fitness center to meet the expected needs of this project.



The senior management team that will manage your account has been providing strategic program management and engagement services for HealthFitness clients for more than 20 years. This team, led by James Aranowski, Senior Director, Program Management and Engagement, has a history of superior program management performance for municipalities. The team will also be supported by national leadership as well as corporate team support throughout HealthFitness (e.g., IT, marketing, operations, research development and outcomes) starting at implementation and continuing on through the delivery and ongoing management of the program.

The program manager will be responsible for the overall management and coordination of the contract with the Town and will act as the central point of contact. The program manager brings professional experience in wellness, health, and fitness management and will be accountable for achieving targeted program goals and objectives. He or she will also teach group fitness classes as needed. The class schedule will vary depending on program culture and goals. The program manager reports directly to James Aranowski.

The health fitness professional provides exercise floor supervision, interacts with members and program participants, and delivers health and fitness programs and services, promotions and outreach activities. This individual instructs group exercise classes; provides personal training; conducts fitness assessments, exercise prescriptions, and orientations; and provides fitness floor coverage and facility oversight. This position may also assist with or coordinate various health and fitness program offerings. The health fitness specialist reports directly to the program manager.

The professional staff will be supported by part-time health fitness specialists that will supervise the fitness center, teach group exercise classes, provide personal training, support fitness and wellness challenges, and other duties as assigned by the program manager.

HealthFitness' program management team would be responsible for recruiting on-site staff for your program and will be supported by HealthFitness' National Recruitment Program, provided through our human resources department. Our recruitment approach for new staff includes the following main categories:

- Internal promotion and transfer
- Employee referrals

- Communication to past applicants and former employees
- Advertisements in the market
- Job fairs, conferences and industry networking
- Internship programs

Once staff candidates are identified through our recruitment process, we would introduce the candidates to the Town of Palm Beach liaison(s) for joint consideration of final staff selections.

Standard qualifications for HealthFitness' on-site health and fitness staff are included in the list below.

- A degree in Health, Exercise Science, Recreation or a health-related field from an accredited university for all health and fitness professional associates.
- CPR, First Aid and AED certification is required for all full-time, regular-time, temporary and group class instructors.
- Continuing education required for maintaining current certifications.
- Group class instructor certification (e.g., AFAA, ACE) for all part-time instructors who teach group classes.
- Personal training, spinning, yoga and other specialty certifications for all fitness professional associates who provide these specialty services.
- Entry-level to three-plus years' experience supervising health and fitness programs, based on position level.
- Leadership, written and verbal communication skills, as well as the innovative capability and broad-based interests to effectively manage program and facility operations.
- Exceptional skills in group exercise, exercise testing and prescription and personal training.
- Strong people skills, a positive attitude and computer software skills sufficient to manage and operate member management programs and databases.
- Certification from ACE, AFAA, ACSM, NSCA or NASM.

In addition, many of our staff hold advanced degrees including licensure or certifications in health education, dietetics, exercise physiology, mental health and chiropractics.

For pre-employment purposes, HealthFitness' standard practice is to conduct the following:

- Background Check
 - SSN Trace
 - County Criminal Record Search
 - Multi-Jurisdictional Index Search
- Education (Highest Level Earned) Verification
- Professional License/Certification Verification

All hiring and placement decisions based on information obtained in the background check and drug screen will be made in accordance with federal, state and local law.

We are proud of our ability to drive consistency in our staffing resources. Our strategy includes a combination of processes and direct staff interaction throughout each year to foster professional growth, provide a structured employment path within HealthFitness and support continued service excellence for our client base.

A brief summary of several of our staff resources includes:

- An effective training program (initial and ongoing training curriculums delivered in-person and electronically through our web-based training center).
- An established career development plan and performance review process.
- Regular interaction including one-on-one staff-to-director meetings, networking with staff at other client sites, monthly meetings that include “circles of praise” for associates (managers and other professionals).
- Individual and site achievement awards.
- Diverse opportunities for professional growth and advancement through our current and newly established programs nationwide.

Our approach takes into account associates' personal goals and help set objectives and timeframes to achieve set career advancement goals, as well as their tenure with HealthFitness and their respective client account. Our associates feel like they are part of a larger team. Our senior staff direction and associate resources support our exceptional tenure.

Additionally, our approach to planning fitness center staffing is also to effectively accommodate the active membership during any peak hour period, as well as

administrative and maintenance duties. The expected active membership, total square footage, quantity of equipment, locker room components are all factors that drive the required staffing level. We feel confident that the staffing levels we have proposed would effectively accommodate the membership and facilities included in the scope of this RFP.

Frequently in our experience with transitioning facilities and programs (either from another vendor or internally managed), we find that clients wish to keep some or all of the existing staff. In the case of the Mendel Rec Center, we understand that there are existing group exercise classes being held/instructed by contracted group exercise instructors. If it is your objective to retain some or all of the current instructors providing services, then it will be our goal to implement a seamless staff transition that provides efficiency in process while allowing each associate to feel whole as they become employed with HealthFitness.

There are typically several peak periods daily at a community facing fitness and recreation center. In the periods that fall between these peak hour times, the staff have scheduled tasks and operational duties that keep them active and moving during these non-peak times. These may include: program planning, development of exercise prescriptions, group class choreography, laundry/facility duties, etc. Therefore, if you look at the schedule of a full-time staff member, they are engaged with participants at different levels during the core business day. During non-peak hours, they have the opportunity to work on other facility/operational requirements (laundry being part of that function).

Locker rooms are checked and restocked before the facility is opened and after every peak period. In addition, spot checks during peak times are performed to ensure that any significant build-up of towels in bins or unsightly clutter is picked up and straightened. An unkempt, messy locker room can be perceived as non-hygienic and be a barrier to participation for some members. Our goal is to break down any potential barriers to membership and participation, and a clean, well-organized locker room plays an important role in sustained membership.

In the event temporary replacement staff are needed (note: temporary is defined when regular staff use Personal Time Off {PTO} time for vacations, sick days, training and development, special events, etc., and a temporary staff person is needed), HealthFitness provides qualified replacement staff for the short-term

need. HealthFitness will recruit, hire and train all temporary staff. The program management and engagement team supports the program manager with recruiting and maintaining a current substitute list where temporary and permanent replacement staff may be quickly identified. HealthFitness will not bill you for the substitute staff needed during a regular staff person's PTO time. The one instance when substitute wages will be billed to you is when a substitute is utilized to temporarily replace a full-time associate position that has become vacant.

CLIENTS LIKE YOU

Across our full book of business, we have experience with providing fitness and health management services to a diverse client base including government agencies, colleges/universities and local municipalities.

We also have experience with clients similar to the Town of Palm Beach, such as state agencies, local governments, community centers and many aggregator clients—all who have diverse and dispersed populations and other unique challenges similar to you.

Candidates selected for the on-site positions will have expertise and experience in all components of the required services and demonstrate motivation, empathy, and rapport characteristics that facilitate positive interactions with all members and stakeholders. It will be preferred that they have understanding and knowledge of the municipal environment and community populations.

FITNESS MANAGEMENT

We are confident in our ability to leverage our experience with professional facility design and development, as well as performance-oriented staff to drive high-quality fitness management for the Town of Palm Beach. Our solution includes: day-to-day operations, facility maintenance, community outreach and collaboration, delivery of innovative programming and provision of amenities. We understand overall service delivery needs to occur in a safe manner in accordance with industry best practices and guidelines.

Our clients have seen a professionally equipped and staffed fitness facility with engaging programming options and on-site resources help them forge relationships with the entire community to help promote healthy living. Our goal is to get members into to the fitness center more often and increase the health and wellbeing of your community.

Why HealthFitness?

- **National Presence:** HealthFitness currently manages more than 230+ fitness, wellness, and recreation-based facilities for more than 100 clients nationwide and in Canada. Our client base is very diverse in regards to eligible populations in both rural and urban settings and facility make-up including experience in recreation and aquatics-related amenities.
- **Extensive Program Transition Experience:** In recent years we have worked on nine projects including 25+ client locations and 50+ on-site staff and program operations transitioning to HealthFitness management services. We will utilize this practical experience to assure a seamless transition for you and your members.
- **Experienced Program Management:** Our senior management team has been providing account services for more than 20 years. You can be assured that the assigned program management team has tenured resumes and experience managing many of our largest transition/implementation projects as well as efficient annual operations.
- **Skilled On-Site Staff and Established Programs:** Our biggest advantage is our people. With a vast network of professionals and decades of experience, we know what it takes to hire the best people. We also provide ongoing training and support to provide them with all the tools and resources they need to be successful. Our skilled staff is focused on improving the health and wellbeing of the people they serve—paying attention to individual members, their satisfaction and their rate of participation on a regular basis. Our staff will infuse into your culture and motivate and engage members to drive health and wellbeing into the culture.
- **Strategic Planning:** Our overall value rests mainly in our ability to amass a plan to effectively support four key attributes that sit as the foundation of our clients' investment and expected outcomes. Our management plan focuses on these four key operating attributes:
 - Access: to our people and programs, for 100% of the eligible population
 - Diverse Programming “something for everyone” in our offerings. Bringing innovative and cost effective ways to engage the population. From unique classes, personal training and on-site programs to packaged and client culture-specific challenges throughout the year.

- Participation: is our key focus, given its impact on positive return on investment. Not only increasing the total membership but also increasing the amount of total active members.
- Cost Effective Delivery: everything we recommend, do, and provide must be done in a cost-effective manner.

We align with wellness trends and consumer behavior patterns, and understand diverse populations, given our many years of experience with a wide variety of industries. Our program management structure and ongoing staff training allows us to keep your program fresh and relevant. Specifically, we identify best practices and trends in the health and fitness field and recommend enhancements to your program through our programming and facility management. Among other conferences, program management attends the IHRSA (International Health, Racquet & Sportsclub Association) conference annually to keep apprised of industry research, trends and new equipment.

Transition

HealthFitness is a complete turn-key operation. As your fitness management partner, we handle design, equipment procurement, facility, membership, programming, maintenance and reporting. Our Annual Year Plan is geared towards measurable outcome objectives. The plan provides three key phases including Development, Delivery, and Evaluation phases. Within these three phases we focus on the Strategy, Structure, and Target Objectives necessary to meet both individual user and the Town's goals and objectives. Additionally, our proposed management plan is centered on meeting four key attributes including access for 100% of the eligible population; parity amongst the program offerings; active participation rates; and cost effective program and service delivery.

- INTEGRATION: Support your business strategy and overall health improvement mission.
- PROMOTE AWARENESS: Interact with current and potential members to ensure program awareness and to establish an inviting environment.
- DRIVE MEMBERSHIP: Engage as many lives population as possible, as members and/or with increased engagement
- ACTIVE PARTICIPATION: Motivate members to actively participate an average rate of four times per month.

- IMPROVE OUTCOMES: Improve membership and participation outcomes each year.
- SATISFACTION: Focus on positive annual participant and client satisfaction.
- RESULTS: Improvement in the health and wellbeing of each participant we serve.

We understand your population is unique and the implementation process is something we excel in at HealthFitness. As we develop a fully integrated solution to meet your specific needs, we will draw on our capabilities and experience from our extensive client base. This combined with our flexible delivery models and experienced professionals, gives you the best program options to choose from in the market today. The following outline illustrates our four-step approach to program development and the start-up phase.

STEP 1: ORIENTATION TO THE TOWN OF PALM BEACH

The first step in developing a management plan is to familiarize ourselves with the Town of Palm Beach and its culture. We will meet with you to gain a clear understanding of specific health and fitness goals and what objectives you seek to achieve from this initiative moving forward.

STEP 2: NEEDS ANALYSIS

Next, we will gain an understanding of the needs and interests of the eligible population. This typically occurs through team meetings, one-on-one interaction and surveys as appropriate. We will work with your during implementation to better understand the best approach to going about understanding participant needs and interests.

STEP 3: MANAGEMENT PLAN AND PROGRAM CALENDAR DEVELOPMENT

We will work with your planning team to develop a management plan and program calendar specific to your program scope. This process will focus on the safe and effective development and implementation of all programming and facility management services.

STEP 4: MANAGEMENT PLAN IMPLEMENTATION

When the Management Plan is finalized, HealthFitness will execute the plan and implement a process to continually monitor outcomes and goal attainment. Our focus will be constant. We will be prepared to make any necessary adjustments throughout the year to assure identified results are achieved.

Equipment

You will have access to the HealthFitness Preferred Purchasing Program. This service is provided as part of our core account management services at no additional charge. Through extensive research, we have selected the leading manufacturers in the exercise equipment industry to participate in our preferred purchasing program (e.g., LifeFitness, Precor, Matrix, and Technogym). These manufacturers have given their commitment to provide our clients with competitive pricing, quality product lines and superior service — during and after the original point of sale. When equipment needs arise, we will work with you to assist in facilitating the selection and procurement of quality equipment at marketable cost savings. Our program also has several other service and supply partners in the areas of locker room amenities (e.g., soap, shampoo, etc.), laundry supplies and or towel service, and flooring (e.g., hardwood resilient flooring, rubber and or tile flooring). HealthFitness leverages the buying power of more than 230 corporate fitness, recreation, and wellness programs nationwide. Our current clients utilize our purchasing program and the manufacturer/supplier partners included in the program for more than 90% of their exercise equipment and supply needs on an annual basis.

Programming

GROUP CLASSES

At HealthFitness we currently teach more than 4,000 group classes per week at client locations nationwide. Within our experience we have found that the reason many members tend to gravitate towards group classes is that they create an environment that is fun and social and they provide a built-in positive support system. HealthFitness will work with you to develop a custom program calendar and group exercise schedule based on your goals, company culture and member interests. The calendar will include a mix of challenges, incentive programs, special events, educational opportunities, wellness activities, as well as a weekly group exercise schedule. The attached exhibit provides more information on group classes and provides samples of materials we've used for other clients.

 **EXHIBIT 2: GROUP CLASSES AND MATERIALS**

MIND YOUR HEALTH SEMINARS

HealthFitness has developed a program for staff-delivered seminars called Mind Your Health (MYH). This programming includes fully prepared health promotion seminars

available on 25 health topics that can be delivered by our on-site staff through educational campaigns, lunch-and-learn sessions and/or thematic events. Each specific program initiative comes with a complete package of materials including a PowerPoint presentation, comprehensive speaker guide, color print-ready participant handouts, coordinated marketing templates (email, poster, and flyer), and participant evaluation forms and procedures. Mind Your Health educational seminars provide engaging, practical, science-based information in a group setting to help raise awareness of healthy choices and reduce health risks among members. See attached exhibit for a complete listing of all topics available.

MULTI-SESSION CLASSES

These staff-delivered classes are designed to provide a deeper dive into content than our single, one-hour MYH seminars. Multi-session classes provide engaging, practical, science-based information in a consistent group setting. The content of each session builds on previous sessions, providing a cohesive learning experience that fosters behavior change. See attached exhibit for a complete listing of available classes.

WHAT'S WHAT MEET-UPS

We have recently developed shorter micro-classes called What's What Meet-ups. These are brief educational sessions - micro-classes - designed to help participants find out "what's what" about a particular subject. They are designed to be delivered in only ten minutes - fun and short! With flexible delivery options, our staff can use them as an activity break, at the beginning of a meeting, in the cafeteria, as a drop-in session - the possibilities are endless. Materials are designed to be visual and provide clear, simple, and actionable participant takeaways. Promotional materials are provided for both the overall product concept and topic-specific promo materials are also available.

CHALLENGES

HealthFitness has a library of on-site challenges designed to engage participants on-site in new, fun, programs. All of these offerings are available to clients with dedicated on-site staff, and many are home-grown initiatives that got their start by program managers on-site at client locations. Access to these proprietary HealthFitness programs along with program set-up, marketing templates, delivery management, and outcome evaluation will be provided by HealthFitness on-site staff within the core scope of service at no additional cost unless otherwise noted (hard copy print production costs not included). The attached exhibit includes a list of available options.

MASSAGE

Fee-for-service offering. HealthFitness offers massage therapy services at a multitude of client locations nationwide. Individual client and/or site locations have the ability to choose from chair and/or table massage (space permitting) and a variety of massage types. See attached exhibit for more details.

PERSONAL TRAINING

Fee-for-service offering. HealthFitness' personal trainers provide members with safe, effective fitness assessments, and customized exercise plans and workouts based on an individual's goals, needs, preferences and access to equipment. HealthFitness' personal trainers are certified by nationally recognized organizations. Dedicated professionals help participants set and achieve goals, such as weight loss, health risk reduction, sports-specific skill development, flexibility, muscular strength or overall fitness improvement.

EXHIBIT 3: ON-SITE PROGRAMS, SERVICES AND CHALLENGES

WORKLOAD

At any given time within an annual period we are working on as many as four to eight new program launch projects. These projects vary and are either with existing clients that are expanding their fitness, recreation, and wellness footprint, or are with new client partners where we are either transitioning or launching their new center and program operations.

LOCAL CONDITIONS

We currently provide fitness and health management services for over fifteen on-site fitness centers in the state of Florida with many located on the eastern coast between Miami and Jupiter.

1.3.2. DETAILED PROPOSAL

Please attach detailed Technical Proposal per below requirements, but not limited to:

- Understanding of Town needs
- The ability to satisfactorily convey, via the completeness and responsiveness of their Proposal, a depth of understanding of the Scope of Work and the firm's capacity to accomplish it successfully
- Approach to the Project and Methodology Applicability of the services offered Schedule to accommodate this contract
- Meeting the Town's operational requirements

SCOPE OF WORK

After a thorough review of the SOW Mandel Rec Fitness Center and Wellness Program Contractor document, we are confident in our ability to accomplish it successfully while understanding the needs and meeting operational requirements of the Town. Our response to section 1.3.1 details our method and approach with further details below.

MEMBERSHIP ENGAGEMENT AND RETENTION

Membership and active participation are fundamental to a successful corporate health and fitness program. Our belief is that strong, consistent program messaging coupled with exceptional customer service are key components to assuring high levels of membership and active participation. We also believe that aligning our focus on membership and active participation has been the main contributor to our strong client partnerships over the last several years. The key components of our approach include:

- Strong staff that has the training and experience to deliver exceptional customer service and professional guidance towards health improvement
- Powerful program messaging and marketing tools that inform the population of program offerings in a welcoming approach
- Engagement strategy that includes effective process towards developing relationships with the membership, focusing on keeping the population engaged

Exceptional customer service is the foundation for success which results in great word of mouth throughout the organization. HealthFitness has a proprietary process that provides on-site staff with an effective approach to tracking membership and promoting active participation. Our member tracking process establishes a systematic approach towards focusing on continual engagement with both members and non-members.

The purpose of our member tracking process is to provide a framework for our health fitness professionals to assist them in establishing a strong bond with the eligible population and ultimately each member, thus maximizing utilization of the program. The objective of our efforts is to enhance staff service delivery and increase member participation. This objective is achieved by:

- Utilizing the volume of member information collected during the enrollment process to direct health and fitness programming to the individual
- Carrying out a systemized approach to member follow-up and encouragement
- Implementing a proactive and aggressive approach for staff-to-eligible interaction

The HealthFitness staff will develop a customized approach to interact with 100% of your current and potential members – with a focus of informing them of the program’s opportunities and to ultimately engage them in active member participation.

Member Orientation

Program entry and enrollment is the initial member service experience participants will have with our staff and programs. During this critical stage, our staff can forge a strong relationship with each program participant. The foundation for an enduring relationship is enhanced through an individualized assessment process that makes all eligible participants feel welcome, highly valued and confident in their personalized program.

After an eligible participant is enrolled as a member and has completed the ACSM's Pre-Activity Screening Questionnaire (PASQ) and any recommended follow-up steps, HealthFitness recommends each member be offered Performance Health Assessment. The centerpiece of our Performance Health assessment and exercise prescription is movement efficiency testing, analysis and programming with integration of tradition fitness assessments. This assessment typically 45 to 60 minutes in length, includes resting heart rate and resting blood pressure measurements; height, weight and Body Mass Index; body composition measurements (e.g., body-fat percentage, circumference); movement efficiency testing and optional flexibility and muscular strength and endurance evaluations. Based on the results of the assessment and participant’s stated goals, the on-site team creates a personalized exercise program for each individual based on assessment results, Spectrum methodology training concepts all delivered via the Fusionetics® Performance System technology. Participants are encouraged to check

back at regular intervals to assess their progress, refine their goals, find motivation and maintain a continuous dialogue with the on-site fitness team.

HealthFitness also recommends each member receive a complete orientation to the facility which includes a facility tour and orientation to exercise equipment and proper use; operational rules and regulations; safety guidelines and emergency procedures; group exercise classes, additional services that may include personal training, massage therapy and wellbeing programs. Orientations can be conducted one-on-one or in a group format.

Wellness Beyond the Fitness Center

We strive to promote a holistic culture of wellness by providing opportunities through community, recreation and athletics to support a healthy and active lifestyle.

HealthFitness will manage the facility and provide programs and services that enhance the member wellness experience and positively improve member health and wellness.

HealthFitness typically works with a client during the program development stage to design a program that meets the objectives of the Town. For many of our clients, that means discussing end user needs and interests, budget realities, and taking advantage of any opportunities the organization and surrounding community area may have to offer.

- Community Events (5k runs, holiday celebrations, sponsored activities)
- Healthy alternative and special event programming (e.g. fitness fairs, stress reduction workshops and alternative homecoming events).
- Integrate with Employee working groups/committees for philanthropic events (e.g., Charity Walks, Charity events/fundraisers, provide speakers for local school “healthy education” events, etc.).

We have developed and implemented many unique and innovative solutions for our clients—to integrate wellness and fitness with other client departments and resources (cafeteria, on-site clinics, safety); reach remote locations and members (virtual exercise instruction, online challenges); foster engagement outside of the fitness center (biking programs, run clubs), and coordinate community events with wellness activities (national awareness events, recreational leagues, charity events).

For some clients with limited space but a desire for recreational activities, these off-site activities result in appointing a recreational director who can provide:

- Assistance with program design, budgeting, implementation, and on-going supervision/coordination (i.e., basketball, softball, volleyball, cycling, etc.).
- Marketing of programs, leagues, and special events (i.e. tournaments, 5K runs, etc.).
- Scheduling of league play and special events.
- Coordination of resources (i.e., supply management, referees, outdoor facilities, etc.).
- Coordination with community organizations and special events coordinators regarding recreational based events in the community.
- Statistical outcomes reporting for league play or special events.

HealthFitness will manage the facility and provide programs and services that enhance the fitness center experience, positively improve member health and wellness, and maximize the value of your investment to advance a holistic culture of wellness in the community.

Depending on the scope of programming the client prefers, there may be additional costs for programming aspects such as referees, recreational supplies, etc.

HealthFitness typically works with a client during the program development stage to design a recreation program that meets end user needs and interests, budget realities, and takes advantage of any outdoor opportunities the campus and surrounding community area may have to offer.

MARKETING AND COMMUNICATIONS

To ensure optimal program promotion and subsequent use of the center and programs, HealthFitness will work with you to develop an effective marketing and communication plan. HealthFitness will collaborate with you to identify program components to be included in the Program Calendar and Year Plan. Then our on-site staff will work with your team to develop a marketing plan using a series of effective techniques focused on introducing the program to all eligible participants as well as building program awareness and increasing general membership and participation. Our marketing strategy and materials will be in parallel and support your Year Plan for program operations.

The structure of our recommended marketing and promotion plan includes:

- Media outlets

- Communication strategies
- Incentive programs
- Special events calendar

Throughout the year, the campaign includes marketing activities focusing on specific audiences and program offerings. We also recommend additional special events each year to create excitement, renew interest and initiate high levels of participation in the overall program (i.e., National Employee Health and Fitness Day). Once the marketing plan and Program Calendar is put into action, we measure the success of the campaign by monitoring participation levels, behavior changes and interest in programming categories.

Marketing Objectives and Strategy Core Objectives

Our marketing strategy is geared towards reaching the core outcome objectives:

- Interact with 100% of the eligible population with powerful messaging.
- Engage the population to assess their current health status.
- Motivate the eligible population to become members of the program.
- Encourage members to participate in programming and activities on a regular basis.

STRATEGIC FOCUS

The structure of our marketing focuses on three strategic areas:

1. Communication Strategies
2. Motivational Campaigns
3. Incentive Programming

Motivation and Incentive Programming

Our managed programs have shown exceptional member retention through our tenure. Our member retention program includes a systematic approach and focus towards incentivizing and motivating individuals to continue with their program membership as well as sustaining a regular participation rate, taking into consideration all the challenges that surface throughout a given year. Several structural components of our member retention program include:

- A welcoming program enrollment and orientation experience
- Daily engagement and interaction with members

- One-month follow-up communication
- Three-month follow-up communication
- Six-month assessment follow-up/goal review
- One-year anniversary communication
- Birthday greetings
- Two to four annual motivational programs
- Group exercise class programming

We have an extensive resource library of incentive program themes that are available. Sample incentive program themes include:

- New employee welcome communications
- Open House Events
- Member referral programs
- Holiday events
- Challenges and competitions
- Stretch breaks
- New member accomplishment
- Walking programs
- Member of the month
- Buddy exercise
- Ongoing program participation themes
- Lunch and learns
- Thematic/seasonal incentive programs

 **EXHIBIT 4: MARKETING SAMPLES**

HealthFitness offers a variety of campaigns options for communication (included in fees). We have prepared promotional participant communication materials that will successfully introduce and sustain interest in your health and wellness program throughout the year.

Each of our campaigns includes a variety of mediums from which to communicate, including executive letters, posters and direct mail. Included in our communication fee is

recommended copy that you can use as provided or edit to fit your specific programs and offerings.

Many of our materials are formatted in configurable templates that can be branded with your program name and logo. The content for each campaign has proven effective in generating participation; however, you have the option of minor copy changes to highlight information specifically for your program. HealthFitness will prepare these templates and provide you with print-ready files to print and distribute. Our team can, alternately, take all materials to press and handle fulfillment at an additional cost.

To make program and services promotion convenient and easy, HealthFitness will provide you with a variety of free turnkey campaigns and promotional materials. The program manager will have access to a comprehensive suite of campaigns that use timely, relevant messaging and captivating visuals that represent varied audiences. Each is configurable through our marketing on-demand tool, which allows the program manager to efficiently produce professional promotional materials on your behalf. Materials include: brochures, digital monitors, emails, flyers/handouts, letters, postcards and posters. Some campaigns also include a series of 30-second videos; however, they are not configurable.

You will receive 20 hours (\$2,000) of complimentary marketing services annually, including writing and graphic design services.

Options at Additional Cost

You may choose to customize our turnkey campaign materials for an additional fee, plus pass through of production and fulfillment costs. We will meet with you to determine the scope of a customized approach and will provide you an estimate of services for approval. Examples of custom work include:

- Create additional materials (e.g., larger postcard or poster) that are not included in the campaign
- Change colors
- Change headline and/or subhead
- Change layout
- Change photos/illustrations

SATISFACTION

As part of our quality assurance process, we conduct surveys to measure client and participant satisfaction on a regular basis. Our surveys measure performance against client and member satisfaction objectives and prioritize quality improvement areas for forthcoming Year Plan development. Our surveys measure:

- Awareness of the program and facilities
- Perception of program and facility quality
- Level of interest in program and facility offerings
- Health improvement needs and interests
- Effectiveness of program and facility offerings (e.g., enrollment procedures, hours)
- Behavior changes resulting from program initiatives
- Overall satisfaction with HealthFitness' products, services and on-site staff

Client and Member Satisfaction — satisfaction surveys are typically conducted in the quarter prior to development of the upcoming Year Plan. Survey outcome results can be tracked and reported specific to client's survey input.

Periodic Evaluations — In addition, HealthFitness modifies programs and services in response to customer suggestions or concerns as identified through periodic evaluations such as suggestion boxes or focus groups.

Please see the following exhibit for a more details on our Quality Assurance Program (QAP).

 **EXHIBIT 5: HEALTHFITNESS QUALITY ASSURANCE PROGRAM (QAP)**

Issue Escalation

HealthFitness has at least two customers in each contract— the client and the participant. For clients, HealthFitness maintains close client relationships and meets with client's representative at least on a quarterly or semi-annual basis to review the program accomplishments and areas requiring improvements. HealthFitness also conducts client and member satisfaction surveys annually to measure satisfaction. If there are complaints from either clients or members, It is our policy to initiate direct contact within a 24 hour period (48 hours, if provided on a weekend) to discuss the

resolution or plan for resolving the issues, as appropriate. Good communication and prompt action are the keys to resolving complaints.

If the basis of a client complaint stems directly from a HealthFitness staff member's actions or demeanor, the account management staff would determine, after consulting with our client liaison, the appropriate course of action to take. HealthFitness has specific corrective action procedures which would be carried out by the account management staff with guidance from our human resources department. Our performance expectations with regard to staff conduct, member interaction, and customer service delivery is clearly outlined in the Staff Operation section of our Operating Manual. We also have a standard "Discipline and Corrective Action Policy" included in our Policies and Procedures Manual. Our policy includes guidelines on conducting informal counseling, issuing a verbal warning, submitting a written warning, creation of a written development plan including assigned dates for completion of noted areas, and ultimately termination of the associate. Our actual process will be determined on each case and our actions will be based upon the severity and nature of the associate's performance or action(s). In all instances, the account management team will receive guidance and support from HealthFitness human resources to ensure all legal and contractual considerations are met.

Negative Feedback

The annual member and client satisfaction survey provides the professional staff with useful and valuable information about program performance, member interests and staffing needs. This includes both insightful positive results that support best practice operations, but also includes feedback related to potential opportunities for improvement. These results are captured and quantified and shared directly with the client. Issues related to staffing and operations are addressed by the account manager and action steps for improvement are outlined along with schedule and timeframe for completion; these action steps are shared and discussed with client representative. Negative feedback related to facilities, equipment, locker rooms, etc. are discussed with the client directly and where possible, action plans are put into place to adapt, revise or change policies and procedures in order to improve operational procedures. There may be times where participant/member feedback/request can only be addressed through increased budget or capital expenditures. The account manager will discuss these requests with the client and if budgets can support change, staff will go through the diligence of identifying the appropriate equipment to fill the interests and needs of the

population at large, collect the proposal and quotes from equipment suppliers and pass that information along to client procurement official to finalize the order.

Overcoming Client Dissatisfaction

HealthFitness had a program manager in place that the client did not feel was a good fit for their organization. The client shared specific examples of feedback over a period of time. The client and the HealthFitness account manager had a transparent discussion and came to a mutually agreed upon plan of action with clear goals and timelines.

The account manager provided the feedback in a professional manner and worked, with Human Resource support, to create a development plan with this manager to address opportunities for improvement and to ensure clear expectations of the role. Milestones and consistent check-ins were part of this process as well as a consistent feedback loop with the client to assess status.

Both parties committed to working together to provide the opportunity for success and ultimately opened the lines of communication to foster a positive working partnership moving forward.

The plan of action and milestones to address areas of improvement related to staff performance are not only outlined and formally addressed with professional staff member, but these steps are addressed with staff member on a quarterly basis to gauge change and improvement status. Finally, these areas are outlined and documented in the annual performance review which states the areas for improvement during the program year, but also progress towards achieving the desired performance level.

1.3.3. FINANCIAL INFORMATION/OTHER

Financial resources and capabilities information: An indication of the resources and the necessary working capital available and how it will relate to the firm's financial stability through the completion of the project should be included in the response

Evidence of insurance capability

Litigation or Dispute Status and Resolution

Overall completeness, clarity and quality of proposal

HealthFitness is an indirect wholly-owned subsidiary of Trustmark Mutual Holding Company. Trustmark has an A- rating (excellent) by A.M. Best with \$2.3 billion in assets.

Please see the attached Sample Certificate of Insurance for evidence of our insurance capability. We have also included a copy of our MSA for your reference.

The only lawsuits pending against HealthFitness are those that have arisen out of the normal course of business. They have been successfully tendered to insurance carriers, who are managing them. There are no judgments, claims, or arbitration proceedings pending against HealthFitness or any of its officers.

Please note that we are not able to accept purchasing cards as noted in IS-55 of the Instructions to Suppliers and General Conditions RFP document. We have uploaded our review for your records.



TOWN OF PALM BEACH

BIDDER'S QUALIFICATION FORM

The Vendor, as a result of this bid proposal, must hold a County and/or Municipal Tax Receipt (Occupational License) in the area of their fixed business location. Each proposer must complete the following information and submit with their proposal in order to be considered:

1. Legal Name and Address:

Name: _____

Address: _____

Email: _____

City, State, Zip: _____ Phone/Fax: _____

2. Check One: Corporation () Partnership () Individual ()

3. If Corporation, state: Date of Incorporation: _____ State in which Incorporated: _____

4. If an out-of-state Corporation, currently authorized to do business in Florida, give date of such authorization: _____

5. Name and Title of Principal Officers Date Elected:

_____	_____
_____	_____
_____	_____
_____	_____

6. The Vendor's length of time in business: _____ years

7. The Vendor's length of time (continuous) in business as a service organization in Florida: _____ years

8. All bidders must disclose with their bid the name of any officer, director or agent who is also an employee of the Town. Further, all bidders must disclose the name of any Town employee who owns, directly or indirectly, an interest in the bidder's firm or any of its branches.

Name _____ Percentage of Interest: _____

9. A copy of County and/or Municipal Tax Receipt (Occupational License) in the area of their fixed business location.

10. A current, signed copy of your firm's IRS form W-9.

Note: Information requested herein and submitted by the proposers will be analyzed by the Town of Palm Beach and will be a factor considered in awarding any resulting contract. The purpose is to insure that the Proposers, in the sole opinion of the Town of Palm Beach, can sufficiently and efficiently perform all the required services in a timely and satisfactory manner as will be required by the subject contract. If there are any terms and/or conditions that are in conflict, the most stringent requirement shall apply.

October 2019

We are not currently providing and/or selling merchandise to the public in the Town of Palm Beach; thus are not required to file/pay Local Business Tax for the privilege of operating a business in Palm Beach County.



TOWN OF PALM BEACH

DRUG-FREE WORKPLACE CERTIFICATION FORM

Whenever two (2) or more bids/proposals, which are equal with respect to price, quality, and service, are received by the Town of Palm Beach for the procurement of commodities or contractual services, a bid/proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In order to have a drug-free workplace program, a business shall:

- (1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of controlled substances is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- (2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- (3) Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in number (1).
- (4) In the statement specified in number (1), notify the employees that as a condition for working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction on or plea of guilty or nolo contendere to any violation of Chapter 893, Florida Statutes or of any controlled substance law of the United States or any singular state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- (5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by any employee who is so convicted.
- (6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of Section 287.087, Florida Statutes.

This Certification is submitted by Steven A. Alavi the
(Individual's Name)
CFO of Health Fitness
(Title/Position with Company/Vendor) (Name of Company/Vendor)

Who does hereby certify that said Company/Vendor has implemented a drug-free workplace program, which meets the requirements of Section 287.087, Florida Statutes, which are identified in numbers (1) through (6) above.

10/23/2019
Date

Steven A. Alavi
Signature

Client Profile

Cornerstone Aquatics Center – West Hartford, CT

History

Cornerstone Aquatics Center

The Cornerstone Aquatics Center located at 55 Buena Vista Road, West Hartford, CT is owned by the Town of West Hartford, CT (The Town). The facility and program began in the 1950's with a single pool facility and operations. In 1991 the Town renovated and expanded the facility and program offerings.

- HealthFitness participated in the Town's Request for Proposal process in the first quarter of 2017, and was awarded the business in May, 2017. The formal transition of program operations to HealthFitness took place in August, 2017.

Program Scope and Outcomes

Features

- A 25 yard Lap Pool with 11 lanes and water depth ranging from 4 feet up to 13.5 feet. The pool also has a diving well that offers 2 one-meter diving boards. This pool is predominantly used for lap swimming, diving, and aquatic fitness classes.
- A Multi-Purpose Pool utilized for a variety of aquatic activities. This pool offers six 25 yard lanes along with an area that has a zero-depth entry point conducive to youth aquatic activities. This pool is used for both fitness and recreational aquatic programming, including swimming lessons.
- A Hydrotherapy Pool/Spa
- An advanced water treatment system that reduces the negative effects of chlorinated pools for the user (e.g., eye, skin, and respiratory irritation)
- A Dry-Land Fitness Room that offers a variety of cardio and strength training exercise equipment.
- A multi-purpose room for a variety of events such as birthday parties and child care at certain times of the day – newly renovated to have multipurpose space as a Fitness Studio (offering Yoga, Pilates, Spinning, and Group Fitness classes).
- Male and female locker rooms
- 40,000 square-foot facility
- 19 pieces of exercise equipment
- 89 weekly group classes
- 30 private swim lessons per week
- 47 on-site staff members
- 96 hours weekly staffed operation
- Exercise equipment includes cardiovascular and strength training, including selectorized strength stations, plate loaded strength stations, free weights, trunk and torso stations, treadmills, ellipticals, crosstrainers, stair climbers, upright and recumbent bikes, spin bikes,
- Reception desk and check-in counter
- Lounge, waiting area, café-vending area



- Staff office(s)
- Conference room
- Storage room
- Male and female locker rooms with amenities
- Group classroom(s)
- Wellness classroom(s)
- AED on-site

Services/Programs

- Swimming instruction (youth and adult)
- Group Aqua-Fitness (traditional water fitness and aqua-cycling)
- Masters Swimming (adult group swimming programming)
- Competitive Swimming (programming offered to youths, high schools, and adults through USA swimming, recreation league programs, masters swimming, and competitive stroke clinics and instruction)
- Special event programming such as birthday parties with aquatics and swim themes
- Personal Training (dry-land training in the fitness room and aquatic training)
- Annual year plan development – not complete/working with Town Leadership
- Operations, Standards, and Policies & Procedures Manuals
- Quality Assurance Plan (QAP) – Not fully developed in year one, we currently provide a member survey for group classes
- Monthly, quarterly, and annual operation reports, and regularly scheduled feedback sessions with Client Liaison and HealthFitness account management team – System in place
- Preparation and distribution of marketing, communication, and promotional materials – still developing marketing plan
- Daily preventive equipment maintenance and supervision of third-party maintenance vendor
- General reception and administrative duties
- Annual client and member satisfaction surveys
- Overall facility and program management
- Comprehensive member enrollment process including fitness assessments and program/facility orientations – Aquatic Facility, small fitness offering/growing fitness programs
- Weekly group classes – Youth and Adult Swim Lessons, Water Fitness Classes, Dryland Yoga and Pilates, Water Yoga, Water Spin
- Personal training – provide over 30 Private Swim lessons per week – developing PT in Fitness, not offered yet
- Seminars including Mind Your Health and annual Challenges (e.g. My Plate Nutrition) – None, still developing programming in year one

Hours of Operation

Monday thru Friday: 6:00 am to 9:00 pm

Saturday: 7:30 am to 8:00 pm

Sunday: 1:00 pm to 8:00 pm

Client Profile

Hallett Community Center – Crosby, MN

History

Hallett Community Center (HCC)

The Hallett Center of Crosby, Minnesota exists to enrich the lives of the people they serve by promoting health, wellness, and recreational opportunities for the region including the Cuyuna Range, Brainerd, Aitkin, and more. They offer a comfortable, relaxed environment – warm and welcoming for all ages - with a Fitness Center that has 24/7 access available. They can provide a serious workout independently or with a certified trainer along with special group fitness classes at convenient times. Youth activities, leagues or just plain fun in the aquatic center awaits everyone!



- HealthFitness was chosen by the City of Crosby in 1999 to manage fitness and wellness programming at Hallett Community Center which is open to the public. It serves active older adults, children, full-time parents, professionals, and families. Collaborations include the medical community, school districts, municipalities, and corporate partnerships.

Program Scope and Outcomes

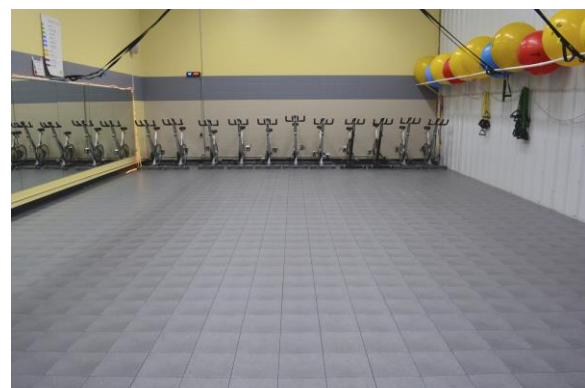
Participation Data

- Eligible population is 3,500
- Current membership rate average is 36%
- Active membership rate average is 35%
- Average of 3,150 visits per month
- Active participation rate is 7 visits per month



Features

- 52,200 square-foot facility
- 10,000 square-foot Aquatic Center
- 25,000 square-foot multi-purpose arena
- 38 pieces of exercise equipment
- 25 weekly group classes
- 20 monthly personal training sessions
- On-site staff members
- 100 hours weekly staffed operation
- Exercise equipment includes cardiovascular and strength training, including selectorized strength stations and free weights
- Group Exercise Room
- Indoor gym, walking track, lap pool, warm water zero entry pool, waterslide, sauna, outdoor hockey rink, youth soccer and baseball field
- Multi-purpose arena serves as an ice arena for 5 months and as a venue for trade shows, recreational programs, and other special events for 7 months



- Reception desk and check-in counter
- Lounge, waiting area, café-vending area
- Staff offices
- Conference room
- Male, female and family locker rooms with amenities
- Two AED's on-site



Services/Programs

- Annual year plan development
- Operations, Standards, and Policies & Procedures Manuals
- Monthly, quarterly, and annual operation reports, and regularly scheduled feedback sessions w with Client Liaison and HealthFitness account management team
- Preparation and distribution of marketing, communication, and promotional materials
- Comprehensive facility supervision
- Facility supply management
- Preventive equipment maintenance and supervision of third-party maintenance vendor
- General reception and administrative duties
- Overall facility and program management
- Comprehensive member enrollment process including fitness assessments and program/facility orientations
- Weekly group classes in an aerobics studio
- Children's programs, receptions, birthday parties, meetings
- Personal training and member incentives
- Community events



Hours of Operation

Open 24/7 for members

Winter Hours: October 1 – April 30

M-F 5am – 9pm

Sat 7am – 7pm

Sun 11am – 7pm

Summer Hours: May 1 – September 30

M-F 5am – 8pm

Sat 7am – 4pm

Sun Closed



Client Profile

MIT – Cambridge, MA

History

Massachusetts Institute of Technology (MIT)

The Massachusetts Institute of Technology, a private research university, was founded in 1861 in response to the increasing industrialization of the United States. MIT adopted a European polytechnic university model and stressed laboratory instruction in applied science and engineering. Researchers worked on computers, radar, and inertial guidance during World War II and the Cold War. Post-war defense research contributed to the rapid expansion of the faculty and campus under James Killian.

- HealthFitness was selected to manage the Zesiger Sports & Fitness Center in 2002 and the Alumni Pool and Wang Fitness Center in 2004.

Program Scope and Outcomes

Participation Data

- Eligible population is 22,000
- Current membership rate is 64%
- Active membership rate is 94%
- Average of 83,000 visits per month
- Active participation rate is 6.3 visits per month



Features

Across both facilities

- 150,000 square-foot facility
- 251 pieces of exercise equipment
- 45 weekly group classes
- 269 monthly personal training sessions
- 40 monthly massage therapy sessions
- 51 on-site HealthFitness FTEs (approximately 250 total on-site staff members)
- 188 weekly staffed hours (113 hours at Zesiger and 75 hours at Alumni/Wang)
- Exercise equipment includes cardiovascular and strength training, including selectorized strength stations, plate loaded strength stations, free weights, trunk and torso stations, treadmills, ellipticals, crosstrainers, stair climbers, upright and recumbent bikes, spin bikes, rowers, upper body ergometer
- 3 reception desk / check-in counter
- Lounge, waiting area, café-vending area
- Staff offices
- Fitness testing and counseling room
- Male and female locker rooms with towel service and amenities and saunas
- Massage therapy room
- Group classrooms
- Indoor gymnasium, courts, tracks, aquatics (25-meter teaching pool and 50-m training and competition pool; Dive well with 1- and 3-m springboard and 3- and 5-m platforms)
- Outdoor fields, courts, track, six international size squash courts, golf driving range, high ropes course and spin studio
- AED on-site

Services/Programs

- Annual year plan development
- Operations, Standards, and Policies & Procedures Manuals
- Quality Assurance Plan (QAP)
- Monthly, quarterly, and annual operation reports, and regularly scheduled feedback sessions with Client Liaison and HealthFitness account management team
- Preparation and distribution of marketing, communication, and promotional materials
- Comprehensive facility supervision
- Facility supply management
- Daily preventive equipment maintenance and supervision of third-party maintenance vendor
- General reception and administrative duties
- Annual client and member satisfaction surveys
- Overall facility and program management
- Comprehensive member enrollment process including fitness assessments and program/facility orientations
- Weekly group classes including Pilates, Power Cycle, Body Sculpt, Yoga, Pool Tools, Kickboxing, Zumba, Interval Shallow Water, 15-minute Abs Class
- Personal training and sports specific conditioning
- National health education initiatives
- Travel and exercise programs
- Health education and wellness presentations
- Recreational activities such as 3-on-3 basketball and indoor triathlons
- Special aquatic events such as intercollegiate and age-group meets and competitions, underwater robotic competitions, dive-in movies, birthday parties, etc.
- Massage therapy
- Nutritional services with a Registered Dietitian
- Incentives

Hours of Operation

Zesiger

Monday thru Friday: 6:00 am to 11:00 pm

Saturday: 7:00 am to 9:00 pm

Sunday: 9:00 am to 11:00 pm

Alumni/Wang

Monday thru Friday: 6:00 am to 9:00 pm

Saturday and Sunday: Closed



Client Profile

Wilton P. Hebert Health & Wellness Center – Christus St. Elizabeth – Beaumont, TX

History

Christus Southeast Texas St. Elizabeth

Christus St. Elizabeth, is a 431-bed acute care and trauma center, and is a regional leader in spine and orthopedics, cardiology, oncology, general surgery, critical care and trauma, birthing, neonatal care, and bariatrics. As the largest Magnet hospital between Houston and Baton Rouge, CHRISTUS SOUTHEAST TEXAS St. Elizabeth offers a positive, patient-focused environment providing the highest level of care possible for the community. The hospital complex also includes the CHRISTUS W.P. Hebert Health and Wellness Center, a 68,000-square-foot state-of-the-art fitness center.

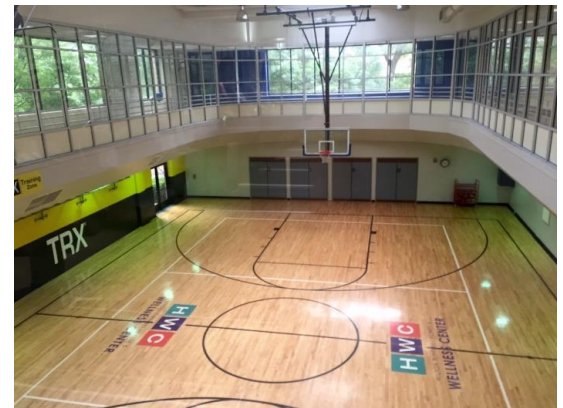
- HealthFitness was chosen in 1995 to partner with Christus St. Elizabeth to develop, design, and manage a health and wellness center that was focused on serving the community as well as the employee population. HealthFitness continues to manage all aspects of the center.



Program Scope and Outcomes

Participation Data

- Eligible population is 119,350 + community
- Current membership rate is 5%
- Active membership rate is 48%
- Average of 27,981 visits per month
- Active participation rate is 9.8 visits per month



Features

- 91,000 square-foot facility
- 229 pieces of exercise equipment
- 75 weekly group classes + 24 Premier weekly small group classes
- 558 monthly personal training sessions
- 150 monthly massage therapy sessions
- 25 annual HIP programming, challenges, and special events
- 34.8 on-site staff members
- 112.5 hours weekly staffed operation
- Exercise equipment includes cardiovascular and strength training, including selectorized strength stations, plate loaded strength stations, free weights, trunk and torso stations, treadmills, ellipticals, crosstrainers, upright and recumbent bikes, spin bikes, upper body ergometers, group training equipment, Nu-Steps, Dumbbells, Kettle Bells, Cybex Barbells, Box Jumps
- Reception desk and check-in counter
- Lounge, waiting area, café-vending area



- Staff offices
- Fitness testing and counseling room
- Male and female locker rooms with towel service and amenities
- Full Day Spa (The Meridian) – with membership and retail
- Group classrooms
- Wellness classroom
- Indoor gymnasium, courts, tracks, aquatics
- Outdoor fields, courts, tracks, aquatics
- Group PT room, Dry and Wet Saunas, Whirlpools
- AED on-site

Services/Programs

- Annual year plan development
- Operations, Standards, and Policies & Procedures Manuals
- Quality Assurance Plan (QAP)
- Monthly, quarterly, and annual operation reports, and regularly scheduled feedback sessions with Client Liaison and HealthFitness account management team
- Preparation and distribution of marketing, communication, and promotional materials
- Comprehensive facility supervision
- Facility supply management
- Daily preventive equipment maintenance and supervision of third-party maintenance vendor
- General reception and administrative duties
- Annual client and member satisfaction surveys
- Overall facility and program management
- Comprehensive member enrollment process including fitness assessments and program/facility orientations
- Mobile app compatible with Apple iWatch for electronic check-ins and group class reservations
- Weekly group classes including Indoor Cycling, Pilates, HIIT, TRX, Step, Tabata, Yoga, Water Aerobics, Muscle Conditioning, Zumba, Barre
- Teen sports conditioning
- TRIBE Team Training
- BOGA
- IHRSA Travel Passport Program
- Nutritional counseling
- Partner with bariatric department to provide PT for post-operative patients
- “Pink Ribbon” program provides PT for breast cancer post-operative patients
- Seasonal, full-day, full-week Kids Camps (6 years old-12 years old)
- Personal training
- Full spa services: body treatments, facial treatments, cupping, waxing, tanning, make-up, and nails
- Seminars including Mind Your Health and annual Challenges (e.g. My Plate Nutrition)
- Special events: in-house and client partnered
- 5-lane indoor pool and outdoor recreation pool
- Indoor running/walking track
- Basketball, volleyball, racquetball, squash, wallyball courts
- Tennis courts (one pickleball court)

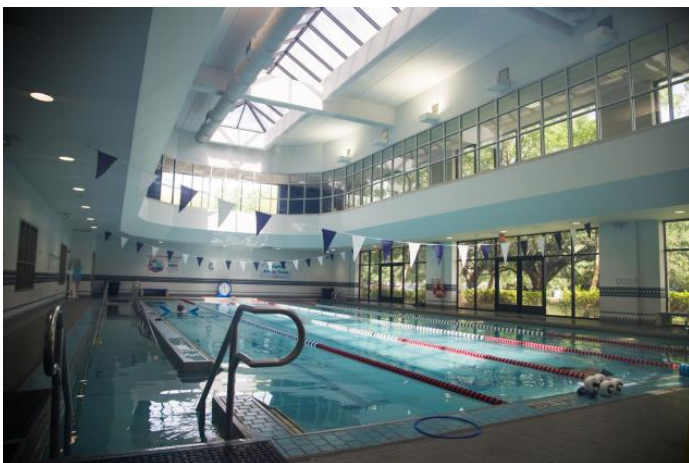


- Free child care
- Pro Shop
- Incentives

Hours of Operation

Monday thru Friday: 5:00 am to 10:00 pm

Saturday and Sunday: 7:00 am to 7:00 pm



Client Profile

ProHealth Care

West Wood Health & Fitness Center – Pewaukee, WI

History

ProHealth Care – West Wood Health & Fitness Center

West Wood Health & Fitness Center is an extension of the health promotion and wellness activities currently provided by ProHealth Care. It represents ProHealth Care's commitment to not only providing high quality care for the sick, but helping the community improve its health and quality of life through disease prevention and health promotion.

ProHealth Care provides health care services to southeastern Wisconsin through a network of three hospitals (Waukesha Memorial, Oconomowoc Memorial, and the Rehabilitation Hospital of Wisconsin), about two dozen clinics, assisted living facilities (Regency Senior Communities), a rehabilitation partnership, home health care services, and a hospice facility. The community-based organization's specialized services include advanced cancer care, cardiology, orthopedic, and obstetrical and neonatal intensive care.

- HealthFitness' relationship with ProHealth goes back to 1997 when it partnered to provide medically directed health and fitness services.
- In 2004 HealthFitness was asked to partner with ProHealth to develop and manage fitness services at The Spa at West Wood.

Program Scope and Outcomes

Participation Data

- Eligible population is 79,629
- Current membership rate is 6%
- Active membership rate is 65%
- Average of 21,000 visits per month
- Active participation rate is 7 visits per month



Features

- 89,000 square-foot facility
- 130 pieces of exercise equipment
- 150 weekly group classes
- 600 monthly personal training sessions
- 160 monthly massage therapy sessions
- 19 on-site staff members
- 760 hours weekly staffed operation
- Exercise equipment includes cardiovascular, strength training and a functional fitness area, including selectorized strength stations, plate loaded strength stations, free weights, multi station training unit, treadmills, ellipticals, crosstrainers, arc trainers, rowers, stair climbers, upright and recumbent bikes, spin bikes, upper body ergometer and Nu-Steps
- Reception desk, check-in counter, lounge, waiting area, and café-vending area
- Staff offices and Fitness testing and consultation room
- Male and female locker rooms with towel service and amenities
- Massage therapy and Physical therapy rooms
- Group classrooms and Wellness classroom
- Indoor gymnasium, courts, tracks, aquatics
- AED on-site

Services/Programs

- Annual year plan development
- Operations, Standards, and Policies & Procedures Manuals
- Quality Assurance Plan (QAP)
- Monthly, quarterly, and annual operation reports, and regularly scheduled feedback sessions with Client Liaison and HealthFitness account management team
- Preparation and distribution of marketing, communication, and promotional materials
- Comprehensive facility supervision
- Facility supply management
- Daily preventive equipment maintenance and supervision of third-party maintenance vendor
- General reception and administrative duties
- Annual client and member satisfaction surveys
- Overall facility and program management
- Comprehensive member enrollment process including health profiles and program/facility orientations
- Weekly group classes including TRX, FIT zone small group training, CREW rowing, HIITmill Treadmill intervals, Les Mills Body Pump/Body Combat/Body Vive, Core Express, Zumba, Kick boxing, Cycle, Structurally Strong, Yoga, Tai Chi, Pilates equipment, Pilates mat, Barre, Water Aerobics, warm water arthritis and fibromyalgia activities
- Nutritional and therapeutic programming
- Wellness courses including Mind/Body Wellness
- IHRSA Travel Passport Program
- Recreational leagues
- Children's programs
- Aquatics including group fitness, private lessons, triathlon training, master swim, and lap swimming
- Personal training
- Private and Duet Pilates and yoga training
- Massage therapy
- Spa offers customized massages, skin care, body treatment, and nail care
- Child care center
- Pro shop
- Incentives
- West Wood APP

Hours of Operation

Monday thru Thursday: 4:00 am to 10:00 pm

Friday: 4:00 am to 9:00 pm

Saturday and Sunday: 6:00 am to 7:00 pm



Client Profile

Yukon-Kuskokwim Regional Aquatic Health And Safety Center - Bethel, AK



History

Yukon-Kuskokwim Regional Aquatic Health and Safety Center

The Community

The City of Bethel, Alaska (Bethel) is located about 75 miles inland from the Bering Sea on the Kuskokwim River. Bethel, with a population of just over 6,100 residents, is a regional hub for services for the Yukon River and Kuskokwim River delta area with an additional population of approximately 1,650 residents. Primary, year-round transportation access to Bethel is via the regional airport in Bethel with daily jet service to Anchorage, approximately 400 miles away. There is no road access. Cost effective shipping is via barge on the Kuskokwim River in the summer months.

The Facility

Funding for design and construction of the Yukon Kuskokwim Aquatic Safety and Fitness Center (YKFC) came from City sales taxes collected for this purpose and a 2011 State of Alaska Designated Legislative Grant awarded to the City. The building was designed by Architects Alaska, Inc. and constructed by Bethel Services Inc. and Unit Company. The project management firm overseeing construction and the purchase and installation of all furniture, fixtures, and equipment was Project Development Associates.

The facility was completed and open to the public in the late fall of 2014 and has been open year round since. Program operations formally transitioned to HealthFitness on July 1, 2016. HealthFitness provides program operations and service delivery along with facility and program directors, aquatics and fitness staff, lifeguards, and customer service and facility maintenance staff.



Program Scope

The City of Bethel owns the YKFC, located at 267 Akiachak Avenue in Bethel, Alaska. The YKFC is approximately 21,000 square-feet and consists of:

- A natatorium with a six-lane competition size swimming pool.
- Children's swim area with water slide and wheelchair ramp entrance.
- Hot tub spa area that holds 17 adults.
- Gallery with tables and chairs for viewing swimmers.
- A well-equipped exercise equipment room with cardiovascular and strength training equipment.
- A group class room with mirrors and stretch bars for spin class, aerobics, karate, and other courses.
- Supporting these spaces are locker rooms, a reception counter and small snack bar area, several offices, storage rooms, janitor room, and pool and HVAC equipment rooms.
- The aquatic center has state of the art sanitation system consisting of calcium hypochlorite supplemented with ultra violet dechloramination and disinfection systems for both pool and spa.
- Electrical service for the facility is provided by both the local utility and a 100 KW wind turbine installed on site.

Hours of Operation

Tuesday thru Friday: 6:00 am to 9:00 pm

Saturday: 9:00 am to 8:00 pm

Sunday: 10:00 am to 9:00 pm

Monday: closed



RE-ENERGIZE.

WITH GROUP FITNESS



Fall 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
(1) Body Sculpt 5:30a-6:15a	(6) FIT 5:30a-6:15a	(11) Sunrise Yoga 5:30a-6:15a	(16) FIT 5:30a-6:15a	(21) Strength & Condition 5:45a-6:30a
(2) Zumba 6:30a-7:15a	(7) Mindful Meditation 6:30a-7:15a	(12) Body Sculpt 6:30a-7:15a	(17) Mindful Meditation 6:30a-7:15a	(22) FIT 6:45a-7:15a
(3) Pilates 11:45a-12:30p	(8) Yoga 12p-12:45p	(13) Zumba 11:30a-12:15p	(18) Yoga 12p-12:45p	(23) Barre Sport 11:30a-12:15p
(4) Strength & Condition 5p-5:45p	(9) Boot Camp 4:45p-5:30p	(14) Pilates 5p-5:45p	(19) Zumba 4:45p-5:30p	(24) Mindful Meditation 12:30p-1p
(5) Yoga 6p-6:45p	(10) Zumba 5:45p-6:30p	(15) FIT 6p-6:45p	(20) Boot Camp 5:45p-6:30p	

This group class schedule is for illustration purposes only. An actual menu of classes and weekly schedule will be developed during the program planning period.



CLASS DESCRIPTIONS

Body Sculpt – See your strength increase over time using barbells, dumbbells, and your own body weight. This energetic class will focus on full body exercises plus challenge your soul and your will to improve. All levels are welcome and different variations will be offered to challenge everyone that participates.

Strength & Conditioning – The focus is on engaging the entire body, building adaptable strength for everyday life and inspiring personal confidence. Doing natural yet challenging exercise in a playful manner helps people from all backgrounds learn from each other in an inviting and communal environment.

Zumba – We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. Once the Latin and World rhythms take over, you'll see why Zumba® Fitness classes are often called exercise in disguise. Super effective? Check. Super fun? Check and check.

Boot Camp – Treadmills, weights, and abs make up our Boot Camp. Each class consists of different intervals using the treadmills, free weights and varying ab exercises. Day 1 focuses on upper body, Day 2 focuses on lower body. All levels welcome.

Yoga – This class combines Asanas, deep relaxation, and breathing practices to reduce stress and harmonize the body, breath and mind. Emphasis is placed on practicing an appropriate posture that results in a supple and tension free body and focused mind

Pilates – This class is suitable for all levels and body types, teaches the form and principles of the Pilates method, and focuses on core stability, posture, and alignment. The classical Pilates mat exercises address muscle imbalances, improve total body strength, flexibility, and awareness.

FIT (Functional Integrated Training) – Improved joint mobility along with strength functional strength training will help your body feel and move better in everyday life.

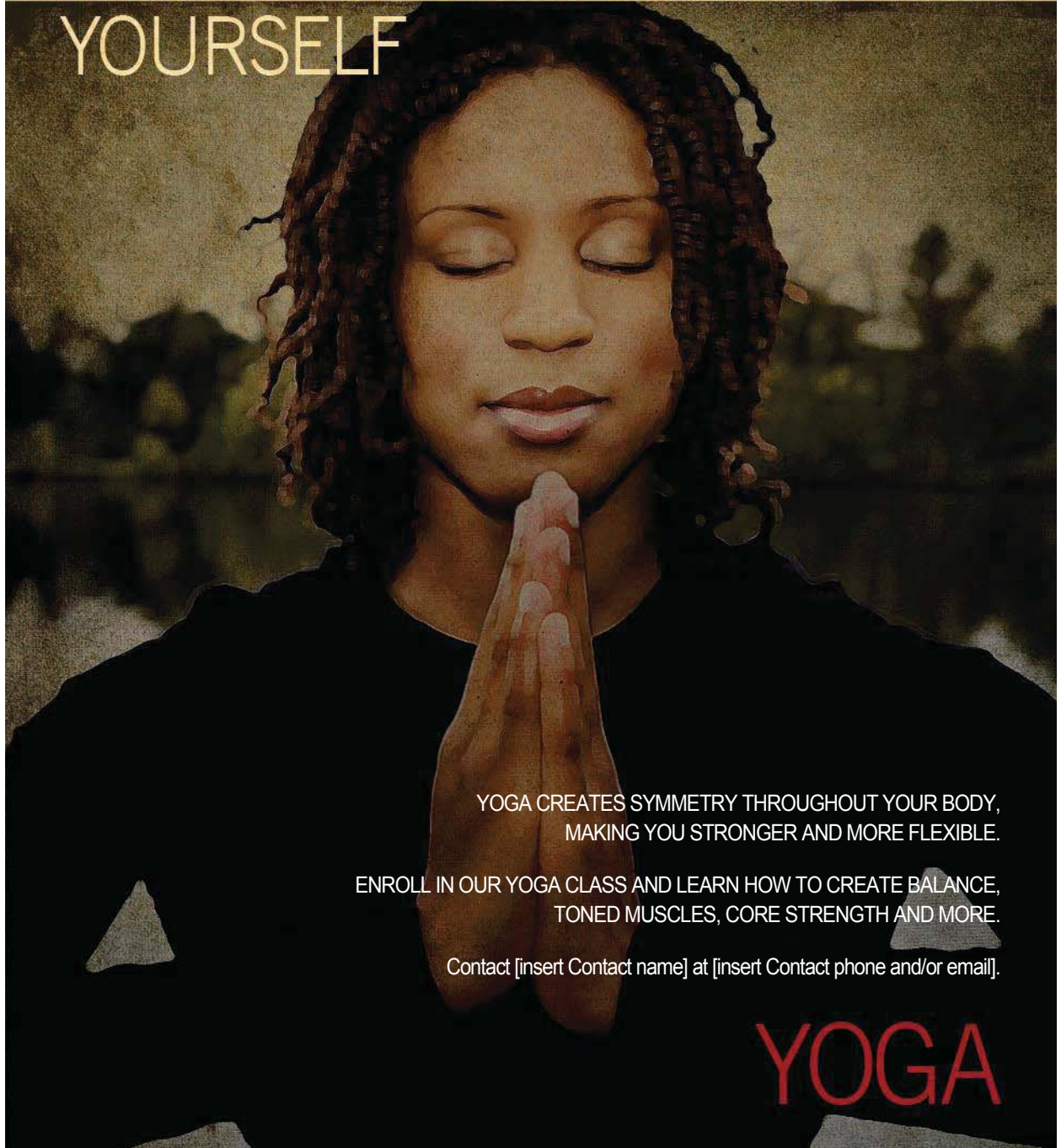
Mindful Meditation – This class is a great way to destress and decompress. Mindful Meditation uses breathing as a focal point to help you become aware of the present and focus on silencing the mind to connect with your body.

Contact the Vernon Senior Center at 800.123.4567.
for more information about our group exercise schedule and membership.

CALM
REALIGN
CENTER



YOURSELF

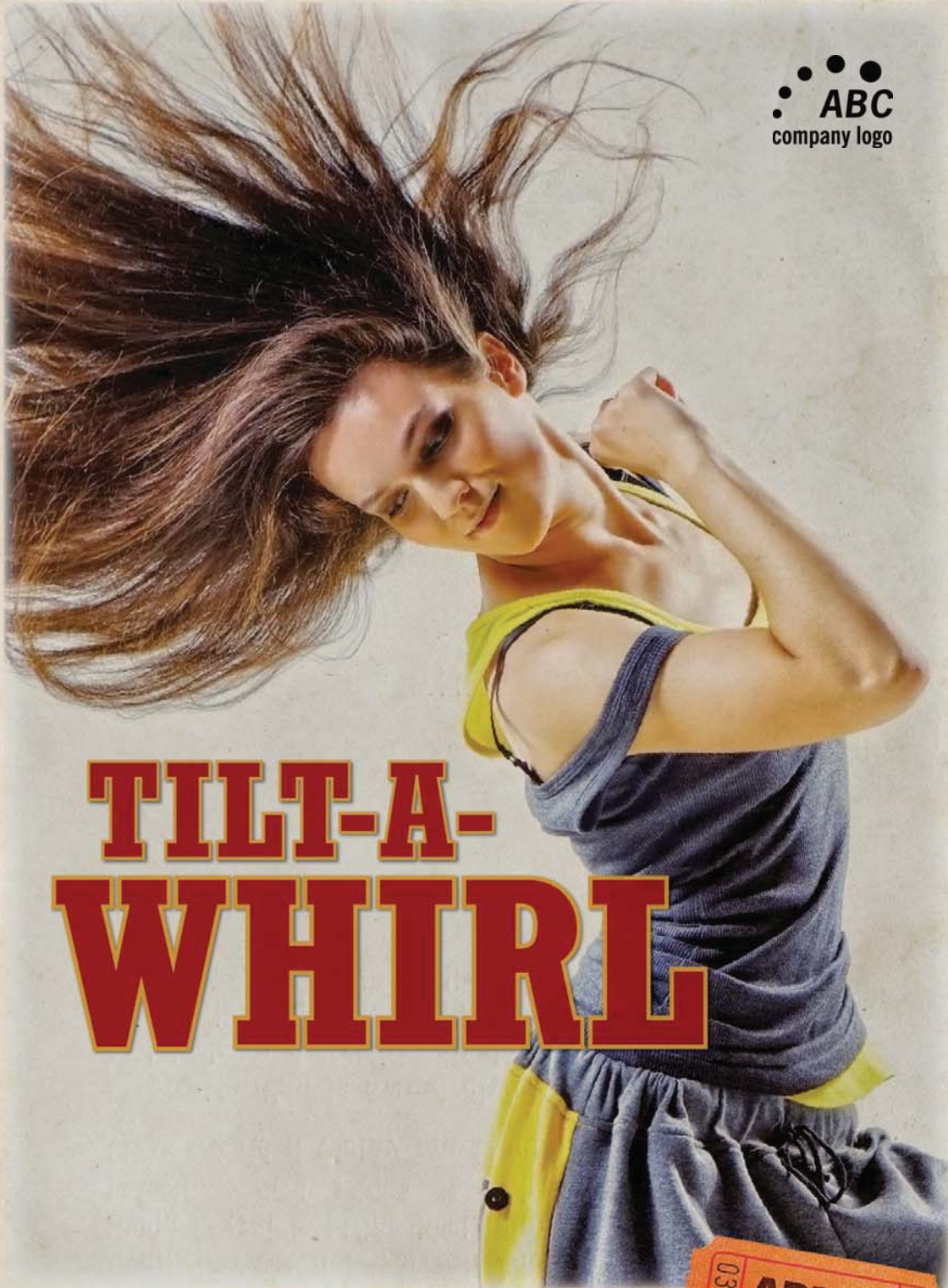


YOGA CREATES SYMMETRY THROUGHOUT YOUR BODY,
MAKING YOU STRONGER AND MORE FLEXIBLE.

ENROLL IN OUR YOGA CLASS AND LEARN HOW TO CREATE BALANCE,
TONED MUSCLES, CORE STRENGTH AND MORE.

Contact [insert Contact name] at [insert Contact phone and/or email].

YOGA



TILT-A-WHIRL



Can a Latin-inspired Zumba class be as exhilarating as a twisty theme park ride? Just step onto the floor and feel the drum beat. No counting reps. Just dancing. Hands in the air. Hips swirling and shaking. Face smiling. Come give it a whirl.

Visit the [insert Company name] Fitness Center online at [insert Program Website URL] for class schedules and other details. Or, contact [insert Contact name] at [insert Contact phone and/or email].

★ ZUMBA ★

**[Insert Company name]
Fitness & Wellness Center**



So motivating, we may be dragging you out punching and kicking.



Join cardio kickboxing and give
boring workouts the one-two punch.

Cardio kickboxing is a fun and total body workout
that mixes high-intensity intervals with toning recovery
periods to burn calories and improve your fitness.

Contact [insert name] at [insert phone and/or email]

CARDIO KICKBOXING





Make *the* Moves *that* Matter

...from head to toe

Starting with Pilates!

Redefine what a workout means to your body.

Enroll in our mat Pilates classes and learn to create balanced alignment, toned muscles, core strength and breath control.

Sign up today!

Location:

Session Length:

Cost:

Contact:

CHANGE YOUR CHOICE
Change your life



Roll yoga into your daily routine.

Turn an ordinary day into a great day with a little yoga.

Yoga creates symmetry throughout your body, making you stronger and more flexible. Enroll in our yoga class and learn how to create balance, toned muscles, core strength and more.

Sign up today!

Location:

Session Length:

Cost:

Contact:



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CHANGE YOUR CHOICE

Change your life

Roll yoga into your daily routine.

Turn an ordinary day into a great day with a little yoga.

Yoga creates symmetry throughout your body, making you stronger and more flexible. Enroll in our yoga class and learn how to create balance, toned muscles, core strength and more.

Sign up for yoga today!

Location:

Session Length:

Cost:

Contact:

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Gain Energy...

with a new attitude.

Gain energy today.

Participate in Zumba and work that body. With Zumba, you tone and firm your muscles while moving to the rhythmic beats of lively Latin music. It's so fun, it hardly feels like exercise.

Contact [insert Contact name] at [insert Contact phone and/or email].

PLACE YOUR
LOGO
HERE

Drawing more
looks than a sunset
starts here.



Try Zumba

Participate in Zumba and get a total body workout that'll leave you feeling great.

With Zumba, you tone and firm your muscles while doing a lively Latin dance routine. Zumba is all about releasing your inhibitions and losing yourself in the movements. It's so fun, it hardly feels like exercise.

Join the Zumba class today!

TIME:

PLACE:

For more information, contact [insert contact information].



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On-Site and Online Challenges, Programs and Services



ON-SITE CHALLENGES

HealthFitness has a growing library of on-site challenges designed to engage participants on-site in new, fun, and sometimes team-based programs. All of the offerings listed in this section are available to clients with dedicated on-site staff. Access to these proprietary HealthFitness programs along with program set-up, marketing templates, delivery management, and outcome evaluation will be provided by HealthFitness on-site staff within the core scope of service at no additional cost unless otherwise noted (hard copy print production costs not included).

CARDIO ROYALE: OPERATION FITNESS

Cardio Royale is designed to encourage and assist participants to become more physically active, with a goal to achieve 150 minutes of cardiovascular exercise each week. This eight-week program encourages exercise by incorporating a spy theme with optional missions, objectives, assignments and challenges. Participants receive communications from “Command Center” in the form of “mission briefings.”

HEALTHY W8 CHALLENGE

Healthy W8 Challenge is an eight-week program designed to encourage participants to eat well, be physically active and achieve a healthy weight. The program helps participants understand the keys to successful weight loss, and provides guidance through weekly emails, trackers, and point accumulation, with a goal of implementing healthy behaviors that support safe weight loss over the 8-week program period (or maintaining for those already at a healthy weight). Participants utilize a weekly tracker tool where they earn points for achieving simple daily goals. There are also points earned for weigh-ins and bonus goals each week.

TAKE FIVE: CALM YOUR BUSY MIND

This five-week motivational challenge is designed to help employees relieve stress and focus on the positive things in life. They receive five weekly assignments via email designed to take five minutes to complete to help them be mindful in the moment. Participants complete their assignments in their *Take Five* portfolio. At the end of the challenge, their portfolio is complete. Participants take a stress-scale survey before and after the program to measure the change in their stress levels.

MAINTAIN, DON'T GAIN

This eight-week motivational challenge is designed to help employees enjoy the holidays while maintaining their weight. Tracking eight weekly challenges around nutrition, exercise and more helps participants take small steps to changing behaviors needed to avoid weight gain. Participants submit their pre-holiday weight, weekly tracking sheet

and post-holiday weight by the end of the program. Those who complete the challenge by not gaining more than two pounds will have successfully completed the challenge.

STRENGTH ROCKS

Get on the bus, rock star! We're going on a six-week tour, where energy and strong muscles take center stage. This six-week challenge emphasizes the importance of strength training and its connection to good health. Participants receive weekly emails with videos demonstrating bodyweight strength training exercises (no equipment required), as well as tips on exercise, nutrition, and more, for additional support and motivation. Many videos include exercise modifications so they are appropriate for both beginner and intermediate strength trainers. Participants are encouraged to track their strength training each week, aiming for at least two to three days.

WHOLLY CHOW

Good nutrition can make you feel like you can leap tall buildings in a single bound—fuel your inner superhero with the eight-week *Wholly Chow* challenge! A fun, superhero-themed nutrition challenge, *Wholly Chow* is focused on simple strategies to make healthy eating a regular routine. This challenge is designed to help participants learn more about their current eating habits and how to make healthier food choices.

JUMPSTART*

JumpStart is a six-week, paper-based motivational challenge that encourages participants to take little steps each day to improve their health. Participants earn points for daily behavioral goals they complete in the areas of healthy eating, physical activity and stress management. Upon completion, participants who reach a point goal by the end of the challenge qualify for a prize. Participants may join the challenge as an individual or a four-person team.

WALK THIS WAY®*

Walk This Way is a 12-week program designed to encourage participants to enhance overall health and physical activity levels by accumulating 10,000 steps each day. *Walk This Way* allows participants to register, pay and access an online step tracking tool, extending the program's reach to both on-site participants and dispersed populations.

Note: This challenge is hosted on a separate website and is not integrated with the platform.



ON-SITE PROGRAMS AND SERVICES

HealthFitness offers a variety of on-site programs and services that may be available depending on the scope of your program. HealthFitness will work with the client to determine the best fit within your program and any fees that may apply.

HEALTH ADVISING*

For a more in-depth counseling following an on-site biometric screening, we offer on-site health advising. Following a screening, our health advisors review the results with the participant and answer questions in a 10-15 minute session. They provide referrals to resources, tools, programs and information available to guide participants in the right direction.

HEALTH COACHING AND COACH FOR A DAY*

HealthFitness offers flexible on-site coaching options in various FTE allocation models. Health coaching can be completely dedicated to an employer for on-site appointment oriented programming on an annual basis and/or various levels/allocations of coaching FTEs as needed. For example, a coach for a day format which could be monthly, quarterly or other frequency. We will bring in coaches for one or more days to conduct one coaching session. This model is designed to “jumpstart” coaching enrollment and ongoing participation by putting faces to names. Once participants enroll and meet with their coach in person, they may continue working with them by phone. Program includes delivery of individual sessions in the areas of physical activity, nutrition, weight loss, stress reduction, sleep, tobacco cessation and healthy living.

FLU VACCINATIONS*

Flu vaccines help reduce the high cost of the flu by keeping employees healthier. Flu vaccines are available at annual screening events, stand-alone on-site clinics, or through the Walgreen’s voucher program. If HealthFitness is managing your company’s fall or winter health screening, flu shot services are easy to include.

GROUP EXERCISE

We offer a variety of themes and durations (e.g., 15-, 20-, 30-, 45- and 60-minute sessions) for group class exercise. Our approach is to work within each client’s project scope to develop specific group class programming that meets member demand, facility accommodations, and budget realities. Sample Core Program Categories include:

- Strength Training/Body Sculpting
- Core Conditioning
- Stretching/Flexibility
- Hi-Lo Cardio
- Step Aerobics
- HIIT (High Intensity Interval Training)
- Sports Conditioning
- Boot Camp
- Spin/Group Cycling

Sample specialty program categories include*:

- MindBody (yoga, meditation)
- Pilates
- Power Rowing
- Dance (Zumba, Salsa, Bollywood)
- Kickboxing
- Martial Arts (Karate, Taekwondo, Taichi)
- Barre

PERSONAL TRAINING*

HealthFitness' personal trainers provide employees with safe, effective fitness assessments, and customized exercise plans and workouts based on an individual's goals, needs, preferences and access to equipment. HealthFitness' personal trainers are certified by nationally recognized organizations. Dedicated professionals help participants set and achieve goals, such as weight loss, health risk reduction, sports-specific skill development, flexibility, muscular strength or overall fitness improvement.

MOVEMENT EFFICIENCY SOLUTIONS*

From golfing to running to working out, Movement Efficiency Solutions can help participants move smarter—with less pain, less fatigue and faster recovery. It all starts with a Movement Efficiency Test, designed by Fusionetics® (originally for professional athletes), to help identify muscular imbalances and weaknesses. Based on the results, a personalized corrective exercise plan is prescribed. A Fusionetics trained practitioner/personal trainer will incorporate functional training, core work and targeted flexibility into sessions to help improve a participant's movement and help meet their fitness goals.

METABOLISM MATTERS*

Metabolism Matters provides participants with a powerful tool in weight management—knowing their unique resting metabolic rate (RMR). RMR measures the amount of calories the body needs to maintain normal body functions such as breathing. For participants, knowing their RMR provides them with critical information in managing their energy balance equation—calories in versus calories out. On-site HealthFitness staff is required to deliver this program.

MASSAGE THERAPY*

HealthFitness offers massage therapy services at a multitude of client locations nationwide. Individual client and/or site locations have the ability to choose from chair and/or table massage (space permitting) and a variety of massage types such as:

- **Aromatherapy massage:** Essential oils from plants are massaged into the skin to enhance the healing and relaxing effects of massage. Essential oils are believed to have a powerful effect on mood by stimulating two structures deep in the brain known to store emotions and memory.
- **Myofascial release:** Gentle pressure and body positioning are used to relax and stretch the muscles, fascia (connective tissue), and related structures.

*Additional fee

- **Reflexology:** Specialized thumb and finger techniques are applied to the hands and/or feet. Reflexologists believe that these areas contain “reflex points” or direct connections to specific organs and structures throughout the body.
- **Shiatsu:** Gentle finger and hand pressure are applied to specific points on the body to relieve pain and enhance the flow of energy (known as qi) through the body’s energy pathways (called meridians). Shiatsu is widely used in traditional Chinese medicine.
- **Sports massage:** Often used on professional athletes and other active individuals, sports massage can enhance performance and prevent and treat sports-related injuries.
- **Trigger point massage:** Pressure is applied to “trigger points” (tender areas where the muscles have been damaged) to alleviate muscle spasms and pain.

Our experience is that each client is unique and that best days and times to utilize this service are dependent upon the work culture and employee population per site. As we work with each client, we develop the service delivery schedule so that it accommodates specific needs.

INJURY PREVENTION AND TREATMENT SERVICES* (OCCUPATIONAL HEALTH)

HealthFitness has been providing injury prevention, treatment, and occupational health services for more than 25 years, and currently provide a variety of solutions for clients nationwide. HealthFitness offers comprehensive injury prevention and treatment occupational health services through customized staffing models, including:

- Post offer employment testing (POET)
- Movement efficiency analysis and corrective exercises
- Line side coaching
- Work conditioning
- Early intervention (first aid)
- Ergonomic services
- Functional capacity evaluations (FCE)
- On-site physical therapy treatment and rehabilitation



ON-SITE EDUCATION

WHAT'S WHAT MEET-UPS

What's What meet-ups are filled with just the facts to help employees make informed health decisions. These short sessions are designed to be convenient and to meet participants wherever they are, helping them learn about health and wellness topics with a time investment of only 10 minutes.

Each topic includes scientifically validated content, focused on the most important messages participants need to know and are designed for flexible delivery in a variety of settings by HealthFitness on-site staff.

Topics include:

- **What's What: Sleep**
- **What's What: Finding Time**
- **What's What: Financial Savings**
- **What's What: Mindfulness**
- **What's What: Sugar**
- **What's What: Healthy Fats**
- **What's What: Protein**
- **What's What: The Flu**
- **What's What: Strength Training**
- **What's What: Whole Grains**
- **What's What: Gratitude**
- **What's What: Salt**
- **What's What: Quick Meals**
- **What's What: Neck Pain**

HEALTH SEMINARS

Mind Your Health educational seminars provide engaging, practical, science-based information in a group setting to help raise awareness of healthy choices and reduce health risks among employees. The one-hour seminars are included in the scope of dedicated, on-site HealthFitness staff. Additional delivery options may be available.

The diverse topics available through *Mind Your Health* seminars are designed to appeal across an entire population, including a range of employee demographics and those interested in improving their health and lifestyle. Seminars include a participant satisfaction survey (in-person delivery only), marketing materials and a handout.

Topics include:

- **Well-being**—The Many Ways to Look at Health. Learn about the many components of well-being, how they are connected and strategies to improve your overall well-being.
- **Financial Well-being**—Small Steps to Fiscal Fitness. Learn how financial wellness connects to overall well-being and what simple steps you can take to lay the foundation for a healthy financial future.
- **Back Health**—Preventing Pain and Strain. Learn the importance of back health, back pain triggers and preventive tips.

- **Blood Pressure**—A Vital Force for Life. Discover what your blood pressure should be, risk factors for high blood pressure and how to take control of risks.
- **Building Strength**—A Cornerstone for Good Health. Learn the benefits of strength training, safety guidelines and basic steps for getting started at any age.
- **Delicious Vegetables**—Adding Nutrients the Tasty Way. Gain an understanding of the health benefits of vegetables (and fruits) and simple tips for eating more, even on a budget.
- **Diabetes**—Awareness and Prevention. Learn about the symptoms of diabetes, risk factors for pre-diabetes and diabetes, and tips for reducing risks.
- **Fitting in Fitness**—Exercise Options for Busy People. Review the guidelines for a balanced fitness program, tips to fit in fitness and five keys to success for healthy behaviors.
- **Healthy Eating**—Step Up to the Plate. We'll focus on tools to personalize your eating plan, healthy eating tips and how to eat healthy without breaking your budget.
- **Healthy Lunches**—At Home or on the Go. Find out what makes a healthy lunch, creative lunch ideas and how to make your lunch break healthy and enjoyable.
- **Healthy Weight**—Set Yourself Up for Success. Learn how to develop a lifetime eating plan to improve your eating behaviors, increase your activity level and lose weight safely.
- **Heart Healthy Living**—The Beat Goes On. Learn about the controllable and uncontrollable risks for coronary artery disease, including how you can reduce your risk.
- **Manage Stress**—Before it Manages You. Learn to identify stress-related symptoms, how to categorize stressors, when to take action or use coping skills, and quick relaxation techniques.
- **Men's Health**—Operating at Peak Performance. Explore tips for heart health, cancer prevention and a healthy lifestyle.
- **Metabolic Syndrome**—Are You at Risk? When certain risk factors come together, metabolic syndrome can mean higher risk. Find out what it is, who is at risk and how to reduce risks.
- **Quitting Tobacco**—Set Yourself Up for Success. Ready to quit? Increase your chance of success through proper preparation, planning, support tools and commitment.
- **Sleep**—Wake Up to Good Health. Learn the impact of sleep loss and tips for getting a good night's sleep.
- **Sugar Savvy**—Get the Scoop. Gain an understanding of the impact of sugar, as well as tips for choosing foods and beverages with less sugar.
- **The Art of Meditation and Yoga**—Connecting Body and Mind. Meditation and yoga are popular techniques that connect the body and mind to help move toward overall wellness. Learn about their potential health benefits and resources to help you get started.
- **The Balancing Act**—Work, Life and Technology. Learn simple time management strategies and mindfulness techniques to help make the most of your time.

- **Train for a Healthy Brain**—The Lifestyle Connection. Learn about common threats to brain health such as memory loss and stroke, and the lifestyle steps you can take to keep your brain in shape.
- **Understanding Cholesterol**—Your Key to Heart Health. Get a breakdown of cholesterol and blood lipids, lifestyle factors that impact cholesterol levels and simple tips to keep cholesterol in a healthy range.
- **Women’s Health**—Taking Care of You. Gain tips for a healthy lifestyle with a focus on heart, breast and bone health, as well as tips for how to manage menopause symptoms.
- **Your Health Action Plan**—Small Steps to Big Changes. Want to make a change but not sure where to start? Begin here with simple and small steps that will set you down the path to long-lasting changes.
- **Your Health**—It’s a Numbers Game. Which numbers do you need to know for good health? Find out during this seminar plus learn about lifestyle behaviors to keep them in check.

MULTI-SESSION CLASSES

Multi-Session Classes are designed to provide a deeper dive into content than a single, one-hour seminar. Classes provide engaging, practical, science-based information in a consistent group setting. The content of each session builds on previous sessions, providing a cohesive learning experience that fosters behavior change. The classes are provided by on-site HealthFitness professionals and are included in the scope of dedicated, on-site HealthFitness staff. Minimum of 10 and maximum of 25 participants recommended per class. Our library of Multi-Session Classes includes the following:

BEYOND BALANCE

A four-week stress management program, this class focuses on identifying the symptoms and causes of stress and how it affects health. Participants learn key strategies to categorize stressors and take action through acceptance and coping skills, quick relaxation tips and finding a healthy balance.

GET MOVING

A four-week physical activity program, this class is a comprehensive approach to supporting participants in making physical activity a life-long, enjoyable habit. Participants learn the benefits of exercise, develop strategies to overcome their personal barriers, and create a plan to increase their physical activity.

HEALTHY FOOD, HEALTHY BODY

A six-week nutrition program, this class helps participants sort out nutrition fact from fiction and make healthier food choices for themselves and their families. Participants learn how to plan healthy meals and snacks, strategies for making better food choices and how to find reliable sources of nutrition information.

MINDFULNESS MATTERS

A four-week mindfulness program, this class helps participants learn to be aware of and experience the present moment. Living this way brings many positive benefits. With a focus on different aspects of mindfulness each week,

participants are able to experience a variety of activities and learn how to integrate this meditative practice into everyday life.

BEYOND WEIGHT

This four-session class offers a unique, non-dieting approach to healthy behaviors linked to achieving and/or maintaining a healthy weight. The focus of the class is not on weight loss itself, but on the behaviors that can support healthier habits that may lead participants in that direction. Participants learn strategies for integrating wholesome eating and intentional movement into their lifestyle, along with elements of mindfulness and resiliency.

YOUR WEIGH...TOGETHER*

Your Weigh...Together, HealthFitness' group weight management program, supports individuals in transforming the way they approach weight management. *Your Weigh... Together* addresses the gap between knowing what to do and actually doing it through developing personal commitment, using effective tools and incorporating healthy habits into daily life. The three-month program includes ten weekly group sessions plus pre- and post-program measurements. Note: There is a minimum of 10 and a maximum of 25 participants per class.



ONLINE CHALLENGES*

For an additional fee, we offer online wellness challenges designed to engage employees in 4- to 12-week programs. The challenges are geared toward motivating participants to engage in healthy lifestyles using a theme and addressing behaviors such as managing eating habits and stress, and increasing physical activity. Features can include: individual and team competition; buddy feature; built-in recognition and reward system; motivating visual participant feedback; interactive forum; daily emails, health tips, and fitness, nutrition and wellness articles; mobile app; device integration.

10K-A-DAY™

10K-A-Day is a 12-week online challenge designed to help participants walk more as they travel along virtual routes. *10K-A-Day* motivates participants to start and maintain a regular walking program—and see progress along the way. As participants wear a step-tracking device and log steps online, they'll boost energy and improve health—enjoying the benefits of an active lifestyle. Step-tracking device is not included, but purchasing program is available.

COLORFUL CHOICES™

Colorful Choices is a fun and simple way to make easy-to-remember selections of colorful produce. During this six-week online challenge, participants are encouraged to spread their daily fruit and vegetable choices across the rainbow of colors to get the best that produce has to offer—an assortment of vitamins, minerals, fiber, and phytochemicals—for better health.

FEEL LIKE A MILLION™

Feel Like a Million is a 12-week online challenge that encourages participants to increase energy while reducing stress through a fun, interactive game show theme. By focusing on simple actions in five core areas—fitness, nutrition, balance, purpose and potpourri—they experience how daily rituals contribute to improved energy, better balance, and greater resilience. So no matter what work or personal stress arises, participants are prepared to deal with it healthfully and productively.

GET FIT ON ROUTE 66™

Take a nostalgic journey to better health. *Get Fit on Route 66* is a 10-week online challenge that includes a fun way to hit the road to a more active lifestyle and make physical activity a daily habit.

HEALTHTRAILS™

HealthTrails is an eight-week online challenge that makes it easy for participants to practice healthy habits every day and track their journey to better health. Select health behaviors based on desired focus areas for participants. Whether it's physical activity, nutrition, stress management or others, participants can address one healthy activity or a combination of two or three. Participants travel along famous trails as they practice the healthy habits. Vivid descriptions and marvelous images make the trails come alive.

RIGHT THIS WEIGH™

Right This Weigh is an online challenge with individual and social support features designed to help participants reach and maintain a healthy weight for life. It is based on the research that thousands of individuals on the National Weight Control Registry have applied to help them lose and maintain a 30-pound weight loss for at least one year. Simple behaviors such as eating breakfast, consuming daily recommended produce servings, getting adequate sleep, avoiding sugar-sweetened beverages and late-night snacking as well as incorporating daily exercise are the main concepts used in the program.

SPRING INTO MOTION™

Spring Into Motion is an eight-week physical activity challenge encouraging participants to move more—and have fun as they virtually visit spring events around the world. *Spring Into Motion* encourages participants to get outdoors and take advantage of the longer daylight and warmer temps of spring as they build lasting exercise habits. Each time a participant tracks 30-60 minutes of exercise or walks 6,000-10,000 steps, they'll explore new and exciting international spring events that make their virtual journey come alive.

KEEP AMERICA ACTIVE™

Keep America Active is an eight-week online challenge that gets participants on the path to better health while experiencing sites like the Grand Canyon, Statue of Liberty and the beaches of Waikiki. The challenge helps participants build energy boosting, stress reducing habits like moving more, eating healthy and sleeping soundly—all while experiencing America's most captivating attractions.

HEALTH FOR THE HOLIDAYS™

This four- or six-week challenge is designed to help participants take care of themselves during the hectic holiday season and boost their energy, resiliency and joy. Each day, participants complete fun, healthy activities as they “paint” winter scenes of secret locations around the world. They will track their progress by accumulating inches of snow—the more they do the more the painting comes to life.

WALK THIS WAY®

Walk This Way is a turnkey, flexible-timeframe online walking challenge designed to encourage participants to enhance overall health and physical activity levels by accumulating 10,000 steps each day. *Walk This Way* can be delivered to populations with access to our platform as well as to eligible participants who may not have Internet access. Optional step-tracking device is not included, but purchasing program is available.



VIRTUAL PROGRAMMING*

For an additional charge, we have the ability to integrate virtual group exercise modules through a partnership with Wellbeats. Wellbeats adds a cost-effective and scalable solution for offering high-quality on-demand group fitness classes and engagement programs to members. These virtual on-demand classes can be used to supplement the current group class offering during hours when the group classroom is unoccupied. This includes virtual fitness classes which are designed so that any employee—regardless of their fitness ability—can participate where they feel comfortable.

Solutions from Wellbeats:

- Allow employees (including those who don't have access to the fitness center) to focus on goals, anywhere, anytime, via their computer, cell phone or tablet.
- Cater to a diverse population of ages, fitness abilities and workout preference
- Promote adherence to fitness goals by making exercise convenient and fun
- Offer short recharging activities, for the body and brain, which employees can do at their desk
- Meet the participant where they "are" and on their terms

If client needs hardware to support the on-demand classes in the group exercise classrooms, pricing is available for various equipment components (e.g. on-site kiosk, audio, television).



Choosing a fitness and
recreation campaign

Table of contents

Click on a section
to learn more.



Introduction	3
.....
Choosing a campaign	4
.....
Fitness center promotion	
.....
BE campaign	5
.....
RE campaign	7
.....
Personal training promotions	
.....
Carpe Diem	9
.....
Get Personal	11
.....
Motivational Words	13
.....
Shorter Workouts	15
.....
Train Together	17
.....
Contact information	19
.....

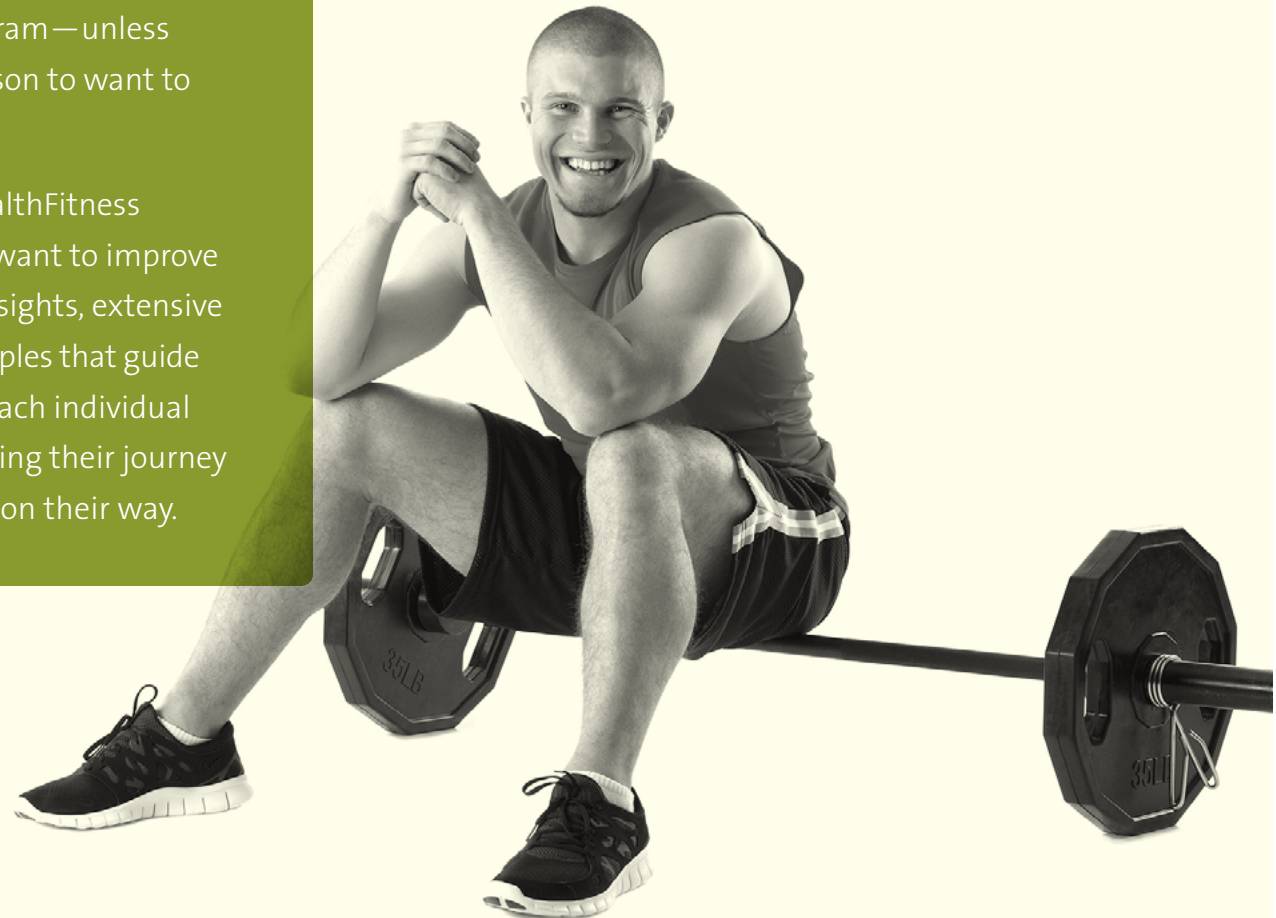


Introduction



Investing in fitness and recreation means more than just creating a facility. A state-of-the-art space does not necessarily equate to a successful program—unless employees are engaged and have a reason to want to live healthier.

By creating emotional connections, HealthFitness Marketing gives employees reasons to want to improve their health. We use diverse industry insights, extensive market research and the scientific principles that guide sustainable behavior change to reach each individual where they're at—from those just starting their journey to better health, to those who are well on their way.





Choosing a campaign



To help build and promote your program's brand, our fitness and recreation campaigns are configurable, and each campaign is available printed and electronically to help you reach more of your population.

We use timely, relevant messaging to appeal to diverse populations and captivating visuals that represent varied audiences. Explore our campaigns to see which align best with your organization.

Once you've selected your campaign materials, HealthFitness Marketing can help configure them to fit your client's branding, including colors, fonts and images.





BE

Who we are is made up of our job, our families, our friends — and much more. What do we want to BE every day? Stronger so we can face daily challenges with confidence? Faster to keep up with the quick pace of modern life? More focused so we can make better choices?

Getting to who we want to be is a lot easier when we incorporate exercise and movement into our routine. Having an on-site fitness center or recreation program makes it more convenient and more fun.

The **BE** campaign helps your participants find the motivation they need to get the most out of their fitness and recreation activities. Will they *be committed* to their workout? Does massage, yoga or meditation help them *be rejuvenated*? Will the encouragement of a trained fitness specialist cause them to *be inspired* to lose those extra pounds? Just pick the materials that fit the programs and products you want to promote and customize them with unique features and benefits.



becommitted

PLACE YOUR
LOGO
HERE

Membership
Brochure



RE

Despite what the pessimists say, there's always a second chance, a way to start over or redouble your efforts. There will always be lessons from which we can learn and successes onto which we can build. It's just a matter of setting your sights on a goal and going for it.

With any goal, there are going to be setbacks along the way that need to be overcome and new challenges to face. That's where the **RE** campaign comes in. High impact marketing materials can be customized with the unique features and benefits of your fitness and recreation programs. Do your participants need to re-energize their treadmill routine? Redefine their strength-training program? Maybe what they really need is just some time to relax with yoga, meditation or massage.

No matter what their starting point, marketing materials in the **RE** campaign can engage your participants in activities that will redefine their lives for the better.

**RE-ENERGIZE.
REVITALIZE.
RELAX.
REDEFINE.**



PLACE YOUR
LOGO
HERE

Membership
Brochure



Carpe Diem

Every day, in fitness centers everywhere, people are walking on treadmills. Again. Pedaling stationary bikes. Again. Aerobicizing on Monday. And again on Wednesday and Friday. Yet, inside many of these gym goers is a gladiator, ready to seize an opportunity to try something new—like Personal Training. It's time to let those inner-health warriors experience a well-rounded workout, at a special price, which can lead to better, faster results for the effort.

The **Carpe Diem** campaign gives them that opportunity. Materials playfully twist common Latin phrases into motivational messages, encouraging gym members to try Personal Training. Messages highlight the benefits of a Personal Training experience and offer a discount to increase participation.



Carpe Dumbbellum.


(Seize the dumbbell)

Get seven 30-minute Personal Training sessions for only **\$90**, a savings of \$30!

Carpe Diem! Offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

PLACE YOUR
LOGO
HERE

Endorphinis Boostus.
(Supercharge your endorphins)

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00.

Whether you want to flatten, tone or strengthen, Personal Training can help you get the results you want—at a healthy discount, for a limited time.

See what takes shape when you work with a personal trainer, from increased energy and more motivation, to a boost in endurance. All to help you fuel your workouts and meet your fitness goals.

Carpe diem! Offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

Professionally managed by HealthFitness, the leading provider of employee health solutions. Promotional material. | © 2016 Health Fitness Corporation

Flyer/Handout

Carpe Dumbbellum.
(Seize the dumbbell)

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00.

Carpe diem! Offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

PLACE YOUR LOGO HERE

Professionally managed. © 2016 Health Fitness Corporation

Table Tent

Burnum Caloris.
(Burn more calories)

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00!

Whether you want to flatten, tone or strengthen, Personal Training can help you get the results you want—at a healthy discount, for a limited time.

See what takes shape when you work with a personal trainer, from increased energy and more motivation, to a boost in endurance. All to help you fuel your workouts and meet your fitness goals.


Carpe diem! Offer ends September 25, 2016.

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Email



Magna Zoom Laude.
(Get better results quicker)

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00!

Contact Name at program phone, program email for details.

PLACE YOUR LOGO HERE

© 2016 Health Fitness Corporation

Digital Monitor

→ Get Personal

How would you describe your last fitness center workout? Was it a “*did-a-few-miles-on-the-treadmill*” type of thing? What if it could turn into a “*see-me-run-through-the-airport-with-a-20-pound-carryon-and-not-get-winded*” kind of workout? There are many gym goers who are ready for more than just running in place or doing the same workout every time. They’re ready for a new experience, new results and a new personal best.

The **Get Personal** campaign is designed with the understanding that Personal Training can change how we feel about our fitness goals and even how we describe them. Each element points to some real reasons why gym members might choose Personal Training and uses over-the-top adjectives to describe its benefits. And with a special discount included, participants won’t want to miss out.



Get seven 30-minute Personal Training sessions for only **\$90**, a savings of \$30!

Get started, offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

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Poster



**[GET PERSONAL
"YOUR WEIGHT
ACTUALLY MATCHES
YOUR DRIVER'S
LICENSE"
TRAINING]**

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00!

Whether you want to flatten, tone or strengthen, Personal Training can help you get the results you want—at a healthy discount, for a limited time.

See what takes shape when you work with a personal trainer, from increased energy and more motivation, to a boost in endurance. All to help you fuel your workouts and meet your fitness goals.

Get started, offer ends September 25, 2016.

Questions?
Contact Name at program phone, program email.

Professionally managed by HealthFitness, the leading provider of employee health solutions. Promotional material. © 2016 Health Fitness Corporation

Flyer/Handout

**[GET PERSONAL
"RUN UP SEVEN
FLIGHTS OF
STAIRS BECAUSE
YOU CAN"
TRAINING]**

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00!

Whether you want to flatten, tone or strengthen, Personal Training can help you get the results you want—at a healthy discount, for a limited time.

See what takes shape when you work with a personal trainer, from increased energy and more motivation, to a boost in endurance. All to help you fuel your workouts and meet your fitness goals.

Get started, offer ends September 25, 2016.

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PLACE YOUR LOGO HERE

Professionally managed by HealthFitness, the leading provider of employee health solutions. Promotional material. © 2016 Health Fitness Corporation

Email

**[GET PERSONAL
"WHEN YOU'RE READY
FOR MORE THAN
RUNNING IN PLACE"
TRAINING]**

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00.

Get started, offer ends September 25, 2016.

Questions? Contact Name at program phone, program email contact line two.

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Table Tent

**[GET PERSONAL
"EFFORTLESSLY
OPEN THAT NEW JAR
OF PICKLES"
TRAINING]**

Get seven 30-minute Personal Training sessions for only **\$00**, a savings of \$00!

Contact Name at program phone, program email for details.

PLACE YOUR LOGO HERE

© 2016 Health Fitness Corporation

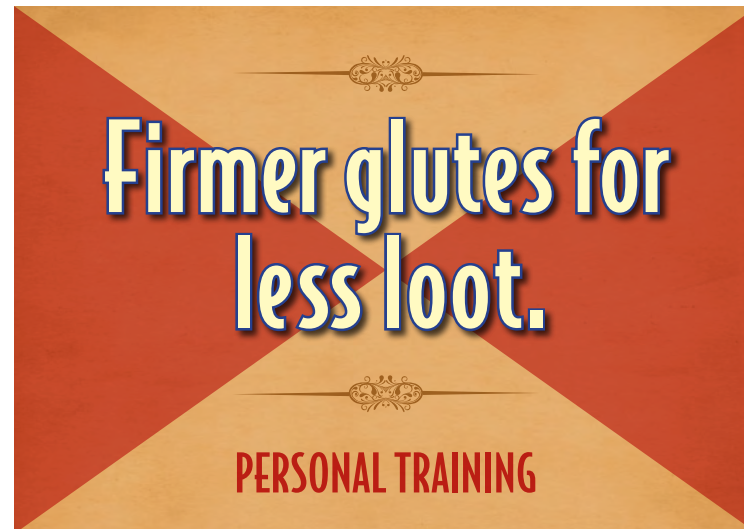
Digital Monitor



Motivational Words

Getting a discount on anything is exciting. Getting a discount on a personal fitness goal has the potential to fuel enthusiasm, reshape mind and body and perpetuate healthy habits. And we think *that's* exciting.

The aim of the **Motivational Words** campaign is to encourage active and non-active gym members to take advantage of discounted Personal Training sessions and start working on their fitness goal. Campaign materials combine colorful typographical elements with relaxed, humorous messages to make Personal Training feel fun, rather than intimidating. Each promotional element also includes an extra “push” to register before the special offer ends.



Get seven 30-minute Personal Training sessions for only **\$90**, a savings of \$30!

Carpe Diem! Offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

PLACE YOUR
LOGO
HERE



Stronger hams for fewer clams.

PERSONAL TRAINING

Get seven 30-minute Personal Training sessions for only \$00, a savings of \$00!

Whether you want to flatten, tone or strengthen, Personal Training can help you get the results you want—at a healthy discount, for a limited time.

See what takes shape when you work with a personal trainer, from increased energy and more motivation, to a boost in endurance. All to help you fuel your workouts and meet your fitness goals.

Don't wait—offer ends September 25, 2016.

Questions?
Contact Name at program phone, program email.

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Flyer/Handout

Firmier glutes for less loot.

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Email

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PERSONAL TRAINING

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Questions? Contact Name at program phone, program email.

PLACE YOUR LOGO HERE

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Table Tent

Tighter abs for for tight budgets.

PERSONAL TRAINING

Get seven 30-minute Personal Training sessions for only \$00, a savings of \$00!

Contact Name at program phone, program email for details.

PLACE YOUR LOGO HERE

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Digital Monitor



Shorter Workouts

Attention all “less is more” believers, here’s an exciting fitness deal designed just for you: More focused workouts. Done in less time. And with more personalized guidance from a professional trainer. For less money. It’s the heart of the **Shorter Workouts** campaign. Clear and straightforward, each promotional element highlights a special package discount and visually hints at different ways members can enhance their workout routine—all with help from a personal trainer.



Get seven 30-minute Personal Training sessions for only **\$90**, a savings of \$30!

Get started, offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

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Poster



Flyer/Handout

Email

Table Tent

Digital Monitor

→ Train Together

What could be better than trying Personal Training with one or more of your friends? Each of you getting a discount on Personal Training, that's what. That's the main message of the **Train Together** campaign. With its friendly, engaging imagery and straightforward message, gym members are encouraged to flatten, tone, strengthen, shape or lighten up—and save—by working with a personal trainer together.



FRIENDS WHO TRAIN TOGETHER, SAVE TOGETHER.

Get seven 30-minute Personal Training sessions for only \$90, when you sign up with a friend.

Make it happen—offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

PLACE YOUR
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Poster



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Make it happen—offer ends September 25, 2016.

Questions?
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Flyer/Handout

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Make it happen—offer ends September 25, 2016.

Questions?
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Email

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Make it happen—offer ends September 25, 2016.

Questions? Contact Name at program phone, program email.

PLACE YOUR LOGO HERE

Professionally managed. © 2016 Health Fitness Corporation

Table Tent

FRIENDS WHO TRAIN TOGETHER, SAVE TOGETHER.

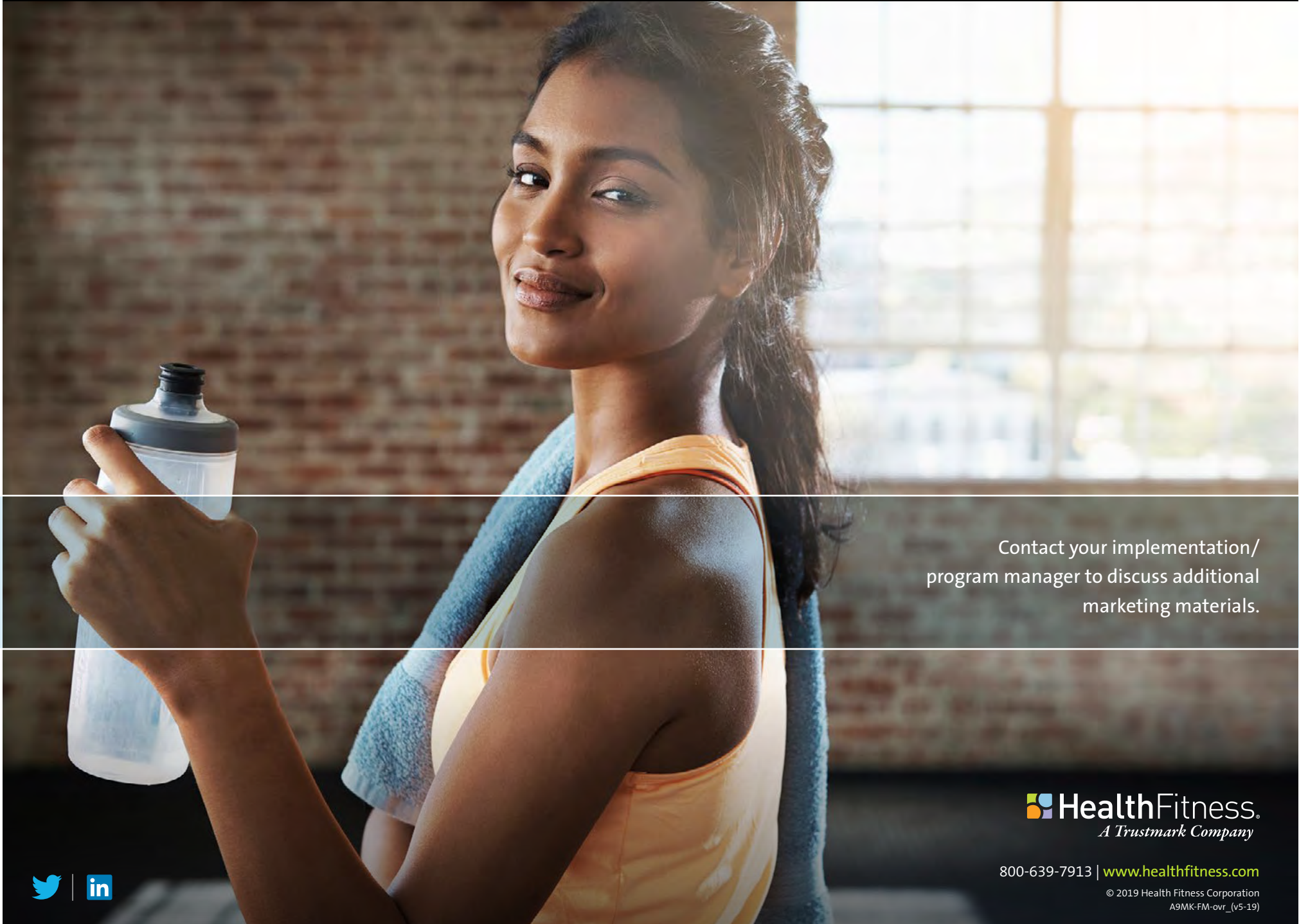
Get seven 30-minute Personal Training sessions for only \$00, when you sign up with a friend.

Contact Name at program phone, program email for details.

PLACE YOUR LOGO HERE

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Digital Monitor



Contact your implementation/
program manager to discuss additional
marketing materials.

 **HealthFitness.**
A Trustmark Company

800-639-7913 | www.healthfitness.com

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A9MK-FM-ovr_(v5-19)



QUALITY ASSURANCE PROGRAM

HealthFitness is committed to a dynamic quality assurance program that evaluates and improves service to participants across the spectrum of program offerings. This policy establishes a continuous and systematic process designed to objectively monitor, evaluate and improve the quality of all programs and support services. The goals of the quality assurance program are to support an ongoing cycle of monitoring, evaluation, reporting and improvement reporting.

As part of our quality assurance process, we conduct surveys to measure client and participant satisfaction on a regular basis. Our surveys measure performance against client and member satisfaction objectives and prioritize quality improvement areas for forthcoming Year Plan development.

Our surveys measure:

- Awareness of the program and facilities
- Perception of program and facility quality
- Level of interest in program and facility offerings
- Health improvement needs and interests
- Effectiveness of program and facility offerings (e.g., enrollment procedures, hours)
- Behavior changes resulting from program initiatives
- Overall satisfaction with HealthFitness' products, services and on-site staff

The annual member and client satisfaction survey provides the professional staff with useful and valuable information about program performance, member interests and staffing needs. This includes both insightful positive results that support best practice operations, but also includes feedback related to potential opportunities for improvement. These results are captured and quantified and shared directly with the client.

Issues related to staffing and operations are addressed by the program manager and action steps for improvement are outlined along with schedule and timeframe for completion; these action steps are shared and discussed with client representative. Negative feedback related to facilities, equipment, locker rooms, etc. are discussed with the client directly and where possible, action plans are put into place to adapt, revise or change policies and procedures in order to improve operational procedures. There may be times where participant/member feedback/request can only be addressed through

increased budget or capital expenditures. The program manager will discuss these requests with the client and if budgets can support change, staff will go through the diligence of identifying the appropriate equipment to fill the interests and needs of the population at large, collect the proposal and quotes from equipment suppliers and pass that information along to client procurement official to finalize the order.

In addition, HealthFitness administers various surveys throughout the year to keep a finger on the pulse of the customer. Annually, an overall program and facility survey will be provided to all members. Questions range from satisfaction with the staff, equipment and locker rooms to why they do or don't participate in programs/classes offered by the fitness center.

HealthFitness recommends conducting periodic program review meetings with the on-site program manager and The Town liaison(s). These meeting will be anchored by reviewing program events, also captured in a Monthly Management Report. This report will be developed by the program manager and submitted to The Town liaison(s) in a format jointly developed by The Town and HealthFitness. The report will provide monthly program data in an itemized format. Recommended categories for the Monthly Management Report include, but are not limited to:

- Executive summary
- Financial review (as applicable)
- Membership and usage status
- Operational review
- Performance statistics (e.g., operations, outcomes)
- Facilities update (e.g., review of service needs, repairs)
- Review of Quality Assurance Plan/output of deliverables
- Monthly action plans and activity charts
- Member suggestions and feedback

In addition, the director of program management and engagement will interact with the on-site staff on a bi-weekly and monthly basis. We believe this level of contact provides essential feedback and guidance and allows HealthFitness to maintain strong program awareness and communication with the site staff.

SEMI-ANNUAL PROGRAM DEVELOPMENT AND QUALITY AUDITS

HealthFitness also recommends scheduling semi-annual program development and review meetings. The director of program management and engagement will lead these meetings with the HealthFitness on-site program manager and the Town of Palm Beach liaison(s). Recommended agenda items and activities for quarterly meetings include, but are not limited to:

- Program quality audit and review
- Meet with the staff one on one and in a team format for general discussion
- Program meetings and training sessions
- HealthFitness national business update
- Conduct facility walk-throughs (e.g., interact with participants, review promotions)
- Meet with the Town of Palm Beach liaison(s) and the program manager for submittal of the Semi-Annual Report. Recommended categories for the report include but are not limited to:
 - Operational/financial review
 - Review of services against the Year Plan
 - Measurable results from initiatives introduced in the previous time period (e.g. review of program outcomes reports)
 - New services and initiatives to be introduced
 - Review of training undertaken and planned for the next time period
 - Personnel meetings

ANNUAL REVIEWS

Annual reviews will be conducted with the Town of Palm Beach liaison(s), the HealthFitness program manager, and the director of program management and engagement. A summary of recommended meeting agenda items includes:

- Submittal and review of Annual Report using the quarterly review format in relation to the full-year results
- Conduct on-site staff meetings and annual performance evaluations
- Contract renewal with the Town of Palm Beach liaison(s) (as contract terms dictate)
- Forthcoming Year Plan discussion and development review

FACILITATION OF FORTHCOMING YEAR PLAN PROJECTS

HealthFitness shall provide written, detailed proposals for a Year Plan, based on the Town of Palm Beach's fiscal or calendar year. The Year Plan shall be developed in a form to be determined by the Town of Palm Beach and HealthFitness. Recommended key steps towards plan development include:

- Conduct participant/client surveys
- Conduct program evaluation and facility analysis (e.g., improvements, equipment upgrades)
- Initiate Business Plan development process (e.g., service development plans, promotion plans)
- Develop operating budget for upcoming year
- Confirm/approve final Business Plan with the Town of Palm Beach liaison(s)

SMART goals - specific, measureable, action-oriented, time specific goals - drive our programming. Initially, we work with you to understanding overarching goals and objectives of the fitness and wellness programs, and establish metrics that are meaningful to the you and your membership base. We then create programming based around these objectives, continuously asking, what are we trying to accomplish through each incentive, challenge, or health education event, and what is the best approach to get us there? We determine success metrics and implement tracking and evaluation tools that affirm the program had its intended effect (i.e. creating awareness, reducing a specific health metric, increasing participation, overall satisfaction, etc.), or provide us with feedback to make improvements on the second iteration. We utilize pre- and post-surveys, pre- and post-assessments, participant interviews, as well as utilization and participation data to continuously evaluate, adjust and enhance our program offerings. We also maintain an ongoing dialogue with stakeholders at the Town to ensure we are focusing on what is truly important to you and your community.

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
HEALTH FITNESS CORPORATION

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) 5
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
400 FIELD DRIVE

6 City, state, and ZIP code
LAKE FOREST, IL 60045

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

			-				
--	--	--	---	--	--	--	--

or

Employer identification number

4	1	-	1	5	8	0	5	0	6
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Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Signature of U.S. person ▶ 

Date ▶ **1/8/2019**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

State of Florida



Department of State

I certify from the records of this office that HEALTH FITNESS CORPORATION is a Minnesota corporation authorized to transact business in the State of Florida, qualified on June 16, 2000.

The document number of this corporation is F00000003439.

I further certify that said corporation has paid all fees due this office through December 31, 2001, that its most recent annual report/uniform business report was filed on May 15, 2001, and its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

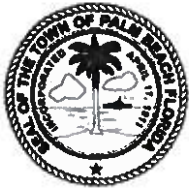


CR2EO22 (1-99)

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capitol, this the
Twenty-ninth day of May, 2001

Katherine Harris

Katherine Harris
Secretary of State



TOWN OF PALM BEACH

LIST OF PROPOSED SUBCONTRACTORS FORM

The undersigned bidder hereby designates, as follows, all major subcontractors whom he/she proposes to utilize for the major areas of work for the project. The bidder is further notified that all subcontractors shall be properly licensed, bondable and shall be required to furnish the TOWN with a Certificate of Insurance in accordance with the contract general conditions. Failure to furnish this information shall be grounds for rejection of the bidder's proposal. (If no subcontractors are proposed, state "None" on first line below.)

Name and Address of Subcontractor	Scope of Work	License #
1. NONE		
2.		
3.		
4.		
5.		

Signature and Date Steven C. Clark 10/23/2019

Title/Company CFO- HealthFitness

Management of Mandel Recreation Fitness Center and Wellness Program

Presented to The Town of Palm Beach
November 19, 2019

—● Introductions



Martin Banks
Director, Business Development



Tim Mertz
Senior Director, Collegiate & Community Recreation

Who we are

Our single purpose at HealthFitness is to make people healthier.
To help them choose better, feel better and improve their wellbeing.



45 Years
in Business



4,300+
Associates
Nationwide



170+
Clients



\$1.8 Billion
in Assets
(Trustmark)

An experienced partner



93
CLIENT
PARTNERSHIPS



44
transitioned
sites since 2010,
onboarding
more than
150
equivalent staff

28+
MULTI-TENANT
SITES



16
YEARS
CLIENT
TENURE



200+
SUCCESSFUL
CONSTRUCTION
PROJECTS

● Our approach – it's personal



We help individuals increase healthy behaviors and decrease or eliminate unhealthy behaviors.



● We support the whole person, not just their physical health

Social

- Connections
- Social support



Physical

- Tobacco use
- Physical activity
- Nutrition
- Stress
- Sleep



Emotional

- Purpose
- Resiliency
- Restorative behaviors



Financial

- Money stress
- Managing money for today and your future



Environment

- Home
- Work
- Community



TRUTH-IN-NEGOTIATIONS CERTIFICATE

TOWN OF PALM BEACH, FLORIDA
COUNTY OF PALM BEACH, FLORIDA

Before me, the undersigned authority, personally appeared Affiant, Steven A. Alavi,
who being first duly sworn, deposes and says:

1. That the undersigned firm is furnishing this Truth-in-Negotiation Certification pursuant to Section 287.055(5)(a) of the Florida Statutes for the undersigned firm to receive an agreement for professional services with the Town of Palm Beach, Palm Beach County, Florida.
2. That the undersigned firm is a corporation which engages in furnishing professional services and is entering into an agreement with the Town of Palm Beach to provide professional Continuing Services.
3. That the undersigned firm will furnish the Town of Palm Beach a detailed analysis of the cost of the professional services that will be required to perform various tasks as each work order is proposed.
4. That the wage rates and other factual unit costs supporting the compensation for this project's agreement will be accurate, complete and current at the time the undersigned firm and the Town of Palm Beach enters into the agreement for professional continuing services and at the time of execution of each work order.
5. The undersigned firm agrees that the original agreement price and any additions thereto shall be adjusted to exclude any significant sums by which the Town of Palm Beach determines the agreement price was increased due to inaccurate, incomplete, or noncurrent wage rates and other factual unit costs. All such agreement adjustments shall be made within one (1) year following the end of the agreement. For the purpose of this certificate, the end of the agreement shall be deemed to be the date of final billing or acceptance of the work by the Town of Palm Beach, whichever is later.

Name of Firm /Consultant: Health Fitness

By: Hilary Shulman
Authorized Signature

10/23/2019
Date

Title: Chief Financial Officer

Attest: Hilary Shulman (Seal)



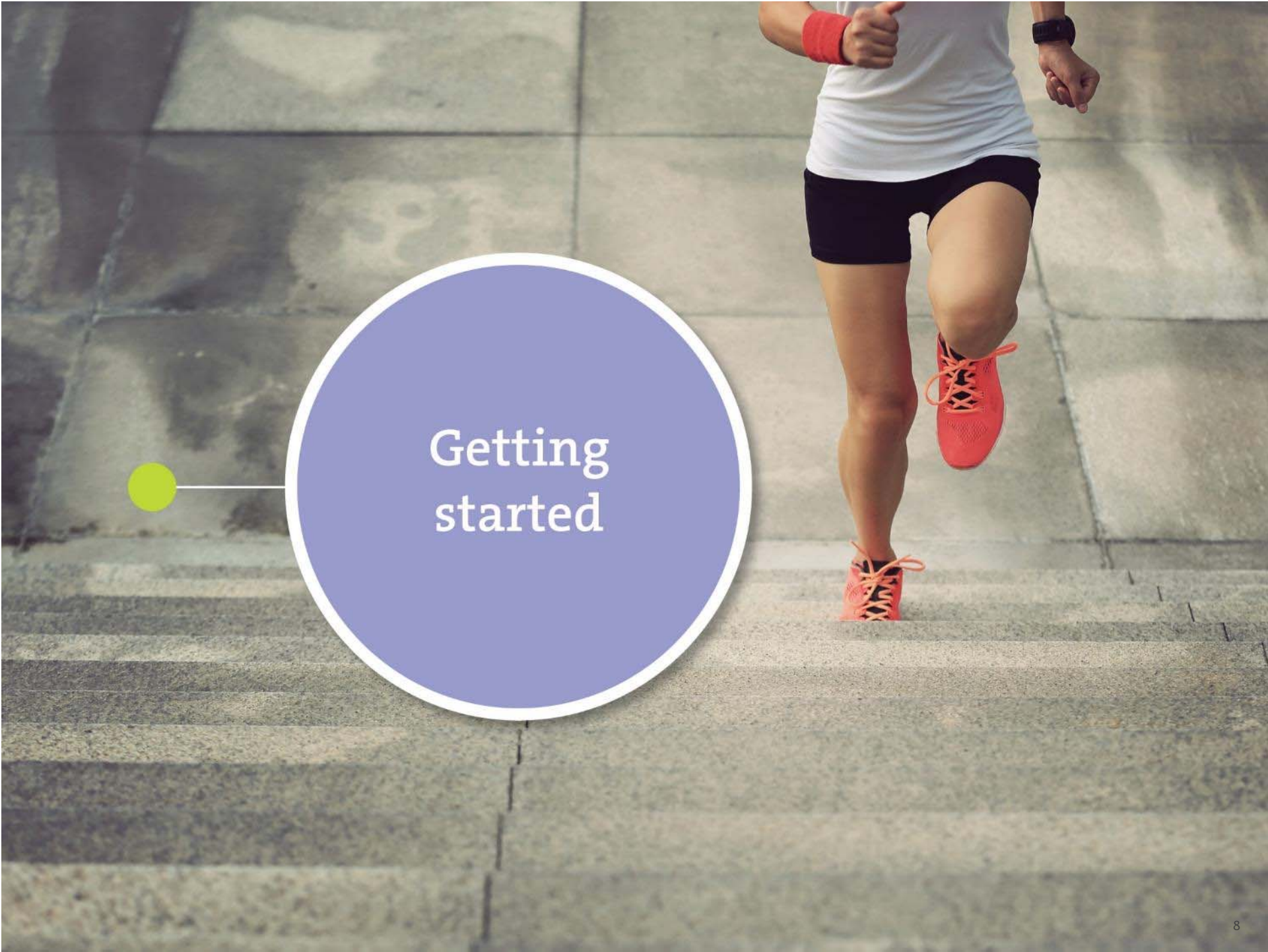
Notary

The foregoing instrument was acknowledged before me by Steven A. Alavi who has produced drivers license as identification or is personally known to me.

WITNESS my hand and official seal in the State last aforesaid this 23 day of October, 2019

This allows us to address the needs of your entire population — knowing the journey is different for everyone





Getting
started

● Delivering the experience

Credentials:

- Health-related degree from an accredited university
- CPR, First Aid and AED certifications
- Continuing education to maintain certifications

Responsibilities:

- Staff development/supervision
- Member orientations/assessments
- Promoting enrollment
- Designing exercise plans (individual/group)
- Developing motivational programs
- Program measurements



● Building your team



HealthFitness Corporate Team

- MARTIN BANKS
Director, Business Development
- ARCH HASLER
Vice President, Fitness, Recreation and Wellness Consulting
- ANN WYATT
Vice President, Program Management & Engagement
- JEN SMITH
Vice President, Client Strategy & Growth
- NIKKA McKEE
Implementation Manager
- CANDACE JONES
Director, Marketing
- TINA LOSKOTA
Vice President, Human Resources

HealthFitness Client Strategy & Engagement Team

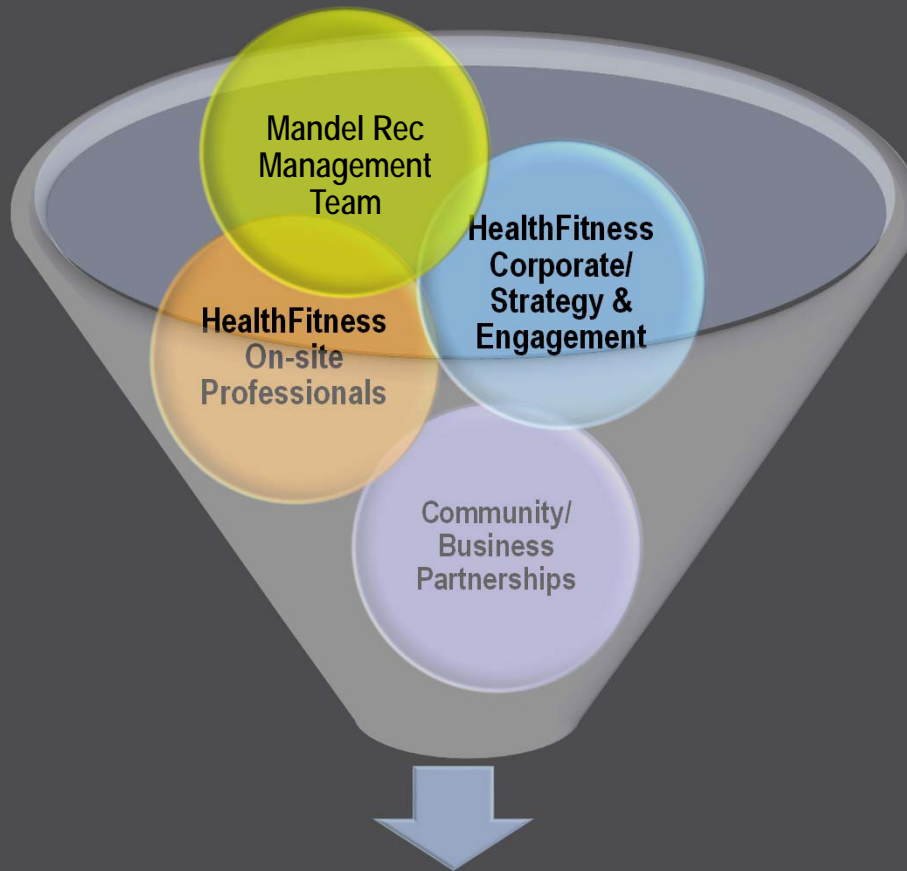
James Aranowski
Senior Director, Program Management & Engagement

On-site Staff

- Program Manager (1.0 FTE)
- Health Fitness Professional (1.0 FTE)
- Part-time Health Fitness Specialists (0.67 FTE)

Supportive Partnership

Teamwork & Collaboration



Palm Beach Resident Experience

1 Team Plan Message



Creating
opportunities
to get (and keep)
people moving

Programming

- Equipment orientations, fitness assessments, personalized fitness prescriptions
- Weekly group activity/class programming
- Wellness challenges
- Team-building activities
 - meeting stretch breaks, 5k training, etc.
- Fee-for-service programming
 - personal training, massage therapy
- Virtual programming
 - CubeFit, Wellbeats
- Recreational partnerships

Group Fitness Schedule

Sample Schedule* - Weekly Scope

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
(1) Distance Workout 7:45 a.m. - 9:15 a.m.	(5) Swimming 8:00 a.m. - 9:30 a.m.	(11) "Tubler" Workout 9:30 a.m. - 10:30 a.m.	(16) Swimming 7:30 a.m. - 9:15 a.m.	(21) High Intensity Training 8:00 a.m. - 9:45 a.m.
(2) Boot Camp 10:00 a.m. - 12:00 p.m.	(7) Daily Stretch 12:30 p.m. - 1:30 p.m.	(12) Spinning 12:30 p.m. - 1:30 p.m.	(17) Power Yoga 12:30 p.m. - 1:45 p.m.	(22) Running 12:00 p.m. - 1:45 a.m.
(3) High Intensity Training 12:00 p.m. - 1:30 p.m.	(8) Boot Camp 12:30 p.m. - 1:30 p.m.	(13) Spinning 12:30 p.m. - 1:30 p.m.	(18) Power Yoga 12:30 p.m. - 1:45 p.m.	(23) Running 12:00 p.m. - 1:45 a.m.
(4) Studio 1:00 p.m. - 3:00 p.m.	(9) Running 1:00 p.m. - 1:45 p.m.	(14) Spinning 12:30 p.m. - 1:30 p.m.	(19) Power Yoga 12:30 p.m. - 1:45 p.m.	(24) Running 12:00 p.m. - 1:45 a.m.
(10) "Tubler" Workout 10:30 a.m. - 11:30 a.m.	(6) Running 1:00 p.m. - 1:45 p.m.	(15) Spinning 12:30 p.m. - 1:30 p.m.	(20) Power Yoga 12:30 p.m. - 1:45 p.m.	(25) Running 12:00 p.m. - 1:45 a.m.

HEALTHY W8 CHALLENGE

STRENGTH ROCKS

TILT-A-WHIRL

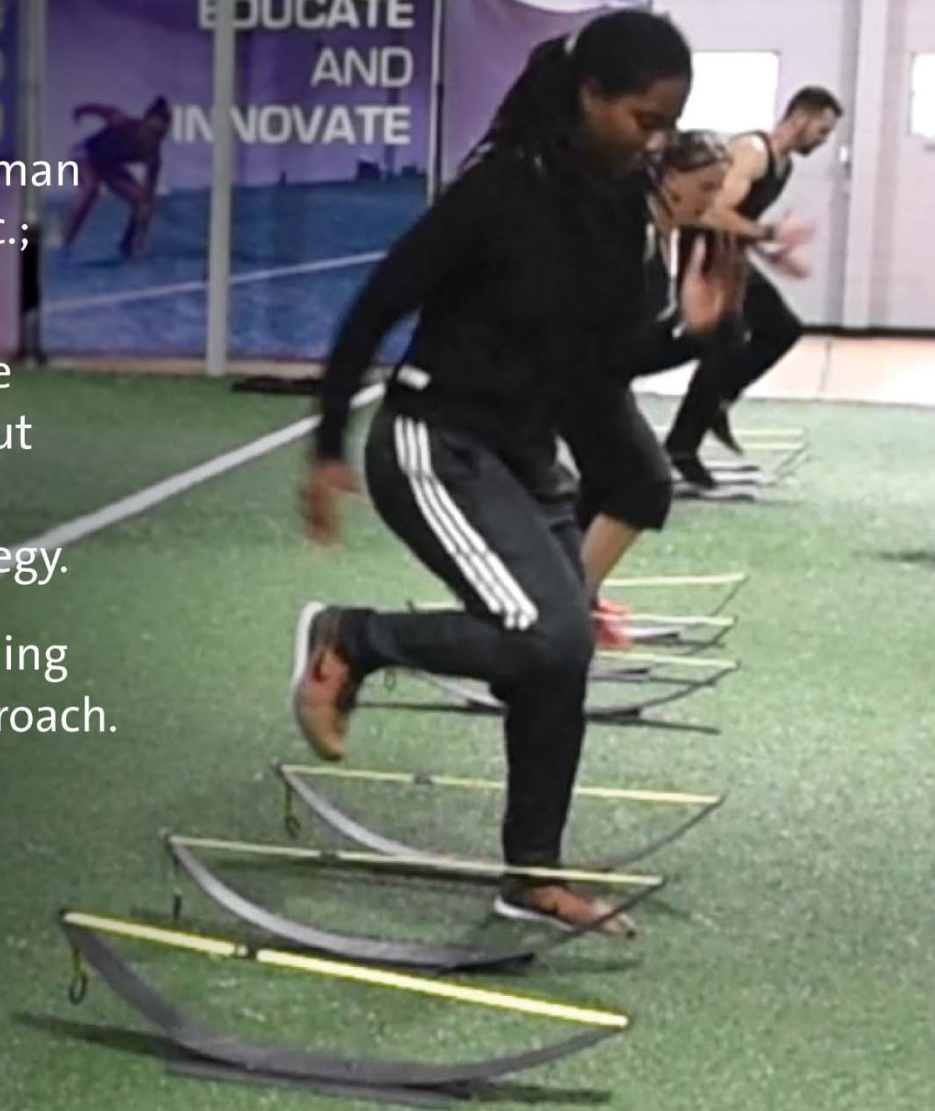
RELAX YOUR MIND AND BODY.

Gain Focus...

● Our methodology

Our robust training education is developed in partnership with human performance leader, Spectrum, Inc.; the process ensures:

- that as industry leaders, we have a standard language and workout design that places our fitness professionals in a cohesive strategy.
- a results-driven fitness and training program based on scientific approach.

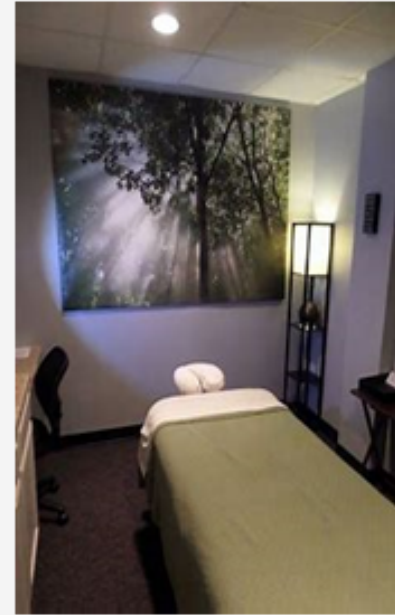


Engaging your population

- Turnkey campaign themes
- 20 hours (annually) complimentary custom consulting:
 - Brand development
 - Campaign creation
 - Target promotions



● Offering more than just fitness



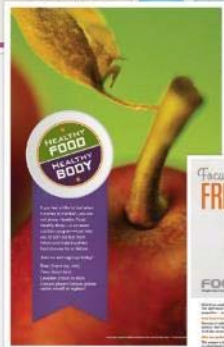
● Involvement in the Community

- Charity events, farmers markets, national awareness events, community celebrations, collaboration with local associations
 - Shield and Axes program
 - Pink Ribbon Program
 - Bright Horizons Integration
- Children's Miracle Network - donated a portion of enrollment fees to the Children's Miracle Network
 - Recently raised more than \$12,000 in 7 days
 - With that money, the foundation is buying an infant stretcher to transport a newborns in the safest way possible to the NICU.
- Other efforts at client sites have included: on-site blood drives with local blood centers and the American Red Cross; cycling and walking teams for charity races; fundraising for local food banks (as part of an incentive challenge); recruiting and training participants for a charity 5K



Education

Multiple delivery options (on-site/digital)



- **CubeFit**

- On-site program manager leads 5-10 minute workouts broadcast to all employees via Skype (or similar technology)

- **Meet ups**

- Fun, quick (10 minute) learning opportunities in a convenient setting, with key takeaways

- **Seminars**

- Learning sessions (30-60 min) in a social setting, with handouts and actionable tips

- **Series Classes**

- Weekly classes (30-60 min), 4-6 weeks in length, offer a cohesive learning experience and skill building

- **Weight management program**

- Eight interactive sessions (45-60 min), key takeaways and a robust toolkit of resources

● Recreational sports and activities

We engage participants in a broad range of recreational sports:

- Aquatics
- Court/hardwood
- Field
- Ice
- Racquet

And we manage a variety of recreational activities, including: open recreation, leagues, lessons, summer camps and tournaments.



● Injury prevention and treatment

Work readiness

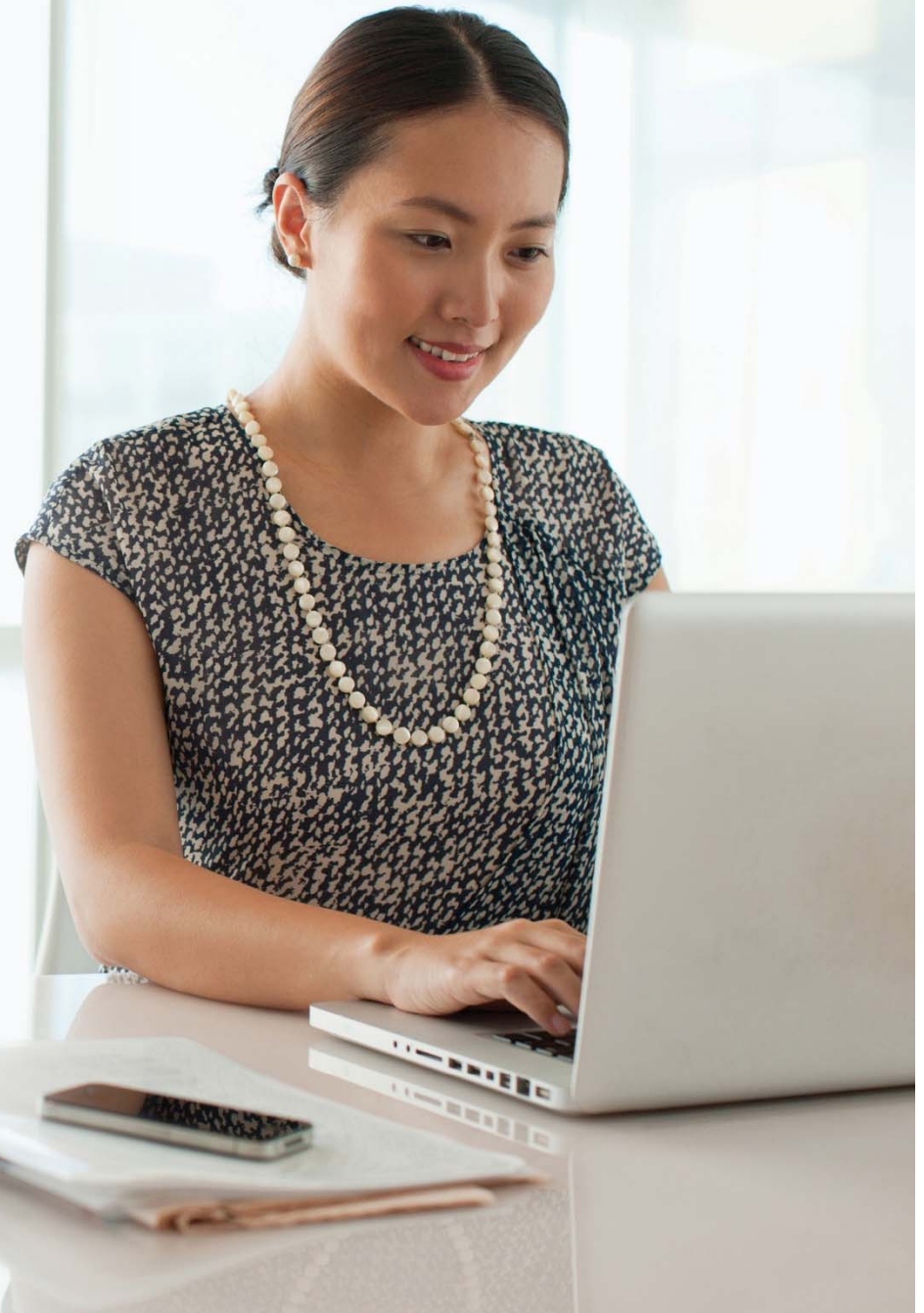
- Post-offer employment testing
- Functional capacity evaluations
- Return to work/work placement

Early intervention

- Worksite ergonomics
- Work conditioning
- Shift stretch
- Line-side coaching
- Movement efficiency solutions

Treatment

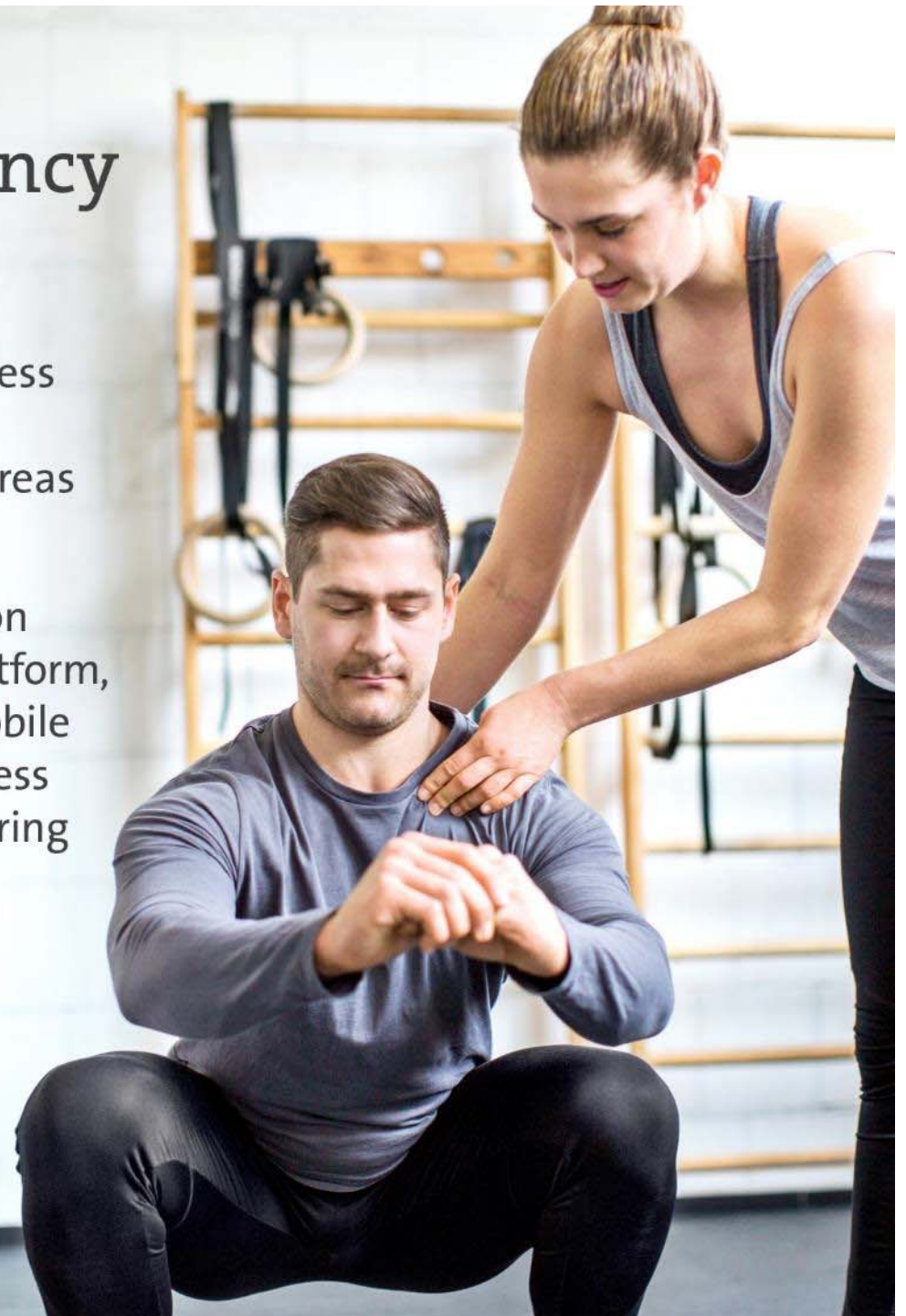
- Physical therapy
- Occupational therapy



● Movement efficiency solutions

Assessment. Science-based process identifies muscular deficits and imbalances, focusing on seven areas and scoring each.

Corrective exercise plan. Based on scoring and generated by the platform, includes instructional videos (mobile access), support from HealthFitness staff and retesting (including scoring and updated plan).



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Planning and Strategy

SAMPLE PROGRAM CALENDAR

QUARTER	JANUARY	FEBRUARY	MARCH
FIRST QUARTER	MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Membership Drive 	<ul style="list-style-type: none"> Spring Newsletter Distribution Mailing to New Employees on Campus New Hire Orientation Presentation
	HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Crab Feeding Mind Your Health Seminar: Fitting in Fitness—Exercise Options for Busy People Ramp Up Your Workout with Personal Training 	<ul style="list-style-type: none"> Heart Disease Awareness—Go B Mind Your Health Seminar: Wear Love™—The Best Goes On
	GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Implement Winter/Spring Schedule Get Moving Multi-session Physical Activity Series 	<ul style="list-style-type: none"> Group Exercise Class Instructor Get Moving Multi-session Physical Activity Series Continues
	RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Shoulder Pain Workshop 	<ul style="list-style-type: none"> Indoor Volleyball and Basketball
SECOND QUARTER	MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Email Mailing to New Employees on Campus New Hire Orientation Presentation World Health Day Membership Drive INRS Passport to Fitness Mind Your Health Seminar: Outer Awareness—Insight Into the Customer-Fix Trend Ramp Up Your Workout with Personal Training 	<ul style="list-style-type: none"> World Health Day Membership Drive INRS Passport to Fitness Mind Your Health Seminar: Outer Awareness—Insight Into the Customer-Fix Trend Ramp Up Your Workout with Personal Training
	HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Tai Chi-Sensuality Class Series Healthy Food, Healthy Body Multi-session Nutrition Series Continues Golf Conditioning Workshop Softball League Begins 	<ul style="list-style-type: none"> Healthy Food, Healthy Body Multi-session Nutrition Series Continues Golf Conditioning Workshop Softball League Begins
	GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Walk-to-Run Club Fitness Challenge MOM (Ongoing) 	<ul style="list-style-type: none"> Walk-to-Run Club Fitness Challenge MOM (Ongoing)
	RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff World Health Day 	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff World Health Day
THIRD QUARTER	MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair 	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair
	HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Go Pink Breast Cancer Awareness Mind Your Health Seminar: Sleep—Wake Up to Good Health 	<ul style="list-style-type: none"> Go Pink Breast Cancer Awareness Mind Your Health Seminar: Sleep—Wake Up to Good Health
	GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Master Class Beyond Science Multi-session Stress Management Series 	<ul style="list-style-type: none"> Master Class Beyond Science Multi-session Stress Management Series
	RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Halloween Party Football Bio Trip 	<ul style="list-style-type: none"> Halloween Party Football Bio Trip
FOURTH QUARTER	MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair 	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair
	HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Go Pink Breast Cancer Awareness Mind Your Health Seminar: Sleep—Wake Up to Good Health 	<ul style="list-style-type: none"> Go Pink Breast Cancer Awareness Mind Your Health Seminar: Sleep—Wake Up to Good Health
	GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Master Class Beyond Science Multi-session Stress Management Series 	<ul style="list-style-type: none"> Master Class Beyond Science Multi-session Stress Management Series
	RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Halloween Party Football Bio Trip 	<ul style="list-style-type: none"> Halloween Party Football Bio Trip

Come **DO WELL** with us.



TOWN OF PALM BEACH

LIST OF CURRENT & PERTINENT PROFESSIONAL REFERENCE FORM

The following is a list of **at least FIVE (5)** current (within last two years) and pertinent professional references that the Town can contact in relation to Bidder's qualifications, financial stability, and experience. Failure to furnish this information may be grounds for rejection of the proposal.

1. Name and Address of Firm, City, County, or Agency	Scope of Work:	
	Date(s):	
	Amount:	
	Contact:	
	Telephone No:	
	Email:	
For Town Use Only: Reference Verified: Yes ___ No ___		Comments:

2. Name and Address of Firm, City, County, or Agency	Scope of Work:	
	Date(s):	
	Amount:	
	Contact:	
	Telephone No:	
	Email:	
For Town Use Only: Reference Verified: Yes ___ No ___		Comments:

3. Name and Address of Firm, City, County, or Agency	Scope of Work:	
	Date(s):	
	Amount:	
	Contact:	
	Telephone No:	
	Email:	
For Town Use Only: Reference Verified: Yes ___ No ___		Comments:

4. Name and Address of Firm, City, County, or Agency	Scope of Work:	
	Date(s):	
	Amount:	
	Contact:	
	Telephone No:	
	Email:	
For Town Use Only: Reference Verified: Yes ___ No ___		Comments:

5. Name and Address of Firm, City, County, or Agency	Scope of Work:	
	Date(s):	
	Amount:	
	Contact:	
	Telephone No:	
	Email:	
For Town Use Only: Reference Verified: Yes ___ No ___		Comments: