



RECREATION COMMITTEE MEETING

MONDAY, FEBRUARY 1, 2021 | 6 PM

5th committee meeting

The Committee will meet in the Mauldin City Hall at 5 East Butler Road in the 2nd Floor Conference Room at 6 p.m.

The meeting will be available remotely through Zoom. Please visit the City's website at <https://cityofmauldin.org/your-government/meeting-minutes-agendas/> to access the meeting via audio and videoconferencing.

Recreation Committee Agenda February 1, 2020

Committee Members: Dale Black (Chair), Taft Matney, Michael Reynolds

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| 1. <u>Call to Order</u> | The Honorable Dale Black |
| 2. <u>Public Comment</u> | The Honorable Dale Black |
| 3. <u>Reading and Approval of Minutes</u>
a. Recreation Committee Meeting:
January 4, 2021 [Pages 3-5] | The Honorable Dale Black |
| 4. <u>Reports or Communications from City Officers</u>
a. Recreation Director Bart Cumalander
i. Budget Review | The Honorable Dale Black |
| 5. <u>Unfinished Business</u>
There is no unfinished business. | The Honorable Dale Black |
| 6. <u>New Business</u>
a. Sports Center Marketing Plan [Pages 6-13]
b. Egg-Drop Event [Page 14] | The Honorable Dale Black |
| 7. <u>Public Comment</u> | The Honorable Dale Black |
| 8. <u>Committee Concerns</u> | The Honorable Dale Black |
| 9. <u>Adjourn</u> | The Honorable Dale Black |

Minutes
Recreation Committee Meeting
January 4, 2021
4th committee meeting

Committee Members: Chairman Dale Black via Zoom, Taft Matney via Zoom, and Michael Reynolds in person.

Others present: Recreation Director Bart Cumalander via Zoom and City Administrator Brandon Madden in person.

1. Call to Order- Chairman Dale Black

2. Public Comment- None

3. Reading and Approval of Minutes

a. Recreation Committee Meeting:

December 14,2020

Action: Councilman Reynolds made a motion to approve the minutes with Councilman Matney seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

a. Department Reports

Recreation Director Bart Cumalander

Budget Review

Basketball started tonight. The games are being staggered and gyms are sanitized between the games. Two parents or guardians are the only ones allowed to attend the games to keep the crowds down.

Councilman Reynolds asked about virtual games. Recreation Director Cumalander said he talked to Sgt. Chris McCord. They will get together on Thursday to talk about how to do that. The games may be broadcast on Facebook Live.

5. Unfinished Business

There is no Unfinished Business

6. New Business-

a. Gym/Field Rentals and Tournament Rentals

Per its current policy, the City charges \$50 per hour (2 hour minimum) for renting the Ray Hopkins Senior Center gymnasium, \$35 per hour for half court and \$70 per hour for full court. There is a \$15 an hour staffing fee for tournaments. The current price for field rentals is \$25 per hour, per field (2 hour minimum) or \$100 per day, per field for all day. There is a \$50 fee for lights, if needed, and a \$35 fee to mark/line the fields (1 time only).

Staff recommends the Mauldin Sports Center gymnasium fee be raised to \$60 per hour for half court and \$120 per hour for full court with a 2-hour minimum for each. The \$15 an hour staffing fee for tournaments will stay the same.

The recommendation is to change the light fee to \$25 if needed and change the fee to mark/line the fields (1 time only) to \$50.

There will also be a new tournament fee for a 2-Day rental of the Sunset Park Fields (4 Fields) which is to be \$1,000. The fee will cover field markings at the start of the day and touch up mid-day.

Councilman Reynolds said this coincides with the field maintenance that has been talked about with Public Works. We are fortunate that we have nice fields. He applauds the effort to keep this competitive for tournaments. Tournaments bring a lot of revenue to our stores and restaurants.

Action: Councilman Matney made a motion to send this to Council with a recommendation of approval. Councilman Reynolds seconded.

Chairman Black said the only staffing fee he sees is \$15 per hour for tournaments. He asked if staff would be available during other rentals as well. Mr. Cumalander said there would be a staff member present. Chairman Black said he thinks a staff member should be available during all rentals. Mr. Cumalander agreed. In the past, that wasn't done, but he will do that going forward.

Vote: The vote was unanimous (3-0).

7. Public Comment

Councilman Kraeling asked if we have protection against events such as skateboarding. He was answered we do.

8. Committee Concerns

Chairman Black said he was contacted by the Shriners about a possible parade from the High School to the Cultural Center. They want to possibly use the gym for activities. He just wanted to mention that. Chairman Black asked if Mr. Cumalander if he remembered if asked by a civic group, non-profit or church group, they can use the facilities at no charge one time a year. Mr. Cumalander said that was correct.

9. Adjourn- Chairman Black adjourned the meeting.

Respectfully Submitted

Cindy Miller

Municipal Clerk

Recreation Committee

AGENDA ITEM

MEETING DATE: February 1st, 2021

AGENDA ITEM: Mauldin Sports Center Marketing Plan

TO: Recreation Committee

FROM: Recreation Director Bart Cumalander

ITEM NUMBER: 6a

SUBJECT: Mauldin Sports Center Marketing Plan

REQUEST

The Committee is requested to accept the new proposed marketing plan for the Mauldin Sports Center.

HISTORY/BACKGROUND

During its FY2021 goal setting session, City Council identified the development of a recommended marketing plan for Council to consider for the Sports Center and the Recreation programming to increase membership levels and participation as a goal.

ANALYSIS

City Recreation staff drafted the proposed marketing plan to accomplish the City Council goal for the Sports Center and to assist the Mauldin Sports Center in carrying out its mission, engaging with current members, and reaching out to nonmembers about the amenities provided at the Sports Center.

RECOMMENDATION

It is the recommendation of the Recreation Department to follow the proposed marketing plan.

ATTACHMENTS

Proposed Marketing Plan

Mauldin Sports Center Marketing Plan

1. Business Introduction

The City of Mauldin Recreation Department (the “Department”) is proud to provide activities and facilities for the citizens of Mauldin. The Mauldin Sports Center (the “Center”) is devoted to strengthening the community through programs that promote total wellness, unique fitness, and quality relationships. The Department offers activities for all, from its youth sports program to its Ray Hopkins Senior Center. Regardless of persons fitness goals, they will be able to find a class through one of the Department and Center’s many programs. One of the Department’s goal is to provide a safe, clean, friendly environment for our citizens and participants.

The Center targets the average health-conscious and family-oriented consumer. The Center is an easy to use, clean, and easy to access gym that covers the essentials of a health club setting. In return, customers benefit by paying a low price to access the Center and take advantage of its services.

Located at 10 City Center Drive, Mauldin, SC 29662, the Center opened on January 29, 2007. Over the past decade, the Center has provided training exercises to all the employees that have pioneered the business. Fully equipped with all the necessary fitness equipment that you can find in any standard gym in the US, the Center’s services are available from Monday-Friday from 5:30am to 8:30pm and on Saturday from 7:30am to 2:00pm. There are 9 membership levels that consist of full and limited memberships offered at in-city and out-of-city prices.

2. Our Product and Services

The Center provides comprehensive health and fitness services with members having access to a wide range of fitness services and amenities, including:

- Indoor Walking Track
- Personal Training
- Group Fitness Classes
 - Including some the highest demanding specialty classes such as
 - Silver Sneakers®
 - POUND®
 - Kettlebell AMPD®
 - Zumba®
 - STRONG Nation™
 - Piloxing®
 - RIPPED®
- Child Watch Services
- Full Locker Room Services
- Comprehensive Fitness and Health Assessment
- Full Gym Membership
- 32 ft Indoor Rockwall

- Adult and Youth Programs
 - Including but Not Limiting Senior Programs

3. Mission and Vision Statement

The Center’s vision is to encourage all to engage in the regular exercising of their bodies, to enable them stay healthy.

The mission of the Center is to create an environment whereby members can comfortably train for health and fitness, and network with others while achieving their health goals.

3.1. Center Marketing Goals, Objectives, and Strategies

The Center’s sales and marketing strategies are set to deliver excellent services. The Center understands that with the proper business structure and having highly trained and motivated employees, the Center will meet and even surpass its marketing and sales target of generating revenues to cover all Center expenditures.

Based on an examination of the Center’s gym and fitness industry, and with more emphasis on South Carolina, the Center will engage in achieving the following marketing goals:

1. Increase Brand Awareness in the Upstate Region

- a. The Center will use all available social media platforms to create new membership leads
- b. The Center will host three (3) events each year to increase partnership and networking opportunities. This effort will assist the Center in successfully reaching new audiences and leveraging corporate relationships.

2. Improve Membership Retention

- a. Improve and expand the Center’s service portfolio.
- b. Improve the efficiency of the Center’s Group Fitness Schedule by:
 - i. Removing “gaps” in the fitness schedule
 - ii. Create opportunities for members to meet and build upon their fitness goals by exercising with a group.
- c. Host open house events for new and potential members to create a high “comfort” level with the facility and its operations. These events will be a great opportunity for new and potential members to have questions answered, speak with a trainer, and sign up for a membership. Staff will be able to assist in machine demos, which may also be of interest to existing members.
- d. To keep track of how well we are implementing these changes and how well employees are providing services, a quality assessment will be administered quarterly in the form of customer surveys and feedback cards.

3. Catalyst for Revenue Growth

To increase revenue growth for the Center the following approaches will be utilized:

- a. Staff will conduct an annual review of the Center membership fee schedule to ensure the schedule of fees is comparable with other fitness center service providers. Any resulting increases, via the approval of City Council, will be communicated to existing members, explaining why the change is necessary to continue the high-quality services that they value from the Center.
- b. The Center will provide a combination of free and paid trials in a way exposes potential members to the benefits of joining the Center. The trials will provide:
 - Basic gym access
 - Access to premium classes or training sessions
 - Provide an online membership form and payment method as part of a contact-free option and environmental initiative

4. Increase our total membership by 15% per year for the next three years

- a. Organize and store the Center's membership leads. Contact logs will be kept reviewing who has spoken to the leads and what has been said.
- b. Monitor where Center prospects are in the sales process, assigning different sales staff to specific prospects, then updating our tracking system as we go.

5. Diversify Membership Demographics

The Center will begin targeting a younger demographic to join the Center. Expanding the demographic includes customers at the age of 20-40 years old, living or working within 15 miles of Mauldin Sports Center.

- a. Using advertising (paid and non-traditional) to reach a wider audience and increase the Center's market reach.

6. Retain a minimum of 60 percent of the people that sign up for a membership.

Overall, the Center expects its marketing efforts to:

- Be listed among the top five (5) gyms in the state of South Carolina
- Become the number one choice when it comes to gyms in the Upstate Region

Supplemental Information

MARKETING BUDGET

The Center's marketing budget is influenced by our marketing strategies which are directed towards achieving specific objectives that support the strategic goals of the organization.

The marketing budget will be set and approved by City Council during its annual budget review process. It is anticipated that the Center will request a marketing budget of \$7,500 for FY2022. The results of the marketing efforts will be reviewed annually and serve as the foundation for future budget requests.

MARKET ANALYSIS

The Center markets its services and products to the following cities: Greenville, SC, Mauldin, SC, and Simpsonville. The Center believes that this market finds the Center's facility and services attractive because the Center is family-friendly, offer low affordable options, and provide a list of services.

The market for fitness reflects the demographics and standard living in much the same way that the major gyms and personal training facilities are segmented. The Center's strongest market segment is adults in 30-60 years range, who work or live in the area.

The Center's strongest market segment is adults aged between 30-60 years old, who work or live in the area. This Marketing Plan targets:

1. Adults 20-40 years old
2. Professional/white collar occupation
3. Lives or works within 15 miles of the Center
4. Values group fitness classes
5. Interested in opportunities to keep the entire family active

The Center will target the following groups:

- Corporate Executives
- Retirees
- Household Families
- Young Couples
- Young Adults
- Students
- Children

SWOT ANALYSIS

The Center conducted an internal SWOT analysis, examining the Center's strengths, weaknesses, opportunities, and threats.

Strengths

- Membership pricing and plan options
- Hours of operation
- No long term contracts
- Over 30 fitness classes provided weekly
- Access to full locker rooms and clean showers
- Handicap/Disabled Accessible Equipment
- Indoor Walking Track
- Professionally trained staff
- Excellent Customer Service
- Childcare
- Centrally located in Greenville County

Opportunities

- Improved awareness of popular exercise equipment and classes
- Addition of state-of-the-art equipment
- Addition of a group fitness room
- A separate childcare room

Weaknesses

- The Center has limited space compared to other centers in the Greenville County area.
- Online presence.

Threats

- COVID-19 Global Pandemic and the resulting changes in spending and exercise habits
Competitive fitness gym market within a 15-mile radius that include large brand name gyms such as the YMCA.

REVENUE SOURCES

Mauldin Sports Center will generate income from the following service offerings:

- Sports Center Memberships
- Personal Training
- Group Fitness Classes
- Child Watch Services for Drop-In Customers
- 32 ft Indoor Rockwall for Drop-In Customers
- Day or Weekly Pass to Our Facility
- Nutrition Counseling (Staff would have to develop an appropriate fee schedule for this service)

Market Survey Questions (Sample)

These are the 10 possible questions we are going to put forward when conducting marketing survey for the Center's customers/clients:

1. Are you satisfied with our sports center?
2. If you are not satisfied with our sports center, in what areas would you want us to improve on going forward?
3. What part of Mauldin do you reside, and can you conveniently locate our gym house and fitness club?
4. Have you ever signed up at a gym before now?
5. Would you like to sign up at our sports center?
6. How would you want us to communicate to you when we want to pass useful information that will be of benefit to you or someone you know? Through letters, text messages, e – mail, or via mobile apps (Instagram or Facebook)?
7. What is the highest amount you are willing to pay for a sports center membership?
8. What is the lowest amount you are willing to pay for a sports center membership?
9. Can you comfortably recommend our sports center to your family members, friends and colleagues who are looking towards signing up at a sports center?
10. Are you satisfied with our customer service delivery? If no, what areas would you want us to improve on?

Recreation Committee

AGENDA ITEM

MEETING DATE: February 1st, 2021

AGENDA ITEM: Egg Drop Event

TO: Recreation Committee Agenda

FROM: Recreation Director Bart Cumalander

ITEM NUMBER: 6b

SUBJECT: Egg Drop Event

REQUEST

The Committee is requested to provide direction on, due to the continually increase of the COVID-19 cases, postponing the Egg Drop event this year.

HISTORY/BACKGROUND

Historically the Egg Drop event has been held at Sunset Park. Eggs are placed on the helicopter which is then flown over Sunset Park where it drops the eggs on to the field. Historically, this event has been known to draw a crowd of parents and children wanting to participate.

ANALYSIS

Since COVID-19 has been impacting the upstate, the Recreation Department does not recommend hold the Egg Drop event at this time. Depending on what happens with COVID-19 in the future, the Recreation Department will look at holding the Egg Drop next year (2022).

RECOMMENDATION

It is the recommendation of the Recreation Department, that due to the continually increasing COVID-19 cases, the Egg Drop event be postponed this year. For the eggs that the Department currently have, it is recommended that they be donated to the local churches in the Mauldin area.