

DRY-SIDE FITNESS and COMMUNITY PROGRAMS

The Aquatic Center will also have facilities for “Dry-Side” fitness, health, and wellness programming. These fitness facilities are very important to the overall impact on the community as well as on the business model of the Aquatic Center, adding value to expand the membership and user base. The fitness facilities and programs augment the existing facilities at the South Bellevue Community Center (SBCC) and contribute to the overall mission of the Aquatic Center, The synergies between the dry-side and the aquatic side advance and enhance each element. The combination of dry-side fitness and the aquatic recreation, leisure, and programs appeal to family use, providing opportunities for different activities for each family member; for example, a parent works out on the stair climber or takes a yoga class while their child is taking swim lessons or at swim practice.

Fitness Programming, Classes, and Features

The City of Bellevue is a very fitness oriented community. The dry-side fitness and workout spaces proposed in each Option are greater than the current City fitness facilities at the SBCC and even the smallest Option will more than double the fitness and workout space offered by the City. The SBCC currently has a very wide range of classes, but the added workout and specialty studio spaces of the proposed Aquatic Center will support expanded, enhanced, and new classes and programs. An important feature of the dry-side fitness design elements is configurable spaces to allow for the most flexible usage including future programming options that cannot be envisioned today.

The fitness components of the Aquatic Center in all options include the following. See detail in the Design Section of this Report.

- Cardio/Strength training room
- Workout studios
- Large flexible workout space
- Group workout spaces
- Offices for fitness professionals and trainers
- Outdoor trail and workout stations if site is appropriate

Samples of Fitness Programs at the Aquatic Center







Fitness Component Financials and Review

The City vision for the Aquatic Center Membership includes a broad range of fitness classes (dry-side and aquatic) to be included in the Aquatic Center membership at no additional charges. Some high end specialty fitness classes would still include a fee as would a strong personal trainer program. It is difficult to quantify the impact of the fitness facilities on BHAC Membership and Use Fees, except to say that they will be an important revenue driver for the Aquatic Center. It is hoped that a more in depth study of the fitness opportunities can help make a stronger analytic connection between the fitness component and membership.

Fitness Program Revenue

Program Revenue (Yr. 2)	+SBCC	SF Options	Option #1	Option #2	Option #3
*Specialty Classes		\$16,200	\$0	\$0	\$0
Class Fees for Non-members		\$16,200	\$0	\$0	\$0
Free Classes w/ Membership	Not included	\$0	\$0	\$0	\$0
Personal Training		\$69,000	\$32,500	\$39,000	\$52,000
TOTAL	\$225,000	\$101,400	\$32,500	\$39,000	\$52,000

***NOTE:** Specialty Classes are those requiring high-end specialty trained instructors or specialty equipment.

+**NOTE:** SBCC Revenue and Instructor costs are very rough estimates and can be further analyzed in the next phase of project development.

Fitness Program Instructor Costs

Instructor Costs (Yr. 2)	+SBCC	SF Options	Option #1	Option #2	Option #3
Free Class w/membership	\$150,000	\$97,500	\$30,000	\$30,000	\$30,000
*Specialty Classes		\$4,860	\$0	\$0	\$0
Personal Training		\$20,700	\$15,000	\$18,000	\$24,000
TOTALS	\$150,000	\$123,060	\$45,000	\$48,000	\$54,000

The SF/ISG instructor cost projections are based on analysis of the current program/class load at the SBCC and calculated at the same hourly rate per class as the ARC staff projections. The Instructor costs for the ARC Options seem inconsistent with the fitness design scope and the potential opportunity for fitness programs at the Aquatic Center. The design options have the following fitness spaces identified. The spaces at the SBCC are included for comparison purposes.

Fitness Design Components and Spaces

Feature	SBCC	SF Options	Option #1	Option #2	Option #3
Cardio/Strength Room	2,345 sf	4,000 sf	2,500 sf	5,000 sf	8,500 sf
Workout/Fitness Rooms		*2,500 sf			
Functional Fitness			750 sf	2,000 sf	2,000 sf
Group Exercise Rooms			1,000 sf	2,000 sf	2,000 sf
Fitness/Exercise Studios	1,462 sf	1,500 sf	750 sf	1,000 sf	1,000 sf
Gym	12,000 sf				9,000 sf
TOTAL (Not including gym)	3,807 sf	8,000 sf	5,000 sf	10,000 sf	13,500 sf
% Increase in Space to SBCC		+110%	+31%	+163%	+255%
% Increase in Space to Opt #1	-24%	+60%		+100%	+170%

NOTE:** The SF/ISG Exercise spaces and studios are lumped together since we believe that a further analysis of program needs is necessary to determine which specific spaces are needed at the Aquatic Center. ***See Dry-Side Fitness Design Section beginning on page #141 in this Report.

Growth of Fitness Programs, Use, and Costs by Option

In all City/ARC options there is significant space allocated to group exercise rooms and functional fitness, and studio spaces. These spaces cater to fitness classes and programs led by instructors, such as yoga, spinning, zumba, step classes, etc. (see the program examples below). These are the classes that in most cases would be the classes included with membership. With these spaces and the inclusion in membership SF/ISG would anticipate that these would be very popular.

The first concern is that as these spaces expand from Option #1 to #3 (71% from Option #1 to #2 and #3) you would anticipate this is designed to drive the increasing membership and meet the increasing demand in classes. The expenses for instructor wages, however stays the same, which translates into no anticipated increase in classes despite the significant increase in space available, which raises the question is the added space needed. The actual total costs of instructors is also very low. The ARC instructor calculation is based on 1 instructor for 4 hours per day for 6 days/week over 50 weeks. This means that the projection includes only 4 fitness classes a day and none on Sundays (we assumed this was the off day in the ARC projections). This is a total of 24 classes per week. There is a full time Fitness Supervisor position included in the management model, but this position usually does not teach many classes, if any. Currently, the SBCC has over 50 fitness and program classes per week (based on the 2020 winter brochure prior to the COVID shutdown) that are actually all fee based classes in a much smaller facility. Either the projections for classes at the Aquatic Center are very low or the space created for these programs is excessive. The initial SF/ISG assessment is that the reality and opportunity is somewhere in the middle, perhaps favoring the projection for significantly larger number of classes. The ISG projection for instructors for the free classes is \$97,500 in Year Two. Using the same \$25/hour wage for instructors that is used in the ARC analysis this equates to 3,000 hours/year, which is 60 class hours per week. With the group exercise room and studio spaces included in the design this means 10 classes of some sort each day, which is reasonable and actually conservative if the demand for fitness space and programs matches the design. ***This analysis points out how important a more in depth analysis of fitness needs is to right sizing the fitness component of the Aquatic Center.***

Fitness Center Feasibility Study and Right Sizing the Fitness Element

The Bellevue Health and Aquatic Center fitness facilities will provide spaces for drop in workouts as well as organized classes and personal training. While the ARC and the SF/ISG Feasibility Studies and analysis focused heavily on the needs and opportunities for aquatics in Bellevue and the Eastside, the same feasibility study and market analysis detail was not carried out on the dry-side fitness components of the BHAC. SF/ISG recommends that prior to the City beginning the next phase of design, a more thorough analysis be conducted of the public fitness facility needs and opportunities in Bellevue. In addition to the SBCC, Bellevue is home to many expansive private and commercial fitness centers and facilities as well as corporate fitness centers and the YMCA. There is no doubt that a dry-side fitness element is very important to the overall mission and business model of the BHAC, but we feel that this additional research is needed to “Right Size” the fitness component based on community needs and opportunities.

Other Fitness Component Revenue Steams

The space available in the fitness area, particularly the group exercise space and the workout studios are also prime spaces for rental by outside instructors or programs. This model currently works at the BAC/Odle, and if there is space as indicated by the low projections of classes, there should be time in these spaces to rent out to outside instructors. In many cases, this is a vehicle to provide members and community users the high end classes that City Rec instructors may not have the training or certifications to run. We do not know if this is the case in Bellevue without a more detailed study. The SF/ISG financial model does include some incremental revenue for the rental of these workout spaces to outside instructors or programs. The SF/ISG rental revenue projection for fitness spaces in Year Two is \$10,000. No rental of these exercise spaces is included in the ARC business models.

Community Meeting and Function Space Rental

The BHAC also provides community meeting and function space that can provide much needed affordable and publicly accessible meeting space for organizations and programs in Bellevue. ***See the Design Section beginning on page 124 of this Report for details on the Community function/meeting and lobby space.*** It also provides a home for City recreation classes, group activities, special events, and programs. Outside organizations will find the function space available for a wide range of additional programs, classes, meetings, and functions. The function and meeting space also supports the activities in the BHAC such as aquatic classes and support spaces for swim meets and competitive events. The combination of the full range of programming at the BHAC and the fitness center plus the community function space can make the BHAC truly a community activity hub for all residents of Bellevue.

SF/ISG also anticipates some outside group rental of the function and meeting space included in the BHAC. This is a model that already exists at the SBCC, with approximately \$30,000 to \$35,000 generated annually (revenue to be analyzed in more detail in next phase of project development). The SF/ISG projection for rental of these community function spaces is a conservative \$30,000 in Year Two based on the increased community function space and the significant increase in users of the facility. No rental revenue of the community function spaces is included in the ARC analysis. ***A further analysis of the fitness and community space and need would include a deeper dive into the potential for these spaces.***

Meeting and Function Spaces

Spaces	SBCC	SF Option	Option #1	Option #2	Option #3
Meeting/Conference Rooms		2,400 sf	1,200 sf	2,400 sf	3,200 sf
Multi-Purpose Classroom	553 sf				1,600 sf
Multi-Purpose Classroom	568 sf				
Function/Party Rooms (wet classroom)		2,000 sf	1,500 sf	2,000 sf	2,000 sf
Community Room (dividable in 2)	2,400 sf				
Kitchen	623 sf	300 sf	300 sf	300 sf	300 sf
TOTAL FUNCTION SPACE	4,144 sf	4,700 sf	3,000 sf	4,700 sf	7,100 sf

Fitness, Meeting, and Function Space Revenue

Spaces	SBCC*	SF Option	Option #1	Option #2	Option #3
Fitness Spaces and Studios		\$10,000	\$0	\$0	\$0
Function & Meeting Spaces+		\$30,000	\$0	\$0	\$0
TOTAL REVENUE	\$40,000	\$40,000	\$0	\$0	\$0

NOTES:

*Revenue for SBCC does not include gym or climbing wall revenue. The total rental revenue for the SBCC in 2019 was \$74,000. The SBCC breakdown by space is an estimate since these rentals are lumped together in the SBCC budget.

+Specific party programs are included in separate revenue line item and are not included in this revenue.

NEXT STEPS: DRY-SIDE FITNESS AND COMMUNITY SPACES

The Dry-Side and Community Spaces of the Aquatic Center are a significant component of the Aquatic Center and represent spaces that are larger than currently exist at the South Bellevue Community Center. As mentioned throughout this Section of the Report it is very important to further analyze the Dry-Side Fitness and Community Spaces as part of the immediate Next Step goals of defining a Recommended Design.

- Dry-side “mini-feasibility” study
 - Work with SBCC and City staff to identify needs and opportunities for the dry-side features of the aquatic center
 - Programming
 - Design/Spaces
 - Fitness/workout spaces
 - Gym
 - Community function and meeting spaces
 - Review of Bellevue and Eastside workout/fitness facilities, including fees, programs, features, design
 - Identify facilities and programs already in the market provided by private fitness clubs and health clubs
 - SF/ISG: Build on initial research initiated by SF/ISG with City rec staff during the development of this Report
 - Focus on needs identified by current SBCC staff
 - Recommendations on dry-side design and features for Aquatic Center
 - Further analyze program model and staffing needs to develop a realistic assessment of the program, classes, use, and staff model for the Dry-Side features of the Aquatic Center
- Identify potential partner needs in the Dry-Side Fitness and Meeting/Function spaces
 - In discussion with Bellevue College link these facilities to complement new and existing and new facilities on campus
 - Other partner needs?
- Based on these findings, develop a “right sized” design and scope of these spaces for the Aquatic Center preferred design
 - Equate right sized space with parallel development of membership, program, revenue, and staffing model