

# Fitness/Wellness Program

Overview 2019

Justin Layden-Fitness/Wellness Coordinator



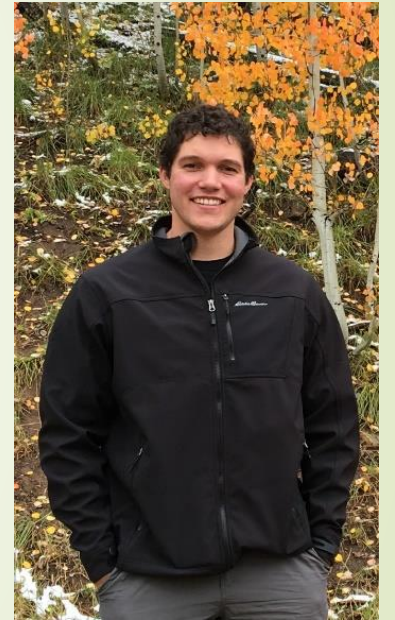
# Overview

- Introduction of Staff
  - Justin Layden, Recreation Coordinator – Fitness/Wellness – Office Located at Bison Ridge
  - Derrick Tripp, Recreation Supervisor – Active Adults & Fitness/Wellness – Office Located at Eagle Pointe
  - Elizabeth Belton, Recreation Assistant – Fitness/Wellness – Office Located at Bison Ridge
- Current Fitness/Wellness Opportunities
- Silver Sneakers & Beyond – Active Adult Programming
  - “Drop-in” Classes
  - Active Adult Specialty Classes
  - Chronic Condition Focus
- Summer Program Offerings
- Team Expansion “Problem Solving”



# Background – Education/Experience

- Justin Layden, Fitness/Wellness Coordinator, CPT-NASM, CES, SPS
- Parker Parks and Recreation - 5 years
  - Lead Personal Trainer
  - CancerFit® Coordinator
  - 3 time CPRA Fitness in the Rockies Speaker
- University of Northern Colorado
  - Undergrad: Sports and Exercise Science
  - Graduate School: Exercise Science - Rehab for Cancer Populations



# Background - Derrick Tripp, CRRP

- Recreation Supervisor for Fitness / Wellness and Active Adults
  - (2014-present)
- Recreation Coordinator, City of Boulder, Colorado
  - (2008 – 2014)
- Recreation Director for Sheldon, Iowa
  - (2006 – 2008)
- Iowa State University
  - Sports and Business Management



## Background – Elizabeth Belton

Graduated (2017) from Metropolitan State University with a BA in Mind/Body Wellbeing / Performance

Started career as Group Fitness Coordinator at Metro's Campus Recreation

(2017-2018)

Certified ACE Group Fitness Instructor, Indoor Cycling, Barre, and Silver Sneakers Instructor

(Since 2016)





# Group Fitness Class Opportunities



- ▶ What are drop-in classes
  - ▶ They are Group Fitness classes that are included with a recreation center membership or punch card.
  - ▶ 70+ class offerings between Bison Ridge and Eagle Pointe
    - ▶ Drop-in offerings include: Yoga/Pilates, Dancd Based, Cycle, Cardio + Strength Interval Training, and Sliver Sneakers®
  - ▶ A live schedule can be accessed online at [c3gov.com/recreation](https://recreation.c3gov.com/recreation) or hard copies are found at the front desk.
- ▶ Attendance Info
  - ▶ 2018 – 6,000 + attended classes throughout the year.
  - ▶ 2019- 2,473+ people have attend our classes.
- ▶ <https://recreation.c3gov.com/classes-programs/drop-in-activities>



# Fitness/Wellness Opportunities

- Educational Seminars
  - Wellness Seminars that have a Health/Fitness Professional discuss various topics
    - Fitness Myths
    - Mindfulness Training
    - Thirty minutes of Exercise
    - Before and After Exercise Nutrition
- Bilingual Classes
  - Currently adding and highlighting more bilingual offers
  - Working with Cultivando to bring more bilingual Fitness Professionals
- Well-beats
  - On-demand Fitness class with over 22 channels and hundreds of classes that can be accessed in any of our Fitness Studios



# Specialty Fitness



- Women on Weights
  - Small-Group training to help build muscle, and build confidence
- Tai-Chi
  - Class focused on for beginners to help learn the foundations of Tai-Chi
- Boot camp
  - 8 week progressive class that includes using a variety of equipment, creative formats, and exercise testing.
- Personal Training
  - Packages offered in three, five, and ten one-hour sessions
  - Personal Training Growth - \$12,423 in sales since Jan of 2018, up 44%
- Massage Therapy- Offered at Bison Ridge with Eagle Pointe soon to follow.



# What is Silver Sneakers?

- Is a Fitness program for seniors that is included with some health insurances
- It is designed to encourage the use of Fitness Program throughout the country.
- If someone is curious if they are eligible contact Tivity Health service or go online at [silversneakers.com](https://silversneakers.com)
- So what does this mean for our facility and services
  - Membership to Bison Ridge / Eagle Point is include with a SliverSneakers® Membership
  - Accessibility to our SliverSneakers Drop in Classes

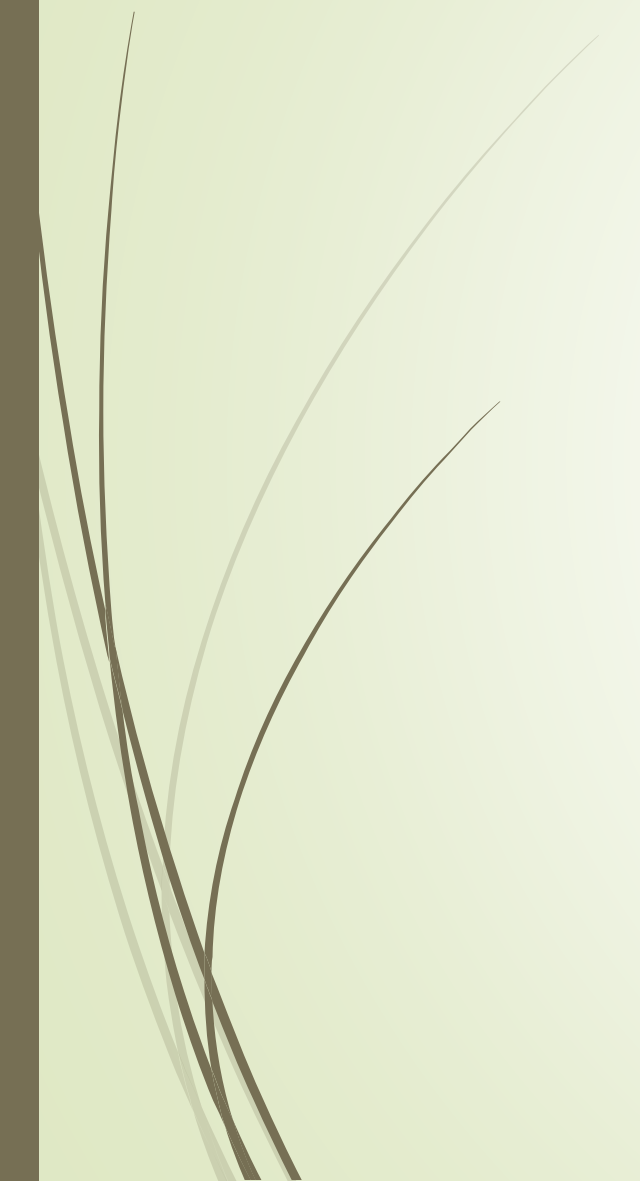
# Sliver Sneakers Drop-In Classes

- Classic/Circuit - high attendance numbers at both locations
- 10 classes offered between Eagle Pointe and Bison Ridge. Between both locations, all morning times are covered from 7:00 a.m. – 12:30 p.m.
- Drop-in classes are built with the idea of open accessibility, which means that anyone of able body can join one of the classes. Classes don't specifically tailor to a low skill level or a high skill level in order to prevent alienation of new members joining the class.





# Senior Specialty Fitness



- A plan to offer an Active Adult strength program is in development
  - Active Adults on Weights - scheduled to run this summer
  - Light version scheduled to run in March
- Tai-Chi
  - This Program will look to expand to Eagle Pointe in the Summer
- Personal Training Services
  - Personal Training is already offered within the city but its expansion is in the works
  - Development of relationships with the medical community to build referral programs



# Chronic Condition Focus: Future Programing

## ► CancerFit

- Evidence based exercise program for cancer survivors
- Talks with the Colorado Parks & Recreation Association to expand this to multiple conditions

## ► Therapeutic Focus

- Offering evidence based classes/programs at Eagle Pointe's new therapy pool

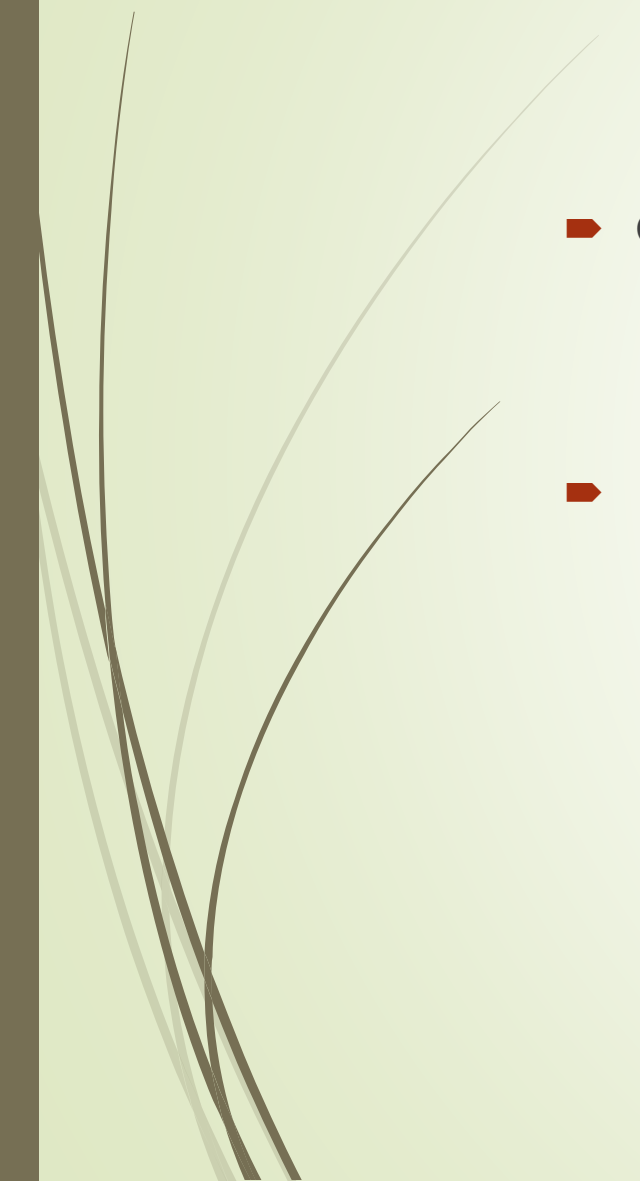
# New Programming: Youth/Adults/Families



- Youth Strength & Conditioning
  - Strength & Conditioning class
  - Speed and Agility class
- TRX Special Training Packaging
- Youth-Adult Programming
  - Multi-generational Yoga
  - Collaboration with Active Adult & Youth and Teen program areas



# Staff Development



## ➤ Certifications

- Offering within the city to pay for current staff or potential staff certifications

## ➤ Mentorship/Shadowing Program

- Outline of our three core positions
  - Personal Trainers
  - Group Fitness Instructors
  - Specialty Fitness Instructors

## ➤ Internships

- Program is meant to help with staff recruitment and expansion. Recently developed and implemented.

## ➤ Mentorship/Shadowing Program

- Staff relations with patrons
- Who does what, who works where

## ➤ Following Certification Guidelines

- Not every recreation center does this, **but they should!**

# Conclusion

- Commerce City's fitness/wellness program offerings are growing and evolving
- Relaunched in May 2018 with opening of Bison Ridge Recreation Center
- Survey, Focus Group & comment card feedback helps to inform what programs are important to our community and what times work best
- We will continue to be adaptable as we grow our staff - since May 2018 we have grown from a staff of 8 to a staff of 35

# Questions?

