



A Beach Cities Health District Program

Center for Health & Fitness Relocation Member Working Group April 22, 2025

Agenda

- CHF Operating & Relocation Budget
- Program Sustainability – Staff Recommendation
- Member Discussion & Feedback



510 N. Prospect Avenue Lease

- BCHD Board of Directors will consider the 510 Lease at their Wednesday, April 23 meeting.
 - Study Session, 5:00 p.m.
 - Board Meeting, 6:30 p.m.
- Center for Health & Fitness 5-Year Rental Costs (\$1.8M total, \$360,00 year)
- Center for Health & Fitness Tenant Improvement Costs (\$4M - \$5M)
- Options for Center for Health & Fitness Tenant Improvement Costs will be Explored



FY24-25 Projected Revenue & Expenses

Revenue	\$1,300,000
Expenses	\$1,370,000
Net	(70,000)

- Projected to come in ahead of budget by \$526
- Expenses do not include administrative costs (e.g., HR, Finance, Comm, etc.)
 - \$950,000



CHF Membership Count and Revenue

	FY18-19	FY23-24	Variance
Basic Members	1,124	439	(685)
Basic Membership Revenue	\$566,717	\$256,072	(\$310,645)
Insurance-Based Reimbursement Members	1,073	2,056	983
Insurance-Based Reimbursement Revenue	\$215,140	\$250,479	\$35,339

- 82% of members are Insurance-Based Reimbursement
- Average age is 66



Proposed CHF Fee Structure

- Market Rate / Annual Fee Increases
- Resident vs. non-resident
 - Fees – 10% fee differential
 - Class Access - TBD
- Residents pay lower fees because their property taxes help fund these facilities
- Non-residents pay higher fees since they do not contribute to BCHD through property tax



Membership Comparison

CHF Membership offers above market services – especially class offerings

	BCHD	YMCA	24 Hour Fitness
Membership Price	\$54/month	\$63/month (Group X included)	\$35/month (gym only) 74.99/month (specialty classes included)
Initiation Fee	\$0	\$50	Varies
Annual Fee	\$0	\$0	\$59.99 / year
Classes Included Per Week	58	29	20
Insurance-Based Reimbursement Memberships	Silver Sneakers (\$36, 8 swipes) Silver & Fit (\$46.20, 12 swipes) Active & Fit Now (\$42.50, 10 swipes) Active & Fit Direct-Employer (\$42.50, 10 swipes) Renew Active –AARP, United Healthcare, Scan, OnePass (\$36, 8 swipes) FitOn Health (\$37.40, 4 swipes)	Silver Sneakers Renew Active Silver & Fit	Silver Sneakers Silver & Fit Renew Active Active & Fit Now Active & Fit Direct

Silver Requirements

- SS requires two silver classes per week.
- Offer base membership (same as paying members)

Class Comparison

BCHD - \$54	YMCA - \$63	24 Hour Fitness - \$74.99
1. Silver Sneakers (9) 2. Silver Cardio (4) 3. Easy Goes It (1) 4. Zumba (5) 5. Dance (3) 6. Aerobics (1) 7. Boot Camp (3) 8. Body Sculpt (6) 9. Intro to Tai Chi (1) 10. Step (1) 11. Circuit (1) 12. Sculpt & Stretch (2)	1. Strength & Stretch (1) 2. Cardio dance (5) 3. Total body core (1) 4. Interval Strength Training (1) 5. Kickboxing (1) 6. Strength & Core (1) 7. Low Impact Cardio Dance (2) 8. Cycle (9) 9. Kickboxing (1) 10. Strength Training (5) 11. Yoga (2)	1. Zumba (1) 2. Zumba gold (1) 3. Body pump (3) 4. Silver Sneakers Classic (2) 5. Dance (4) 6. Cycle (5) 7. Yoga (3) 8. Pilates (1)
Total Classes: 37	Total Classes: 29	Total Classes: 20
Proposed Specialty (Fee Based) 1. Tai Chi (3) 2. Balance (3) 3. Stretch (3) 4. Mindfulness (2) 5. Cycle (5) 6. Bench & Ball (1) 7. 20/20/20 (3)		

Class Utilization – Number of Members

Classes Per Month	Current Group X	Proposed Group X	Proposed Specialty
1-4	217	214	158
5-8	127	109	73
9-12	81	59	16
13-16	45	38	16
17-20	40	23	5
20+	49	25	2



Membership Type	Basic		Basic + Specialty		Silver Unlimited		Unlimited		Unlimited + Specialty	
Description	Fitness Center Group X Classes		Fitness Center Group X Classes Specialty Classes		Fitness Center Group X Classes Yoga Mat Pilates		Fitness Center Group X Classes Yoga Mat Pilates		Fitness Center Group X Classes Specialty Classes Yoga Mat Pilates	
Notes	Insurance-Based Memberships (e.g., SilverSneakers)		Priced at \$10 per class - Membership for 8+ classes per month. Assume 112 members would purpose the membership (\$94,080 revenue) 158 members purchase packs (\$18,960)		Eliminate in FY26-27 since 80% membership is seniors		Will not include specialty classes FY25-26 \$104/\$20.50 = 5.05 classes (lowest yoga rate) \$104/\$25.50 = 4.07 classes (lowest mat rate)		Assuming this member takes 2 Yoga/Pilates and 1 Specialty a week. For members taking: 4 Specialty Classes/Week = \$40 6 yoga/mat classes = \$123	
	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed
Number of Members	386			112	59		25			
Fee	\$54/month	\$54/month	n/a	\$70	\$63/month	83/month	\$104	\$123	n/a	\$163
Non-Resident Fee		10%		10%		10%		10%		10%
Enrollment Fee	No	No	No	No	No	No	No	No	No	No
Annual Fee	No	Discuss	No	Discuss	No	Discuss	No	Discuss	No	Discuss
Basic Membership			Included	Included	Included	Included	Included	Included	Included	Included
Livestream Classes	Included	Included	Included	Included	Included	Included	Included	Included	Included	Included
Group X	Unlimited	1 per day		X	X	X	X	X		X
Specialty	X			X	X		X			X
Yoga					X	X	X	X		X
Mat Pilates					X	X	X	X		X

Membership Type	Basic	Basic + Specialty	Unlimited	Unlimited + Specialty
Resident Fee (10% Discount)	\$54/month	\$70/month	\$123/month	\$163 /month
Non-Resident Fee	\$59/month	\$77/month	\$135/month	\$179/month
Gym Access	Included	Included	Included	Included
Livestream Classes	Included	Included	Included	Included
Group X	1 per day	1 per day	1 per day	1 per day
Specialty	1 per day	1 per day	1 per day	1 per day
Yoga	1 per day	1 per day	1 per day	1 per day
Mat Pilates	1 per day	1 per day	1 per day	1 per day
Notes	Insurance-Based Memberships (e.g., SilverSneakers) pay NO Membership Fee (FREE to members) They received the same benefits as a Basic Member	Priced at \$10 per class - Membership for 8+ classes per month. Assume 112 members would purpose the membership (\$94,080 revenue) 158 members purchase packs (\$18,960)	Will not include specialty classes FY25-26 \$104/\$20.50 = 5.05 classes (lowest yoga rate) \$104/\$25.50 = 4.07 classes (lowest mat rate) *Silvers Unlimited Eliminated in FY26-27	Assuming this member takes 2 Yoga/Pilates and 1 Specialty a week. For members taking: 4 Specialty Classes/Week = \$40 6 yoga/mat classes = \$123

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Insurance-Based Membership Consideration Example

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- Eliminate Membership Type
- Assuming 30% Attrition 1,439 Insurance Members + 439 Basic Members
- Potential Revenue 1,878 members x \$39 = \$73,242 (\$878,904)
- Consider Income Qualified Membership

Example	
30% Insurance –Based Member Attrition	1,439
Basic Members	439
Total Members	1,878
New Membership Price	\$39
Potential Annual Revenue	\$878,904
FY23-24 Membership Revenue	\$465,619
Additional Revenue to cover Rent	\$413,283



A Public Agency

Center for
Health & Fitness

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