



**Center for Health & Fitness Relocation
Member Working Group
May 13, 2025**

Agenda

- Budget Recommendations & MWG Feedback
- Relocation Update & Timeline



Why We're Making These Changes

CHF has consistently gone above and beyond what the market offers:

- 58 Free Classes per month – more than double what others provide
- Unlimited class attendance per day – led to limited availability and waitlists
- Service rates that have remained below market, despite rising operational costs

Member Benefits

- **Greater Access & Fairness** – These changes are intended to reduce waitlists, improve your ability to get into the class you most want, and ensure more equitable access across the board
- **Sustained High-Quality Services** – Aligning our pricing and class structure with the market allows us to continue investing in top instructors, programs and new facility
- **Still Best-in Class Value** – Even with these adjustments, our offerings will exceed what's available at most fitness centers in both scope and service

Membership Comparison

CHF Membership offers above market services – especially class offerings

	BCHD	YMCA	24 Hour Fitness
Membership Price	\$54/month – Basic Membership \$0/month – Insurance-Based Reimbursement	\$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)

Group X Class Comparison

BCHD - \$54 / Insurance-Based \$0	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) 13. Cycle (5)	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: 42	Total Classes: 29	Total Classes: 20
15 Proposed Specialty (Fee Based) 1. Tai Chi (3) 2. Balance (3) 3. Stretch (3) 4. Mindfulness (2) 5. Bench & Ball (1) 6. 20/20/20 (3) (Yoga and Pilates are also fee-based, but categorized differently b/c of pricing)		

Staff Recommendations - Membership

- Non-Residents 10% fee differential across all services
- Fee increases will bring rates closer to market

Membership Type

Current Monthly Fee

New Monthly Fee

Resident

Non-Resident Rate

Insurance-Based Membership

\$0

\$0

\$0

Basic Membership

\$54

\$54

\$59

Silver Unlimited Yoga + Pilates
Membership

\$63

\$93

\$102

Unlimited Membership

\$104

\$123

\$135

Virtual Membership

\$40

\$40

\$40



Staff Recommendations - Classes

- Non-Residents 10% fee differential across all services
- Removal of Silver Rates
- Fee increases to bring rates closer to market

<u>Membership Type</u>	<u>Fee Increase per Session</u>	<u>Market</u>
Personal Training	\$1.00	Below
Yoga	\$2.00	Below
Pilates	\$0.00	At Market
Massage	\$3.00-\$5.00	Below



Membership Type	Insurance-Based	Basic
Resident Fee (10% Discount)	\$0	\$54/month
Non-Resident Fee	\$0	\$59/month
Gym Access	Included	Included
On Demand/ Livestream Classes	\$40 Add On	Included
Group X	1 per day	1 per day
Specialty		
Yoga		
Mat Pilates		

- 80% of our Membership receive free membership through Insurance-Based Membership
- Insurance-Based Members receive the same benefits as our Basic Members, but pay \$0/per month

Membership Type	Insurance-Based	Basic	Specialty
Resident Fee (10% Discount)	\$0	\$54/month	\$70/month
Non-Resident Fee	\$0	\$59/month	\$77/month
Gym Access	Included	Included	Included
On Demand/ Livestream Classes	\$40 Add On	Included	Included
Group X	1 per day	1 per day	Unlimited
Specialty			Unlimited
Yoga			
Mat Pilates			

Specialty Membership is for Members who take:

- More than 1 Group X class per day
- Take more than 8 Specialty classes per month (2 per week)

Members who take LESS than 8 Specialty Classes per month, recommend:

- Pay as you go (\$10 per class)
- Purchase a class pack

Membership Type	Insurance-Based	Basic	Specialty	Unlimited	
				Silver	
Resident Fee (10% Discount)	\$0	\$54/month	\$70/month	\$93/month	\$123/month
Non-Resident Fee	\$0	\$59/month	\$77/month	\$102/month	\$135/month
Gym Access	Included	Included	Included	Included	
On Demand/ Livestream Classes	\$40 Add On	Included	Included	Included	
Group X	1 per day	1 per day	Unlimited	Unlimited	
Specialty			Unlimited	Unlimited	
Yoga				Unlimited	
Mat Pilates				Unlimited	

Yoga Rate: \$20.50 (lowest yoga rate)

$\$123/\$20.50 = 6$ classes

Mat Pilates Rate: \$25.50 (lowest mat rate)

$\$123/\$25.50 = 5$ classes

Unlimited Membership is for Members who take:

- 5-6 yoga/mat Pilates classes per month

If you take LESS than 5-6 per month, recommend:

- Purchasing a pack

Membership Type	Insurance-Based	Basic	Specialty	Unlimited	
				Silver	
Resident Fee (10% Discount)	\$0	\$54/month	\$70/month	\$93/month	\$123/month
Non-Resident Fee	\$0	\$59/month	\$77/month	\$102/month	\$135/month
Gym Access	Included	Included	Included	Included	
On Demand/ Livestream Classes	\$40 Add On	Included	Included	Included	
Group X	1 per day	1 per day	Unlimited	Unlimited	
Specialty			Unlimited	Unlimited	
Yoga				Unlimited	
Mat Pilates				Unlimited	
Recommendations	Upgrade to a Specialty Membership to Access Unlimited Specialty Classes		Avg. Two (2) Specialty Classes Per Week	Avg. One (1) Yoga, Mat Pilates Per Week	
Notes	Insurance-Based Memberships (e.g., SilverSneakers) - pay NO Membership Fee - Receive the same benefits as a paying Basic Member To take more than 1 Group X per day: Upgrade to Specialty or Buy a pack		Membership for 8+ classes per month. Group/Specialty Class Packs Single: \$10 8-Pack: \$80	Eliminate in FY26-27 \$104/\$20.50 = 5.05 classes (lowest yoga rate) \$104/\$25.50 = 4.07 classes (lowest mat rate) *Does not include in Reformer Pilates	

Insurance-Based Membership Example - Mary

- Mary is a Redondo Beach Resident
- She has her membership through SilverSneakers
- She is eligible for a Basic Membership at CHF and pays \$0

Classes:

- She takes one (1) Group X class on Mondays
- On Fridays she likes to take two (2) group X classes

	Resident Discount	Mary Pays
Basic / Insurance-Based Members	\$54	\$0
Group X Classes		\$10 per class

Recommended Option:

- Purchases a Class Pack

Insurance-Based Membership Example - Tom

- Tom is a Hermosa Beach Resident
- He has a membership through SilverSneakers
- He is eligible for a Basic Membership at CHF and pays \$0

Classes:

- He takes one (1) Group X class on Mondays
- He takes two (2) Specialty classes on Tuesdays and Thursdays

	Resident Discount	Cost
Basic / Insurance-Based Members	\$54	\$0
Group X Classes		\$77

Recommended Option:

- Purchases a Specialty Unlimited Membership for \$77/per month

Member Working Group Discussion & Feedback



510 N. Prospect Avenue Lease

- BCHD Board of Directors approved the 510 Lease at their April 23 meeting.
- Center for Health & Fitness 5-Year Rental Costs (\$1.8M total, \$360,000 year)
- Center for Health & Fitness Tenant Improvement Costs (\$4M - \$5M)
- Options for Center for Health & Fitness Tenant Improvement Costs will be explored
- Request for Qualifications & Proposals for Architectural Services was released May 9



