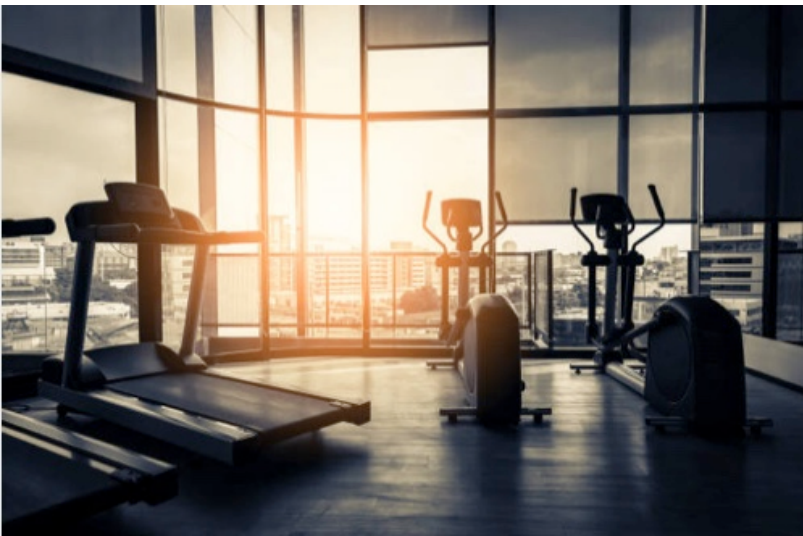


# Re-Opening Plans—Phase I

## 1000 Hills Fitness Excellence Standards & Guidelines

Over the past several weeks, we have read numerous reports, guides, and articles about re-opening fitness centers. We have listened to leading medical and infectious disease experts. We have talked to colleagues and industry experts.

This phase one re-opening plan builds on 1000 Hills Fitness' already high standards of health, safety, and cleanliness, and advances them.



### Contents

[Adhering to Local Orders](#)

[Internal Operations / Strategic Planning](#)

[Member Operations](#)

[Employee Policies](#)

[Facility](#)

[Housekeeping](#)

[Budgeting](#)

[Communications](#)

[Programming](#)

[Phase II](#)



**1000** Hills Fitness  
Award Winning  
Private Club Fitness Consultant  
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# Adhering to Local Orders

Restrictions and safety guidelines set by your county must be adhered to. Counties take their orders from the state and have the option to increase restrictions, but do not have the option to decrease restrictions. For example, Colorado lifted the Stay-at-Home order effective May 1, but Denver County didn't lift the order until May 9.

COVID-19 in Colorado:

[Click here](#)

Colorado's Safer-at-Home order:

[Click here](#)

Colorado's Safer-at-Home order for Personal Services:

[Click here](#)

Summary for Colorado:

1. Fitness centers are not open for general use.
2. Workspaces must employ strict hygiene guidelines.
3. Employees must be checked for symptoms, wear masks, and adhere to strict hygiene guidelines.
4. Personal training is permitted for 3 or fewer people.



# Internal Operations / Strategic Planning

1. Do not assume everything will return to normal, that clients will come running back, and that programs that used to be popular will bounce back. You'll need to work hard to (re)gain members' trust, (re)demonstrate your value, and (re)engage everyone.
2. The perception and reality of your cleanliness standards will be a make or break situation. If you are lax, then members will notice and it will take months to rebuild that trust. Be proactive, not reactive. Be an over-the-top/paranoid person when it comes to members' and staff's safety.
3. Update member policies, employee policies, facility changes, housekeeping procedures, budget, communications, and programming to reflect the environment members and staff are (re)entering.
4. Now is the perfect time to work closely with your Personal Trainers to develop their business plans. Our next staff development session begins next week!



# Member Operations

## Temporarily on Pause

During the Phase I (re)opening period, the following will be closed: showers, steam rooms, saunas, spa facilities, kids club, coat check, basketball courts, and team sport areas.

## Group Fitness Etiquette

To ensure physical distancing, capacity for all Group Fitness classes will be limited to three participants or under. Advance booking required to attend all classes.

Studios will be open 10 minutes before class start times. Members will be asked to use hand sanitizer before entering the studios. Studios will be closed and unavailable for use between classes to ensure the studio and all equipment is disinfected.

All Group Fitness classes will be designed to facilitate distance between members. Our team will set up the studio beforehand with equipment. If a member requires other equipment, a team member will be available to assist. Only team members will be permitted in the equipment area.

No hands-on adjustments, typical in Yoga, will occur during Group Fitness classes.

## Personal Training and Pilates Sessions

Personal Training and Private Pilates services are available to members only (up to three at a time, members of the same household only, by appointment only). Guests are not permitted. High intensity training should be avoided during this time. Members are asked to wear masks when not in session, but not required to wear masks in-session. Personal belongings not allowed inside the facility. Members must wait outside fitness center entrance to be greeted by their service provider.

Members will be asked to practice physical distancing etiquette during Personal Training and Pilates sessions. Trainers and instructors will remain six feet away from clients and all cueing and corrections will be done verbally. Virtual Personal Training and virtual Pilates will continue to be available.

Members will be asked to use hand sanitizer when entering the club and frequently throughout their visit.





# Employee Policies

## Attire

Masks are required at all times while on property and during sessions off-property. Bring your clean work clothes to work and dress at work prior to starting sessions. Bring only freshly cleaned work clothes to work.

## Session Etiquette

Meet clients at the fitness center entrance, and escort them to their designated training station. Review session etiquette with clients. Restrict clients to designated stations and equipment therein. When possible, have clients use body weight for resistance instead of equipment. Maintain social distancing with clients. Do not shake hands, high five, etc. Avoid high intensity training modes (e.g., H.I.I.T.). All cueing and corrections to members' form should be done verbally.

## Work Etiquette

Avoid office use. Do not bring personal items to work. Thoroughly clean your personal training station after each use. Dispose of all cleaning wipes after each use. Use only disposable wipes to clean equipment.

Use the shared Google Sheet to reserve Personal Training stations.

Offices will be kept clutter free and tidy. Clutter looks unclean, and doesn't allow for thorough cleaning by Housekeeping.



# Facility



## Personal Training Stations

Personal Training stations should be established, and taped off to show members and staff where they are permitted to workout. Stations should include at least a stretch mat, a cardio machine, and adequate strength training equipment. Custom stations could be created for specific populations, including:

1. Active Aging (e.g., selectorized strength stations, bands, yoga straps, foam roller, and other low impact fitness equipment)
2. Athlete / Performance (e.g., free weight stations, plyo boxes, slam balls, and space for more dynamic movements)
3. General Fitness (e.g., dumbbells, popular cardio equipment, ab training equipment, bosu ball, and balance discs)
4. Core & Flexibility (e.g., yoga accessories, Pilates chair, ab training equipment, and flexibility equipment)
5. Movement (e.g., agility ladder, plyo boxes, cones, slam balls, and kettlebells)
6. High Risk (e.g., rarely used spaces, like a ballroom or meeting room, with minimal equipment and unshared entrance/exit doors)

If additional stations are needed, then create stations in other areas of the club that are currently going unused (e.g., ballroom, indoor tennis court, meeting rooms, and outdoor spaces).

Thorough cleaning of Personal Training stations (by the Trainer) required after each use.



# Housekeeping

## Cleaning Protocols

In addition to existing continuous cleaning protocols, rigorous, deep-cleaning and disinfecting processes overnight will begin immediately.

Medical-grade, EPA-registered disinfectants which are designated effective against the COVID-19 virus with a kill time of less than one minute will be used for all continuous and deep-cleaning processes (e.g., 2XL Force Disinfectant Wipes).

30-minutes will be allowed between Group Fitness classes for disinfecting the studio and all equipment.

Use of cleaning towels will not be permitted. Disposable wipes are to be used exclusively. Special focus will be placed on high touch/virus prone areas like dumbbells, machine handles, cardio machine screens, doorknobs, stretch mats, and balance balls.



# Budgeting

## Pro Hours

Additional pro hours may be needed to help rebuild the momentum and brand you previously built. Additional hours would go towards free consultations and other business building activities. As always, business plans for pro hours must be pre-approved by the Director. Assuming your county's health orders/restrictions can be followed, then business plans might include:

1. Educational seminars (e.g., 4 Tips to Improve Your At-Home Workout Routine)
2. Co-branded clinics (team up with another club department or a local expert)
3. Fitness/wellness challenge
4. Specialized packaging (e.g., Executive Home Workout—\$199 for 3 sessions—  
Session 1: Consultation with your Fitness Pro to discuss your fitness goals and limitations; Session 2: Your Fitness Pro walks you through your new workout routine; Session 3—Experience your new workout in real time / Q&A).
5. Promos
6. Newsletter content (e.g., educational articles, bios, at-home exercise of the month)
7. Visit the Resource Library in Dropbox for more ideas.

During this Phase I period we recommend each Trainer work up to 20 pro hours per week for up to two months. The business plans need to be pre-approved by their Director and updated weekly.

## Group Fitness Classes

Two to three weeks of free group fitness classes should be offered during this time to help (re)build the momentum you previously had (don't assume it will bounce back).

## Commission Rates

Personal Trainers should receive the maximum commission available during Phase I of (re)opening. The higher commission will help to compensate them (and retain them) from their losses during the shutdown.





# Communications



Communication is critical. Communicate to both your employees and members your health safety plans and actions.

Place a poster at the entrance to your fitness space(s) with the following guidelines:

- Thank you for your patience and understanding as we navigate through these unprecedented times. Our goal is to keep members and staff safe.
  - Based upon guidance from health experts and local government authorities, the fitness center is open for personal training only. General use is not permitted at this time.
- 
- If you are experiencing any cold/flu/allergy symptoms, then access is not permitted.
  - Social distancing is required.
  - Personal training stations have been created. Do not use equipment outside of your designated station.
  - Workout towels from home are not permitted.
  - Thoroughly wipe down your equipment after use.
  - Masks are not required during sessions, but recommended.
  - Late cancel fees will not be applied during this time (if you feel sick then stay home)

Communicate to members your updated member policies, employee policies, facility changes, and housekeeping procedures.

If you would like to use a template regarding what to say about (re)opening, then [click here](#).



# Programming

Your members and staff (and you) are coming into the fitness center with a different perspective than when you saw them last. Workout intensity is down 40%, and your staff need you now more than ever to help rebuild their businesses.

Consider the effects of the pandemic and the possible opportunities:

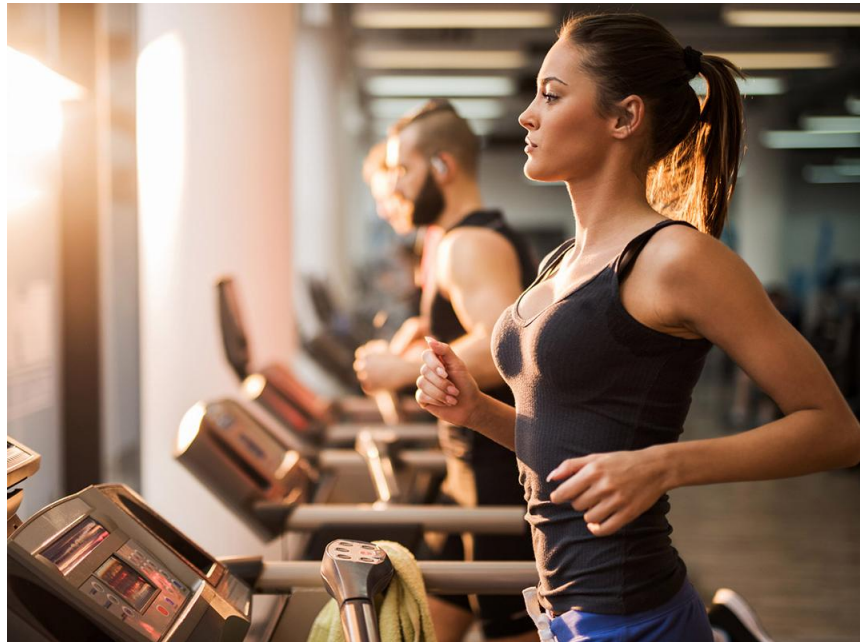
- People have gained weight... Opportunity—Weight loss challenge; Whole food cleanses; Specialty PT
- New stressors (a changed world, death of a loved one, quarantine)... Opportunity—Wellness coaching; Meditation; Stress management seminar
- Unhealthy vices with ample air to breathe (e.g., alcohol consumption)... Opportunity—Wellness challenge; Sober socials
- Limited social engagement... Opportunity—Small group activities like classes and activity groups (walking, hiking)
- Loss of income... Opportunity—Affordable services; Customized training plans; Free consultations; Discounts
- Increased savings for people on fixed incomes... Opportunity—Promos targeting retirees
- Hesitation to be in crowds and virus prone areas... Opportunity—Ability to work with a Personal Trainer in a reserved space; Outdoor programming; Special programming in special spaces for members prone to infection
- Yearning for health and wellness... Opportunity—January like promos
- Companies realize WFH works and continue to offer it as an option... Opportunity—New user promos like equipment orientations and Discovery Sessions
- Members are reluctant to join classes... Opportunity—Offer limited/smaller than usual class sizes; Hire a new trainer (remember the seven characteristics); Body weight classes
- Safety restrictions/guidelines will evolve... Opportunity—Be agile and ready to adapt to the new norm. Do not “wait and see”.



# Phase II

Phase II will come someday likely soon, and we will probably have a one to two-week notice. A new Phase II guide, like this one, will be provided. Below is a list of likely Phase II updates:

- Fitness centers open to general use
- Personal training classes (but not group fitness) expanded to larger groups
- Cleaning protocols increased
- Modified club hours
- Lockers available for use, but not showers
- More hand sanitizer stations available
- Health checks required (declarations, temperature checks, notifications)
- Limited club capacity / advanced booking required
- Health safety guidelines updated: social distancing still required, modified mask requirements
- Contact tracing





**1000** Hills Fitness

This is your once-in-a-lifetime opportunity to welcome members back, for the first time in history, from a worldwide pandemic no less. Not one of your members, or staff, is coming back the same person. They all have different feelings and expectations now. Proceed accordingly. Factor in your new brand positions before making policy and programming decisions, as you would in a Grand Opening.

Above all else—stay safe and be well.

For more educational resources, including guides, position papers, original articles, conference presentations, and case studies, visit <https://www.1000hillsfitness.com/news-insights>

To learn first-hand how 1000 Hills Fitness can position your private club fitness operation for success, schedule a call today at <https://www.1000hillsfitness.com/contact>.