

## **Governor Delays Vanguard Newburyport Re-Opening**

### **Here is what you need to do!**

No, I am not going to ask you to contact your state representatives or call the Governor's office. Frankly, at this point in the process it won't do any good...I'm not sure it ever would have done any good. The Commonwealth is being sued by some clubs, some gyms are defying orders and having their utilities shut off and as frustrating as this ordeal has been for all of us, we are in great shape, and you, as one of our members, has a variety of options at your disposal to begin working out again if you choose.

You are receiving this "special" message because your original enrollment was designated as having NEWBURYPORT as your "home club". This designation generally does not mean much except to allow us some internal data for each location. However, in the event of a pandemic, it has become quite relevant as certain states close and open businesses at different rates. As of yesterday's announcement, Governor Baker has delayed gyms from re-opening in Massachusetts until July 6 (a one week delay). He apparently wants to see how the restaurant openings do before he lets people exercise. Does this mean Planet Fitness will be able to open before us because they serve pizza and bagels? Who knows!

In any event, due to the odd re-opening date in relation to our billing cycles we have decided to make the following adjustments to your account and your input will be required to help tailor your account as you see fit.

### **Please read the following VERY CAREFULLY**

**As of June 28<sup>th</sup>**, all members who have designated **NEWBURYPORT (this means you if you are receiving this)** as their "home club" will have their key tags and accounts activated in anticipation of the July 6<sup>th</sup> re-opening. Prior to July 6<sup>th</sup>, all members will have access **ONLY to our New Hampshire and Maine Locations** if they choose to use them to begin getting back into the gym in anticipation of the Newburyport re-opening. Now, here are your options:

- Many of you have already chosen to re-activate your accounts to use our other locations and therefore, **you need to do nothing.**
- If you have already requested to remain on an "open ended" freeze, **you need to do nothing.** (You are welcome to contact us to confirm your current freeze status if you like.)
- **If you do not wish to use our other locations**, you need to contact us to request remaining on an "open-ended" freeze. This will require you to reach out and contact us again in the future to come off freeze when you are ready...**this will not happen automatically for July 6<sup>th</sup> – or any other re-scheduled dates.**

It is best to contact us for these administrative requests through the website contact page and NOT through the member portal. There is no need to request changing your home club designation at this time as we can simply freeze or activate your account manually regardless of location at your request. **We will reply to every administrative request we receive for confirmation of changes to your account.**

This has been a relatively complex process over the past few weeks juggling one member database that has access to all of our locations in 3 different states with inconsistent, and often changing, re-opening schedules. So for simplicity in getting things back on track, since we are actually almost there, this proves to be the most efficient way to provide the services that our members desire right away, while affording you the flexibility we believe you deserve that fits your lifestyle at this moment.

Therefore, prepare for billing to commence as usual the first week of July and I encourage you to take a few days beforehand to venture north to try one of our other locations and get back into the swing of things. Currently our usage traffic data is showing moderate use even during peak hours of 9-10 AM and 5-6PM with max check-ins around 13 people during the one hour of peak time. This provides for about 653-750 square feet per person at our busiest times...plenty of room to spread out indeed.

I know many of you were excited to get back into Newburyport next week and I am sorry the Governor and his advisors have taken these steps to put us off longer. I merely wanted you to know how we are approaching the re-opening, what your options are now, and how much I appreciate your patience and support while we make a few course corrections to getting back on track.

Craig