

York, Maine location Re-Opens tomorrow June 17th

In these first couple days after being essentially open with regular usage, I would like to take a moment to provide a little data to you as well as reiterate a few details that are important as we move forward through these re-opening phases...but first a little more good news!

Maine

Governor Mills announced yesterday that our **York location may now re-open** while maintaining what have become standard COVID 19 guidelines as of tomorrow, **(Wednesday) JUNE 17th**.

I am thrilled that the York members who have not found it convenient to travel to our New Hampshire locations these past couple weeks will now get to enjoy a newly re-organized (mostly) York location with more space in the busier sections and a variety of some additional and upgraded cardio equipment and facility improvements. In all honesty, we still have a little more work to do, but I believe these will be welcome changes to help members get motivated again to focus on their health and fitness needs. And as "turnabout is fair play", any member is welcome to come up and check the place out and mix up their work out a bit so invite you to give it a try.

All York member key tags will be activated for tomorrow unless previously requested to remain on freeze for either a different activation date or open-ended freeze. Regular billing will commence on the next scheduled billing cycle.

Massachusetts

We are still planning on re-opening the Newburyport location at the beginning of Phase 3 on **June 29th**. Of course this can change and we are not privy to any of the proposed guidelines for re-opening so expect another message in a couple weeks about this.

New Hampshire Updates/Reminders

Usage Data

Having had a chance to look at the member usage of our facilities over the past couple weeks during our scheduled "sessions" and over the past couple days of open usage, I am happy to report that we are well below the 50% capacity limits set by the State...shocker!

The highest number of check-ins during any hour of use was 18 at 5PM which translates into about 555 square feet per person (or a studio apartment). We are trending to regular usage peaks and valleys. 9-10 am runs around 8-12 people, a noon time rush of about the same and peak hours 5-6pm are where we run "hot" around 14-18 check-ins during the hour. I expected a little higher than normal traffic initially due to the lengthy layoff and obvious excitement of people getting back into the gym, but it's nice to see it's very well paced and you are all doing a great job at spreading yourselves out over the entire 24 hours.

A Few Reminders

Showers/Water Fountains

We are still not allowing Shower or Water fountain use in the facilities and are encouraging “wear-in, wear-out” protocols to limit time on site and reduce the number of touch points. I understand this is very inconvenient for many of you who would like to shower before work but not nearly as inconvenient if we get shut down again, so let’s just hang in there for a little longer. We are considering re-activating the showers in New Hampshire locations sometime next week and you will know when this happens when the curtains go back up.

Clean Up

It is imperative that each and every member take part in wiping down equipment after you use it. We all know this is regular “gym etiquette”, but it’s now more important than ever to follow through. It is also helpful if members police each other...a pleasant reminder to your fellow lifter that “here is the spray bottle if you would like to use it” or “were you done with this piece of equipment” (yes, the one with 6 plates on it...wink ;) there’s no need to be inconsiderate, in some cases people just forget, in other cases they are simply inconsiderate dung mounds...but I don’t believe we have too many of those...and if we do, we will cull them out and send them to the “yellow and purple people eater”.

Access

DO NOT let members in if they do not have a valid (and operable) key tag. I think by now you all know how easy it actually is to reach me, and our NEW voicemail menu items even have an option that will call me directly if someone can’t get in (if they take the time to listen to it). So, don’t be responsible for someone else, that’s not your job, just point to the phone number on the sign out front and go about your day.

And a final reminder...REMEMBER, I sincerely appreciate you all and your patience through all of this. I am also humbled by the out-pouring of support from so many of you. I would also like to extend a more personal “Welcome” to the new members who have recently enrolled with us who have either been displaced by their previous gyms still not yet to open, or have just decided now was time for a change. I hope we can make your decision to become part of our family of members a positive one for as long as you need us in your life. We are always trying to evolve and make the environment a better one and if you can ever offer up some sage advice or constructive criticism, I am always happy to listen. Communication is the key to all of our success so don’t be bashful ☺

Thanks again...now we’re 80% there!

Craig