

## Physical Fitness Center

### Focus Group –

1. **Swimming lessons** are customer driven, but have so far been a success.
2. **Aerobics classes** – are sporadic and based on seasonal trends. Even though aerobics are indoors, many people still take aerobics classes in the summer. Much depends on the quality of the instructor. Tues & Thurs. classes curtailed because no instructors could be found. Wish list – wants to move aerobics to its own building, demand is high enough. Aerobics do pick up in winter. Ages for aerobics range from 30-55, mostly women.
3. **Intramural basketball** – seasonal, but works very well. Age range 18-65, mostly men. They have Post level intramural basketball tournament.
4. **Volleyball** – hoping to get a volleyball tournament going in Sept. Has been highly successful in the past.
5. **Flag football** – looking into flag football. Good possibility, but have been injuries.
6. **Water fitness classes** – awesome response. Age range 20-60, mostly women.
7. **Softball** – have men's, women's and co-ed leagues. League runs itself. Mark only has to step in if there's a major problem. Age range 18-55, majority men.
8. **Lifesaving classes** – one of Mark's wish list classes.
9. Needs better publicity for the 5K Run, during AFW. Also any 5K Runs that are planned during the year.
10. All programs can be marketed better and more, but marketing is doing a good job getting the word out.
11. PFC does a lot of their marketing in-house.
12. **Wellness Program** – needs more publicity.
13. **Wish List(future programs)** – Spinning Classes, Scuba Diving Classes, Aerobics Workshop (to certify aerobics instructors) & Tennis Lessons.
14. Would like to have Day Care at fitness center – definitely a demand for it.