

REOPENING

YOUR FITNESS FACILITY
SUCCESSFULLY AND SAFELY



LIFEFITNESS
FAMILY OF BRANDS



DUE TO COVID-19

FITNESS FACILITIES AROUND THE GLOBE WERE FORCED TO SHUT THEIR DOORS AND ADJUST.

Navigating the financial strain isn't easy but there are opportunities when clubs reopen.

Here are some practical considerations that support a successful reopening of your fitness facility. Now is a great time to clarify your current strategy and consider a shift in direction.

GOOD LUCK AND WELCOME BACK.

THE SUGGESTIONS HERE ARE GENERAL TIPS AND IDEAS. FOLLOW THE SPECIFIC HEALTH CLUB REOPENING GUIDELINES PROVIDED LOCALLY OR FEDERALLY.





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A background image of a gym with various exercise machines, overlaid with a semi-transparent red filter. The gym equipment includes treadmills, ellipticals, and weight machines.

01

**PREPARE
YOUR FACILITY**

01

Your facility has likely never been empty for such a long time. Reopening means you need to be sure your facility is ready after being out of service for weeks or even months.

PREPARE YOUR FACILITY

Equipment Preparation

Follow a simple checklist to make sure that your cardio and strength equipment is ready for use when exercisers walk through the door.

- Inspect equipment to ensure it is free of moisture, dust or debris
- Inspect plugs and power cords to ensure they are undamaged
- Turn on all powered units, one by one
- Turn on all non-powered units by pedaling
- Check all functionality of equipment (speed, incline, heart-rate monitoring, etc.)
- Ensure that TV and internet cables are properly connected
- Make sure equipment is running smoothly and is stable
- Look for damage or wear (especially with strength equipment cables)
- Update console software (if applicable)
- Apply Break-free CLP or 3-in-1 oil to guide rods, cables and belts with a clean, dry cloth (strength equipment only)
- Clean all equipment properly (see next section)



01

You likely spent time while closed giving your club a thorough cleaning. Before reopening, it is important to follow the latest government guidelines to make sure you do everything you can to ensure a safe and healthy environment for your members.

Clean your overall facilities according to your local guidelines. Life Fitness recommends specific cleaners that have been tested and shown not to damage cardio or strength equipment.

PREPARE YOUR FACILITY

Life Fitness Approved Cleaners

PureGreen24

Apply the spray to a microfiber cloth and wipe down the equipment. Use PureGreen 24 on the equipment for at least 2 minutes for general disinfection purposes and at least 10 minutes for fungus and viral control.

2XL GymWipes24

Use on the equipment for at least 2 minutes for general disinfection purposes.

Mild Soap and Water

Use a soft microfiber cloth only. Apply soap and water to the microfiber cloth before cleaning.

DO NOT:

- Use ammonia or acid-based cleaners
- Use abrasive cleaners
- Use paper towels
- Use bleach on the surfaces of our equipment
- Apply cleaners directly to the equipment surface
- Use cleaning concentrate that has not been diluted

Chemical	Vinyl Testing	Metal Corrosion	Chem Rub/Attack
Gym Wipes	Highly recommended. Passed all tests and has been used in the field for decades without known issues		
PureGreen24			
Alpha HP	Pass	Pass	Pass
AF315	Pass	Pass	Pass
Clean on the Go	Pass	Pass	Pass (film left)
Top Flight	Pass	Pass	Pass (film left)
Virex II 256	Possible issue	Pass	Pass
Clean on the Go - Tribase	Possible issue	Pass	Pass
Green Earth Peroxide	Fail	Fail	Pass
Peroxy 4D	Fail	Fail	Pass (film left)

01

PREPARE YOUR FACILITY

You likely had the time to take care of any building issues during shutdown. Now's the time for last-minute tasks.

- Fix any lightbulbs that need to be replaced
- Flush your water system
- Replace any HVAC filters
- Take care of any other miscellaneous building issues you may have been putting off
- Add a fresh coat of paint to liven up your facility



02

**IMPLEMENT
NEW PROCEDURES
AND GUIDELINES**



02

IMPLEMENT NEW PROCEDURES AND GUIDELINES

Social distancing may require additional space and new floor plans for facilities. Many exercisers will want to have plenty of personal space for their workouts. Follow local guidelines to determine the space you need in cardio, strength training and group training areas.

Rethink Your Layout

Cardio Equipment

Cardio floors may look drastically different in the near future. Space out cardio equipment significantly according to local guidelines. If moving equipment is an issue, turn off every other cardio unit. Also, unused group training studios or large courts can be repurposed as cardio areas. Consider full-length plexiglass barriers to provide added peace of mind for exercisers.

Strength Equipment

Larger strength equipment like Smith machines already have a large recommended live area. Implement this same live area spacing for selectorized and plate-loaded equipment as well.



02

IMPLEMENT NEW PROCEDURES AND GUIDELINES

Smart Procedures to Enhance Safety

- Create one-way traffic lanes and have separate entrances and exits
- Set capacity limits to eliminate overcrowding and consider adding a booking tool to make this process easier
- Require exercisers to bring their own towels and water bottles
- Close any shower areas
- Temporarily close any other areas where people congregate
- Require exercisers to wear face coverings

Inform your members of the new procedures before they return to the gym so they feel prepared. They'll appreciate the effort that you and your staff are putting in.



02

IMPLEMENT NEW PROCEDURES AND GUIDELINES

There's no doubt that the fitness facility experience will change for the foreseeable future. But you can be creative while still offering exercisers the motivating programming they expect.

Are Programming Changes Needed?

Altering your small group training offering might be necessary in the short term.

Consider the following:

- Restrict group training sessions where exercisers stay in their own space and aren't required to share equipment.
- Move some group training outdoors
- Try more indoor cycling classes with properly spaced cycles
- Offer more personal training availability

Many exercisers have grown accustomed to digital workouts while at home. Develop ways to offer that same on-demand content to your members.

The phased reopening approach in some states allows for personal training and outdoor group training to be the first health club services to resume. Be prepared to offer both if that's the case where your business is located.



03

**EDUCATE
AND PREPARE
YOUR STAFF**



03

Since your team has been out of the game for so long, they might need a moment before they engage with members again. Bring them in to regroup before your doors open.

EDUCATE AND PREPARE YOUR STAFF

Make Sure Your Staff Is Ready

- Host a training day on personal hygiene and social distancing. Every member of your staff needs to be an expert.
- Make sure every member of your staff is aware of local rules and regulations regarding COVID-19
- Explain in detail all of the changes that have been made at the health club
- Provide your staff with face coverings, gloves and any other personal protective equipment that is necessary
- Remind your employees to stay home whenever they feel sick





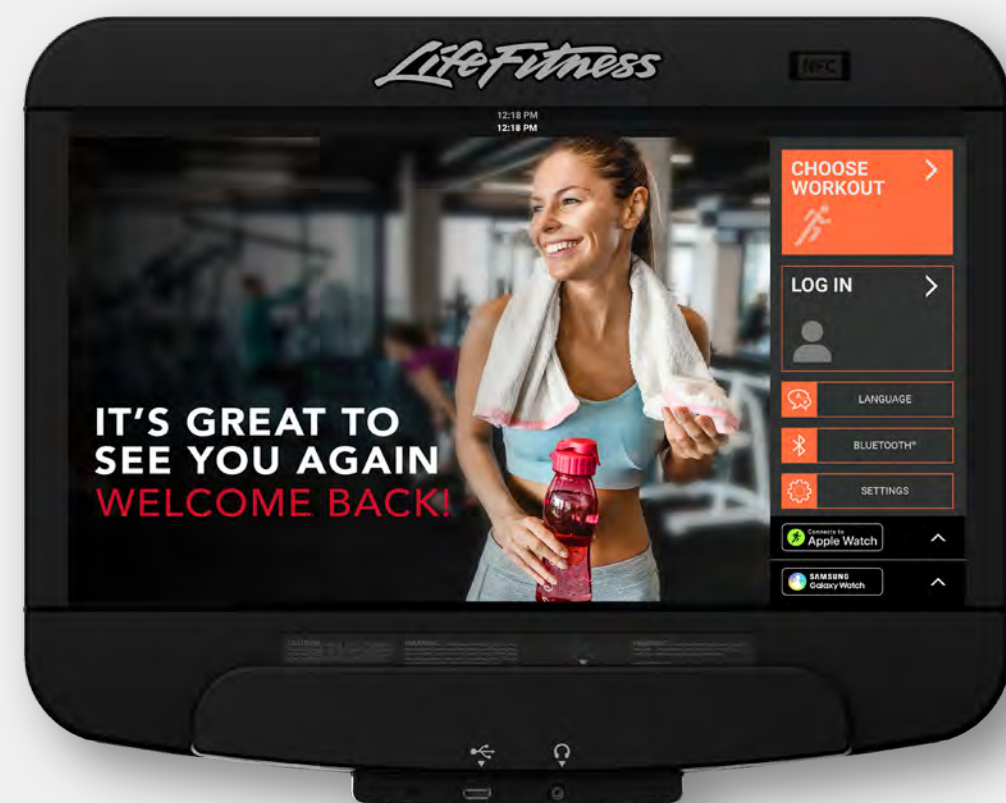
04

**RECONNECT
WITH YOUR
MEMBERS**

04

RECONNECT WITH YOUR MEMBERS

Many of your members missed your gym just as much as you missed them. Show them your appreciation.



Reach out to your exercisers through email marketing, social media or even in-facility signage. Inform them of the measures you've put in place to help keep them safe.

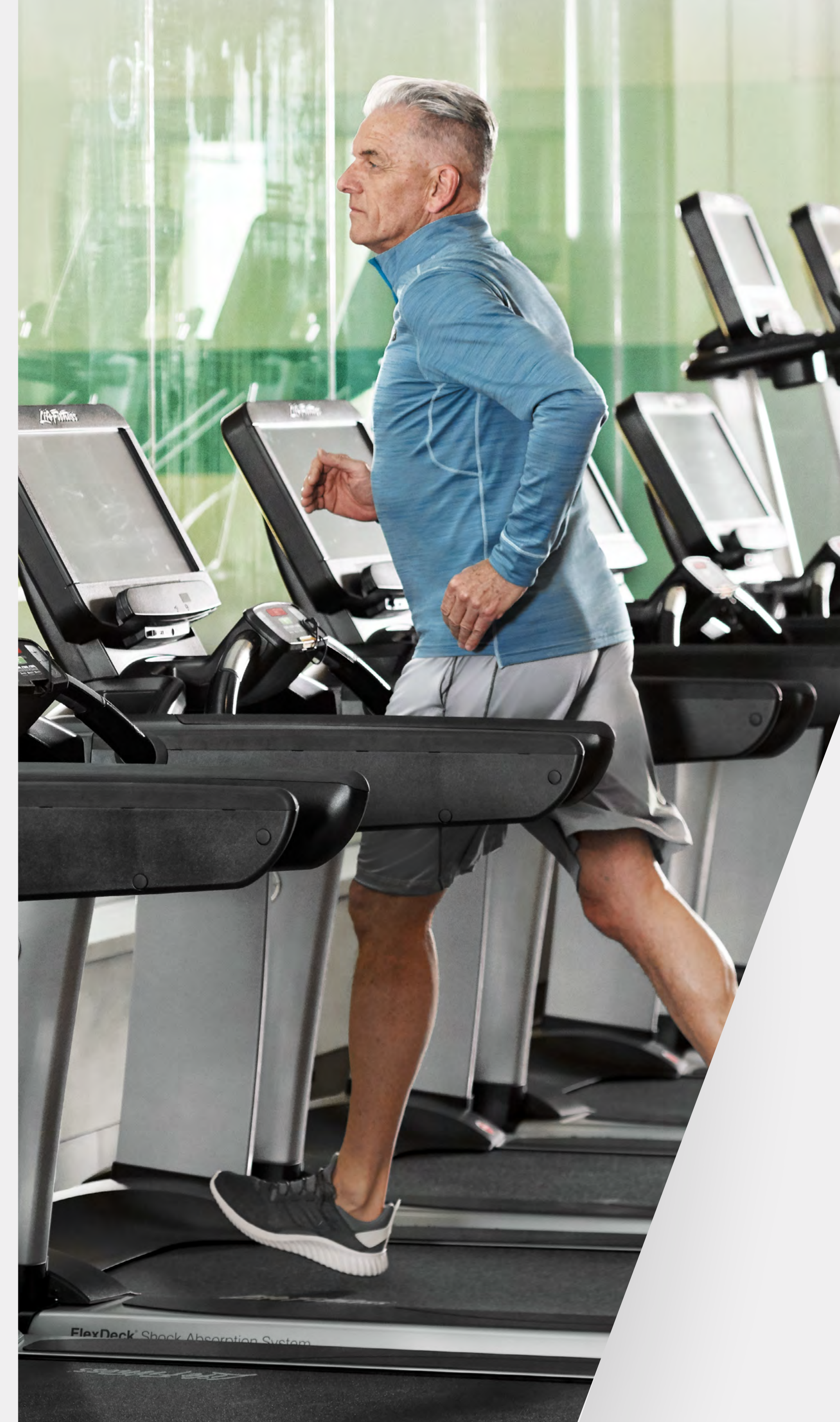
Consider Your Exercisers

Once your facility has the approval to reopen, be sure to adhere strictly to local guidelines and keep them safe.

- Provide ample cleaning supplies like soap, hand sanitizer and GymWipes
- Educate them on proper etiquette through in-facility signage
- Consider floor signage that clearly illustrates safe distances exercisers should maintain from equipment and each other
- Close locker rooms to showering
- Remind them to wipe down equipment before and after use
- Consider capacity restrictions to avoid crowding
- Communicate policy changes to exercisers
- Outfit your staff with t-shirts or other attire that clearly shows their role and that they can answer any questions exercisers have

Facility Signage

Ensure that members feel like a part of your health club community. Welcome exercisers back with signage and on-console messaging.



04

RECONNECT WITH YOUR MEMBERS

Outline Exerciser Rules and Procedures Clearly with Ample Signage

- Wash your hands regularly for 20 seconds
- Please bring your own towel
- Wipe down equipment before and after use
- Respect personal space and stay at least 10 feet away from other exercisers
- Stay home if you feel sick

Assure Exercisers You Have a Detailed Cleaning Routine

Adhere to a strict cleaning schedule and be sure to inform your members about it. Disinfect equipment at set times during the day and thoroughly clean each night.



A background image of a gym with people exercising, overlaid with a semi-transparent red filter. The image shows a woman in the foreground using a chest press machine, and other people in the background. The overall tone is motivational and energetic.

05

REVISIT YOUR MEMBERSHIP PLAN

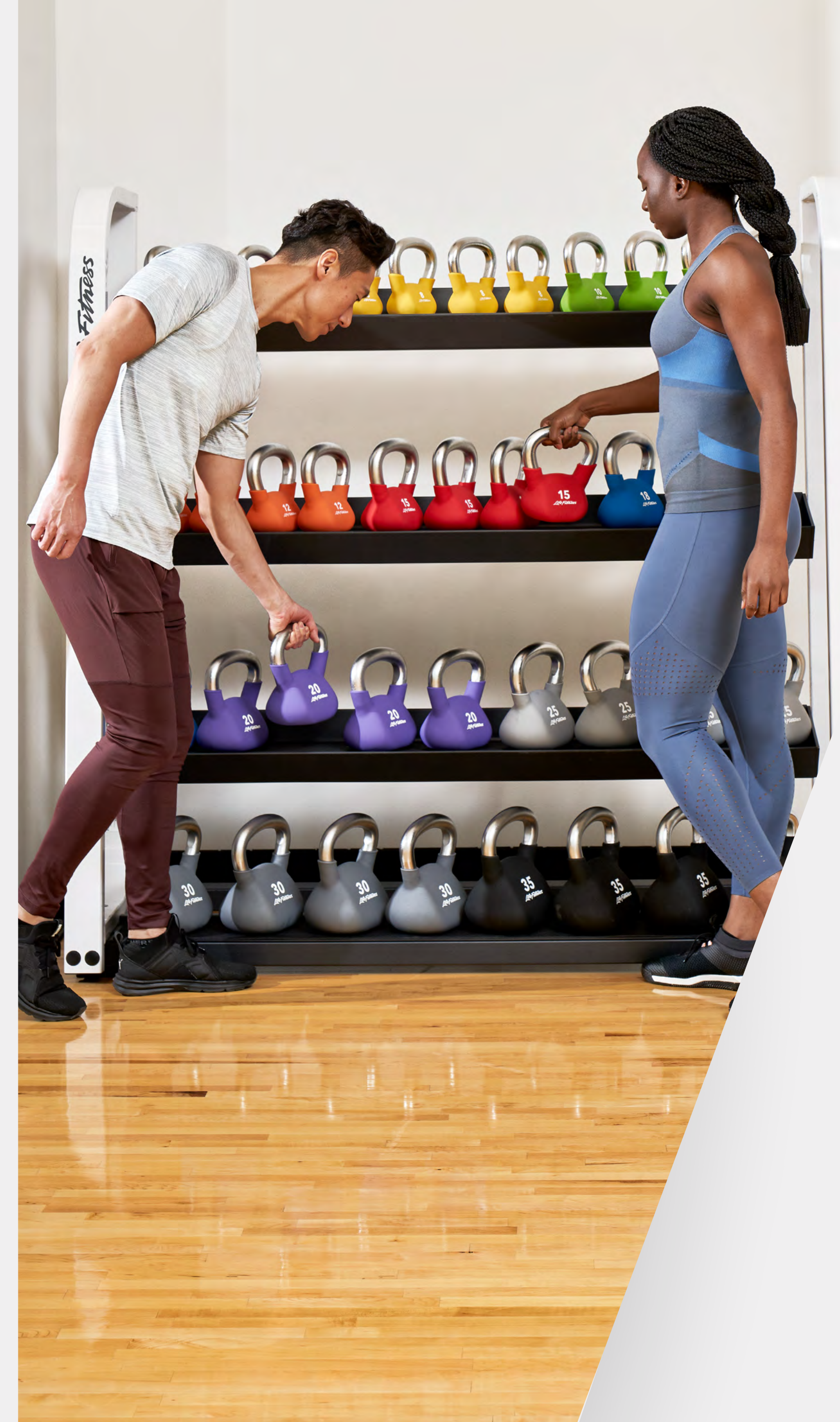
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REVISIT YOUR MEMBERSHIP PLAN

You've lost revenue during the shutdown, but your members likely have too. Consider ways that help them cover membership fees but also provide you with cash flow. Your membership traffic should increase over time, but for now you may have to get creative.

Get Creative with Memberships

- Try scaled-down memberships that offer access to specific facility offerings
- Consider offering long-term membership agreements at a discount
- Think about renting out accessories or cardio equipment for added revenue
- Promote referral programs where members get discounts when their friends join



06

**EMBRACE
THE POWER
OF DIGITAL**

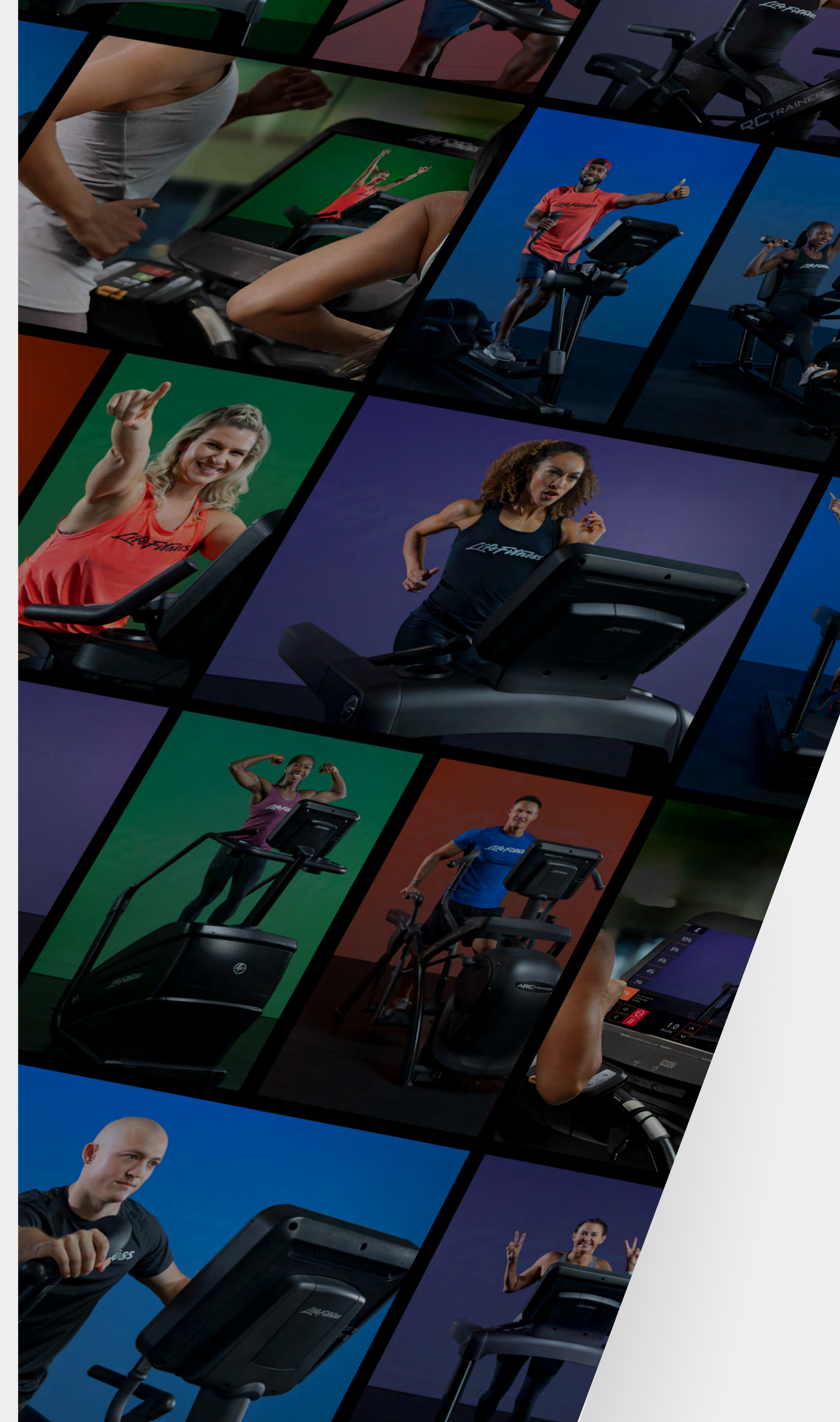
06

EMBRACE THE POWER OF DIGITAL

During closure, fitness facilities replaced their usual offering with digital classes. This changed the fitness industry overnight and accelerated the impact of digital content.

You can harness digital to both engage with your members and raise additional revenue. Consider live streaming classes for a fee or offering membership options that include access to on-demand workouts. You can also stress the benefits of options like Life Fitness On Demand, virtual classes on select cardio where exercisers can work out on their own but feel like they're with a group.

Exercisers were forced to adapt to digital, on-demand workouts during the shutdown. Consider it an essential part of the fitness industry moving forward.





CONTACT

It is our mission to inspire healthier lives, and that mission is more true now than ever. Please contact us if you need more information about how to get your fitness facility up and running again.

Contact our Sales Support team directly
(8:00 a.m. – 5:00 p.m. CDT): 800-735-3867
or [find your local sales consultant](#)

www.lifefitness.com

