

Norman Senior Wellness Center

Annual Report

Healthy Living Norman

Claire Dowers-Nichols, Executive Director

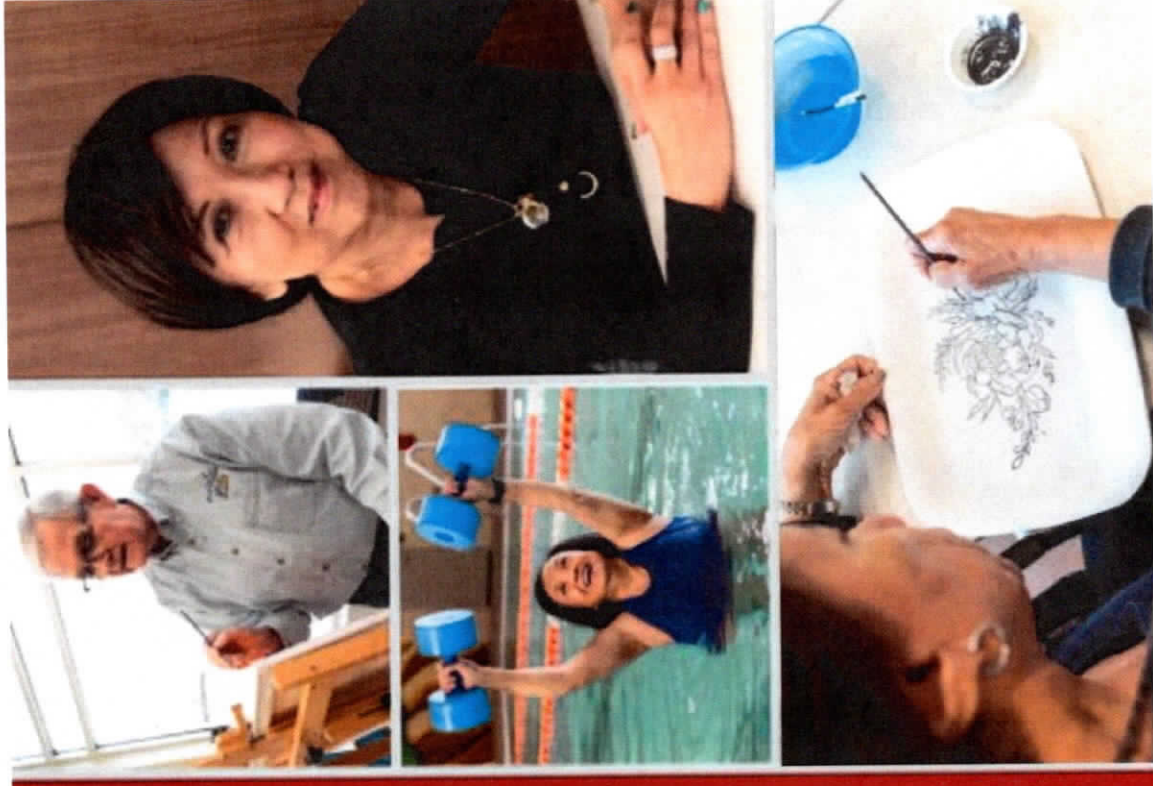
October 5, 2023



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Our Mission

Promote the health and wellbeing of adults aged 50 and older by providing opportunities for physical activity, social engagement, and lifelong learning.



Narrative of Annual Activities

Healthy Living is excited about its partnership with the City of Norman to open an innovative wellness center for its residents age 50 and better. As we prepare to open, the following activities have occurred:

- Healthy Living Center Norman, LLC established as a separate legal entity that will house the operations of the wellness center. Advisory board members named.
- Attend bi-weekly construction meetings to provide input and monitor progress.
- Attend Ad-Hoc Committee meetings
- Numerous community presentations and meeting with various stakeholders.
- Established social media presence

Narrative of Current Activities

Preparing for the November 2023 opening, Healthy Living is currently:

- Filling staff positions
 - Branch Manager – Katherine Leidy
- Recruiting members
- Recruiting founding members, founding partners, and other fundraising
- Marketing the Adult Wellness and Education Center and the programs it will offer

Marketing and PR

← → C HealthyLivingNorman.com

**HEALTHY
LIVING
NORMAN**

Become a Member

Partnership Opportunities

Policies

Check-Out



Contact Us



Grand Opening Celebration Nov 13

The mission of Healthy Living Norman is to promote the health and well-being of adults aged 50 and older by providing opportunities for physical activity, social engagement, and lifelong learning at the Adult Wellness and Education Center.



Marketing and PR

HEALTHY LIVING NORMAN

IMPACTING THE WELLNESS OF NORMAN ONE LIFE AT A TIME!

HEALTHY LIVING NORMAN promotes the health and well-being of those 50 and older. Through a public-private partnership with the City of Norman, we offer a state-of-the-art wellness facility. Within our center, you will find a variety of wellness, educational, social, and cultural programs, as well as special events.



GET YOUR MEMBERSHIP TODAY, BE ONE OF THE FIRST TO ENJOY ALL THE NORMAN ADULT WELLNESS AND EDUCATION CENTER HAS TO OFFER, AND BECOME PART OF A COMMUNITY THAT VALUES HEALTH, WELLNESS, AND THE QUALITY OF LIFE FOR ALL.

YOUR MEMBERSHIP TO THE HEALTHY LIVING NORMAN INCLUDES THE FOLLOWING:

Aquatic Center
Demonstration Kitchen
Weight and Exercise Room
Group Fitness Room
Health Screenings
Seminars

STATE-OF-THE-ART AMENITIES:

Billiards Room
Indoor Walking Track
Outdoor Pickleball Court
Fireplace and Lounge
Small Gathering Spaces
Rooms for Educational Classes

CENTER MEMBERSHIP

MEMBERSHIP ALLOWS ACCESS TO THE 32,000 SQUARE FOOT NORMAN ADULT WELLNESS AND EDUCATION CENTER AND ITS AMENITIES, CLASSES, AND EVENTS. THE CENTER IS GREAT FOR IMPROVING PHYSICAL FITNESS, LEARNING NEW SKILLS, AND STAYING ACTIVE.



INDIVIDUAL MEMBERSHIP 50+
Individual membership is \$35 per month

FAMILY MEMBERSHIP 50+
Family membership for two 50+ individuals living in the same household is \$60 monthly.

INSURANCE PROGRAMS
Some insurance programs, such as Silver Sneakers, will be accepted. Check with staff for more information.

SLIDING SCALE FEES
Exceptions to the above may be made on a case-by-case basis as determined by the Healthy Living Norman Management Team. A sliding scale will also be offered based on income.

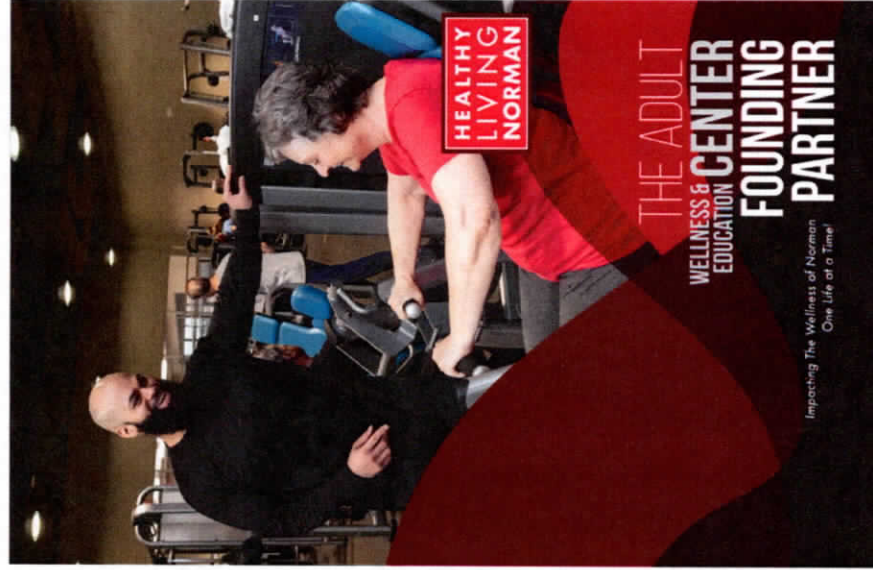
CORPORATE AND GROUP MEMBERSHIP
Corporate and group memberships are available for a negotiated fee based on group size and other considerations, such as non-profit status. Please contact us to learn more.

DAY PASS
Guests 50+ are welcome to visit and use the facility for a nominal fee of \$10 per person.

FOUNDING MEMBER DISCOUNT

Join now and become a founding member for \$1,000! Benefits include a three-year membership - **SAVING \$260** a special VIP grand opening event, name recognition in the Adult Wellness and Education Center, and special events throughout the year. You can also be proud to have played a role in creating an innovative wellness center that will positively impact the everyday lives of your family members and Norman adults for generations to come.

Marketing and PR



“I joined after my husband passed away and I am so very glad I did. I was able to keep myself busy, get healthier and take fun classes. Thank goodness for this place!”

 Healthy Living OVC

Sponsorship Levels

We want to say “thank you” for your generous gift with recognition in the facility, at events, in advertising, and more for one year. In addition, Healthy Living Norman is a 501(c)(3), allowing your contributions to be tax-deductible.

RECOGNITION	\$5,000	\$2,500	\$1,000
Recognition on the Donor Wall	X	X	X
Logo on Social Media	X	X	X
Listing on Social Media			X
Logo on the Website	X	X	X
Listing on the Website			X
Six VIP Invitations to VIP Event	X		
Four VIP Invitations to VIP Event		X	
Two VIP Invitations to VIP Event			X
Logo Slide at VIP Event	X		
Listing on Slide at VIP Event		X	
Logo Slide at Grand Opening	X		
Listing on Slide at Grand Opening		X	
Logo in Monthly eNewsletter	X		
Listing in eNewsletter		X	
Logo on Shared Sign in Pickleball	X		
One-Day Table Display in Lobby	X		
Booth at Wellness Expo	X		
Three One-Year Memberships			X

Fee Structure

Fees were approved as an addendum to the Operating Agreement

- Individual \$35
- Family \$60
- Sliding Scale Based on Federal Poverty Guidelines (\$10 and \$15)
- Insurance Benefit Memberships
 - United Healthcare Renew Active – confirmed
 - Silver Sneakers - pending

Topics Not Yet Applicable

- Number of participants
- Revenue by categories
- Revenue beginning and ending fund balance

Projected First Year Budget

REVENUE

Membership Dues	\$	390,000.00
Founding Member Payments	\$	50,000.00
Lease/Rental Income	\$	23,000.00
Personal Training Income	\$	12,000.00
Fundraising Income	\$	40,000.00
Special Class Income	\$	20,000.00
Revenue Total	\$	535,000.00

Projected First Year Budget

EXPENSES		
Salary & Related Expenses	\$	405,000.00
Operational Expenses		
Utilities	\$	-
Pool Maintenance	\$	-
Professional Fees	\$	18,000.00
Janitorial Services	\$	-
Phone, Internet, Cable	\$	16,000.00
Lawn & Landscape	\$	-
Trash Service	\$	-
Supplies	\$	20,000.00
Insurance Policies	\$	18,000.00
Marketing & Advertising	\$	10,000.00
Program Expenses	\$	40,000.00
Operations total	\$	122,000.00
Expense Total	\$	527,000.00
NET INCOME	\$	8,000.00

Norman pays 100% of this the first year

Norman provides this first five years

Norman provides this first three years

Norman provides this first five years

Norman provides this first three years

Tax Filing

Healthy Living & Fitness, Inc. DOES file annual tax returns.

Tax information for Healthy Living Center Norman, LLC will be filed as a schedule R on the Healthy Living & Fitness, Inc. tax return.

LLC Advisory Board Members

Chuck Thompson – Norman, OK

Lynne Miller – Norman, OK

Bill Scanlon – Norman, OK

Brian Hill – Norman, OK

Lee Hall – Norman, OK

Elaine Purvis – Edmond, OK

501(c)(3) Board Members

Name	Address	Phone
Sherry Stetson, Chair	3117 N Sooner Rd Edmond, OK 73034	405.200.0822
Jack Moore, Vice Chair	2012 Brook Hollow Shawnee, OK 74804	405.919.9380
Darren Telford, Treasurer	4801 Gaillardia Pkwy, Ste 202 Oklahoma City, OK 73142	405.946.9000
MT Berry	16725 Halbrooke Rd Edmond, OK 73012	405.816.0951
Larry Bookman	6217 Lenox Ct Oklahoma City, OK 73118	405.816.0951
Ginny Bass Carl	10 N Lee Ave Oklahoma City, OK 73102	405.250.2087
Bradley Carter	11105 NW 103 rd St Yukon, OK 73099	405.990.4212
Mick Cornett	228 Robert S Kerr Oklahoma City, OK 73102	405.541.9103
Michell Dallal	12801 Sutton Hill Rd Oklahoma City, OK 73142	405.570.5462
Bill Fleming	PO Box 720513 Oklahoma City, OK 73172	405.370.0996
Tracy Gay	6401 NW Expressway Oklahoma City, OK 73132	405.613.2310
Bill Hulse	11401 N Rockwell Ave Oklahoma City, OK 73162	918.289.1323
Steven Pike	4625 NW 32 nd Pl Oklahoma City, OK 73008	405.708.2968
Luke Pitman	501 NW Grand Blvd Oklahoma City, OK 73118	405.974.0819
Chuck Thompson	320 Stonehaven Dr Norman, OK	405.301.7955

Leadership

501c3 Officers

- President – Sherry Stetson*
- Vice Chair – Jack Moore
- Treasurer – Darren Telford*
- Secretary – Darren Telford

*authorized to approve expenses

LLC Officers – currently being determined. Chair will be authorized to approve expenses up to certain threshold (above and beyond that of branch manager)

Leadership

Those responsible for maintaining books and records

- Mistie Curtis
- Olivia Campbell
- Local accountant for LLC

Questions

Contact Information:

Claire Dowers-Nichols

405.603.7185

claire@healthylivingokc.com

Katherine Leidy

Katherine@healthylivingnorman.com

**HEALTHY
LIVING**