



**Williams Wellness Center - The Next Generation**

# MAJOR SHIFTS

- City acts as Fiscal Agent
- School operates HR/Day to Day
- MercyOne no longer be involved



# Goals

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- The Wellness Center will increase their membership by 10 percent.
- The total goal for membership is 800 total members made up of roughly 1400 people.
- The Wellness Center will focus on customer satisfaction.
- The Wellness Center will work toward a rebranding of the facility.
- The Wellness Center will work to double non membership revenue.



# Communication - Marketing - Branding

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- Utilization of the district marketing and social media outlets and expertise.
- New Logo, Signs, and Marketing Materials
- Updated social media presence
- Communications plan for regular schedules, updates, and changes.



# Membership and Census

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- Currently Serve on average 800 memberships and 1400 people a year.
- City and School will no longer supplant with “Free” memberships.
- This year maintain current memberships with price reductions



# Functions

- All members receive 24 Hours Access
- Reviewing Layout, Facilities, and Services
- Staff now unburdened by “Oelwein REC”
- New Software tracking - CIVIC



# Budget - Fiscal Management

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- Sustainable and Self-reliant - \$0 impact to taxbase
- \$250,000 budget for FY25 - (July 1, 2024 - June 30, 2025)
- Must generate \$250,000 in Revenue (\$200k in membership - \$50,000 in other sources)



# Membership Costs



## Membership Prices

Type	Annual	Monthly EFT
Single	\$216	\$18
Couple	\$300	\$25
Family - 3 or 4	\$360	\$30
Family - 5+	+\$90 Per person	
Student (K-12)	\$120	\$10
24 Hours Access*	\$5 per card /one time	

*\*All Members - 18 years+ will be given free 24hr Access*

*Payable by Cash, Check, Visa, Mastercard, or Bank Transfer*