



# Health & Lifestyle Center INFORMATIONAL BOOKLET



The Commons Club  
at The Brooks  
April 2019

# The Commons Club Guiding Principles

## Our Vision

**Enriching members' lives, creating meaningful experiences and enhancing community value.**

## Our Mission

**To consistently deliver value to our members by:**

- **Optimizing the club assets: beach, fitness, restaurant, social, enrichment, and administrative.**
- **Providing a wide array of quality amenities, programs, and activities.**
- **Continuously improving TCC offerings.**

## Our Values

**The Commons Club will:**

**Place member satisfaction first and foremost.**

**Operate in a financially sound manner, accountable to the membership and regulatory bodies.**



## Health & Lifestyle Center Introduction

Dear Members:

Twenty years ago, in 1999, our Fitness Center first opened its doors as a state of the art amenity at The Commons Club (TCC). Since that time, and with over 800,000 visits, the facility has been expanded once, but never fully renovated or updated.

The Fitness Center has provided an important amenity for members and enhanced the value of property ownership in The Brooks; however, after twenty years in operation, the Fitness Center has a number of shortcomings, including: space limitations, outdated décor and awkwardly positioned rooms for massage/esthetician services. These shortcomings become even more apparent when comparing our Fitness Center to similar facilities in other Southwest Florida communities.

To retain its competitive edge, the time has come to re-energize this important Club amenity. When developing a renovation plan for the Fitness Center, your Board of Directors observed TCC Guiding Principles:

### **Our Vision**

*To enrich your life and enhance community value.*

### **Our Mission**

*To optimize Club assets and continuously improve Club programs.*

Two years ago, we greatly improved The Rookery – and this past summer completed a renovation program at The Beach Club. Both projects enhanced lifestyle and community value while optimizing Club assets. More recently, our attention has been focused on upgrading our Fitness Center to a modern Health & Lifestyle Center.

Your Board is confident the plan outlined in this publication will provide services and programming designed to promote health and wellness, allowing members to maintain an active lifestyle and functional independence. Our vision will elevate the facility to make it competitive with similar new construction at nearby communities. Please review the plan and attend one of our upcoming presentations – both at TCC and your own community. Thank you for playing an important role and ensuring our Club's future value and success.

Sincerely,

The Commons Club Board of Directors

## Why Renovate, Reinvent and Relaunch

Create an updated well-rounded Fitness/Wellness Center that excels in **providing the best opportunity for members** to build and maintain health, wellness and vitality

***Help the Club stay competitive***  
in the market place, resulting in a growing membership

Offer an attractive updated facility that **enhances homeowners' real estate**



# TCC Health & Lifestyle Center

Renovated, Reinvented, Refurbished Features

## **Reinvent Existing Workout Space**

- o Drop ceilings removed, modernized and enhanced
- o Half walls removed for enhanced accessibility
- o Glass wall to hallway removed for openness and accessibility
- o Flooring and matting modernized
- o All non-cardio equipment updated/replaced

## **New Group Fitness Room**

- o New suspended floating wood flooring
- o Proper storage for equipment and supplies
- o Flexibility to use room for member workouts in-between group classes
- o Cutting edge audio/visual equipment
- o Ability to open window shades to view Green
- o TRX/Suspension system built-in

## **New Floor Space for Specialized Fitness**

- o 1000sf Functional Fitness Space
- o 50sf Active Cognition
- o 540sf Stretching and Recovery
- o 200sf Postural Alignment & Fitness Assessments
- o 180sf Golf/Tennis/Sports Optimization Training
- o 180sf Return to Wellness
- o 180sf Balance and Stability

## **Massage, Treatment Rooms and Locker Room**

- o Facilities and amenities relocated to reserved private area
- o Four new spa treatment rooms
- o Private spa waiting room
- o Private restroom and shower facility
- o Separate and private exit
- o Two private wellness treatment rooms
- o Enlarge Men's Locker Room



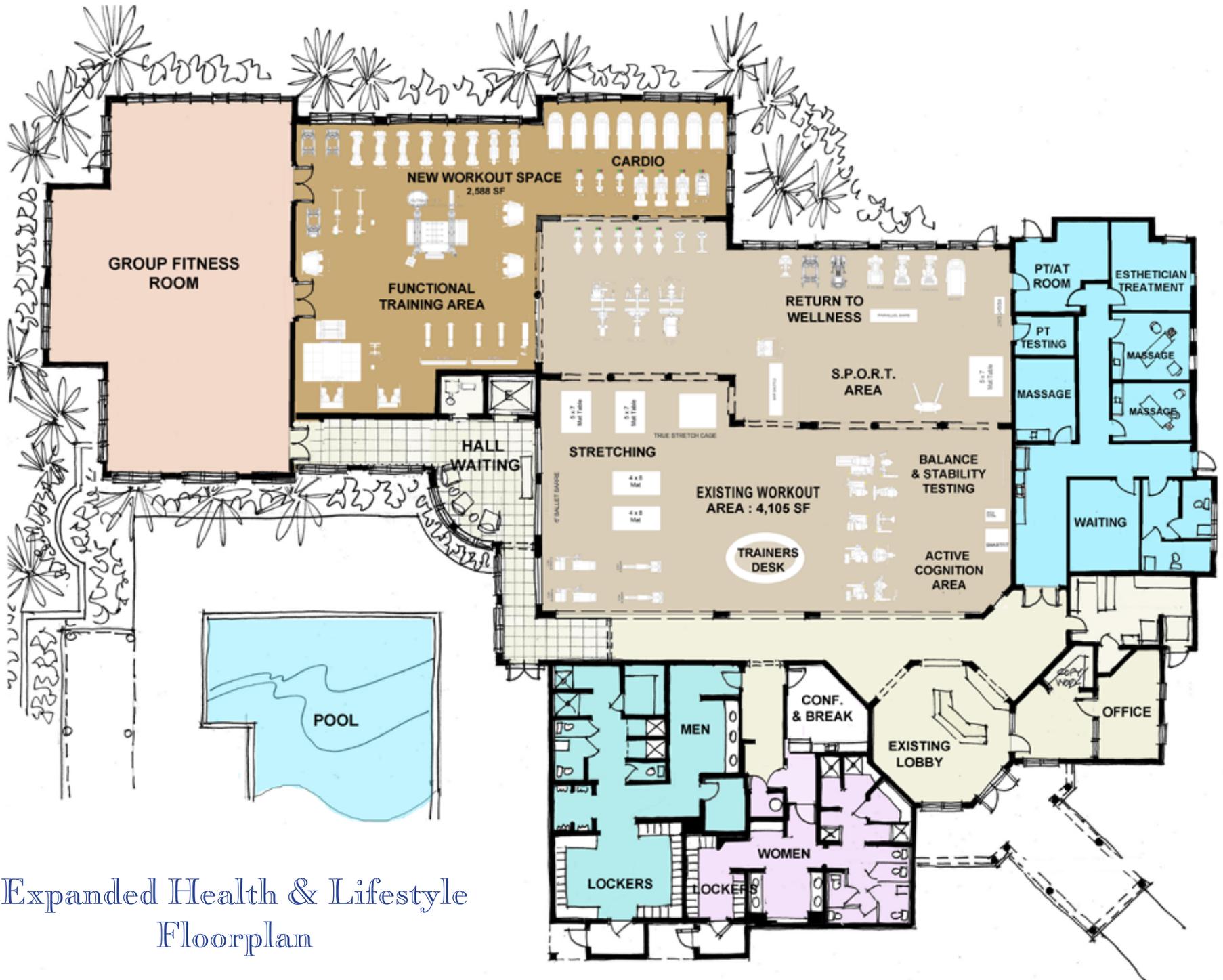
## Why Modernizing Our Facility Creates More Value

Inspired by the recent success of The Rookery refurbishment and The Beach Club update, The Commons Club Board of Directors, management team and committee members are convinced that a new, reinvigorated Health & Lifestyle Center will be a home run for the Club. Whether you use the current fitness facilities or not, modernizing and optimizing this important Club asset will significantly improve not only the user experience, but also the overall appeal of investing and living in The Brooks.

The Brooks initially earned its reputation as one of the top lifestyle communities in Southwest Florida by offering premium amenities for residents, but in recent years many new communities, offering more contemporary facilities and programs, have eroded our reputation and attraction for current and future home buyers. To reframe and reclaim our reputation, we need to better respond to the needs of these buyers.

- Current and prospective fitness center members are looking for much-needed functional training floor space, additional stretching areas, a more private and tranquil spa environment and more focus on comprehensive, personalized wellness programs. In fact, The Commons Club 2018 Member Survey revealed 34% of users rated our current space for stretching and functional exercise poor or below average, and only 25% rated the facilities average.
- Private clubs like The Commons Club need to achieve a high level of member/user satisfaction in order to maintain overall community and property value. By updating our current fitness center, we will create a more modern and marketable Health & Lifestyle Center, allowing The Commons Club to better attract new and younger members with a truly valuable amenity for all of our communities and homeowners.
- The cost of achieving this is quite small compared to the enhanced amenity value...just \$125 annually for each household (equivalent to two happy hour beverages per month at one of our Clubs).
- This new, modest member assessment is extended over ten years, and the assessment ends upon resignation for members who leave the Club or downgrade within the ten-year period.
- Now is the optimal time to move forward with this project due to favorable financing and the availability of utilizing our own capital funds.
- The leaders of The Commons Club are entrusted with enriching community lifestyle at The Brooks, enhancing community value, optimizing Club assets and continuously improving Club programs. Our plan to create a new, reinvigorated Health & Lifestyle Center serves each of these objectives well.





Expanded Health & Lifestyle  
Floorplan

# A Comprehensive Health & Lifestyle Center

Inspires Members to “Live Younger, Longer”

- o Optimizes a ‘whole person’ wellness concept
- o Empowers living at maximum capabilities - ‘functional longevity’
- o Enhances Vitality & Happiness
- o Offers Opportunities for Engagement
- o Focuses on Prevention of health conditions
- o Creates seamless transition from illness to wellness
- o Philosophy of wellness, mindful of next generation of members
- o Incorporates the latest industry trends & technologies
- o Designed to support change
- o Universal appeal



# View from Lobby Entrance

Stretching – Fitness Desk Center – Functional Strength



# TCC Health & Lifestyle Center

## Why Renovate and Modernize the Health & Lifestyle Center?

### To Our Members:

We have an opportunity to meet the evolving needs of our members by transforming the current Fitness Center into a modern, multidimensional Health & Lifestyle Center. The vision for our facility, articulated in this plan document, recognizes the global shift in the fitness industry to a concept of 'whole person well-being' and allows for a much needed upgrade to our current one dimensional Fitness Center.

There has been significant change in the fitness industry since our Fitness Center opened twenty years ago. The 'one size fits all' gym, popularized in the 1990s, has been replaced by a more personalized, multidimensional approach that focuses on comprehensive wellness, prevention and functional fitness.

### What is driving this change?

- Longer life expectancies and rapid growth of the 55+ population.
- A new perspective on what 'health' means – people not only want to live longer lives, but live long with good health, mobility, productivity and independence.
- Changing market demands – people are looking for more options in fitness programs and taking a more active role managing their personal health and wellness.
- Rising healthcare costs are motivating members to focus on preventative healthcare and bespoke wellness programs and services.

Residential communities serving the 55+ market are responding to these changing market demands by upgrading or building facilities that can effectively promote health and wellness for residents. These modern facilities provide much more than cardio machines, weights and strength building equipment. Today's homebuyers are later stage baby boomers who are generally more health-conscious and therefore demand contemporary wellness facilities, programs and services.

In fact, their choice of residential community is driven by a desire for resort-style environments with resort-standard amenities. While golf and tennis may still be important to these modern homebuyers, health and wellness facilities are often a higher priority.

The World Health Organization now defines health to be "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Our members want to live longer lives, in good health with full function, productivity and independence. Let's give them a facility that will help them realize these goals as residents of The Brooks.



**HEALTH AND LIFESTYLE CENTER  
SITE PLAN**

# View of New Expanded Space

Cardio – Functional – Free Weights



# TCC Health & Lifestyle Center

## Financial Summary

### **Total Annual Cost per Membership**

**Gold and Silver Member \$125**

*(for a maximum of 10 years)*

<b>Cost of New Space</b>	<b>\$1,386,180</b>
<b>Renovation of Existing Space</b>	<b>\$ 910,000</b>
<b>Locker Rooms, Restrooms, Site-work</b>	<b>\$ 253,900</b>
<b>Professional Fees, Permits, Inflation &amp; Contingency</b>	<b>\$ 636,010</b>
<b>Total Estimated Cost of Project</b>	<b>\$3,186,090</b>

### **Assumptions**

- o Sources of funding:
  - o \$520,000 of existing new capital funds
  - o \$2,680,000 at 5.5% over 10 years
  - o \$100,000 per year from new capital
  - o \$75,000 capital funding
  - o \$180,550 annual assessment to cover loan cost
- o Project costs includes construction, related expenses, and furnishings, fixtures and equipment
- o Changes in club operating expenses resulting from expansion are estimated at \$26,000
- o Proposal includes Contingency of 10% and Inflation factor of 3%

# TCC Health & Lifestyle Center

## Ballot and Voting Information

We strongly urge Gold and Silver members to vote IN SUPPORT of this improvement Plan. We want to hear from every household, and the only way for your voice to be heard is by voting.

The Board has engaged Vote Now, a national firm that specializes in conducting secure balloting, to conduct the Member Vote and report the results to the Board. As an independent firm, they will ensure confidentiality, transparency and assurance to the members on the conduct of the Member Vote.

Balloting will be conducted online, by phone or by paper ballot, based on individual member preferences. All ballots, paper and electronic, will go to Vote Now, which will track, count and maintain security of balloting using The Commons Club member numbers and unique individual coding. A paper ballot and return envelope can be obtained from The Commons Club administrative office, if needed.

Only one vote per membership household will be counted. Only Gold and Silver members are eligible to vote.

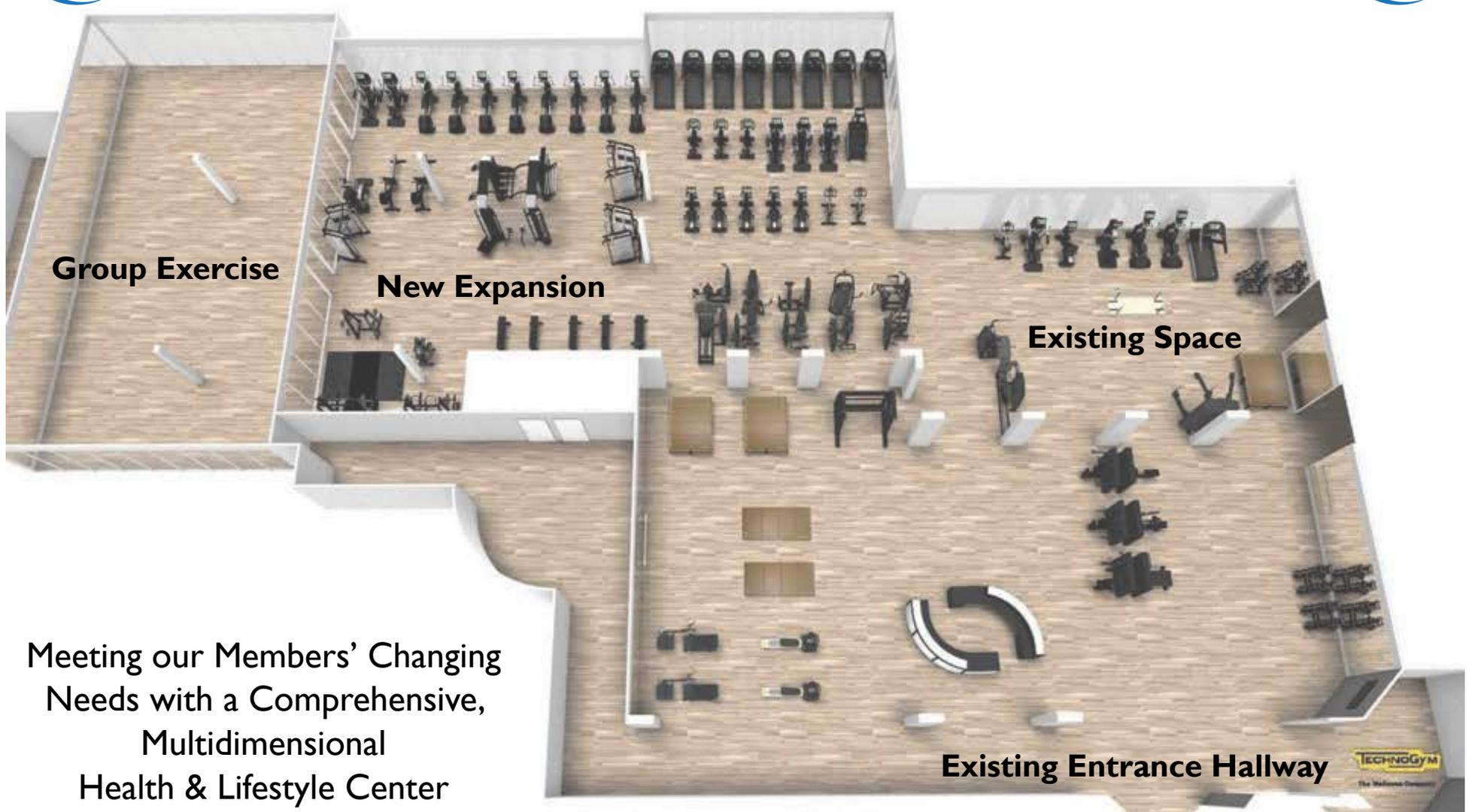
Online balloting will begin on April 22, 2019. If necessary, additional reminders will be sent via email by Vote Now to those who have not yet voted. Online balloting will remain open until 4:00 pm on May 17, 2019.

Upon completion of balloting, Vote Now will certify the results and report them to the General Manager of The Commons Club and the Board of Directors. The results will be reported at a Special Meeting and via email.

For passage: Simple Majority of voting Gold and Silver Members



# Health & Lifestyle Center



Meeting our Members' Changing Needs with a Comprehensive, Multidimensional Health & Lifestyle Center

The Commons Club  
at The Brooks



# The Commons Club At The Brooks

## Health & Lifestyle Center Enhancement Project

**Thank you to these members and expert consultants  
whose diverse contributions helped make this Plan possible**

### **TCC's Health & Lifestyle Committee**

Pat Egan, Tom Tess, Mark Dreyer, Ruthmarie Mitsch, Bob Nero, Timothy Forbes, Sandra Varnum, Karen Eisenhauer, Terri Polacheck, Tom Szott, Bill Baldwin, Richard Kaplan, Jim Ward, John Fitzgerald, Clark Bell, Steve Fahs, Becky Jahn, Mel Pelletz, Russ Achzet, Sal Carbino, Gary Marzorati, Barbara Brown, Frank Lovejoy

### **TCC's Board of Directors**

Jim Merritt, Jane Alter, Jim Ward, Tom Tess, Pat Egan, Robert Nero, Bill Rhodes, Kurt Roelofs, Theresa A. Weinberg

### **TCC's Finance Committee**

Jim Ward, Paul Henneberry, Bruce Harris, W. Lee Capps, Delores Brecker

### **TCC's Management Team**

Joseph Archazki, Mary Johnson, Mona Farber  
The Entire Dedicated Fitness Staff

**Dave Humphrey, Architect \* HUW Enterprises \* Technogym USA**