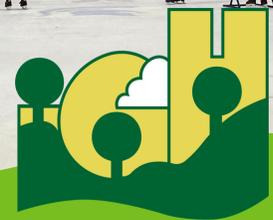


2024 MEMBERSHIP SURVEY RESULTS

We asked members to share their feedback about our facility - turn the page to see the results!

DECEMBER 2024



BACKGROUND

In March-April 2024, we invited community center members to take a survey and share their feedback with us. Below is an overview of the results, as well as next steps for the future.

584

Members took our survey
(out of 3,453 members total)

THE AVERAGE PERSON WHO TOOK OUR SURVEY...



Is a

woman

Lives in

IGH

Has had a senior membership for

1-5 years

MOST PEOPLE VISIT THE VMCC



- 3-4x per week
- 8 a.m.-noon & 4-7 p.m.
- on weekdays

MOST USED AMENITIES



Track & Lap swim

SATISFACTION

82%

Are very satisfied with the hours of the facility



85%

Would recommend us to a friend



46% OF YOU HEARD ABOUT US FROM A FRIEND



87%

Of respondents said they've gotten closer to their personal health goals since joining

58%

Of respondents attend group fitness classes





WHAT YOU APPRECIATE

Here are highlights of what we're doing well based on your feedback.



Group fitness classes and instructors



Impressive facility



Friendly & helpful staff



Wide range of fitness options



Overall positive experience



Community impact

AREAS FOR GROWTH

Here's what you said you'd like us to consider moving forward.



Deep clean the locker rooms, bathrooms, fitness center, & studios

We've partnered with a new cleaning service. They'll give these areas extra cleaning and care.



Address maintenance issues with the hot tub & sauna

We've increased the frequency of our routine maintenance and cleaning in both areas to help prevent future issues.



Expand the hours of the facility and fitness classes

We're working on a follow up survey to learn more about what programs/amenities you'd like and when. Stay tuned!



Invest in new fitness equipment for the fitness center & studios

We're evaluating our current equipment and what's due for replacement. We'll keep your feedback in mind as we order new equipment.



Limit crowding in drop-in fitness classes & Silver Sneakers classes

We're reviewing current class capacities and encourage you to reserve your spot in class. Walk-ins may be turned away if a class is at capacity. When our class reservations are full, we explore if we can add additional classes in the future to meet demand.



AREAS FOR GROWTH [CONTINUED]



Improve customer service

We've re-vamped our customer service training and are working with staff on how to make each interaction at the VMCC a positive one. Unhappy with your visit? Please ask for a manager so we can make it right.



Lower membership costs

We conduct a cost comparison every few years to ensure our rates are in line with similar facilities. We also offer discounts for seniors, veterans, and enrollment specials throughout the year to make membership more affordable. We encourage you to contact your health insurance company to see if you're eligible for additional discounts.



Expand the facility

While we're limited by our building's footprint, we're always looking for ways to refresh and improve our spaces. We loved your creative ideas, like expanding the fitness center, adding a cardio room, coffee shop, or even a saltwater pool, and we'll keep them in mind. As fun as these ideas are, they're not in the cards for now. 😊



WORD CLOUD

These are the words members mentioned most frequently - the larger the word the more often it was mentioned.



Scan the code to view the full report or visit ighmn.gov.



LET'S CONNECT

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