



# SILVER SNEAKERS PROGRAM

DS-21-002

January 5, 2021

# Background of Silver Sneakers

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- ❑ Silver Sneakers (SS) is a health & fitness program that provides gym access and fitness classes for adults 55+ (senior citizens)
- ❑ The City of Killeen owns and operates Senior Centers with popular fitness classes already, RS will increase our membership & revenue potential by implementing this program
- ❑ RS facilities would be on the list of “Approved Silver Sneakers Fitness Locations”



# Silver Sneakers Statistics

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- ❑ Silver Sneakers celebrated 28 years in 2020
- ❑ Silver Sneakers has partnered with over 17,000 fitness locations nationwide
- ❑ There are over 60 health plans that cover the cost
- ❑ More than 14 million people are eligible for the program for free
- ❑ According to Tivity Health, we have over 800 eligible members in our area

# Senior Centers Projections

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<b>% of Members with Eligible Insurance who utilize fitness space or classes</b>	<b>Projected Revenue Per Month</b>	<b>Approximate Annual Projection</b>
100%	\$2,547	\$30,564
50%	\$1,275	\$15,300
25%	\$638	\$7,650

- ❑ Projections were calculated by combining current Aerobic, Ripped, Circuit Training and Yoga classes. Recreation Services does anticipate members using both the gym and fitness classes, and reaching maximum reimbursement per month
- ❑ Receive \$2.50 per member check-in, max \$20 per month

# Goals

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- ❑ Educate the public that Killeen RS offers SS programs
- ❑ Increase participation in SS fitness classes & memberships for qualified participants at the Lions Club Park Senior Center (LCPSC), Family Recreation Center (FRC) & the Rosa Hereford Killeen Community Center (RHKCC)
- ❑ Educate/train front desk staff on process of SS
- ❑ Utilize current marketing options to promote
  - ▣ City website/social media, Senior Scoop, Potty Times, Email distribution, Advisory board connections, park banners

# Conclusion

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- The Silver Sneakers program is in line with the Senior Centers mission, “To provide high-quality facilities and services that offer wellness, life-long learning, and social opportunities to seniors age 55 and over,” as well as being fiscally responsible by generating revenue without associated expense