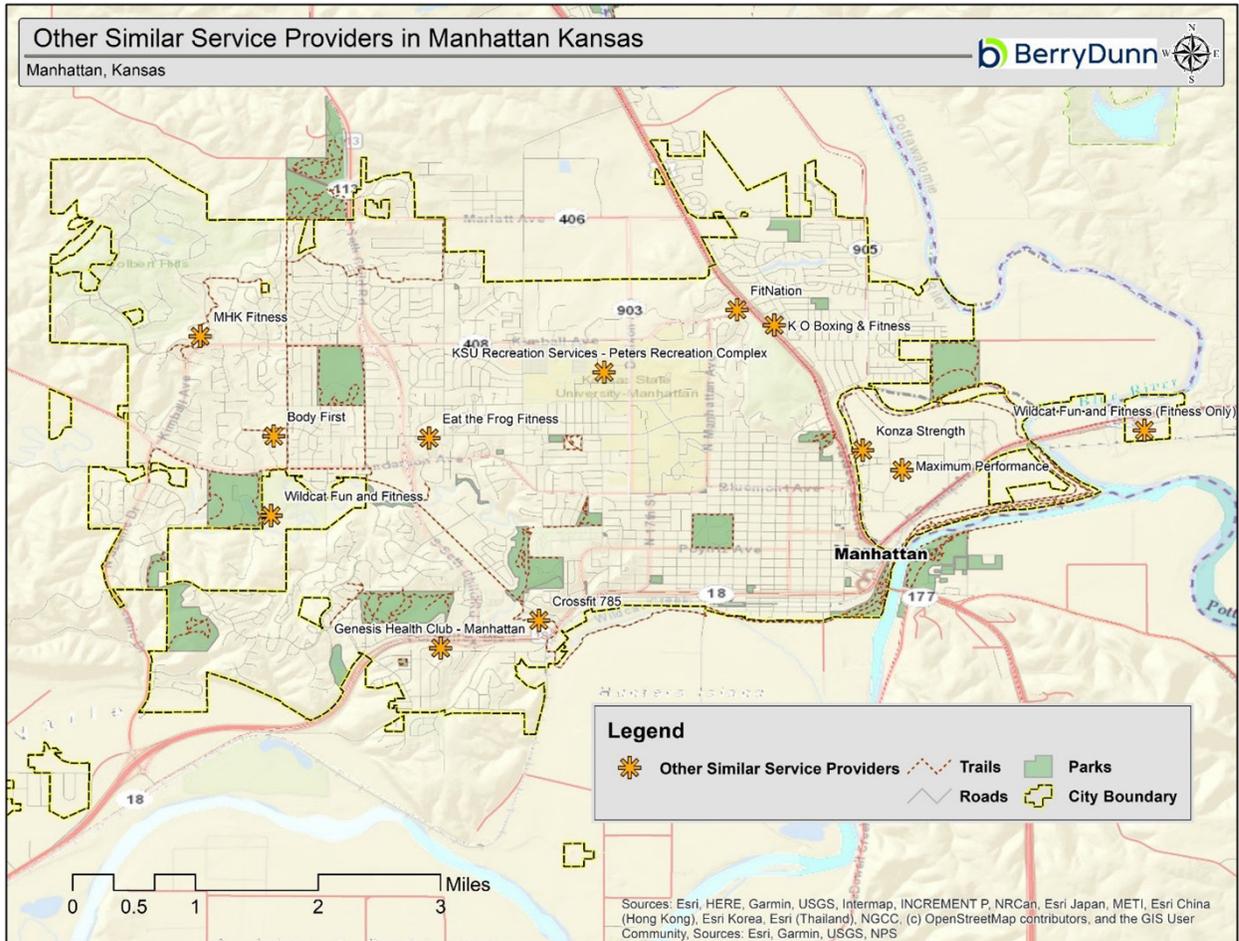


Appendix

**SIMILAR SERVICE PROVIDERS GRAPHS &
CHARTS**



Similar Service Providers in City of Manhattan, Kansas, Map



LOCATIONS

The following 13 locations were selected as similar service providers in Manhattan.

- MHK Fitness: 2012 Vanesta Pl #120, Manhattan, KS 66502
- Body First: 3615 Claflin Rd, Manhattan, KS 66503
- Wildcat Fun and Fitness: 800 Anneberg Cir, Manhattan, KS 66503
- Genesis Health Club: 2800 Allison Ave, Manhattan, KS 66502
- Eat The Frog Fitness: 1316 Westloop Pl, Manhattan, KS 66502
- KSU Recreations Services: 1831 Olympic Dr, Manhattan, KS 66506
- CrossFit 785: 511 Richards Dr, Manhattan, KS 66502
- FitNation: 2307 Tuttle Creek Blvd Suite A, Manhattan, KS 66502
- KO Boxing & Fitness: 2044 Tuttle Creek Blvd, Manhattan, KS 66502
- Konza Strength: 1019 Hostetler Dr suite F, Manhattan, KS 66502
- Maximum Performance: 426 McCall Rd, Manhattan, KS 66502
- Wildcat Fun and Fitness (Fitness Only): 8232 S Port Dr, Manhattan, KS 66502
- Fort Riley Aquatics Center: Normandy Drive BLDG 7465. Fort Riley, Kansas 66442

HOURS OF OPERATION

Facility	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MHK Fitness	Open 24/7						
Body First	Closed	7 am-8 pm					8 am - 6 pm
Wildcat Fun and Fitness	Open 24/7						
Genesis Health Club	Open 24/7						
Eat the Frog Fitness	Open 24/7						
KSU Recreation Services	12-10 pm	5:30 am - 11 pm				5:30 am - 9 pm	9 am - 9 pm
CrossFit 785	Closed	5:30 am - 8 pm				5 am - 7 pm	8 am - 7 pm
FitNation	Closed	4:45 am - 7 pm					6 am - 10 pm
KO Boxing & Fitness	Closed	4-8:30 pm				4-7 pm	8 am - 12 pm
Konza Strength	Closed	5 am - 7 pm					8:30 am - 11:30 pm
Maximum Performance		6 am - 8 pm					8 am - 12 pm
Wildcat Fun and Fitness (Fitness Only)	Open 24/7						
Fort Riley Aquatic Center	1-7 pm	Closed			1-7 pm		

COMPETITOR AMENITIES & FACILITIES

The following matrix shows what type of facilities and amenities are available at competitor facilities.

Facility	MHK Fitness	Body First	Wildcat Fun and Fitness Center	Genesis Health Club	Eat the Frog Fitness	KSU Recreation Services	CrossFit 785	FitNation	KO Boxing & Fitness	Konza Strength	Maximum Performance	Wildcat Fun and Fitness (Gym)	Fort Riley Aquatics
Customer Experience													
Nutritionist				•	•	•		•					
Personal Training	•	•		•	•	•	•	•	•	•	•		•
Fitness - Spaces & Programs													
Weight Room/Cardio Room	•	•	•	•		•	•	•	•	•	•	•	
Indoor Track				•		•							
Gymnasium		•		•		•							
Studio Spaces (Cycling or Specialty Fitness)	•			•		•	•	•					
Complimentary Fitness Orientation	•	•	•	•	•	•	•	•	•	•	•	•	
Most Fitness Classes Included	•	•		•	•	•	•	•	•	•	•		
Massage/Hydro Massage Chairs		•		•		•							
Sports Training		•		•		•			•		•		
Esports						•							
Aquatics													
Indoor Pool				•									•
Outdoor Pool													•
Whirlpools/Hot Tubs				•									
Sauna/Steam Room				•		•							
Childcare													
On-Site Childcare Kids Academy/Child Watch				•									
Complimentary On-Site Childcare				•									

COMPETITOR MEMBERSHIP FEES

The following information details the fees of annual memberships if paid monthly. Rates shown are for minimum monthly cost for adult membership.

BASIC MONTHLY RATES

MHK Fitness	<ul style="list-style-type: none"> • \$35 Contract • \$45 Month to Month
Body First	<ul style="list-style-type: none"> • \$44 Basin Membership • \$109 Legacy Membership (free court time)
Wildcat Fun and Fitness	<ul style="list-style-type: none"> • \$45 All Access 12-Month Contract • \$45 Month to Month Fitness Only
Genesis Health Club	<ul style="list-style-type: none"> • \$86 12-Month Contract • \$92 Month to Month
Eat the Frog Fitness	<ul style="list-style-type: none"> • \$59.95 Virtual In-Studio Led Sessions • \$109.95 Virtual plus 8-Instructor Led Sessions • \$139.95 Unlimited Instructor Led Sessions
KSU Recreation Services	<ul style="list-style-type: none"> • \$26 Month to Month
CrossFit 785	<ul style="list-style-type: none"> • \$130 Monthly 24/7 Access
FitNation	<ul style="list-style-type: none"> • \$159 (6-Week Challenge)
KO Boxing & Fitness	<ul style="list-style-type: none"> • \$70 Attend 50% of Monthly Classes • \$90 Unlimited Classes
Konza Strength	<ul style="list-style-type: none"> • \$120 Unlimited Classes and Gym Access • \$75 Gym Access Only • 15% Military Discount
Maximum Performance	<ul style="list-style-type: none"> • \$45 Month to Month
Wildcat Fun and Fitness (Fitness Only)	<ul style="list-style-type: none"> • \$45 All Access 12-Month Contract • \$45 Month to Month Fitness Only
Fort Riley Center	<ul style="list-style-type: none"> • \$48 Monthly Unlimited Aquatic Classes



DAILY ADMISSION FEES

The information below details the specific daily entry fees for each facility. Rates shown are for adult admission. Some facilities do not provide day passes.



ENTRY FEES

MHK Fitness	• Day Pass \$5
Body First	• From \$20-70 depending on time and session
Wildcat Fun and Fitness	• None
Genesis Health Club	• None
Eat the Frog Fitness	• None
KSU Recreation Services	• Day Pass \$8
CrossFit 785	• None
FitNation	• None
KO Boxing & Fitness	• None
Konza Strength	• Day Pass \$20
Maximum Performance	• None
Wildcat Fun and Fitness (Fitness Only)	• None
Fort Riley Center	• Day Pass \$4

COMPETITOR PROGRAM OPTIONS

The following table details the types of amenities from competitor facilities.

MHK Fitness	<ul style="list-style-type: none"> • Personal trainer membership (allows access to trainer and client) • Secure, 24/7 access with key fob • Rogue fitness equipment • Digital lockers • Private shower available • Water fountain • Studio space with mirrors (Yoga/Zumba)
Body First	<ul style="list-style-type: none"> • Fitness classes (Zumba, AM Golden Girls, etc.) • 1 on 1 training • Group sessions • Tennis training • Massage therapy

- Two 24/7 Fitness Centers
- Golf Course
- Driving Range
- Mini-Golf
- Batting Cages

Wildcat Fun and Fitness

-
- Indoor swimming pool
 - Full basketball court
 - Three-lane indoor running track
 - Spacious exercise studios
 - Group exercise
 - Personal Training
 - Premium locker rooms with built-in locks
 - Dry saunas
 - Steam rooms
 - Pilates

Genesis Health Club

- Free towel service
- Granite countertops
- Massage and Spa
- Three indoor tennis courts
- Lounge and bar
- Smoothie Bar
- CPR-Certified Kids Club child care
- Youth and Adult Tennis
- Cardio and weight training machines
- Bodyworks Spa, offering massages, aromatherapy, facials, etc.
- Social gatherings and events!

Eat the Frog Fitness

- 1 on 1 coaching
 - Coach led classes
 - Virtual led classes
 - Innovating group training
 - Fitness assessments
-



KSU Recreation Services	<ul style="list-style-type: none"> • 8 racquetball courts • 2 squash courts • 2 wallyball courts • 5 Performance Zones • 2 gyms • 13 basketball courts • 15 volleyball courts • 3 badminton courts • 2 Pickleball courts • Multi-activity court (MAC) for soccer, hockey, basketball, volleyball, and tennis • 3 weight rooms • 2 cardio areas • Combatives room (martial arts) • 4 group fitness studios • 1 multipurpose room • Private personal training studio • Climbing wall and bouldering rock • Snack/juice bar • Game lounge • Lounge area • 2 indoor tracks • Table tennis area • Locker rooms with saunas
CrossFit 785	<ul style="list-style-type: none"> • CrossFit and functional fitness equipment
FitNation	<ul style="list-style-type: none"> • Weights and cardio equipment
KO Boxing & Fitness	<ul style="list-style-type: none"> • Boxing ring • Boxing equipment • Weights and cardio equipment
Konza Strength	<ul style="list-style-type: none"> • Weights and cardio equipment • Functional fitness equipment
Maximum Performance	<ul style="list-style-type: none"> • Personal training • Sports training • Weight room • Physical Therapy
Wildcat Fun and Fitness (Fitness Only)	<ul style="list-style-type: none"> • Weights and cardio equipment
Fort Riley Center	<ul style="list-style-type: none"> • Indoor pool • Outdoor pool • Semi-private and private classes

SUMMARY

With the median age in the City of Manhattan being 33 and over 2,500 Fort Riley Soldiers and Department of Defense (DOD) civilians living in the City and Riley County, the City has an opportunity to capture a segment of the population by offering a comprehensive facility with access to standard weight and cardio rooms, aquatics, fitness classes, and complementary or paid child care. Child care, weightcardio equipment, aquatics, and fitness classes may be factors that attract younger families with children to the facility as they can partake in fitness activities while their children are cared for. Additionally, this facilitates the opportunity to have their children participate in aquatic or recreational activities either before or after the parent begins a workout session or class.

Thirteen facilities within Manhattan (one in Fort Riley) were assessed to understand the services, trends, and amenities they provide. The following key highlights demonstrate trends, services and programming offerings that may provide insights to Manhattan in discovering opportunities and gaps in amenities and offerings.

Hours:

Out of the 13 assessed facilities, 5 offer 24/7 access to facility and equipment, while another 5 are open Monday to Saturday during select business hours. Two facilities are open Monday to Sunday during select business hours. One facility is only Thursday to Sunday during select business hours.

The average opening time during weekends is 5 A.M. and range from 4 A.M. to 7 A.M.

The average closing time is 10 P.M. and range from 7 P.M. to 11 P.M.

Programming and Amenities:

Almost all facilities (except for Wildcats, both locations) offer personal training. While all facilities except for Eat The Frog Fitness offer weight and cardio rooms.

Notably, only Genesis Health Club and KSU Recreation Services offer an indoor track.

All facilities offer free program orientation or trial period, most facilities include fitness classes in their memberships.

Genesis Health Club and Fort Riley Aquatics are the only facilities with pools and aquatics. Fort Riley Aquatics stands out by additionally offering an outdoor swimming pool.

Five facilities offer premium programming such as sports training.

Apart from having the most robust offerings in services and amenities, Genesis Health Club offers on-site child care. This can be a significant factor as it removes barriers to families without having child care or afterhours child care to parent/s seeking to participate in fitness activities or training.

Monthly Cost:

The average monthly membership cost is \$70 dollars, with prices ranging from \$26 to \$159 dollars.

Day passes are offered by five facilities and range from \$4 to \$70 dollars. Day passes may be popular for those transiting through Manhattan and Fort Riley or patrons' interests in first "testing out" the facilities before they commit to a monthly plan.

