Millennial Generation

- Who are they?
  - Generally college age students
  - Born after 1980 with ages ranging under 28 years old
  - Heavily rely on technology, competitive nature, favor social interactions and life experiences
Survey Says

- Surveyed current IU students who like and dislike working out

- What most IU students want in a fitness facility:
  - Being able to plug in
    - Listening to music, watching TV/Netflix, other forms of electronic entertainment
  - Social interactions
  - Quick, effective workouts
  - A buddy to workout with
Facility Theme

- Community
- Teamwork
- Social interactions
Budget

- **Equipment (Quantity) Total Cost**
  - **Cardio:**
    - T7xe Ac110 Treadmill w/15 inch TV (3) $32,985
    - E7xe Elliptical w/15 inch TV (3) $26,985
    - U7xe Upright Cycle w/15 inch TV (2) $11,390
    - C7xe Climbmill w/15 inch TV (1) $10,995
  - **Group Exercise:**
    - Fitness Balls 65 cm (12) $119.88
    - Body Solid 3 mm Yoga Mat (18) $269.82
    - 5 lb. & 10 lb. resistance bands (12) $185.88
    - 5 lb. & 8 lb. dumbbells (24) $561.60
    - Group Exercise Pull-Up Bar (1) $49.95
  - **Football Field**
    - Turf $8,869.50
    - (30 yds. X 15 yds., $1.19 per square foot)
    - Footballs (2) $35.98
    - Flag Football Set for 12 (1) $22.99
  - **Technology:**
    - Netflix Family Account (2) $288
    - Netflix Normal Account (1) $96
    - 5 Disc DVD Player (1) $300.00
    - 39 Inch RCA Class LED HDTV (1) $249.00
    - 3D Ready DLP HDTV Projector (1) $455.99
    - Insanity DVD (1) $119.85
    - P90X DVD (1) $119.85
    - Turbo Jam DVD (1) $59.85
    - Calorie Killer Yoga & Yoga for Stress Relief & Energy DVD package deal $16.98

- **Strength:**
  - MEGA Half Rack (1) $3,800
  - Multi Adjustable Bench (2) $2,100
  - Flat Bench (2) $900
  - 10 Pair Dumbbell Rack (1) $1,095
  - Functional Trainer 400 (2) $12,580
  - Leg Extension Machine (1) $2,895
  - Seated Leg Curl Machine (1) $2,695
  - Dumbbells (760 total pounds) $494
    - 5 lb. (2), 10 lb. (2), 15 lb. (2), 20 lb. (2), 30 lb. (2), 40 lb. (2), 50 lb. (2), 60 lb. (2), 70 lb. (2), 80 lb. (2)
  - Weight plates (335 total pounds) $217.75
    - 2.5 lb. plates (2), 5 lb. plates (2), 10 lb. plates (2), 25 lb. plates (2), 35 lb. plates (2), 45 lb. plates (4)

**Total Equipment Cost:** $119,247.35
**Total Technology Cost:** $1,705.52
Workout Buddy

• An interactive app and webpage to connect college students with those who have similar fitness and wellness habits

• On the webpage/app you can:
  • View and edit your profile
  • See your matches
  • View other profiles
  • View group exercise interest by DVD or profiles and sign up for a time slot
  • View intermural interest by intermural available or profiles
Workout Buddy

Name: __________________
Contact information: ____________

Gender (check):
• ___ Female
• ___ Male

What equipment do you use in the gym (check all that apply)?
• ___ Cardio
• ___ Strength with machines
• ___ Strength with free weights
• ___ Strength using body weight activities

Would you be interested in doing other activities outside the gym?
• ___ Yes
• ___ No

If you answered Yes to the above questions, what activities are you interested in?
• ___ Running
• ___ Walking
• ___ Biking
• ___ Hiking
• ___ Swimming
• ___ Other
  o Please list other activities here:
  ____________________

Rank priorities from 1 being most important through 7 being least important
• ___ Weight loss
• ___ Strength
• ___ Endurance
• ___ Cardio
• ___ Overall Health
• ___ Try Something New
• ___ Meet Other People

Would you be interested in being matched for group exercise?
• ___ Yes
• ___ No

If you answered Yes to above questions, what DVDs are you interested in?
• ___ P90X
• ___ Insanity
• ___ Turbo Jam
• ___ Calorie Killer Yoga
• ___ Rodney Yee’s Yoga for Stress Relief and Energy

Would you be interested in participating in intramural flag football?
• ___ Yes
• ___ No
<table>
<thead>
<tr>
<th></th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-6am</td>
<td>______</td>
<td>5-6am______</td>
<td>5-6am______</td>
<td>5-6am______</td>
</tr>
<tr>
<td>6-7am</td>
<td>______</td>
<td>6-7am______</td>
<td>6-7am______</td>
<td>6-7am______</td>
</tr>
<tr>
<td>7-8am</td>
<td>______</td>
<td>7-8am______</td>
<td>7-8am______</td>
<td>7-8am______</td>
</tr>
<tr>
<td>8-9am</td>
<td>______</td>
<td>8-9am______</td>
<td>8-9am______</td>
<td>8-9am______</td>
</tr>
<tr>
<td>9-10am</td>
<td>______</td>
<td>9-10am_____</td>
<td>9-10am_____</td>
<td>9-10am______</td>
</tr>
<tr>
<td>10-11am</td>
<td>10-11am</td>
<td>10-11am___</td>
<td>10-11am___</td>
<td>10-11am___</td>
</tr>
<tr>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td>11am-12pm</td>
</tr>
<tr>
<td>12-1pm</td>
<td>______</td>
<td>12-1pm______</td>
<td>12-1pm______</td>
<td>12-1pm______</td>
</tr>
<tr>
<td>1-2pm</td>
<td>______</td>
<td>1-2pm______</td>
<td>1-2pm______</td>
<td>1-2pm______</td>
</tr>
<tr>
<td>2-3pm</td>
<td>______</td>
<td>2-3pm______</td>
<td>2-3pm______</td>
<td>2-3pm______</td>
</tr>
<tr>
<td>3-4pm</td>
<td>______</td>
<td>3-4pm______</td>
<td>3-4pm______</td>
<td>3-4pm______</td>
</tr>
<tr>
<td>4-5pm</td>
<td>______</td>
<td>4-5pm______</td>
<td>4-5pm______</td>
<td>4-5pm______</td>
</tr>
<tr>
<td>5-6pm</td>
<td>______</td>
<td>5-6pm______</td>
<td>5-6pm______</td>
<td>5-6pm______</td>
</tr>
<tr>
<td>6-7pm</td>
<td>______</td>
<td>6-7pm______</td>
<td>6-7pm______</td>
<td>6-7pm______</td>
</tr>
<tr>
<td>7-8pm</td>
<td>______</td>
<td>7-8pm______</td>
<td>7-8pm______</td>
<td>7-8pm______</td>
</tr>
<tr>
<td>8-9pm</td>
<td>______</td>
<td>8-9pm______</td>
<td>8-9pm______</td>
<td>8-9pm______</td>
</tr>
<tr>
<td>9-10pm</td>
<td>______</td>
<td>9-10pm_____</td>
<td>9-10pm_____</td>
<td>9-10pm______</td>
</tr>
<tr>
<td>10-11pm</td>
<td>10-11pm</td>
<td>10-11pm___</td>
<td>10-11pm___</td>
<td>10-11pm___</td>
</tr>
<tr>
<td></td>
<td>Thursday</td>
<td>Friday</td>
<td>Saturday</td>
<td></td>
</tr>
<tr>
<td>5-6am</td>
<td>______</td>
<td>5-6am______</td>
<td>5-6am______</td>
<td></td>
</tr>
<tr>
<td>6-7am</td>
<td>______</td>
<td>6-7am______</td>
<td>6-7am______</td>
<td></td>
</tr>
<tr>
<td>7-8am</td>
<td>______</td>
<td>7-8am______</td>
<td>7-8am______</td>
<td></td>
</tr>
<tr>
<td>8-9am</td>
<td>______</td>
<td>8-9am______</td>
<td>8-9am______</td>
<td></td>
</tr>
<tr>
<td>9-10am</td>
<td>______</td>
<td>9-10am_____</td>
<td>9-10am______</td>
<td></td>
</tr>
<tr>
<td>10-11am</td>
<td>10-11am</td>
<td>10-11am___</td>
<td>10-11am___</td>
<td></td>
</tr>
<tr>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td>11am-12pm</td>
<td></td>
</tr>
<tr>
<td>12-1pm</td>
<td>______</td>
<td>12-1pm______</td>
<td>12-1pm______</td>
<td></td>
</tr>
<tr>
<td>1-2pm</td>
<td>______</td>
<td>1-2pm______</td>
<td>1-2pm______</td>
<td></td>
</tr>
<tr>
<td>2-3pm</td>
<td>______</td>
<td>2-3pm______</td>
<td>2-3pm______</td>
<td></td>
</tr>
<tr>
<td>3-4pm</td>
<td>______</td>
<td>3-4pm______</td>
<td>3-4pm______</td>
<td></td>
</tr>
<tr>
<td>4-5pm</td>
<td>______</td>
<td>4-5pm______</td>
<td>4-5pm______</td>
<td></td>
</tr>
<tr>
<td>5-6pm</td>
<td>______</td>
<td>5-6pm______</td>
<td>5-6pm______</td>
<td></td>
</tr>
<tr>
<td>6-7pm</td>
<td>______</td>
<td>6-7pm______</td>
<td>6-7pm______</td>
<td></td>
</tr>
<tr>
<td>7-8pm</td>
<td>______</td>
<td>7-8pm______</td>
<td>7-8pm______</td>
<td></td>
</tr>
<tr>
<td>8-9pm</td>
<td>______</td>
<td>8-9pm______</td>
<td>8-9pm______</td>
<td></td>
</tr>
<tr>
<td>9-10pm</td>
<td>______</td>
<td>9-10pm_____</td>
<td>9-10pm______</td>
<td></td>
</tr>
<tr>
<td>10-11pm</td>
<td>10-11pm</td>
<td>10-11pm___</td>
<td>10-11pm___</td>
<td></td>
</tr>
</tbody>
</table>
7xi Series

- 15 inch screens on all Cardio equipment
- Interactive Screen that includes:
  - iPod Connectivity
  - Netflix
    - Supplied by Facility
  - Pandora
  - Nike+
  - Facebook
  - Pinterest
Cardio

• Selection of popular equipment used by college students

• Easy maintenance

• Includes:
  • Treadmills
  • Ellipticals
  • Upright Bikes
  • Climbmill
Strength

- Selection of muscle specific and functional equipment
- Each piece is simple to use, versatile, and effective
- Easy maintenance
- Includes
  - MEGA Rack
  - Leg Extension
  - Seated Leg Curls
  - Functional Trainer 400
  - Dumbbells
  - Flat & Adjustable Benches
Group and Individual Workouts

- Group exercise room allows individual and group workouts to take place

- It includes:
  - Projector and a 5 disc DVD player
  - DVDs: P90x, Insanity, Turbo Jam, Calorie Killer Yoga, Stress Relief Yoga
  - Equipment to complete each DVD
  - Exercise balls, yoga mats, dumbbells and resistance bands
Group Exercise Room

- Separate room within the facility that allows for up to 10 people to workout at once
- Sign up sheet available for you or groups of people to use area
- If nobody signs up for a slot it will be FREE time, which means anyone can come in and use area
Outdoor Turf

- Outside recreational football field that is 30 x 15 yards
- Can be used for flag football, other intermural sports, or tailgating
- Contains Alabama logo to emphasize school spirit

Why?

Urban Area

Rich Alabama Football History
- 15 time NCAA Football National Champions
- 50 All-Time NFL First Round Picks
How is This Different?

- Provides more opportunity to connect with those around you.
- Advanced technology that will meet every need.
- Providing space to train by yourself, with a partner, or in a group.
We want to provide an encompassing gym to bring college students together to build a sense of community.