

Taking a Look into Wellness with Valley City Parks & Rec

After the Gaukler Family Wellness Center (GFWC) has a year in the books, the community wants to know just how everything is going.

Well, looking into a few statistics, 2017 was a great year for Valley City and its new Wellness Center.

The 65,000 square foot facility offers something for everyone. The GFWC houses two fitness rooms, a three-lane indoor track, 10,000 square foot fitness/weight area, a swimming pool with zero depth entry & four lap lanes, two full size basketball/volleyball courts, an indoor playground and a party room with a full kitchen.

"It's an outstanding facility with a first-class staff. It meets all the community's diverse needs"

- Dave Rickford, Gaukler Family Wellness Center User

Membership is booming, blowing the predicted numbers out of the water. Prior to opening in the fall of 2016, the predicted memberships were estimated at 1075 per a professional consultant firm. As of 2017-year end, the member count was just over 2800, over doubling initial predictions.

GFWC Passes come in all shapes and sizes from monthly to reoccurring. There are youth, adult, household and senior memberships available. Qualifying members may even be eligible for health insurance reimbursements or the Silver & Fit or Silver Sneakers programs, which come at zero cost.

The center stays steadily busy throughout its 18-hour day. Busier traffic times tend to follow pre- & post work time hours and revolve around group fitness classes. Heavier traffic flow times are 5am-7am, 11am-1pm, & 4pm-7pm. Average daily attendance ranges from 600 on weekends to 800 members during the weekdays.

"Seeing our Users gaining social, mental & physical wellness is rewarding. It's great to see the blending & interaction of multiple generations because of what this facility has to offer."

-Tyler Jacobson, Valley City Parks & Recreation Director

Valley City State University students are loving that they receive a Pass to the GFWC with every semester of enrollment. VCSU holds offices and learning space with in the facility as well.

Age Demographic Statistics of GFWC Users:

- 0-17 years old 22%
- 18-25 years old 33%
- 26-45 years old 21%
- 46-55 years old 8%
- 56+ years 16%

Gaukler Family Wellness Center has not only created a wellness trend throughout the community but has also created jobs. With three full-time employees and numerous part time employees this place just keeps producing positive vibes in this tight knit town.





