

**NIHCA** was created in 2004 to manage the fitness reimbursement programs offered by insurance/employer groups as an incentive to their employees and members. We started off with one insurance partner and now we work with 16 insurance partners or employer groups. NIHCA has 7 staff members, 7 Executive Board members and over 1,300 fitness facilities nationwide.

**NIHCA's 2020 focus** ... To attract more insurance partners based on the strengths of our Customer Service & online portal, *NIHCArewards*. Focus on social media, volunteerism and carving out more and more our niche in this industry.

**COVID Chaos** – COVID has been hard on everybody and every business, especially NIHCA. As a non-profit, NIHCA was not eligible for any of the PPE or the Small Business loans that were available. Due to this, NIHCA had to furlough 6 staff members for 6 weeks, while the Executive Director stayed on to run the business alone. Thankfully, NIHCA was able to have everyone return to work, but had to reduce hours due to budgeting purposes.

**NIHCA Gives Back** - 2020 is and was a challenging year. NIHCA lost over 50 fitness facilities due to COVID. With the COVID-19 chaos, NIHCA had to find little opportunities to help our clubs. So NIHCA created *NIHCA Gives Back*:

**As a non-profit**, NIHCA wants to help our clubs by giving back, yet again. Spring of 2020, NIHCA offered some amazing opportunities and now we are doing it again. As a valued fitness facility, NIHCA has created some unique ways to GIVE BACK to our health clubs by offering some more awesome opportunities:

- \$100 Club Spotlight Contest ~ NIHCA will offer a chance to win \$100 MONTHLY to any fitness center that wants to take part in the themed contest.
- FREE NIHCA Membership ~ NIHCA is giving away TWO FREE club scholarships, up to \$400, for any facility that enters the Club Scholarship Program by 12/31/2020.
- Student Scholarship ~ Do you have a family member going into the health/wellness field? NIHCA will offer a \$500 scholarship for any student that is going into an industry related field. Applications due by 12/15/2020.
- Networking Group ~ NIHCA will offer any facilities the option to opt-in to a "networking group" of clubs that share emails back and forth about policies,

payments, staffing and everyday club operations. Email Holly to be added to the list of fitness professionals.

**Financials** –With all of the staff cutbacks, and cost saving measures, NIHCA remains financially strong. Renewing clubs are averaging at a 78% renewal. New Club Acquisitions to date are 80. NIHCA has approximately 1,300 active clubs nationwide.

**NIHCA's 2021 focus** ... Be ready for a nationwide re-grand opening, after COVID slows down and a vaccine is found. Be the business partner clubs will need to get back on their feet, consult, help recruit and re-teach the art of Customer Service to clubs nationwide.

**It's a Win/Win** - NIHCA is so passionate about helping our clubs, while making the fitness reimbursement programs work well for everyone. It's a win/win for the club, the happy member and the happy insurance partner or employer group.

**Directors Note** – 2020 has been one of the most difficult years in history of our nation and I feel like our clubs and NIHCA are in survival mode. However more than ever, I'm convinced we need a safe outlet to exercise and relieve stress, maintain mental health & wellness and just to feel alive again. So NIHCA was happy to announce in November of 2020, that clubs could now count their virtual, live fitness classes as part of the reimbursement program. This will be very beneficial not only to the member that needs this solution, but also to the club that needs to maintain the membership revenue. The pendulum will always swing back – and when it does, we need to be more consciences of what our end users want and make changes to fit that new normal. However, the variable in all of this is patience... Patience for a new day, a new look and a new way of running a fitness business. NIHCA has always felt like a friend in the fitness industry to our clubs, as well as a business partner that comes along side of them. Our job will be to come along side our valued clubs, to help recruit, promote and re-teach customer service. Stay strong NIHCA clubs. We will survive the storm together.