

PROJECT SHOWCASE

PARKS & RECREATION



SWEETWATER COUNTRY CLUB

FACILITY SIZE

6,330 sqft

COMPLETION DATE

May 2017

LOCATION

4400 Palm Royale Blvd
Sugar Land, TX 77479

DEMOGRAPHICS

All fitness levels
Upscale, affluent suburb

WEBSITE

www.swcclub.com

DOUBLE TAKE: ESCAPE & MARATHON FITNESS' TOTAL REINVENTION

Under new ownership and management with CBIGG Mgt. Inc., Sweetwater Country Club surveyed its members and found they wanted a fitness facility that was new, reliable and varied. With membership ranging from first-time and casual exercisers to fitness enthusiasts, school-aged athletes and professionals, they decided to bring movement and functionality to the club to better cater to their diverse fitness needs. To accomplish this, Sweetwater expanded its strength and conditioning space and converted two racquetball courts to become home to its new Escape system - reinventing both the equipment and the atmosphere to help drive participation and retention. Working with Marathon Fitness, the newly created functional movement training area was fully reimaged and reinvented to be multi-functional with multiple amenities around the Escape Fitness' Octagon with HTS and Storage. Also included are Escape's functional fitness accessories. While providing an attractive feature to entice new members, the refit also expands the capability for personal and group training. In fact, Sweetwater now offers seven classes through its professional training staff using the new Escape equipment.

"We use the word 'reinvention' versus 'renovation' because the enhancements have literally changed the way members have used the club, feel about the club and refer to the club. For instance, we're starting to see an increase in not only the new areas but also basketball and aquatics," said Patrick Petit, general manager, Sweetwater Country Club. "This completed project has helped increase the pride our members have in belonging to Sweetwater."

"Our new functional movement training area has made a huge difference in a short time because the Escape equipment and configuration allows us to get so much done in a small space," said Leroy Franklin, athletic director and head strength and conditioning coach, Sweetwater Country Club. "Functional fitness is as relevant to everyday living as it is to whatever sport you play. By adding it, we're taking our fitness facility to the next level, way beyond what members could find at all the other country club gyms. At Sweetwater, no matter your fitness capability or level, there's something for everyone."

"Exercisers today seek that boutique studio feel in their workout facilities," said Christopher Eyre, West Coast Account Executive, Escape Fitness. "When you give members an exciting fitness space, well equipped with the latest, and staffed with trainers who can help them achieve real results, you meet their fitness needs and you create passionate advocates for the club." To fully ensure Sweetwater's training staff gets the most out of their new Escape equipment to deliver the most to their members, Marathon and Escape provided Leroy and his staff hands-on training sessions, as well as access to additional training online.

The above is a reprint of Patch.com's article by Michelle Moore, posted August 17, 2017 at 11:05am CT. <https://patch.com/texas/sugarland/sweetwater-country-club-fitness-center-reinvents-new-functional-training-area>



