



Michigan Fitness Club Association

Newsletter for the Week of February 7, 2021

The MFCA was formed in May 2020 by Michigan's gym, club and fitness studio owners in response to the coronavirus pandemic and accompanying lockdown and financial strain on the industry. The MFCA plans to continue as an organization post pandemic as we have learned a lot from each other, created real friendships and alliances, and will always have challenges to overcome such as taxing memberships, regulation and workplace safety liability.

Critical Update

Effective January 16, 2021, Michigan Department of Health and Human Services lifted the prohibition on group fitness, permitting gyms and group fitness centers to operate provided that 1) capacity is limited to 25% of fire marshal occupancy limits, 2) masks are required to be worn at all times and 3) members and employees must be 6 feet apart. The MDHHS directive is available [HERE](#).

MFCA Round Table – Hear Your Voice

On February 4th, the MFCA hosted a panel discussion open for attendance by Michigan's gym owners and managers. The discussion covered many of our industry's challenges including capacity restrictions, Covid protocols, MIOSHA certifications, membership growth and consumer reluctance to go into a gym. As stated by one of our panelists, as a gym owner in Michigan, the biggest risk to your business is not the competitor down the street, it's the pandemic and the accompanying regulations, consumer hesitancy and challenges to safely operate a business for your customers and employees.

The entire discussion is available using this link on [YouTube](#) and please subscribe to our [YouTube Channel](#).

We will be hosting monthly webinars and will want to hear from Michigan's gym owners and managers. The webinars are your chance to share your challenges and to see what others are doing to stay alive and thrive. Please email suggested topics or issues that you would like to have covered to info@mifit.org or just attend and voice them to your fellow owners.



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MFCFA Facebook Group

We have started the [MFCFA Facebook Group](#) open to Gym Owners and Employees. We share ideas, ask each other questions, and interact in a private group. Click the hyperlink and join your fellow Michigan fitness community.

Gyms Are Safe - Visit to Virus

The MFCFA has been collecting data on the number of Covid cases of our members and employees compared to gym visits and we have been sharing this information with Governor Whitmer's medical advisors. As of January 31, 2021, we have tracked 7,000,761 visits and have only had 399 Covid cases reported, for a percentage infection rate of 0.0057%. This mirrors the numbers that were previously gathered nationally by mxmetrics and by California.

[Official data](#) from the State of New York's contact tracing program strongly supports gyms being safe with only 0.06% of Covid cases connected to gyms, and with household social gatherings accounting for nearly 74% of all cases.

Federal Legislation Supporting Gyms and Fitness Studios

Congressmen Mike Quigley (D-IL) and Brian Fitzpatrick (R-PA) introduced H.R. 890 on February 5, 2021, a bipartisan sponsored bill making its way through Congress, commonly called the [GYMS Act](#). If enacted into law, this legislation would allocate \$30 billion in grants exclusively for the American fitness industry.

On behalf of every gym and fitness studio in Michigan, the MFCFA board has reached out to the Michigan congressional house and senate delegations and asked them to co-sponsor and support the GYMS Act.

But we need your help. There are two actions you can immediately take to support the fitness industry in Michigan and your business. First, call your [congressperson](#) and [senators](#) and ask them to support the GYMS Act. Second, IHRSA has made it easy to write to your congressperson and senators. Please send emails to the members of Congress telling them that the industry needs help. To break the noise and get the attention of Congressional leadership to the industry's plight, we want large numbers of people to take this grassroots action. Share these 1-click campaigns with your club members and other fitness professionals.



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- Industry Professional Grassroots Link: <https://ihrsa.quorum.us/campaign/gymsact>
- Consumer Grassroots Link: <https://ihrsa.quorum.us/campaign/saveourgyms>

Vaccine Rollout

Michigan started its vaccine rollout program in December 2020 and the US has been administering over 1 million vaccines a day, putting us on track to hit 100 million vaccines in President Biden's first 100 days in office. That's great news regardless of your political affiliation. As of today, Michigan's [vaccine program](#) plans to start giving vaccines to the broader population (16-64 years old) around June-July and expects to have vaccinated 70% of the population by the end of 2021. The MFCA board is cautiously optimistic that these dates may get pushed forward as more vaccine production comes online and more vaccines are approved for use.

COVID Variants – It's Still Mostly Good News

Yes, it's true there have been new concerning strains of the Covid-19 virus originating from the UK (more infectious) and South Africa and Brazil (more deadly), but the [data](#) seems to show that while the vaccines are less effective they are still effective and in fact people contracting these new strains post vaccination are still much less likely to have severe symptoms or to be hospitalized. All in all, still promising. As reported by [NBC News](#):

"not a single person who got vaccinated, and had illness after four weeks, ended up in the hospital," Dr. Mathai Mammen, global head of pharmaceutical research and development at Johnson & Johnson, told NBC News. This "leads me to believe that this vaccine will stop this pandemic."

MIOSHA Ambassador Program – Just Do It

The Michigan Department of Labor and Economic Opportunity and the Michigan Occupational Safety and Health Administration (MIOSHA) have published [Workplace Guidelines](#) for Sports and Exercise Facilities and Covid-19 [Workplace Requirements](#) for Sports and Exercise Facilities. If you are a member of the MFCA, you are probably already in full compliance, and we suspect most gyms and fitness studios are already in compliance.



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MIOSHA does have a mechanism for onsite inspection and certification. Candidly, many members of the MFCA were initially reluctant to invite MIOSHA into their facilities but having gone through it, we can say it is a fair, quick and cooperative process. MIOSHA provides consultation if needed, which you can obtain using this [link](#). When you are ready, schedule your inspection [here](#). MFCA board member and owner of Applied Fitness Solutions Michael Stack describes his Covid compliance and MIOSHA Ambassador inspection experience [here](#).

MFCA Lobbying

The MFCA continues to retain Lansing based lobbying firm Public Affairs Associates and to advocate for the entire Michigan fitness industry. We also use our relationships at the federal and state level to advocate for keeping gyms open and responsibly reducing restrictions.

MFCA Advice

If you have questions, concerns or just want to talk, reach out to the MFCA anytime by email (info@mifit.org) or phone (248) 938-4228 or attend one of our webinars. Here, we are not competitors, we are colleagues.

Benefits of Joining the MFCA

We have reduced membership costs, with annual dues starting at \$250.

Access to talk with MFCA members from Michigan's largest owner, Planet Fitness, to single boutique studio owners, and literally every type in between.

Benefits include automatic membership in the Small Business Association of Michigan, which includes a free legal hotline to one of Michigan's premier law firms to ask for legal advice and have discounted rates for more involved matters; access to group health, life, workmen's compensation insurance; discounted HR, payroll and compliance services; and discounts for FedEx shipping, Office Depot, and much more.

Discounts for Club Connect, Exercise Warehouse, PT On The Net, and IHRSA.

We are fighting for you, [join the fight](#). For more information, visit our [website](#), call (248) 938-4228 or email info@mifit.org.