



Michigan Fitness Club Association

133 W Main Street, Suite 266

Northville, MI 48167

P: (248) 938-4228 F: (248) 344-9803

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November 2020 Newsletter

The Michigan Fitness Club Association was formed to give an organized voice for the health and fitness industry in the state of Michigan. Since its founding in May 2020 we have worked with gym owners, studio owners, lobbying groups, attorneys, public relations firms, medical doctors, air quality specialists, various state/national fitness associations, senators, state representatives, and the Governor's office to assist in reopening gyms safely, and keeping them open. The challenges now are to change the negative perception of our industry, to work toward removing the capacity restrictions, to remove the mask requirement, and work toward being defined as essential businesses.

SAFER in Shape Campaign:

We have engaged BJW, a public relations firm, to create a video and content showing that gyms are safe, and that being in shape is crucial in the fight against COVID-19.

It is crucial in advance of the New Year's resolution season to have a campaign that shines a positive light on our industry. We plan on accomplishing this by leading a specific, thoughtful, and credible conversation with current, lapsed, and potential members. Our goal over the next couple of months is to communicate three key priorities to our members, health officials, and government officials: the first is that with the protocols that we have in place and the improvements that we have made to our facilities we offer a safe indoor environment to help our members achieve their health and wellness goals; second, increase awareness that physical health translates into a stronger immune system that will help in fighting Covid-19 and many other diseases; and third, raising awareness that physical health and mental health are inextricably tied. The majority of people need the routine and motivation that indoor exercise provides to achieve their goals.

The Safer in Shape effort through the MFCA will showcase its track record and efforts to employ top standards in creating the safest possible environment in our health and fitness facilities.

Areas that will be addressed include:

Fresh air: Indoor air quality study results

Statistics on safety since we reopened: Michigan visit-to-virus data

Sanitization: Show how our facilities stay "COVID-era clean"

How to wear a mask: Show how it is possible to get a good workout in with a mask.

Seasonal Affective Disorder: The role of physical health to mental health during the winter.



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Tips for safer gym use: Safety protocols, working out during off-peak times, maintaining social distancing.

Contact Tracing: How gyms use guest check-in policies and point of sale check in procedures to keeps all members safe.

Air Quality Study

Select members of the MFCA have participated in an air quality study. The purpose of this study is to counteract the negative perception of air quality in indoor spaces. The MFCA continues to gather statistics regarding the Visit-to-Virus ratio, and air quality studies, so that we can combat negative perceptions and press. Facilities utilizing a MERV 13 air filter or turning the air 12 times an hour gives the equivalent of having outside air. Most clubs are achieving a turn of air 4 to 6 times an hour which is a large reduction in the potential for virus in the air. Members of the MFCA are encouraged to have an air quality study of their facility. We are having a “How To” video created on how to perform the air quality study for members to use and we are arranging a per location discounted rate for the materials needed and testing of the samples. We need as many members to participate as possible to increase the study sample and validity of our position. **If you would like to participate in an additional air quality study at an approximate cost of \$1,000 per location, please email us to learn more.**

Lobbying Efforts:

In addition to what we are doing with our lobbyist, the MFCA has been diligently working with IHRSA and other state alliances on both the national and state level. All parties are committed to sharing IHRSA and State Alliance best practices and providing a unified voice to grow, protect, and promote the health club industry.

IHRSA and the State Alliances share the following goals and objectives:

1. Improve the public perception of the safety of health & fitness facilities by policy makers, medical experts, and the public at large.
2. Cultivate and nurture relationships with national, state, and local authorities to further the understanding of the benefits of physical activity in a health club setting, and the impact the health club industry has on the economy
3. Develop and advance research regarding the industry.
4. Promote passage of legislation that is beneficial to the industry and the consumer and prevent or repeal harmful legislation.
5. Define health & fitness facilities as an essential component in the continuum of the community health care delivery system.



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IHRSA Federal Advocacy

HR 8485, legislation to save the US Health & Fitness Industry

- To date, Van Drew (R-NJ), Vela (D-TX), Lawson (D-FL), Cuellar (D-TX), Malinowski (D-NJ), C. Smith (R-NJ) and Smucker (R-PA) have signed on to support our bill. The Health and Fitness Recovery Act of 2020: https://www.ihrsa.org/federal/the-health-and-fitness-recovery-act-of-2020/?utm_campaign=ILC
- Over 14,000 messages in support of the bill have been sent to members of Congress. That is good, but our industry, especially if staff and members are engaged, can do much better. Please use and share these links.
 - Owners, Employers: IHRSA.org/savefitness
 - Industry employees: ihrsa.quorum.us/campaign/saveourjobs
 - Consumers: ihrsa.quorum.us/campaign/saveourgyms/

Legislation – HB 6033, 6034, 6035, exempt PPE from state taxes, HB 6030, 6031, 6032, 6010 liability protection

HB 6033, 6034, 6035 are bills that were introduced so that PPE and other materials purchased to comply with safety measures related to Covid-19 will be exempt from state taxes.

The CARES Act was written so that they are tax exempt if a PPP loan is forgiven, but an IRS regulation states they are taxable. The MFCA is working on this at both the state and federal level. No action was taken on these bills in the just ended sessions of the Michigan House and Senate.

HB 6030, 6031, 6032, 6010 are related to liability protection from lawsuits if businesses are following CDC and State guidelines. The House and Senate have approved this legislation and they have been signed by the Governor.

Michigan Elections

The GOP maintained a majority in the Michigan House of Representatives. The GOP also maintains majority in the Michigan Senate. This is beneficial to encourage Governor Whitmer to work with the legislature when working to keep our residents safe and when attempting to arbitrarily close businesses.



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The MI Supreme Court nominations have resulted in a Democrat majority on the court level, although election to Michigan's high court are nonpartisan, political parties nominate candidates. This may be a potential issue.

Michigan Department of Health and Human Services (MDHHS) dated October 29

The MDHHS epidemic order dated October 29th did not result in any changes to our existing post Covid-19 operating practices. To read the complete MDHHS Oct. 29, 2020, Epidemic Order, visit Michigan.gov/Coronavirus.

Face Masks:

Businesses must not allow indoor or outdoor gatherings of any kind unless they require individuals to wear a face mask. Businesses may not assume that someone who enters the business without a face mask falls in one of the exceptions; but may accept an individual's verbal representation that they are not wearing a face mask because they fall within a specified exception.

Capacity Limitations:

Gatherings at recreational sports and exercise facilities, such as gyms, fitness centers, recreation centers, bowling centers, roller and ice rinks, and trampoline parks, may not exceed 25% of total occupancy limits and are not allowed unless there is at least six feet between workout stations.

To Join the MFCA

To learn more about the MFCA please visit our website at <https://mfcafit.org>, call (248) 938-4228 or email at info@mifit.org.

If you want to let your voice be heard clearly and are ready to join the MFCA, visit: <https://mfcafit.org/join-the-club>

Resources

MFCA's, Ed Eickhoff featured in Club Solutions Magazine

<https://clubsolutionsmagazine.com/2020/11/ed-eickhoff-on-state-alliances/>

The COVID Era Fitness Consumer:

<https://www.ihrsa.org/publications/the-covid-era-fitness-consumer/>



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Clubs are Vital, Exercise is Essential:

<https://www.ihrsa.org/improve-your-club/exercise-fights-off-disease-now-lowers-risk-later-in-life>

IHRSA's Medical Expert series is now 6 articles deep, with the newest from world renowned Dr. Kenneth Cooper.

https://www.ihrsa.org/improve-your-club/tag/medical-expert?utm_campaign=ILC

IHRSA & Medical Fitness Association Establish Partnership

<https://www.ihrsa.org/about/media-center/press-releases/ihrsa-medical-fitness-association-establish-partnership>