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SafeCount™

Rochester Athletic Club is one of the largest multi-purpose sports clubs in the USA. Located in Minnesota, the complex covers over 260,000sqft, including 11 indoor tennis courts and 4 indoor basketball courts.

Like all leisure and entertainment businesses, COVID restrictions hit hard in 2020, causing periods of closure and significantly reduced operating capacities. With these restrictions slowly easing, Rochester Athletic Club selected the Irisys SafeCount solution to help improve their members experience whilst ensuring capacity limits are adhered to.
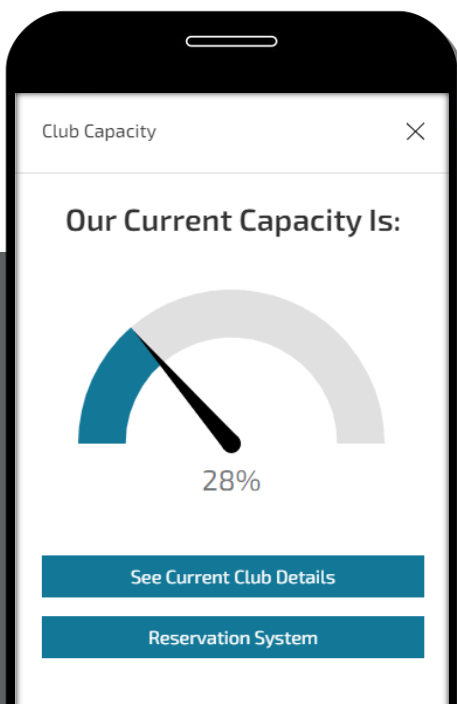
Rochester Athletic Club
Improving the experience for members

As a family focused club, safety and customer experience are top priorities. Matt Remick, President, explains that as well as safety screens between equipment, nano-septic stickers and electro-static sprayers, a reservation system was initially introduced to help manage capacity, however this was not without issues.

Continuing, Matt said "you have the type of people who are great at managing their day three days out, but some people need to exercise when they feel inspiration. It was also really difficult if you wanted to bring your family, you had to get multiple reservations." Members were also limited to 90minute sessions.

With SafeCount, these issues are removed. "Members don't have to make reservations for everything, and they aren't time limited. We have it set up on the entrance and the exit of the facility, so it gives us a live reading of who's in and who's out. We're just trying to make it easier for members to come and use the club when they want to come and use the club" advises Matt.

Club Capacity ✕

Our Current Capacity Is:

28%

See Current Club Details

Reservation System

Display the live capacity to members

Rochester Athletic Club didn't just want to measure and control the real-time occupancy of their facility for safety, they wanted to share this information with their members to empower them and encourage them to visit when it was safe.

Utilising a data feed from the SafeCount system, their IT team integrated the live capacity data to their website and mobile app, enabling members to remotely check how busy the club is before visiting.

Pre-COVID, Rochester Athletic Club had over 5,500 memberships, and would regularly see over 2,000 people visit each day. One year into the pandemic, 40% of all memberships are frozen and daily visitor numbers peak at 7-800.

Like many businesses it has been extremely tough financially, as costs continue, but revenues fall. By implementing a SafeCount system, Matt hopes "it will make the club more attractive and we will be able to get more members off of freeze, which will then allow our finances to be better."

"What I'm really trying to do is just make the member experience as good as I can. And I really feel like SafeCount allows us to make it as normal as possible for our members."

Looking to the future, Matt sees' additional benefits to the capacity and occupancy data from SafeCount. "I think it'll be really useful, because now we actually get to have data to measure how busy we are. We've been able to do a check-in report for years, but we don't have a check out report, so we don't know how many people are necessarily in the building or how long they typically stay."

"It will also be interesting to see what our busiest times are, and eventually, when there aren't any restrictions, it'll help us tailor our staff scheduling better. SafeCount will help with a lot of things."

Learn more about SafeCount
irisys.net/safecount

About SafeCount

SafeCount is a live occupancy monitoring solution that helps businesses comply with social distancing guidelines and occupancy restrictions by anonymously counting people as they enter and exit your building.

Suitable for buildings of any size and with multiple doors, a SafeCount solution delivers clear warnings and alerts when occupancy limits are approached or exceeded.

- Visual warnings and alerts
- Fast and easy, self-install solution
- Buildings of all sizes
- Single or multiple entrances/exits

ENTER

DO NOT ENTER

ENTER

irisys™

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