

Fitness Centre Membership Fees

Report to Community Services
Standing Committee

August 12, 2013



Background Information

December 3, 2012 – Community Services Standing Committee

- Background information provided on Leisure Programs/Fees (trailer parks, summer camps, playgrounds and fitness centers)

February 4, 2013 – Community Services Standing Committee

- Presentation/Report on Leisure Programs and Fee/Cost Recovery options and recommendations.

Resolution: (passed 02/04/13)

CS2013-10: WHEREAS, at the December 3, 2012, Community Services Committee meeting, Council requested additional information on the City operated fitness centres related to user fees, net operating cost recoveries and fee comparisons with other fitness facility operations;

AND WHEREAS additional information has been provided as requested along with options for revenue increase to meet specific cost recovery targets;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury (approve option 3) that the fitness centres fees be increased resulting in a (75% net operating cost recovery) to increase overall revenues in fitness facilities in order to increase the net cost recoveries;

AND THAT staff be requested to review the current fitness membership fees structure at all city owned and operated fitness centres and recommend increases to realize approved net cost recoveries as noted above;

AND THAT the user fee increases, once approved, be implemented for the 2014 season.



Fitness Centres

6 Fitness Centers operating from City owned facilities.

- Rayside Balfour Workout Centre
- Howard Armstrong Recreation Centre
- Dowling Leisure Centre
- Falconbridge Recreation Centre
- Capreol Millennium Centre
- McClelland Arena, Squash/Fitness Centre
-operated by community based, non-profit organization

Fitness Fee Cost Recovery

- council approved option 3 (Feb. 4, 2013)
- estimated revenue increase \$120,706.00

Membership Fees/Structure

- disparities between membership fees, facilities and programs
- membership fee review/recommendations provides opportunity to redesign membership structure
- membership fee structure developed on basis of facility space, equipment, programs etc.

New Membership Levels

Level 1 – Membership

- Howard Armstrong Recreation Centre
- Dowling Leisure Centre/Onaping Fall Community Centre Pool

Level 2 – Membership

- Rayside Balfour Workout Centre

Level 3 – Membership

- Capreol Millennium Centre
- Falconbridge Wellness Centre

Facilities/Programs Included in Membership

Membership Structure	Weight/ Cardio	Change Room/ Shower	Gym/ Studio	Sauna	Squash	Track	Recreation Swim	Drop in Fitness
Level 1 Membership	X	X	X	X	X	X	X	X
Level 2 Membership	X	X	X	X				
Level 3 Membership	X	X						

Major Changes to Membership Include:

- Harmonization and alignment of fees
- Flexible membership for use at other City operated fitness centres
- Recreational swims at Onaping Pool will be added to the membership for the Dowling Leisure Centre
- Drop in fitness classes will be added at Dowling Leisure Centre
- Fitness punch cards will be added to Dowling Leisure Centre
- Squash will be included in the membership at Dowling Leisure Centre and HARC. No longer a separate membership category
- Swimming lessons will no longer be part of membership at HARC
- 10 visit pass for each centre
- The 6 and 9 month membership will no longer be available



Recommended Fee Structure: The following is the recommended fitness membership fee structure.

Membership Fees

Level 1 Membership	Daily	10 Visits	Monthly	3 Months	Yearly
Adult	\$10.00	\$70.00	\$50.00	\$135.00	\$480.00
Senior	\$9.00	\$63.00	\$45.00	\$121.50	\$432.00
Student / Youth	\$9.00	\$63.00	\$45.00	\$121.50	\$432.00
Junior / 2nd member	\$7.00	\$49.00	\$35.00	\$94.50	\$336.00
3rd and subsequent family members	\$5.00	\$35.00	\$25.00	\$67.50	\$240.00

Level 2 Membership	Daily	10 Visits	Monthly	3 Months	Yearly
Adult	\$ 9.00	\$ 63.00	\$ 45.00	\$ 121.50	\$ 432.00
Senior	\$ 8.10	\$ 56.70	\$ 40.50	\$ 109.35	\$ 388.80
Student / Youth	\$ 8.10	\$ 56.70	\$ 40.50	\$ 109.35	\$ 388.80
Junior / 2nd member	\$ 6.30	\$ 44.10	\$ 31.50	\$ 85.05	\$ 302.40
3rd and subsequent family members	\$ 4.50	\$ 31.50	\$ 22.50	\$ 60.75	\$ 216.00

Level 3 Membership	Daily	10 Visits	Monthly	3 Months	Yearly
Adult	\$ 8.00	\$ 56.00	\$ 40.00	\$ 108.00	\$ 384.00
Senior	\$ 7.20	\$ 50.40	\$ 36.00	\$ 97.20	\$ 345.60
Student / Youth	\$ 7.20	\$ 50.40	\$ 36.00	\$ 97.20	\$ 345.60
Junior / 2nd member	\$ 5.60	\$ 39.20	\$ 28.00	\$ 75.60	\$ 268.80
3rd and subsequent family members	\$ 4.00	\$ 28.00	\$ 20.00	\$ 54.00	\$ 192.00

*Membership fees do not include HST.

Fee Comparisons

City of Greater Sudbury Adult 2012-2013

Facilities	Daily	1 Month	3 Months	6 Months	9 Months	Annual
HARC	\$5.53	n/a	\$68.14	\$127.43	\$162.83	\$185.84
Rayside Balfour	\$6.19	\$41.59	\$105.31	\$181.42	n/a	\$331.86
Capreol	\$3.10	\$25.66	\$63.72	\$115.93	\$167.26	\$221.24
Dowling	\$3.10	\$36.28	\$92.04	\$175.22	\$256.64	n/a
Falconbridge	\$3.10	\$25.66	\$63.73	\$115.93	\$167.26	n/a

Municipality and Private Fitness Centres Fee Comparison

Municipality	Daily	1 Month	3 Months	6 Months	Annual
Ajax	\$8.85	n/a	\$153.00	\$237.00	\$407.00
Oakville	\$8.63	n/a	\$146.02	n/a	\$384.96
Barrie	\$6.14	\$52.50	n/a	n/a	n/a
Espanola	\$8.48	\$29.75	\$79.00	\$140.25	\$245.75
Thunder Bay	\$8.19	\$60.00	n/a	n/a	\$522.00
Private Fitness Centres					
YMCA	\$11.42	\$53.86	n/a	n/a	n/a
Laurentian	\$11.50	n/a	\$175.00	\$325.00	\$600.00
McClelland Fitness Centre	\$4.42	\$44.25	\$106.19	\$176.99	\$265.49
Good Life Fitness Centre	\$13.27	\$50.00	\$150.00	\$300.00	\$600.00
Snap Fitness	\$8.85	\$49.95	\$149.85	\$299.70	\$551.40

C.G.S. – Adult fitness fee rate / percentage increases

Fitness Facilities	Daily			Monthly		
	2012-2013	New	% of Increase	2012-2013	New	% of Increase
Howard Armstrong Rec Centre	\$5.53	\$10.00	80.83%	n/a	\$50.00	n/a
Dowling Leisure Centre	\$3.10	\$10.00	222.58%	\$36.28	\$50.00	37.82%
Rayside-Balfour Workout Centre	\$6.19	\$9.00	45.40%	\$41.59	\$45.00	8.20%
Capreol Millennium Centre	\$3.10	\$8.00	158.06%	\$25.66	\$40.00	55.88%
Falconbridge Wellness Centre	\$3.10	\$8.00	158.06%	\$25.66	\$40.00	55.88%

Fitness Facilities	3 Months			Yearly		
	2012-2013	New	% of Increase	2012-2013	New	% of Increase
Howard Armstrong Rec Centre	\$68.14	\$134.00	96.65%	\$185.84	\$480.00	158.29%
Dowling Leisure Centre	\$92.04	\$135.00	46.68%	n/a	\$480.00	n/a
Rayside-Balfour Workout Centre	\$105.31	\$121.50	15.37%	\$331.86	\$432.00	30.18%
Capreol Millennium Centre	\$63.72	\$108.00	69.49%	\$221.24	\$384.00	73.57%
Falconbridge Wellness Centre	\$63.72	\$108.00	69.49%	n/a	\$384.00	n/a

Average Adult Fitness Membership Fee Comparators (2012-2013)

Comparator	Daily	1 Month	3 Months	6 Months	9 Months	Annual
City of Greater Sudbury	\$4.20	\$32.30	\$78.59	\$143.19	\$188.50	\$246.31
Proposed 2014	\$9.00	\$45.00	\$121.50	n/a	n/a	\$432.00
Municipally Operated	\$8.06	\$47.52	\$126.01	\$188.63	n/a	\$389.03
Private Sector	\$9.89	\$49.52	\$145.26	\$275.42	n/a	\$504.22

Conclusion:

- Recommendation before Council for approval.
- Membership fee increases effective January 1, 2014.
- Recommendation includes a fitness equipment replacement reserve.

QUESTIONS?