



AGENDA ITEM SUMMARY FORM

MEETING DATE: 4/18/2022

PREPARED BY: Kyle Livesay, Assistant Director of Parks & Recreation

AGENDA CONTENT: Discussion and possible action on changes to the pricing structure for facility memberships and day passes for the Angleton Recreation Center.

AGENDA ITEM SECTION: Regular Agenda

BUDGETED AMOUNT: NA **FUNDS REQUESTED:** NA

FUND: NA

EXECUTIVE SUMMARY:

On February 28th, staff presented the current membership package options for facility membership as well as the current options for single use day passes to the Angleton Recreation Center. It was highlighted that the Angleton Recreation Center currently has more than 30 different combinations of facility membership offerings for enrollment at the facility. In addition, there are currently seven different categories of single use day passes that vary based on age and family status.

When analyzing membership enrollment trends, staff identified that a minority of the categories of made up the majority of all enrollments for facility membership. Similarly, the only day passes that were purchased at a significant level were the Adult (38.7%) and Child categories (52.63%).

From the review of the date, the following observations were demonstrated:

- Quarterly and Semi-Annual membership options were relatively un-purchased across all membership categories. Elimination of these categories would have minimal negative consequence.
- Youth Memberships and Active Military and First Responder Memberships make up only 2.52% of all facility memberships. Utilization of an applied discount could make these membership categories unnecessary.
- Roughly 46% of senior memberships fall under SilverSneaker or Silver & Fit program while the remaining 53% pay for traditional memberships.
- All membership types would be able to be categorized as either a "Family" or "Individual" membership category.

Day Rates		
Children	2 years & under	Free
Child	3-17 years	\$4
Adult	18-59 years	\$5
Active Military	ID Required	\$4
Senior	60+ years	\$4
Spectator	Observing Only	\$2
Family Package 5:00pm-7:00pm Mon.-Sat. All day Sunday	Up to two adults & four children only	\$18

Membership Packages				
	Monthly	Quarterly	Semi-Annual	Annual
Individual 18-59 years	\$32	\$85	\$165	\$305
Family up to 6 dependents	\$44	\$120	\$225	\$425
Additional Person	\$8	\$20	\$40	\$75
Senior Individual 60+ years	\$25	\$65	\$125	\$240
Senior Family	\$35	\$95	\$180	\$335
Youth 11-17 years	\$25	\$65	\$125	\$240
Active Military & First Responder Individual	\$25	\$65	\$125	\$240
Active Military & First Responder Family	\$35	\$95	\$180	\$335

Proposed Membership Options		
	Monthly (Draft)	Annual (Pre-Pay)
Individual Membership Individuals 12 yrs & Up	\$ 35.00	\$ 350.00
Family Membership Up to 6 individuals from the same household	\$ 50.00	\$ 500.00
Silver Sneaker Membership Eligible individuals	Free Enrollment	
Silver and Fit Membership Eligible individuals	Free Enrollment	
Eligible Membership Discounts Seniors (60+), Active Military, First Responder	-\$15	-\$75
Proposed Day Pass		
Single Use Day Pass	\$ 5.00	

RECOMMENDATION:

Staff recommends ABLC discuss changes to the pricing structure for facility memberships and day passes for the Angleton Recreation Center.