



MEMORANDUM

TO: Honorable Mayor and Board of Commissioners
VIA: Robin Gomez, City Manager
FROM: Jay Hatch, Recreation Director
DATE: July 17, 2023
RE: City Hall Fitness Facility

Background

Based on prior discussion of the utilization of the fitness center located at City Hall, staff has prepared a plan to potentially open the facility to the public.

Strengths: Fitness Center built out and equipped for use. No additional financial commitment for software. Fitness Center cleaning already included in the current contract.

Challenges: Fitness Center located in building not attached to Recreation Center. Limited size and space based on existing location. Shared use with FD and City staff. Additional staff responsibility without increases in staff size. Additional unknown expenses based on sanitary needs of additional usage by patrons.

Fiscal Impact

An estimated expense spreadsheet is attached.

Initial opening of the Fitness to only Madeira Beach Residents will be offered for FREE during a trial period until January 1st. During this time, staff will be able to monitor trends with the fitness center on usage and maintenance needs. After January 1st, staff seeks to implement a paid structure for fitness center use.

Daily – Resident - \$2 / Non-Resident \$5

Weekly – Resident – \$5 / Non-Resident \$10

Monthly – Resident - \$10 / Non-Resident - \$15

Annual – Resident - \$100 / Non-Resident - \$150

Recommendation

Staff Recommends a trial period from open until Dec 31, 2023 that is open specifically for residents and is Free to use. During this time staff will be able to evaluate usage, dial in on maintenance needs and evaluate any need for potential addition of necessary equipment. On January 1, 2024 staff will move to the implementation of a fee schedule for use based on resident, non-resident status.

Attachments

Fitness Center Estimated Costs

Resolution 2015-07

AIT Life Safety Keypad/Card Reader Quote

City of Seminole Fitness Center Info

City of St. Pete Beach Fitness Center Info