



## MEMORANDUM

TO: Honorable Mayor and Board of Commissioners  
VIA: Robin Gomez, City Manager  
FROM: Jay Hatch, Recreation Director  
DATE: January 17, 2024  
**RE: Fitness Center**

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### **Background**

Beginning on October 1<sup>st</sup> 2023, the City opened the Madeira Beach Fitness Center up to free utilization by Residents. Additionally, the City began allowing registration and pick up of free membership cards at the Recreation Center to be able to gain access to the fitness facility. From that point until the publishing of this memo, the city has seen 94 users take advantage of the opportunity to register for a fitness card. During the time of operation, the city has seen a daily user average of 3-5 people who visit the fitness center. In the time frame of the week of Dec 8-12, the Fitness Facility was utilized 15 total times by residents of Madeira Beach.

Due to the location of the gym there is a challenge in getting members to come to the correct location for registration. Additionally, there are challenges with maintenance and quick response to questions regarding the different equipment and uses. Routine maintenance is scheduled via a third party which eases some of these challenges but they still exist.

### **Fiscal Impact**

\$478 – HID Scan Cards  
\$390 – Security Cameras  
\$375 – Fitness Equipment Wipes  
\$230 – Replacement Handles & Fitness Bands  
\$1101 – Equipment Repairs and Preventative Maintenance  
\$1,498 – Keypad/Scanner for Gym Door

### **Recommendation**

Staff recommends one of the two options moving forward:

- 1) Discontinue public use of the fitness facility.
- 2) Invest in newer equipment, technology, and staffing to make the fitness facility more accessible and easier to properly oversee.

