

## Ashley Wayman

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**From:** Neissa Brown Springmann  
**Sent:** Thursday, February 17, 2022 8:45 AM  
**To:** NICCOLE MAURICI; Phil McDuffee; Chad Smith; Gavin Massingill; Vicky Ballard; Ashley Wayman  
**Subject:** City of Rollingwood Park Facilities Fee

Good Morning,

My name is Neissa Springmann, Founder and CEO of iGnite Your Life. I am writing on behalf of the new City of Rollingwood Park facilities fee, but I first want to take this opportunity to thank you for allowing us, iGnite, to lead our women's fitness classes at Rollingwood Park. We are very grateful for the clean, safe and well-kept park conditions that have provided and continue to provide a safe and ideal outdoor fitness environment for the women attending our classes, as well as their children. It truly has been a perfect location where health, fitness, fun and friendships are nourished.

With over 50% of the women who attend our classes either living in Rollingwood or within the Eanes School District, we have immensely enjoyed providing our women's fitness classes in Rollingwood Park for the past 13 years. During the spring and summer months, we hold our classes underneath the pavilion where we can escape spring showers and summer sun. Despite the summer mosquitoes, we bring our bug repellent and enjoy the sweaty and sticky mornings. Then, during the fall and winter, we move our classes upstairs to the concrete concession area, and enjoy the warmth of the sun and Vitamin D. Between the two locations, they provide an ideal health and fitness environment, however, with the new park fees we would pay a similar rate to what we are charged to use a heated or air conditioned indoor area just down the street (in Rollingwood) that is 4x the size of these spaces.

Throughout our time at Rollingwood Park, we have gladly complied with all of the park usage rules and have enjoyed being good stewards of the park. We happily park our cars where we are asked and make changes when asked. We have sponsored City of Rollingwood fundraising events, encouraged City of Rollingwood event participation, and always clean up after ourselves. In fact, you've probably seen our class instructors sweeping the pavilion after a rain or wind storm. We take pride in helping keep Rollingwood Park beautiful, befriending other park users and being a smiling face in the park. With so many new families moving into Rollingwood, we feel as though we've been part of the "Welcome to Rollingwood/Austin" Welcoming Committee. Excitingly we have been able to welcome and connect new moms in the neighborhood which has allowed them to create new friendships. Additionally, when Robyn Ryan oversaw park usage, we had an excellent working relationship with her. Upon Robyn's retirement, we had a great working relationship with Amber too. It was Amber whom we communicated with during the height of COVID-19 lockdowns. All in all, we have always had an exceptional working relationship with the City of Rollingwood.

During the Spring/Summer months, when using the pavilion, we hold a total of 8 classes each week. Our schedule is:

- Monday/Tuesday/Thursday
  - 7:30- 8:20 a.m.
  - 8:30 - 9:20 a.m.

- Wednesday/Friday
  - 8:30-9:30 a.m.

During the Fall/Winter months, when using the upstairs concession area, we hold a total of 6 morning classes each week. Our schedule is:

- Monday/Tuesday/Thursday
  - 7:30- 8:20 a.m
  - 8:30 - 9:20 a.m.

While some classes are larger than others, after reviewing our Jan 2021- Jan 2022 Rollingwood class attendance, our per class average is:

- Jan - 9.29
- Feb - 12.81
- March - 13
- April - 13.4
- May - 12.3
- June - 12.7
- July - 10.3
- August - 9.7
- September - 9.3
- October - 10.82
- November- 10.63
- December - 11

As I wrote in my opening, I am very concerned about the new park fees that go into effect March 1, 2022 and would first like to provide you with the communication timeline:

1. August 2, 2021- Niccole Maurici emailed to let me know she served on the Rollingwood Park Commission and they were reviewing the current commercial use structure. Niccole asked if I would fill out a form and provide her with our park usage information.
2. I unfortunately missed Niccole's August email, but due to her persistence, on September 16 and 21 Niccole emailed me again, requesting that I fill out the form.
3. September 21, 2021 - Niccole and I connected via email and I filled out the form
4. Feb 1, 2022, Vicky Ballard sent an email listing the new park fee of \$25 per class or per hour.

Next and as it relates to iGnite, I want to provide facts around the new fee of \$25/class or per hour:

1. Effective March 1, 2022, our annual Rollingwood Park usage fee will increase from \$180 annually to \$7600 annually (a \$7420 increase); from \$15 per month to \$616 per month.
2. This is a 7420% price increase.
3. We were given 28 days to prepare for this price increase.
4. The new structure requires payment 3 months/1 quarter in advance. This is before collecting any fees for providing a service. On average, this equates to iGnite paying the City of Rollingwood as much as \$1850 in advance each quarter.
5. When leasing space from both Champions Westlake and Alisa's Dance Studio, payment is due following the use of their space.
6. When leasing space from The City of Austin PARD, commercial use fees require \$50 per instructor per 6 months, followed by a monthly payment due (based on attendance) on the 10th of the month after the reporting month. City of Austin PARD per class breakdown is as follows: for classes over 4 in attendance: \$.45/participant. When comparing City of Austin PARD policy to the new Rollingwood Park facilities fee, iGnite will pay the City of Rollingwood 6x the amount of The City of Austin park usage. To be exact, if we used the City of Austin parks from Jan 2021- Jan 2022, iGnite would pay the City of Austin \$1543.80 annually. With the City of Rollingwood's new park usage fee, this would not cover one quarter of our fees. Our City of Rollingwood Park usage fee would be \$7600 annually.

Due to inflation and anticipating a new Rollingwood Park facilities fee structure, effective January 1, 2022 we raised our prices for the first time in 7 years. Despite our price increase, the impact this new park fee will have on our ability to hold classes at Rollingwood Park is severe and unfortunately, unsustainable. Our business model cannot support this fee structure and will therefore result in the inability to hold classes at Rollingwood Park.

As a result of our long-standing, positive and healthy relationship with The City of Rollingwood as well as the health, fitness and wellness service we have provided and continue to provide Rollingwood patrons and women living within the Eanes School District, I would greatly appreciate it if you would consider a new fee structure and accept iGnite's offer to pay the City of Rollingwood \$1800 annually: \$900 on January 1, 2022 (for Q1/Q2) and \$900 on July 1, 2022 (for Q3/Q4)

Additionally I am more than willing to collect letters of recommendations from our Rollingwood patrons as well as our members living in Eanes School District. I am also happy to further discuss this matter with you.

Thank you for your time and consideration,

Neissa Springmann



Neissa Brown Springmann

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Founder

iGnite I [www.igniteyourlifenow.com](http://www.igniteyourlifenow.com)

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"God didn't promise days without pain, laughter without sorrow, or sun without rain. But He did promise strength for the day, comfort for the tears and light for the way."