

# Memo

**To:** Recreation Committee  
**From:** Nancy Flores, Director of Recreation  
**Date:** 3/9/2011  
**Re:** Pool summary & suggested changes  
**Cc:** Gina Hassett, Program Supervisor

Attached is a financial summary of the past three years for the Centennial Park Aquatic Center.

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The Recreation Department has put forth several recommendations for your review regarding Centennial Park Aquatic Center. The Aquatic Center has not made fee structure adjustments since the late 1990's. With that said, the minimum wage increase, the cost of water, chemical maintenance and general pool improvements has continued to rise in cost.

Please review the following information and recommendations for your consideration.

## 1. Daily Rates

The resident daily rates are in line with comparable facilities; however we want to continue to ensure the high quality of the resident's experience at the facility and encourage resident memberships. See attached documents for attendance numbers.

As the numbers indicate, non-residents generally wait until 5 p.m. when admission rates drop to half price (\$6 for non-residents). The non-resident daily admission is a large revenue producer; however, if we want to avoid attracting a disproportionate number of non-residents every evening, we should consider implementing one of the suggestions below.

- A.) Keep the non-resident daily rate at \$12, but eliminate the half price rate of \$6 that has been in place after 5 p.m. We may discourage some non-residents and lose some revenue; however the increase in fee should help to cover the possible loss. This also shows a continued effort to meet the needs of our residents. Non-Residents who come with members or residents can continue to buy "swipes" which are offered at a discounted rate to members and residents.

- or -

B.) Increase the evening non-resident rate to \$8 (increased from \$6). This is a small increase to non-residents but still shows an effort to support the mission of making our resident's experience the top priority. Tinley Park White Water Canyon is expected to pass this same policy this season.

## 2. Memberships

Pool memberships have been at the same prices since the expansion opened in the late 90's. Staff would like to recommend a 10% increase in the 2008 membership fees. We currently offer an early bird discount if you purchase a membership prior to May 1. Staff recommends offering the 2007 seasonal rate as the 2008 Early Bird fee.

We are also including a non-resident senior rate which we have not offered in the past. In order to be consistent with membership offerings, we would like to offer a non-resident senior rate for Sportsplex memberships as well. The proposed changes are listed below.

	<b>2007 EARLY BIRD Valid until April 30</b>	<b>2007 POOL MEMBERSHIP April 30-end of season</b>	<b>PROPOSED 2008 EARLY BIRD Valid until May 1</b>	<b>PROPOSED 2008 POOL MEMBERSHIP May 1-end of season</b>
<b>Resident Individual</b>	\$74	\$80	<b>\$80</b>	<b>\$88</b>
<b>Resident Family 2-5</b>	\$138	\$150	<b>\$150</b>	<b>\$165</b>
<b>Resident Couple</b>	\$112	\$120	<b>\$120</b>	<b>\$132</b>
<b>Resident Senior Individual</b>	\$45	\$50	<b>\$50</b>	<b>\$55</b>
<b>Non-Resident Individual</b>	\$188	\$200	<b>\$200</b>	<b>\$220</b>
<b>Non-Resident Family 2-5</b>	\$375	\$400	<b>\$400</b>	<b>\$440</b>
<b>Non-Resident Couple</b>	\$282	\$300	<b>\$300</b>	<b>\$330</b>
<b>Non-Resident Senior</b>	Not offered	Not Offered	<b>\$125</b>	<b>\$137</b>
<b>Childcare Provider</b> <i>*Must be at least 18 yrs of age and purchased in conjunction with a family membership. One per household per season.</i>	Not offered	Not Offered	<b>\$88*</b>	<b>\$88*</b>
<b>Non-Resident Senior Sportsplex Membership</b>	Not offered	Not Offered	N/A	<b>\$420</b>

### 3. FAMILY MEMBERSHIPS

Another issue staff would like to address is the definition of what a “Family Membership” means. Currently the parameters for a family membership are:

***“Immediate family members are defined as parents and their non-adult children residing in the same household. Family passes are limited to 5 immediate family members. Additional family members 3 years and older are \$15.00 each for residents/ \$20.00 for non-residents.”***

We suggest modifying the definition to be more customer service orientated while still having some sensible restrictions.

As background, every year at the pool, we are asked to accommodate a variety of scenarios that do not fall in the above parameters. The list of family situations is endless. There are a variety of options used at other agencies that have a more broad definition of a “Family Membership.”

- Tinley Park Park District’s Family Membership includes any person at the address that can prove they reside at that address. They do not have to be related.
- A number of agencies consider a “Family Membership” to include any related individual living in the same household. Must show valid proof of residency.

**Staff recommends the “Family Membership” be defined as follows:**

**“A Family Membership includes up to 5 family members that reside in the same household with valid proof of residency.” Additional family members, 3 years and older, are \$15.00 each for residents and \$20.00 each for non-residents.**

By changing the description of a family membership, we no longer stipulate the relationship of the family members. It is critical however, that “families” eligible for the membership reside at the same address and show proof to qualify for the membership.

### 4. Child Care Provider

As an additional category, we would like to offer a child care provider pass. A child care provider pass would be available for purchase in conjunction with a resident family membership. This would be available to resident families only and they would be allowed to purchase one child care provider pass per season. The child care provider must be 18 years of age (to be in compliance with our current rules), resident or non-resident, and the pass would be non-refundable and non-transferable as with our other passes. The fee is listed in the attached membership grid.