



---

# Memo

To: Eric Hanson, City Administrator

From: Linda Bruer, Director of Parks and Recreation

Date: October 13, 2016

Re: Proposed Changes to Facility Admission Fees

---

To keep pace with rising operating costs and customer requests, staff is recommending several changes to park and recreation facility admission fees.

## Daily Admission Fees

It has been 10 years since the daily admission fee for The Pointe or North Pointe has been increased. During that time a number of maintenance improvements have been made and minimum wage has increased steadily. Staff is recommending an increase of \$1 to the resident and non-resident admission fees to The Pointe and the North Pointe Aquatic Center to take affect January 1, 2017. Below is a chart with the current rates and proposed rates.

<b>Current Resident</b> Youth-\$4 Senior-\$4 Adult-\$5	<b>Proposed Resident</b> Youth-\$5 Senior-\$5 Adult-\$6	<b>Current Non-Resident</b> Youth-\$7 Senior-\$7 Adult-\$7	<b>Proposed Non-Resident</b> Youth-\$8 Senior-\$8 Adult-\$8
---	--	---	--

Daily admission fees at other municipal pools range from \$3-\$7 for residents and \$6-\$10 for non-residents.

## Pointe 20 Visit Cards

With the increase in the daily admissions it is also recommended that an adjustment be made in the 20 visit card purchase price. These cards are available for The Pointe admission and enable users that come more frequently but do not want to invest in a membership to use the facility at a slightly discounted rate. The proposed fee is equal to the current daily admission rate, so by purchasing the multi-visit card users save \$20 or more on 20 visits.

<b>Current Resident</b> Youth-\$70 (\$3.50/visit) Senior-\$70 (\$3.50/visit) Adult-\$90 (\$4.50/visit)	<b>Proposed Resident</b> Youth-\$80 (\$4/visit) Senior-\$80 (\$4/visit) Adult-\$100 (\$5/visit)	<b>Current Non-Resident</b> Youth-\$120 (\$6/visit) Senior-\$120 (\$6/visit) Adult-\$120 (\$6/visit)	<b>Proposed Non-Resident</b> Youth-\$140 (\$7/visit) Senior-\$140 (\$7/visit) Adult-\$140 (\$7/visit)
---	--	---	--

Proposed rate adjustments could result in approximately \$10,000 more revenue for The Pointe and \$25,000 additional for North Pointe on an annual basis.

**Platinum Membership**

For quite some time the public has expressed an interest in an “all-inclusive membership” for Ballwin recreation facility usage vs. the ala carte system currently in place whereby additional charges are in place for such services as tot care and some fitness classes at The Pointe. Most commercial fitness establishments as well as the YMCA offer all-inclusive memberships which some users prefer.

Staff is proposing to introduce a Ballwin Platinum Membership that would include admission to The Pointe with unlimited fitness classes including water aerobics as well as tot care, admission to North Pointe, and resident rates at the Ballwin Golf Course. It is also proposed that the Pointe Plus membership (Pointe and North Pointe combination membership) rate be adjusted with the membership rate for The Pointe (only) and North Pointe (only) rates remaining the same.

**NEW OPTIONS AND MEMBERSHIP PRICING**

The memberships listed below can be purchased annually or can be debited monthly through a checking account, MasterCard, Visa or Discover.

New debit members pay the \$20 start-up fee and the first month dues when joining. There is a minimum of two additional monthly billings.

**~PLATINUM MEMBERSHIP**

This membership would include use of the North Pointe Aquatic Center and The Pointe at Ballwin Commons including group fitness, specialized classes (Spinning, Pilates and yoga), water aerobics classes, babysitting and resident rates at the Ballwin Golf Course.

**~ POINTE+ MEMBERSHIP**

This membership would include use of the North Pointe Aquatic Center and The Pointe at Ballwin Commons. There are additional charges for specialized classes, water aerobics, babysitting and resident rates at the Ballwin Golf Course.

**~POINTE MEMBERSHIP**

This membership would include use of The Pointe at Ballwin Commons. There are additional charges for specialized classes, water aerobics and babysitting.

<b>Resident</b>	Proposed Platinum Yearly	Proposed Platinum Monthly	Current Pointe + Yearly	Current Pointe + Monthly	Proposed Pointe+ Yearly	Proposed Pointe+ Monthly	Current Pointe Yearly	Current Pointe Monthly	Proposed Pointe Yearly	Proposed Pointe Monthly	Current NP Pool Only
Youth	\$336	\$30	\$220	\$20	\$245	\$23	\$180	\$17	\$192	\$18	\$85
Adult	\$504	\$44	\$380	\$34	\$420	\$37	\$330	\$29.50	\$336	\$30	\$110
Senior	\$372	\$33	\$220	\$20	\$288	\$26	\$180	\$17	\$180	\$17	\$85
Senior Couple	\$480	\$42	\$300	\$27	\$336	\$30	\$240	\$22	\$264	\$24	\$135
Single +1	\$744	\$64	\$560	\$49	\$600	\$52	\$430	\$38	\$432	\$38	\$180
Family	\$828	\$71	\$625	\$54	\$685	\$59	\$480	\$42	\$480	\$42	\$210

Pointe+ & Platinum differential  
\$7 more individual/month  
\$12 two or more people/month

<b>Non-Resident</b>	Proposed Platinum Yearly	Proposed Platinum Monthly	Current Pointe + Yearly	Current Pointe + Monthly	Proposed Pointe+ Yearly	Proposed Pointe+ Monthly	Current Pointe Yearly	Current Pointe Monthly	Proposed Pointe Yearly	Proposed Pointe Monthly	Current NP Pool Only
Youth	\$480	\$42	\$355	\$32	\$395	\$35	\$300	\$27	\$312	\$28	\$135
Adult	\$732	\$63	\$570	\$50	\$645	\$56	\$525	\$45.75	\$528	\$46	\$190
Senior	\$576	\$45	\$381	\$34	\$425	\$38	\$330	\$29.50	\$324	\$29	\$135
Senior Couple	\$696	\$60	\$520	\$43	\$585	\$51	\$440	\$38.67	\$444	\$39	\$205
Single +1	\$888	\$76	\$735	\$63	\$795	\$67	\$675	\$58	\$672	\$58	\$300
Family	\$1,056	\$90	\$815	\$70	\$945	\$81	\$750	\$64.50	\$744	\$64	\$320

Pointe+ & Platinum differential  
\$7 more individual/month  
\$9 two or more people/month

<b>Business Memberships</b>	Proposed Platinum Yearly	Proposed Platinum Monthly	Current Pointe + Yearly	Current Pointe + Monthly	Proposed Pointe+ Yearly	Proposed Pointe+ Monthly	Current Pointe Yearly	Current Pointe Monthly	Proposed Pointe Yearly	Proposed Pointe Monthly	Current NP Pool Only
Youth	NA	NA	NA	NA	NA	NA	\$215	\$20	\$215	\$20	\$135
Adult	NA	NA	NA	NA	NA	NA	\$400	\$35.35	\$408	\$36	\$190
Senior	NA	NA	NA	NA	NA	NA	\$215	\$20	\$240	\$22	\$135
Senior Couple	NA	NA	NA	NA	NA	NA	\$300	\$27	\$300	\$27	\$205
Single +1	NA	NA	NA	NA	NA	NA	\$515	\$45	\$515	\$45	\$300
Family	NA	NA	NA	NA	NA	NA	\$575	\$50	\$575	\$50	\$320

Currently, all facility admission fees are established by ordinance. In order to realize minimal rate adjustments in the future, staff proposes that fee adjustments be submitted with the annual budget for board review and approval rather than by ordinance change.