



City of
Peterborough

To: **Members of the Arenas Parks and Recreation Advisory Committee**

From: **Rob McAulay, Facility Manager,
Peterborough Sport & Wellness Centre**

Meeting Date: **October 18, 2016**

Subject: **Report APRAC16-033
Proposed Group Rates, for Peterborough Sport & Wellness
Centre**

Purpose

A report to introduce a new proposed group rate structure for users of the Peterborough Sport & Wellness Centre.

Recommendations

That the Arenas Parks and Recreation Advisory Committee endorse the recommendations outlined in Report APRAC16-033 dated October 18, 2016 of the Facility Manager, Peterborough Sport & Wellness Centre, as follows:

- a) That the following proposed group rate structure at the Peterborough Sport & Wellness Centre to be implemented January 1, 2017, be endorsed:
 - i) Group of 10 – 14 members; receive a 10% discount per membership purchased;
 - ii) Group of 15 – 19 members, receive a 15% discount per membership purchased; and
 - iii) Groups of 20 or more members, receive at 20% discount per membership purchased.

Budget and Financial Implications

There is no direct budget or financial implications resulting from the approval of the recommendation of Report APRAC16-033; however, the addition of new membership options is expected to assist in reaching the year end revenue targets set forth in the 2017 budget.

Background

In 2004 the Peterborough Sport & Wellness Centre Steering Committee put forward a recommendation, referred to as the Wellness Centre Partnership program, which provided a corporate discount, based on the level of donation received by the Friends of Fleming Foundation. This program was endorsed and utilized by 44 employees from various companies such as Americredit, Bell, and RBC. These employees received a 5% – 10% discount on their memberships, based on the amount of their companies' donation.

Currently, the cities of Kawartha Lakes, Oshawa, Whitby, Ajax, and Markham provide a variety of group discount rates ranging from 4.5% – 28%, based on enrollment per group.

City Name	Group Membership Details
City of Kawartha Lakes	Businesses purchasing 50 – 150 memberships provide employees a discount, based on the number purchased by the business, with the businesses paying the difference owed by the membership fee
City of Oshawa	Groups of 10 or more individuals receive a 10% discount per member
City of Whitby	Groups of 10 or more individuals receive at 4.5% discount per member, in the first year, and a 7% discount per member, in each consecutive year.
City of Ajax	Groups of 10 or more individuals receive a 20% discount per member
City of Markham	Businesses purchasing 10 or more memberships receive a 28% discount per membership purchased

Staff is recommending that the Peterborough Sport & Wellness Centre implement a group membership rate structure that is open to any group of individuals within the determined group structure listed below. The discount rate provided will be determined based on the number of individual memberships purchased at the same time by the group, for a period of one year in length. It will be a requirement that the group memberships not be placed on a hold, and that they be renewed at the end of the membership period.

That the following are the recommended group rates:

Group Size	Discount Per Member
10 - 14 Members	10%
15 – 19 Members	15%
20+ Members	20%

If endorsed, the proposed discounts will be presented to Council meeting as Budget Committee during the week of November 28th, for approval.

Submitted by,

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Facility Manager, Peterborough Sport & Wellness Centre

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