

COMMITTEE OF THE WHOLE – SEPTEMBER 2, 2008

FITNESS MEMBERSHIP FEES (SENIORS RESIDING IN VAUGHAN)

Recommendation

Councillor Tony Carella recommends

1. That 2009 senior fitness membership fees be reduced percent (20%), provided the member is a resident of the City of Vaughan; and that the same discount be applied on a go-forward basis.

Economic Impact

Staff estimates that the proposed reduction of fitness club memberships---offered at Al Palladini, Father Ermanno Bulfon, Garnett A. Williams, and Maple Community Centres---will result in a decrease in 2008 revenues by \$11,861, based on the current total of 159 senior fitness members at these four centres---a sum that represents 0.00074% of the estimated total Recreation and Culture budget of \$16,000,000.

Communication Plan

The Corporate Communications Department will issue a media release upon the adoption of this recommendation.

Purpose

To demonstrate Council's support for seniors and who choose to keep themselves fit by availing themselves of the programs on offer at various community centres.

Background – Analysis and Options

All fee increases reflecting the rising costs of delivering City services represent a burden to seniors/retired individuals who tend to live on fixed incomes. While certain of these charges are mitigated by means of such things as tax credits given to qualifying seniors, others mitigation strategies should be employed to demonstrate Councils support for these groups; namely, discounts to seniors who "do ther right thing" bykeeping themselves fit, thereby reducing the burden of health care costs to the overall community.

Regional Implications

Nil

Relationship to Vaughan Vision 20/20

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

A discount of this nature will assist seniors residing in Vaughan and avail themselves of the benefits that derive from a regular fitness regime.

Attachments

Senior 1 Year Fitness Membership Statistics for 2006, 2007 & 2008

Report prepared by:

Councillor Tony Carella, FRSA

Respectfully submitted,

Tony Carella, FRSA
Councillor – Ward 2

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Senior 1 year Fitness Membership Statistics for 2006, 2007 & 2008

	2006			2007			2008		
	Memberships Sold	Fee	Revenue	Memberships Sold	Fee	Revenue	Memberships Sold	Fee	Revenue
APCC	47	\$341	\$16,027	39	\$358.50	\$13,982	38	\$373	\$14,174
FEB	16	\$341	\$5,456	15	\$358.50	\$5,378	27	\$373	\$10,071
GAWCC	58	\$341	\$19,778	63	\$358.50	\$22,586	66	\$373	\$24,618
MCC	25	\$341	\$8,525	28	\$358.50	\$10,038	28	\$373	\$10,444
Total	146		\$49,786	145		\$51,983	159		\$59,307

note: fee increase 2006 to 2007 = 5.13%

note: fee increase 2007 to 2008 = 4.04%

fee increase 2006 to 2008 = 9.38%

Impact of Fee Reduction to 2008

	Reduction: 10%			Reduction: 20%			Reduction: 30%		
	New Fee	New Rev	Impact	New Fee	New Rev	Impact	New Fee	New Rev	Impact
APCC	\$335.70	\$12,757	-\$1,417	\$298.40	\$11,339	-\$2,835	\$261.10	\$9,922	-\$4,252
FEB	\$335.70	\$9,064	-\$1,007	\$298.40	\$8,057	-\$2,014	\$261.10	\$7,050	-\$3,021
GAWCC	\$335.70	\$22,156	-\$2,462	\$298.40	\$19,694	-\$4,924	\$261.10	\$17,233	-\$7,385
MCC	\$335.70	\$9,400	-\$1,044	\$298.40	\$8,355	-\$2,089	\$261.10	\$7,311	-\$3,133
Total		\$53,376	-\$5,931		\$47,446	-\$11,861		\$41,515	-\$17,792

Note: Fees for 2006 & 2007 from brochure, Fees for 2008 from User Fee Year 1

Fees do not include GST

Fitness Memberships Sold from Membership Pass Summary Report - Class

2006 = Sep 1, 2005 - Aug 31, 2006

2007 = Sep 1, 2006 - Aug 31, 2007

2008 = Sep 1, 2007 - Aug 12, 2008