

2011 Proposed Fees

<u>FEE SCHEDULE:</u>	2008	2009	2010	2011
Swim Lessons [(8) ½ hr]:	\$40	\$40	\$48	\$48
Private 1on1 Lessons [(4) ½ hr]:	\$80	\$100	\$100	\$100
Swim Team:	\$55	\$55	\$75	\$75
Aqua Aerobics:	\$40	\$40	\$48	\$48
Lifeguard Certification	\$125	\$125	\$150	\$175
Water Safety Instructor Certification	\$150	\$150	\$175	\$200
Aquatic Facility Operator Certification	N/A	N/A	\$250	\$300
Private Pool Rental (includes staff):	\$60/hr	\$295/2hr	\$295/2hr	\$350-\$500*
*\$350-Under 150 People-\$500 over				
Birthday Parties	N/A	N/A	N/A	\$100-\$140*
*depends on size of group				
User Group Rental:				
Non-Regular Season	\$34/hr	\$8.50/ln/hr	\$8.50/ln/hr	\$18/ln/hr
Regular Season (Mid June to End August)	\$17/hr	\$4.25/ln/hr	\$4.25/ln/hr	\$8.50/ln/hr
*Storage:	\$20/mo	\$20/mo	\$20	\$100
Entire Facility	\$80/hr*	\$80/hr*	\$80/hr*	\$100/hr
*various set up and base fees				
Season Pass				
0-3 Years	N/A	Free	Free	Free
Youth (4-17 years)	N/A	\$15	\$30	\$60
Adult (18 +)	\$65	\$30	\$60	\$120
Family	N/A	\$75	\$150	\$250 *
*Significant discounts will be offered on Season Pass package pricing TBD.				
Daily Swim Fee				
0-3 Years	Free	Free	Free	Free
Youth (4-17 years)	Free	\$1/day	\$1/day	\$2/session
Adult (18 +)	\$2/day	\$2/day	\$2/day	\$4/session
Family	N/A	N/A	N/A	

Sponsored Swimming

Passes are available to children whose family meet/demonstrate financial need

Carl Strong
 Recreation Supervisor II
 Aquatics, Sports, Facilities
 509-363-5415-Office
 509-625-6200-Main Parks Number
cstrong@spokanecity.org
spokaneparks.org

Financial Picture:

	2008 Actual	2009 Actual	2010 Actual	2010 Budget	2011 Proposed
Revenue	\$124,871	\$134,689	\$288,598	\$530,812	\$435,000
Expense	\$609,947	\$568,095	\$859,594	\$928,257	\$1,041,940

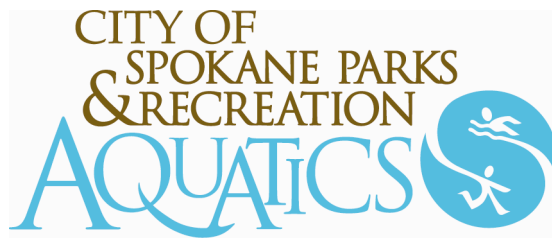
Realization is that expenses are increasing at a higher rate than revenue-where will the extra expense money come from?

Sponsored Passes:

Amount Printed	Amount Given Out	Amount Used
35,000 Day Passes	~20,000 Day Passes	~8,800 Day Passes

On the surface this paints the picture that though we have created a barrier by charging a fee we are meeting the demand. Those who **want** to swim but can't afford it have a way of getting into the pools at no cost. Furthermore if the amount of passes actually given out is compared to the amount of passes actually used then we see that there is an imbalance of who actually swim and those who think they want to swim.

Carl Strong
Recreation Supervisor II
Aquatics, Sports, Facilities
509-363-5415-Office
509-625-6200-Main Parks Number
cstrong@spokanecity.org
spokaneparks.org



2011 Aquatics Season Pass “Pre Season Discount”

\$39.95 -Youth (3-12)

\$79.95 – Adults

\$159.95 – Families

(Discount good through April 8, 2011)

Includes unlimited admission to

**~ Any open-swim/lap session at the City of Spokane’s
New Aquatic Centers**

A.M. Cannon Aquatic Center

Shadle Park Aquatic Center

Witter Aquatic Center

Comstock Aquatic Center

Hillyard Aquatic Center

Liberty Park Aquatic Center

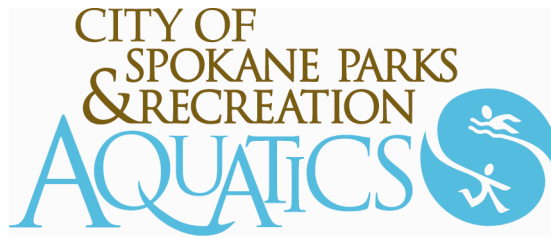
PLUS

3 Swim-Session Admissions for Guests (4 per family pass)

3 Admissions per pass to Riverfront Park’s Loeff Carrousel (4 per family pass)

Discounts to

Select Riverfront Park Attractions & Other City Attractions



Increase sales by:

1. Implement on line sales
2. Implement Marketing Plan by Dec. 1 in time for Christmas Gift Sales
 3. Use social & web marketing opportunities
5. Utility Bill Inserts
6. Traditional methods will also be used including The Inlander, Channel 5, STA, Recreation Guide, Out There Magazine.

Pre-Season discounts	Thru 4/8/11	Thru 5/31/11	Regular Price
<i>Youth (4-17 years)</i>	\$39.95.	\$49.95	\$60
<i>Adult (18 +)</i>	\$79.95	\$99.95	\$120
<i>Family</i>	159.95	199.50	\$250

Each order (not per pass) is charged handling fee.

Prices include a mix of 5% Admission Tax and Sales Tax