



# Memorandum

**To:** North Ogden City Council  
**CC:** Annette Spendlove  
**From:** Dave Nordquist  
**Date:** 11/17/2010  
**Re:** Aquatic Center Season Pass Fee

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We would like to propose the following minor adjustments to the fee scale at North Shore Aquatic Center for the summer of 2011.

- Both Fitness Season Pass and Regular Season Pass Prices will remain the same as in years previous for North Ogden Residents.
- After analysis of Season Pass sales, it has been determined that we should eliminate the un-profitable fee differential for Non-Resident Season and Fitness Passes.  
*(This will increase sale of both passes and boost revenue).*
- We will offer a “Group Discount Rate” for each type of pass (\$10 off each pass when purchased in quantities of 4 or more)  
*(This will hopefully increase sales in season passes and improve customer relations for larger families who have asked for a group discount/family pass option)*
- We will offer the Group Discount Rate (\$10 off) to everyone buying a 2011 pass (1 or more) between the dates of: Approval – April 30<sup>th</sup>, 2011.  
*(This will help us improve processing of season passes before the season rush begins, help prevent long lines, and improve public appearance by being more accommodating)*
- It has been determined that both lap swimming and water aerobics are non-profitable programs, however we would like to continue to offer them as a public service. We will decrease the admission fee for both programs (WA - \$2, LAP - \$1) to increase attendance and provide more affordable water exercise programs for our community.

We feel that by making the proposed changes we will be better accommodating to the public and also increase revenue.

Dave Nordquist

Community Services Dr.

## Swimming Lessons

- 58% North Ogden Residents (46% of SL revenue)
- 42% Other Cities (54% of SL Revenue)
- This proportion shows that we have a high quality product in high demand, despite the price increase for residents of other cities
- We recommend that the prices remain the same.

## Season Passes

- Daily Admission: -\$2,865 (1.9%)
  - Attributed to a slower economy
- Season Passes: -\$8,720 (22%) from last year
  - Attributed to the un-proportional fee differential for non-residents.

	North Ogden	Other
Season Passes	303 (70%) = \$18,180	28 (6.5%) = \$2,100
Fitness Passes	87 (20%) = \$6,525	15 (3.5%) = \$1,350
433 Total Passes	90% = \$24,705	10% = \$3450

- Recommendation:
  - Additional Revenue from fee differential = \$645 = 10.75 Season Passes @\$60
  - Eliminate the fee differential for residents of other cities. This will increase sales of season passes and boost revenue.