

Memorandum

TO: City Council
FROM: Steve Benoit , Parks and Recreation Director
DATE: June 1, 2026
SUBJECT: Approve Community Center Rate Adjustments.
ITEM NUMBER: 10.a
SECTION: GENERAL BUSINESS

REQUESTED MOTION

To adopt ordinance number 1063 determining the community center rate schedule.

INTRODUCTION

The city council is being asked to approve the recommended increases to the community center rates.

DISCUSSION

The city council approves daily admission and membership rates for the community center. The council also approves rental rates for the banquet rooms. This includes the Shoreview Room, Weddell Community Room, and Haffeman Pavilion.

Staff is proposing increases in all of the above rates. These rates are typically increased a nominal amount each year. As staffing, utility, and supply costs continue to rise, the rate increases will help offset these expenses. Even with updated rates, the community center will remain competitive with surrounding facilities.

The community has multiple membership category options for both residents and non-residents. Memberships are available for families, dual (two people living at the same address), adults, youth, and seniors. These memberships can be purchased annually, seasonally, or billed monthly. The community center has an array of amenities and is one of the only local facilities with this variety. Membership includes use of:

- two waterparks
- indoor playground
- fitness center
- gymnasium
- walking track

Membership rates have increased consistently each year. Special exceptions to freeze rates were made during the expansion project and COVID-19. Additionally, resident membership rates were not increased in 2023. Revenue from membership rates is critical to the community center's operating budget. Each year, membership fees account for over \$1 million of the annual revenue. The expenses associated with staffing, utilities and supplies rise more every

year. As operational costs increase, staff believe it is necessary to increase membership rates. Staff propose the following approximate increases for membership rates:

- Prepaid and monthly billed: 2% for residents and 3% for non-residents
- Seasonal: 3% for residents and 4% for non-residents

Daily admission rates are a vital revenue source for the community center. This includes passes to use all the amenities and passes only for the indoor playground. Each year this category brings in over \$1 million in revenue. For the past three winters the community center has been extremely busy. There continue to be long lines on the weekends for people waiting to use the waterparks. The community center remains an affordable option. Especially in comparison to other facilities without the same level of amenities. Nearly 82% of daily visitors to the community center consist of non-residents. Staff propose the following approximate increases for daily admission rates:

- 2% increase for resident and non-resident rates

Banquet and meeting room rentals are the third largest community center revenue source. Rental revenue exceeded \$600,000 annually. Both banquet rooms are very affordable, especially because renters are able to use any licensed caterer. Many comparable facilities require renters to use exclusive catering with a minimum purchase. Our banquet rooms are typically booked every weekend during the summer months. Requests for banquet room and pavilion rentals occur up to a year in advance. The 2027 rental rates were approved last year. Staff propose the following approximate increases for banquet and pavilion rentals in 2028:

- Banquet rooms and Haffeman Pavilion: 2% for residents and 3% for non-residents
- Summer Saturday Package: 3% for residents and 4% for non-residents

Staff is proposing increases for all membership categories, daily passes, and rental rates. These rates are typically increased a nominal amount each year. As staffing, utility, and supply costs continue to rise, the rate increases will help offset these expenses. Even with updated rates, the community center will remain competitive with surrounding facilities.

The attached Exhibit D reflects the current 2026 rates and the proposed rate increases. The membership rate adjustment will take effect August 1, 2026. The daily pass and rental rate adjustments will take effect January 1, 2027. Additionally, staff recommend approval of the 2027 rental rates effective January 1, 2027.

The parks and recreation commission discussed the community center rates at April 27 meeting and approved the staff recommendation 7-1.

RECOMMENDATION

It is recommended that the city council adopt ordinance number 1063 determining the community center rate schedule.

ATTACHMENTS

[Ordinance - Community Center Rates.pdf](#)
[Exhibit D.pdf](#)