

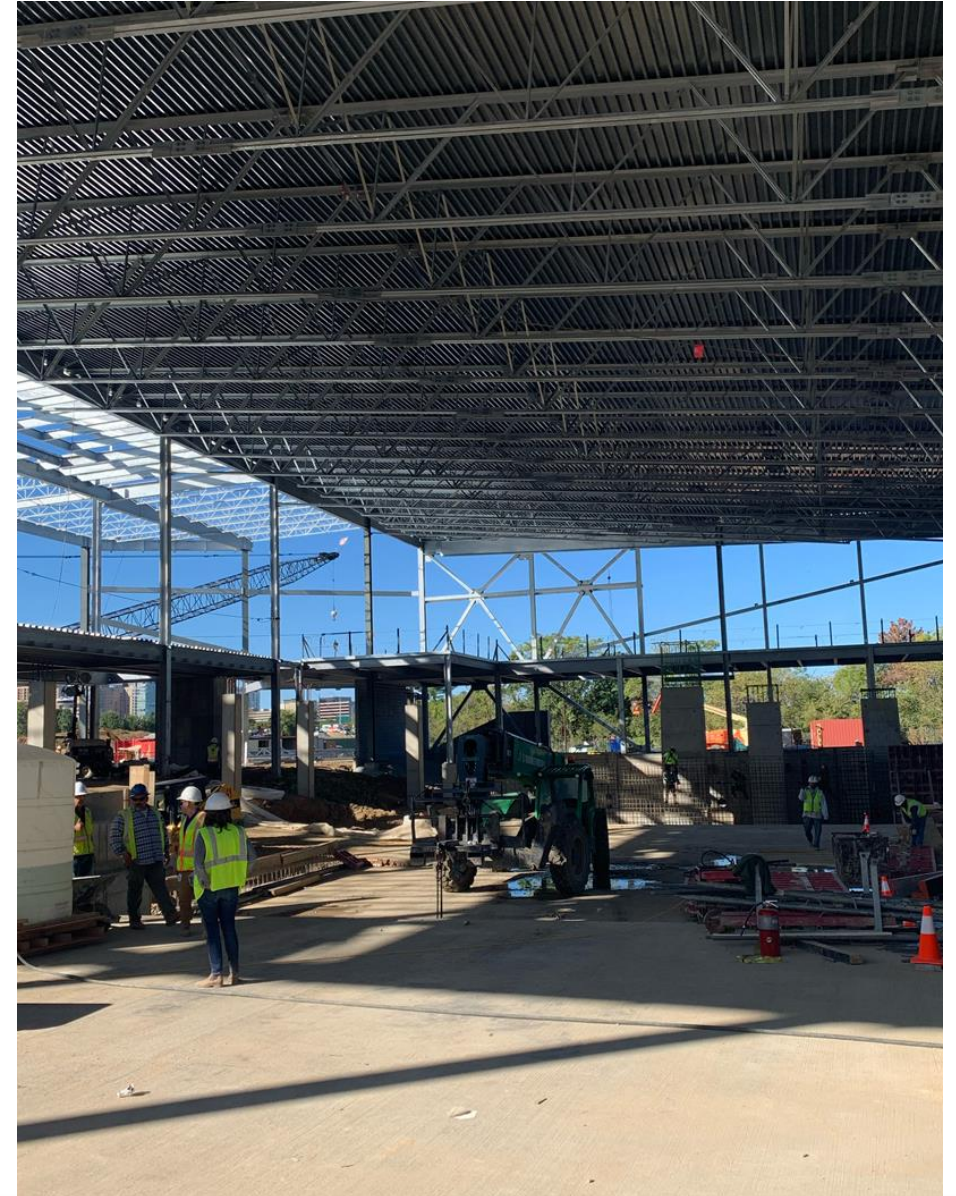
Long Bridge Aquatics & Fitness Center

Proposed Membership and Rental Fees
Joint LBPAC & Fees Working Group Meeting
Tuesday, December 10 2019



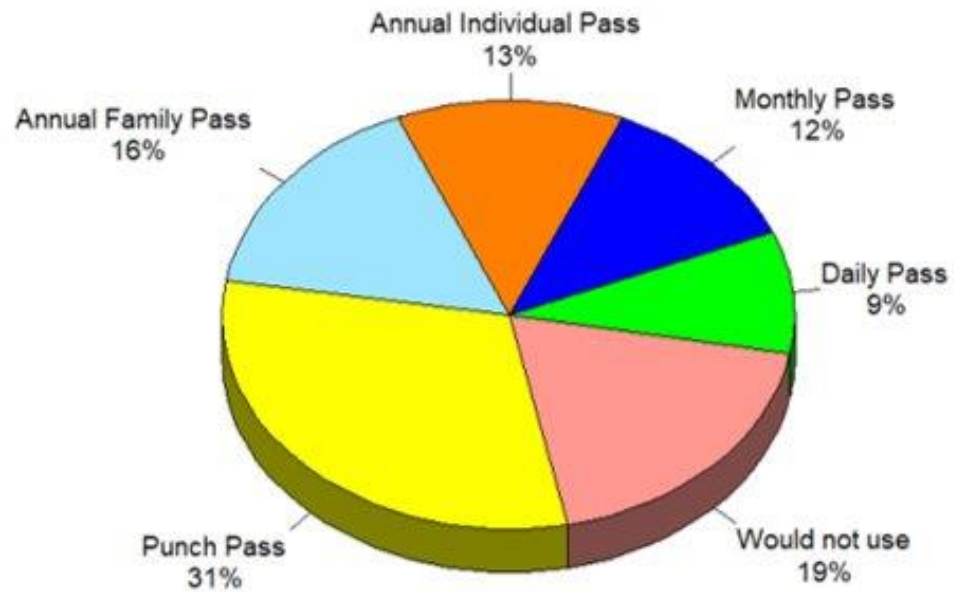
Meeting Overview

- Fee Working Group Review
- Membership Fees Benchmarking & Recommendations
- Proposed Long Bridge Rental Fees
- Proposed Full-Facility Rental Fees
- Next Steps



Q10. Most Preferred Way to Pay to Use the Long Bridge Park Aquatics & Fitness Center

by percentage of respondents



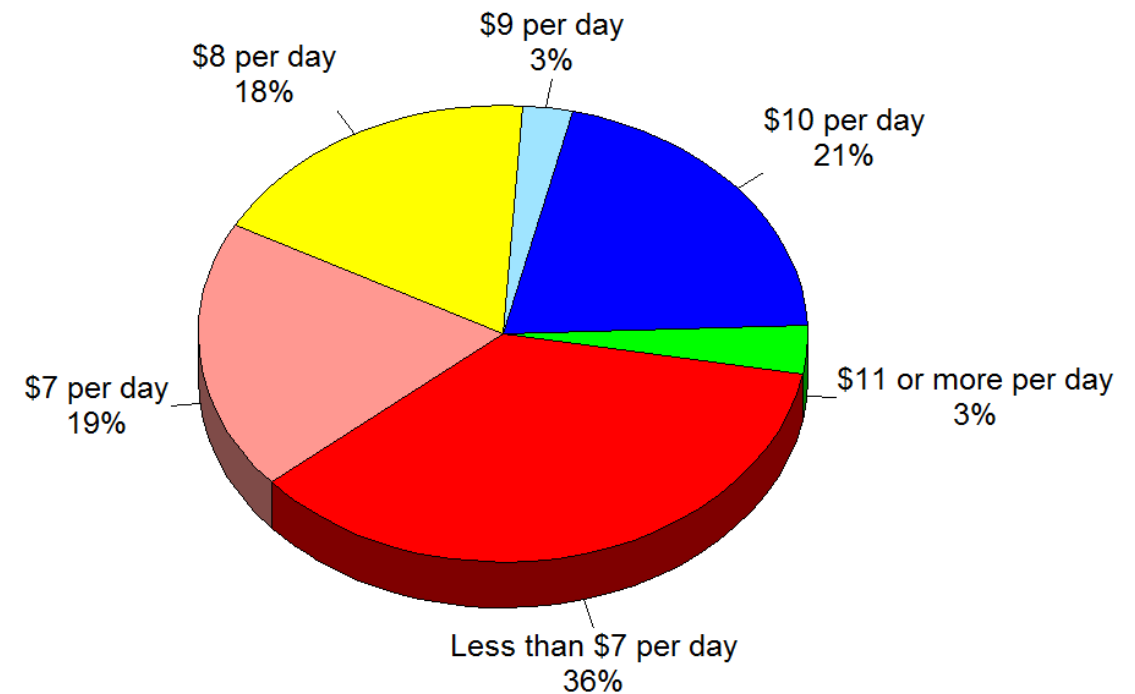
Punch Pass Is the Most Preferred Method of Paying

81% Would Use the Facility

- The Fees Working Group (FWG) held Five public meetings in 2018 and used three tools to help set fees for the new facility.
- First, the FWG developed three surveys to gauge community interest in daily passes and membership types.
- Statistically Valid Survey
 - 824 Responses
- Business Community Survey
 - 99 Responses Received
- Web Based Survey
 - Over 1,000 responses received.

- Next the FWG used benchmarking as a tool to set fees.
 - Fairfax
 - Alexandria
 - Arlington Public Schools
 - Washington D.C.
 - Freedom Aquatics Center
- The FWG also used a consultant's model from the previous Long Bridge project as a benchmark.
- Daily passes, monthly passes, and annual passes were common amongst benchmarks.

64% Would Pay \$7.00 or more for a Daily Pass



Source: ETC Institute (2018)

FWG Review

- The FWG used a per-visit method to set membership fees.
- The per-visit method was developed using benchmarking as the basis for fee development.

Assumed Visits

Pass Type	B&D	Fairfax	Alexandria	APS	LBP
6 Month Pass	45	36	N/A	38	40
Indoor Season Pass	N/A	N/A	N/A	N/A	55
Annual Pass	81	66	56	62	70

Pass Breakdown

An Adult 6-month Pass assumes a visitor will visit 40 times in 6-months. \$9 daily rate* 40 visit = \$360.

Punch passes were calculated based on the daily rate with a one-visit discount.

- Adult 10 visit pass - \$9 * 9 visits = \$81 (one pass discount)
- Adult 25 visit pass - \$9 * 22 visits = \$198 (3 pass discount)

Membership Fees Benchmarking

Pass Type	LBP Fees	B&D 2013	APS	Fairfax	Freedom Center	Alexandria	Non-Resident 25%	Non-Resident 30%
Child Daily	\$ 5.00	\$ 6.00	\$ 2.65	\$ 6.50	\$ 6.00	\$ 5.00	\$ 6.25	
Child 10-Visit	\$ 45.00	-	\$ 23.85	-	-	-		\$ 58.50
Child 25-Visit	\$ 110.00	\$ 135.00						\$ 143.00
Child 6-Month	\$ 200.00	\$ 165.00	\$ 103.35	\$ 91.00	-	\$ 250.00		\$ 260.00
Child Indoor-Season	\$ 275.00	-	-	-	-	-		\$ 357.50
Child Annual	\$ 350.00	\$ 300.00	\$ 165.35	\$ 166.00	\$ 240.00	\$ 450.00		\$ 455.00
Adult Daily	\$ 9.00	\$ 8.00	\$ 6.30	\$ 10.00	\$ 9.00	\$ 8.00	\$ 11.25	
Adult 10-Visit	\$ 81.00	-	\$ 56.75	-	-	-		\$ 105.30
Adult 25 Visit	\$ 198.00	\$ 185.00						\$ 257.40
Adult 6-Month	\$ 360.00	\$ 365.00	\$ 245.70	\$ 367.00	\$ 330.00	\$ 250.00		\$ 468.00
Adult Indoor Season	\$ 495.00	-	-	-	-	-		\$ 643.50
Adult Annual	\$ 630.00	\$ 650.00	\$ 393.00	\$ 669.00	\$ 600.00	\$ 450.00		\$ 819.00
Senior Daily	\$ 6.00	\$ 5.60	\$ 4.00	\$ 6.50	\$ 6.00	\$6.40	\$ 7.50	
Senior 10-Visit	\$ 54.00	-	\$ 36.00	-	-	-		\$ 70.20
Senior 25 Visit	\$ 132.00	\$ 130.00	\$					\$ 171.60
Senior 6-Month	\$ 240.00	\$ 255.00	\$ 156.00	\$ 341.00	\$ 270.00	\$ 250.00		\$ 312.00
Senior Indoor-Season	\$ 330.00	-	-	-	-	-		\$ 429.00
Senior Annual	\$ 420.00	\$ 455.00	\$ 250.00	\$ 622.00	\$ 480.00	\$ 450.00		\$ 546.00
Family Daily	\$ 25.00	-	-	-	-	-		\$ 32.50
Family Annual	\$1,750.00			\$1,249.00				\$ 2,275.00
Matinee	\$ 5.00				\$35.00/mo.		\$ 6.25	

Proposed Membership Fees

- Non-Resident daily fees incur a 25% surcharge based on FWG recommendations.
- Non-Resident membership passes include a 30% surcharge based on FWG recommendations.

Membership Type	Proposed Resident Fee	Proposed Non-Resident Fee
Child Daily	\$5.00	\$6.25
Child 10-Visit	\$45.00	\$58.50
Child 25-Visit	\$110.00	\$143.00
Child 6-Month	\$200.00	\$260.00
Child Indoor Season	\$275.00	\$357.50
Child Annual	\$350.00	\$455.00
Adult Daily	\$9.00	\$11.25
Adult 10-Visit	\$81.00	\$105.30
Adult 25-Visit	\$198.00	\$257.40
Adult 6-Month	\$360.00	\$468.00
Adult Indoor Season	\$495.00	\$643.50
Adult Annual	\$630.00	\$819.00
Senior Daily	\$6.00	\$7.50
Senior 10-Visit	\$54.00	\$70.20
Senior 25-Visit	\$132.00	\$171.60
Senior 6-Month	\$240.00	\$312.00
Senior Indoor Season	\$330.00	\$429.00
Senior Annual	\$420.00	\$546.00
Family Daily	\$25.00	\$32.50
Family Annual	\$1,750.00	\$2,275.00
Matinee	\$5.00	\$6.25

The FWG recommended a detailed operational review of daily pass and membership options no earlier than 18-24 months after beginning operations.

The review will include:

- Arlington Public Schools (APS) reciprocity review – Review of members utilizing both APS and Long Bridge Aquatics & Fitness Center.
- Review of Non-Resident Pass Options – Review non-Resident utilization of pass offerings and adjust fees if necessary.
- Matinee Pass Implementation – Identify times to offer a Matinee pass.
- A review could be initiated sooner than 18-24 months if deemed necessary.

Rental Fees

In addition to Membership Fees, DPR will charge rental fees at the Long Bridge Aquatics & Fitness Center.

Dry-land rental fees include:

- Birthday parties
- Meeting spaces
- Room Rentals

Wet environment rental fees include:

- Lane rentals
- Full Pool rentals
- Water polo
- Dive-well rentals



Rental Fees Benchmarking: Wet Areas

Fee Type	Fairfax	Freedom	Alexandria	DC	Proposed Resident	Proposed Non-Resident
25-Yard Lane	\$25.00	\$20.00	\$25.00	\$15.00	\$25.00/hr.	\$50.00/hr.
50-Meter Lane	\$54.00	\$40.00		\$20.00	\$50.00/hr.	\$100.00/hr.
Diving Well	\$123.50		\$71.00		\$200.00/hr.	\$400.00/hr.
50-Meter Pool	\$497.00			\$350.00	\$500.00/hr.	\$1,000.00/hr.
Leisure Pool	\$288-496		\$220.00	\$250.00	\$350.00/hr.	\$700.00/hr.
Water Polo					\$250.00/hr.	\$500.00/hr.

- Facility rentals include a 100% surcharge for non-residents.

Rental Fees Benchmarking: Dry Areas

Fee Type	Fairfax	Freedom	Alexandria	DC	Proposed LBP (R)	Proposed LBP (NR)
Birthday Party	\$125.00	\$200.00	\$149.00		\$200.00	\$400.00
Community Room	\$50.00	\$200.00	\$14.00	\$25.00	\$55.00	\$110.00
Wet Classroom	\$40-80	\$35.00		\$25.00	\$30.00	\$60.00
Wellness Room	\$50-100		\$59.00		\$55.00	\$110.00
Meet Office					\$30.00	\$60.00
Small Plaza					\$140.00	\$280.00
Large Plaza					\$240.00	\$480.00
Urban Allee					\$240.00	\$480.00
Event Lawn					\$140.00	\$280.00

- Facility rentals include a 100% surcharge for non-residents.
- Birthday parties include 1-hour in the pool and 1-hour in a wet classroom.

University of Maryland

- 50-Meter Pool, & Instructional pool.
- Dive well, 1-meter, and 3-meter diving.
- \$5,000 per day base rental.
- Add on fees include parking, room rentals, and staff.
- \$10,000 per day.

Freedom Aquatics & Fitness Center

- 50-Meter pool & Leisure pool.
- Dive well, 1-meter diving.
- \$11,000 daily full facility rental.

Proposed Long Bridge Aquatics & Fitness Center Full Facility Rental

- Minimum 4-hours.
- Full facility rental includes pools, meeting space, offices, and use of video board.
- Rates do not include any necessary staffing charges.
- Rates for 4 hours:
 - Resident: \$5,500
 - Non-Resident: \$11,000

Other Non-Membership Fees

- **AV Fees**
 - Weekday - \$800 per event/day
 - Weekend Day - \$1,000 per event/day
 - Fees based on Audio Visual contract approved by the County Board in January 2019.
- **Lifeguard Fee - \$20.00/hr. (per guard)**
 - Fee charged if lifeguard staff are required outside of operating hours.
- **Facility Staff Fee - \$40.00/hr. (per staff)**
 - Fee charged if facility staff are required outside of operating hours.

Next Steps

- Request for Fee Advertisement – February 2020
- Public Budget Hearings – March 2020
- DPR Budget Work Session – March 2020
- Budget Adoption – April 2020
- Memberships for sale Summer/Fall 2020

