MEMO

To: **Park Board**

From: **Greg Vitale, Director of Parks and Recreation**

Date: **November 17, 2015**

Re: **Reciprocal Resident Pricing for Memberships with Highland**

For the last several months, the Director of Parks and Recreation and the Superintendent of Parks and Recreation from Highland have been discussing a reciprocal resident rate for membership facilities. Both communities have membership facilities that the other does not. Munster offers memberships at Munster Community Pool, Centennial Golf Course and Centennial Dog Park. With the exception of the few dedicated dog park members who visit year-round, these are seasonal memberships only. Highland offers a daily up to a year-round fitness center membership at the Lincoln Center. The idea is that Munster would offer their three seasonal memberships to Highland residents at the Munster rate and Highland would offer their one potential year-round membership to Munster residents at the Highland rate. This agreement would be a win-win for both departments and to the residents of both communities.

Highland currently has 57 Munster residents at the Lincoln Center Fitness Center. Munster has 4 golf memberships, 10 dog park memberships and 20 pool pass holders (summer 2015) from Highland for a total of 34 memberships. It is impossible to tabulate the total, but the pool also receives a great deal of drop-ins from Highland. A percentage of this drop-in amount is presumably due to the higher cost for them to become members, especially for families. Both Highland and Munster staff believe that future revenue from this arrangement should equal or outweigh any potential lost revenue from existing members who will be paying less. Also, both departments would advertise the other's memberships in their seasonal brochures. This means that Munster memberships will be directly advertised to an additional 24,000 people three times per year.

The Highland Parks and Recreation Board has unanimously passed the fees, pending the outcome of the Munster vote. Also, members from the Highland Town Council praised Highland and Munster Parks for their intergovernmental collaboration.

With the exception of Golf Lessons, this would only apply to memberships. Classes, rentals, etc. would not be included in the reciprocal agreement.

Attached is the current fee breakdown for both communities:

Recommendation

It is recommended that the Park Board allow Highland residents to register for Pool memberships (including daily rates), dog park memberships and golf lessons at the Munster Resident rate in exchange for the same resident membership privileges at the Lincoln Center Fitness Center starting with the release of the Winter/Spring brochure.