

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. CSD-2025-0004

**FOR THE CONSIDERATION OF
COUNCIL**

February 5, 2025

SUBJECT: Fitness Centre partnership program

1. RECOMMENDATIONS:

1. That Council receive Report No. CSD-2025-0004 prepared by the Community Services Department dated February 5, 2025, respecting Fitness Centre partnership program.
2. That Council approve the establishment of a fitness centre partnership program focusing on resistance/strength training and cardio equipment as part of the Rec Pass membership and authorize the Director of Community Services to oversee its implementation.
3. That Council authorize the Director of Community Services, in coordination with the Town Solicitor, to enter into partnership agreements with local businesses participating in the fitness centre partnership program.

2. PURPOSE:

To obtain Council approval for the new Fitness Centre partnership program and authorize the Director of Community Services to enter into agreements with participating local businesses once approved by the Town Solicitor. These agreements will provide access to resistance/strength training and cardio equipment for Rec Pass members who wish to participate, for an additional fee.

3. BACKGROUND:

The Multi-Use Recreation Complex opened on March 2, 2024 alongside the launch of the Rec Pass membership program, designed to offer residents a wide range of recreational activities. The Rec Pass includes several valuable benefits such as:

- Unlimited access to fitness drop-in programs and use of the walking\running track
- Unlimited access to swimming drop-in programs (basketball, volleyball, pickleball, preschool drop-ins, etc.)
- Unlimited access to skating drop-in programs (public skates, stick and puck, adult/senior hockey, etc.)

While the Rec Pass offers a comprehensive set of benefits, it does not currently provide resistance/ strength training equipment or a broader range of cardio machines. Staff have received feedback from the community to expand the fitness opportunities at the MURC.

In October 2024, staff issued an expression of interest (EOI) seeking local fitness business partner(s) to offer access to resistance/ strength training and cardio equipment in combination with the Town of Georgina Rec Pass membership. The EOI specifically sought proposals for resistance/ strength training and cardio equipment access and did not include programming/fitness classes (such as zumba, yoga, steps, cardio fitness program classes). The goal was to offer members access to equipment not currently available at any Town facility at an affordable price.

The expression of interest closed on November 18, 2024, and two proposals were received.

4. ANALYSIS:

Within the expression of interest, proponents were asked to submit a proposal to include a business summary (experience, qualifications etc.) and the proposal specifications including price, equipment inventory and hours (not to exceed 3 pages). The ideal proponent(s) must operate a successful safe fitness centre with all the knowledge, best practices and experience in the fitness industry. The proponent must be compliant with all local, provincial and federal regulations to operate and in good standing with the Town of Georgina. All fitness equipment must meet all relevant safety requirements and be regularly maintained.

This initiative is not limited to a single business partnership; it allows for an unlimited number of business partners. Each partnership offers unique proposal and fee structure, providing clients with a variety of options to choose from. Clients can review each business offer and select the one that best suits their needs and schedule.

The Town does not guarantee client participation. Instead, this program serves as an optional benefit for Rec Pass members to explore at their discretion.

On November 18, 2024, two proposals were received, evaluated and recommended by staff.

i. **Fitness Force**

Fitness Force is a membership-based fitness facility located at 443 The Queensway South in Keswick. Entering their 30th year of continuous operation they have a history of community involvement throughout past and present ownership. With 5,000 square feet of floor space, Fitness Force has an extensive variety of Strength Training and Cardio equipment including more

than 12 tons of free weights, many weight training machines and benches and a large selection of treadmills, ellipticals, bikes and other cardio equipment.

Rec Pass PLUS - New Membership

- Access to all equipment and locker rooms during staffed hours (8:30am-7:00pm Monday to Friday; 8:30am-12:30pm Saturday and Sunday). It would not include participation in any of Group Fitness classes; valid during staff hours which enhances safety during members' visits.
- Monthly fee of \$35 + HST. This represents a significant saving from their regularly priced membership (starting at \$69/month) in acknowledgement of the restricted access (set hours vs 24hrs).

ii. Snap Fitness Keswick

Snap Fitness Keswick is a membership-based fitness facility located at 702 The Queensway South in Keswick. Snap Fitness Keswick has a supportive community that will help their clients move their body and mood.

Rec Pass PLUS - New Membership

- The club is open 24/7 for members, including weekends and holidays. Each piece of equipment is equipped with an instruction sheet for ease of use. Personal training services are also available for an additional fee, providing customized workout routines tailored to individual needs.
- \$39.99 plus HST per month on a month to month no commitment membership (reg \$44.99/month) with no enrollment fees (approx. \$50). Members pay an additional \$20 for the security card to access the facility.

This initiative is an optional add-on to the Georgina Rec Pass membership. Patrons must first purchase the basic Rec Pass membership, and if they wish to access the strength/resistance training equipment at any of the participating fitness centres, patrons will need to pay an additional fee for the fitness add-on.

This new partnership program offers significant benefits for the community, the Town, and participating businesses. For businesses, it provides an opportunity to generate additional revenue while increasing visibility through the Town's marketing and promotional efforts across various media channels, including our website, social media platforms, print materials, and e-newsletters.

For the community, this initiative opens access to fitness equipment and resistance training options that the Town currently cannot provide, all at a reduced rate. This makes fitness more affordable and accessible, promoting a healthier and more active lifestyle for residents.

To ensure the program's success and relevance, ongoing evaluations of these partnerships will be conducted by staff. This will allow staff to monitor outcomes and make necessary adjustments, ensuring the program continues to meet the evolving needs of the community while supporting local businesses.

The program will remain open to accepting proposals from additional fitness centres if any local businesses choose to participate in the future.

5. RELATIONSHIP TO STRATEGIC PLAN:

Diversifying our local economy - Continue to support Georgina's tourism sector as an economic driver.

Creating a vibrant, healthy, and safe community for all - Continue to invest in community amenities and spaces.

6. FINANCIAL AND BUDGETARY IMPACT:

The Town will retain all revenue from the purchase of each basic Rec Pass membership. However, for the fitness centre add-on option, all financial transactions will be handled directly between the clients and local businesses. The proposed add-on initiative will have no financial or budgetary impact on the Town.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Not applicable.

8. CONCLUSION:

This initiative promotes a healthier, more active community, supports local business growth, and provides diverse and accessible fitness options. Through these partnerships, residents will enjoy enhanced service quality and an elevated overall experience, further strengthening their commitment to a healthy and active lifestyle.

APPROVALS

Prepared By:	Patti White Manager of Recreation Services
Reviewed By:	Rob Wheater Deputy CAO/Treasurer
Recommended By:	Steve Lee-Young Director of Community Services
Approved By:	Ryan Cronsberry Chief Administrative Officer