



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

## CITY COUNCIL AGENDA ITEM

Date: August 1, 2024

To: Robert J. Bruner, Acting City Manager

From: Megan E. Schubert, Assistant City Manager  
Brian Goul, Recreation Director

Subject: New Fitness Membership

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### **History**

The Recreation Department operates the Fitness Center at the Troy Community Center. In the past, there was a popular fitness membership option called the Fitness Passport that included group exercise classes. Currently, classes are a separate activity that participants must register for each session. There is also no option to drop-in to classes at this time. Customers often request a membership option that includes classes and drop-in options.

### **Changes starting in September**

Starting in September, a new membership option called All-Access Membership will be available. This Membership tier will include classes. We will no longer offer classes separately for individual sign up. All-Access Members will have access to over 30 classes per week, plus unlimited access to fitness area, gymnasium, indoor pool, and locker rooms. For those that do not wish to attend classes, a Basic Membership will be available.

Monthly schedules will be released in coordination with instructor availability. Monthly fees will be pro-rated based on when a member joins. An All-Access Day Pass will allow drop-ins to try out a class. It will allow classes to take place without make-up week breaks. The new structure will also have more flexibility in scheduling classes around Holidays.

All-Access Membership Fees are similar to current Flex into Fitness group fitness class fees. Included below is a fee comparison chart and Frequently Asked Questions. These are also available on the Recreation website.



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<b>Fitness Class Option</b>	<b>Flex into Fitness</b> Drop into dozens of fitness classes for designated amount of weeks, with no proration and two weeks off in between each session. Registration required each season.	<b>Specialty Classes</b> Access to one speciality fitness class for a designated amount of weeks. No proration. Registration required each season.	<b>All-Access Fitness Membership</b> Unlimited drop into dozens of fitness classes year round, plus access to locker rooms, fitness area, pool, and gym. Cancel anytime.
<b>1 WEEK</b>	<b>\$12</b>	<b>\$10</b>	<b>\$11.75</b>
<b>4 WEEKS</b>	<b>\$48</b>	<b>\$40</b>	<b>\$47</b>

**Seniors and Matinee save even more: \$45/month Senior 60+ or \$42/month Matinee!**

### FITNESS MEMBERSHIP FAQ

Beginning August 1, 2024, choose from a Basic membership or All-Access membership:

**Basic:** Unlimited access to fitness area, gymnasium, indoor pool, and locker rooms.

**All-Access:** Access to more than 30 group fitness classes per week, plus unlimited access to fitness area, gymnasium, indoor pool, and locker rooms.

Why are we making changes?

- Customers often request a membership option that includes classes.
- Switching to a membership instead of an activity will save customers time and provide added value.
- Customers will avoid the hassle of registering each session and updating key fobs.
- We will no longer have unpopular make-up weeks that cause unwanted breaks in classes.
- As often requested, an All-Access Day Pass will allow drop-ins to try out a class.
- The City will save resources as some administrative tasks will be eliminated with the new structure.

Will it cost more to attend classes?

- Fees are similar to current Flex into Fitness class fees. Currently residents pay approx. \$12/week or \$48/month. An adult (18-59) resident will pay \$47/month for All-Access membership.



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### How will it work?

- All-Access Members will have access to over 30 classes per week, plus unlimited access to fitness area, gymnasium, indoor pool, and locker rooms.
- Over 30 classes, including Specialty Fitness and Flex into Fitness, will be merged into one structure.
- Monthly schedules will be released in coordination with instructor availability, similar to the pool/gym schedules.
- New members can join anytime. Monthly fees will be pro-rated based on when you join.

### How can I cancel my membership?

- Monthly Memberships purchased with the EFT service can be cancelled at any time by completing a Membership Cancellation Form prior to the 26th of the upcoming month to prevent being charged for the following month.
- There is a \$35 fee for credit card and check transactions (including EFT's) returned as unpayable by the financial institution.
- There are no refunds for fitness memberships.

### When will this happen?

- The All-Access Fitness Membership will be advertised in the Fall 2024 Recreation Guide.
- Current participants will be notified during the summer session, which runs June 17 - August 29.
- Registration may begin once the Fall Guide is live in August (no need to wait for registration day).
- All-Access Members will start billing September 1 with classes starting Tuesday, September 3.