



Dallas Park & Recreation

# **2019 Family Aquatic Centers Promotions and Family Pass Discussion**

**Dallas Park and Recreation Board**

February 14, 2019



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# Purpose

To update the Dallas Park and Recreation Board on (1) promotions and discount program for the 2019 Family Aquatic Center season and (2) solicit input for establishing a family pass fee

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# Background

- At the January 26, 2017 meeting of the Administration and Finance Committee of the Dallas Park and Recreation Board, staff brought forth the Aquatics Master Plan recommended range of admission fees for Committee discussion and direction
- On February 16, 2017 staff briefed the Administration and Finance Committee of the Park and Recreation Board that included the recommended range of admission for each facility type, attendance projections, effect of price elasticity, corresponding revenues and cost recovery rates

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## Background (continued)

- On April 6, 2017, the Administration and Finance Committee approved a recommendation for the lowest price in each fee range for each type of Family Aquatic Center
- On April 20, 2017, the Park and Recreation Board approved the fees as presented for budget purposes and requested that staff develop pricing that incorporates discounts for seniors, families and twilight hours for the summer of 2018
- Due to a very limited 2018 season the fees and promotions were not implemented and free admission was provided at the regional FAC's

# Adopted Family Aquatic Facility Fees

	Regional FAC	Community FAC	Neighborhood FAC
<b>Adopted Admission Fee Residents</b>	Youth: \$6.00 Adult: \$8.00	Youth: \$4.00 Adult: \$6.00	Youth: \$2.00 Adult: \$4.00
<b>Adopted Admission Fee Non-Resident</b>	Youth: \$10.00 Adult: \$12.00	Youth: \$7.00 Adult: \$9.00	Youth: \$4.00 Adult: \$6.00
<b>Adopted Season Pass Fee</b>	\$70.00	\$50.00	\$30.00
<b>Season Pass Benefits</b>	Regional FACs Community FACs Neighborhood FACs Community Pools	Community FACs Neighborhood FAC Community Pools	Neighborhood FACs Community Pools

# Discounts

A wide variety of discounts and promotions will be offered to increase access and boost attendance as needed

- Season Pass Early Bird discount
- Group discounts
- Twilight pricing
- Military discount days
- Father's Day discount
- Senior/Grandparents discount days
- Special Promotion Discounts
- Coupons



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# Individual Season Pass Discount

- Individual Early Bird Season Pass discount of 40% off
  - Regional FAC's - \$42.00 (Regular \$70.00)
  - Community FAC's - \$30.00 (Regular \$50.00)
  - Neighborhood FAC's - \$18.00 (Regular \$30.00)
- Available March 1st- April 15th
  - May be purchased at any Dallas Park and Recreation Department Recreation Centers
  - May be purchased online
- Discount only for Dallas residents





# Group Discount

- Groups of fifteen (15) or more will qualify for a discount:
  - \$5.00 Regional FAC Group Admission - \$5.00
  - Community FAC Group Admission - \$4.00
  - Neighborhood FAC Group Admission - \$3.00
- Eligible groups will include camps, churches, day care centers, family reunions, etc.



# Twilight Pricing

- Twilight pricing would provide a discount for the last two hours of operation each day.
  - Regional Family Aquatic Center Twilight Admission
    - Youth \$4.00
    - Adult \$6.00
  - Community Family Aquatic Center Twilight Admission
    - Youth \$3.00
    - Adult \$5.00
  - Neighborhood Family Aquatic Center Twilight Admission
    - Youth \$1.50
    - Adult \$3.00
- Twilight pricing allows those who can only available for short visits late in the day due to work schedules to attend at a reduced price.



# Military Discount Days

- Members of the military as well as police officers and fire fighters will receive discounted admission on Memorial Day and the 4<sup>th</sup> of July.
  - Regional FAC Military  
Discount Rate - \$5.00
  - Community FAC Military  
Discount Rate - \$4.00
  - Neighborhood FAC Military  
Discount Rate - \$3.00



# Fathers Day Discount

- Fathers will receive free admission when attending with their children on Father's Day, June 16th.
- Promotes the attendance of families and encourages celebration of this special day at a park facility.





# Senior/Grandparents Discount Days

- Free admission for senior citizens who attend with their grandchildren on designated days:
  - The Cove at Fretz Senior Days
    - June 11th, July 9th and August 6th
  - The Cove at Samuell Grand Days
    - June 12th, July 10th, and August 7th
  - The Cove at Crawford Senior Days
    - June 13th, July 11th, and August 8th
- Promotes the attendance of older adults
- Promotes intergenerational and family activity.



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# Special Promotion Discounts

- Special Promotion Discounts would be offered to support specific initiative or in conjunction with promotional partners.
- Examples:
  - Canned food drive discount day for the North Texas Food Bank or local food pantry
  - School supply drive discount day to support recreation center tutoring program or local schools
  - “Dr. Pepper” can discount day with a discount for bringing a can, offset by a corporate sponsorship
  - A variety of food and drink discounts such as “Thirsty Thursdays” and “Dollar Dog Day” for reduced pricing on food and drink

# Coupons

- Staff will utilize coupons to respond to attendance fluctuations throughout the season as necessary in an effort to:
  - Boost attendance on slow days of the week
  - To boost attendance at slow times of the day
  - To boost attendance at the end of the season



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# Promotions and Discount Program

- Staff will evaluate successes and challenges of the promotions and discount program during summer 2019 and make additional adjustments as needed for Regional, Community, and Neighborhood Family Aquatic Centers for summer 2020



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# Family Pass

- A family pass fee was not presented for consideration as part of the fees adopted by the Park and Recreation Board on April 20, 2017
- Staff has researched area attraction family pass costs and area aquatic facilities family pass costs

# Area Attractions Family Pass Fees

Area Attraction	Family Pass Fee	Includes
Dallas Zoo	\$129	2 adults/4 children
Dallas Arboretum	\$138	Member/5 guests
Dallas Arboretum & Children's Garden	\$184	Member/5 guests
Perot Museum of Nature & Science (Basic)	\$130	2 adults/2 children
Dallas World Aquarium	\$195	2 adults/4 children
Six Flags Over Texas	N/A	

# Area Aquatic Facilities Family Season Pass Fees

Area Aquatic Facility	Family Pass Fee	Includes
Garland Surf and Swim	No family season pass available	
Epic Waters (Grand Prairie)	No family season pass available	
Hawaiian Falls	No family season pass available	
Hurricane Harbor	No family season pass available	
Lewisville Sun Valley	\$175	Up to 6 family members (resident only)
NRH20	No family season pass available	
Richardson Heights Aquatic Center	\$150	Family of 4
Vanston Pool (Mesquite)	No family season pass available	

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# Next Steps

- Based on Board discussion and input, seek Park and Recreation Board adoption of a family pass fee for Dallas residents only of \$150 (family of four) on February 28, 2019
  - Would provide access to all regional, community, or neighborhood family aquatic centers



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