

Adopted by Council at its meeting held October 5, 2015 [M420-2015]

/AC

Windsor, Ontario, October 5, 2015

**REPORT NO. 334** of the  
**SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held September 9, 2015

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**Present:** Councillor Ed Sleiman, Chair  
Councillor Paul Borrelli  
Councillor Rino Bortolin  
Councillor John Elliott

**Regrets:** Councillor Jo-Anne Gignac

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Bortolin, seconded by Councillor Elliott,

**THAT** the report from the Executive Director of Recreation and Culture dated August 19, 2015 entitled "CQ29-2015 regarding Fitness Service in the Downtown Core for University and College Students" **BE RECEIVED** for information; and further,

**THAT** Administration **BE DIRECTED** to meet with representatives from St. Clair College and the University of Windsor for discussions regarding negotiated rates on shared services for city facilities; and

**THAT** the results of the discussions **BE REPORTED** back to Council for consideration.

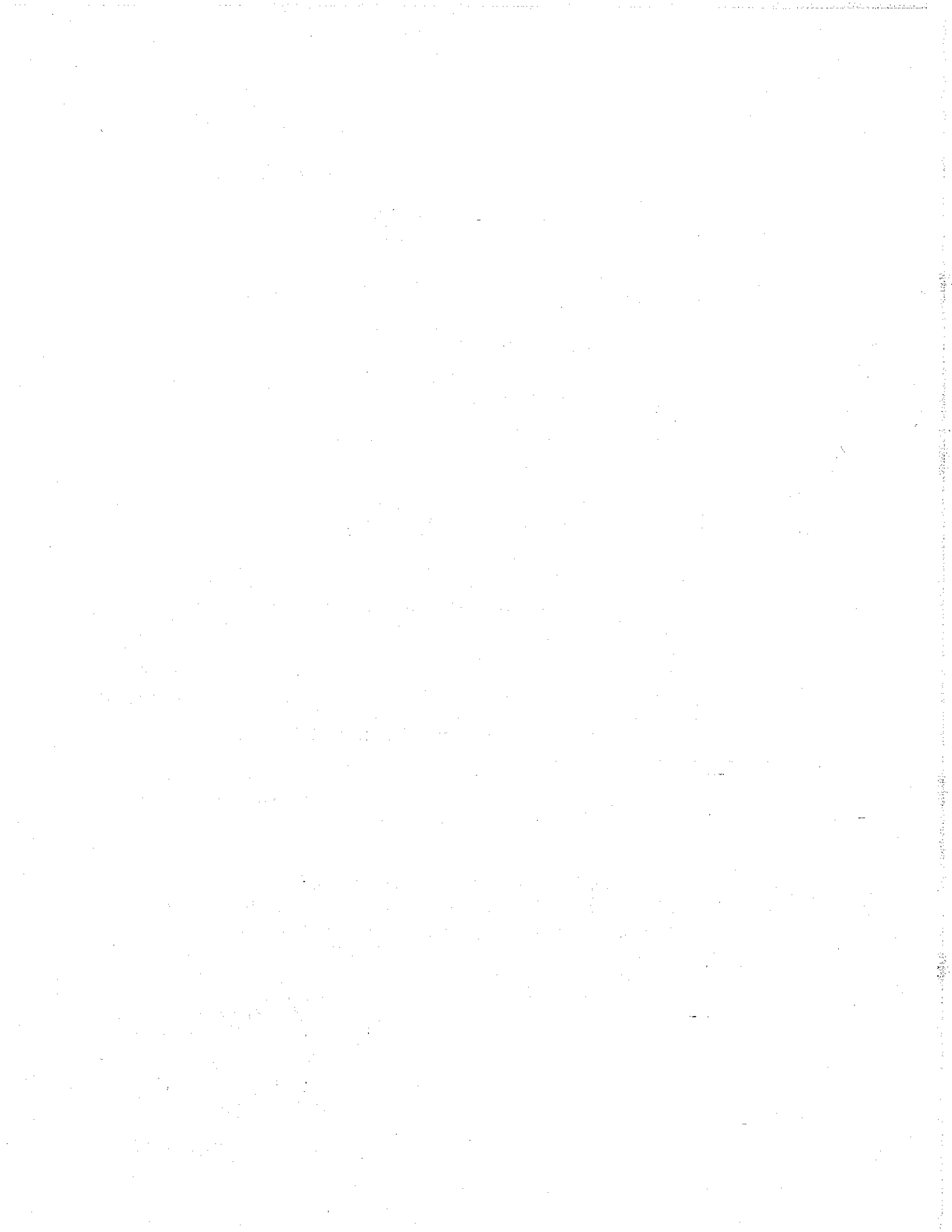
Carried.

**LIVELINK #17912 SR2015**

Clerk's Note: The administrative report authored by the Executive Director of Recreation and Culture dated August 19, 2015 entitled "CQ29-2015 regarding Fitness Services in the Downtown Core for University and College Students" is attached as background information.

  
\_\_\_\_\_  
CHAIRPERSON

  
\_\_\_\_\_  
SUPERVISOR OF COUNCIL SERVICES



**NOTIFICATION:**

Name	Address	Email Address	Telephone	FAX



**THE CORPORATION OF THE CITY OF WINDSOR**  
**Social Development, Health and Culture Standing Committee-**  
**Administrative Report**

**MISSION STATEMENT:**

*"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."*

<b>LiveLink REPORT #:</b> 17912 SR2015	<b>Report Date:</b> August 19, 2015
<b>Author's Name:</b> Jan Wilson	<b>Date to Standing Committee:</b> September 9, 2015
<b>Author's Phone:</b> 519 253-2300 ext. 2701	<b>Classification #:</b>
<b>Author's E-mail:</b> jwilson@citywindsor.ca	

**To:** Social Development, Health and Culture Standing Committee

**Subject:** CQ29-2015 Re Fitness Services in the Downtown Core for University and College Students

**1. RECOMMENDATION:** City Wide: \_\_\_\_\_ Ward(s): 3

That the report from the Executive Director of Recreation and Culture regarding fitness services for students in the downtown core **BE RECEIVED FOR INFORMATION.**

**EXECUTIVE SUMMARY:**

N/A

**2. BACKGROUND:**

At its Council meeting of June 15, 2015, Councillor Bortolin asked the following Council Question:

*CQ29-2015 "Asks that Recreation and Culture Department investigate the opportunity and costs to offer services (available at Windsor Water World) such as the fitness centre and open gym, seeing as Water World is the only gym facility left in the core to student groups at the University or College – context – YMCA was working with College to offer discounted rates to students downtown on memberships – maybe can be included in student fees as user fee for fitness for downtown students to help generate more revenue."*

### 3. DISCUSSION:

The Recreation and Culture Department currently offers recreation programs and services at two locations in the downtown core: Windsor Water World (WWW) and the Windsor International Aquatics and Training Centre presented by WFCU (WIATC). Programs and services specifically related to fitness can include membership programs (typically available as 1 month, 3 month, 6 month or 12 month options) and registered programs led by an instructor (typically 7 – 10 week sessions). Drop-in or daily passes are also available.

At its meeting of June 15, 2015, Council approved the following resolution as it relates to WWW:

*CR117/2015 That the report from the Executive Director of Recreation and Culture dated March 6, 2015 on options for Windsor Water World programs **BE RECEIVED**; and further*

*That Administration **BE DIRECTED** to implement Option 4 described as Remaining at Windsor Water World under a Reduced Operating Model, and as outlined in the report at an annual operating cost of \$250,368 for a one year period or until further direction is received from City Council relative to the school development proposal; and further*

*That the additional funds required to continue operating under Option 4 for 2015 in the amount of \$132,691 **BE FUNDED BY** the Budget Stabilization Reserve and the recommended budget for 2016 **BE BROUGHT FORWARD** to the 2016 budget deliberations, and further,*

*That the fitness equipment **BE LEFT** in place and leave the gym open when staff are already scheduled to be there for programming.*

Based on the above direction for Council, WWW is staffed Monday – Friday 10 am – 2:15 pm, 3:15 – 6:15 pm., with the following fitness related hours:

#### Weight Room

Monday – Friday 10:15 am – 1:45 pm, 3:30 – 5:45 pm

#### Registered Fitness programs (based on demand)

Mon/Wed/Fri 12:15 – 12:45 pm

Tues/Thurs 10:15 – 11 am, 11:15 am – 12:15 pm, 12:15 – 12:45 pm

In order to consider providing access to the students in the downtown campuses, it is important to recognize the hours that would be conducive to the students' schedules, and operating hours at WWW would need to be extended. Recreation and Culture Department staff reviewed existing and previous use of other municipal recreation centres to identify the most common usage pattern by students. Should Council wish to accommodate weight room and open gym use as per the students' needs, while continuing with the existing services, the operating hours that would be required are:

#### Weight Room

Monday – Friday 10:15 am – 9 pm

Sat/Sun 10:15 am – 5 pm

#### Registered Fitness Programs

As above

### Open Gymnasium

Monday – Thursday 6 – 9 pm

The above schedule would require an additional 35 hours per week of staffing over and above the existing staffing levels at WWW for desk staff, 19 hours for fitness centre supervision (peak times) and 6 hours for caretaking (weekends).

The WIATC also provides fitness related programs and services in the downtown core. In developing the proposed operating budget for the WIATC, it was contemplated that a target market group for both the Adventure Bay Family Waterpark and the WIATC would be the downtown campuses of University and College. The operating hours for the fitness related services at the WIATC are as follows (as of Fall 2015):

### Weight Room

Monday – Friday 6:30 am – 8:30 pm

Sat/Sun 7:30 am – 8:30 pm

### Length Swims

Monday – Friday 6:30 am – 9 pm

Saturday 7:30 am – 3:30 pm

Sunday 7:30 am – 4 pm

No additional staffing would be required to accommodate student use of the WIATC.

City Council approves the annual Schedule of Fees which includes rates for fitness memberships. The Fee Schedule currently allows for a Group discount when a minimum of 6 people purchase a membership as a group for a minimum of 6 months, with each person receiving a 10% discount off the regular rate. The Schedule of Fees are approved annually as part of the Operating Budget and Council can direct new fee categories or adjustments on rates and discount categories. Council may wish to direct Administration to develop a new rate category for University/College students or a new discount category for this group.

Administration has not initiated discussions with the University or College regarding the potential for inclusion of membership at a municipal recreation facility as part of student fees, pending direction from Council. As noted above, the development of the operating budget for the WIATC contemplated marketing to students moving to the downtown campuses. Although it is not currently tracked separately, staff report that there are post-secondary students who are members at the WIATC. With the expansion of downtown campuses, there is a potential for growth in the market of memberships for students. Prior to discussions with the post-secondary institutions on the potential for including memberships as part of student fees, it is important to have clear direction on what services are to be included.

## **4. RISK ANALYSIS:**

There is a moderate risk that targeting memberships for downtown University and College students at WWW could negatively impact the current direction for encouraging memberships at the WIATC. Should Council direct that the fitness services at WWW be expanded to accommodate the students, Administration recommends an approach that would target both downtown recreation facilities.

The most recent direction from Council (CR117/2015) is that WWW remain open for one year (approximately June 2016) or until further direction is received. Should there be confirmation that the school board development is proceeding, or that WWW is to be repurposed without this type of fitness facility, there is a moderate risk that the University and College, and their respective students, would be reluctant to proceed due to the uncertainty of the continuation of the service at this location.

## **5. FINANCIAL MATTERS:**

As noted in the Discussion section above, additional staffing would be required at WWW in order to expand the fitness related services that would meet the needs of post-secondary students. The additional costs related to the staffing is as follows:

Desk Staff: 35 hours per week X \$21/hour X 52 weeks = \$38,220

Fitness Centre Supervision: 19 hours per week X \$21/hour X 52 weeks = \$20,748

Caretaking: 6 hours per week X \$18.13/hour X 52 weeks = \$5,657

Total: \$64,625

The monthly membership fee for a fitness membership at WWW (prior to the reduction in hours) was \$27.50/month. If Council wished to fully recover the cost of the expanded service at WWW, a total of 196 monthly members would be required. Should a discounted rate be approved, the number of memberships required to cover the cost would increase. The total number of members at WWW prior to the reduction in hours was 173.

There would be no additional staff costs to fitness memberships for post-secondary students at the WIATC, provided the services continued within the existing hours. The current monthly membership fee at WIATC (which includes the fitness centre and swim lengths) is \$34.50/month. This is the same rate for memberships at Adie Knox Herman Recreation Complex (AKH) and Gino and Liz Marcus Community Complex (GAM). Council could consider a discounted fee for post-secondary students.

It should be noted that the purchase of a membership at the higher rate of \$34.50/month permits the member to use the facilities at other municipal recreation facilities that have memberships (WIATC, AKH, GAM, and WWW). The revenues are realized at the facility that the membership is purchased.

## **6. CONSULTATIONS:**

Manager, Community Programming

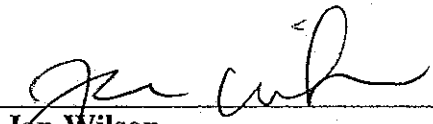
Manager, WIATC/Adventure Bay and Aquatics Services

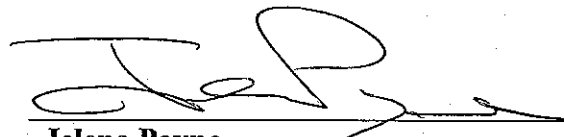
Financial Planning Administrator for Recreation and Culture




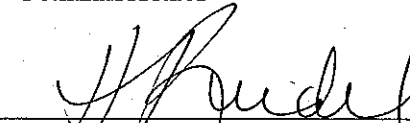
**7. CONCLUSION:**

The City of Windsor, the University of Windsor, and St. Clair College have all made substantial investments in bringing students to downtown campuses. Helping the students feel welcome in the new environment, and encouraging healthy active lifestyles is a positive step in making these ventures successful. Developing membership programs geared to students have the potential to increase the use of recreation facilities. Administration would require Council's direction on the type of student membership programs that could be offered.

  
Jan Wilson  
Executive Director, Recreation and Culture

  
Jelena Payne  
Community Development and Health Commissioner

  
Onorio Colucci  
Chief Financial Officer/City Treasurer and Corporate Leader Finance and Technology

  
Helga Reidel  
Chief Administrative Officer

JW:hg

**APPENDICES:**

**DEPARTMENTS/OTHERS CONSULTED:**

Name:

Phone #: 519 ext.

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX

