



Parks and Recreation Department

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To: City of El Mirage City Council
From: Crystal Dyches, City Manager
Date: May 21st, 2024
Re: Summer YMCA Additional Aquatics Programming Subsidy Proposal

Background:

The City's updated Services Agreement with the Northwest Valley YMCA (August 2023) highlights the need for ongoing collaborative evaluation of offerings that promotes recreation services that are in-demand and appealing to residents. Exhibit A of the agreement contemplates a "fluid document [that] is intended to be altered when necessary to ensure proper fulfillment of the intent of the Agreement". Specifically, additional pool access and summer youth learn to swim programming support at the seasonal outdoor aquatics' facility has strong potential to meet expressed community interests. The City's FY24 and FY25 operational budget amounts earmarked for YMCA services has a sufficient surplus that could be allocated toward the additional programming proposals highlighted below.

Summer Sundays Resident Only Free Pool Access Proposal:

While resident memberships under the discounted "user fees" in the new agreement continues to gain momentum, the lack of Sunday operating hours limits the appeal and access for many potential resident users. The YMCA has indicated an ability to staff additional hours of operation on Sundays from 1pm – 5pm during the warm weather summer season (June – August) for El Mirage residents at a cost of approximately \$800-\$1,000 per Sunday (13 Sundays in June-August = ~\$10,000 - \$13,000 total expense). An investment by the City to cover these costs would allow for free resident only access during these Sunday afternoon timeframes. YMCA staff would be responsible for residency verification, tracking usage and ensuring appropriate controls for facility occupancy limits and reservation systems are implemented as necessary.

Youth Learn to Swim Program Non-YMCA Members Additional Subsidy Proposal:

Exhibit B of the YMCA agreement provides for an "individual resident program registration discount" of \$20 off regardless of membership status. However, depending on the cost of each individual program, and whether that participant is a YMCA member, this \$20 subsidy can either provide a very substantive or relatively minimal overall discount. For instance, 4-sessions of summer swim lessons are \$25 for resident members, but \$70 for resident non-members (prices reflect current \$20 City subsidy). Unfortunately, even with the existing subsidy in place from the City these market driven prices have yet to incentivize the desired resident participation for non-YMCA members.

In order to promote the community value of youth learn to swim programming, an additional \$45 subsidy from the City per resident (non-YMCA members only), would provide an affordable option for local youth ages 3-12 to affordably access these vital learn to swim programs at the same cost as YMCA members (\$25 for 4 sessions). The availability of this discount would be subject to lesson program / instructor schedules.

If acceptable, the City's new services agreement in Exhibit A, Table A1 provides for "subsidized programs...to change by written agreement of the City Administration and the YMCA" and could be finalized accordingly.