



BOB CRANE

COMMUNITY CENTER



Community Engagement

Focus Groups

- Adaptive Recreation
- Aquatics
- Arts, Music & Dance
- Businesses
- Teens (including at high school)
- Education & Enrichment
- Fitness & Wellness
- Operations
- Sports

Senior Center Info. Sessions

- Monthly Sessions
- Current Services
 - Programs
 - Social Activities
- Transition to Community Center
 - Senior Advisory Council
 - Programs and Operations
- Community Center Updates
 - Activity spaces, floor plan
 - Parking



Key Findings

Programs

- Very diverse array of program interests
- Multi-generational offerings within family and general attendees
- Plan for days school is out (early dismissal, Prof. Dev. Days)

E-Sports

- Teens - Need for high-speed gaming access
- Adults/Seniors - Desire to play

Overall

- High interest in the facility, excitement for it to open
- Shared experiences – what works, what doesn't



Key Findings

Aquatics

- Lap lane – reservation vs drop-in, time limits
- Swim lesson – structure, time of day, indoor option for program
- Consider noise when scheduling various uses

Fitness & Wellness – Adults / Seniors

- Class registration structure
- Childcare schedule, access

Fitness & Wellness – Youth

- Youth active play – structured and non-structured
- Early programs for preschool
- Like the indoor playground



Access, Hours & Ages



Access to the Bob Crane Community Center

- **Free Access**
 - Entrance lobby, playground and café
- **Membership or Daily Admission**
 - Access to the facility: fitness equipment, pool, gym, game tables, walking track, social areas
- **Fee Based Services**
 - Childcare, e-sports, private rentals
- **Program Fees**
 - Instructor-led programs require advance registration
- **Parking is free**



Community Center Hours

Community Center

- Monday-Friday: 5:30 am-10 pm
- Saturday & Sunday: 8 am-8 pm

Child Care

- Monday-Friday: 8 am-1 pm, 4-8 pm
- Saturday: 8 am-Noon
- Sunday: Closed

E-Sports

- Monday-Friday: 3:30-8 pm
- Saturday & Sunday: 10:30 am-4:30 pm

Holidays

Most holidays – operate per normal or adjusted hours
Some holidays – closed for the day



Ages - Seniors

Region Comps	Seniors
Dublin	60
Westerville	65

Upper Arlington	Senior Age	2023 Seniors
Senior Center	50	Age 50-59: 43
Pools/Tennis	60	
Solid Waste Discount	60	
Community Center Feasibility Study	62	
Community Center	60	Current Senior Center members between ages 50-59 as of 6/1/24 will be granted Senior rate



Ages

	Building, Gym, Pool	Track	Fitness Equipment and Classes
Dublin	10	13	16
Westerville	10	14	14
Worthington	8	10	16
UA	10 Age 9 and under, when directly supervised by a responsible individual	13 Age 8-12, when directly supervised by a parent or guardian.	16 Age 12-15, when directly supervised by a parent or guardian or after passing Junior Fitness Orientation Program



Fees



Guiding Principles

- Simple Structure
- Favorable for Residents
- Incentivize Membership
- Ease into operations, respond to usage



Notes on Fees

- Fee structure is designed to offer reduced costs to residents and incentivize memberships
 - Fees are listed as **R-M** for any customer that is a **R**esident and/or a **M**ember
 - The **Non-Resident (NR)** rate applies to any customer that does not reside or work in UA and is not a current member
 - Unless otherwise specified, this fee structure applies
 - Play UA Financial Assistance
 - Assistance can be used for membership and program fees, not eligible for daily admission, childcare, e-sports or rentals
 - \$1 transaction fee applies
- Individuals employed in UA are eligible for resident rates for themselves and their household
- Annual adjustments for Membership and Daily fees



Fees – Membership & Daily Admission

Membership Monthly Rate	Resident	NR 100%
Individual	35	70
Each Additional Household Person (ages 3 & older)	22	44
Senior (Age 60+)	22	44
Daily Admission	10	20*

Current Fees

Studio 55 Rates

\$ 28 Monthly pass

\$240 Annual pass

Medicare Advantage Program – To Be Determined

UA Senior Association

\$15R/\$20NR Annual fee - Eliminated in 2025

Membership Structure

- Simple Structure
 - Initial rate for first household member
 - One rate for each additional member
- Discount for Seniors

Daily Admission

- One rate all ages
- Consistent with pools and tennis
- Non-Residents
 - *Limited to one trial visit during start-up period
 - Member Guest packages available



Fees – Non-Resident Upcharge

NR Upcharge		Membership - Individual		Daily - Individual	
		Resident	Non-Resident	Resident	Non-Resident
Dublin	160% M / 70% D	\$24.33	\$64.33	\$10	\$17
Westerville	75% M / \$100% D	\$32	\$56	\$10	\$20
UA	100%	\$35	\$70	\$10	\$20*

M = Membership
D = Daily Admission

*Limited availability during opening



Fees – Regional Facilities

Resident Rates	Proposed 2025	Pro forma 2022	Dublin 2024	Westerville 2024	LifeTime Fitness 2024	McConnell 2024	Hilliard YMCA * 2024
Individual	\$35 (first household member)	\$22 Y \$33 A	\$24.33	\$23 Y \$32 A	\$106	\$88.15 + \$149 enrollment	\$43.99 A \$34.99 YA \$17.99 T
Each Additional Person in Household (age 3 and older)	\$22	variable				\$58.05	variable
Senior (Age 60+)	\$22	\$22	\$12.67	\$25	\$95	\$74.18	10% discount
Household 2	\$57	Ind. rates	\$40.17	Ind. rates	\$160	\$146.20	\$68.99
Household 3	\$79	\$80	\$53.5	\$85	\$192	\$204.25	\$74.99
Household 4	\$101	\$80	\$61	\$85	\$214	\$262.30	\$74.99
Daily Admission	\$10	\$7 Y/S \$10 A	\$8 Y/S \$10 A	\$7 Y/S \$10 A	N/A	Monthly fee	N/A

A=Adult S=Senior T=Teen YA=Young Adult Y=Youth

* plus tax and join fee \$25/\$50



Fees - Additional Services



Fees & Ages – Child Watch

Community	Fee Comps – per 2-hour visit		Fee Comps – 10 visit pass	
	Member	Non-Member	Member	Non-Member
Dublin	\$5	\$6	\$50	\$60
Westerville	\$3	\$5	n/a	n/a
UA	\$6	\$12	\$60	n/a

Member only rates due to low childcare fees

Age Comps	
Dublin	6 weeks – 12 years
Westerville	6 months – 9 years
UA	3 months – 9 years



Fees – E-Sports

	90 Minute Session		5 visit pass	
	R-M	Non-Resident	R-M	Non-Resident
Dublin	\$4 R	\$6 NR	\$20 R	\$30 NR
Westerville	Access included in facility membership			
UA	\$4	\$8	\$20	\$40



Fees - Programs

Program Fee Structure

- Current
 - Youth – Adult
 - Resident and Non-Resident rates
 - Senior Center
 - Membership required
 - Same Resident and Non-Member rates
- New Structure
 - All Programs
 - Resident and Non-Resident rates



Fees – Rental Spaces

Community	Day	5th Floor Event Center (R-M/NR) Per Hour Rate		
		1 room	2 room	3 room
Dublin	All	\$55/\$135	\$90/\$225	\$120/\$315
Westerville	All	\$70/\$105	\$90/\$135	\$110/\$165
Columbus	TU-TH			\$200
Northbank	F-SAT			\$350
Pavilion	SUN			\$250
UA Amelita	M-TH		\$90/\$138	
Mirolo Barn	F & SUN		\$188/\$264	
	SAT & Holiday		\$220/\$308	
UA	M-TH	\$75/\$105	\$105/\$158	\$145/\$218
	F & SUN	\$120/\$180	\$170/\$255	\$235/\$353
	SAT & Holiday	\$190/\$285	\$265/\$398	\$335/\$502

UA Notes:

- Pricing by day of week is consistent with Barn
- NR upcharge is 50% due to market rates



Fees – Rental Spaces

	Gym - full court (R-M/NR)	Program Room (R-M/NR)	Pool (R-M/NR)
	Per hour	Per hour	2-hours
Dublin	\$55/\$80	\$35/\$80	\$300/\$450
Hilliard	\$50/\$65	\$50/\$135	
UA	\$60/\$120	\$50/\$100	\$500/\$1000



Fees – Party Rates

	Party Room (R-M/NR)	Pool & Room (R-M/NR)	E-sports & Room (R-M/NR)	Gym Admission & Room (R-M/NR)
Dublin	\$150/\$225 3 hours, party supplies	Don't have package with pool admission	\$150/\$225 Teen lounge or gym and classroom	
Worthington	\$195/\$275 2 hours, 25 admissions	\$325/\$450 Sat. between Noon-3 pm 2 hours, 40 admissions		
Hilliard	\$150/\$185 ½ gym and ½ program room			
UA	\$125/\$250 2 hours, 20 people (playground access, no facility admission)	\$200/\$400 2 hours, 20 people, 10 admissions	\$300/\$600 2.5 hours, 20 people, 18 gamers	\$245/\$490 2 hours, 20 people



Next Steps:

- Feedback on fees and structure – June & July
- Budget Impact – Council presentation in August



Questions and Discussion

