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Item No. 15.1.1
Halifax Regional Council
January 27, 2026

TO: Mayor Fillmore and Members of Halifax Regional Council

FROM: Brad Anguish, Acting Chief Administrative Officer

DATE: December 11, 2025

SUBJECT: HRM One Membership for Parks and Recreation Facilities

ORIGIN

February 11, 2025, Regional Council Meeting, Item 14.1

Information Report dated December 30, 2024, brought forward from January 28, 2025

August 6, 2024, Regional Council Meeting, (Item 15.5.2)

MOVED by Councillor Austin, seconded by Councillor Mancini

THAT Halifax Regional Council direct the Chief Administrative Officer to provide a staff report on a single HRM membership for all Parks and Recreation owned and operated facilities and HRM's multi-district facilities. The report should sketch out a plan to deliver this project and, ideally, be available in time for 2025 budget deliberations so that the appropriate resources can be allocated.

MOTION PUT AND PASSED UNANIMOUSLY.

EXECUTIVE SUMMARY

Based on Regional Council direction staff have evaluated options for a "One Membership" model to improve resident access to recreation facilities across the municipality and building on the Community Facility Master Plan 2 vision for equitable access. With the transition to the Xplor Recreation platform, HRM now has the technical capacity to support shared access across municipally operated and volunteer-run facilities.

To develop the recommendation, HRM formed a committee of staff and Multi-District Facility (MDF) general managers to assess operational, financial, and technological implications. The committee conducted a jurisdictional scan, reviewed membership structures, and gathered extensive public input through a survey that received more than 1,600 responses. Engagement with MDF leadership ensured that operational realities, facility differences, and governance considerations were fully reflected in the analysis. Three models have been examined: a discounted day-pass for existing members (Option A), standardized membership rates with an optional multi-facility surcharge (Option B), and a premium One Access membership tier with revenue shared based on usage (Option C).

RECOMMENDATIONS ON PAGE 2

Survey results showed strong public preference for Option A and significant resistance to fee increases. Option A also requires minimal administrative change and avoids the substantial financial and infrastructure impacts associated with Options B and C. Based on this analysis and collaborative input from MDF partners, staff recommend implementing Option A as a pilot, offering a 75% discounted day pass for active members at any participating facility. HRM will monitor usage, financial impacts, and member experience throughout the pilot and report back to Regional Council with findings and long-term recommendations.

RECOMMENDATIONS

It is recommended that Halifax Regional Council direct the Chief Administrative Officer to:

1. initiate a pilot project to implement a 75% discount on all day passes and single use passes to holders of an active facility membership at any facilities owned and operated by HRM or any facilities classified as a Multi-District Facility, and
2. return to Regional Council with an update on the pilot project including usage data, additional member consultation, and future recommendations following the Multi-District Facility Governance review.

BACKGROUND

Regional Council approved the Community Facility Master Plan 2 (CFMP2) in 2017 to guide municipal decision-making regarding recreation facilities, and, among other things to ensure fair and equitable access to facilities across the municipality. CFMP2 proposed a Universal Access card that could be used by a resident or family to have access to all municipal facilities.

In 2019 Legend software came into effect linking all HRM-operated facilities, bookings, and programs. This software was also installed in HRM's partner-operated Multi-District Facilities (MDFs). This enabled clients to have programs, bookings, and membership in one system with singular universal access to most HRM recreation services, rentals and programs. Such a platform was a necessary condition to advance a universal access card or "one membership."

In September 2022, Legend Recreation informed Halifax Regional Municipality (HRM) that it would be discontinuing services in the North American market. As part of this notice, HRM was offered the opportunity to transition to an alternative application within the parent company's software portfolio. HRM has since transitioned to Xplor Recreation as its new recreation management platform.

HRM has two primary-service delivery models for facilities that offer membership; municipally operated and volunteer operated. HRM staff manage and provide programs and services in municipally operated facilities. Volunteer operated facilities are operated by a volunteer board of directors under an agreement with HRM. The volunteer operated facilities include the MDF's operating under management agreements, which require HRM and the volunteer board of directors to work together to implement HRM initiatives and Regional Council priorities. There is a wide range of facilities among both municipally operated and volunteer operated facilities. This report focuses on all municipally operated facilities that offer memberships and volunteer operated MDF's that offer memberships, i.e. Canada Games Centre, Cole Harbour Place, St. Margaret's Centre, and Zatzman Sportsplex.¹

Membership Options:

Volunteer operated facilities generally offer Adult, Youth/Seniors, Household, and other options for memberships. However, each facility has some differences. For example, Cole Harbour Place offers an

¹ Most memberships, include access to a fitness centre and fitness classes. Depending on the facility and available amenities, membership may also include access to pools, rinks or discounts on programs.

Adult Couple membership option not offered at all facilities. Canada Games Centre offers an Add-on membership option to allow for another person living in the same household to be added to an adult, young professional, senior, or family membership. Municipally operated facilities offer Adult, Youth/Seniors, and Household memberships.

Membership Pricing

Volunteer-operated MDF facilities are each responsible for setting membership fees based on budget planning. The management agreements allow the Board of Directors to establish user charges for the services offered at the facility. These charges are approved through the annual budget process, which is submitted to Regional Council annually with the Parks & Recreation budget. A chart outlining the different pricing models for the MDFs, and Sackville Sports Stadium, is included as Attachment 1.

Municipally operated facilities that offer memberships are categorized by size of facility (small, medium, large, major). By-Law U-100 (Respecting User Charges) is the governing document for setting fees for the memberships in these facilities. Fees were initially set based on a principle of cost recovery (including assessment of operating and full life cycle costs, or a cost per unit) with consideration to impact on user groups, comparison against other jurisdictions and providers, and avoiding a large jump in fees. This is described in greater detail in Administrative Order 2019-010 ADM *Respecting Recreation User Charges*.

Payment Options

Payment options for facilities vary but include the following:

- One month paid in full
- Monthly Rollover
- Year Paid in full
- Day Pass
- 10 Visit Pass

DISCUSSION

Staff formed a committee of internal stakeholders and MDF general managers to work on possible One Membership models.

The committee's final scope of work included:

- Survey of members for feedback and opinion
- Options for One Membership
- Jurisdictional scan
- Cost and fees
- Technology impacts and requirements
- Client benefits
- Program discounts through membership
- Financial impacts on HRM and MDFs budgets
- Resources required
- Policies, procedures, and processes required
- Implementation plans
- Privacy considerations

The objective of the committee was to develop a proposed approach to a One Membership model based on the components outlined in the scope of work above in time to consider implications for the 2026/27 budget.

The committee identified three options for analysis. These options were seen by the committee as the most practicable approaches. The options helped inform the consultation and were the subject of further analysis.

The options were:

Option A:

Reduced Day Pass - A discounted day pass rate for anyone holding a current, valid membership at any MDF or HRM facility. The discounted day pass rate would be available with any membership type and available for a membership holder to use at any facility, either volunteer or HRM operated. It would be available to those with paid in full annual memberships or monthly recurring memberships. Table 1 below shows the current day pass prices and what the price would be with a 75% discount.

Table 1

Facility	2025/26 Day Pass Price	After 75% Discount
Canada Games Centre	\$15.14	\$3.79
Cole Harbour Place	\$12.77	\$3.19
Zatzman Sportsplex	\$13.00	\$3.25
St. Margarets Centre	\$5.00	\$1.25
Sackville Sports Stadium	\$12.10	\$3.03
Findlay Community Centre	\$3.02	\$0.76
Needham Community Centre	\$2.96	\$0.74
Gordon R Snow Community Centre	\$6.05	\$1.51
Chocolate Lake Community Centre	\$6.05	\$1.51
Musquodoboit Harbour Rec Centre	\$6.05	\$1.51
Sheet Harbour Rec Centre	\$6.05	\$1.51
Captain William Spry Community Centre	\$9.07	\$2.27

Option B:

Changed Membership Fees and Access Surcharge – This option would see membership rates standardized across similar sized (MDF/major) facilities and members would be able to pay an additional fee on top of the membership rate that would allow them access to all the multi-district and major facilities, both municipally operated and volunteer run.

Because of the large differences in rates across facilities, this option relies on standardization of rates. It would also be restricted to major facilities in order only to cover facilities with a similar set of services. Standardization of rates can be done by decreasing all facilities to the lowest option, increasing all facilities to the highest or setting rates between the two.

Once membership fees were standardized, there would be an option for members to pay an additional fee to access all facilities. The additional fee for increased access to all facilities is an industry standard, as seen in the jurisdictional scan

Assumptions for Standardized Member Rates

- Fees used for analysis are based on 2025/26 rates and include HST.
- All current membership types were narrowed for analysis to be adult single, youth, senior, and family membership types.
- Rates would need to either increase to align with the highest membership rates currently offered or decrease to align with the lowest membership rates currently offered.
- It would be members of these major facilities only who would have the one-membership add-on option available with their membership if they purchased an annual paid-in-full membership or monthly recurring membership type.

Option C:

Single One Access Fee – This option would introduce a new standardized membership rate set at approximately 10–20% higher than the highest existing membership fee at major HRM facilities (listed in Table 4). Current membership rates would remain unchanged, Members would be offered an additional, premium access option that would provide access to all facilities. Under this model, revenue from the Single One Access fee would be distributed among participating facilities based on actual member usage of a facility tracked through the system.

Survey Findings

The committee gathered data through a survey directed towards existing members, with the option for non-members to also take the survey. Posters and postcards with the QR code were available at all HRM and MDF facilities that offered a membership option. A paper form was also available at each facility. An email link was sent out to members with registered contact information through the MDFs. The survey was open from May 19th until June 30th.

Results

1601 responses were received. Full survey results and data are included in Attachment 2. 896 responses were received from current facility members, and 705 responses were received by non-members.

74% of responses came from the areas of Halifax and Dartmouth and would correspond to areas where MDFs are located and used in those communities. Bedford/Sackville had a response rate of 16% and 5% of responses came from the Musquodoboit Valley and Eastern Shore.

Of the responses from members, 88% of respondents came from MDFs; 71% of which were Canada Games Centre members. 15% were from HRM facilities offering memberships. Membership types were balanced: 40% Family, 30% Single, 28% Seniors.

Key Findings

Interest in multi-facility memberships from non-members:

- 87% of non-members would consider buying a membership with access to multiple recreation facilities.
- However, cost sensitivity is high:
 - 62% of those respondents wouldn't pay more than current rates for more access to facilities.
 - Of the remaining 38% who indicated they would pay more than current rates
 - 56% wouldn't pay more than a 10% increase if it were required.
 - 87% wouldn't go above a 20% increase if it were required.

Current members' attitudes:

- 71% would not pay extra for access to other facilities.
- If base membership costs increased:
 - 64% wouldn't pay more than 10% extra.
 - 85% wouldn't go beyond a 20% increase.
- The survey responses suggest that current members would continue to use their 'home' facility. There is some interest in the possibility of using other facilities, however infrequently enough to not warrant a price increase.

One Membership Model Preference:

- 71% favored a reduced day-pass fee for other facilities.
- 29% supported a higher fee to allow access to all facilities.

Usage Expectations:

- 50% expect they may use another facility only a few times a year.

Survey results indicate a strong preference (71%) for Option A compared to an option that would see increased fees associated with accessing multiple facilities.

Jurisdictional Scan

The committee completed a jurisdictional scan of cities across Canada municipalities for similarities and information for comparison to an HRM One Membership model. The scan included the following cities:

- Vancouver
- Edmonton
- Calgary
- Regina
- Winnipeg
- Toronto
- Hamilton

The jurisdictional scan (Attachment 3) shows that all surveyed cities use some form of a One Membership model for recreation facility access, though implementation varies widely. Vancouver, Edmonton, and Calgary offer tiered memberships, with top-tier options providing full access to all facilities and amenities with lower-tier options offering partial access, while other cities use a single inclusive membership price. Many municipalities exclude stand-alone rinks and arenas from their membership programs, and two cities operate hybrid facility models similar to HRM. Winnipeg limits membership access to City-owned and operated facilities, excluding community-run centres, whereas Vancouver's Flexipass and One Card extend access to not-for-profit association-operated facilities that receive City funding. Overall, while the One Membership concept is common, differences in governance structures, funding models, and facility types lead to significant variation in how it is applied.

Additional Considerations and Analysis

Client Benefits

Option A has the following advantages and disadvantages to members:

- Increases the accessibility of other HRM facilities with a nominal fee only paid when the member accesses that facility
- Has minimal cost to the client, speaks to price sensitivity identified in the survey
- Can easily be extended to all municipally operated facilities, regardless of size.
- This model does not allow for the freedom of access that a universal access card would.

Option B has the following advantages and disadvantages to members:

- This option most closely matches what was likely envisioned by the universal access card identified in CFMP2 and what most people would envision as a seamless access approach, similar to what is available in other jurisdictions and private sector providers.
- If standardized to a lower rate than a given member is currently paying, there may be a financial benefit to an individual member associated. On the other hand, rates standardized to the highest level would have the opposite effect. Tables 2 and 3 show the implications for member rates of these two approaches. Financial implications for the municipality are discussed below.

Table 2

	Rates standardized to the lowest rates	20% One-Membership add-on cost total
Adult		
One Month Paid in Full	\$48.39	-
Monthly Payment	\$48.39	-
Year Paid in Full	\$532.30	\$638.76
Youth/Senior		
One Month Paid in Full	\$36.30	-
Monthly Payment	\$36.30	-
Year Paid in Full	\$399.23	\$479.07
Family		
One Month Paid in Full	\$72.58	-
Monthly Payment	\$72.58	-
Year Paid in Full	\$798.46	\$958.15

Table 3

	Rates standardized to the highest rates	20% One-Membership add-on cost total
Adult		
One Month Paid in Full	\$135.63	-
Monthly Payment	\$67.28	-
Year Paid in Full	\$874.38	\$1,049.26
Youth/Senior		
One Month Paid in Full	\$101.69	-
Monthly Payment	\$60.69	-
Year Paid in Full	\$566.58	\$679.90
Family		
One Month Paid in Full	\$250.87	-
Monthly Payment	\$115.89	-
Year Paid in Full	\$1,505.94	\$1,807.13

*HRM Major Facilities offer the same rate for monthly recurring payments and one-month payments. These rates are identified and set through Administrative Order (AO) 2019-010-ADM Respecting Recreation User Rates. MDF facilities pricing is set through the individual facility annual budget process. In setting the rates the MDF's follow market processes whereby the year paid in full membership is the best value versus monthly and one month at a time payments.

Option C has the following advantages and disadvantages to members:

- Aligns with the CFMP2 envisioned universal membership card
- Doesn't impact current membership rates for those not interested in multi-facility access, aligning with the survey results
- Increased administrative burden associated with sharing revenues based on usage
- Currently it cannot be extended to other HRM owned community centre offering membership, due to infrastructure

Revenue/Cost Implications

Option A has minor financial implications, staff anticipate that it may result in net increased use of facilities and is unlikely to have a significant impact on revenues.

The financial implications of Option B depend on how standardized rates would be set. Table 4 below shows the possible financial impacts to moving to the lowest or highest rates, before adding a possible 20%

Membership add-on cost². The amounts are calculated using 2025/26 Membership Rates and 2024/25 actual memberships purchased.

Table 4

	Changing all membership rates to lowest membership rate		Changing all membership rates to highest member rate
Sackville Sports Stadium	\$ 0	Sackville Sports Stadium	\$ 652,283
Canada Games Centre	(\$ 2,930,153)	Canada Games Centre	\$ 140,879
Cole Harbour Place	(\$ 479,296)	Cole Harbour Place	\$ 645,725
Zatzman Sportsplex	(\$ 577,946)	Zatzman Sportsplex	\$ 399,233
Total anticipated lost membership revenue	(\$3,987,396)	Total anticipated membership increase	\$1,838,122

The anticipated lost membership revenues for the MDFs under a move to lower membership rates to standardize are shown above. This would be before adding the suggested 20% fee for access across all facilities and does not account for possible members increases which could further strain facility capacity. This lost revenue would become part of the annual operating subsidy included in the Parks & Recreation budget and funded from the general tax rate. The change to standardizing rates to the highest rates would result in users paying more than they currently are. It does not account for possible loss in membership due to price increases. The result could be increased revenue for the MDFs resulting in a possible smaller annual operating subsidy request.

At this stage, additional analysis is required to fully understand the financial implications of Option C. Expanding the facilities listed in Table 2 would necessitate capital investments in infrastructure to enable consistent usage tracking across all participating sites. Further, a detailed review would be essential to ensure that no facility experiences a material revenue shortfall that could increase the municipal contribution and, by extension, impact the overall tax rate.

Implementation Considerations

Option A requires minimal system configuration and could be implemented very quickly. It allows for new facilities that offer memberships and which come into the Xplor software, to have the option of offering a reduced-cost day pass. This option can be applied easily to an annual paid in full membership or a monthly recurring membership in any membership category offered by a facility.

Option A would allow for continued variation in membership offerings across MDFs. One-month and some other specific memberships would not be able to be included in Option A as they are shorter memberships that have more flexible cancellation policies, so they would be harder to accommodate in this model.

Option B would require substantial administrative changes to implement including standardization of membership options across MDFs and HRM, amendments to AO 2019-010-ADM and By-Law U-100, the User Fee By-law, and substantial system configuration.

² In this example, the additional fee is suggested to be 20%, which is lower than the jurisdictional scan average but at the cost threshold that the survey demonstrated most respondents would find acceptable.

Option C requires minimal system configuration and could be implemented very quickly within the existing Xplor software., It would require significant capital investment, resulting in increased costs and additional pressure on the HRM capital budget in order to expand to other facilities.

Based on the above, the committee proposed Option A to provide an immediate, low risk and low-cost option for members to more readily be able to access other HRM recreation facilities. Staff agree with this proposed approach. In addition, staff recommend treating this as a pilot initiative to ensure it is the right long-term approach.

FINANCIAL IMPLICATIONS

The implementation cost associated with the recommendation in this report is expected to be negligible and can be accommodated by the existing budget and staff resources. While specific financial impacts cannot be quantified, the introduction of a day pass is expected to support broader utilization of facilities. This may lead to minor financial benefits through increased usage, even with minimal engagement.

RISK CONSIDERATION

There is a minimal risk that the shared-access model may lead to an imbalance between where users register and where they primarily use services, resulting in some facilities experiencing higher operational costs without receiving proportional revenue from discounted day-pass visits. While survey data suggest that cross-facility usage will be limited, this dynamic could still create financial pressure for facilities that deliver more service than their revenue share reflects.

COMMUNITY ENGAGEMENT

A survey directed towards current membership holders at all the MDFs and HRM facilities was conducted to receive feedback about a One Membership option. The survey was also made available to the general public to see if a One Membership option would be of interest to someone looking to purchase a membership to an HRM facility. The survey was available online through a QR code, and an email link was sent out to members with registered contact information, and paper copies were made available at each location for anyone wishing to complete a manual survey.

The established committee of General Managers of the Multi-District Facilities also provided community feedback.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications.

ALTERNATIVES

That Halifax Regional Council:

1. a) Direct the Chief Administrative Officer to request that the Multi District Facilities provide 2026/27 budgets that membership fees align with Major facilities tier in HRM membership Fees outlined in By-law U-100.
b) Direct the Chief Administrative Officer to implement One Membership as outlined in Option B aligning with By-law U-100 within the discussion section of this report, to begin in 2027/28, based on Council municipal budget approval.

Although reducing membership rates would improve access to facilities, it would also increase the

municipal tax burden by approximately \$4.0 million annually to support recreation operations. Current members have not expressed concerns regarding membership rates at major facilities, and the municipality is already enhancing accessibility by extending the Affordable Access Program to MDF facilities. Additionally, there is a risk of overcrowding within MDF sites, which could negatively affect customer service and overall patron experience. Notice of any programming changes is to be provided by HRM to MDFs by October 15 of the prior year, in accordance with the Management Agreement.

2. a) Direct the Chief Administrative Officer to request that the Multi District Facilities provide 2026/27 budgets that membership fees align with the highest facility membership fees.
b) Direct the Chief Administrative Officer to implement One Membership as outlined in Option B aligning rates with the highest current membership rates within the discussion section of this report, to begin in 2027/28, based on Council municipal budget approval.

Although facilities may experience increased revenues, survey results indicate a high risk of membership loss, which would negatively affect revenue projections and increase the municipal subsidy. In addition, this option cannot be implemented until 2027 due to administrative requirements, including changes to fees in By-law U-100 for municipally operated facilities.

3. Direct the Chief Administrative Officer to examine the full operating and capital cost analysis on Option C Single One Access Fee within the discussion of this report. The cost analysis should include options of capital requirements and revenues sharing to HRM major facility tier and potential cost analysis for all facilities.

This alternative can be added to the main motion and reported back to regional council with the pilot report. The exploration of this option will require the commitment of staff time but does not have other financial implications.

4. Continue with current membership options. This would maintain status quo and not add any One Membership option for access to facilities.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, SNS 2008, c 39:

7A The purposes of the Municipality are to (a) provide good government; (b) provide services, facilities and other things that, in the opinion of the Council, are necessary or desirable for all or part of the Municipality; and (c) develop and maintain safe and viable communities.

61(3) The property vested in the Municipality, absolutely or in trust, is under the exclusive management and control of the Council, unless an Act of the Legislature provides otherwise.

75 (1) The Municipality may agree with any person for the provision of a service or a capital facility that the Municipality is authorized to provide.

(2) An agreement made pursuant to subsection (1) may allow for the lease, operation or maintenance of the facility or provision of the service by a person, including the sale or disposition to that person of property of the Municipality that continues to be required for the purposes of the Municipality.

79A (1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;...

102 Subject to the approval of the Board for those services that are subject to the *Public Utilities Act*, the Council may, by by-law, prescribe charges for the provision of services for persons who use or benefit from the service, on a basis to be set out in the by-law.

Halifax Regional Municipality By-Law U-100

Schedule 3

Discounts and Waiver of User Charges

13. (1) Council, by resolution, or the CAO, may apply a full or partial waiver of any user charge for any user or class of users under this schedule where, in the opinion of Council or the CAO, such full or partial waiver would be beneficial to the Municipality.

(2) The CAO may delegate the authority under subsection 1 of this section to the Executive Director.

Administrative Order 2019-010-ADM – Respecting Recreation User Charges

26(2) Proposed user charges developed by Department staff shall be presented to Council for consideration under By-Law U-100, the User Charges By-law.

(3) Department staff shall review the user charges every five (5) years in accordance with this Administrative Order to ensure the user charges are appropriate to services and relative costs and submit any proposed amendments to Council for approval.

ATTACHMENTS

- Attachment 1: Chart of Membership Pricing
- Attachment 2: One Membership Survey Data
- Attachment 3: Jurisdictional Scan Data

Report Prepared by: Scott Ingram, Community Facility Partnership Coordinator, Parks and Recreation,
902.221.1319

Chart of Membership Pricing

Canada Games Centre			
Membership Type	Adult	Youth/Senior	Family
One month paid in full	\$135.63	\$88.18	\$250.87
Monthly roll over (Bi-weekly payment)	\$72.89 \$33.64	\$47.27 \$21.82	\$125.55 \$57.95
Year paid in full	\$874.38	\$566.58	\$1505.94
Day Pass (tax incl.)	\$15.14	\$9.88	\$28.31
10 visit pass (tax incl.)	\$131.67	\$85.61	\$243.56

Cole Harbour Place			
Membership Type	Adult	Youth/Senior	Family
One month paid in full	\$75.33	\$48.56	\$98.13
Monthly roll over (Monthly payment)	\$70.37	\$42.62	\$93.17
Year paid in full	\$757.36	\$452.02	\$1019.06
Day Pass (tax incl.)	\$12.77	\$9.18	\$21.55
10 visit pass (tax incl.)	\$110.58	\$68.40	\$194.94

Zatzman Sportsplex			
Membership Type	Adult	Youth/Senior	Family
One month paid in full	\$105	\$69	\$174
Monthly roll over (Monthly payment)	\$80	\$53	\$114
Year paid in full	\$797	\$521	\$1128
Day Pass (tax incl.)	\$13.00	\$8.00	\$21.00
10 visit pass (tax incl.)	\$90.99	\$56.00	\$147.00

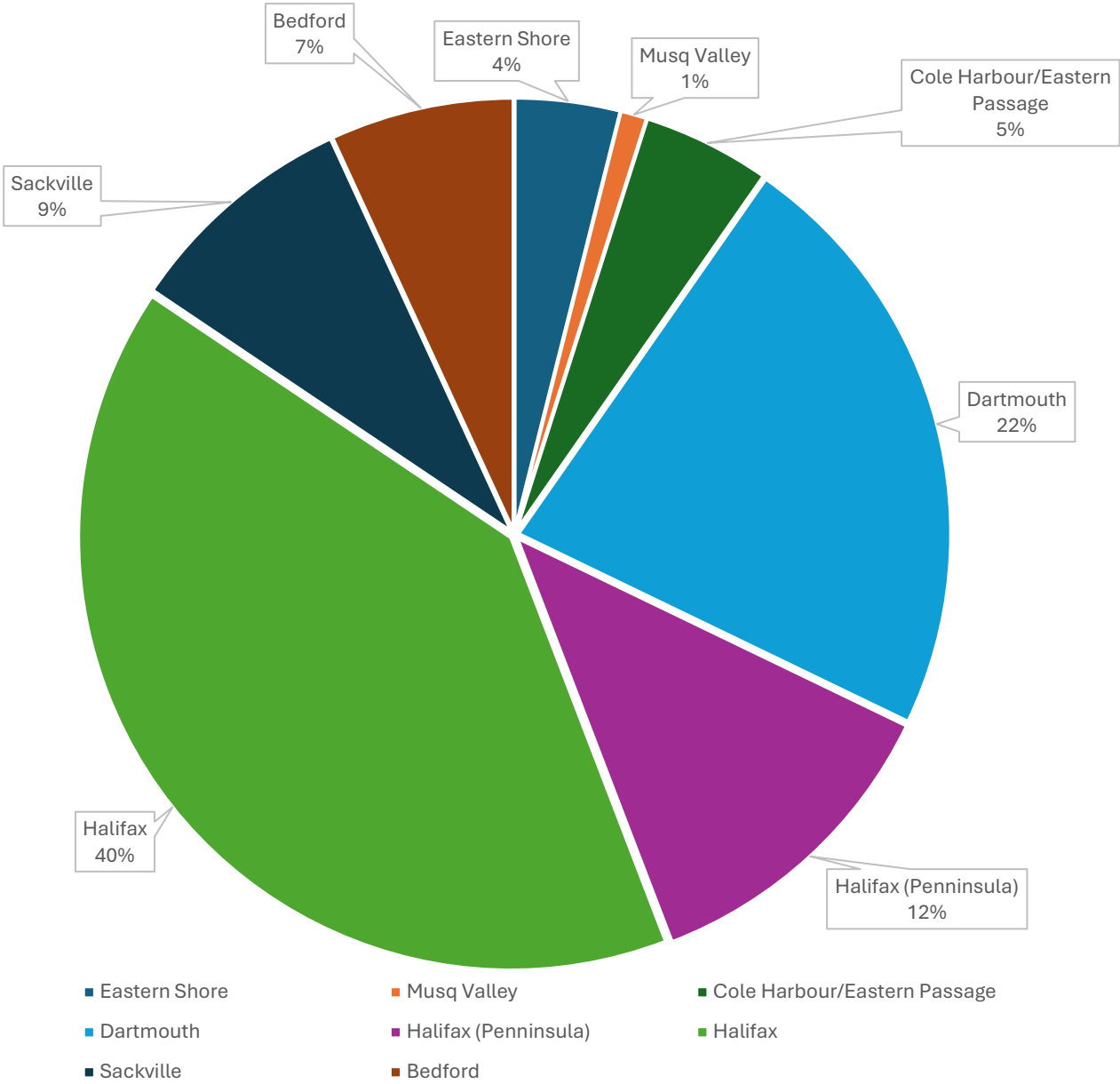
St Margaret's Centre			
Membership Type	Adult	Youth/Senior	Family
One month paid in full	\$34.50	\$34.50	N/A
Monthly roll over (Bi-weekly payment)	N/A	N/A	N/A
Year paid in full	\$287.50	\$228.00	\$575
Day Pass (tax incl.)	\$5	\$5	N/A
6 visit pass (tax incl.)	\$25	\$25	N/A

Sackville Sports Stadium			
Membership Types	Adult	Youth/Senior	Household (Family)
One month paid in full	\$48.39	\$36.29	\$72.58
Monthly roll over	\$48.39	\$36.29	\$72.58
Year paid in full	\$532.30	\$399.23	\$798.46
Day Pass (tax incl.)	\$12.10	\$12.10	N/A
10 visit pass (tax incl.)	\$120.98	\$90.73	N/A

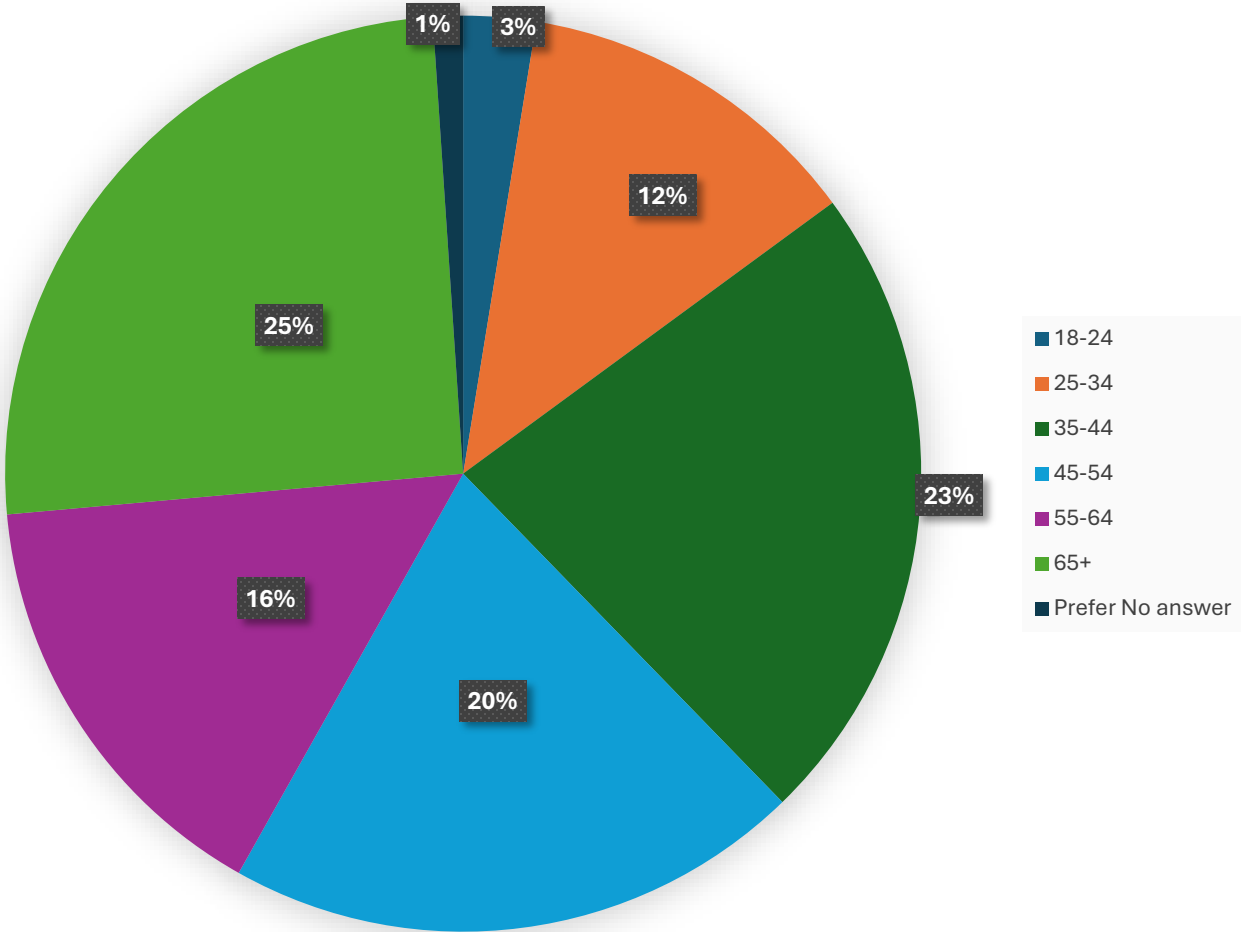
****All prices include 14% HST**

One Membership Survey Data

Question 1: First 3 digits of your postal code

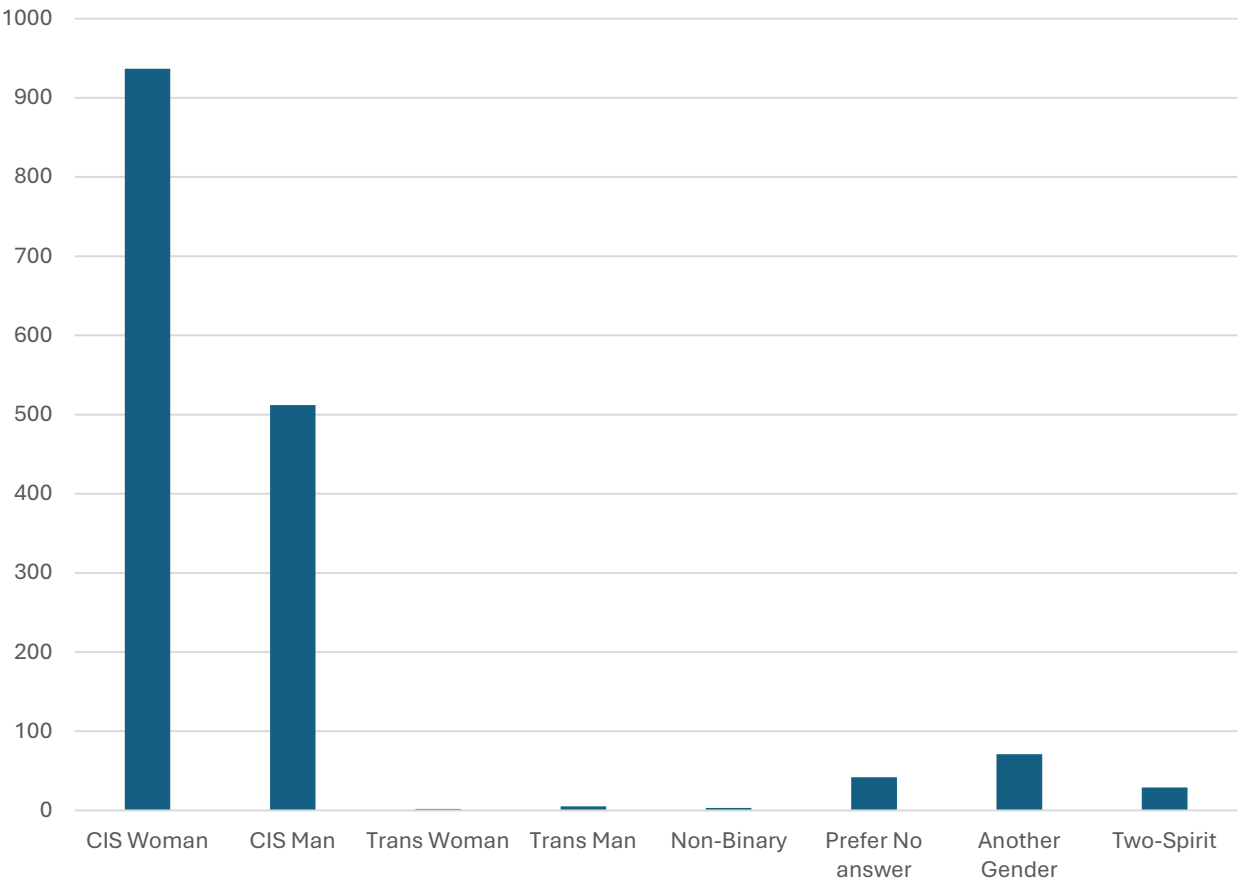


Question 2: What is your age range? Select one:



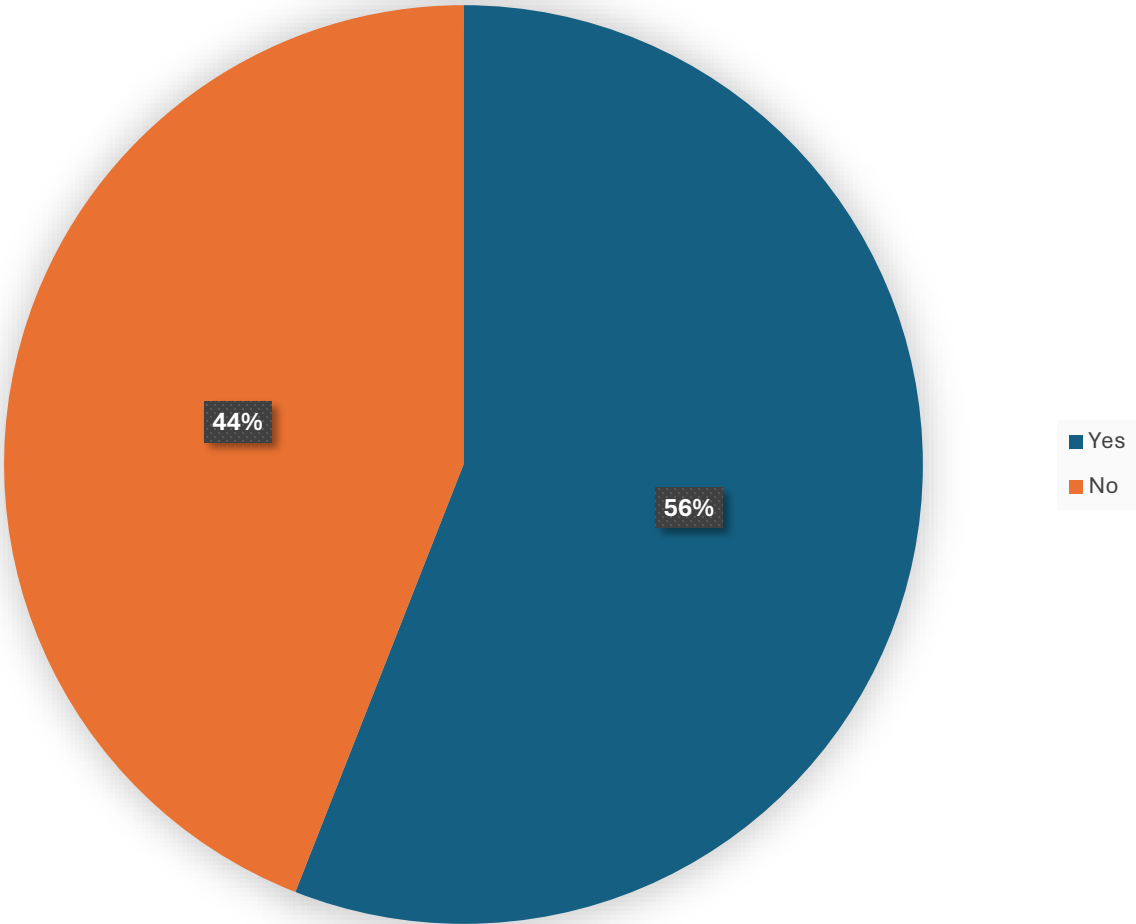
Responses	18-24	25-34	35-44	45-54	55-64	65+	Prefer No answer
1601	41	198	365	327	247	406	17
	3%	12%	23%	20%	15%	25%	1%

Question 3: What is your preferred gender identity? Select one:



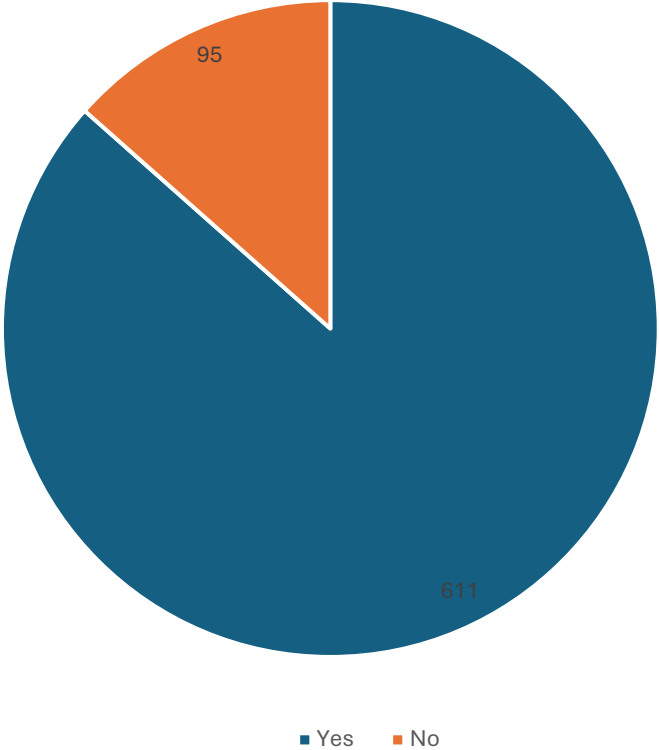
Responses	CIS Woman	CIS Man	Trans Woman	Trans Man	Non-Binary	Prefer No answer	Another Gender	Two-Spirit
1601	937	512	2	5	3	42	71	29
	58.5%	32.0%	0.1%	0.3%	0.2%	2.6%	4.4%	1.8%

Question 4: Do you currently have a membership at a municipal recreation facility?



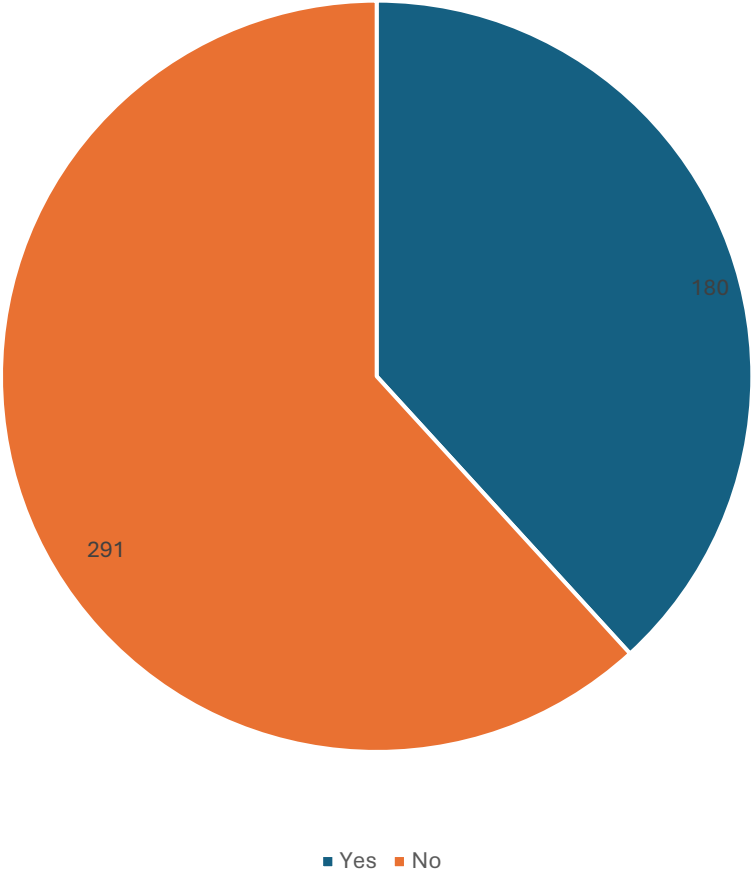
Responses	Yes	No
	896	705
	56%	44%

Question 5: If you could purchase a membership that provides access to multiple municipal recreation facilities — instead of just one — would you buy one? (This was only an option if you selected “No” to Question 4)



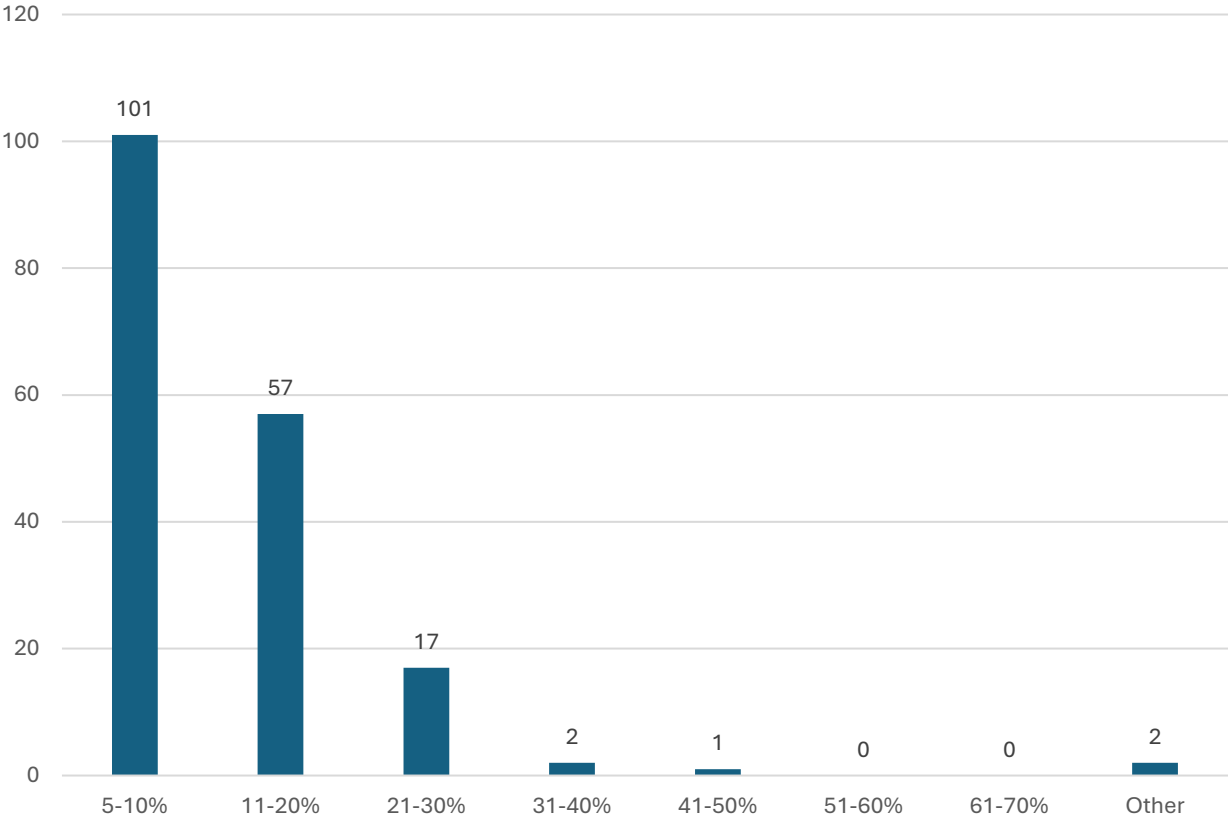
Responses	Yes	No
706	611	95
	87%	13%

Question 6: Would you be willing to pay additional membership fees, if you have access to multiple municipal recreation facilities?
(This was only an option if you selected “No” to Question 4)



Responses	Yes	No
	180	291
	38%	62%

Question 7: How much more would you be willing to pay to access multiple municipally owned recreation facilities? Please select one:
(This was only an option if you selected “No” to Question 4)



Responses	5-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	Other
180	101	57	17	2	1	0	0	2
	56.1%	31.7%	9.4%	1.1%	0.6%	0.0%	0.0%	1.1%

Question 8: This was originally Question 7 in the initial release of the survey. Following an update, a revised version was issued, and the responses to the original Question 8 have been consolidated with the updated Question 7.

The new question 8 is “What facility amenities/features would entice you to visit other locations, apart from your local recreation facility?”

A summary of responses:

1. Pools

- Most frequently mentioned.
- Includes lane swims, open swims, aqua fit, wave pools, lazy rivers, and hot tubs.
- Many users cited outdated or overcrowded pool facilities.

2. Gyms & Fitness Equipment

- Desire for modern, clean, and varied equipment.
- Some users switched to private gyms due to affordability and cleanliness.

3. Group Fitness Classes

- Popular options: yoga, spin, Zumba, aerobics.
- Preference for drop-in formats and better scheduling.

4. Walking/Running Tracks

- Especially valued by families and seniors.
- Indoor tracks like those at CGC and ZSP are appreciated.

5. Child & Family Amenities

- Childcare, family change rooms, toddler pools.
- Programs for teens and inclusive spaces.

6. Unique/Specialized Facilities

- Climbing walls, bouldering, parkour spaces.
- Wave pools, ice rinks, indoor turf fields.

7. Wellness Features

- Saunas, steam rooms, massage therapy.

8. Courts & Sports

- Basketball, pickleball, squash, racquetball, tennis.

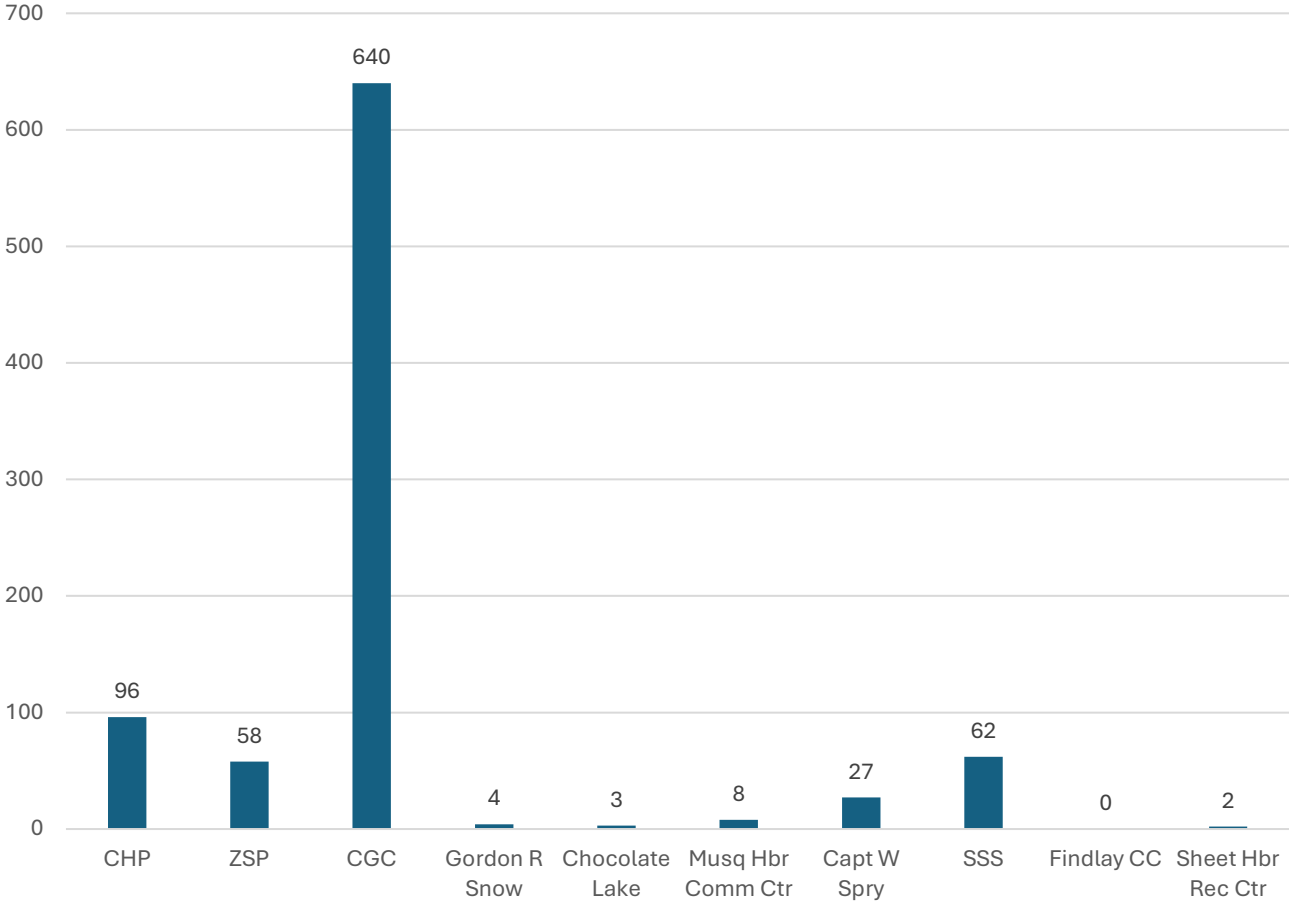
9. Accessibility & Location

- Better transit options.
- Ability to use facilities near work or home.

10. Cost & Membership Flexibility

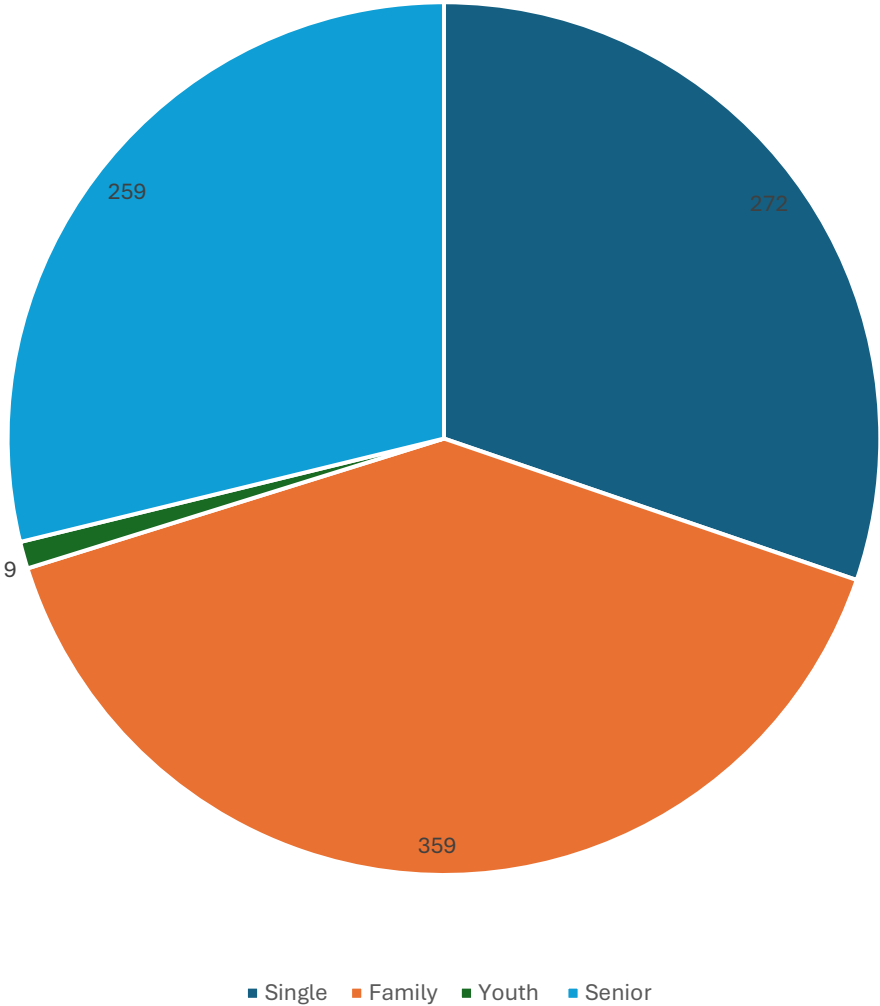
- Strong support for punch passes and multi-location access.
- Concern over rising fees and affordability.

Question 9: Which Halifax region recreation facility are you currently a member of?
 Select one:
 (This was only an option if you selected “Yes” to Question 4)



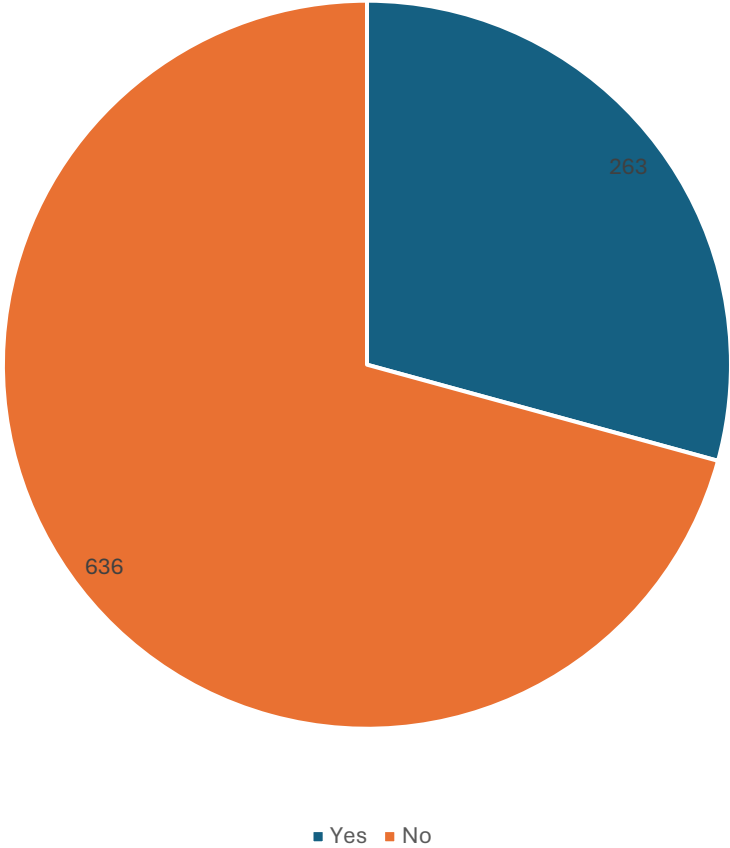
Responses	CHP	ZSP	CGC	Gordon R Snow	Chocolate Lake	Musq Hbr Comm Ctr	Capt W Spry	SSS	Findlay CC	Sheet Hbr Rec Ctr
901	96	58	640	4	3	8	27	62	0	2
	10.7%	6.4%	71.0%	0.4%	0.3%	0.9%	3.0%	6.9%	0.0%	3.4%

Question 10: What type of membership do you have? Select one:
(This was only an option if you selected "Yes" to Question 4)



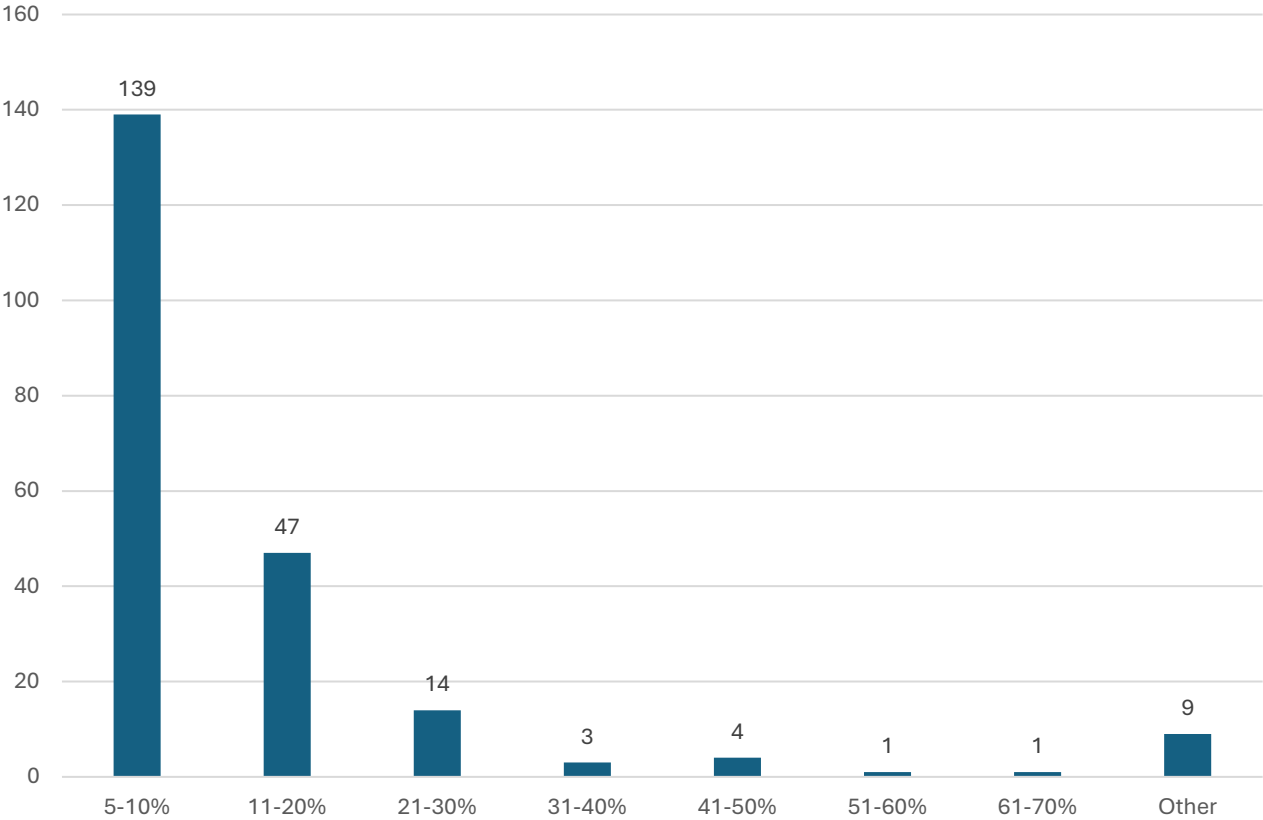
Responses	Single	Family	Youth	Senior
	272	359	9	259
	30.3%	39.9%	1.0%	28.8%

Question 11: Would you be willing to pay additional membership fees, if you have access to multiple municipal recreation facilities?
(This was only an option if you selected "Yes" to Question 4)



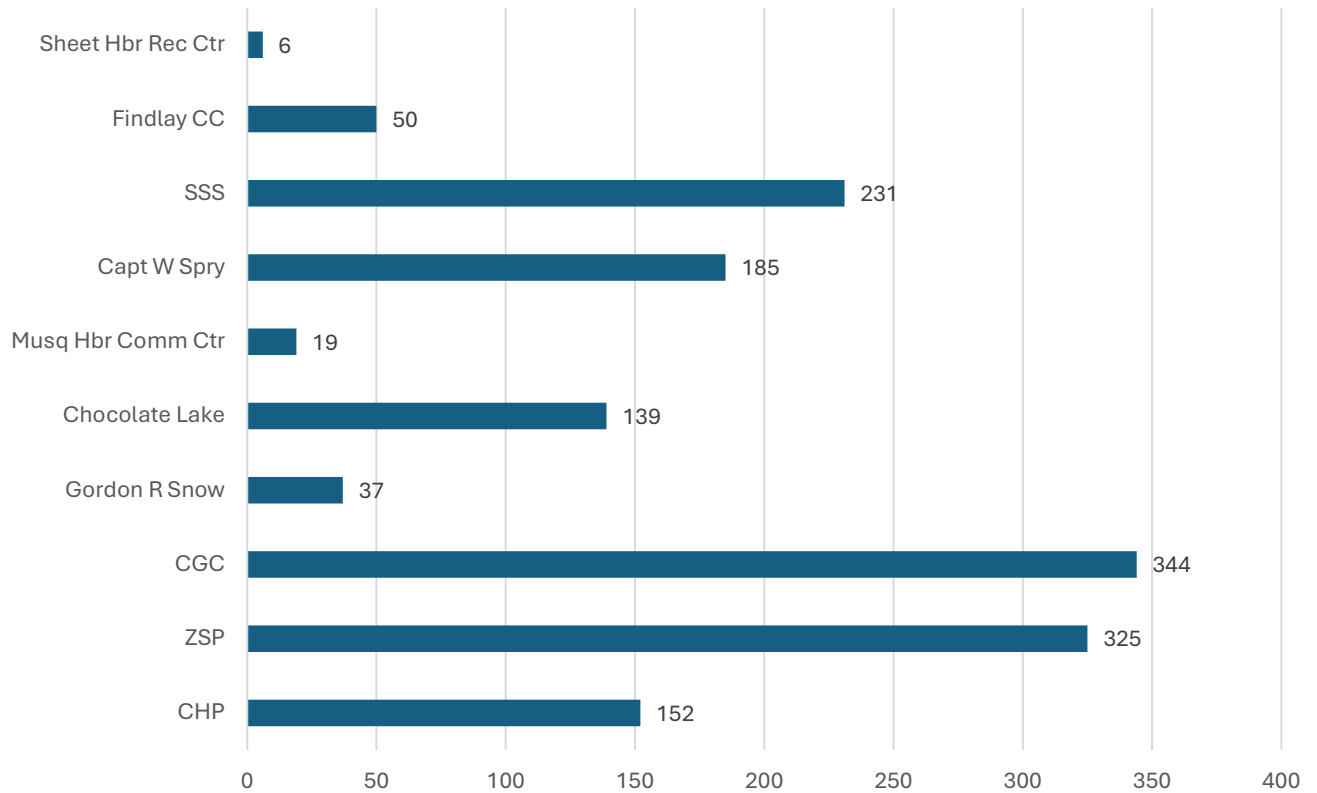
Responses	Yes	No
899	263	636
	29%	71%

Question 12: How much more would you be willing to pay to access multiple municipally owned recreation facilities? Please select one:
 (This was only an option if you selected "Yes" to Question 4)



Responses	5-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	Other
218	139	47	14	3	4	1	1	9
	63.8%	21.6%	6.4%	1.4%	1.8%	0.5%	0.5%	4.1%

Question 13: Which Halifax region recreation facilities, other than your local facility, would you visit most? Select all that apply:



Responses	CHP	ZSP	CGC	Gordon R Snow	Chocolate Lake	Musq Hbr Comm Ctr	Capt W Spry	SSS	Findlay CC	Sheet Hbr Rec Ctr
899	152	325	344	37	139	19	185	231	50	6
	16.9%	36.2%	38.3%	4.1%	15.5%	2.1%	20.6%	25.7%	32.9%	1.8%

Question 14: This was originally Question 13 in the initial release of the survey. Following an update, a revised version was issued, and the responses to the original Question 13 have been consolidated with the updated Question 13.

The new question 14 is “What facility amenities/features would entice you to visit other locations, apart from your local recreation facility?”

A summary of the most relevant responses:

Pools

- Most frequently cited amenity.
- Desire for lane swimming, aquafit, wave pools, hot tubs, and cleaner, warmer pools.
- Many users noted that pool schedules and availability are a major factor in choosing facilities.

Fitness Facilities

- Requests for better gym equipment, larger weight rooms, and cleanliness.
- Interest in drop-in fitness classes, spin, yoga, Zumba, and specialized programs like aqua yoga or prenatal classes.

Courts & Tracks

- High demand for pickleball, squash, racquetball, basketball, and badminton courts.
- Indoor walking/running tracks are highly valued, especially at CGC.

Wellness & Accessibility

- Interest in saunas, steam rooms, massage therapy, and quiet zones.
- Requests for accessible features like pool lifts, private change rooms, and inclusive programming.

Barriers to Access

- Transportation: Lack of transit options, especially from areas like Musquodoboit Harbour and Tantallon.
- Cost: Many users expressed concern about rising fees and affordability, especially for seniors and those on fixed incomes.
- Overcrowding: CGC and other popular facilities are often too busy, with limited access to equipment or classes.

Membership Preferences

- Many users do not want to pay more for multi-facility access.
- Some prefer punch passes or day passes for flexibility.
- A significant number would only consider multi-facility access if fees remain the same or opt-in options are available.

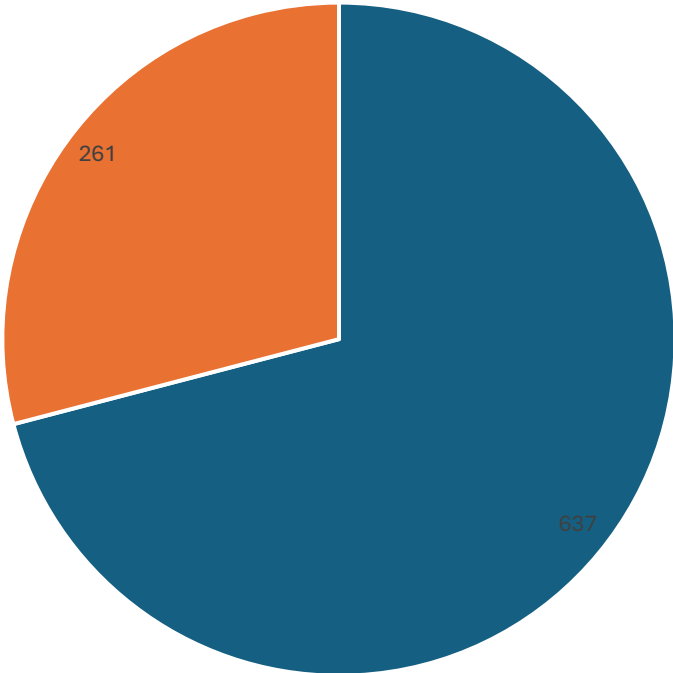
Sentiment & Suggestions

- Strong support for facility upgrades, more locations, and diverse programming.
- Frustration with limited schedules, lack of amenities, and inconvenient locations.

Question 15: Which option do you prefer?

Option 1: Individual day passes to other recreation facilities at reduced prices for members.

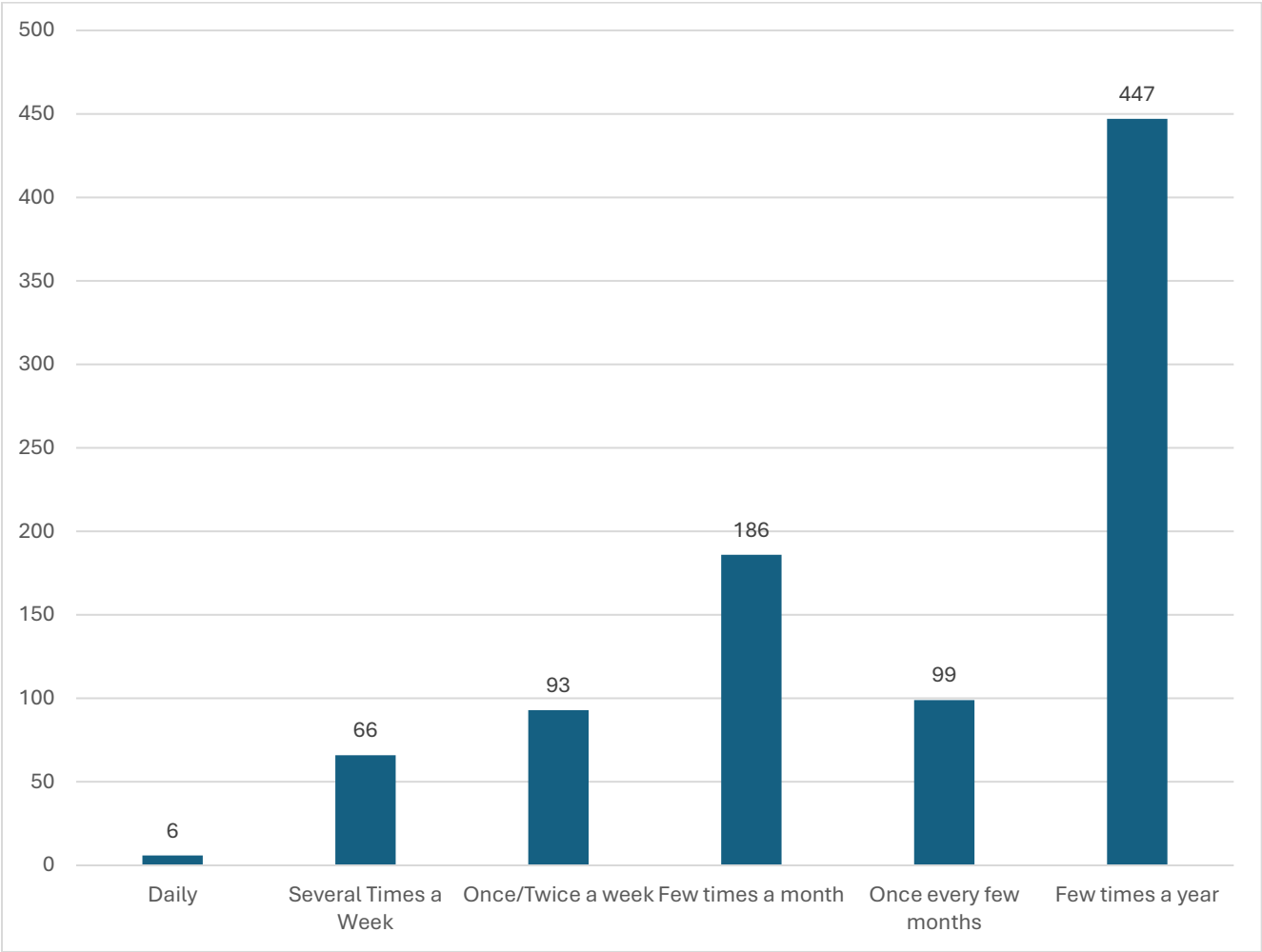
Option 2: Increased membership fees for access to multiple recreation facilities.



■ Option 1 — reduced fee day passes ■ Option 2 — memberships to multiple facilities

	Option 1 — reduced fee day passes	Option 2 — memberships to multiple facilities
Responses	637	261
898	71%	29%

Question 16: How often would you use another facility?



	Daily	Several Times a Week	Once/ Twice a week	Few times a month	Once every few months	Few times a year
Responses	6	66	93	186	99	447
898	0.7%	7.3%	10.4%	20.7%	11.0%	49.8%

Jurisdictional Scan Data

Vancouver Board of Parks and Recreation

The FlexiPass allows access to the entire network of Vancouver Board of Parks and Recreation pools, rinks, fitness centres, and participating community centres across the city. The Flexipass allows access to most of the pools, fitness centres and rinks located at 26 facilities. It also provides a discount on community centre programming to those same facilities and also allows for casual (drop in) use of facilities and equipment. Any pass types sold by the Vancouver Board of Parks and Recreation can be loaded onto a OneCard which is the universal access card.

There is a hybrid model for Vancouver area recreation facilities. There are not for profit community associations operating facilities with financial support from the Vancouver Board of Parks and Recreation, and also city operated facilities.

Type	1 month	3 month	12 month
Adult (19 to 64 years)	\$64.15	\$173.21	\$554.26
Youth (13 to 18 years)	\$44.91	\$121.25	\$387.98
Senior (65+ years)	\$44.91	\$121.25	\$387.98
Child (5 to 12 years)	\$32.08	\$86.61	\$277.13

Edmonton Activities, Parks and Recreation

There are two membership options available in Edmonton community and recreation centres, a Value and Benefits Plus membership. Edmonton has 9 small facilities, 6 medium facilities and 5 large facilities. They are all operated and funded by the City of Edmonton.

Value Membership allows access to all 14 small and medium recreation centres. It also allows for 12 visits to large facilities for those purchasing annual membership, either paid in full or continuous monthly payments.

Benefits Plus Membership provides access to any small, medium or large recreation centre.

Both memberships offer the following:

- Unlimited access to facility amenities, including pools, fitness centre, gymnasium
- Unlimited admissions to all outdoor pools
- 10% off registered aquatic programs
- 20% off registered fitness programs and physical activity programs (excluding day camps)

2025 Pricing

Benefits Plus	Child	Youth/Senior	Adult	Household
Single Admission	\$8.25	\$10.25	\$12.75	\$35.25
Multi Per Visit *	\$7.40	\$9.20	\$11.50	\$31.70
Regular 1 Month Pass	\$54	\$68	\$82	\$236
Continuous Monthly	\$48	\$59	\$72	\$201
Annual	\$486	\$605	\$773	\$2,078
Value Membership	Child	Youth/Senior	Adult	Household
Single Admission	\$6.25	\$7.75	\$9.25	\$25.25
Multi Per Visit *	\$5.65	\$7	\$8.30	\$22.70
Regular 1 Month Pass	\$39	\$49	\$58	\$160
Continuous Monthly	\$33	\$42	\$47	\$132
Annual	\$348	\$442	\$515	\$1,390

Calgary Recreation

Calgary Recreation has two pass options for access to 16 facilities and 2 Leisure Centres.

The Rec Pass offers access to all 16 recreation facilities for indoor pools, rinks, fitness centres, swims and other amenities at those locations. The Rec Plus Pass allows for the same with the addition of the two Leisure Centres, wave pools, climbing walls, gymnasiums and racquetball courts.

The 16 facilities in Calgary are owned and operated by the city of Calgary.

Age	Rec Pass Plus	Rec Pass
Adult (18 - 64)	\$68.65	\$58.05
Senior (65+)	\$45.80	\$38.65
Youth (13 - 17)	\$34.30	\$29.00
Child (6 - 12)	\$22.35	\$22.35
Preschool (0 - 5)	Free	Free
Add a youth (13 - 17)*	+ \$6.15	+ \$5.35
Add a child (6 - 12)*	+ \$4.90	+ \$4.90

Regina Recreation

The City of Regina Leisure Pass gives you access to Regina's three leisure centres and dozens of sports and recreation sites including the 5 outdoor pools and 9 arenas.

The facilities are all operated by the City of Regina.

Leisure Pass Fees (2025)

	One Month	Three Month	Six Month	One Year
Adult (25-64 years)	\$58.59	\$158.19	\$298.81	\$527.31
Senior (65+ years)	\$43.94	\$118.64	\$224.09	\$395.46
Young Adult (19-24 years)	\$43.94	\$118.64	\$224.09	\$395.46
Youth (13-18 years)	\$35.15	\$94.91	\$179.27	\$316.35
Child (2-12 years)	\$26.37	\$71.20	\$134.49	\$237.33
Family*	\$114.25	\$308.48	\$582.68	\$1028.25

Winnipeg Recreation

There are 11 recreation and fitness centres, 11 indoor pools and 12 arenas (not all city owned and operated) in Winnipeg and are operated by the city.

Community Centres in Winnipeg are operated through the General Council of Winnipeg Community Centres. The General Council of Winnipeg Community Centres (GCWCC) was established in 1971 when the 13 autonomous municipalities and the City of Winnipeg were amalgamated to form Unicity. GCWCC's primary purpose was to be a central resource for all Community Centres and to facilitate cooperation and communication among the Community Centres, and between the Community Centres and City administration. The GCWCC operates 63 Community Centres. These community centres are not part of the City of Winnipeg Admission rates.

	Adult (18+)	Seniors (65+)	Youth (2-17 years)**	Group***
Single admission	\$8.14	\$8.14	\$3.63	\$16.01
Single admission (daytime discount)*	\$6.46	\$6.46	–	–
10 visits	\$71.43	\$71.43	\$31.41	\$142.86
3 month pass	\$150.24	\$119.47	\$66.50	\$279.56
6 month pass	\$271.88	\$271.88	\$122.35	\$543.74
1 year pass	\$494.32	\$494.32	\$222.44	\$988.64

Toronto Parks and Recreation

FitnessTO All Access

Access weight rooms, cardio rooms, pools for lane swim as well as drop-in fitness or aquatic fitness classes during regular operating hours at any City-run location*.

Prices do not include tax. Tax will be applied at the time of purchase, where applicable.

Length of Time	Adult	Youth and Older Adult
12 Month	\$274.83	\$137.43
Three Month	\$82.22	\$41.12
One Month	\$48.47	\$24.24

Toronto also offers free access to 38 community centres around the city. Participants attending free centres do not need to pay to access cardio rooms or weight rooms, lane swims, group fitness drop-in classes or aquatic fitness classes.

Hamilton Recreation

The city of Hamilton has 26 recreation facilities with different amenities. The Gym and Swim pass allows for access to all of those facilities for drop in swims and use of equipment. They do not include any classes. The only exclusions are the centres designated as senior 55+ - they have their own memberships and programs; these memberships cannot be used at other recreation facilities and vice versa.

Effective July 1, 2025

Rate	Single Admit	Clip Card (10 visits)	Monthly Pass	3 Month Pass	Yearly Membership
Youth (3-17 years)	\$4.13	\$30.10	\$16.51	\$44.59	\$57.31
Adult 18+	\$6.17	\$46.31	\$24.67	\$66.62	\$135.83
Older Adult 55+	\$4.13	\$30.10	\$16.51	\$44.59	\$57.31
Family*	\$12.63				\$210.89