

Corporate LeisureCard Update

ISSUE

In April 2020, the Standing Policy Committee on Planning, Development and Community Services recommended to City Council approval of the Corporate LeisureCard, which was subsequently approved. The Committee also resolved that Administration report back on the opportunity to provide different Corporate LeisureCard rates to organizations that are willing to commit to a minimum number of monthly passes.

Due to the impact of the COVID-19 Pandemic on Leisure Facilities and Programs, this report provides an update on the Corporate LeisureCard and planned next steps.

BACKGROUND

At its Regular Business Meeting on April 27, 2020, City Council approved a Corporate LeisureCard admission product which provides a 20% discount on adult, youth or family LeisureCard admission products for approved corporations employing more than 25 employees and having offices located in Saskatoon.

At its April 7, 2020 meeting, the Standing Policy Committee on Planning, Development and Community Services resolved that Administration report back on the opportunity to provide different LeisureCard rates to organizations willing to commit to a minimum number of monthly passes.

The primary intent of the Corporate LeisureCard is to increase admissions and participation at the City's Leisure Centres. Additional benefits of the Corporate LeisureCard are as follows:

- 1) Promoting health and wellness for Saskatoon residents;
- 2) Assisting corporations in promoting the importance of health and wellness for their employees;
- 3) Supporting the City of Saskatoon's business friendly initiative for existing and potential employers; and
- 4) Increasing revenue and helping reduce the level of reliance on the property tax base for operations of the Leisure Centres

CURRENT STATUS

Access to Leisure Centres for residents for both drop-in activities and registered programs has been significantly reduced due to the COVID-19 pandemic and restrictions outlined in the Re-Open Saskatchewan Plan. As a result of the reduced access for residents, Administration proceeded with a soft launch of the Corporate LeisureCard in September 2020. Information on the Corporate LeisureCard and all admission options was made available on the City's website and in the seasonal Leisure Guide. However, due to reduced capacity at the City's leisure facilities, the Corporate LeisureCard program has not been promoted extensively.

Since its launch in September 2020, a total of 22 companies have been approved for the Corporate LeisureCard program with 91 equivalent months of LeisureCards being sold, which is made up of 67 months of Family Corporate LeisureCards and 24 months of Adult Corporate LeisureCards.

DISCUSSION/ANALYSIS

Due to the impact of COVID-19, the Corporate LeisureCard initiative was implemented utilizing a soft launch approach with limited promotion due to the reduced capacity at Leisure Centres in 2020 and 2021. Several corporations have inquired and expressed interest in the Corporate LeisureCard admission product, but the uptake has been limited due to COVID-19. As a result, there is not enough data to support an evaluation of the current program or to consider changes.

Further promotion of this program will be implemented once access and capacities are able to increase at Leisure Centres. Based on the Province of Saskatchewan's Re-Open plan and timelines, it is anticipated that restrictions to Leisure Centre capacities will be reduced later in the year allowing increased access for residents.

For 2022, Administration is expecting access to Leisure Centers will have returned to normal and is planning on a full promotional campaign of the Corporate LeisureCard program. Administration will complete an evaluation of the program in 2022 and will report back on results and any recommendations for changes to the program in early 2023.

FINANCIAL IMPLICATIONS

Revenue received from the Corporate LeisureCard sales in 2020 totalled \$647.55. For 2021, to date revenue in the amount of \$2,514.22 has been generated from Corporate LeisureCard sales.

OTHER IMPLICATIONS

There are no privacy, legal, social, or environment implications identified.

NEXT STEPS

Beginning in late 2021 and into 2022, Administration will undertake extensive promotion of the Corporate LeisureCard Program as Leisure Centre capacities return to normal. Administration will then report back to the Standing Policy Committee on Planning Development and Community Services in the first quarter of 2023 with results of the program and potential changes that could be implemented including an evaluation of options to provide different LeisureCard rates to organizations that are willing to commit to a minimum number of monthly passes.

REPORT APPROVAL

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