

Genesis Place passes and admissions

Effective Sept. 1, 2019

Ages	Drop-in	10-time	NEW Continuous Monthly Pass
Infant and Preschooler (Ages 0 - 5 years)	Free	Free	Free
Child (6 - 12 years)	\$6.80	\$61.20	\$25.24/month
Youth (13 - 17 years)	\$8.40	\$75.60	\$37.81/month
Student (18 - 25 years, School ID must be presented)	\$8.40	\$75.60	\$37.81/month
Adult	\$13.25	\$119.25	\$54.68/month
Senior (65+)	\$8.40	\$75.60	\$40.57/month
Veteran (Proof of Veteran status required)	\$8.40	\$75.60	\$40.57/month
Family (2 adults and immediate children under 18 living in the same household. Students between 18 and 25 can be added to the family pass with valid student ID.)	\$28.25	\$254.25	\$103.85/Month
Corporate adult (approved corporate status with required proof of employment)	N/A	N/A	\$49.21/Month
Corporate senior	N/A	N/A	\$36.51/Month
Family corporate (approved corporate status with required proof of employment)	N/A	N/A	\$93.46/Month
Executive add on available for all adult passes including adult, senior, veteran, family, corporate adult, corporate senior and family corporate. Only for customers 18+			\$17.03/month

Rationale and methodology for change

Effective September 1, 2019, pass structure and pricing will be changing.

The changes are being made to align with market price for comparable facilities and services within a competitive distance to Airdrie.

There have been no user fee increases since 2015 despite a steady increase in costs. This change is aimed to reduce the subsidization of Genesis Place by Airdrie taxpayers.

Benefits of change

Pass fees have been simplified and provide customers with a flexible option through a new **Continuous Monthly Pass** which they can cancel at any time. This will allow customers to create their own Genesis Place experience.

After the increase, Genesis Place will have the **lowest** annual family pass price of comparable multi-use facilities across Alberta aside from Okotoks. See comparable chart.

New facility fee

Upon purchase of the new Continuous Monthly Pass, customers will be charged a \$30 facility fee. This fee will replace the previously charged \$50 cancellation fee.

Facility fee proceeds will go directly towards maintaining and enhancing the pass holder's experience with purchase of new equipment and facility enhancements.

If you renew your pass within 60 days, the facility fee will be waived. The fee is only charged on the continuous pass.

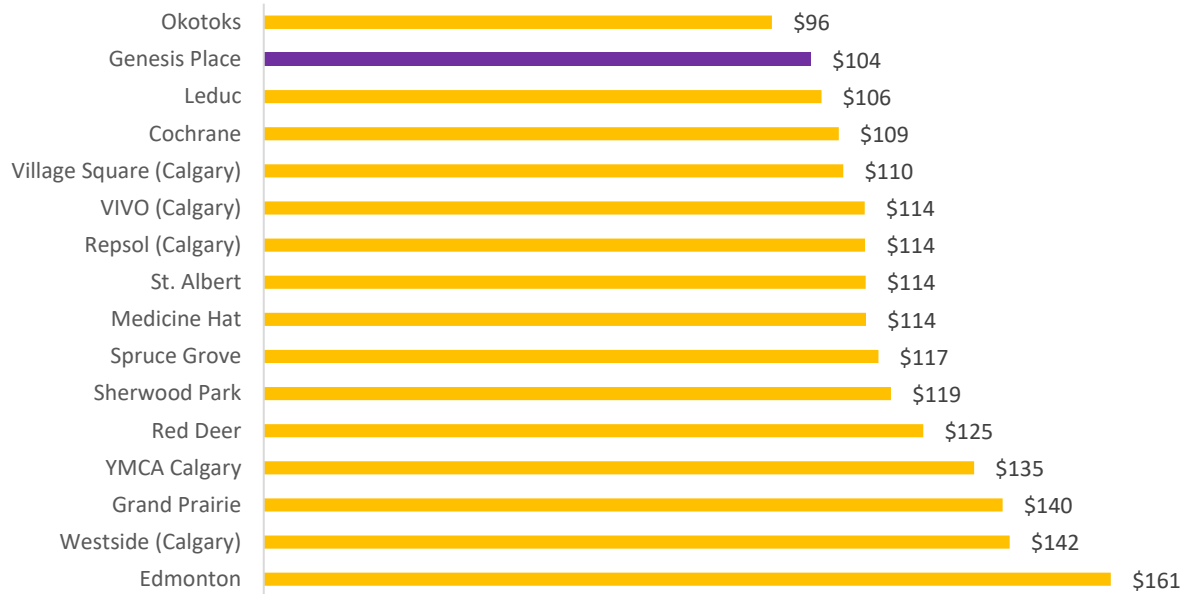
10 times passes

This popular option is still in effect and after June 1, 2019 there will be **no expiry date** on the passes.

Genesis Place Price Comparisons

Alberta multi-use facility: Annual family pass comparisons
Annualized rates displayed monthly

Market average for Calgary area facilities is \$116 /month



Alberta multi-use facility: Annual adult pass comparisons
Annualized rates displayed monthly

Market average for Calgary area facilities is \$63 /month

