

Sand Venture Aquatic Center Proposed Price Increase

May 21st, 2024



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City of Shakopee | 485 Gorman St., Shakopee, MN 55379
952-233-9300 | www.ShakopeeMN.gov

Summary of Objectives

- Raise the cost of admission to align with the improvements to the facility.
- Simplify the season pass structure to provide a better customer service experience:
 - Eliminated all the “under 48 inches” pass options. An individual is just an individual.
 - Eliminate the 20-visit punch card. The 10-visit punch card will save \$0.50 per visit – can purchase multiples of these.
 - Eliminate the Community Center Member discount membership. Can offer a promotion for community center members beginning of the season to accomplish the same goal.
- The individual season pass equates to 10 daily admissions.
- The family season pass equates to a family of three coming to the pool 10 times for the season.
- Option to add a non-resident price differential to daily admissions.



Proposed Daily Admission Prices

	CURRENT RATE	PROPOSED RATE	% Increase
Daily Pass Individual	\$7	\$11	57%
Daily Pass Individual Non-Resident*	NA	\$16	NEW
Daily Pass Senior/Military	\$5	\$9	80%
Twilight Daily Pass Individual	\$5	\$8	60%
Twilight Daily Pass Individual Non-Resident*	NA	\$12	NEW
Twilight Senior/Military	\$3	\$6	100%
Daily Pass Group Admission	\$5	\$10	100%



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How We Compare

	Free	Child	Adult	Senior	Twilight
Bunker Beach	UNDER 18M	\$19	\$19	\$15	NA
Sand Venture Proposed NR	UNDER 2Y	\$16	\$16	\$16	\$12
Apple Valley	UNDER 12M	\$13	\$13	\$13	NA
Edina	UNDER 12M	\$13	\$13	\$13	\$10
Eagan	UNDER 12M	\$11	\$13	\$10	NA
Richfield	UNDER 12M	\$11	\$11	\$10	\$10/\$9S
Sand Venture Proposed	UNDER 2Y	\$11	\$11	\$9	\$8/\$6S
St. Louis Park	NA	\$10	\$10	\$6	\$6
Bloomington	UNDER 12M	\$8	\$10	\$8	\$7/\$8S
Hyland Park	UNDER 2Y	\$7	\$7	\$7	\$4
North Mankato	UNDER 12M	\$7	\$7	\$7	NA
Sand Venture Current	UNDER 2Y	\$5	\$7	\$5	\$3/\$5



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Proposed Season Pass Rates: Residents

	Current	Proposed	% Increase
Season Pass Individual	\$65	\$110	69%
Season Pass Family	\$220	\$330	50%
Season Pass Senior/Military	\$55	\$94	70%
10 Visit Punch Card	\$60	\$105	75%



Proposed Season Pass Rates: Residents

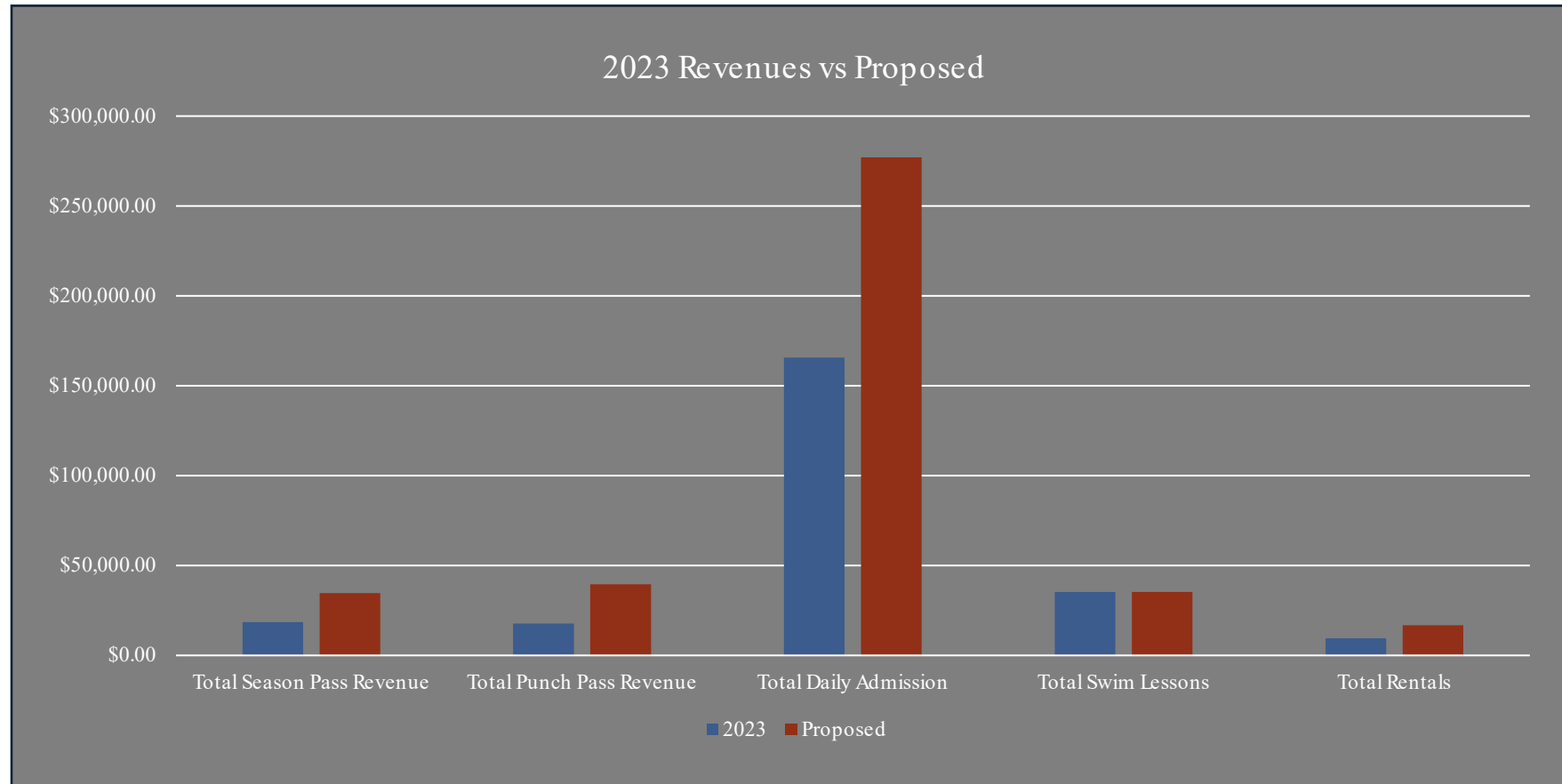
	Current	Proposed	% Increase
Season Pass Individual	\$80	\$160	100%
Season Pass Family	\$280	\$480	71%
10 Visit Punch Card	\$95	\$155	63%



How We Compare Season Passes

	Individual	Family	Senior
Bunker Beach	\$150	NA	NA
Sand Venture Proposed Non-Residents	\$160	\$480	NA
Sand Venture Proposed Residents	\$110	\$330	\$94
Edina	\$94	NA	NA
Eagan	\$75	NA	NA
Richfield	\$73	NA	NA
St. Louis Park	\$70	NA	\$70
Sand Venture Current Non-Residents	\$70	\$280	NA
Hyland Park	\$68	NA	NA
Sand Venture Current Residents	\$55	\$220	NA
North Mankato	\$48	\$160	\$40
Bloomington	\$40	NA	\$40

Revenue Model



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Questions?



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