



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council
FROM: City Manager
SUBJECT: **Resident Card - Fees**
MEETING DATE: May 13, 2025

RECOMMENDATION

The Department of Parks & Recreation is seeking direction from City Council to potentially remove the annual \$99 Commerce Resident Plus Card to access the Fitness Center, fitness classes, and the Brenda Villa Aquatic Center. Instead, access would be granted with a valid Commerce Resident Basic Card, which is \$7 annually.

BACKGROUND

Following the reopening of the Fitness Center in November 2022, the Commerce \$99.00 Annual Resident Plus Card was reactivated and made a requirement for fitness classes, fitness center use, and the aquatic center.

Historically, the Resident Plus Card was designed to enhance access to facilities and programs while also serving as an additional layer of residency verification. However, over time, the card has also become a potential barrier to entry for some residents due to its cost. That said, families in need are encouraged to request financial assistance through the Parks and Recreation Department. Many households have taken advantage of this program and have benefited significantly from the support it provides.

ANALYSIS

The \$99 Resident Plus Card continues to serve as a value-added benefit for residents, granting free access to all standard classes and programs.

The \$99 Resident Plus Card equates to approximately \$8 per month—significantly lower than the rates charged by for-profit fitness facilities, which typically range from \$25 to \$50 per month, with annual fees between \$300 and \$600. Moreover, unlike private gyms, the Resident Plus Card offers added value by helping offset costs associated with equipment, personalized classes and related expenses. This positions the City's program as a more affordable and comprehensive option for families and fitness center users.

ALTERNATIVES

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT

There is no current fiscal impact at this time.

RELATIONSHIP TO STRATEGIC GOALS

The agenda item relates to the 2016 Strategic Plan, Community Quality of Life

Guiding Principle 4:

Support and evaluate community services, programs and events that promote healthy and quality of lifestyles for our residents. Enhance public safety and social services through innovative programs that meet the needs of the residential and business communities.

Respectfully submitted:	Ernie Hernandez, City Manager
Recommended by:	Greg Alaniz, Parks and Recreation Director
Approved as to form by:	Noel Tapia, City Attorney