



## MEDIA RELEASE

### City of Cottonwood, AZ

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#### For Immediate Release

Date: October 2, 2012  
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Dear Members and Guests,

The Cottonwood Recreation Center is approaching its three-year anniversary, and we could not be more proud of the facility and what it is providing for this community. You, your family and your neighbors have made the CRC the positive community recreation building it is today, and our goal is to continue to provide a vital place to work out, swim, take classes and socialize at affordable rates.

For the last three years, membership at the CRC has stayed steadily above 4,000, yet we are continually falling short of our financial goals. Staff has taken note of this and has tried to find a consistent balance between providing affordable services and maintaining a facility that is financially stable. The recent addition of solar power for the heating of our water will certainly reduce the energy costs of the facility, but unfortunately, that will not be enough to allow us to meet our goals.

Our research has discovered that the CRC rates are currently below industry standard. To avoid an overall rate increase this year, we have worked with the City Council to:

- 1) Eliminate the full-time Management Position (Recreation Manager) in an effort to assist with the control of increasing operations and equipment replacement costs.
- 2) Decrease the amount of discounts given at the facility. Regrettably, this will include our anniversary markdown. We understand that many of you have grown to rely on this annual discount, but our ultimate goal is to see the facility's membership stay consistent and not have to increase fees. Along with the anniversary and December discounts, the facility will no longer be giving group or business discounts. These changes have been approved by City Council and will be implemented beginning Friday, April 19.

One last chance to get a little more for you money will be coming up the week of May 18 through 24. During this week if you purchase a 1-year membership of any type, you will receive an extra month added to your membership. You get 13 months for the price of 12. This is for any returning member whether current or expired. All members who currently have a 3-month, 6-month or 1-year membership will be given an automatic extension through May 18 so they may take advantage of the extra month deal without having any down time.

For more information on the reasons we are reducing our discounts, please email Ryan Bigelow, Recreation Services Supervisor, at [rbigelow@cottonwoodaz.gov](mailto:rbigelow@cottonwoodaz.gov) or Richard Faust, Community Services General Manager, at [rfaust@cottonwoodaz.gov](mailto:rfaust@cottonwoodaz.gov).

Thank you all for your continued loyalty and support of the Cottonwood Recreation Center.

Ryan Bigelow, Recreation Services Supervisor

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