

**REPORT TO SALT SPRING ISLAND LOCAL COMMUNITY COMMISSION
MEETING OF THURSDAY, JULY 17, 2025**

SUBJECT Per-Visit Pass Expiry Dates

ISSUE SUMMARY

To review implications of implementing expiry dates for per-visit passes.

BACKGROUND

The Salt Spring Island Parks, Arts, Recreation and Culture (SSI PARC) Services offer 10-visit and 20-visit passes for admission to the Rainbow Recreation Centre and Salt Spring Island Multi Space. These passes provide patrons with a discount per visit and currently do not have an expiry date creating some implications to be considered.

Firstly, per-visit passes create a financial liability. The recreation software used to manage our passes only recognizes the revenue for a per-visit pass all at once. The system recognizes the revenue at the time of purchase, before delivering the service. It creates an "owed service" for as long as the pass remains active and visits unused. The total financial liability from these passes will continue to grow over time, as not all passes will be fully used. Currently, the total outstanding visits from per-visit passes for Rainbow Recreation Centre exceed 15,900, with an estimated financial liability of \$99,400.

Additionally, the price per visit at the time of purchase may not reflect the cost to deliver the service when it is redeemed. For example, an adult visit in 2025 (\$6.15/visit for a 10-visit pass) may have been purchased at \$5.42/visit in 2018. Another example is a 19 year old adult in 2025 (\$6.15/visit) can redeem passes purchased for them when they were a child in 2018 (\$3.15/visit).

2025 Per-Visit Passes	10x Pass (get 10 for 9)	20x Pass (get 20 for 17)
Adult (19yrs and older)	\$61.45	\$116.05
Youth (13-18 or valid student ID)	\$46.30	\$87.45
Child (5-12yrs.)	\$36.85	\$69.60

According to *Business Practices and Consumer Protection Act*:

- Punch passes can expire under these conditions:
 - Client must be informed at time of purchase
 - Client must receive a copy of the "contract"
- Punch pass can be cancelled if:
 - The pass was purchased in the past 10 days
 - Client is mentally or physically unable to participate, must provide a note from a doctor or nurse practitioner
 - Client moved more than 30km from the facility, must provide proof of new address
 - The services offered have changed, i.e. closure of the pool, or recreation centre

Given these challenges, staff are recommending to proceed with an expiry date of 2 years for all 10-visit and 20-visit passes, effective September 1, 2025.

ALTERNATIVES

Alternative 1

That the Salt Spring Island Local Community Commission approve a two-year expiry date for all 10 and 20 visit passes, effective September 1, 2025.

Alternative 2

That the Salt Spring Island Local Community Commission refer the report back to staff for additional consideration.

IMPLICATIONS

Financial Implications

The introduction of an expiry date on per-visit passes will reduce the financial liability associated with unused visits and prevent ongoing escalation of this liability.

Intergovernmental Implications

Expiry dates on per-visits passes are in place at Saanich, City of Victoria and Oak Bay recreation centres and will be implemented at SEAPARC and Panorama Recreation Centre later this year.

Social Implications

With a two-year expiration date, patrons will have ample time to utilize their 10-visit and 20-visit pass. Implementing a system with automated email reminders when expiry dates are approaching and will ensure that patrons are informed of expiry dates at the time of purchase. A communication plan can also be put in place for per-visit pass purchases which could include:

- Membership expiry information included in membership agreement, which will be emailed at the time of purchase
- Alert will “pop up” on per-visit passes to notify those purchasing online
- Patrons will receive an email notification three months prior to expiry date to encourage use
- Information to be posted on SSIPARC website
- Information shared on the membership page of the SSIPARC activity guide

CONCLUSION

SSIPARC offers 10-visit and 20-visit passes for Rainbow Recreation Centre and Salt Spring Island Multi Space, providing discounts per visit. These passes currently lack an expiry date, creating financial and operational issues. To address these issues, SSIPARC is recommending implementing a two-year expiry date for all per-visit passes, effective September 1, 2025, in accordance with the Business Practices and Consumer Protection Act and inline with other recreation centre's in the Greater Victoria area.

RECOMMENDATION

That the Salt Spring Island Local Community Commission approve a two-year expiry date for all 10 and 20 visit passes, effective September 1, 2025.

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