



# FAIRFAX COUNTY PARK AUTHORITY



## M E M O R A N D U M

**TO:** Chairman and Members  
Park Authority Board

**VIA:** Kirk W. Kincannon, Executive Director

**FROM:** Cindy Walsh, Director  
Park Services Division

**DATE:** May 2, 2019

### *Agenda*

**Park Services and Golf Committee  
Wednesday, May 8, 2019 – 6:30 p.m.**

**Boardroom – Herrity Building**

**Chairman: Michael Thompson**

**Vice Chair: Linwood Gorham**

**Members: Ronald Kendall, Cynthia Jacobs Carter, Jim Zook**

1. RECenter Pass Strategy Update – Information\*

\*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

Committee Agenda Item  
May 8, 2019

**INFORMATION (with Presentation)**

RECenter Pass Strategy Update

In response to the February 27, 2019 Budget Committee discussion of the FY19 Fee Proposal, staff was asked to provide a more complete briefing at a later date on two topics influencing current RECenter pass strategy: the dynamics of the local fitness market and the rationale for the development of the RECenter passholder retention strategy. The purpose of this discussion is to provide greater clarity regarding those two topics.

ENCLOSED DOCUMENTS:

NONE

STAFF:

Kirk W. Kincannon, Executive Director

Sara Baldwin, Deputy Director/COO

Aimee Vosper, Deputy Director/CBD

Cindy Walsh, Director, Park Services Division

Brian Laws, Manager, Park Services Division, Site Operations Branch

Nick Duray, Manager, Park Services Division, Marketing Services Branch