

Policy Statements related to Membership Rates & Fees

1. The Columbia Association's goals in setting resident membership rates are to maximize participation and to obtain a fair contribution to operating expenses.
2. The Columbia Association is committed to making membership affordable to all Columbia residents. Accordingly, CA will provide programs that will enable qualified residents to buy memberships at deeply discounted rates or earn memberships.
3. As long as there is capacity for CA residents to use and enjoy CA's Sport & Fitness facilities as often as they like, CA will market to and sell memberships to non-residents.
4. In recognition of the fact that CA residents pay an annual charge to CA, resident membership rates will be significantly less than non-resident rates and other resident program and use fees will be less than non-resident rates.
5. Non-resident membership rates are set relative to other similar facilities in the market.
6. CA's goal in setting non-resident rates will be to maximize revenue.
7. The Columbia Association recognizes that its Sport & Fitness facilities compete with many similar sport & fitness facilities in and around Howard County. CA will employ state-of-the-art marketing and advertising programs and techniques in order to compete successfully.