

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KELLEY MAGNUSON, DEPUTY DIRECTOR
RECREATION AND PARKS DEPARTMENT

SUBJECT: APPROVAL OF FEES FOR RECREATION AND PARKS
FACILITIES AND SERVICES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Recreation & Parks Department that the Council, by resolution, approve fees for various facilities and services effective July 1, 2016.

EXECUTIVE SUMMARY

The Recreation & Parks Department offers a wide variety of services for which fees are charged, including facility use, admissions and program fees. Council has previously adopted fees for Recreation and Parks facilities, admissions and services, and delegated authority to the Director to set the necessary fees for seasonal program activities, excursions, special events, and athletic league fees based on the City's actual costs for the activities. For FY 16-17, several revised and new fees are proposed to update the master list. Existing fees not presented at this time for revision will continue at current rates.

BACKGROUND

1. The Recreation & Parks (R&P) Department offers a wide variety of services for which fees are charged, including facility use, admissions and program fees. Fees help to recover the direct costs of providing facilities and services, and lessen the burden on the General Fund.
2. City Code Section 11-46.030 requires Council to establish park user fees by resolution. Park user fees include facility rental and admission fees.
3. Council has periodically adopted park user fees when changes are recommended by the R&P Department and when new facilities are built.

PRIOR CITY COUNCIL REVIEW

1. In 1995, Council approved Resolution 22307, a list of facility rental fees, amusement activities and associated services, and delegated authority to the Director of Recreation & Parks to set the necessary fees for seasonal program activities, excursions, special events, and athletic league fees based on the City's actual costs for the activities.
2. In 2000, Council approved Resolution 24445, a comprehensive adjustment of facility rental fees, park sites, amusement activities and associated services.
3. In 2010, Council approved Resolution 27648, a comprehensive adjustment of facility rental rates, park special use permits, athletic fields and aquatic admissions.
4. In 2013, Council approved Resolution 28291, a comprehensive update of the fee schedule, and adding facility use fees for new facilities, including Person Senior Wing, DeTurk Round Barn, and Church of One Tree.
5. In 2014, Council approved Resolution 28501, minor adjustments to add use fees for new facilities and overlooked locations, revised sport court fees, and facility accessory rentals.
6. In 2015, Council approved Resolution 28652, minor adjustments to add and revise facility use fees, established tiers for Park Special Permit fees, and multi-day rental discounts.

ANALYSIS

1. Adjustments to admissions and facility rental fees require Council approval.
2. Facility rentals provide rooms and park areas for public and private use when those rooms, facilities, and areas are not otherwise programmed and scheduled for Department recreational activities and events.
3. Fees are periodically adjusted to reflect new or revised spaces and equipment, and are based on recouping at least a portion of the cost to operate and prepare the facilities/parks, balanced with the user demand for the space and services available.
4. Exhibit A to the Resolution outlines the recommendations for revised and new fees effective July 1, 2016. Fees are shown in the format "existing/proposed," with the current fee on the left side of the slash and the proposed fee on the right of the slash. New fees are indicated by a notation of "(NEW)".
5. Revised fees include the Dohn Room at Steele Lane Community Center; rentals at DeTurk Round Barn; Rosie The Trolley; large picnic sites at Finley and

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Howarth parks; Howarth Park pony ride, paddleboard, paddleboat, kayak, canoe, and sailboat rentals; and rental cancellation charges.

6. New fees include storage spaces at community and senior centers; speaker rentals at community centers; "Watchout" three-panel screen rental at DeTurk; small picnic site and a ten lap pony ride pass for Howarth Park; an application fee for Park Special Use Permits; a facility deposit for small events, a rental discount for ballfields rented for multiple days or the same location on a monthly basis and for at least three months.
7. Staff researched facility and equipment rental fees to help establish fees. Other cities, Sonoma County, and some private companies were contacted. Facility and equipment comparisons included barn rentals, banquet halls, trollies, boat rentals and rental deposit and cancellation policies. A summary of rental comparison results is attached.
8. Existing fees previously approved by the City Council that are not presented for revision will continue at current rates. The R&P Master Schedule of existing fees is attached for information.

FISCAL IMPACT

The proposed fees are expected to have a positive effect on the revenues collected by the Recreation & Parks Department and deposited to the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Staff presented proposed fee changes at the March 23, 2016 Board of Community Services meeting and received input.

NOTIFICATION

Notice of Public Hearing was published on May 31, 2016 and June 7, 2016.

ATTACHMENTS

- Attachment 1 – Rental Comparisons
- Attachment 2 – Recreation & Parks Master Schedule of Fees
- Resolution/Exhibit A – Recreation & Parks Fees

CONTACT

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