

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: APPROVAL OF FEES FOR RECREATION & PARKS
FACILITIES AND SERVICES
STAFF PRESENTER: KELLEY MAGNUSON, RECREATION & PARKS DEPUTY
DIRECTOR
AGENDA ACTION: RESOLUTION

ISSUE(S)

Shall the City Council adopt a resolution approving fees for various Recreation & Parks facilities and services?



COUNCIL GOALS AND STRATEGIES

Goal 4: "Maintain and Enhance our City's Cultural, Historical, and Recreational Assets."

BACKGROUND

1. The Recreation & Parks 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; actions are summarized as follows:
 - a. 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. Park User Fees were comprehensively adjusted by Council in 2000 and 2010.
 - b. More recently, Council adjusted fees for FY 13, FY 14, and FY 15 to address new facilities and overlooked locations.

ANALYSIS

1. Adjustments to admissions and facility rental fees require Council approval.
2. Facility rentals provide rooms for public and private use when those rooms and stand alone facilities are not otherwise programmed with Department recreational activities and events.
3. Fees are periodically adjusted to reflect new or revised meeting spaces and equipment, and are based on recouping at least a portion of the cost to operate and maintain the facilities/parks, balanced with the market demand for the space and services available.
4. Exhibit A outlines the recommendations for revised and new fees effective July 1, 2015 from the Department's Master Fee List. Fees are shown in the format "existing/proposed," with the proposed fee recommended for revision on the right of the slash.
5. New fees include Rooms 1 and 4 at the Steele Lane Community Center, new Park Special Use Permit tiers based on the number of attendees, and additional rates for set-up and take-down days associated with Park Special Use Permits. A new Rental Discount is proposed for park locations rented for multiple days or the same location on a monthly basis and for at least three months.
6. Revised fees include meeting rooms at the Finley Community Center, Person Senior Wing, and DeTurk Round Barn, Rosie The Trolley hourly fees, and Ridgway Swim Center.
7. Existing fees approved by the City Council on June 18, 2014 that are not presented for revision will continue at current rates.

RECOMMENDATION

It is recommended by the Department of Recreation & Parks that the Council, by resolution, approve fees for various facilities effective July 1, 2015.

Author: Jason Parrish

Attachments:

Attachment 1 – Recreation & Parks Fees