

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: ESTABLISHMENT OF FEES FOR RECREATION & PARKS
FACILITIES AND SERVICES
STAFF PRESENTER: NANETTE SMEJKAL, RECREATION & PARKS DIRECTOR
AGENDA ACTION: RESOLUTION

ISSUE(S)

Shall the City Council adopt a resolution establishing 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 are charged to recover the direct costs of providing these facilities and services.
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 fees for Recreation & Parks facilities, programs and services; actions are summarized as follows:
 - a. In 1995, Council approved Resolution 22307, a list of facility rental fees, amusement activities and associated services. Council also 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.
 - b. In 2000, Council approved Resolution 24445, a comprehensive list of facility rental fees, park sites, amusement activities and associated services.

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- c. In 2010, Council approved Resolution 27648, an adjustment to facility rental rates, park special use permits, athletic fields and aquatic admissions.
- d. In 2012, Council approved Resolution 28032 eliminating the non-resident fee for picnic site reservations in order to assist Recreation & Parks with the administration of the picnic site program.
- e. In 2013, Council approved Resolution 28291, adding facility use fees for new facilities, including Person Senior Wing, DeTurk Round Barn, and Church of One Tree, and updating the Department's fee schedule.

ANALYSIS

1. Adjustments to admissions and facility rental fees requires 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 Department's Master Fee List with revised and new fees for FY 2014-15 highlighted. Revised fees are shown current/updated.
5. New fees include the Person Stage at the Finley Community Center, the new computer lab in the Person Senior Wing, rental of the Reception Lobby at the Steele Lane Community Center, portable toilets at the DeTurk Round Barn, simple 3-hour service at the Church of One Tree, rental of the Franklin Park and Apple Valley Clubhouses, hourly rental of a single pool lane, chairs and LED light bar rentals, projection screen rentals in facilities, producing color photocopies, Park Special Event permit for 25 or fewer people, rental of the Horseshoe Courts at Doyle Park, and Howarth Park canoe, paddleboard, sailboat and rowboat rentals.
6. Revised fees include the meeting/conference rooms at the Person Senior Wing, custodial fees at the Bennett Valley Senior Center, hourly rental of the DeTurk Round Barn and Church of One Tree, hourly rental of Rosie the Trolley, commissary kitchens, event glassware, daily rentals of the bocce courts at Juilliard and DeMeo Parks, and hourly rentals for adult league soccer fields.

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RECOMMENDATION

It is recommended by the Department of Recreation & Parks that the Council, by resolution, approve the fee schedule for various facilities and services effective July 1, 2014.

Author: Kelley Magnuson

Attachments:

Attachment 1 – Recreation & Parks Fees