

CITY OF SANTA ROSA
CITY COUNCIL

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

ISSUE(S)

Should 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 and Recreational Assets (facilities, program, parks, etc.).”

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 previously adopted fees for Recreation & Parks’ facilities, programs and services; the 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-entry 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.

- c. In 2010, Council approved Resolution 27648, an adjustment to facility rental rates, park special use permits, athletic fields and aquatic programming; and
 - 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.
4. Due to the completion and opening of new facilities, including the Person Senior Wing, DeTurk Round Barn, and Church of One Tree, an update to the Department's fee list is needed. Attached is a master list of Recreation & Parks' Fees.

ANALYSIS

1. Adjustments to admissions and facility rental fees requires Council approval. Fees for all other programs and classes are adjusted by staff regularly, based on the cost of providing the services and programs. Another consideration in establishing fees is whether or not the demand for a program or service would continue if the fee were increased to cover more of the cost of providing it.
2. Past Department practices have waived fees for rental rooms for various non-profit organizations and community-based groups. With the adoption of the proposed fee list, non-profit organizations will be charged a standard rate for room rentals.
3. Facility rentals are a lucrative way for Recreation & Parks to provide rooms for public rental when those rooms and stand alone facilities aren't programmed with recreation activities and events.
4. The Department is requesting that the Director of Recreation & Parks or designee be authorized to enter into facility rental permits and reduce the rental fees as needed to accommodate department business needs. Fee reductions may be applied to ongoing rentals, i.e. groups that rent a room(s) once a week for year or to allow event set-up if the room has not been rented by another party.

RECOMMENDATION

It is recommended by the Department of Recreation & Parks that the Council, by resolution, approve the Facility Rental fees for various facilities and services effective July 1, 2013 and authorize the Director of Recreation & Parks or designee to enter into facility rental permits.

Author: Megan Basinger

Attachments:

Exhibit A – Recreation & Parks Fees

Recreation and Parks Fees

Finley Community Center	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
Person Auditorium	\$95	\$82	\$106	\$60
Kitchen	\$46	\$40	\$25	\$45
Cypress A & B	\$46	\$40	\$52	\$35
Cypress A or B	\$23	\$20	\$26	\$20
Manzanita Room	\$32	\$27	\$35	\$20
Maple Room	\$23	\$20	\$26	\$15
Willow Room	\$32	\$27	\$35	\$20
Madrone Room	\$23	\$20	\$26	\$20
Valley & Live Oak Room	\$68	\$58	\$75	\$50
Valley or Live Oak Room	\$34	\$29	\$38	\$30
Lobby (Exclusive Use)	\$32	\$27	\$35	\$20
Courtyard	\$46	\$40	\$52	\$25
1/2 Courtyard	\$23	\$20	\$26	\$10
Outside Stage	\$23	\$20	\$26	\$0
Steele Lane Community Center	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
Dohn Room	\$70	\$61	\$79	\$50
Green Room	\$18	\$16	\$21	\$20
Room 6	\$23	\$20	\$26	\$20
DeMeo Room	\$47	\$40	\$52	\$35
Kitchen	\$23	\$20	\$26	\$40
Hub Room	\$32	\$27	\$35	\$35
Person Senior Wing	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
Meeting Room (Rm 1)	\$46	\$40	\$52	\$35
Small Consulting Room (Rm 2)	\$14	\$12	\$16	\$10
Large Consulting Room (Rm 2)	\$21	\$18	\$24	\$10
Fitness Dance (Rm 3)	\$37	\$32	\$42	\$20
Multi Purpose (Rm 4 A&B)	\$42	\$36	\$47	\$25
Multi Purpose (Rm 4A or 4B)	\$23	\$20	\$26	\$15
Auditorium (Rm 5)	\$60	\$52	\$68	\$45
Senior Wing Patio	\$23	\$20	\$26	\$15
Kitchen	\$23	\$20	\$26	\$35
Meeting Room (Rm 21)	\$23	\$20	\$26	\$15
Meeting Room (Rm 22)	\$23	\$20	\$26	\$15
Fitness Dance (Rm 25)	\$23	\$20	\$26	\$15
Multi Purpose (Rm 26)	\$23	\$20	\$26	\$15
Conference Room (Rm 28)	\$21	\$18	\$24	\$10
Conference Room (Rm 20)	\$21	\$18	\$24	\$10
Bennett Valley Senior Center	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
California Room	\$37	\$29	\$38	\$25
Room 11	\$10	\$6	\$12	\$10
Room 16	\$17	\$13	\$18	\$15
Room 17	\$17	\$13	\$18	\$15
Room 18 A & B	\$19	\$16	\$23	\$25
Room 18 A or B	\$10	\$9	\$12	\$10
Room 19	\$49	\$42	\$56	\$40

Recreation and Parks Fees

DeTurk Round Barn	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
Mon- Thurs	\$125	\$113	\$144	\$236
Fri	\$165	\$149	\$190	\$236
Sat	\$225	\$203	\$259	\$236
Sun	\$175	\$158	\$201	\$236
Church of One Tree	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	Custodial Fee
Mon- Thurs	\$75	\$68	\$86	\$119
Fri	\$85	\$77	\$98	\$119
Sat	\$125	\$113	\$144	\$119
Sun	\$95	\$86	\$109	\$119
Simple Ceremony (2.5 hours)	\$250			
Simple Service (4 hours)	\$500			
Rosie the Trolley	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	
First 2 Hours	\$275	\$248	\$316	
Additional Hours	\$125	\$113	\$144	
Idle Time (per hour)	\$50			
Clubhouse Rentals	Hourly Rate Private	Hourly Rate Non Profit	Hourly Rate Commercial	
Doyle Park Clubhouse	\$16	\$15	\$17	
Franklin Clubhouse (computer lab)	\$86	\$72	\$107	
Mobile Stage Rentals	Hourly Rate Private	Hourly Rate Non Profit		
Standard Set-up (6hrs)	\$1,000	\$1,000		
Standard Set-Up (8hrs)	\$1,200	\$1,200		
Large Set-Up (6 hrs)	\$1,400	\$1,400		
Large Set-Up (8hrs)	\$1,600	\$1,600		
Additional Hours	\$100	\$100		
Aquatic Rentals	Hourly Rate			
1-50 Participants	\$120			
51-150 Participants	\$140			
151-250	\$160			
250+	\$180			
Finley Birch Room w/ pool rental	\$15			
Finley Birch Room	\$30			
Ridgway Awning Rental	\$50			
Commercial Kitchen Space	Monthly Rate			
Commercial Kitchen (6 hrs per week)	\$400			
Commercial Kitchen (7.5 hrs per week)	\$500			
Commercial Kitchen (9.0 hrs per week)	\$600			
Commercial Kitchen (10.5 hrs per week)	\$700			
Commercial Kitchen (12 hrs per week)	\$800			
Commercial Kitchen (13.5 hrs per week)	\$900			
Commercial Kitchen (15 hrs per week)	\$1,000			
Commercial Kitchen (1.5 hour addition)	\$100			

Recreation and Parks Fees

Facility Meeting and Event Equipment	
Aisle Post with Rope	\$10
Bingo Turner	\$10
China Service (per service)	\$1.50
Flatware (per service)	\$0.30
Glassware (per service)	\$0.42
Easel	\$5
Exercise Equipment (Kindergym)	\$10
Exercise Mats	\$10
Flip Chart	\$10
Floor Lamp	\$10
Data Projector	\$50
Facility Marquee (per week)	\$100
Phone	\$15
Piano	\$40
Platform - Speaker	\$5
Platform - Stage	\$25
Podium	\$10
Table Cloth 10'	\$15
Table Cloth 30" x 96"	\$15
Table Cloth 90" (Round)	\$15
Table Skirting 8'	\$10
Table Skirting 14'	\$15
Table Skirting 21'	\$20
Writing Board - White/Chalk	\$10
Sound & AV Systems	
Slide Projector	\$15
AV Adaptor	\$15
Microphone	\$15
Overhead Projector	\$15
PA System - portable	\$25
Sound System (ipod cable, CD player)	\$25
Sound/Stereo System (player + 1 mic)	\$40
TV/ VCR/DVD	\$25
VCR or DVD <i>only</i>	\$15
Projection Cart	\$4
Coffee Service	
Coffee / Tea Service - 1-25 cup	\$10
Coffee / Tea Service - 26-50 cup	\$15
Coffee / Tea Service - 51-100 cup	\$30
Coffee / Tea Service - 101-200 cup	\$60
Coffee / Tea Service - 201-300 cup	\$90
Beverage Service - In Room Fee	\$25

Recreation and Parks Fees

Miscellaneous Fees	
Facility Deposit - pool/dodgeball parties	\$50
Facility Deposit - picnic/facility rental	\$100
Facility Deposit - facility rental (medium size event)	\$250
Facility Deposit - facility rental (large event)	\$500
Facility Deposit - premier facilities/large event	\$1,000
Late Fee	\$25
Use of Photocopier	0.10/per page
Additional Parking (DeTurk Round Barn)	\$200
Staff Fees	
Maintenance Aide	Fully Burdened Rate
Activity Specialist	Fully Burdened Rate
Lifeguard	Fully Burdened Rate
Recreation Specialist	Fully Burdened Rate
Custodial Fees (multi-room rentals)	
Finley Community Center	
Cypress, Kitchen, Lobby	\$85
Cypress, Lobby	\$50
Finley Center (all)	\$250
Finley Center East Wing	\$125
Live Oak, Lobby	\$55
Oak Rooms, Lobby	\$75
Auditorium, Courtyard	\$85
Auditorium, Courtyard, Kitchen	\$119
Auditorium, Lobby	\$85
Auditorium, Kitchen, Cypress, Lobby	\$125
Valley Oak, Lobby	\$55
Bennett Valley Senior Center	
Room 10, Kitchenette	\$35
Room 19, Kitchenette	\$75
Bennett Valley Center (all)	\$85
Steele Lane Community Center	
DeMeo, Kitchen, Lobby	\$85
DeMeo, Lobby	\$55
Dohn, Kitchen, Lobby	\$100
Dohn, Lobby	\$75
Dohn, Room 6, Lobby	\$85
Dohn, DeMeo, Kitchen, Lobby	\$115
Steele Lane Center (all)	\$125
Person Senior Wing	
Auditorium, Kitchen, Patio	\$90
Auditorium, Kitchen	\$75
Auditorium, Kitchen, 4B	\$90
Auditorium, Kitchen, Patio, 4B	\$100
Auditorium, Patio	\$75
Person Wing (1st Floor all)	\$125
Person Wing (All)	\$175

Recreation and Parks Fees

Picnic Fees	
Wedding Grove - Juilliard Park	\$100
Small Picnic Sites	\$45
Howarth and Finley Large Picnic Sites - Weekdays	\$110
Howarth and Finley Large Picnic Sites - Weekends & Holidays	\$123
General Large Picnic Sites- Weekdays	\$105
General Large Picnic Sites - Weekends & Holidays	\$110
Large Picnic Damage Deposit	\$100
Camp Facility (Yu-Chi/Wa-Tam)	\$50
Recreation Jump House	\$75
Park Special Use Permit Fees	
Event <100 ppl	\$50
Event 101 - 199 ppl	\$150
Event 200-500 ppl	\$350
Event 500+ ppl	\$700
Membership Fees	
Annual Senior Center Membership (individual)	\$24
Annual Senior Center Membership (couple)	\$40
Mobile Stage Extra Fees	
Sidewalls	\$250
Stage Extensions	\$100
Theatrical Lighting	\$200
Damage Deposit A (lighting)	\$100
Damage Deposit B (stage skirting)	\$300
Damage Deposit C (back drop, walls, lift)	\$500
Aquatics	
Waterslide Fee	\$50
Family Public Swim All-Season Pass	\$250
Family Public Swim Summer Pass	\$200
Lap Swim Monthly Pass - General	\$55
Lap Swim Monthly Pass - Senior/Disabled	\$45
Lap and Public Swim Flexi Pass - General	\$4.50/swim
Lap and Public Swim Flexi Pass - Senior/Disabled/Youth	\$3.50/swim
Basketball Net and Ball	\$5
Dive Rings & Small Pool Toys	\$5
Fins	\$1
Hula Hoops	\$1
Life Jackets (adult and youth)	\$1
Water Polo Goals and Balls	\$12
Large Blow-Up Pool Toy	\$15
Inner Tubes	\$2
Water Badminton	\$5
Water Volleyball	\$5
Pool Deck Games	\$10
Projector/Sound System	\$35

Recreation and Parks Fees

Athletic Field/Facility Fees	
Bocce Court-Commercial	\$55
Bocce Court-Non Profit	\$35
Bocce Court-Private	\$40
Tennis Courts- Private	\$7/hr
Tennis Courts- Match Play	\$10/match
Adult Soccer Field Rental	\$8/hr
Doyle Ballfield Lights	\$20/hr
Fields (2 hrs) - Private	\$50
Fields Youth Leagues	\$5 per child
Howarth Park Fees	
Train Ride	\$2
Carousel Ride	\$2
Animal Barn (one entry)	\$2
Jump House	\$2
Family Day Pass (10 tickets)	\$17
Ticket Book (25 tickets)	\$40
Unlimited Ride Wristband (one day)	\$15
Pony Ride (one lap)	\$4
Pony Ride (two laps)	\$7
Boat Launch (one day)	\$2
Boat Launch (season pass)	\$10
Paddleboat Rental - per hour	\$10
Paddleboat with Canopy - per hour	\$12
Single Kayak - per hour	\$5
Double Kayak - per hour	\$8