



Recreation and Parks Fee Schedule

CITY COUNCIL

APRIL 9, 2024

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DEPUTY DIRECTOR

Background

City Code Section 11-46.030 requires Council to establish park user fees by resolution. Park user fees include facility rental and admission fees.

In 1995, Resolution 22307, Council approved a list of facility rental fees, amusement activities and associated services. Council also delegated authority to the Director of Recreation and Parks to set the necessary fees for seasonal program activities, excursions, special events, and athletic league fees based on the City's actual cost for the activities.

- Council approved comprehensive adjustments in 2000, 2010, 2013 and 2017.
- Council approved minor adjustments in 2005, 2008, 2009, 2012, 2014, 2015 and 2016.

Proposed: 2024 Recreation and Parks Fee Schedule

Program Areas

- Community Centers
- Aquatics
- Park Permits
- Howarth Park
- Miscellaneous

Fee Changes

- Updates
- Simplify
- Fee Increases

Proposed: Community Centers - Updates

Remove:

- Bennett Valley Senior Center, Mobile Stage, Outside Stage, PSW (Room 1, 2A, 2B), Steele Lane Room 4, Miscellaneous Equipment
- Person Auditorium Stage (Finley), Wedding Grove (Juilliard)
- Coffee Service, Linens, etc.

Proposed: Community Centers - Simplification

Flat custodial fee rolled into hourly fee (15% increase) in room rates.

- 15% increase is based off the average custodial fee per 4-hour rental.

Apply non-profit, commercial and resident/non-resident fees consistently.

- Non-Profit: 10% discount from private.
- Commercial: 15% increase from private.
- Non-resident 5% increase from resident.

Eliminate weekday/weekend pricing for historic buildings.

Eliminate fees for equipment such as whiteboards, podiums, etc.

Consolidate Audio/Visual equipment into 1 fee.

Storage fee adjusted from per week to per 6-month (or less) contract.

Alcohol Fee by attendance not room.

Proposed: Community Centers – Fee Increases

Approximately 15% increase in rental fees.

- Not a true fee increase as this is offset by the elimination of Custodial Fee.

Proposed: Aquatics – Updates

Remove:

- Flexi Pass and Public Swim Passes – these are now a benefit of membership.
- Outdated aquatics equipment.

Add:

- New fee: ‘Splash Pad Only Rental’ as private rental option for new Finley feature.
- Aquatics Membership

Proposed: Aquatics – Simplification

Finley and Ridgway rentals now have the same fee structure.

Eliminate fees for equipment such as dive rings, sound system, etc.

Eliminate Ridgway Water Slide fee (built into new rental fees).

Proposed: Aquatics – Fee Increases

Private pool rental fee increase to accommodate for increased cost of staffing and operating the pool.

- Currently \$120-\$200/hour.....Proposed \$225-\$315/hour.
- New fees are all inclusive covering current fees for amenities like the awning and water slide.

Proposed: Park Permits - Updates

Remove:

- Weekday picnic rental rates.
- Camp Site (Yu-Chi/Wa-Tam) fee. Park Special Use Permit Fees would apply.
- Recreation Jump House.

Add:

- 10% non-profit discount for Park Special Use Permits
- New event size for Parks Special Use Permits 'Event 2,001+ ppl'

Proposed: Park Permits – Simplification

Non-resident rate \$10 or 5% more than resident, whichever is greater.

Align number of attendees for Parks Special Use Permits with Picnic Sites.

Courts Rental fees in line with Field Rental fees.

- League play fee for bocce and horseshoes still has a daily fee.

Removed:

- Duplicated picnic deposit fee.
- Different season fees on courts and match play fee for tennis.

Proposed: Park Permits – Fee Increases

Picnic Reservations

- Large Sites: Currently \$105-\$152/day.....Proposed \$120-\$165/day
- Small Sites: Currently \$45-\$58/day.....Proposed \$50-\$70/day

Park Special Use Permits

- Currently \$25-\$1,470/day.....Proposed \$50-\$3,150/day
 - Includes new category: Event 2,001+ People - \$3,000-\$3,150

Athletic Courts and Fields

- Varying increase for League and Private rates. More significant increase for commercial rentals.
- Increased Field Lights: currently \$20/hour.....Proposed \$30/hour

Proposed: Howarth Park - Updates

Remove:

- Jump House, Unlimited Ride Wristband, Boat Launch fees, Lifejacket
- Pony Ride – One Lap, Two Laps, Ten Lap Pass

Proposed: Howarth Park – Simplification

Important for K-Land attractions to be the same fee.

Proposed: Howarth Park – Fee Increases

Train, Carousel, Animal Barn

- Currently \$2/ticket.....Proposed \$3/ticket
- Currently \$40/25-ticket book.....Proposed \$60/25-ticket book

Pedal Boat Rentals

- Currently \$12/hour.....Proposed \$15/hour

Proposed: Impact

Fee Schedule will more accurately reflect services provided by Recreation and Parks.

Improved efficiency and customer service.

- We have altered or eliminated several fees creating efficiencies for staff and clarity for customers (reducing add-ons or “hidden fees”).

Proposed fee increases to generate approximately \$100,000 in additional revenue.

- Approx. \$75,000-80,000 generated from Howarth Park
- Approx. \$10,000-15,000 generated from Park Permits
- Approx. \$5,000-10,000 generated from Aquatics

Other Considerations:

Future Business Plan

Non-resident Fees

Non-profit / League discounts and Commercial fees

Recreation and Parks Scholarship

Delegation of authority to waive fees

Recommendation:

It is recommended by the Recreation and Parks Department that the Council, by resolution, approve fees for various facilities and services effective January 1, 2025.

Questions/Comments
