

CITY OF HIGH POINT

AGENDA ITEM



Title: Parks and Recreation Fees and Charges Adjustments

From: Lee Tillery –Parks and Recreation Director

Meeting Date: November 20, 2017

Public Hearing: N/A

Advertising Date: N/A

Advertised By: N/A

Attachments: Fees and Charges Changes Outline

PURPOSE:

Ensure current fees and charges in parks and recreation are fair and equitable and make adjustments where warranted and outline any new categories of fees not previously adopted.

BACKGROUND:

Our Department reviews our fees and charges every 3-4 years to ensure our rates are fair, accurate and in line with comparable entities and departments. Recommendations were presented to the Parks and Recreation Commission at the October 9 meeting and unanimously endorsed. The Department's budgeted revenue for 2017-18 is \$2,958,760 with expenses of \$12,031,888.

BUDGET IMPACT:

The impact of these fees, albeit minimal, will increase department revenues and address opportunities for additional funds with athletics and tournaments held at our facilities. The adjustment of other fees and new categorizations will allow for us to more easily meet citizen demands, improve customer service and better meet our needs at respective facilities.

RECOMMENDATION / ACTION REQUESTED:

Staff recommends City Council approve new and adjusted fees to the High Point Parks and Recreation Fee and Charges Policy.

High Point Parks & Recreation

Proposed Changes to Fees & Charges

To become effective January 1, 2018

Athletics- (changes and new fees)

Field Reservations- Game Fees

Facility	Current	Proposed	Comparisons
Athletic Facilities- Includes baseball, softball, and soccer fields at Allen Jay, Armstrong, Cedrow, Deep River, Harvell, Hedgecock, North, South, and West soccer fields at High Point Athletic Complex, Oakview, Morehead, Macedonia, Washington Terrace, and West End.	\$75 per game	\$100 per game	<ul style="list-style-type: none"> • Durham: \$145 lighted field • Mecklenburg County: \$237 lighted field • Raleigh: \$215 lighted field
Ed Price Baseball Stadium, Correll-Morris Soccer Stadium	\$100 per game/ day \$125 per game/ night	\$125 per game	
Johnson Street Complex		\$125	

Tournament Fees- for all locations

Current	Proposed	Comparisons
\$200 1 st field \$175 2 nd field \$150 3 rd field Per day	\$250 1 st field \$200 2 nd field \$150 3 rd field Per day	<ul style="list-style-type: none"> • Durham: \$40 hr. with lights, \$20 hr. without lights (est.\$260 per field) • Mecklenburg Co: \$306-\$840 per day plus \$306 deposit per tourney • Greensboro: \$100-\$680 per field per day • Asheboro: \$175 1st field, \$300 2nd field for residents, \$225 1st field, \$400 2nd field for non-residents

New Athletic Fees

New Fee	Proposed	Comparisons
Track Equipment Fee	\$250 per month	
Gate Fee	\$50 per tournament at all fields	<ul style="list-style-type: none"> • Cornelius: \$100 • Greensboro: \$200 • Mecklenburg: \$52 • Wilmington: \$.50 per ticket nonprofit events, \$1.00 per ticket for profit events
Concession Fee	\$50 per tournament at all fields	<ul style="list-style-type: none"> • Raleigh: 20% of concession revenue • Mecklenburg County: Charges vendor directly, \$50 per day • Asheboro: \$50
Merchandise Fee	\$50 per tournament at all fields	<ul style="list-style-type: none"> • Greensboro: \$200
Attendant Fee	\$20 hr., 2-hour minimum	<ul style="list-style-type: none"> • Chapel Hill: \$15 hr. • Wilmington: \$35 hr.
West End Cross Country Course	\$100 per meet	Fee equivalent to cost of all 3 soccer fields.

Facility Rentals- (change to pricing structure)

We would like to transition to a per hour charge for facility rentals instead of a block of time to make the pricing structure more customer friendly. An hourly rate would allow the customer to choose the exact number of hours needed, rather than renting for hours they don't need. This will also increase efficiency in staff scheduling. An hourly fee will also make the reservation and scheduling process simpler and easier to understand.

Recreation Centers	Current Fees	Proposed Fees
Gym - Type A: (resident, nonprofit, civic, or religious groups)	Time block, starting at \$50 hr.	\$35 per hr.
Gym - Type B: (Where admission or tickets are charged, or merchandise is sold.)	Time block starting at \$75 hr.	\$50 per hr.
Small Activity Room	Time block starting at \$50 for 2 hrs.	\$25 hr.
Large Activity Room	Time block starting at \$85 for 2 hours	\$35
Entire Center	Time block starting at \$210 for 2 hours	\$110 hr. (sum of all rooms added together)
Senior Center	Current Fees	Proposed Fees
Multipurpose Room (carpeted area)	Time block starting at \$100 for 2 hrs.	\$50 per hr.
Multipurpose Room (tile area)	Time block starting at \$75 for 2 hrs.	\$35 per hr.
Multipurpose Room (combined carpet and tile area)	Time block starting at \$175 for 2 hrs.	\$85 per hr.
Conference Room	Time block starting at \$35 for 2 hours	\$20 per hr.
Washington Terrace	Current Fees	Proposed Fees
Stage area	Time block starting at \$50 for 2 hours	\$25 hr. per hr.
Large Activity Room with Kitchen	Time block starting at \$100 for 2 hours	\$50 hr. per hr.
Conference Room	Time block starting at \$75 for	\$35 hr. per hr.
Conference Room with Kitchen	Time block starting at \$90 for 2 hours	\$45 hr. per hr.
Entire Community Center	Time block starting at \$175 for 2 hours	\$85 hr. per hr.
Oak Hollow Marina Conference Room	Current Fees	Proposed Fee
	Time block starting at \$50 for 2 hours	Proposed: \$25 per hr.
City Lake Gym Rental	Current Fees	Proposed Fees
	Time block starting at \$35 hr.	\$35 per hr.

Golf- (new fees)

Proposed new fees provide a variety of price points at different times of the day, and add rates for junior and college student aged golfers.

Play & Ride- Weekdays	Blair Park	Oak Hollow
Juniors (must be licensed and 16 years of age to drive cart)	\$ 22.00	\$ 24.00
College Student Rate	\$ 20.00	\$ 22.00
Junior Special- (after 12 pm) playing with an adult who paid the Regular 18-hole fee	\$ 12.00	\$ 15.00
Junior Special- (after 12 pm) playing with an adult who paid the Regular 9-hole fee	\$ 9.00	\$ 10.00
Grillroom Voucher for \$3 given to Regular 18 hole customers from 12-3 pm		
Play & Ride- Weekends	Blair Park	Oak Hollow
Twilight Rate (based on time of year, could be 1pm, 2pm or 3 pm.)	\$ 21.00	\$ 25.00
Super Twilight (after 5 pm)	\$ 18.00	\$ 22.00
Walking – Weekends	Blair Park	Oak Hollow
18 holes From 8 am-12 noon	\$ 30.00	\$ 39.00
Juniors (after 2 pm)	\$ 10.00	\$ 13.00
College Student (after 12 pm)	\$ 13.00	\$ 20.00

Discounts and Dynamic Pricing:	The use of Dynamic Pricing is used to adjust rates, both up and down, for golfers booking tee times through our online tee booking program. Prices will be determined based on demand, availability, how far in advance the tee times are being booked, and weather. Special discount fees or promotions may be established, with permission of the Parks & Recreation Director or his/her designee. This flexibility allows the golf courses to remain competitive.
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