

Parks & Recreation Fees and Charges Recommendations

November 15, 2017

Athletic Field Reservations



Athletic Facilities Current: \$75 per game

High Point Athletic Complex Current: \$100 day game, \$125 night game

Johnson Street Complex:

Suggested: \$100 per game

Suggested: \$125 anytime

Suggested: \$125 anytime

Athletic Tournament Fees



Current: \$200 1st field \$175 2nd field \$150 3rd field

 Proposed:
 \$250 1st field

 \$200 2nd field

 \$150 3rd field



New Athletic Fees

- Track Equipment Fee: \$250 per month
- Gate Fee: \$50 per tournament at all fields
- Concession Fee: \$50 per tournament at all fields
- Merchandise Fee: \$50 per tournament at all fields
- Attendant Fee: \$20 hr., 2-hour minimum
- West End Cross Country Course: \$100 per meet

Facility Rental Fees Current Structure



Recreation Centers

(Allen Jay, Deep River, Morehead, Oakview and Southside)

Area	1 hour	2 hour	4 hours	6 hours	8 hours	12 hours				
Gym - Type A	\$50	\$70	\$100	\$145	\$190	\$290				
Gym - Туре В	\$75	\$100	\$150	\$200	\$250	\$400				
Activity Room		\$50	\$65	\$75	\$80					
Large Activity Room (Oakview, Deep River, Allen Jay, Morehead)		\$85	\$100	\$125	\$135					
Entire Center		\$210	\$275	\$345	\$385					
City Holidays		\$150 additional fee for events on approved City Holidays								
Staff Fee for events that run past their end time		\$25 per hour/ per employee								

Facility Rental Fees Proposed Structure



Recreation Centers

(Allen Jay, Deep River, Morehead, Oakview and Southside)

Area	Per hour
Gym - Type A	\$35
Gym - Type B	\$50
Activity Room	\$25
Large Activity Room (Oakview, Deep River, Allen Jay, Morehead)	\$35
Entire Center	\$110
City Holidays	\$150 additional fee for events on approved City Holidays
Staff Fee for events that run past their end time	\$25 per hour/ per employee



Golf Course Rates

Play & Ride- Weekdays	Bla	ir 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	r 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	Bla	ir 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	



Golf Now

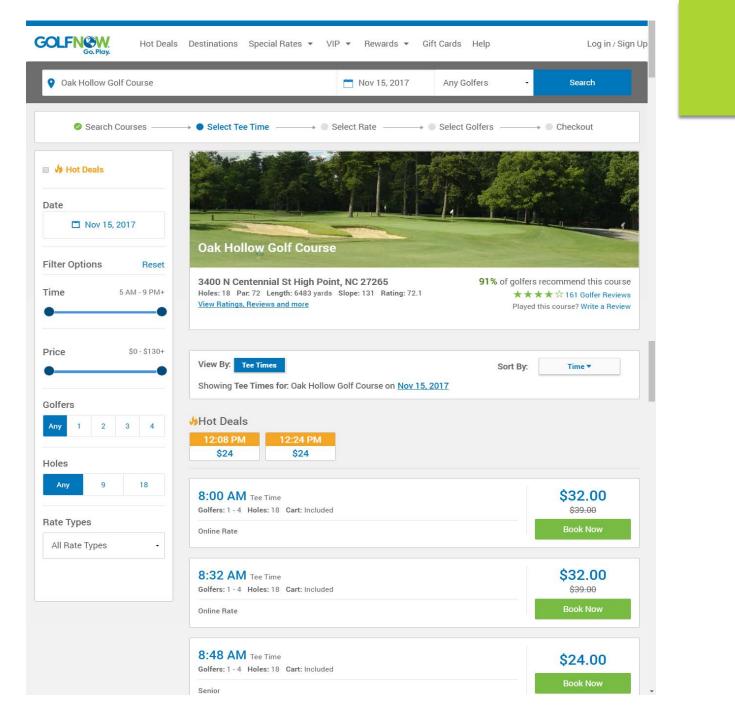
- Point of sale system used at Oak Hollow and Blair Park Golf Courses.
- Golf Now is the world's leading tee time platform.
- Allows golfers to find our golf courses and book tee times online.
 - 9,000 course partners
 - 2 Million unique golfers in their system
- Uses vast email database and social media platforms to market the courses.
- Golf Now Plus also manages the Dynamic Pricing model.

No-Shows: 0 | Paid: 19 | Internet: 18 | Booked: 55 | Total: 244 - Prhigh on GolfNow Reservations

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WDay S	08:56 AM					3 4	5 6	<u> </u>		Whitaker R	odnev					
WDay S	09:04 AM		•	-	Booked: Smith, Tom		da	Shopping Cart							×	
WDay S	09:12 AM	Grove, Kyle		Grove, Kyle	Receipt#: 364717						1	_			~	
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WDay S	10:00 AM	Foster, Otis	Foster, Otis	Foster, Otis	Qty Price		Total					•				
WDay S	10:08 AM	Foster, Otis	Foster, Otis	Foster, Otis	1310											
WDay S	10:16 AM	Foster, Otis	Foster, Otis	Foster, Otis	Employees											
WDay S	10:24 AM	Foster, Otis	Foster, Otis	Foster, Otis	for 8:48 AM 11/10/2017 WDay S											
WDay S	10:32 AM	Whitaker, Justin	Whitaker, Justin		1 \$0.00		\$0.00								=	32819
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WDay S	10:56 AM				1 \$0.00		\$0.00									
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WDay S	12:00 PM														<u>¢0.00</u>	-
WDay S	12:08 PM	Cupito@\$0.00. Susan	Cunito@\$0.00. Susan		Fee: 1306: Rangers for \$0.00 11/9/2017:Prrlain moved reserv	ation for 4 f							Total:		\$0.00	
WDay S	12:16 PM	cupito e porto y o dodin	cupito e y o rooy o dodri		8:00 AM to 8:48 AM at 2:31:29		2.011		Gf-Wd	18 Hole	Senior 18	Tuesday	Twilight			
WDay S	12:24 PM	Master@\$0.00, Carrol	Master@\$0.00, Carrol	McDonald@\$0.00.	11/10/2017:Prrlain reduced Qty	from 4 to 3	at	WDay GF	18 Hole	Cart Fee	Hole GF	Ladies	With Cart	Range Extra	Range	
WDay S	12:32 PM	Hughes, Nick	Hughes, Nick	Hughes, Nick	8:26:24 AM.			WEnd GF	\$17.00	\$15.00	\$13.00	\$13.00	\$25.00	Large	Small	
WDay S	12:40 PM	V	V	,,				Misc	Gf-Wd	9 Hole	Senior	Tues Lad			Rg	
WDay S	12:48 PM							Vending	9 Hole	Cart Fee	GF/Cart	GF/ Cart	Wd Twilight	Range	Discount	
WDay S	12:56 PM							O Winter GF	\$13.00	\$9.00	\$24.00	\$24.00	\$16.00	Large	Open Key	
WDay S	01:04 PM							Balls	DC 18	DC Senior	Senior 9		Gf-Wd DC			
WDay S	01:12 PM							 Open Price Comp Rds. 	GF/Cart	18 GF/Cart	Senior 9 Hole GF	Gf-Wd	GT-Wa DC Twilight	Range	Golf Now	
WDay S	01:20 PM							Comp Rus.	\$27.00	\$19.00	\$10.00	Extra 9	With Cart	Medium		
WDay S	01:28 PM															
WDay S	01:36 PM				T											





Dynamic Pricing

- Adjust online pricing using parameters set by the golf course and known demand for tee times.
- 3-4 price points per day
- Daily/ Weekly adjustments based on utilization
- Courses that use the Dynamic Pricing program book 58% more rounds and collect 79% more revenue