



# Parks & Recreation Fees and Charges Recommendations

November 15, 2017

# Summary



- Budget 17/18 : Revenue - \$2,958,760 Expense - \$12,031,888
- 10.8% - General Fund
- Fees and Charges reviewed every 3- 4 years
- Recommendations include fee changes, fee structure amendments and new charges with Athletics
- No significant impact on budget, however fee adjustments with Athletic tournaments is important as we are hosting more tournaments and the cost to manage these events increase with more play (Turf, extended hours, utilities, trash, restrooms, man hours, etc.)



# Athletic Field Reservations



## **Athletic Facilities**

Current: \$75 per game

Proposed: \$100 per game

## **High Point Athletic Complex**

Current: \$100 day game, \$125 night game

Proposed: \$125 anytime

## **Johnson Street Complex:**

Proposed: \$125 anytime

# Athletic Tournament Fees



**Current:**      \$200 1<sup>st</sup> field  
                     \$175 2<sup>nd</sup> field  
                     \$150 3<sup>rd</sup> field

**Proposed:**    \$250 1<sup>st</sup> field  
                     \$200 2<sup>nd</sup> field  
                     \$150 3<sup>rd</sup> 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 (Non Profit)	\$50	\$70	\$100	\$145	\$190	\$290
Gym - Type B (For Profit, Ticket sales)	\$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	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



# 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.





📍 Oak Hollow Golf Course

📅 Nov 15, 2017

Any Golfers ▾

Search

🟢 Search Courses → ● **Select Tee Time** → ● Select Rate → ● Select Golfers → ● Checkout

🔥 Hot Deals

Date

📅 Nov 15, 2017

Filter Options

Reset

Time

5 AM - 9 PM+

Price

\$0 - \$130+

Golfers

Any

1

2

3

4

Holes

Any

9

18

Rate Types

All Rate Types ▾



## Oak Hollow Golf Course

3400 N Centennial St High Point, NC 27265

Holes: 18 Par: 72 Length: 6483 yards Slope: 131 Rating: 72.1

[View Ratings, Reviews and more](#)

91% of golfers recommend this course

★★★★☆ 161 Golfer Reviews

Played this course? [Write a Review](#)

View By: **Tee Times**

Sort By:

Time ▾

Showing Tee Times for: Oak Hollow Golf Course on [Nov 15, 2017](#)

🔥 Hot Deals

12:08 PM

\$24

12:24 PM

\$24

**8:00 AM** Tee Time

Golfers: 1 - 4 Holes: 18 Cart: Included

Online Rate

**\$32.00**

~~\$39.00~~

Book Now

**8:32 AM** Tee Time

Golfers: 1 - 4 Holes: 18 Cart: Included

Online Rate

**\$32.00**

~~\$39.00~~

Book Now

**8:48 AM** Tee Time

Golfers: 1 - 4 Holes: 18 Cart: Included

Senior

**\$24.00**

Book Now

# 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