

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

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

Johnson Street Complex:

Proposed: \$100 per game

Proposed: \$125 anytime

Proposed: \$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 (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 | 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

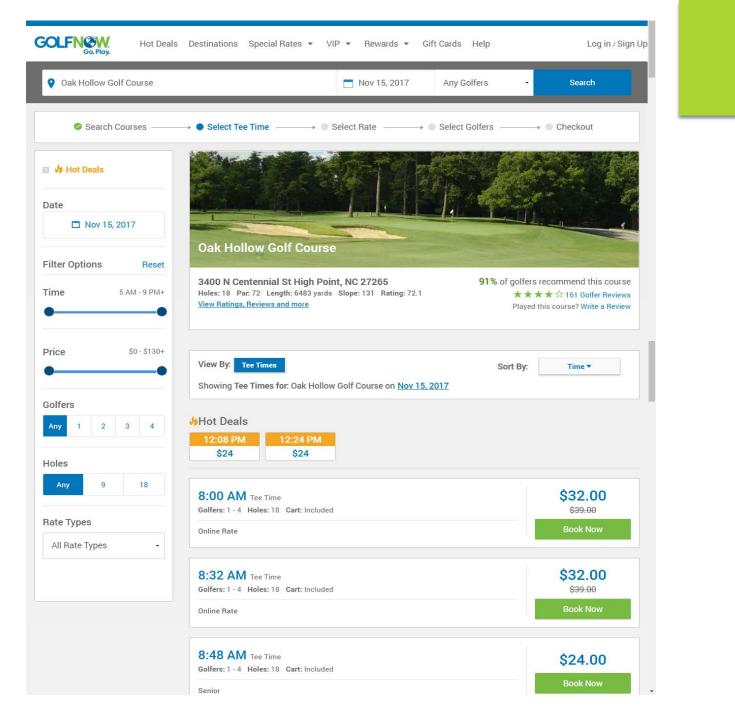
- Point of sale system used at Oak Hollow and Blair Park Golf Courses.
- Golf Now is the world's leading tee time platform.
- Allows golfers to find our golf courses and book tee times online.
 - 9,000 course partners
 - 2 Million unique golfers in their system
- Uses vast email database and social media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

😨 =

| T - 6 | - X |
|-------|-----|
|-------|-----|

| 🔄 No-Shows: 0 Pa | aid: 19 Inte | ernet: 18 Booked: 55 | Total: 244 | | | 📑 Calendar | | 23 | 🛛 🔏 Custom | er List | | | | | | |
|-----------------------|----------------------|-------------------------------|---------------------------|--------------------|---|---------------|--------|---|--|---------------------------------|---------------------|----------|----------------------|-------------|--------------|------------|
| l Friday, November | Date 10, 2017 | ▼ 👸 **A | Course | ▼ OK | POS | | Novemb | | standing kan be a second secon | J | Name ∡ | | Address | City | State | e Postal (|
| Course Name | Time | 1st Customer | 2nd Customer | 3rd Customer | 4th Customer | 29 30 | 31 1 | ed Thu Fri Sat 1 2 3 4 | | Whitaker, L | | | | | | |
| WDay S | 08:24 AM | | 2.1.0 0.0000 | | | 29 50 5 6 | 7 8 | | Modify | Whitaker, N | | | | | | |
| WDay S | 08:32 AM | Sun, Paul | | | | | 14 15 | | · · · · | Whitaker, N | | 372 | 28 Deerfield St | High Point | NC | 27265 |
| WDay S | 08:40 AM | | • | • | | | 21 22 | | 3 | Whitaker, N | | | | | NC | |
| WDay S | 08:48 AM | Smith, Tom | Smith, Tom | Smith, Tom | | | 28 29 | | Merge | Whitaker, R | | | | | | |
| 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 | _ | | | ~ | |
| WDay S | 09:20 AM | | | | Friday, November 10, 201 | | | By Description By | / Item Reprint / | Tips Customer | 0 Open Ticke | ts | | | | |
| WDay S | 09:28 AM | | | | User:Prrlain Tom Smith | | | | | | | | | | I | |
| WDay S | 09:36 AM | Grubb@\$32.00, Jere | Grubb@\$32.00, Jere | | | | | 8 | | - | | , | Gift | Gip | ~ | |
| WDay S | 09:44 AM | | | | Item # | | | | | Pay | Tab | Touch | Swipe | Manual | Delete | |
| WDay S | 09:52 AM | Bair, Robert "rob" | Bair, Robert "rob" | Bair, Robert "rob" | | | | Qty | D | escription | | % | Unit Price | Total | Price 🔺 | |
| 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 |
| WDay S | 10:40 AM | | | | 1305 | | | | | | | | | | - | 20027 |
| WDay S | 10:48 AM | | | | Pga/supt for 8:48 AM 11/10/2017 WDay S | | | | | | | | | | | |
| WDay S | 10:56 AM | | | | 1 \$0.00 | | \$0.00 | | | | | | | | | |
| WDay S | 11:04 AM | | | | 1306 | | | | | | | | | | | |
| WDay S | 11:12 AM 11:20 AM | Longs Edgar | Lopez, Edgar | | Rangers | | | | | | | | | | | |
| WDay S WDay S | 11:20 AM 11:28 AM | Lopez, Edgar Lindow, Larry | Lindow, Larry | | for 8:48 AM 11/10/2017 WDay S 1 \$0.00 | | \$0.00 | | | | | | | | ~ | |
| WDay S | 11:26 AM | Linuow, Larry | Linuow, Larry | | | | | | Testa and Mark | - | Receipt No | to | Subtota | | \$0.00 | |
| WDay S WDay S | 11:44 AM | | | | т | otal: | \$0.00 | | Internal Not | e | Receipt No | | Sublola | • | \$0.00 | |
| WDay S WDay S | 11:52 AM | | | | Ch | ange: | \$0.00 | | | | | | Taxes: | v | \$0.00 | |
| 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