**To:** Parks and Recreation Board Date: January 29, 2009

**From:** Dale Larsen, Acting Director

**Subject:** **Program and Facility Fee Increases to Help Offset Proposed Budget Reductions**

This report recommends program and facility fee increases to help offset proposed General Fund budget reductions for the remainder of Fiscal Year 2008/09 and for Fiscal Year 2009/10. The original budget submission to the Budget and Research Department included one fee increase in Aquatics Fee Rates. Additional fees are proposed for the following areas: Non-Phoenix-Residents, Bounce House Permits, Amplified Music Permits, Recreation Cards, Horse Lover's Park, additional Aquatic Fees, Pueblo Grande Museum, Phoenix Afterschool Center (PAC), Summer PAC, Alcohol Permits, Reach 11, Sports Complexes, Daring Adventures, Phoenix Center for the Arts, and Shemer Center for the Arts.

BACKGROUND

During January 2009 a series of community budget hearings were conducted across the city to receive feedback on the proposed cuts. The Parks and Recreation Department received support to continue programs and services. Most citizens expressed support for increased fees. Current Parks and Recreation Department programs were analyzed to determine where reductions could be made or where additional revenue could be generated to offset expenses.

DISCUSSION

**New Fees**

A Nonresident Fee of 50 percent greater than the resident fee for classes, programs, and rentals.

Bounce House and Amplified Music Permits - Currently there is not a fee associated with these permits.

**Increased Fees**

Recreation Membership Cards - Cards have been useful in determining use patterns and have provided nearly $160,000 in revenue since implementation in July 2008. The current fee is $5 for all participants. The proposed recreation card fee would be $10 annually for resident adults and nonresident youths and $20 annually for nonresident adults. Resident youths would remain at $5 annually. The current fee structure would remain in place until July 1, 2009, when the new fee structure would be implemented.

Horse Lover's Park - Increase daily rental fees. Implement a recreation membership card similar to the recreation membership cards at community centers. Current recreation membership card fees would be effective on March 2, 2009. Increased recreation membership card fees would be effective July 1, 2009.

Aquatic Fees - Implement rate increases for aquatic programs that are nominal and still lower than surrounding communities. Implement a recreation membership card consistent with the recreation membership cards at community centers. Current recreation membership card fees would be effective on March 2, 2009. Increased recreation membership card fees would be effective July 1, 2009.

Pueblo Grande Museum - Implement a small fee increase for admission. Eliminate free Sunday admission, except for youth.

PAC and Summer PAC - The after school program serves 5,600 youth during the school year and 3,220 during the summer. In order to minimize the proposed cuts to this program, the proposed rate is $30 per month for the school year and $30 per week for the extended day summer program.

Alcohol Permits - Increase fee from current rate of $12.50 to $28 per permit.

Reach 11 - Implement a $720 set-up fee per tournament to cover cost of painting fields and setting up equipment. Set-up fees are customary at other municipal sports complexes. This fee would impact approximately 35 major tournaments annually. Increase the use fee for Field Of Dreams (FOD) from $8 per hour to $10 per hour.

Sports Complexes - Increase field use fees at Rose Mofford, Papago, and Desert West sports complexes for tournaments and for youth softball leagues (from $8 to $10 per hour) and adult softball leagues (from $20 to $22 per hour) that take place on weekdays. Increase per season surcharge from $75 to $85 for all adult softball teams participating in City adult softball leagues. This surcharge was implemented last fiscal year as direct source of funds to the general fund and generated nearly $80,000 annually. New fees for softball and individual reservations at sports complexes would be effective July 1, 2009.

Daring Adventures - Currently has seven different outdoor programs that are offered at fees of $5 for hiking to $150 for cross-country skiing. The proposal for these programs includes an increase to the base fee per program and the 50 percent increase over the base for nonresidents.

Phoenix Center for the Arts - These fees have been raised by 30 percent over the past two years. Increase fees by an additional 20 percent. Implement nonresident fee structure of 50 percent over the resident rate. Implement a recreation membership card consistent with the recreation membership cards at community centers. Current recreation membership card fees would be effective on March 2, 2009. Increased recreation membership card fees would be effective July 1, 2009.

Shemer Center for the Arts - These fees have been raised by 30 percent over the past two years. Increase fees by an additional 20 percent. Implement nonresident fee structure of 50 percent over the resident rate. Implement a recreation membership card consistent with the recreation membership cards at community centers. Current recreation membership card fees would be effective on March 2, 2009. Increased recreation membership card fees would be effective July 1, 2009.

**Schedule of current and proposed fees:**

| | Current Fee | Proposed Fee |
|---|---|---|
| Nonresident Fee | | |
| | $0 | 50 percent over the resident fee for classes, programs, and rentals. |
| Bounce House Permit | | |
| | $0 | $10 -OR- |
| | $0 | $25 |
| Amplified Music Permit | | |
| | $0 | $10 -OR- |
| | $0 | $25 |
| Recreation Card | | |
| Resident Youth | $5 | $5 |
| Resident Adults | $5 | $10 |
| Nonresident Youth | $5 | $10 |
| Nonresident Adults | $5 | $20 |
| Horse Lover's Park – Option 1 | | |
| Nonprofit - Resident | $125 per day | $200 per day |
| Nonprofit - Nonresident | $125 per day | $300 per day |
| Commercial - Resident | $260 per day | $400 per day |
| Commercial - Nonresident | $260 per day | $600 per day |
| Individual User | $0 | Youth: $15 resident; $25 nonresident<br>Adult: $30 resident; $50 nonresident |

**Schedule of current and proposed fees (cont.):**

| | Current Fee | Proposed Fee |
|---|---|---|
| Aquatics Fee Rates | | |
| Youth/Senior | $0.50 | $1 |
| Adult | $2 | $3 |
| Swimming Lessons | $12 | $15 |
| Swim/DiveTeams | $35 | $45 |
| Season Passes | | |
| Youth/Senior | $15 | $20 |
| Adults | $25 | $30 |
| Family (4 people) | $60 | $75 |
| Extra Card | $5 | $7 |
| Water Safety Instructor and Lifeguard Training | $75 | $125 |
| Pueblo Grande Museum - Admission Rates | | |
| Youth | $3 | $3 |
| Adults | $5 | $6 |
| Seniors | $4 | $5 |
| Sunday Youth | $0 | $0 |
| Sunday Adults | $0 | $6 |
| Sunday Seniors | $0 | $5 |
| PAC | $30 per year | $30 per month ($270 per year) |
| PAC Summer | $60 per 8 weeks | $30 per week for 8 weeks ($240 for 8 weeks) |
| Alcohol Permit | $12.50 | $28 |
| Reach 11 | $0 set-up fee<br>$8 per hour FOD | $720 set-up fee<br>$10 per hour FOD |
| Sports Complexes | $8 per hour youth<br>$20 per hour adult<br>$75 surcharge | $10 per hour youth<br>$22 per hour adult<br>$85 surcharge per team |

**Schedule of current and proposed fees (cont.):**

| | | |
|---|---|---|
| Daring Adventures | | |
| Resident: | | |
| Kayaking | $75 | $100 |
| Sled Hockey | $60 | $80 |
| Cycling | $25 | $30 |
| Cross-Country Skiing | $150 | $150 |
| Camping 3-days | $60 | $80 |
| Camping 4-days | $80 | $100 |
| Backpacking | $100 | $100 |
| Hiking | $5 per hike | $5 per hike |
| Nonresident: | | |
| Kayaking | $75 | $150 |
| Sled Hockey | $60 | $120 |
| Cycling | $25 | $45 |
| Cross-Country Skiing | $150 | $225 |
| Camping 3-days | $60 | $120 |
| Camping 4-days | $80 | $150 |
| Backpacking | $100 | $150 |
| Hiking | $5 per hike | $10 per hike |
| Phoenix Center for the Arts | various | 20 percent increase over current fees |
| Individual Users | $0 | Current recreation membership card rates |
| Shemer for the Arts | various | 20 percent increase over current fees |
| Individual Users | $0 | Current recreation membership card rates |

RECOMMENDATION

The Parks and Recreation Department recommends that the fees proposed in this report be approved, and the appropriate fees be forwarded to the City Council for approval, for implementation to help offset proposed budget reductions for the remainder of the 2008/09 operating budget and the entire 2009/10 operating budget. Over the course of the next year, staff will study all fees and recommend the feasibility of additional fee adjustments and considerations.

ah/dlb/012909fees

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