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DEPARTMENT OF
PARKS AND RECREATION

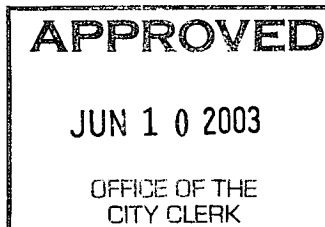
CITY OF SACRAMENTO
CALIFORNIA

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May 19, 2003



City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: PROPOSED FISCAL YEAR 2003/04 PARK, RECREATION, AND SPECIAL
EVENT FEE CHANGES**

LOCATION AND COUNCIL DISTRICT: Citywide, All Council Districts

RECOMMENDATION:

It is recommended that the City Council:

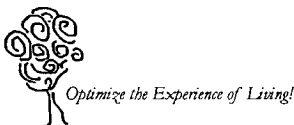
1. Receive testimony on a proposal for revised fees for selected parks and recreation services as recommended in Attachment A (pages 5 - 7); and
2. Adopt the attached resolution to revise the fees in the Department of Parks and Recreation (page 4).

CONTACT PERSONS: RALPH PETTINGELL, RECREATION MANAGER, 277-6173
LORI HARDER, ADMINISTRATIVE OFFICER, 264-5172

FOR COUNCIL MEETING: June 10, 2003

SUMMARY:

This report recommends fee increases for selected park, recreation, and special event services, and recommends staff return to Council in the next several months with a proposed marketing-based fee policy to guide future fee changes.



COMMITTEE/COMMISSION ACTION:

On May 1, 2003, the Department's proposed operating budget, the potential for fee increases for some parks and recreation services, and the concept of a marketing driven fee policy were discussed with the Parks and Recreation Citizen's Advisory Committee.

BACKGROUND INFORMATION:

City staff has not proposed a fee and charge study nor any changes to the fee and charge structure for park and recreation services for over a decade. Current fees and charges are below-market in many areas, including aquatics, sports field use, picnic area reservations, and special event services.

Fee Recommendations

In the short term, staff recommends several fee and charge increases for Council approval. The recommended increases are based on a survey of fees assessed by agencies within the region and/or of comparable size. The categories of fees proposed for increase include:

- Field Reservations for Adult Sports
- Picnic Area Reservations
- Special Event Applications
- Swimming Pool Admissions

For comparison, Attachment A includes fees charged locally by the Southgate and North Highlands Recreation and Park Districts, regionally by the Cities of Rocklin and Roseville, and Northern California Cities of Stockton, Modesto and San Jose. Special Event Application fees were compared to various cities that responded to a City staff survey.

The additional fee revenue would be used to partially mitigate potential park and recreation service cuts due to a declining economy, and potential State and County funding changes. If it appears the budget situation improves, the additional fee revenue could be used to support a needed registration and reservation software system, Park Safety Services, restore the aquatics season by one or more days, and/or to build a special event equipment replacement fund.

Marketing - Based Fee Policy

As part of its presentation on the Department's FY 2003/2004 Proposed Budget, City staff raised a policy issue with the Council regarding the development of a marketing

based fee policy to guide changes to fees and charges. Staff also recommends returning to Council in the next several months with a proposed marketing-based fee policy to guide future fee changes, either as part of a citywide study, or one specific to park and recreation services. A study would be coordinated with the Finance Department.

FINANCIAL CONSIDERATIONS:

The selected parks and recreation fees have not been increased in more than a decade. It is recommended the fees be increased based on comparable market prices. The proposed fee increases are projected to earn an additional \$80,000 in FY 2003/04. These additional funds will help mitigate potential park and recreation service reductions.

ENVIRONMENTAL CONSIDERATIONS:

None with this report.

POLICY CONSIDERATIONS:

The recommendations in this report are consistent with the City Council's goal to preserve parks and recreation opportunities.

ESBD CONSIDERATIONS:

Not applicable to this report.

Respectfully Submitted,



for ROBERT G. OVERSTREET
Director, Parks and Recreation

Recommendation Approved:



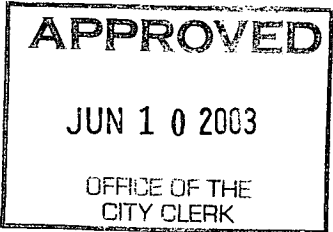
ROBERT P. THOMAS

City Manager

Resolution, Page 4

Attachment A: Proposed Fee Change Detail, page 5 - 7

As Amended



RESOLUTION NO. 2003-380

ADOPTED BY THE CITY OF SACRAMENTO

ON DATE OF: _____

**RESOLUTION AMENDING THE CITY OF SACRAMENTO
FEE AND CHARGE REPORT TO REVISE FEES FOR PARK, RECREATION,
AND SPECIAL EVENT SERVICES**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

- 1) The City of Sacramento Fee and Charge Report is amended to include the new and revised fees effective in Fiscal Year 2003/04 as identified in Exhibit A;
- 2) Based on the information presented to it and upon information in the public record, and in compliance with the Public Resources Code Section 21080 (b) (8), the City Council finds the revised fees are for the purpose of meeting operating expenses and for the purpose of purchasing or leasing equipment, supplies or materials.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO. _____

ADOPTED: _____

PROPOSED PARK, RECREATION AND SPECIAL EVENT FEE CHANGES
as part of Fiscal Year 2003/04 Proposed Budget

SERVICE AREA and COMMENTS	CURRENT RATE	PROPOSED RATE	PROPOSED EFFECTIVE DATE	PROJECTED ADDITIONAL REVENUE IN FY 2003/04
<p>Field Reservations for Adult Sports - Fees for lights are separate - Per previous Council policy, no fees are charged for youth sports</p> <p><u>Market Comparisons:</u> Southgate: \$8 per hour practice; \$12 - 20 per hour for games North Highlands: N/A, no field rentals Rocklin: \$10 per hour Roseville: \$15 per hour Stockton: \$50 one time fee; \$7.50 per hour thereafter Modesto: \$16 first hour, \$8 per hour thereafter San Jose: \$15 per hour</p>	<p>\$4.00 per hour to practice; \$4.00 per hour for games and \$7.50 per day for games</p>	<p>Simplify to \$10 per hour for both practice and games</p>	<p>For reservations made after July 1, 2003</p>	<p>\$42,000</p>

SERVICE AREA and COMMENTS	CURRENT RATE	PROPOSED RATE	PROPOSED EFFECTIVE DATE	PROJECTED ADDITIONAL REVENUE IN FY 2003/04
<p>Picnic Area Reservations in Neighborhood and Community Parks <i>- Picnic area reservation fees are higher in regional parks to help support additional services needed due to high volume of public use.</i></p> <p><u>Market Comparisons:</u> Southgate: \$20 - \$200 & up, based on length of time North Highlands: \$110 per day Rocklin: \$30 - 36 per day Roseville: \$75 - 150 per day Stockton: \$35 - 75 per day Modesto: \$80 - 300 per day San Jose: \$50 - 140 per day</p>	<p>\$10.00 for each increment of 50 people</p>	<p>\$15.00 for each increment of 50 people</p>	<p>For reservations made after July 1, 2003</p>	<p>\$13,000</p>
<p>Swimming Pool General Admission <i>- Fee has not changed in over 20 years. Change to two tier system would be more efficient.</i></p> <p><u>Market Comparisons:</u> Southgate: .50 - \$1.00 North Highlands: \$2.00 Rocklin: \$2.00 - \$2.25 Roseville: \$2.00 Stockton: \$1.00 - \$2.50 Modesto: .75 - \$1.50 San Jose: \$1.25</p>	<p>THREE TIERS: .50 for 12 & under; .75 for 13-17; \$1.00 for 18 & over</p>	<p>TWO TIERS: \$1.00 for 17 & under; \$2.00 for 18 & over</p>	<p>January 1, 2004</p>	<p>\$12,500 in FY 04 (\$37,500 in FY 05)</p>

SERVICE AREA and COMMENTS	CURRENT RATE	PROPOSED RATE	PROPOSED EFFECTIVE DATE	PROJECTED ADDITIONAL REVENUE IN FY 2003/04
<p>Special Event Applications <i>- Non refundable fee does not cover staff time to file, plan review, and process permit back to the customer.</i></p> <p><u>Market Comparisons:</u> Davis: \$30 Modesto: \$12 Fresno: \$10 - 328 San Jose: \$40 - 124 San Francisco: \$100 - 375 Oakland: \$65</p>	\$10	<p>SMALL EVENTS (affecting one neighborhood, 1 square mile or less, or attendance of less than 500): \$25;</p> <p>LARGE EVENTS (Exceeds above): \$100</p>	For special event applications received after September 1, 2003	\$12,500