



AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: JUNE 16, 2010

DEPARTMENT: LEISURE SERVICES
DIRECTOR: BILLIE BASTIAN

☐ Consent ☒ Discussion

SUBJECT:

Discussion and possible action regarding a proposed program participation fee increase for sports fields, Safekey and seasonal camps for children (estimated \$1,132,000 revenue increase) - All Wards

Fiscal Impact

☐ No Impact ☐ Augmentation Required
☐ Budget Funds Available

Amount:

Funding Source:

Dept./Division: Leisure Services/All Divisions

PURPOSE/BACKGROUND:

To support the city's priority to reduce the general fund structural deficit and to ensure continued service delivery, the Department of Leisure Services has developed a new progressive revenue and pricing plan. The plan will allow the Department of Leisure Services to better manage assets by collecting appropriate fees to offset costs associated with specific programs and services. The fee increase recommendations are for Safekey, children's seasonal camps and sports field allocation for leagues, clinics, tournaments and practices. If approved, all increases will go into effect at varying times.

RECOMMENDATION:

Staff recommends City Council approval of the proposed fee schedule amendments

BACKUP DOCUMENTATION:

1. Fee Schedule Amendments
2. Business Impact Statement
3. Submitted after Meeting PowerPoint Presentation by Staff

Motion made by GARY REESE to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, OSCAR B. GOODMAN, GARY REESE, STEVEN D. ROSS, STAVROS S. ANTHONY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

LONNY ZIMMERMAN, Deputy Director of Leisure Services, referred to the 2/3/2010 Council meeting, during which he discussed how recreation would change to a business model. The recommended increases were developed with consideration given to the level of benefit to the

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consumer and the cost of service. The increase of each program was based on whether the program is public, private or merit, and he described each of these categories. He noted that the department is keeping to the strategy of 61 percent of the services offered being merit services. MR. ZIMMERMAN assured the Council that ample community meetings were held, at which citizens indicated a willingness to pay more for services.

COUNCILMAN REESE interjected that the increase in fees to the leagues will be divided among the families of the players. He explained that the fees are being increased because of the need to be able to sustain the services. MR. ZIMMERMAN clarified that the increases will not cause a great increase for individuals. Given the revenue loss, many programs were cut.

MR. ZIMMERMAN referred to PowerPoint slides, which are included in the backup documentation, and he outlined the programs and permits that would be affected. He reiterated that the increases would be to the organization, but the price passed on to the individual would be minimal.

MR. ZIMMERMAN stated for the Mayor that it would be fair to say that the community is well aware of the need to increase the fees in order to sustain services.

COUNCILMAN REESE asked if the prices are comparable across the country, to which MR. ZIMMERMAN answered that prices are very close for Safekey and sports fields. There are still many challenges, such as paying for maintenance or capital investment, like the world-class grass fields. In order to meet these challenges, Leisure Services is educating the citizens on the need to pay for these services.

COUNCILMAN REESE stated that thanks to recreational programming two of his children received scholarships. He strongly felt that some of these measures should have been implemented two years ago in preparation for continuing to provide services during a suffering economy.

COUNCILMAN ROSS stated that the fees will help offset the cost of operating the facilities, which means that the City is still subsidizing. MR. ZIMMERMAN indicated that significant subsidies are being offered to be able to provide world-class facilities. The intent is to find the proper balance between charging and sustaining the services offered.

COUNCILMAN ROSS pointed out that despite MR. ZIMMERMAN'S position, he is hands-on and attends many tournaments to ensure that the facilities are well maintained for use. MR. ZIMMERMAN extended the credit to the remaining nominal staff of Leisure Services.

COUNCILMAN WOLFSON referred to the League Field Allocation Permits slide and stated that he has no problem with increasing the fee for large organizations, tournaments, but raising the fees for Safekey does concern him. MR. ZIMMERMAN categorized it as a merit program with approximately 8,000 children, with about 40 percent being from single parents. If the fees are not raised, the program could only be sustained for about another year.

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COUNCILMAN WOLFSON stated that a \$7 weekly fee increase to a single parent is a lot of money. MR. ZIMMERMAN committed to the Councilman that scholarship information would be provided to all Safekey participants, should the proposed increases be approved.

