

MEMORANDUM

To: Gregg Mandsager, City Administrator
From: Richard Klimes, Director of Parks and Recreation
Date: February 4, 2012
Subject: Request Approval of Parks and Recreation Department Fees

INTRODUCTION:

Please accept this memo and the attached information as a request for the City Council to approve the parks and recreation department fees involving services offered by the following divisions: Recreation, Aquatic Center, Parks and Recreation Administration, Kent Stein Park, Cemetery, and Golf.

BACKGROUND:

As you requested, please find attached the proposed fee adjustments for various parks and recreation department services. The attached illustrations are broken down by division and where appropriate resident and non-resident fee listings.

Except for the golf division, additional revenue projections have not been calculated as we have no current tracking on resident vs. non-resident usage.

RECOMMENDATION/RATIONALE:

At this time, it is requested that the City Council approve the attached fee structures for the parks and recreation department various services.

Due to the pending start of usage seasons, it is necessary to have approval of the new fee schedule as soon as reasonably possible. Promotional materials and advertising plans are on hold until the fees are approved.

BACKUP INFORMATION:

1. Recreation Fees
2. Aquatic Center Fees
3. Park Administration Fees
4. Kent Stein Park Fees
5. Cemetery Fees
6. Golf Fees and Survey

Thank you for your time and attention to this matter. Please contact me if you have any questions, comments, or concerns.

C. Dan McGinn, Golf Professional
Matt Beatty, Program Supervisor

Fee Structure with Non-Resident Fees (Recreation Division):

City of Muscatine residents (persons living inside the Muscatine city limits), through their property taxes, contribute to the operation of the Parks and Recreation Department. The non-resident fees are assessed to our non-resident participants so they contribute to the overall financing of the Department on a more equitable basis with our residents. Non-resident fees are figured at double the fee not to exceed \$5.

Note: Non-residents on sports league rosters pay a flat \$5 for each roster they are signed on.

Fee Structure with Non-Resident Fees (Aquatics Division):

Aquatic Center Fees are \$25 higher for season passes and rentals for non-residents, and daily fees (including Discount Ticket Books) are \$1 higher for non-residents.

Facility/Program	Resident	Non-Resident
Pool Season Passes		
- Youth Pass	\$60	\$85
- Adult Pass	\$90	\$115
- Family Pass	\$150	\$175
Pool Daily Admission		
- Youth	\$3	\$4
- Adult	\$4	\$5
Pool Discount Ticket Books (15 daily passes)		
- Youth	\$30.00 (\$2/visit)	\$45.00 (\$3/visit)
- Adult	\$45.00 (\$3/visit)	\$60.00 (\$4/visit)
Pool Rentals		
- Multi-Purpose Room	\$50	\$75
- Pool Parties	\$150	\$175

Fee Structure with Non-Resident Fees (Park Facilities):

Facility/Program	Resident	Non-Resident
Shelter Rentals	\$30	\$40
Pearl City Station		
- Full Day	\$100	\$125
- 4-Hour Time Block	\$50	\$60
Riverview Center		
- Full Day	\$250	\$300
- 4-Hour Time Block	\$100	\$125

Fee Structure with Non-Resident Fees (Kent-Stein Division):

Facility/Program	Resident	Non-Resident
Kent-Stein Park		
- Drop-in unscheduled usage	No Charge	No Charge
- Non-league reserve unchalked diamond	\$20	\$30
- Non-league reserve chalked diamond	\$30	\$50
- Youth League Maintenance Fee	\$2/player/season	\$2/player/season
o (Maintenance fee charged on a per player per season basis)		
- Adult League Maintenance Fee	\$8 per team	\$10 per team
o (Maintenance fee charged on a per team/per game/practice basis)		
- Tournament Fee	\$30 diamond/day	\$50 diamond/day
o (Tournament fee charged per diamond preparation, per day)		

Fee Structure with Non-Resident Fees (Cemetery):**Cemetery Fees are 10% higher for non-residents*

Facility/Program	Resident	Non-Resident
Greenwood Cemetery		
- Grave Space – Adult	\$550	\$605
- Grave Space – Infant	\$100	\$110
- Single Columbarium Niche	\$1200	\$1320
- Double Columbarium Niche	\$2400	\$2640
- Columbarium Niche Door Engraving	\$200	\$220
- Interment		
o Adult	\$550	\$605
o Baby	\$300	\$330
o Ashes	\$300	\$330
o Baby Land (Lot Included)	\$350	\$385
o Double Depth	\$1100	\$1210
o Emergency	\$900 Additional	\$990 Additional
o Niche Entombment	\$300	\$330
o After 4pm and Saturday	\$300 Additional	\$330 Additional
o Holiday (if allowed)	\$900 Additional	\$990 Additional
- Disinterment		
o Adult	\$1350	\$1485
o Baby	\$750	\$825
o Ashes	\$750	\$825
o Niche	\$600	\$660
- Genealogy	\$0.25 per name	\$0.28 per name
- Foundations	\$150 minimum	\$165 minimum
o Greenwood Special	\$0.35/sq. in	\$0.39/sq. in
	\$295	\$325

Muscatine Municipal Golf Course

Proposed rates for 2012

<u>Greens fees</u>	2011 Proposed	
18 hole WD	\$17	\$18
18 hole Senior WD	\$15	\$16
18 hole WE	\$19	\$20
18 hole Senior WE	\$17	\$18
9 hole WD	\$13	\$14
9 hole Senior WD	\$12	\$13
9 hole WE	\$14	\$15
9 hole Senior WE	\$14	\$15
Junior	\$11	\$5
18 hole WD 1-3pm	N/A	\$11
18 hole Sr WD 1-3pm	N/A	\$10
9 hole WD 1-3pm	N/A	\$9
9 hole Sr WD 1-3pm	N/A	\$8

Cart fees	2011	Proposed
18 hole	\$13	\$14
9 hole	\$7	\$8
Trail fee	\$175	\$200

Season Passes	2011	Proposed
Adult	\$525	\$550
Senior	\$440	\$465
Family	\$875	\$915
Junior	\$160	\$90
College	\$335	\$300

This proposed rate structure represents about a 5% increase in fees. We feel that this will allow us to continue to stay on the lower side of price in our market and will allow for an increase in revenue to help support the large capital project that we have planned. Rates have not changed since the 2008 season and we feel that it is time to adjust the rates to keep us in line with other courses.

The only rate that we aren't proposing an increase is the junior rates and the college season pass rate. The number of golfers nation wide has been decreasing over the last several years and we need to do things to encourage younger people to take up the game of golf. We have proposed to extend the \$5 junior special to be valid all week rather than just Thursdays. We feel this will help us get more Junior golfers to the course. We have also proposed to lower the Junior season pass rate from \$160 to \$90 and the College season pass from \$335 to \$300. We feel that this is an investment in the long term health of the course by encouraging golfers to start at a young age and hopefully continue to use the facility as they get older.

