

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
	\$0.35/sq. in	\$0.39/sq. in
o Greenwood Special	\$295	\$325

Muscatine Municipal Golf Course
Proposed rates for 2012

Greens fees	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.

Golf Course Fee Survey 2011										
City	Course	Adult 18	Adult 18	Senior 18	Junior 18	Adult 9	Senior 9	Cart 18	Cart 9	Season Pass
		Weekend	Weekday							Single, 7 days
Aledo	Hawthorn Ridge	\$23.00	\$19.00	\$16.00	\$14.00	\$13.00	\$11.00	\$11.00	\$6.50	
Amana	Amana Colonies	\$67.00	\$57.00	\$38.00	\$38.00	\$40.00	(cart Included)			
Bettendorf	Palmer Hills (m)	\$23.00	\$20.00	\$17.00	\$13.00	\$16.00		\$13.00	\$9.00	
	Hidden Hills	\$19.00	\$19.00	\$12.00	\$12.00	\$13.00	\$12.00	\$13.00	\$9.00	\$600.00
Burlington	Flint Hills (m)	\$17.00	\$13.00	\$10.00	\$11.00	\$14.00		\$14.00	\$8.00	\$595.00
Cedar Rapids	Ellis (m)	\$25.70	\$19.30	\$16.00	\$10.70	\$16.00	\$16.00	\$14.00	\$8.00	\$856.00
	Gardner (m)	\$25.70	\$19.30	\$16.00	\$10.70	\$16.00	\$16.00	\$14.00	\$8.00	\$856.00
	Jones (m)	\$25.70	\$19.30	\$16.00	\$10.70	\$16.00	\$16.00	\$14.00	\$8.00	\$856.00
	Twin Pines (m)	\$19.00	\$16.00	\$13.75	\$8.75	\$13.75	\$13.75	\$14.00	\$8.00	\$856.00
Coralville	Brown Deer (m)	\$31.00	\$25.00			\$16.00		\$16.00	\$8.00	
Davenport	Duck Creek (m)	\$22.00	\$18.00	\$15.00	\$9.00	\$13.00	\$10.00	\$14.00	\$9.00	
	Ermeis (m)	\$25.00	\$21.00	\$16.00	\$10.00	\$15.00	\$11.00	\$14.00	\$9.00	
	Red Hawk (m)	\$16.00	\$16.00	\$13.00	\$8.00	\$11.00	\$9.00	\$12.00	\$8.00	
Durant	Wahkonsa	\$25.00	\$20.00			\$12.00				
Des Moines	Blank (m)	\$26.00	\$18.00			\$14.00	\$14.00	\$14.00	\$11.00	\$1,000.00
	Grandview (m)	\$22.00	\$16.00			\$12.00	\$12.00	\$14.00	\$11.00	\$1,000.00
	Waveland (m)	\$30.00	\$20.00			\$16.00	\$16.00	\$14.00	\$12.00	\$1,000.00
Eldridge	Rustic Ridge	\$19.00	\$19.00	\$16.00	\$16.00	\$13.00	\$11.00	\$12.00	\$8.00	\$600.00
Fort Dodge	Lakeside Muni (m)	\$27.25	\$22.00			\$16.50		\$12.00	\$8.00	\$575.00
Iowa City	Finkbine	\$42.00	\$32.00	\$22.00	\$22.00			\$14.00	\$8.00	\$1,300.00
	Pleasant Valley	\$20.00	\$20.00	\$20.00	\$18.00	\$13.50		\$10.00	\$6.50	
Long Grove	Glynns Creek (m)	\$27.00	\$20.00	\$15.00	\$15.00	\$15.00	\$15.00	\$13.00	\$8.00	\$900.00
Maion	Hunters Ridge	\$37.50	\$29.50			\$17.00		\$15.75		\$1,700.00
Mason City	Highland Park (m)	\$25.00	\$20.00		\$3.00			\$13.00	\$8.00	\$470.00
Milan	Indian Bluff (m)	\$20.00	\$17.00	\$13.00	\$10.00	\$12.00		\$12.00	\$8.00	\$575.00
Muscatine	Muni (m)	\$19.00	\$17.00	\$14.00	\$11.00	\$13.00	\$12.00	\$13.00	\$7.00	\$525.00
Ottumwa	Cedar Creek (m)	\$19.00	\$19.00		\$10.00	\$15.00		\$11.50	\$7.00	
Peosta	Timberline	\$20.00	\$15.00	\$13.00	\$13.00	\$12.00	\$11.00	\$15.00	\$10.00	
Port Byron	Byron Hills	\$24.00	\$20.00	\$18.00	\$15.00	\$12.00	\$11.00	\$12.00	\$7.00	\$900.00
Rock Island	Highland Spring (m)	\$23.00	\$20.00	\$17.00	\$14.00	\$15.00		\$14.00	\$7.00	\$660.00
	Saukie (m)	\$21.00	\$19.00	\$15.00	\$13.00	\$14.00		\$12.00	\$6.00	\$660.00
Waterloo	Gates (m)	\$18.00	\$18.00	\$17.00	\$9.00	\$13.00				\$700.00
	South Hills (m)	\$18.00	\$18.00	\$17.00	\$9.00	\$13.00				\$700.00
	Warren (m)	\$18.00	\$18.00	\$17.00	\$9.00	\$13.00				\$700.00
Waverly	Municipal (m)	\$21.00	\$21.00	\$15.00	\$15.00	\$15.00	\$15.00	\$14.00	\$9.00	\$564.00
Solon	Saddle Back Ridge (m) municipal	\$31.00	\$24.00			\$15.00		\$11.00	\$6.00	
Season Pass										
Cedar Rapids (all courses)		Rock Island								
Adult \$856.00		Adult Unrestricted \$660.00								
62 & Under \$695.00 (sat-sun after noon)		Family Unrestricted \$1,180.00 (Seven Days / Week) (Two Adults)								
Senior \$561.75 (sat-sun after noon)		Additional Family Members are: Youth 18 to 22 FT Student +\$435.00								
Junior \$133.75		Youth 10 thru 17 +\$160.00 (Jr. Restrictions apply)								
College \$374.50		Adult Restricted \$495.00 (Mon - Fri @ Both Courses; No Holidays.)								
		Family Restricted \$850.00 (Mon - Fri @ Both Courses; No Holidays.)								
		Senior Restricted \$495.00 (Mon - Fri @ Both Courses; No Holidays.)								
		Junior Restricted* \$200.00 (Mon - Fri @ Both Courses; No Holidays.)								
		Saukie Only Senior \$430.00 (Mon-Fri at Saukie Only; No Holidays.)								
Waterloo										
Adult \$650.00										
Senior \$600.00										
Junior \$175.00										
Sr. M-F \$530.00	Muscatine Muni	Waverly Muni			Indian Bluff (Milan)					
Family \$900.00	Adult \$525.00	Adult \$525.00			Adult \$575.00					
	Senior \$440.00	Adult & Spouse \$810.00			Couple \$950.00					
	College \$335.00	Junior \$125.00			Senior \$500.00					
	Junior \$160.00	Family \$885.00			Junior \$200.00					
	Family \$875.00									
Burlington		Mason City			Fort Dodge					
Adult \$595		Individual 7 days \$470			Adult \$575					
Senior \$110		Adult weekday \$430			Family \$820					
Junior \$110		Family \$865			Couple \$765					
College \$310		Junior \$125			Senior \$545					
Couple \$940					Sr Couple \$720					
Family \$940 + \$75 (per additional after 2)					College \$199					
					Youth \$149					