



## MEMORANDUM

**To:** Mayor and City Council

**From:** Brad Reid, Director of Parks and Recreation

**Date:** May 10, 2016

**Reference:** Discussion related to proposed changes to the recreational fee structure

**2030:** Sustainable City Government: Excellent City Services with High Level of Customer Satisfaction

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### Introduction:

The Parks and Recreation Department currently enforces building entry fees and building rental rates at The CORE, Wagon Wheel Tennis Center, and the Coppell Senior and Community Center at Grapevine Springs as set forth in the Master Fee Schedule (Recreational Fees section). These fees can often be restrictive to some, thus limiting potential customers from utilizing these facilities. It is the goal of the Parks and Recreation Department to make these facilities available to the largest number of customers possible.

### Analysis:

The Parks and Recreation Department recommends proposed changes to the Master Fee Schedule (Recreational Fee section) that would allow for flexibility in establishing facility entry and rental fees.

Recommended changes include the ability to run sales, promotions, and other differential pricing options to make Parks and Recreation facilities more affordable and accessible to citizens and customers.

### Legal Review:

Agenda item does not require legal review.

### Fiscal Impact:

No fiscal impact will result from this item.

**Recommendation:**

No council action is required on this item at this time. The item will be brought back as an ordinance revision at a later date if the Council is favorable to the proposed changes.