



## MEMORANDUM

**To:** Mayor and City Council

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

**Date:** February 28, 2017

**Reference:** Discussion related to additional 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 vendor booth fees at the various city sponsored special events and pavilion rental rates at Andrew Brown Parks East and West, Old Town Square, Town Center Plaza and Wagon Wheel Park 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. Additionally, the vendor fees are the same regardless of the duration and anticipated participation of the event. The same booth fee is assessed to the vendor participating in a 3 hour event as one participating in a full-day event.

### 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 offer the ability to run discounts, promotions, and other differential pricing options to make Parks and Recreation facilities more affordable and accessible to citizens and our partners.

### Legal Review:

Agenda item does not require legal review.

**Fiscal Impact:**

No fiscal impact will result from this item.

**Recommendation:**

This item is included on the February 28, 2017 Council agenda for consideration of approval. The Work Session item is for discussion purposes only. The Parks and Recreation Department recommends approval of this change to the fee schedule.