



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Wilson and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation
Mark Leyman, Recreation Services Manager

DATE: January 18, 2005

SUBJECT: Consideration of Field, Facility and Administrative Fee Changes for the Parks and Recreation Department

RECOMMENDATION:

The Finance Sub-Committee and Staff recommend that the City Council approve the proposed specific fee changes for the Parks and Recreation Department.

FISCAL IMPLICATION:

If the City Council approves all of the attached user fees, the estimated additional revenue generated will be \$97,000 per year.

BACKGROUND:

The City Council hired Revenue and Cost Specialists (RCS) to conduct a cost of services study for the City of Manhattan Beach. The study provided recommendations for an increase in the department administrative registration fee and highlighted the cost recovery percentage for fields and facilities rentals. The study did not recommend specific fees for Parks and Recreation Department classes, facilities, or fields, stating those fees should be market driven. City Council requested that the Parks and Recreation Department review all of their fees and return to the City Council with a separate report and recommendations.

DISCUSSION:

After reviewing the cost of services study and evaluating each Parks and Recreation Department fee, staff has proposed fee changes for: administrative fee, facility reservations, park reservations, Begg pool, athletic fields and tennis (attachments A, B, C, D).

Administrative Fee:

Separate from the above fee categories is a cost-recovery administrative fee for each registration/reservation processed through the Parks and Recreation Department. Currently the administrative fee is \$12 for each class registration and \$20 for facility/park/field reservations. The RCS cost of services study proposed \$20 for all registrations. Staff suggests phasing in the increase for recreation classes; \$15 administrative fee the first year for classes, \$18 the second, and \$20 in

the third year. A three dollar increase for the first year will generate an additional \$40,000 in class revenues (projected from last year's registrations).

Facility and Park Reservations (attachments A & B):

Facility reservations include: the Joslyn Center, Live Oak Park, Manhattan Heights, Marine Avenue and the Creative Arts Center. Park reservations include gazebos, amphitheater, climbing wall, and picnic table pads. Reservations for facility and park reservations include: private parties (birthdays, family outings, etc), meetings (Alcoholics Anonymous, Kiwanis, etc.), and for profit rentals (antique auction).

Last year facility reservations generated approximately \$69,000 and park reservations generated approximately \$50,000 in revenue. If the proposed fees are implemented, anticipated revenue will be difficult to project. Fee increases for non-profit and recreational reservations for residents, non-residents, and community groups will generate a small increase; however, the majority of revenue is dependent upon reservations made by for-profit agencies. For example, a picnic pad reservation for residents will increase from \$5 to \$8, whereas, a for-profit agency renting the entire Joslyn Center for an antique auction will generate approximately \$5,000 in one weekend (renting all rooms in the facility).

Begg Pool (attachment C):

Reservations at Begg Pool are available only during the summer aquatics program on Friday, Saturday and Sunday nights. Each year nearly all weekend nights are reserved. The proposed increase in fees for Begg Pool covers staffing costs and pool maintenance. Last year, all reservations were made for private parties and generated approximately \$4,000. The proposed fee increase will generate an estimated \$2,000, based upon projections from last year's revenue.

Athletic Fields (attachment D):

The City currently budgets approximately \$300,000 for field maintenance and \$350,000 for the Marine Sports Complex lease. The City received approximately \$69,000 in revenue last year, therefore subsidized approximately \$581,000 in athletic field costs.

The City's athletic fields are free and open for use at any time that the field is not reserved or closed due to weather or maintenance. Field reservations must be made for organized play, however, pick-up games open to all participants do not require a reservation. The overwhelming majority of field space is utilized by AYSO and Manhattan Little League. Any available field space is primarily used in Category II (residents) & III (non-resident) recreational activities.

AYSO, Manhattan Little League, and Mira Costa Pony are the only user groups in Category I (Recreation Department sponsored activities). Field reservations are free to each of these user groups. As directed by the City Council last year, each group pays a \$10 fee per player to assist in field maintenance costs, which brings in approximately \$40,000 annually.

Category II (residents, non-profit) & III (non-residents, non-profit) users include youth and adult soccer groups: South Bay Soccer Club (formerly Hurricanes), FRAM, South Bay Peninsula, Café Minerva, and Schooners. As attachment D illustrates, the increase in category II & III is significant; however, when considering the City's heavy subsidy of the fields and the revenue the

club teams generate, the fee is equitable. In addition, when considering the cost per participant, the increase will be nominal. The current fee per person per hour for a soccer game (based on 10 players per team) is \$.30 for residents and \$.60 for non-residents. The proposed fee per person per hour will be \$1.25 for residents and \$2.50 for non-residents.

Attachment E illustrates the current category II (resident) and III (non-resident) user groups, their fees for usage, and the proposed increase. Last year these user groups generated approximately \$18,000 in revenue. If the proposed increase is approved, an estimated additional \$36,000 will be generated (see attachment E), based upon projections from last years revenue.

User groups in Category IV are for-profit agencies (i.e. El Segundo Major League Baseball). Few groups fall into this category, and typically use the fields for their try-outs or one day tranings/camps. If for-profit agencies choose to use the field for a longer period of time, they must run the program through the Parks and Recreation department (typically 70% contractor, 30% City split). Therefore, additional revenue in this category will be minimal.

Tennis:

Currently tennis reservations recover 49% of costs based upon the cost of services study, RCS. The proposed fee change for tennis is a \$1 increase in each category. Staff surveyed the following surrounding cities to compare their fees and found the following:

	Resident	Resident Prime Time	Non-Resident - Anytime
Manhattan Beach (proposed)	\$5.00	\$6.00	\$7.00
Redondo Beach	\$4.00	\$4.50	\$5.50
Torrance	\$5.00	\$6.00	\$7.00

As you can see, our proposed increase will still keep our fees competitive. The last year tennis fees were increased was 1996 (they were increased \$1). The City anticipates approximately \$15,000 in additional revenue with the proposed fee increase, based upon projections from last year’s revenue.

CONCLUSION:

Staff believes the proposed fees are competitive and will result in additional revenue of approximately \$97,000 annually. Staff recommends that the City Council approve the recommendation from the Finance Sub-Committee to approve the proposed fee changes, which will take effect for all future reservations.

- Attachments:
- A. Facility reservations fees
 - B. Park facilities fees
 - C. Begg pool fees
 - D. Athletic field fees
 - E. Category II & III field user groups

Facility Reservations

	●M.B. parks and Recreation sponsored or conducted activities, MBUSD, & Seniors	●Resident Non-Profit Youth Service Organizations ●Resident Youth Charity Activities	●Resident Non-Profit open membership adult community service organizations conducting recreational activities	●Resident Non-profit open membership adult community service organization conducting non-recreational activities	●Resident & Non-resident Private activities ●Non-Resident Organizations ●Religious Services	●Resident & Non-Resident For Profit Use										
	PUBLIC			MERIT			PRIVATE			FOR PROFIT						
Facility Reservations	Category I	Category II	Proposed	% Change	Category III	Proposed	% Change	Category IV	Proposed	% Change	Category V	Proposed	% Change	Category VI	Proposed	% Change
Joslyn Center																
Kitchen	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$10	\$15	50%	\$24	\$25	4%	\$33	\$35	6%
Northeast Room	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$10	\$15	50%	\$24	\$30	25%	\$33	\$45	36%
Northwest Room	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$10	\$15	50%	\$24	\$30	25%	\$33	\$45	36%
Southeast Room	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$10	\$15	50%	\$24	\$35	46%	\$33	\$50	52%
Southwest Room	FREE	\$6.00	\$10	67%	\$12	\$15	25%	\$30	\$45	50%	\$55	\$60	9%	\$83	\$85	2%
Auditorium	FREE	\$11.00	\$20	82%	\$15	\$30	100%	\$55	\$80	45%	\$100	\$125	25%	\$150	\$175	17%
Live Oak Park																
Live Oak Park Hall		\$6.00	\$10	67%	\$12	\$20	67%	\$15	\$25	67%	\$25	\$40	60%	\$83	\$90	8%
Man. Heights																
Kitchen	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$10	\$15	50%	\$24	\$25	4%	\$30	\$35	17%
Auditorium	FREE	\$11.00	\$20	82%	\$15	\$30	100%	\$55	\$40	-27%	\$83	\$100	20%	\$122	\$150	23%
Room # 2	FREE	\$4.00	\$6	50%	\$6	\$8	33%	\$9	\$15	67%	\$20	\$25	25%	\$25	\$30	20%
Marine Avenue																
Meeting Room	FREE	\$6.00	\$10	67%	\$12	\$15	25%	\$15	\$25	67%	\$25	\$40	60%	\$83	\$95	14%
Example of user groups	MB P&R activities, MB School District, and seniors	Boys Scout & Girl Scout, AYSO, MB Little League, Mira Costa Pony Baseball			Derby Races			Alcoholics Anonymous, Kiwanis, Toastmasters			Birthday Parties, City on a Hill			Antique Auction		

Creative Arts Center	*The Creative Arts Center is not available for rent unless approved by the City Council (due to liability from the art gallery, etc.)															
Kitchen	FREE	\$10.00	\$20.00	100%	\$15	\$30	100%	\$50	\$35	-30%	\$90	\$50	-44%	\$135	\$100	-26%
Exhibition Hall	FREE	\$6.00	\$6.00	0%	\$12	\$8	-33%	\$30	\$15	-50%	\$50	\$35	-30%	\$75	\$50	-33%
Visual Arts Room	FREE	\$6.00	\$10.00	67%	\$12	\$15	25%	\$30	\$45	50%	\$50	\$60	20%	\$75	\$85	13%

Park Reservations

	•M.B. parks and Recreation sponsored or conducted activities, MBUSD, & Seniors	•Resident Private •Resident Non-Profit Organizations			•Non-Resident Private •Non-Resident Non-Profit Organizations			•Resident & Non-Resident For Profit Use		
PARK FACILITIES	PUBLIC	Cat. II	Proposed	% Change	Cat. III	Proposed	% Change	Cat. IV	Proposed	% Change
Gazebo	FREE	\$11	\$15	36%	\$22	\$30	36%	\$44	\$70	59%
Amphitheater	FREE	\$55	\$60	9%	\$83	\$95	14%	\$167	\$190	14%
Climbing Wall	FREE	\$15	\$15	0%	\$25	\$25	0%	\$45	\$80	78%
1 Picnic Table Pad	FREE	\$5	\$8	60%	\$11	\$15	36%	\$22	\$30	36%
2 Picnic Table Pad	FREE	\$11	\$15	36%	\$22	\$25	14%	\$44	\$50	14%
3 Picnic Table Pad	FREE	\$15	\$15	0%	\$33	\$25	-24%	\$66	\$50	-24%
Sand Dune Table Top Pad	FREE	0	\$15	N.A.	0	\$30	N.A.	0	\$70	N.A.
Example of user groups	MB P&R activities, MB School District, and Seniors	MB residents, Boy Scouts			Non-residents			Northrop Grumman		

Begg Pool

	•M.B. parks and Recreation sponsored or conducted activities, MBUSD, & Seniors	•Resident Private •Resident Non-Profit Groups			•Non-Resident Private •Non-Resident Non-Profit Groups			•Resident & Non-Resident For Profit Use		
BEGG POOL	Category I	Cat. II	Proposed	% Change	Category III	Proposed	% Change	Category IV	Proposed	% Change
Hourly Rental	FREE	\$72	\$115	60%	\$78	\$150	92%	\$100	\$300	200%
Example of user groups	MB P&R activities, MB School District, and seniors	MB residents (birthday/private parties)			Non-residents (birthday/private parties)			For profit agencies		

Athletic Fields

Athletic Fields	Recreation Dept. Sponsored Activities			RESIDENT			NON - RESIDENT						FOR PROFIT		
	Fee	Lights	Non-Prime time	Category II	Proposed	% Change	Lights	Proposed	% Change	Category II	Proposed	% Change	Category III	Proposed	% Change
LARGE FIELDS															
Dorsey	*Free	\$12	*Free	\$6	\$25	317%	\$24	\$12	-50%	\$12	\$50	317%	\$55	\$100	82%
Manhattan Village	*Free	\$12	*Free	\$6	\$25	317%	\$24	\$12	-50%	\$12	\$50	317%	\$55	\$100	82%
Marine Avenue	*Free	\$12	*Free	\$6	\$25	317%	\$24	\$12	-50%	\$12	\$50	317%	\$55	\$100	82%
Mira Costa High ABCDEF	*Free	No Lights	*Free	\$6	\$25	317%	\$24	\$12	-50%	\$12	\$50	317%	\$55	\$100	82%
Begg Field	*Free	\$12	*Free	\$6	\$25	317%	\$24	\$12	-50%	\$12	\$50	317%	\$55	\$100	82%
SMALL FIELDS							\$24	\$12							
Live Oak Park South	*Free	\$12	*Free	\$5	\$25	400%	\$24	\$12	-50%	\$11	\$50	355%	\$42	\$100	138%
Manhattan Heights	*Free	\$12	*Free	\$5	\$25	400%	\$24	\$12	-50%	\$11	\$50	355%	\$42	\$100	138%
Premiere Field	*Free	No Lights	*Free	\$5	\$25	400%	\$24	\$12	-50%	\$11	\$50	355%	\$42	\$100	138%
MBMS	*Free	No Lights	*Free	\$5	\$25	400%	\$24	\$12	-50%	\$12	\$50	317%	\$42	\$100	138%
School Fields	*Free	No Lights	*Free	\$5	\$25	400%	\$24	\$12	-50%	\$12	\$50	317%	\$42	\$100	138%
Example of user groups	AYSO, Manhattan Beach Little League, Mira Costa Pony Baseball			South Bay Soccer Club (formerly Hurricanes) & Adult soccer groups: Schoonnors, Tequila Shooters, FRAM, South Bay Peninsula			Adult soccer groups: Mcullough Stars, South Bay Korean Soccer Club						El Segundo Major League Baseball		

***A \$10 fee is collected for each Manhattan Little League, AYSO and Mira Costa Pony Baseball participant**

Category II and III Field User Groups

RESIDENT/ NON-RESIDENT	ORGANIZATION	HOURS OF USAGE	Amount Paid for Usage	Amount Paid for Usage - Proposed
RESIDENT	SBSC	655.5	\$3,933.00	\$16,387.50
NON-RESIDENT	McCULLOCH STARS	521.8	\$6,261.60	\$26,090.00
RESIDENT	TEQUILLA SHOOTERS	54	\$324.00	\$1,350.00
RESIDENT	FRAM	28	\$168.00	\$700.00
RESIDENT	MINERVA CAFE	46	\$276.00	\$1,150.00
RESIDENT	SCHOONER	26	\$156.00	\$650.00
NON-RESIDENT	SOUTH BAY KOREAN	39	\$468.00	\$1,950.00
RESIDENT	DOXA-ITALIA	43	\$258.00	\$1,075.00
RESIDENT	MB KICKERS	42	\$252.00	\$1,050.00
RESIDENT	SOUTH BAY PENINSULA	117.5	\$705.00	\$2,937.50
RESIDENT	MANHATTAN ADULT SOCCER	38	\$228.00	\$950.00
	TOTAL	1610.8	\$18,203.00	\$54,290.00