



Rochester Hills Minutes Leisure Activities Committee

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Monday, October 18, 2004

6:00 PM

1000 Rochester Hills Drive

2004-0659

Discuss Possible Increase of Park Fees - Motor Vehicle Entry Fees

Attachments: 0585 Resolution from Council dtd 07-28-04.pdf; Chapter 54 Fees - Parks and Rec.pdf; Dept. Recommendation dtd 10-12-04 .pdf; Motor Vehicle Entry Fee Survey 09-2004.pdf; 0659 Draft Resolution dtd 10-12-04.pdf

The committee discussed this matter concurrently with Legislative File #2004-0881 - Sports Field Rental Fees.

A motion was made by White, seconded by Raschke, that this matter be Approved.

Whereas, the current motor vehicle entry fees to the Rochester Hills parks were raised significantly in 2000;

Whereas, the current motor vehicle entry fee schedule is comparable to other regional parks; and

Whereas, an increase at this time could result in reduced park revenue, as visitors would be more inclined to use less expensive regional parks;

Now, Therefore Be It Resolved, that the Leisure Activities Committee recommends that the motor vehicle entry fee schedule for the Rochester Hills parks remains unchanged for 2005.

The motion carried by the following vote:

Aye: Duistermars, Raschke and White

Nay: Dalton

Absent: Swann

NEW BUSINESS

2004-0881

Discuss Possible Increase of Park Fees - Sports Field Rental Fees

Attachments: Dept. Recommendation dtd 10-12-04.pdf; 2003 Soccer Events.pdf; 2003 Baseball Softball Game Practices.pdf; 0881 Draft Resolution dtd 10-12-04.pdf

The Committee discussed this matter concurrently with Legislative File #2004-0659 - Motor Vehicle Entry Fees. The following points were made:

** All revenues for parks go into the General Fund. Parks are not self-supporting. The City does not have a millage for parks.*

** The Parks Department philosophy has been to not burden just the people who "come through the door" with the total costs of the parks. The parks are there for everyone to enjoy, in addition to providing an instinct value of open space for Rochester Hills. The*

extra costs incurred should be born by the "users" of extra services. For example: the ball players pay a proportional share of the actual direct costs associated with using the fields. However, they do not pay for the additional items like the playground equipment or the parking lot which are costs incurred over the life of the park.

** The Parks use a car counter along with a formula to calculate attendance. In 2001, Bloomer Park had 108,000 users. In 2002, the Veledrome was opened and the number of users increased by 32% to 143,000. In 2003, the users increased by 25% to 179,000*

** Field usage fees have not been raised in ten (10) years. The Parks Department has been advising field users that while a fee increase is not being advocated, it will be coming and to prepare for it. Market factors could affect field usage. For example: if Suburban Softball closes, people might decide to join another local organization. Also, if fees are raised significantly, attendance could fall off and defeat the increase.*

** Fees should be reviewed to ensure they are covering "true costs". For example: the costs for lights should include electricity, replacing bulbs, installation, etc.*

** Rochester Hills resident, Mr. Carl Schmidt, offered the following comments:*

- long time user of the parks*
- \$25 is good value if you use the parks often*
- May be better to concentrate on additional fields for a revenue source rather than vehicle permit fees*
- Need to look at where you can raise the fee and not impact park attendance*
- Three adjacent communities, Shelby Township, Troy and Auburn Hills, do not charge for park usage and residents for a short drive can use parks without paying a fee*

** Soccer fields usage time is determined by a lottery system; this year for the first time peak times for baseball were also determined by a lottery system;*

** Currently the fee is \$5 resulting in \$11,000 in revenues. By increasing the fee to \$10 for the same number of games would double the revenue to \$22,000;*

** A graduated increase over three years - \$5 - year one; \$7.50 year two and \$10 year three could be considered so teams would have time to incorporate the increase in fees into their charges*

** It was suggested that the Youth representatives encourage students to use the park to help increase park attendance*

** Need to increase public awareness of the parks*

** Soccer field labor costs are high because full-time personnel maintain the files as opposed to part-time personnel. This results because soccer season runs longer than baseball season and the Parks department does not have as many part time employees in the spring and fall as it has in the summer months.*

** It was suggested that the City obtain corporate sponsors for the Scoreboard. It was noted that was done a little in the past; however, the City receives \$1,500 a year for the scoreboard at the red field. The person that is doing that for the City has a son in the system that worked for the Palace and had all the contract. The \$1,500 paid for the scoreboard originally and the City now receives \$1,500 a year. Otherwise the City would need full-time staff to operate and maintain the scoreboard.*

The Committee reviewed the proposed changes to the Sport Facilities Fees as follows:

Borden fields 2, 3, 4, 5

- * Resident rate from \$35 to \$45*
- * Non-resident rate from \$50 to \$60*
- * Adult resident rate \$70 to \$80*
- * Non-adult resident rate \$100 to \$110*
- * Cost would be pro-rated based on size of field*

Discussion commenced regarding the difference between lighting for soccer fields and baseball fields including the following points:

- * Charge for lighting soccer fields is \$20/hour, which includes the parking lot lights; Cost is \$40 per soccer game because soccer field is used for two hours*
- * Actual cost of the lights is \$11.68/hour*
- * Charge for baseball fields is \$10/hour because there are less fixtures and bulbs than the soccer lights; in addition, the soccer games are held early and late in the season and lighting is needed*

It was noted that the City needs to find a way to decrease the burden of the cost of the parks for the taxpayers. Last year the City received in revenue for lighting \$5,147 and paid DTE \$5,858 resulting in a loss of approximately \$700.

A motion was made by Raschke, seconded by White, that this matter be Approved.

Whereas, the current field usage fees for Rochester Hills Parks have been unchanged for the past 10 years;

Whereas, the costs for maintaining and scheduling these fields have increased substantially over this 10-year period; and

Whereas, strong demand for our well-maintained sports fields continues to grow;

Now, Therefore Be It Resolved, that the Leisure Activities Committee recommends that the Rochester Hills City Council approve the field usage fee increases for 2005 in full size fields and by a prorated amount for smaller fields on a base calculation of a \$10 increase;

Be It Further Resolved, that the field lighting rates be approved at an increase of \$5 per hour.

The motion carried by the following vote:

Aye: Duistermars, Dalton, Raschke and White

Absent: Swann