



**City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS**

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Legislative File No: 2009-0530

TO: Mayor and City Council Members
FROM: Mike Hartner, Director of Parks & Forestry, 248.841.2552
DATE: December 9, 2009
SUBJECT: 2nd Reading & Adoption - 2010 Park Fees Increase

REQUEST:

Following the direction received during the 2010 budget meetings, we are requesting a 2nd Reading and City Council adoption of our proposed 2010 park fee increases to the motor vehicle entry fees, shelter rental fees, and sports field rental fees. Our concession fees will be reviewed and increased as well. To help encourage some off-season attendance, I am also proposing a decrease in daily motor vehicle entry fees during the off-season (October 15-May 15) to \$3 for Residents/ \$5 for non-residents at Spencer Park.

If rentals and park attendance do not decrease a great deal because of these fee increases, it is anticipated that the new rates will bring in the following additional revenue:

FEE	ESTIMATED ADDITIONAL REVENUE
Concession Fees	\$ 5,000 - \$ 7,000
Vehicle Entry Fees – Annual Passes only	\$10,000 - \$15,000
Shelter Rental Fees	\$ 3,000 - \$ 5,000
Field Rental Fees	\$35,000 - \$40,000
TOTAL ADDITIONAL REVENUE	\$53,000 - \$67,000

Although concession fees are adjusted yearly, the vehicle entry fees have not been increased since 2000 and the field rental fees since 2005; therefore, an increase at this time is not unreasonable. However, with the economy in its current state and so many people suffering, we don't want to increase fees to the point where they become out of reach to our residents. This proposal is intended to address both issues.

Also, please be advised that any tariff schedule for parks that were developed using state grant dollars must be approved by the Grants Division of the DNR. These rate increases appear to meet their current requirements.