

Memorandum



To: Mr. Geisel, City Administrator
From: Tom McCarthy
Director of Parks, Recreation and Arts
Date: 8/31/2016
Re: Potential Fee Increases

Mr. Geisel, I would like to bring these potential fee increases forward to the Parks, Recreation and Arts Committee of Council at our next scheduled meeting.

Pool Fee Increases

On the first chart, you can review our current fees, when they were established and the increases I would like to recommend along with what some of our neighboring municipalities are charging for comparison. In the second chart, you will see what we our current fees are, when the fees were established, the average attendance, passes sold or rentals over the last three years along with the average revenue from the three years, our new proposed fees, the new revenue and what type of increase in revenue we could realize if the weather and attendance is similar to the trends of the last three years.

I have included the changes I would like to recommend to the Parks, Recreation and Arts Committee of Council at our next meeting. Within the attachments are comparison of prices from some of the municipal pools in the area with similar pools to ours. As you can see, our fees are the lowest in the area and there is ample room for a marginal increase which will increase our overall pool revenues in the conservative neighborhood of \$30,000. The other recommendation I would like to put forth is that we close the pool at 7:30pm Monday through Sunday which would let us save over \$13,000 in staff costs. In the attached spreadsheet, you can see what the times of operation for pools are in the area and, by closing at 7:30pm, we will be more in line with other municipalities. Lastly on the pool front, we would like to recommend that we change our pool hours to be in-line with many of the other municipal pools in the area after the kids go back to school at the end of the summer. In the past we have been open Monday through Friday from 4:00pm-8:00pm and our regular hours on the weekend from 10:00am-8:00pm. We would like to recommend that we be closed Monday through Thursday all day and be open on Fridays from 4:00pm-7:30pm, and then keep our regular hours of operation on the weekends and holidays. This year on August 15, we started our shortened hours Monday through Friday from 4:00pm-8:00pm and have had minimal attendance as we have experienced the past several years. By going to the no pool days Monday-Thursday when the kids go back to school, we would look at additional savings of over \$7,000. We have provided a chart with hours of operation for the last three weeks when kids are back in school at similar municipal pools in the area, along with the savings associated with our recommendation averaged from the past three years of 2013-2015 as our numbers are not yet complete for 2016.

Item	Chesterfield	Established	Chesterfield	Ballwin	Des Peres	Kirkwood	Maryland Heights
Pool Fees Resident	Current Fee	In	Recommended				
Children 2- 18	\$3	*2001	\$4	\$4	\$6	\$5	(ages 4-15) \$4
Adults 18-61	\$4	*2001	\$5	\$5	\$7	\$5	(ages 16 +) \$5
Senior 62 +	\$3	*2001	\$4	\$4	\$6	\$4	*
Pool Fees General							
Children 2-18	\$6	*2009	\$7	\$7	\$8	\$8	(ages 4-15) \$10
Adults 18-61	\$7	*2009	\$7	\$7	\$9	\$8	(ages 16 +) \$15
Senior 62 +	\$6	*2009	\$7	\$7	\$8	\$8	*
Pool Passes							
Resident							
Individual Child 2-18	\$65	*2001	\$80	\$84	NA	\$80	\$54
Individual Adult 18-61	\$75	*2001	\$90	\$110	NA	\$95	\$92
Individual Senior 62 +	\$65	*2009	\$80	\$84	NA	\$80	\$92
Family of Four	\$170	*2009	\$200	\$210	NA	\$210	\$125
Additional Family Member	\$10	*1999	\$10	NO Change	NA	\$20	NA
Non-Resident							
Individual Child 2-18	\$130	*2008	No Change	\$134	NA	\$120	\$90
Individual Adult 18-61	\$150	*2008	No Change	\$190	NA	\$145	\$125
Individual Senior 62 +	\$130	*2008	No Change	\$134	NA	\$120	\$125
Family of Four	\$340	*2008	No Change	\$320	NA	\$345	\$215
Additional Family Member	\$20	*2009	No Change				
	Chesterfield		Chesterfield	Ballwin	Des Peres	Kirkwood	Maryland Heights
Hours of Operation	Current		New Hours				
Monday -Friday	12pm-8pm		12pm-7:30pm	11:30am-7:30pm	11am-7:30pm	12pm-7:30pm*	11am-7pm
Saturday	10am-8pm		11am-7:30pm	11:30am-7:30pm	11am-7:30pm	10am-7pm	11am-9pm
Sunday	10am-8pm		11am-7:30pm	11:30-am7:30pm	11am-6:00pm	10am-7pm	12pm-7pm
Pool Rentals	Chesterfield	Established	Chesterfield	Ballwin	Des Peres	Kirkwood	Maryland Heights
			Recommended				
Res/Mem	\$200		\$300	NA	\$340	\$697	\$450
Non-Resident	\$290		\$390	NA	\$375	\$697	\$500
* Des Peres pool is open on Friday from 12-8:30pm							
* Marland Heights has no senior rate							

Chesterfield Information

Item	Current	Est in	Average of	Average of	Proposed	Revenue	Increase \$
Pool Fees Resident	Fee		2014-2016	rev 2014-16	Fee for 2017	New Fee	
Children 2- 18	\$3	*2001	11,854	\$ 35,564.00	\$4	\$47,416	\$11,852
Adults 18-61	\$4	*2001	8,400	\$33,604	\$5	\$42,000	\$8,396
Senior 62 +	\$3	*2001	1,163	\$ 3,489.00	\$4	\$4,652	\$1,163
Pool Fees General							
Children 2-18	\$6	*2009	5219	\$ 31,346.00	\$7	\$36,533	\$5,187
Adults 18-61	\$7	*2009	4174	\$ 29,218.00	\$7	\$29,218	\$0
Senior 62 +	\$6	*2009	261	\$ 1,566.00	\$7	\$1,827	\$261
Pool Passes							
Resident							
Individual Child 2-18	\$65	*2001	5	\$ 325.00	\$80	\$400	\$75
Individual Adult 18-61	\$75	*2001	10	\$ 787.00	\$90	\$900	\$113
Individual Senior 62 +	\$65	*2009	16	\$ 1,040.00	\$80	\$1,280	\$240
Family of Four	\$170	*2009	156	\$26,520	\$185	\$28,860	\$2,340
Additional Family Mem	\$10	*1999	91	\$ 1,113.00	No Change	\$1,113	\$0
Non-Resident							
Individual Child 2-18	\$130	*2008	1	\$ 130	No Change	\$130	
Individual Adult 18-61	\$150	*2008	2	\$ 300	\$175	\$350	\$50
Individual Senior 62 +	\$130	*2008	1	\$ 130	No Change	\$130	\$0
Family of Four	\$340	*2008	10	\$3,400	No Change	\$3,400	\$0
Additional Family Mem	\$20	*2009	2	\$40	No Change	\$40	\$0
Pool Rentals							
Resident	\$200 ph	2013	13	\$5,200	\$300	\$7,800	\$2,600
Non-resident	\$290 Ph	2013	0	\$ -	\$390	0	0
Totals				\$173,772		\$205,919	\$32,277

End of Summer Pool hours	Chesterfield	Ballwin	Des Peres	Kirkwood	Maryland Heights	Ellisville
Monday -Thursday	4:00-8:00pm	Closed	Closed	4:00-7:30pm	Closed	Closed

The first fee increase for the CVAC, as you will see on the next spreadsheet, is for the F5 and F6 fields. Prior to 2016, these fields were practice fields. In 2016, with Council approval, we moved the field location of the two fields and completely rebuilt them. They now have nice skinned infields, irrigated outfield, complete backstops, fence lines down the first and third base lines, and home run fences. The additional \$2 will bring these fields more in line with what we should be charging for them and assist with defraying the cost to maintain them at the higher level needed with all the improvements. The second fee increase is on the field lights. With the increase in electrical cost repairs and maintenance on these lights, we are recommending a \$1 increase in the light fee. Lastly and more notably is that we need to start charging CBSA for the use of the lights. In the past they have not paid for the lights when everyone else has paid. This was an oversight on our part

and we need to start charging them to help offset the costs of the lights. We feel that by charging them \$9 per hour of usage in 2017, we can ease them into the new fees they will be required to pay and give them time to pass these costs along to all of their teams. With these three increases, we feel that we will generate an additional \$34,000 per year.

CVAC Potential Fee Increases						
Item	Current	2016 hours	2016 Revenues	New Proposed Revenue 2017	revenue new fee	Increase
F5/F6	\$ 14	536	\$ 7,504	\$ 16	\$ 8,576	\$ 1,072
Item	Current	2015 hours	2015 Revenues	New Proposed Revenue 2017	revenue new fee	Increase
Lights	\$ 17	718	\$ 12,206.00	\$ 18		\$ 12,924
CBSA Lights	\$0	2268	\$ -	\$ 9	2268	\$ 20,412
Total Potential Fee Increase						\$34,408

Pavilion Rental Fee Comparison rates are on the next page. Please keep in mind that we only rent to residents and City businesses due to the limited pavilion dates available for the Central Park Pavilion. We would like to recommend that we simplify our rates to have a new weekday rate of \$50 and a weekend and holiday rate of \$100. This signifies an \$18 increase for the daily rate and a \$20 increase for the weekend rate. The holiday rate would stay the same. By implementing the new fees, we could realize additional revenue from the pavilion rentals of about \$1,700. Keep in mind these numbers are based on the rentals averaged over the last three years and rentals are weather dependent so there could be fluctuations up or down depending on the weather patterns.

Pavilion Rental Fee Comparison	Current	Current	Current	New Proposed	New Proposed
Chesterfield Residnets only	M-F	Weekends	Holidays	M-F	Weekends/Holidays
	\$32	\$80	\$100	\$50	\$100
City/Agency	Resident	Non-Resident			
Clayton	\$75	\$125			
Des Peres	\$50	\$75			
Kirkwood	\$45	\$65			
O'Fallon					
- Corporate	\$100.00	\$200.00			
- Large	\$75.00	\$150.00			
- Medium	\$35.00	\$70.00			
- Small	\$25.00	\$50.00			
University City					
- All	\$50.00	\$100.00			
Wentzville					
- ½ day <150 people	\$35.00	\$44.00			
- ½ day >150 people	\$75.00	\$94.00			
- Full day <150 people	\$70.00	\$88.00			
- Full day > 150 people	\$150.00	\$188.00			
Maryland Heights					
- All	\$40.00	\$65.00			

Pavilion Information	Current fee	Establish in	Ave rentals	Average	Proposed	Revenue	Increase
Chesterfield			2014-2016	Revenue	New Fee	New Fee	
Monday-Friday	\$32	2009	49	\$1,568	\$50	\$2,450	\$882
Saturday/Sunday	\$80	2009	43	\$3,440	\$100	\$4,300	\$860
Holidays	\$100	2010	2	\$200	No change	\$200	\$0
Poentail Increase							\$1,742

Revenue Increase Potentials				
<i>Area</i>				
Pool				\$32,000
CVAC				\$34,000
Pavilion				\$1,742
Total				
Saving Potential				
Pool closing 30 minutes earlier				\$12,000
New pool hours at end of summer				\$7,000
Overall Savings and Revenue Increase				\$86,742

In brief, with these minor changes we could realize a savings of \$19,000 in pool operations and additional revenue of \$67,742 with the few fee increases for 2017.