



# City of Galveston

## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

**Date:** February 18, 2025

**To:** City Manager, Mayor and City Council Members

**From:** Barbara Ekelund-Sanderson,  
Executive Director of Parks, Recreation & Community Outreach

**Project location:** McGuire-Dent Recreation Center & Various Athletic Fields      **Project:** Memberships and Rental Fees at McGuire-Dent Recreation Center and Various Athletic Fields and Courts.

**Request:** Consider for Approval changes to membership and rental fees at McGuire-Dent Recreation Center, and various athletic fields and courts under the management of the Parks and Recreation Department and designating special revenue accounts for revenue earned at each location; authorizing the City Manager to execute all necessary documents upon final approval by the City Attorney.

### **Prior Council Action**

City Council last approved the increase of fees at McGuire-Dent and various athletic fields in 2022 and approved an increase of fees at Lasker Park Pool last month (January 2025).

### **Background**

The City of Galveston Parks and Recreation Department's mission is to create, promote, administer, and maintain exceptional recreational programs, facilities, and parks. Primary funding for operations is through the General Fund. Additional funding is derived from grants, the Industrial Development Corporation, donations, and revenue generated.

Currently, most revenue generated from rentals goes to the City's General Fund and is not designated back to the Parks and Recreation Department, or the location from which that revenue was earned. Staff would like the revenue made at each location to be placed into a special revenue fund that would roll from year to year and be dedicated specifically to improvements at the location the revenue was earned from. This does occur already at McGuire-Dent Recreation Center, where revenue generated goes directly into a special revenue fund specifically for McGuire-Dent Recreation Center, for the purchase of new equipment, repairs to existing equipment, and general improvements at the facility.

Staff evaluates fees charged annually and is proposing new rates at these locations. If City Council approves, the proposed fee changes would go into effect on April 1, 2025.

The following pages will detail the current and proposed changes:

McGuire-Dent Recreation Center (Page 2)

Menard Park Band Shell (Page 3)

Athletic Field Rentals (Pages 4-6)

Tennis Court Rental Fees (Page 7)





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## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### McGuire-Dent Recreation Center Membership Fees

Membership fees for McGuire-Dent Recreation Center were established and approved by City Council in 2019. In 2022, City Council approved the increase of membership fees to the current fees listed below. 100% of the revenue generated from memberships goes to the purchase of new fitness equipment, repairs to existing equipment, and facility improvements.

Wright Cuney Recreation Center remains free to the public regardless of age. Local resident holders of annual pool passes will continue to receive a \$5.00 discount on the purchase of a McGuire-Dent Recreation Center annual pass.

Between February 1, 2024 and January 31, 2025, staff at McGuire-Dent Recreation Center registered or renewed annual passes for 4,769 adults, 696 military (active, retired, and spouses), 2,285 seniors, 1,029 youth and 1,579 daily pass users for a total of 10,358 members. These 10,358 members “checked-in” to the facility a total of 111,798 times during the same period.

#### Current Membership Fees

| Type of Membership | Residents     |              |              |          | Non-Residents |              |              |          |
|--------------------|---------------|--------------|--------------|----------|---------------|--------------|--------------|----------|
|                    | Adult (18-64) | Youth (5-17) | Senior (65+) | Military | Adult (18-64) | Youth (5-17) | Senior (65+) | Military |
| Daily Pass         | \$5           | FREE         | FREE         | FREE     | \$5           | FREE         | \$5          | FREE     |
| Annual Pass        | \$30          | FREE         | FREE         | FREE     | \$65          | FREE         | \$65         | FREE     |

Membership fees include all programs and activities, free of additional charge.

#### Proposed Membership Fees

| Type of Membership | Residents     |              |              |          | Non-Residents          |              |          |
|--------------------|---------------|--------------|--------------|----------|------------------------|--------------|----------|
|                    | Adult (18-64) | Youth (5-17) | Senior (65+) | Military | Adults & Seniors (18+) | Youth (5-17) | Military |
| Daily Pass         | \$5           | FREE         | FREE         | FREE     | \$5                    | FREE         | FREE     |
| Annual Pass        | \$50          | FREE         | FREE         | FREE     | \$85                   | FREE         | FREE     |

Membership fees include all programs and activities, free of additional charge.

The proposed increase would continue to provide year-round programs and services for a reasonable amount of \$4.17 per month for an annual adult residential pass and \$7.08 per month for an annual non-residential pass. Annual passes run from the purchase date through the same date the following year.

If approved, the proposed adult annual membership fees would increase on April 1, 2025.





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## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### Menard Park Band Shell Rentals

Staff recommends an increase in the rental fees of the Menard Park Band Shell. Currently, revenue collected from the rentals is deposited to the City's General Fund.

#### Current Band Shell Rental Fees

| Description                           | Rate |
|---------------------------------------|------|
| Band Shell Rental per every 3-4 Hours | \$75 |

- Includes access to electricity.
- Subject to availability.
- Must be scheduled at least 10 business days in advance of rental period.
- Must be approved by the Executive Director of Parks, Recreation & Community Outreach.
- Applicant may be required to obtain Loudspeaker Permit for the duration of the rental period, depending upon the nature of the rental.

#### Proposed Band Shell Rental Fees

| Description                           | Rate  |
|---------------------------------------|-------|
| Band Shell Rental per every 3-4 Hours | \$150 |

- Includes access to electricity.
- Subject to availability.
- Must be scheduled at least 10 business days in advance of rental period.
- Must be approved by the Executive Director of Parks, Recreation & Community Outreach.
- Applicant may be required to obtain Loudspeaker Permit for the duration of the rental period, depending upon the nature of the rental.

Additionally, staff recommends that revenue collected from the Band Shell Rental Fees be deposited to a Special Revenue account specifically for repairs or improvements to the Band Shell.





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## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### Athletic Field Rentals

Current fees for hourly field rentals (for all types of fields owned by the City of Galveston) were approved by City Council in 2022. These rates were established for smaller occasions and requests received outside of tournaments. Currently, revenue collected from the rentals is deposited to the City's General Fund.

#### Current Athletic Field Hourly Rates

| Description                   | Rate                |
|-------------------------------|---------------------|
| Field Rental (with Lights)    | \$30 / hour / field |
| Field Rental (without Lights) | \$20 / hour / field |

#### Proposed Athletic Field Hourly Rates

Staff recommends designating the current fees as non-resident rental fees, and a \$5.00 reduction in residential rental fees. These hourly rental fees would apply to all fields owned by the City, including those for baseball, softball, and soccer purposes.

| Residency Status | Hourly Rate without Lights | Hourly Rate with Lights |
|------------------|----------------------------|-------------------------|
| Resident         | \$15 / hour / field        | \$25 / hour / field     |
| Non-Resident     | \$20 / hour / field        | \$30 / hour / field     |

Additionally, staff recommends that revenue collected from each athletic field be deposited to a Special Revenue account specifically for repairs, improvements or additional expenses related to that athletic field.





# City of Galveston

## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### Baseball and Softball Field Rentals

Current fees for baseball and softball field rentals were approved by City Council in 2019, and in 2022, the description for a tournament length changed from 3-day to 2-days, though the rates did not. Staff proposes an increase to the rental fees, as well as the inclusion of a City Employee serving as an attendant responsible for cleaning and stocking restrooms, and trash removal. Currently, revenue collected from the rentals is deposited to the City's General Fund.

#### Current Baseball & Softball Field Rental Fees

| Tournament Sponsor                    | 2 Fields | 3 Fields | 4 Fields | 5 Fields | 6 Fields | All Fields |
|---------------------------------------|----------|----------|----------|----------|----------|------------|
| <b>Local Leagues</b>                  | FREE     | FREE     | FREE     | FREE     | FREE     | FREE       |
| <b>Resident Promoter (Non-League)</b> | \$325    | \$475    | \$625    | \$775    | \$925    | \$1075     |
| <b>Non-Resident Promoter</b>          | \$450    | \$600    | \$750    | \$900    | \$1050   | \$1200     |

- Any tournament is described as a 2-day event. If a proposed tournament runs longer than 2 days, additional fees may be charged.

#### Proposed Baseball & Softball Field Rental Fees

| Tournament Sponsor                    | 2 Fields | 3 Fields | 4 Fields | 5 Fields | 6 Fields | All Fields |
|---------------------------------------|----------|----------|----------|----------|----------|------------|
| <b>Local Leagues</b>                  | FREE     | FREE     | FREE     | FREE     | FREE     | FREE       |
| <b>Resident Promoter (Non-League)</b> | \$565    | \$715    | \$865    | \$915    | \$1165   | \$1215     |
| <b>Non-Resident Promoter</b>          | \$690    | \$840    | \$990    | \$1140   | \$1290   | \$1440     |

- Any tournament is described as a 2-day event. If a proposed tournament runs longer than 2 days, additional fees may be charged.
- Includes attendant responsible for cleaning and stocking restrooms and trash removal for 8 hours total (4 hours each day of the 2-day tournament).

Additionally, staff recommends that revenue collected from each location be deposited to a Special Revenue account specifically for repairs, improvements, or additional expenses related to that location.





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## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### Sandhill Crane Soccer Complex Field Rentals

No rental fees currently exist for Sandhill Crane Soccer Complex fields. Staff proposes establishing rental fees rates per field, with scheduling subject to availability and approval. Staff proposes that revenue collected from Sandhill Crane Soccer Complex be deposited to a Special Revenue account specifically for repairs, improvements, or additional expenses related to the complex.

Additionally, staff recommends requiring a City Employee serve as an attendant for a minimum of four (4) hours and be on site with the responsibility of cleaning and stocking restrooms and removing trash from around the premises. Optional fees are also proposed for marking/lining each field.

### Proposed Soccer Complex Rental Fees

| Tournament Sponsor                                                                                                                                                                                           | Mini Fields | Field 1   | Field 2   | Field 3   | Field 4   | Field 5   | All Fields |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|-----------|-----------|-----------|-----------|------------|
| Local Leagues                                                                                                                                                                                                | FREE        | FREE      | FREE      | FREE      | FREE      | FREE      | FREE       |
| Resident Promoter (Non-League)                                                                                                                                                                               | \$50/day    | \$90/day  | \$90/day  | \$90/day  | \$90/day  | \$90/day  | \$500/day  |
| Non-Resident Promoter                                                                                                                                                                                        | \$75/day    | \$125/day | \$125/day | \$125/day | \$125/day | \$125/day | \$700/day  |
| <b>Plus Required Attendant Fee: \$120/per minimum 4 hours</b><br><b>Each additional hour: \$30/per hour</b><br><i>Attendant responsibilities include cleaning and stocking restrooms, and trash removal.</i> |             |           |           |           |           |           |            |
| <b>Optional Marking / Lining Fee: \$100/per field</b>                                                                                                                                                        |             |           |           |           |           |           |            |

- The proposed rental fees include lighting at Fields 1 through 5, if desired (the Mini Fields do not currently have lighting availability)
- Rentals will be required to have an attendant on site who will be responsible for cleaning and stocking restrooms, and trash removal for a minimum of 4 hours for \$120.00. Each additional hour will be paid at \$30.00 per hour.

Revenue collected from Sandhill Crane Soccer Complex would be deposited to a Special Revenue account specifically for repairs, improvements, or additional expenses related to the complex.





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## PARKS, RECREATION & COMMUNITY OUTREACH STAFF REPORT

### Tennis Court Rental Fees

Staff intends to keep the tennis courts in the community free of charge, open to the public, and available first come first serve, whenever possible. Due to a rise in sports tourism, staff proposes establishing fees for exclusive use of the tennis courts, for events such as tournaments.

Because no current rental fees currently exist for exclusive use of tennis courts, staff proposes establishing rental fees per location, rather than per court. The courts available are:

- Menard Park Tennis Courts – 6 Courts
- Lasker Park Tennis Courts – 5 Courts
- Lindale Park Tennis Courts – 3 Courts

### Proposed Tennis Court Rental Fees

| Tournament Sponsor | Daily Rate without Lights | Daily Rate with Lights |
|--------------------|---------------------------|------------------------|
| Galveston Schools  | FREE                      | FREE                   |
| Other Promoters    | \$200 / day / location    | \$250 / day / location |

Scheduling would be subject to availability and approval. Revenue collected from the courts would be deposited to a Special Revenue account specifically for repairs, improvements, or additional expenses related to the courts.





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### Fiscal Impact Report

- **Total Cost.** There is no cost to the City.
- **Funding Source.** N/A

### Alternatives

Do not approve changes to membership and rental fees at McGuire-Dent Recreation Center, and various athletic fields and courts under the management of the Parks and Recreation Department and designating special revenue accounts for revenue earned at each location; authorizing the City Manager to execute all necessary documents upon final approval by the City Attorney. Current fees and policies would remain in place.

### Staff Recommendation

Staff recommends approving changes to membership and rental fees at McGuire-Dent Recreation Center, and various athletic fields and courts under the management of the Parks and Recreation Department and designating special revenue accounts for revenue earned at each location; authorizing the City Manager to execute all necessary documents upon final approval by the City Attorney.

Respectfully Submitted,

Barbara Ekelund-Sanderson  
Executive Director of Parks, Recreation & Community Outreach

