



City of Galveston

DEPARTMENT OF PARKS AND RECREATION

2222 – 28th Street | Galveston, TX 77550
409-797-3700

March 19, 2019

To: Brian Maxwell, City Manager
Honorable Mayor and City Council Members

From: Mario Rabago, Director of Parks & Recreation

RE: **CONSIDER FOR APPROVAL MEMBERSHIP AND FACILITY RENTAL FEES FOR RECREATION CENTERS, PARKS AND ATHLETIC FIELDS THAT ARE UNDER MANAGEMENT OF THE PARKS AND RECREATION DEPARTMENT ; AND AUTHORIZING THE CITY MANAGER TO EXECUTE ALL NECESSARY DOCUMENTS UPON FINAL APPROVAL BY THE CITY ATTORNEY.**

I. Background

The Parks and Recreation staff was tasked to analyze the department's current fees and submit recommendations that will help the department improve its programs and facilities.

Staff has conducted a thorough analysis of the departments fees and is requesting approval of the following rates for recreation center memberships, ballfield tournaments, pool rentals, beach weddings and band shell rentals. All revenues generated from the proposed fees will be dedicated to maintaining and improving the Parks and Recreation Departments programs, parks, playgrounds, recreation centers and athletic fields.

II. Current Situation

Wright Cuney Recreation Center Memberships

The majority of the Wright Cuney Recreation Centers operations focus on offering programs and community events to benefit local youth, seniors and adults. The center is small in comparison to McGuire Dent and offers a fitness room, activity room, computer lab and full size gym.

Youth attendance monthly average – 1,600

Adult attendance monthly average - 750

Staff Recommendation: No change to the current free membership program at Wright Cuney.

This is due to the rec. centers current operations which are more in nature of a community center rather than fitness center. Youth attendance is significantly greater than adult attendance which influences the number of programs geared towards benefiting the centers youth attendees.





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McGuire Dent Recreation Center Annual Membership Fees:

The McGuire Dent Recreation Center offers one large and two small activity rooms, a meeting room, two racquetball courts, large fitness equipment area and full size gym. The most popular activity at the center is the usage of the centers fitness equipment by adults. The center also offers several programs for youth, seniors and adults.

Youth attendance monthly average – 1,400
 Adult attendance monthly average – 5,000

Staff Recommendation: The following annual membership fees for the McGuire Dent Recreation Center

- Youth under 18 years old – Free
- All Military Veterans – Free
- Senior residents 65yrs. and older – Free
- Adult residents 18yrs. to 64yrs. - \$25
- Non-resident Adult and Seniors - \$60
- Replacement card - \$5
- Daily Rate - \$5
- Local resident holders of an annual pool pass receive a \$5 discount on the purchase of a rec. center annual pass.

Comparison to Other Centers:

<u>Location</u>	<u>Youth</u>	<u>Adult</u>	<u>Senior</u>	<u>Family</u>	<u>Daily</u>
Texas City	\$75	\$125	\$60	\$315	\$10
League City	\$45 & \$65	\$95	Free	N/A	\$5 & \$8
Angleton	\$300	\$384	\$300	\$528	\$4 & \$5
La Port	N/A	\$144	\$72	\$288	\$10 & \$20
Pearland	\$330	\$330	\$231	\$660	\$5 & \$8
City of Houston Fitness Centers	N/A	\$273.60	N/A	N/A	\$1.95

Ballfield Rentals for Tournaments

City staff prepares the ballfields and provides field upkeep materials for tournaments. Promoters charge entry fees to teams and can also generate revenue from outside vendors and charge an admission fee to spectators.

Staff Recommendation: The following rates to help recover the city's cost of preparing the ballfields and fund ballfield maintenance and repair programs.





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Proposed Rates for 3-day Ballfield Tournaments:

Tournament Sponsor	<u>2</u> Fields	<u>3</u> Fields	<u>4</u> Fields	<u>5</u> fields	<u>6</u> Fields	All Fields
Local Leagues	Free	Free	Free	Free	Free	Free
Resident Promoter (non-league)	\$325	\$475	\$625	\$775	\$925	\$1075
Non-resident Promoter	\$450	\$600	\$750	\$900	\$1050	\$1200

Current Rates for 3-day Ballfield Tournaments:

Tournament Sponsor	<u>2</u> Fields	<u>3</u> Fields	<u>4</u> Fields	<u>5</u> fields	<u>6</u> Fields	All Fields
Local Leagues	Free	Free	Free	Free	Free	Free
Resident Promoter (non-league)	\$100	\$150	\$200	\$250	\$300	\$450
Non-resident Promoter	\$100	\$150	\$200	\$250	\$300	\$450

Lasker Pool Rentals

The availability of community pool rentals is common. Staff has been approached by residents requesting the availability of renting space at the pool for birthday parties, group events, lane rentals and scuba training.

Staff Recommendation: The following rates for Lasker Pool rentals

Proposed Rates:

<u>Pool Rentals</u>	<u>2 Hour Party</u>	<u>Additional Hour Party</u>	<u>Lane Rental per Hour</u>	<u>Scuba Rental per Hour</u>
Resident	\$50	\$25	\$15	\$150
Non-resident	\$100	\$25	\$20	\$150

- No Alcohol
- Available only during regular operating hours
- Pool will remain open to the public except during off-season scuba rentals

Beach Pocket Park #1 Wedding Space Rental

Staff has been approached by private parties and wedding planners requesting the availability of renting space for wedding events at Beach Pocket Park #1. Several of the island's beaches have programs that offer space for beach weddings.

Staff Recommendation: The following rates for beach weddings at Beach Pocket Park #1:

Proposed Rates:

<u>Day</u>	<u>3 Hours</u>	<u>Each Additional Hour</u>
Monday through Sunday	\$250	\$75





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Menard Park Band Shell Rentals

Staff has been approached by promoters and wedding planners regarding the availability of the Menard Park band shell for weddings and events. Staff analyzed the current fee structure, popularity of island weddings and rates within the local market.

Staff Recommendation: The following rates for rental space at the Menard Park band shell, park grounds and recreation center restrooms.

Proposed Rates:

<u>Group Events, Weddings, Private Parties</u>	<u>4 Hours</u>	<u>Each Additional Hour</u>
Monday through Friday	\$1,500	\$250
Saturday and Holidays	\$2,500	\$350
Sundays	\$2,000	\$300
<u>Local Non-profits</u>		
Monday thru Sunday	\$75	N/A

- Rental availability to group events, weddings and private parties is limited to rec. center afterhours
- Rental to non-profits available during rec. center operating hours and after hours
- City manager has discretion to waive rental fee to non-profit organizations
- Outdoor rental space limited to band shell, space between shell & recreation center and open space at the southeast or southwest corner of the park for wedding vow exchange
- Includes availability of rec. center indoor restrooms
- Includes a building attendant
- Events of more than 75 attendants may require additional permitting, approvals and fees
- Events may require uniformed security paid by renter

Current Rates: All events

<u>Day</u>	<u>4 Hours</u>	<u>Each Additional Hour</u>
Monday through Friday	\$75	N/A
Saturday and Holidays	\$75	N/A
Sundays	\$75	N/A

- City manager has discretion to waive rental fees
- Events of more than 75 attendants may require additional permitting, approvals and fees





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III. Impact or Ramifications

- A. Approval of staff's recommendation will provide additional funding to improve the community and recreational programs offered by the Parks and Recreation Department.
- B. Approval of staff's recommendation will allow the department to utilize potential revenue generating opportunities within its own system.
- C. Approval of staff's recommendation will adjust the departments fees for facility rentals to current market rates.
- D. All revenues generated from the proposed fees will be dedicated to maintaining and improving the Parks and Recreation Departments programs, parks, playgrounds and athletic fields.

IV. Alternatives in Order of Priority

- A. Approval of staff's recommendation to approve membership and facility rental fees for recreation centers, parks and athletic fields that are under management of the Parks and Recreation Department.
- B. Do not approve staff's recommendation.

V. Recommendation

Staff recommends approval of the recommended membership and facility rental fees for recreation centers, parks and athletic fields that are under management of the Parks and Recreation Department.

VI. Fiscal Impact Report

Requested by:	Mario Rabago, Director of Parks and Recreation
Funding Source:	Parks & Recreation Dept. Revenue Source
Cost of Implementation:	Proposal is to update current fee programs and department software. Cost of implementation is minimal.

Respectfully Submitted,

Mario Rabago
Director of Parks & Recreation

Approved,

Brian Maxwell
City Manager

