



# Parks, Recreation & Golf Department Recreation Facility Fees & Charges

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June 12, 2017  
City Council Study Session

# Purpose

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- Review general feedback and direction provided by the PRG Advisory Committee regarding recreation facility fees & charges (March 21 & May 16 meetings)
  - One pass for both centers (universal)
  - Fees comparable to neighboring communities with similar facilities/amenities
  - Support modest increase in fees
  - Non-residents = increased fee

# Study Session Outcomes



- Support recommended recreation facility fees and charges presented.
- Modify recommended recreation facility fees and charges presented.
- Feedback regarding recommendation for one universal pass for both centers.
- Take appropriate action at an upcoming City Council meeting amending the City Directory of Fees and Charges.

# Recreation Facility Fees

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- Daily Admission/Drop-in
- Individual Annual Membership
- Family Annual Membership
- 20-Visit Card
- Monthly Pass
- Room Rentals
- Child (3-7) Youth (8-17) Adult (18-61) Senior (62+)
- Individual and Household passes/memberships
- Resident Non-Resident Corporate
- Currently investigating auto debit card payment

# Demographic Information



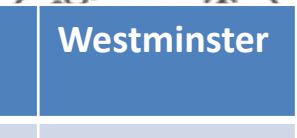
- Commerce City Population = 53,696
- Persons 65 years & over = 5.8%
- Persons under 18 years = 33.1%
- Median household income (in 2015 dollars), 2011-2015 = \$66,053
- Persons in poverty = 15.6%

***(Based on most recent U.S. Census Data)***

- 50+ age group=35% of the US population & holds 83% of household wealth; world wide = 1.5 billion people; projection = 3.2 billion by 2050
- In US 50+ fastest growing segment of the population; with the greatest disposable income

**(Based on AARP research Sept 2016)**

# Daily Admission/Drop-in



	Commerce City	Proposed Fees	Brighton	Broomfield (Derda)	Denver	Thornton	Westminster
Child Res w/PP	\$1.00	\$2.00	5 under free	\$3.50	\$2.00 (2-18 yrs)	\$2.25	\$3.50
Youth Res w/PP	\$2.00	\$3.00	\$2.75	\$3.50	\$5.00 (19-24 yrs)	\$2.75	\$4.00
Adult Res w/PP	\$3.00	\$4.00	\$4.50	\$5.00	\$6.00 (25-64 yrs)	\$4.00	\$5.00
Senior Res w/PP	\$2.00	\$2.50	\$2.75	\$4.00	\$4.00 (65+ yrs)	\$2.50	\$4.00
Corporate w/PP	\$3.50	\$5.00	N/A	N/A	N/A	N/A	N/A
Child - Daily	\$3.75	\$4.00	5 under free	\$6.25	N/A	\$4.00	\$4.50
Youth - Daily	\$4.75	\$5.00	\$3.50	\$6.25	N/A	\$5.00	\$5.00
Adult - Daily	\$6.00	\$6.25	\$5.50	\$7.75	N/A	\$6.50	\$6.00
Senior - Daily	\$4.75	\$5.00	\$3.50	\$6.25	N/A	\$4.50	\$5.00

# Individual Annual Membership



	Commerce City	Market Value	Proposed Fees	Monthly Fee (Auto Debit)
Child Resident	\$62.50	\$125	\$100	\$8.33
Youth Resident	\$125	\$187.50	\$150	\$12.50
Adult Resident	\$187.50	\$250	\$200	\$16.67
Senior Resident	\$12	\$187.50	\$125*	\$12.50
Child Non Res	\$93.75	\$250	\$250	\$20.83
Youth Non Res	\$235	\$312.50	\$312.50	\$26.04
Adult Non Res	\$312.50	\$390	\$390	\$32.50
Senior Non Res	\$150	\$312.50	\$312.50	\$26.04
Corporate	\$218.75	\$312.50	\$312.50	\$26.04

# Individual Annual Membership



	Brighton	Broomfield (Derda)	Denver (Regional)	Thornton	Westminster
Child Resident	N/A	\$216	\$50 (2-18 yrs)	\$169	\$199
Youth Resident	\$165	\$216	\$270 (19-24 yrs)	\$207	\$199
Adult Resident	\$250	\$396	\$369 (25-64 yrs)	\$300	\$339
Senior Resident	\$145	\$252	\$119 (65+ yrs)	\$188	\$199
Child Non Res	N/A	\$396	N/A	\$225	\$299
Youth Non Res	\$200	\$396	N/A	\$282	\$299
Adult Non Res	\$320	\$612	N/A	\$413	\$439
Senior Non Res	\$185	\$396	N/A	\$244	\$299
Corporate	N/A	N/A	N/A	N/A	N/A





# Family Annual Membership



	Commerce City	Market Value	Proposed Fees	Monthly Fee (Auto Debit)
<b>2-person family</b>				
Resident	\$250	\$375	\$300	\$25
Non Resident	\$406.25	\$640	\$640	\$53.83
<b>4-person family</b>				
Resident	\$375	\$547	\$450	\$37.50
Res Add'l Child	\$25	\$30	\$30	\$2.50
Non Resident	\$641.25	\$952.50	\$952.50	\$79.38
NR Add'l Child	\$30	\$35	\$35	\$2.92



# Family Annual Membership



	Brighton	Broomfield (Derda)	Denver (Regional)	Thornton	Westminster
<b>2-person family</b>					
Resident	\$395	\$684	\$357.10	\$450	\$499
Non Resident	\$495	\$1,056	N/A	\$650.50	\$599
<b>4-person family</b>					
Resident	\$495	\$1,224	\$566.60	\$638	\$599
Res Add'l Child	N/A	N/A	\$45	\$30	N/A
Non Resident	\$635	\$2,016	N/A	\$874	\$699
NR Add'l Child	N/A	N/A	N/A	\$35	N/A



# 20 Visit Card



	Commerce City	Proposed Fees	Brighton	Broomfield (Derda)	Denver 15-visit pass	Thornton	Westminster
Child Resident	\$16	\$32	N/A	N/A	\$25.50 (2-18 yrs)	N/A	\$23
Youth Resident	\$32	\$48	N/A	N/A	\$63.75 (19-24 yrs)	N/A	\$23
Adult Resident	\$48	\$64	N/A	N/A	\$76 (25-64 yrs)	N/A	\$39
Senior Resident	N/A	\$40	N/A	N/A	\$51 (65+ yrs)	N/A	\$23
Child Non Res	\$24	\$64	N/A	N/A	N/A	N/A	\$35
Youth Non Res	\$60	\$80	N/A	N/A	N/A	N/A	\$35
Adult Non Res	\$80	\$100	N/A	N/A	N/A	N/A	\$50
Senior Non Res	\$60	\$80	N/A	N/A	N/A	N/A	\$35
Corporate	\$56	\$80	N/A	N/A	N/A	N/A	N/A

# Monthly Pass



	Commerce City	Proposed Fees	Brighton	Broomfield (Derda)	Denver (Regional)	Thornton	Westminster
Child Resident	\$8	\$16	N/A	N/A	\$4.17 (2-18 yrs)	N/A	\$23
Youth Resident	\$16	\$24	N/A	N/A	\$22.50 (19-24 yrs)	N/A	\$23
Adult Resident	\$24	\$32	N/A	N/A	\$30.75 (25-64 yrs)	N/A	\$39
Senior Resident	N/A	\$20	N/A	N/A	\$9.92 (65+ yrs)	N/A	\$23
Child Non Res	\$12	\$32	N/A	N/A	N/A	N/A	\$35
Youth Non Res	\$30	\$40	N/A	N/A	N/A	N/A	\$35
Adult Non Res	\$40	\$50	N/A	N/A	N/A	N/A	\$50
Senior Non Res	\$12.50	\$40	N/A	N/A	N/A	N/A	\$35
Corporate	\$28	\$40	N/A	N/A	N/A	N/A	N/A

# Recreation Facility Fee Discussion



- One universal pass for both centers
  - Daily Admission/Drop-in
  - Individual Annual Membership
  - Family Annual Membership
  - 20-Visit Card
  - Monthly Pass
  - Membership sales incentives
  - Consider grandfathering all existing resident senior memberships
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- Child (3-7) Youth (8-17) Adult (18-61) Senior (62+)
  - Individual and Household passes/memberships

# Daily Admission/Drop-in



	Commerce City	Proposed Fees	Brighton	Broomfield (Derda)	Denver	Thornton	Westminster
Child Res w/PP	\$1.00	\$2.00	5 under free	\$3.50	\$2.00 (2-18 yrs)	\$2.25	\$3.50
Youth Res w/PP	\$2.00	\$3.00	\$2.75	\$3.50	\$5.00 (19-24 yrs)	\$2.75	\$4.00
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Senior Resident	N/A	\$40	N/A	N/A	\$51 (65+ yrs)	N/A	\$23
Child Non Res	\$24	\$64	N/A	N/A	N/A	N/A	\$35
Youth Non Res	\$60	\$80	N/A	N/A	N/A	N/A	\$35
Adult Non Res	\$80	\$100	N/A	N/A	N/A	N/A	\$50
Senior Non Res	\$60	\$80	N/A	N/A	N/A	N/A	\$35
Corporate	\$56	\$80	N/A	N/A	N/A	N/A	N/A

# Monthly Pass



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Child Resident	\$8	\$16	N/A	N/A	\$4.17 (2-18 yrs)	N/A	\$23
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Adult Resident	\$24	\$32	N/A	N/A	\$30.75 (25-64 yrs)	N/A	\$39
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Youth Non Res	\$30	\$40	N/A	N/A	N/A	N/A	\$35
Adult Non Res	\$40	\$50	N/A	N/A	N/A	N/A	\$50
Senior Non Res	\$12.50	\$40	N/A	N/A	N/A	N/A	\$35
Corporate	\$28	\$40	N/A	N/A	N/A	N/A	N/A

# Existing Recreation Center Rental Fees

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(effective after renovation/expansion complete)



	Current Res Fee	Proposed Res Fee	Current Non- Res Fee	Proposed Non-Res Fee	Current Non- Profit Fee	Proposed Non-Profit Fee
1/3 of Gymnasium	\$25/hr	\$30/hr	\$40/hr	\$45/hr	\$20/hr	\$25/hr
Full Gymnasium	\$75/hr	\$90/hr	\$120/hr	\$135/hr	\$60/hr	\$75/hr
Multi A	\$25/hr	\$30/hr	\$35/hr	\$40/hr	\$20/hr	\$25/hr
Multi B	\$25/hr	\$30/hr	\$35/hr	\$40/hr	\$20/hr	\$25/hr
Dance Room	\$25/hr	\$25/hr	\$35/hr	\$40/hr	\$20/hr	\$25/hr
Multi A, B & Dance	\$75/hr	\$85/hr	\$105/hr	\$115/hr	\$60/hr	\$70/hr
Craft Room	\$25/hr	\$30/hr	\$35/hr	\$40/hr	\$20/hr	\$25/hr
Ceramics Room	\$25/hr	\$30/hr	\$35/hr	\$40/hr	\$20/hr	\$25/hr
Game Room	\$10/hr	\$30/hr	\$20/hr	\$40/hr	\$8/hr	\$25/hr
Swimming Pool	\$60/hr	\$70/hr	\$90/hr	\$100/hr	N/A	N/A
Racquetball Court	\$15/hr	\$15/hr	\$20/hr	\$20/hr	N/A	N/A
Tech Lab (NEW)	N/A	\$30/hr	N/A	\$40/hr	N/A	\$25/hr
Large Conf (NEW)	N/A	\$20/hr	N/A	\$30/hr	N/A	\$15/hr
Small Conf (NEW)	N/A	\$15/hr	N/A	\$25/hr	N/A	\$10/hr
After Hours Staff Fee	\$15/hr	\$17/hr	\$15/hr	\$17/hr	\$15/hr	\$17/hr

# New Recreation Center Rental Fees

(effective opening day)



	Proposed Res Fee	Proposed Non-Res Fee	Proposed Non-Profit Fee
1/3 of Gymnasium	\$30/hr	\$45/hr	\$25/hr
Full Gymnasium	\$90/hr	\$135/hr	\$75/hr
Multi 1	\$45/hr	\$60/hr	\$35/hr
Multi 2	\$45/hr	\$60/hr	\$35/hr
Multi 3	\$45/hr	\$60/hr	\$35/hr
Multi 1, 2 & 3 (kitchen & stage)	\$135/hr	\$180/hr	\$105/hr
Tech Lab	\$45/hr	\$60/hr	\$35/hr
Large Conference	\$20/hr	\$30/hr	\$15/hr
Small Conference	\$15/hr	\$25/hr	\$10/hr
Pool Party Rooms	\$30/hr	\$40/hr	\$20/hr
Swimming Pool	\$70/hr	\$100/hr	N/A
After Hours Staff Fee (Per Staff)	\$17/hr	\$17/hr	\$17/hr

# City Directory of Fees & Charges

## PRG Department



### **Recreation Centers**

Daily Admission/Drop-in  
Annual membership  
20 visit cards  
Monthly  
Rental Rates

### **Outdoor Leisure Pool**

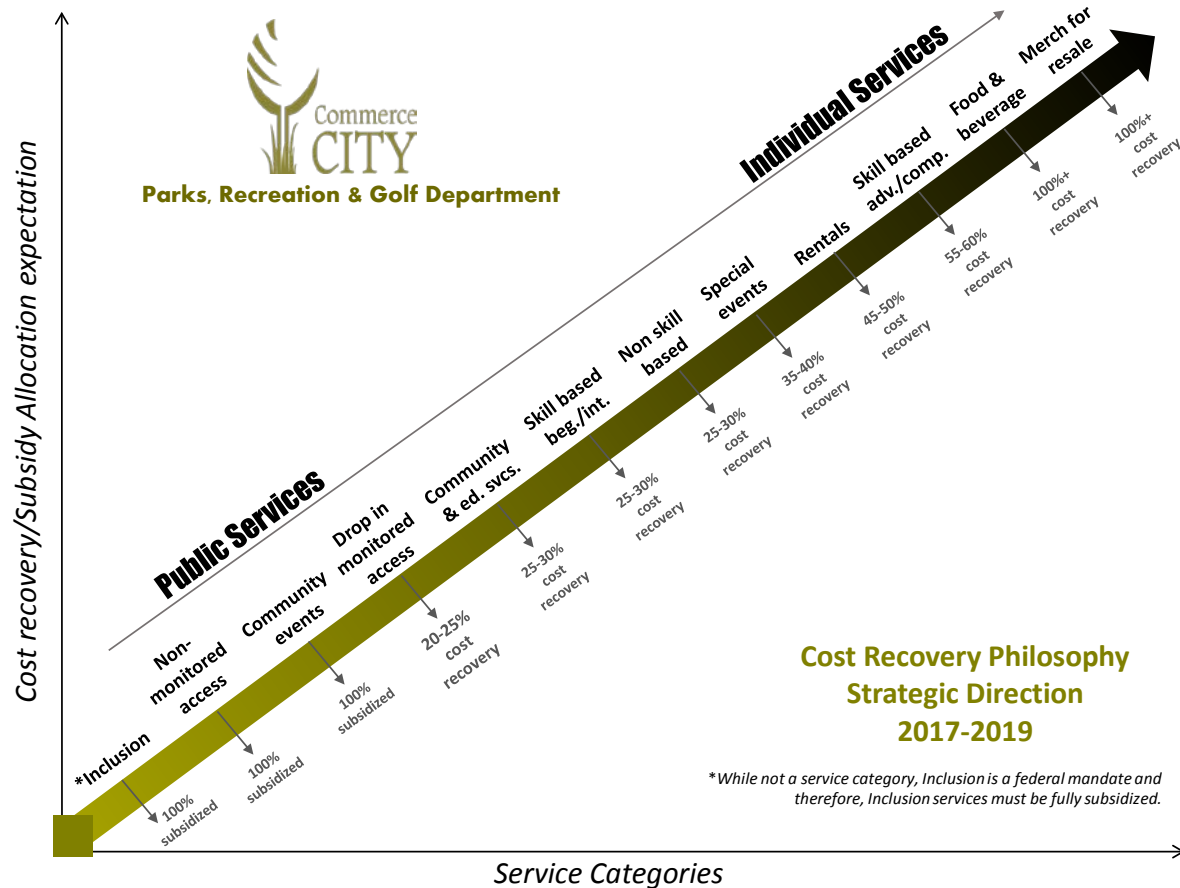
Daily Admission/Drop-in  
Season Pass  
10 visit card  
Rental Rates

### **Buffalo Run Golf Course**

Greens Fees  
Cart Rental  
Pull Cart Rental  
Golf Club Rental  
Driving Range Balls  
Corporate Memberships

### **Parks, Shelters, Trails and Fields Rentals**

# PRG Programs and Services



## Next Steps

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- City staff develop & implement public outreach plan for roll out of fees & charges.
- City Council take action on recreation facility fees & charges by adoption of a resolution amending the City Directory of Fees & Charges at an upcoming City Council meeting in August, 2017.
- Fees published in the 2017-18 Winter/Spring Program Guide



# Questions

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