



**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: March 9, 2015

PREPARED BY: Memo Chavez,
Assistant Recreation Coordinator

AGENDA LOCATION: AR-1

TITLE: 2013-14 Urban Park Revenue and Fee Analysis

OBJECTIVE: To present to the Community Services Commission the 2013-14 Urban Park Revenue and Fee Analysis.

BACKGROUND: Monrovia has six urban parks: Recreation Park, Library Park, Julian D. Fisher Park, Rotary Park, Grand Avenue Park, and Lucinda Garcia Park (formerly Olive Avenue Park). Recreation Park, Library Park, and Julian D. Fisher Park all have facility rental fees. The amenities of each park vary, and include one or more of the following: gazebo, water fountains, basketball courts, public restrooms, a multi-purpose court, picnic benches, tennis courts, and a play structure. Rotary Park, Grand Avenue Park, and Lucinda Garcia Park are not rented due to the limited park space, accessibility, and limited parking. The amenities, accessibility and surroundings of Recreation Park, Library Park and Julian D. Fisher Park make them desirable rental venues for birthday parties, baby showers, family reunions, sporting events, and other social functions.

Staff surveys urban park fees on an annual basis to ensure fiscal responsibility, quality service to the public, and to maintain competitively priced rentals. Based on survey findings, Staff and the Community Services Commission make recommendations to City Council for fee changes. The Administrative Services Department presents the recommended changes to City Council each June as part of the City's Annual Fee Resolution. All fees must go through the Fee Resolution process to be implemented and/or amended.

Urban Park rentals are primarily utilized by sports organizations that typically rent on weekday afternoons, and private rentals which are typically held on weekends. The current fee structure for Urban Park rentals is broken down into the following three priorities:

Priority I: Full rate for private/general public rentals.

Priority II: Reduced rate for Monrovia businesses and non-profit organizations (Discounted 25%).

Priority III: Free use based on established agreements with organizations such as the Monrovia Youth Baseball League and the Monrovia Unified School District including Memorandums of Understanding (MOU).

AR-1

ANALYSIS: Staff surveyed the following San Gabriel Valley cities to compare the current rental fees with similar facilities in the surrounding area. (See Attachment A)

- Azusa
- Duarte
- La Verne
- San Gabriel
- South El Monte
- Baldwin Park
- El Monte
- Pasadena
- Sierra Madre
- West Covina
- Covina
- Glendora
- San Dimas

The following information outlines the amenities surveyed. For a complete list of survey results see Attachment A.

- Ball Field with and without lights (Adult)
- Ball Field with and without lights (Youth)
- Bandshell with and without lights
- Electrical Costs
- Electric Power Box
- Gazebo
- Multi-Purpose Hardcourt
- Sand Volleyball Court
- Tennis courts
- Quadrant Fee

Park Descriptions: The following information describes the amenities offered at the three Urban Parks available to rent. Each park description includes the size of the park, location, amenities, number of rentals and revenue.

Recreation Park – The twenty-two acre park is located at 620 South Shamrock Avenue, and is the largest urban park in Monrovia. Recreation Park is home to the Barney Glenn Baseball Field, the Mary Wilcox Youth Center, Skate Park, Monrovia Historical Museum, Santa Anita Family YMCA, and Boys & Girls Club of the Foothills. Recreation Park hosts a variety of City events and programs, such as Summer Extravaganza, Spring Egg Hunt and YMCA Healthy Kids Day, and Youth Sports games.

Amenities include:

- Ball Field with stadium lights
- Basketball Court with stadium lights
- Drinking Fountains
- Gazebo with a barbeque
- Hard-Court Multi-Purpose Facility
- Middle Field Play Area
- Pergola (adjacent to the Play Area)
- Picnic Benches
- Play Structure
- Sand Volleyball Courts
- Tennis Courts

Rental Options	Number of Uses 2012 - 13	Number of Uses 2013 - 14
Priority I	109	103
Priority II	16	14
Priority III	141	132
Totals	266	249

There were 249 rentals at Recreation Park in 2013 -14 compared to 266 in 2012 - 13. Rentals in each Priority category experienced a slight decrease from 2012 - 13 to 2013 - 14. Priority III experienced the largest decrease though it has no financial ramifications on budget.

Seventy-five percent of the Priority I Recreation Park rentals were from Monrovia residents. The remaining 25 percent of rentals were non-residents from Arcadia, Glendora, Pasadena, Duarte, El Monte, and San Gabriel.

Library Park – The thirteen acre park is located at 321 South Myrtle Avenue, and is the home of the Monrovia Public Library. Annual City-wide special events such as the Summer Concert Series, Halloween Carnival and Costume Contest, and the Monrovia Arts Festival were offered in Library Park.

Amenities include:

- Bandshell with lights
- Decorative Water Fountain
- Drinking Fountains (for people and pets)
- Gated Play Structure
- Staging Area (west of Fountain)
- Veterans Memorial Rock Garden

Rental Options	Number of Uses 2012 - 13	Number of Uses 2013 - 14
Priority I	1	1
Priority II	6	6
Priority III	7	3
Totals	14	10

The number of Priority I and II rentals remained consistent from the 2012 - 13 to the 2013 - 14 fiscal year. The decline in Priority III rentals is attributed to MUSD’s relocation of park activities from Library Park to another location. Eighty percent of Library Park rentals were from Monrovia and 20 percent from local cities including Duarte and Temple City.

Julian D. Fisher Park - The two acre park is located at 901 South California Avenue, north of the Monrovia Unified School District Administrative offices. Julian D. Fisher Park is utilized for birthday parties, family picnics, and outdoor drop-in basketball.

Amenities include:

- Basketball Courts with Stadium Lights
- Drinking Fountain
- Gazebo with Picnic Benches
- Play Structure

Note: The Julian D. Fisher Park playground equipment was removed in June 2011, due to the disrepair of the equipment. In June, 2013, the City received a \$250,000 LA County Regional Park and Open Space District grant from Supervisor Antonovich’s office for the purchase of new playground equipment at Julian D. Fisher Park. The new playground equipment was installed in summer 2014, and Julian D. Fisher Park was re-dedicated on August 2, 2014. The remaining park refurbishments which include new basketball courts, stadium lighting, park signage, irrigation system, etc. will be installed in 2015 thanks to another LA County Regional Park and Open Space District grant from Supervisor Antonovich in the amount of \$250,000.

Rental Options	Number of Uses 2012 - 13	Number of Uses 2013 - 14
Priority I	0	0
Priority II	0	0
Priority III	0	0
Totals	0	0

ENVIRONMENTAL IMPACT: To support the City's Green Accords, Staff limited print materials, and primarily focused the advertisement efforts on the City of Monrovia's website, and Facebook page.

FISCAL IMPACT: The decrease in the 2013 -14 revenue compared to the 2012 -13 is directly related to a slight decrease in overall rentals. The budget goal for fiscal year 2013 -14 was \$9,000, and revenue collected totaled \$8,890 achieving 98 percent of the revenue goal.

Urban Park Revenue Comparison

Park	Total Revenue 2012 - 13	Total Revenue 2013 - 14
Recreation Park	\$9,831	\$7,960
Library Park	\$1,030	\$930
Julian Fisher Park	\$0	\$0
Totals	\$10,861	\$8,890

Per the fee structure, free rentals were given to organizations such as the Monrovia Youth Baseball League (MYBL) and the Monrovia Unified School District (MUSD). The free rentals were to conduct school functions, various sports practices and games, as well as special events. If these organizations rent facilities at the Priority I rate, the potential revenue would have been approximately \$21,150.

Survey Findings:

The survey findings (see Attachment A) indicate the following fees are significantly below the average:

Amenity	Monrovia's Fee	Average Fee
Bandshell	\$90/per use	\$108/per use
Recreation Park Gazebo	\$75/per use	\$125/per use
Security Deposit	\$75/per use	\$123/per use
Quadrant	\$150/per use	\$337/per use

Library Park Bandshell:

The \$90 Bandshell fee falls below the \$108 survey average; however, Staff feels the fee is appropriate for the current condition of the facility. Staff will research possible improvements to be included in the upcoming budget year. As the facility is improved, the rental fee will increase.

Recreation Park Gazebo:

The \$75 Recreation Park Gazebo fee falls below the \$125 survey average. Staff recommends keeping the fee at \$75. Surrounding cities offer larger seating areas, and electrical use is included in the cost for Gazebo rental. Staff will monitor rental activity in the 2014 -15 fiscal year and assess potential enhancements to determine if an additional fee increase is warranted.

Security Deposit:

In 2011, the Community Services Commission approved an increase in the Security Deposit from \$50 to \$75, bringing the amount closer to the average fee. Staff has not experienced any concerns with the increase, and recommends another \$25 increase this year based on the following:

1. Would bring Monrovia’s fee closer to the survey average.
2. An additional amount secured would help cover any damage caused during a rental.

Quadrant Fee:

Of the thirteen cities surveyed only two charged quadrant fees. The average charge of a quadrant is \$337, however the average is skewed by one neighboring city. Even so, Staff recommends increasing the Priority I fee from \$150 to \$175 and the Priority II fee from \$113 to \$131 based on the following:

1. The quadrant fee was last adjusted approximately ten years ago.
2. \$175 (and \$131 Priority II rate) is a competitive fee to secure a quarter area of any of Monrovia’s Urban Parks.

Field Rental Fee:

An increase is not recommended at this time due to the following:

1. Youth ball field rentals were designed to be low cost in order to accommodate a variety of youth organizations

Amenity	Monrovia’s Fee	Average Fee
Ball Field (Youth)	\$20/per use	\$25/per use
Ball Field With Lights (Youth)	\$30/per use	\$43/per use
Sand Volleyball Court	\$35/per use	\$40/per use
Electric Power Box	\$50/per use	\$55/per use

Staff will monitor the rental activities in the 2014 - 15 fiscal year to determine if a fee increase is warranted.

Options: The Community Services Commission has the following options to consider:

1. Maintain all existing Urban Parks rental fees.
2. Staff recommends increasing the Security Deposit from \$75 to \$100, increase the park quadrant Priority I fee from \$150 to \$175 and the Priority II fee from \$113 to \$131.
3. Direct staff to explore other options.

RECOMMENDATIONS: Staff recommends that the Community Services Commission accept option number two; increase the security deposit from \$75 to \$100, increase the park quadrant Priority I fee from \$150 to \$175 and the Priority II fee from \$113 to \$131.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to: **Accept and recommend to City Council option number two, increase the security deposit from \$75 to \$100, increase the park quadrant Priority I fee from \$150 to \$175 and the Priority II fee from \$113 to \$131.**