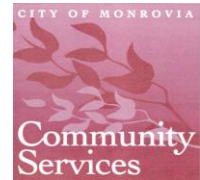




COMMUNITY SERVICES AGENDA REPORT



DEPARTMENT: Community Services

MEETING DATE: March 11, 2014

PREPARED BY: Memo Chavez,
Assistant Recreation Coordinator

AGENDA LOCATION: AR-3

TITLE: 2012-13 Urban Park Revenue and Fee Analysis

OBJECTIVE: To present the Community Services Commission with the 2012-13 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 amenities available including lack of 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 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 (Finance) 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 weekend mornings and afternoons. 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 percent)

Priority III: Free use based on established Memorandums of Understanding (MOU's.) with organizations including MUSD, MYBL, etc.) and other City Departments.

AR-3

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.

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

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 22 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
- Pergola (adjacent to the Play Area)
- Tennis Courts
- Sand Volleyball Courts
- Picnic Benches
- Hard-Court Multi-Purpose Facility
- Middle Field Play Area
- Play Structure

Rental Options	Number of Uses 2011- 12	Number of Uses 2012- 13
Priority I	101	109
Priority II	11	16
Priority III	159	141
Totals	271	266

There were 266 rentals at Recreation Park in 2012-13 compared to 271 in 2011-12. Priority I rentals increased from 101 in 2011-12 to 115 in 2012-13. Staff attributes the increase in Priority I rentals to sport organizations renting the Barney Glenn Field more often than the previous year. The Adult

Baseball League which usually takes a month off during the year did not take a month off during this fiscal period. Priority II and III rentals remained fairly consistent.

Of the 109 Priority I rentals, 75 percent of them were rented by Monrovia residents. The remaining 25 percent of rentals were non-residents from Arcadia, Duarte, Temple City, Rosemead, Alhambra and Covina.

Library Park – The 13 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:

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

Rental Options	Number of Uses 2011-12	Number of Uses 2012-13
Priority I	5	1
Priority II	3	6
Priority III	9	7
Totals	17	14

The amount of Library Park rentals remained fairly consistent due to the same user groups utilizing the facility from the 2011-12 to the 2012-13 fiscal year. There were seven Priority I and II park rentals, and all but one were Monrovia residents and organizations.

Julian D. Fisher Park - The 2 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:

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

Note: The Julian D. Fisher Park playground equipment was removed in June 2011 by the Public Works Department due to the disrepair of the equipment. In May 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. Installations completion of park equipment is scheduled for summer 2014.

Rental Options	Number of Uses 2011-12	Number of Uses 2012-13
Priority I	0	0
Priority II	1	0
Priority III	0	0
Totals	1	0*

*The rental group which typically rents Julian Fisher Park for their family reunion held their event in Recreation Park in 2012-13.

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

FISCAL IMPACT: The revenue goal for fiscal 2012-13 was \$9,539 and revenue collected totaled \$11,861. Library Park rentals were fairly consistent; however the revenue did increase by \$355. The increase in revenue is attributed to groups renting two areas of the park at once rather than one area and included electrical fees.

Urban Park Revenue Comparison

Park	Total Revenue 2011-12	Total Revenue 2012-13
Recreation Park	\$9,588	\$10,831
Library Park	\$675	\$1,030
Julian Fisher Park	\$115	\$0
Totals	\$10,378	\$11,861

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. Had the facilities been rented 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 surveyed are below or within the average with the exception of:

Amenity	Monrovia's Fee	Average Fee
Bandshell	\$80/Per Use	\$108/Per Use
Recreation Park Gazebo	\$65/Per Use	\$125/Per Use
Security Deposit	\$75/Per Use	\$123/Per Use
Quadrant	\$150/Per Use	\$337/Per Use

Library Park Bandshell:

The \$80 Bandshell fee falls below the \$108 survey average. Staff recommends increasing the fee to \$90. Based on the number of rentals secured in the 2014-15 fiscal year, Staff may recommend another fee adjustment, which will bring this fee closer to the survey average.

Recreation Park Gazebo:

The \$65 Recreation Park Gazebo fee falls below the \$125 survey average. Staff recommends increasing the fee to \$75. Staff will monitor rental activity in the 2014-15 fiscal year to determine if an additional fee increase is warranted.

Security Deposit:

The Community Services Commission in 2011 approved an increase in the Security Deposit from \$50 to \$75, bringing the amount closer to the average fee. During this period, staff has not experienced any issues that would require retention of a security deposit IE. loss of facility keys or damage to facility infrastructure, and the cost associated with repair or replacement has not increased, therefore Staff does not recommend increasing the security deposit at this time.

Quadrant Fee:

Out of the 13 cities surveyed, only two charged quadrant fees. The fee average for a quadrant is \$337 but the average is skewed because of the higher fee charged by the City of Sierra Madre. Since eleven cities do not charge a quadrant fee it is recommended that the cost for a quadrant remain the unchanged.

The following fees (see Attachment A) are slightly below the average and an increase is not warranted at this time.

Amenity	Monrovia's Fee	Average Fee
Ball Field (Youth)	\$20/Per Use	\$25/Per Use
Ball Field With Lights (Youth)	\$30/Per Use	\$33/Per Use
Ball Field With Lights (Adult)	\$45/Per Use	\$48/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. Increase the Bandshell fee to \$90 and Gazebo fee to \$75.
2. Direct Staff to maintain all existing urban park fees.
3. Direct Staff to explore other options

RECOMMENDATIONS: Staff recommends that the Community Services Commission accept option number one; increase the Bandshell fee to \$90 and Gazebo fee to \$75, as outlined in this report.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to approve option number one as outlined in the report.