



Rates Policy & Rental Rate Adjustments

Community Enrichment Department

1/21/2024

Overview

- Council approved the Facility Rentals Policy on 11/03/2023.
- Staff has reviewed data for 2024 and provided recommendations for policy adjustment and rate adjustment.
- Goal: Balance appropriate pricing with utilization rates, increase utilization of facilities, increase the number of programs and offerings in the city by fostering growth in the private/nonprofit sector, and ensure a financially durable structure.

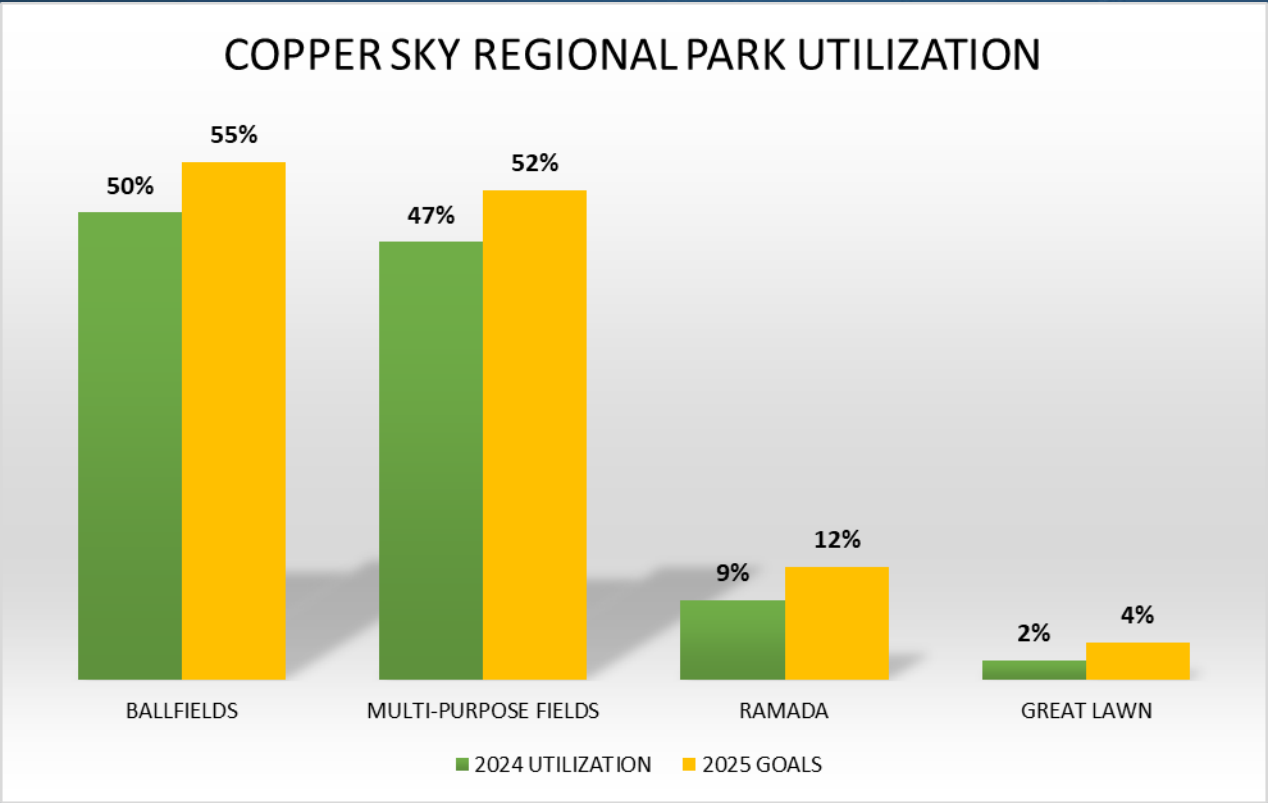
Research

- 2024 Utilization Rates of Maricopa Facilities (Jan 1-Dec 31)
- Comparison of 9 Cities Rates
 - Fountain Hills, Goodyear, Queen Creek, Apache Junction, Gilbert, Mesa, Buckeye, Peoria, Tempe

Rate Changes - Utilization

- Utilization % is based on peak hours.
- Peak Hours Description: These hours are based on the heaviest amount of usage. In general, utilization rates would increase based on a price decrease during these hours. Utilization would generally not increase significantly with a price reduction outside of peak hours.
- Considerations for peak hours
 - Time of year for indoor/outdoor (Example: Peak hours for fields is 9/1-5/31 from 5pm-9pm)
 - Time of day
 - Type of rental (field, ramada, room, open space)

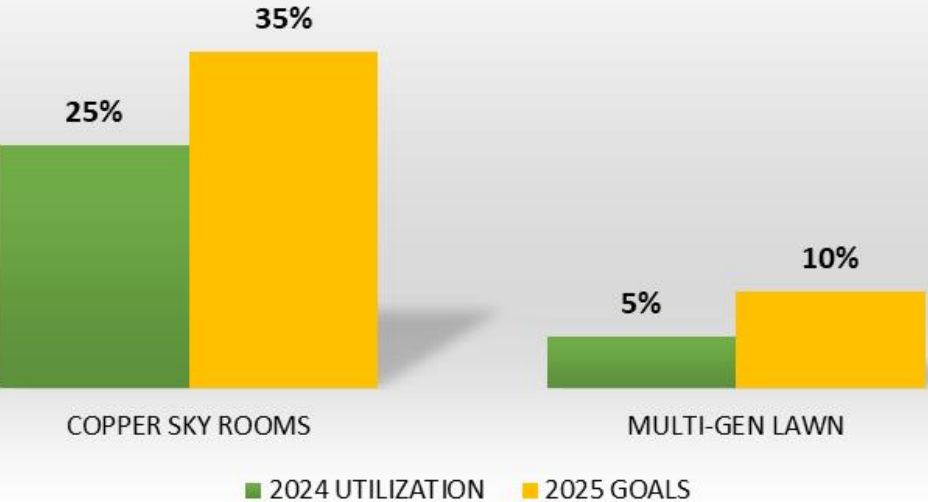
Rate Changes - Utilization



COPPER SKY PARK		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER TYPE
NON-RESIDENT	7%	
NON-LOCAL BUSINESS		40%
NON-PROFIT		43%
PRIVATE INDIVIDUAL		17%
RESIDENT	93%	
CITY DEPARTMENT		32%
LOCAL BUSINESS		9%
NON-PROFIT		43%
PRIVATE INDIVIDUAL		16%

Rate Changes - Utilization

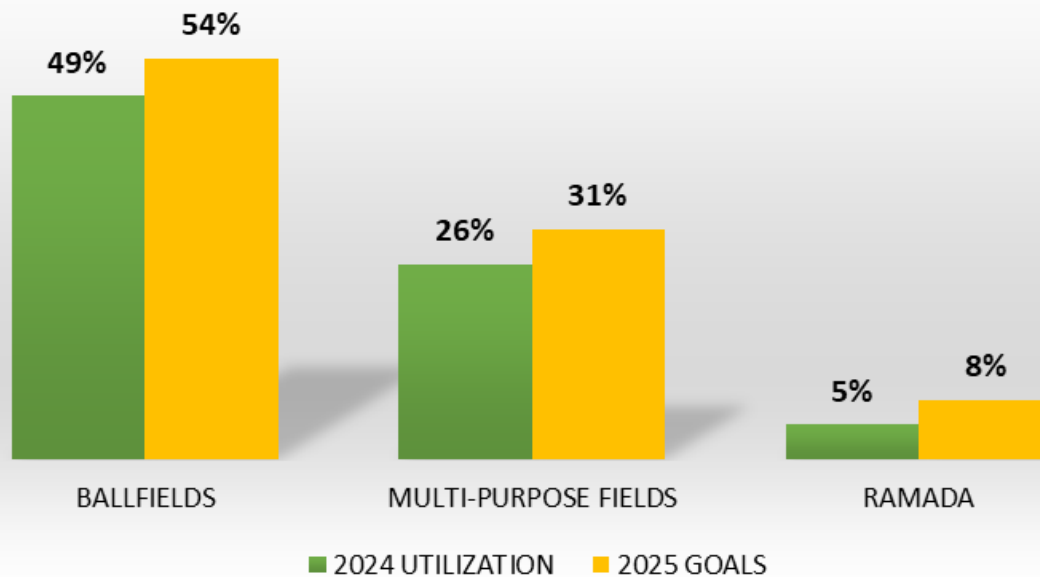
COPPER SKY MULTIGEN CENTER
UTILIZATION



COPPER SKY CENTER		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER TYPE
NON-RESIDENT	1%	
PRIVATE INDIVIDUAL		80%
NON-PROFIT		20%
RESIDENT	99%	
CITY DEPARTMENT		46%
LOCAL BUSINESS		12%
NON-PROFIT		12%
PRIVATE INDIVIDUAL		30%

Rate Changes - Utilization

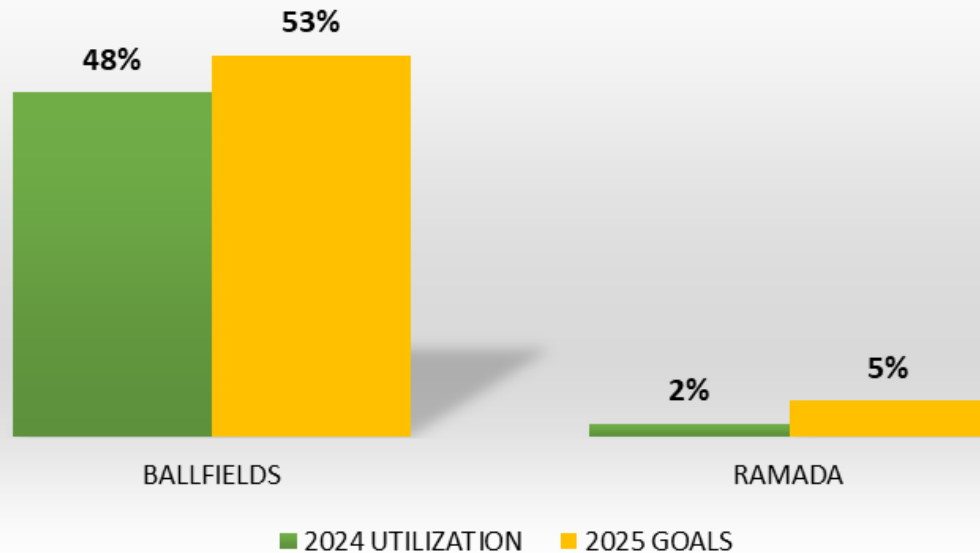
PACANA PARK UTILIZATION



PACANA PARK		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER
NON-RESIDENT	19%	
NON-LOCAL BUSINESS		78%
PRIVATE INDIVIDUAL		11%
RESIDENT	96%	
CITY DEPARTMENT		3%
LOCAL BUSINESS		3%
NON-PROFIT		79%
PRIVATE INDIVIDUAL		16%

Rate Changes - Utilization

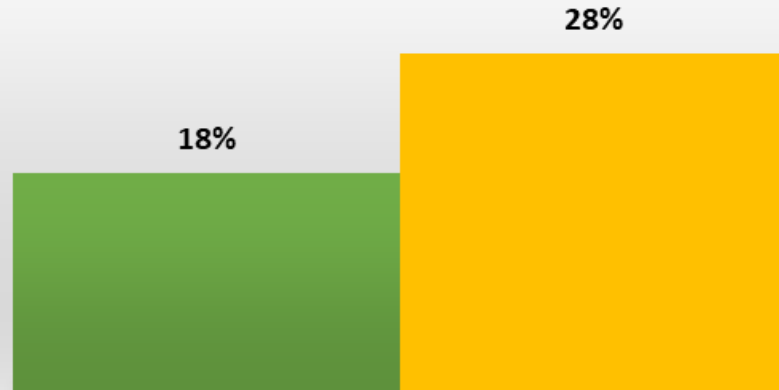
LAKE VIEW PARK UTILIZATION



LAKE VIEW PARK		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER TYPE
RESIDENT	100%	
CITY DEPARTMENT		17%
NON-PROFIT		77%
PRIVATE INDIVIDUAL		6%

Rate Changes - Utilization

MARICOPA CULTURAL CENTER UTILIZATION

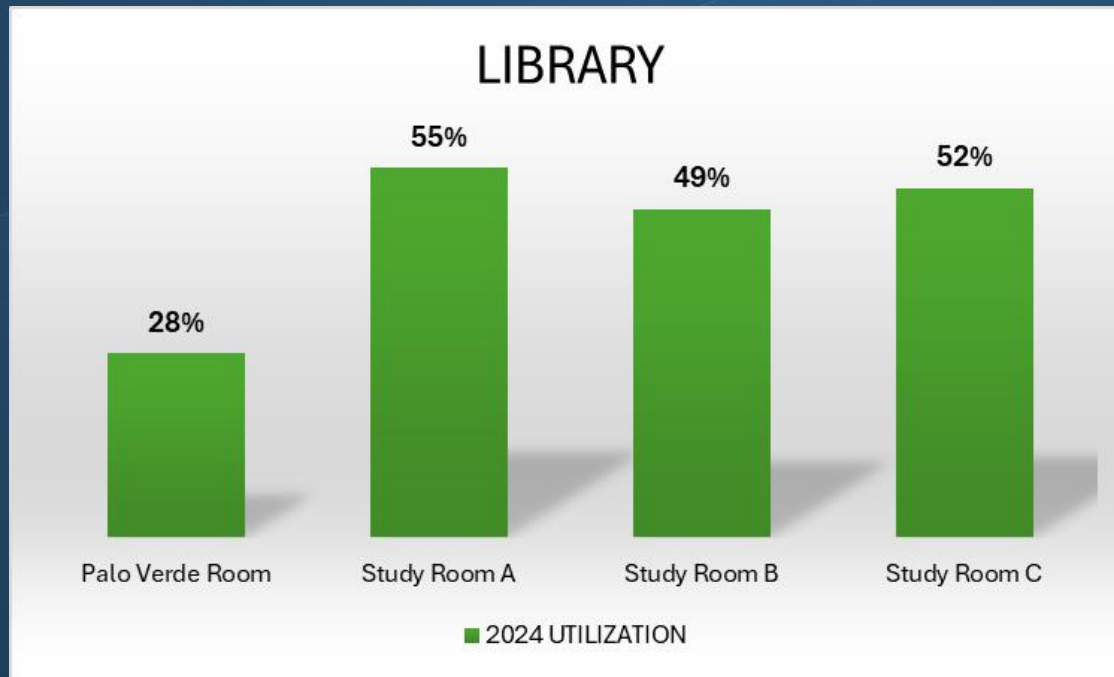


Maricopa Cultural Center

■ 2024 UTILIZATION ■ 2025 GOALS

CULTURAL CENTER		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER
NON-RESIDENT	4%	
NON-LOCAL BUSINESS		33%
NON-PROFIT		10%
PRIVATE INDIVIDUAL		57%
RESIDENT	96%	
ADVISORY COMMITTEE		0.4%
CITY COUNCIL		0.2%
CITY DEPARTMENT		46%
LOCAL BUSINESS		5%
NON-PROFIT		14%
PRIVATE INDIVIDUAL		35%

Rate Changes - Utilization



Notes

- There is no user type data available
- There is no fee for these rooms
- Study room C is drop-in only, so does not have any available data. It is simply an average of the study rooms

Rate Changes Overview

- Reduced Room Rates
- Reduced Court Rates
- Reduced Open Space Rates
- Reduced Light Costs:
 - Previous Rate: \$12 Youth, \$18 Adult
 - New Rate: \$12 flat rate to cover hard costs

Rate Changes

Increase	
Decrease	
No Change	
Remove	-

Local Business and Base Rate per Hour	Proposed Local Business and Base Rate per Hour	Resident & Non-Profit (35% Disc of Base Rate)	Proposed Resident & Non-Profit	Non-Resident (200% of Base Rate)	Proposed <u>Non-Resident</u>
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Pacana Park Outdoor Facilities/Fields

Unlimited	Pacana <u>Multi-Purpose</u>	\$ 13.00		\$ 8.00		\$ 26.00	
Unlimited	Pacana Multi-Purpose - Youth	\$ 7.00		\$ 5.00		\$ 14.00	
Unlimited	Pacana Softball & Baseball	\$ 13.00		\$ 8.00		\$ 26.00	
Unlimited	Pacana Softball & Baseball - Youth	\$ 7.00		\$ 5.00		\$ 14.00	
Unlimited	Pacana Courts	\$ 13.00	\$ 10.00	\$ 8.00	\$ 7.00	\$ 26.00	\$ 20.00
Unlimited	Pacana Courts - Youth	\$ 7.00	\$ 6.00	\$ 5.00	\$ 4.00	\$ 14.00	\$ 12.00
25	Small Ramada	\$ 15.00		\$ 10.00		\$ 30.00	
90	Group Ramada	\$ 40.00	-	\$ 26.00	-	\$ 80.00	-

Lake View Park

Unlimited	Lakeview Softball & Baseball	\$ 13.00		\$ 8.00		\$ 26.00	
Unlimited	Lakeview Softball & Baseball - Youth	\$ 7.00		\$ 5.00		\$ 14.00	

Rate Changes

Copper Sky Outdoor Facilities/Fields

Unlimited	Copper Sky Multi-Purpose	\$ 18.00		\$ 12.00		\$ 36.00	
Unlimited	Copper Sky Multi-Purpose - Youth	\$ 12.00		\$ 8.00		\$ 24.00	
Unlimited	Copper Sky Baseball	\$ 18.00		\$ 12.00		\$ 36.00	
Unlimited	Copper Sky Baseball - Youth	\$ 12.00		\$ 8.00		\$ 24.00	
Unlimited	Copper Sky Softball	\$ 18.00		\$ 12.00		\$ 36.00	
Unlimited	Copper Sky Softball - Youth	\$ 12.00		\$ 8.00		\$ 24.00	
Unlimited	Copper Sky Outside Courts	\$ 15.00	\$ 12.00	\$ 10.00	\$ 8.00	\$ 30.00	\$ 22.00
Unlimited	Copper Sky Outside Courts - Youth	\$ 12.00	\$ 9.00	\$ 8.00	\$ 6.00	\$ 24.00	\$ 18.00
Unlimited	Copper Sky Multi-Gen Lawn	\$ 100.00	\$ 85.00	\$ 65.00	\$ 55.00	\$ 200.00	\$ 170.00
Unlimited	Great Lawn	\$ 200.00	\$ 165.00	\$ 130.00	\$ 107.00	\$ 400.00	\$ 330.00
25	Small Ramada	\$ 15.00		\$ 10.00		\$ 30.00	
90	Group Ramada	\$ 40.00	\$ 35.00	\$ 26.00	\$ 23.00	\$ 80.00	\$ 70.00

Copper Sky Indoor Facilities

90	Multi-Purpose – A (aka Dry)	\$ 65.00	\$ 54.00	\$ 42.00	\$ 35.00	\$ 130.00	\$ 108.00
90	Multi-Purpose – B (aka Dry)	\$ 65.00	\$ 54.00	\$ 42.00	\$ 35.00	\$ 130.00	\$ 108.00

Rate Changes

Library/Cultural Center Rooms

250	Library/Cultural Redwood A/B	\$ 130.00	\$ 110.00	\$ 85.00	\$ 72.00	\$ 260.00	\$ 220.00
150	Library/Cultural Redwood A	\$ 65.00	\$ 54.00	\$ 42.00	\$ 35.00	\$ 130.00	\$ 108.00
100	Library/Cultural Redwood B	\$ 65.00	\$ 54.00	\$ 42.00	\$ 35.00	\$ 130.00	\$ 108.00
25	Library/Cultural Pine Room	\$ 35.00	\$ 30.00	\$ 23.00	\$ 20.00	\$ 70.00	\$ 60.00
25	Library/Cultural Maple Room	\$ 35.00	\$ 30.00	\$ 23.00	\$ 20.00	\$ 70.00	\$ 60.00
	Library/Cultural Outdoor amphitheater/Grass Area	\$ 100.00	\$ 80.00	\$ 65.00	\$ 52.00	\$ 200.00	\$ 160.00
	Library/Cultural Atrium	\$ 200.00	\$ 175.00	\$ 130.00	\$ 114.00	\$ 400.00	\$ 350.00

Community Center

100	Main Room	\$ 100.00	\$ 85.00	\$ 65.00	\$ 55.00	\$ 200.00	\$ 170.00
40	Large Conference Room	\$ 50.00	\$ 40.00	\$ 33.00	\$ 26.00	\$ 100.00	\$ 80.00
20	Small Conference Room	\$ 25.00	\$ 20.00	\$ 16.00	\$ 13.00	\$ 50.00	\$ 40.00

Facility Rentals Policy Revisions

New Additions

Youth Recreational League – An organization that offers a sport league for youth, that does not involve tryouts, monthly dues, invitations, or recruiting, on the basis of talent or ability which would exclude youth community members. Exclusion of members of the community disqualifies an organization from this discount. These leagues must have at least 75% Maricopa residents.

Adult Recreational League – An organization that offers a sport league for adults, that does not involve tryouts, monthly dues, invitations, or recruiting, on the basis of talent or ability which would exclude community members. Exclusion of members of the community disqualifies an organization from this discount. These leagues must have at least 75% Maricopa residents.

Youth Recreational League Rate	50% of Lowest Youth Rate
Adult Recreational League Rate	50% of Lowest Adult Rate

Purpose

- Facilitate current and future adult & youth sport offerings
- Examples: Little League, AZ Sport League, Pickleball League

Facility Rentals Policy Revisions

- New Addition

vii) A non-resident business that does not have a local address, may qualify for the local business rate if their reservation serves the local population through programming that serves at least 75% Maricopa residents.

Programming - Organized activities that are designed to promote physical, social, and emotional well-being by engaging in sports, arts, classes, fitness, crafts, special events, workshops, education, and other leisure pursuits.

- Purpose

- This facilitates greater programming offerings to residents of Maricopa.
- Non-Resident Rate is extremely high and would be a barrier to organizations who would otherwise provide programming to residents of Maricopa.
- Examples: B.E.S.T Beginners Edge Sports Training

Facility Rentals Policy Revisions

- New Additions

viii) The highest priority of the City is to provide space for local residents, however, the City recognizes the positive economic impact of large tournaments. Thus, tournaments of a certain significant size (determined in the allocation guide), may qualify for the base rate. Tournaments will be evaluated on a case-by-case basis with a goal to balance local play with attracting out-of-town visitors and revenue.

- Purpose

- Sports Tourism, Economic Impact, Marketing.
- Examples- All World Softball

Conclusion

1. Adjust Rates

- Reduced Room, Court, Open Space, & Ramada Rental Rates
- Reduced Light Fees

2. Adjust the Rates Policy

- Include Youth Recreation League Discount Rate
- Include Adult Recreation League Discount Rate
- Include language to facilitate more recreation programming
- Include language to facilitate large tournaments/economic impact

Facilitate more programming in the City, increase facility utilization, economic development through tournaments, and facilitate non-profit growth.

Questions?