



Rates Policy & Rental Rate Adjustments

12/2/25

Overview

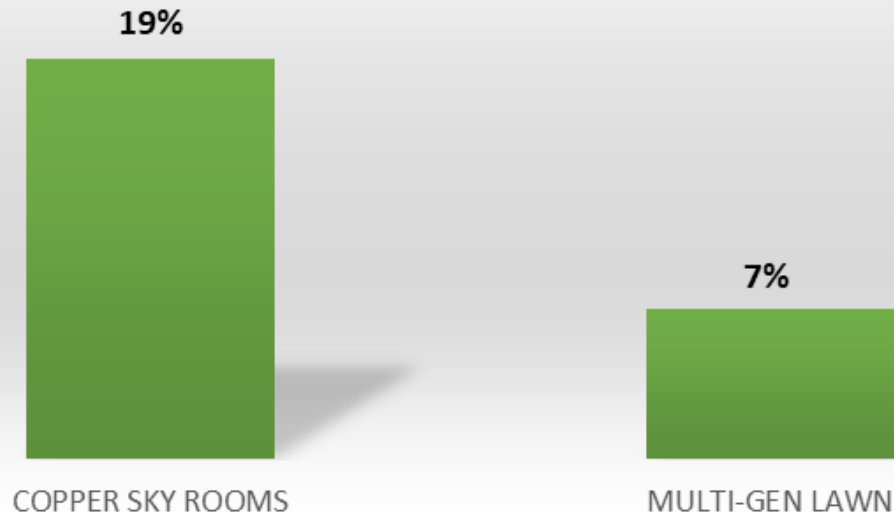
- Council approved the Facility Rentals Policy on 11/03/2023
- Council approved the current Rental Fee Schedule on 12/5/2023
- Staff presented to Council on 1/21/2025 for discussion and we have included adjustments as directed. Council directed these items to be presented for Committee Feedback.
- Staff presented to the Parks and Recreation Advisory Committee, Senior Advisory Committee, and Cultural Affairs and Arts Advisory Committees in 11/25
- 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.

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)

Actual Utilization: Jan 1 – Oct. 15

COPPER SKY MULTIGEN CENTER UTILIZATION



COPPER SKY CENTER		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER TYPE
NON-RESIDENT	3%	
PRIVATE INDIVIDUAL		67%
NON-PROFIT		33%
RESIDENT	97%	
CITY DEPARTMENT		41%
LOCAL BUSINESS		1%
NON-PROFIT		8%
PRIVATE INDIVIDUAL		50%
TOTAL RESERVATIONS	297	

Actual Utilization: Jan 1 – Oct. 15

MARICOPA CULTURAL CENTER UTILIZATION

17%



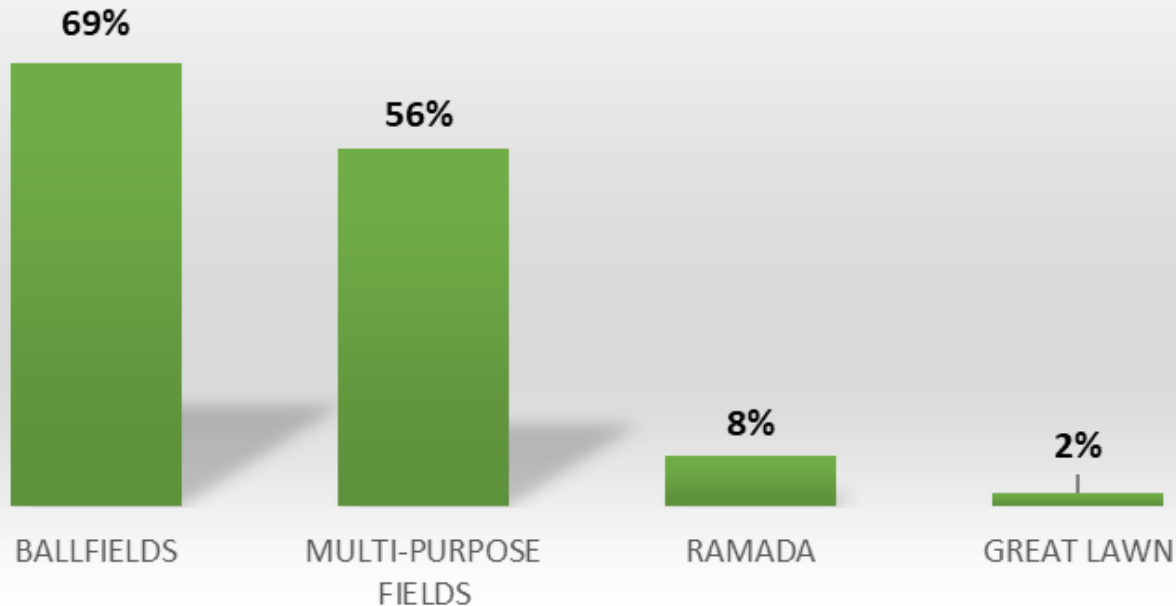
MCC

MARICOPA CULTURAL CENTER

	<u>PERCENTAGE OF TOTALS</u>	<u>PERCENTAGE OF CUSTOMER TYPE</u>
NON-RESIDENT	6%	
NON-LOCAL BUSINESS		18%
NON-PROFIT		35%
PRIVATE INDIVIDUAL		48%
RESIDENT	94%	
ADVISORY COMMITTEE		0%
CITY COUNCIL		
CITY DEPARTMENT		42%
LOCAL BUSINESS		5%
NON-PROFIT		6%
PRIVATE INDIVIDUAL		47%
TOTAL RESERVATIONS	693	

Actual Utilization: Jan 1 – Oct. 15

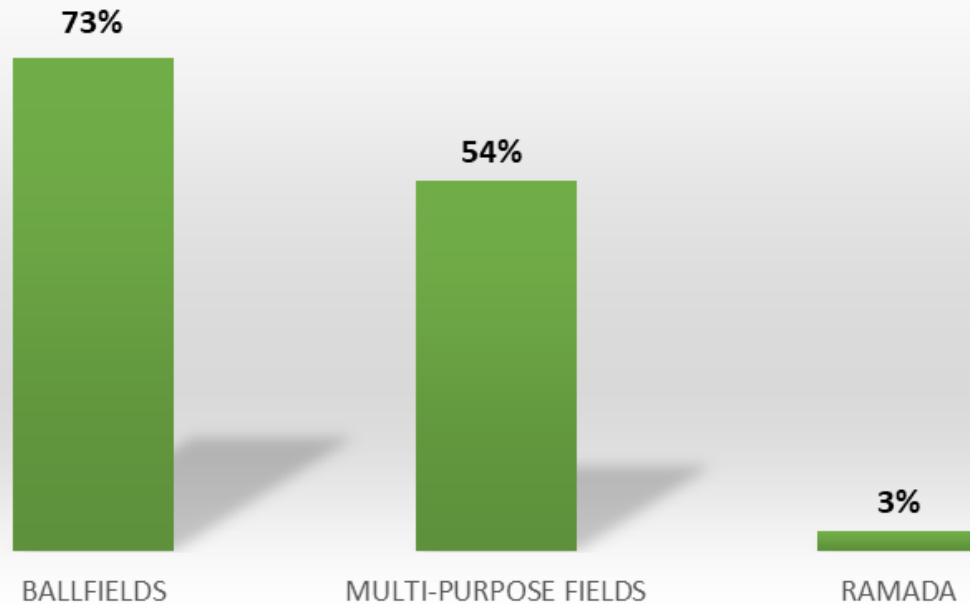
COPPER SKY REGIONAL PARK UTILIZATION



COPPER SKY PARK		
	PERCENTAGE OF TOTALS	PERCENTAGE OF CUSTOMER TYPE
NON-RESIDENT	7%	
NON-LOCAL BUSINESS		11%
NON-PROFIT		81%
PRIVATE INDIVIDUAL		8%
RESIDENT	93%	
CITY DEPARTMENT		34%
LOCAL BUSINESS		6%
NON-PROFIT		40%
PRIVATE INDIVIDUAL		20%
TOTAL RESERVATIONS	2,294	

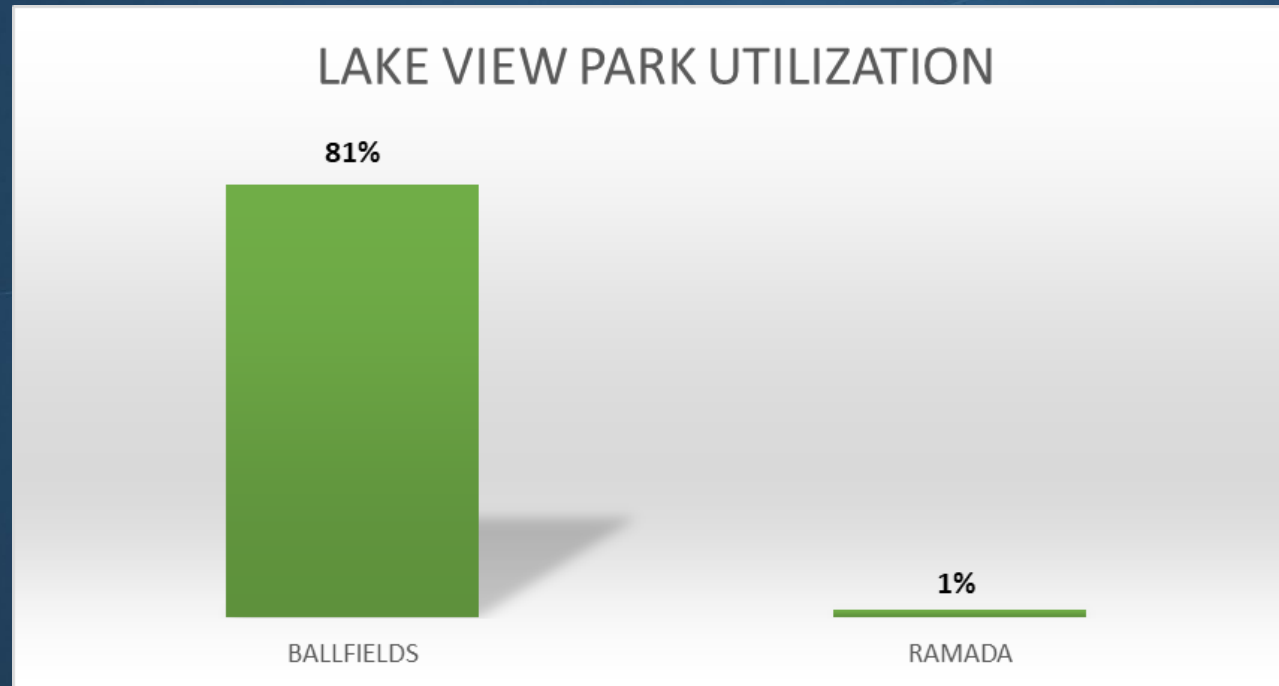
Actual Utilization: Jan 1 – Oct. 15

PACANA PARK UTILIZATION



PACANA PARK		
	<u>PERCENTAGE OF TOTALS</u>	<u>PERCENTAGE OF CUSTOMER TYPE</u>
NON-RESIDENT	0%	
NON-LOCAL BUSINESS		14%
NON-PROFIT		64%
PRIVATE INDIVIDUAL		21%
RESIDENT	97%	
CITY DEPARTMENT		5%
LOCAL BUSINESS		21%
NON-PROFIT		67%
PRIVATE INDIVIDUAL		7%
TOTAL RESERVATIONS	959	

Actual Utilization: Jan 1 – Oct. 15



LAKE VIEW PARK		
	<u>PERCENTAGE OF TOTALS</u>	<u>PERCENTAGE OF CUSTOMER TYPE</u>
NON-RESIDENT	2%	
NON-LOCAL BUSINESS		100%
RESIDENT	98%	
CITY DEPARTMENT		4%
LOCAL BUSINESS		1%
NON-PROFIT		93%
PRIVATE INDIVIDUAL		1%
TOTAL RESERVATIONS	367	

Rate Changes Overview

- Reduced Room Rates
- Reduced Court Rates
- Reduced Open Space Rates

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>
---------------------------------------	--	---	--------------------------------	----------------------------------	------------------------------

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 Wet)	\$ 65.00	\$ 54.00	\$ 42.00	\$ 35.00	\$ 130.00	\$ 108.00

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>
---------------------------------------	--	---	--------------------------------	----------------------------------	------------------------------

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

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>
---------------------------------------	--	---	--------------------------------	----------------------------------	------------------------------

Library/Cultural Center Rooms

250	Library/Cultural Redwood A/B	\$ 130.00	\$ 108.00	\$ 85.00	\$ 70.00	\$ 260.00	\$ 216.00
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

Proposed 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, 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 recreational 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

Facility Rentals Policy Revisions

- New Additions Based on Council Direction

Off-Peak – These are hours of operation when demand is typically lower, due to fewer people engaging in a particular activity or service.

- vi) The hours available that qualify as an off-peak discount apply to indoor room reservations from Monday-Friday from facility opening-4pm, unless otherwise designated by staff based on usage and need.

Off-Peak Rate	20% Off
---------------	---------

Purpose

-Increase bookings during off-peak hours

Facility Rentals Policy Revisions

- New Additions Based on Council Direction

x) Staff may establish periodic promotional discounts to increase usage of the facilities, at staff discretion.

- Example: Copper Sky Multipurpose Rooms will be 20% off during the month of March
- Purpose: Increase utilization during slow times and allow staff flexibility to adjust depending on usage, hour availability, and type of facility

Marketing Plan

- Advertise reduced rates (flat rate reduction & off-peak discounts)
- Increase signage in facilities
- Dedicate minimum monthly post to rentals
- Send out email blasts to residents
- Include reservations in the City newsletter
- Social Media Boosts
- Introduce periodic targeted special discounts (Example: Reservations for our rooms are 20% off in the month of March)
- Create Facility Booking Brochure for facilities across the city

Conclusion

1. Committee Feedback
 - Concerns- Pricing out Non-profits, High Non-resident Rates
 - Favorable
2. Adjust Rates
 - Reduced Room, Court, Open Space, & Ramada Rental Rates
3. 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
 - Include Off-Peak Rate
 - Include language to offer periodic discounts

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

Questions?