



# City of Maricopa

## Legislation Details (With Text)

**File #:** BDGT 17-12    **Version:** 1    **Name:** Market Analysis for Copper Sky  
**Type:** Budgetary Transfer    **Status:** Tabled  
**File created:** 8/31/2017    **In control:** City Council Regular Meeting  
**On agenda:** 9/5/2017    **Final action:**  
**Title:** The Mayor and City Council shall discuss and possibly take action to approve a budgetary transfer request by the Community Services Department in an amount not to exceed \$35,000 from General Fund, General Government, Contingency (10010000-99000) to Copper Sky Fund, Copper Sky Administration, Professional and Occupational (23033130-53320) to contract with a professional consulting services organization to perform a market analysis for Copper Sky Multigenerational Center. As part of this action, it is requested that Mayor and Council delegate the authority to City Manager Gregory Rose to approve a contract greater than \$25,000 but not to exceed \$35,000. Discussion and Action.  
**Sponsors:** Fred Gray  
**Indexes:** Community Resources and Quality of Life Amenities, Fiscal Policies and Management  
**Code sections:**  
**Attachments:** 1. Market Analysis Scope of Services for Copper Sky

Date	Ver.	Action By	Action	Result
9/5/2017	1	City Council Regular Meeting	Tabled	Pass

The Mayor and City Council shall discuss and possibly take action to approve a budgetary transfer request by the Community Services Department in an amount not to exceed \$35,000 from General Fund, General Government, Contingency (10010000-99000) to Copper Sky Fund, Copper Sky Administration, Professional and Occupational (23033130-53320) to contract with a professional consulting services organization to perform a market analysis for Copper Sky Multigenerational Center. As part of this action, it is requested that Mayor and Council delegate the authority to City Manager Gregory Rose to approve a contract greater than \$25,000 but not to exceed \$35,000. Discussion and Action.

During previous Budget, Finance and Operations Committee meetings (most recently July 31, 2017) it was discussed whether fees and hours of operation at the Center should be adjusted. As part of that meeting there was discussion regarding having a Market Analysis performed.

Staff is in the process of obtaining cost estimates for the Market Analysis based on the following criteria.

- Evaluation of current operations
- Review current programs, activities and services
- Market Analysis for pricing structure for memberships and services
- Local demographic/statistical data
- Membership assessment
- Strategic marketing plan
- Equipment and space analysis
- Current financial performance.

Scope of work will be provided to professional consulting services organizations to obtain cost estimates (attached).

This item will be presented by Fred Gray, Interim Community Services Director.

City Manager recommends Mayor and City Council approve a budgetary transfer request by the Community Services Department in an amount not to exceed \$35,000 from General Fund, General Government, Contingency (10010000-99000) to Copper Sky Fund, Copper Sky Administration, Professional and Occupational (230-33130-53320) to contract with a professional consulting services organization to perform a market analysis for Copper Sky Multigenerational Center. In addition, City Manager recommends Mayor and Council delegate the authority to City Manager, Gregory Rose to approve a contract greater than \$25,000 but not to exceed \$35,000.