



# City of Maricopa

## Legislation Text

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A Resolution of the Mayor and City Council of the City of Maricopa, Arizona, amending the Community Services Department Fee Schedule and the Copper Sky Multigenerational/Aquatics Center Fee Schedule.

### **Discussion and Action.**

On November 6, 2018 the Mayor and City Council approved a Pricing Policy for use in establishing pricing for programs, activities and reservable spaces offered by the Community Services Department. At that time, staff also proposed a new fee schedule for the department.

In general, the intent of the proposed fee schedule is to provide flexibility for staff to adjust pricing in connection to the direct and indirect costs increasing or decreasing. It will also allow staff to create promotional or discount pricing for programs. Rental fees have changed to allow flexibility to accommodate different usage groups.

There has also been a differentiation between Copper Sky and community park fields. Copper Sky is qualified as a sports complex due to the high standards for maintenance. It should not be categorized the same way as our community parks. This is done with the goal of attracting tournaments to our City while still allowing local use in the community parks to remain the same.

Aquatic Facility rental fees have also changed. The previous fee structures caused the City to lose money anytime the facility was rented for a private event or party. We believe these fees are more accurate and cover the direct costs of an exclusive rental. Resident day rates and lane rentals remain unchanged in this fee schedule.

Copper Sky membership fees have also changed. With the minimum wage increase that began in 2017, the cost for Copper Sky operation has increased. To this point, that increase in staffing costs has not correlated with an increase in membership costs. In addition to adding value to the membership in general, we are also incentivizing a customer commitment to the facility. Our current day pass rates offer little incentive to membership or punch pass purchases so those fees have been raised as well.

Some of the key changes in pricing are:

- Removal of month to month membership
- 20 visit punch cards expire within 3 months
- 6 month memberships are now lower
- 12 month membership costs are slightly lower
- Day pass rates have increased substantially
- Group and corporate scales are added to the membership discounts
- Child watch fees for non-members are now hourly and no less expensive than a day pass for a child

We have also added the following fees:

- Membership Join Fee
- Membership Enhancement Fee
- Membership Change Fee

These fees can be waived as part of a promotion and are typical with most public or private fitness facilities. We hope to use these fees to fund an asset replacement plan/fund that will reduce the requests from Copper Sky for CIP dollars and will allow us to maintain the facility, its equipment, and amenities to industry standards.

### **Outreach**

Since posting the new fee schedule, staff has been proactive in communicating with the public and educating key stakeholders of the proposed changes.

On November 28, 2018, Nathan Ullyot and Danny Gallegos met with the Parks, Recreation, and Library Advisory Committee and asked for direction on many items in the schedule, but primarily the discussion centered on the cost for seniors to obtain a Copper Sky membership. Ultimately, their recommendation set the following parameters:

- Seniors would receive an automatic discount of 10%
- The Scholarship Policy would be adjusted to allow qualifications at the following levels:
  - At 201% to 300% of the federally approved poverty level, applicants would receive 20% off the appropriate membership fee
  - At or below 200% of the federally approved poverty level, applicants would receive 40% off the appropriate membership fee
- Scholarship discounts would stack or combine with the automatic 10% senior discount

It was the goal of the Community Services Department to maintain access through our scholarship program that is available to all people, rather than have a higher standard discount just for seniors. With the PRL Committee's recommendation, we believe this has been accomplished.

On December 17, 2018, Nathan Ullyot met with the Aged Friendly Committee and presented the cost for seniors to obtain a Copper Sky membership with the proposed recommendations. A few members of the public were also present. The Age Friendly Committee members heard the presentation, asked a few questions, and did not voice any concerns regarding the proposed rates.

### **Conclusion**

Since November 8, 2018 and in accordance with A.R.S. Section 9-499.15, the Notice of Proposed Fees for Community Services Department program and rental rates have been posted on the City's website the required 60 days.

We believe that this policy meets the direction given by Council to operate our facilities and programs in a fiscally responsible manner while continuing to provide affordable opportunities to our residents. The new structure adds value to the Copper Sky Membership plan which should increase operational revenues for the facility and encourage participation in other Community Services Department programs. We have also established a means of increasing fees and addressing market variables that could affect pricing.

This item is being presented by Nathan Ullyot, Community Services Director.

Staff recommends adoption of the Resolution to amend the Community Services Department Fee Schedule which includes the Copper Sky Multigenerational/Aquatic Center Fee structure.