



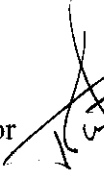
# FAIRFAX COUNTY PARK AUTHORITY

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# M E M O R A N D U M



**TO:** Chairman and Members  
Park Authority Board

**VIA:** Timothy K. White, Acting Director 

**FROM:** Miriam Morrison, Chief Financial Officer  
Administration Division

**DATE:** February 21, 2008

## *Agenda*

**Administration, Management and Budget Committee**  
**Wednesday, February 27, 2008 – 4:30 p.m.**  
**Board Room – Herrity Building**  
**Chairman: Gilbert S. McCutcheon**  
**Vice Chair: Ken Quincy**

1. Approval – Fee Adjustments to the Published Fee Schedule for 2008 – Action\*
2. Alternative Funding and Corporate Naming Rights – Discussion\*

\*Enclosures



Board Agenda Item  
March 12, 2008

**ACTION -**

Approval – Fee Adjustments to the Published Fee Schedule for 2008

ISSUE:

Approval of recommended fee adjustments to the Park Authority's published fee schedule for 2008 and changes to the Business Activity License fee.

RECOMMENDATION:

The Park Authority Acting Director recommends approval of the proposed fee adjustments as advertised and the changes to the business activity license fee as shown in Attachment 1.

TIMING:

Board action is requested on March 12, 2008, as fee changes take effect April 1, 2008.

BACKGROUND:

Park Authority staff reviews fees annually to ensure that the agency remains on target to meet financial goals established by the Park Authority Board. As a result of the review completed during the fall of 2007, a number of modifications to the adopted fee schedule were identified. On January 9, 2008, the Park Authority Board authorized public notification of the proposed fee adjustments and set a date for a public comment meeting. (The fee proposal, as advertised, is included as Attachment 2.)

Public notification of the fee proposal and public comment meeting included distribution of press releases to news organizations, as well as advertisement and distribution of the fee proposal at park sites and on the Park Authority's web site. Public comments were solicited in writing via letter and e-mail between January 14 and February 12, 2008. A public comment meeting was held on February 6, 2008.

Public comment on the fee proposal was limited to four e-mails and two speakers at the public meeting. This feedback is summarized as follows:

- One senior-aged RECenter user objected to her current fee increase, resulting from implementing the second phase of the senior discount adjustment that the Board approved in 2005. She also expressed opposition to the two-person discounts that are allowed in the current fee structure.

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- Another RECenter user felt service improvements should be made at RECenters before enacting any additional fee increases.
- A third e-mail comment concerned the hourly rental proposal for athletic fields, and was at least partially motivated by the misperception that the proposal was to charge this fee on top of the existing 15% of gross revenue fee. Staff responded to correct this misperception.
- A supporter of the March of Dimes – Walk for America wrote to advocate exempting non-profit and not-for-profit charitable organizations from having to pay the business activity license fee. (While this fee was not included in this year's fee proposal, this individual noted that the existing business activity license fee requirements caused them to move this year's event from Lake Accotink to a location outside Fairfax County.)
- A representative of Pioneer Baseball/Softball wrote to request that the athletic field rental fee proposal be amended to allow free use of fields for local youth baseball organizations to host district, state, or regional tournaments in cases where the tournament is sanctioned by either the Babe Ruth/Cal Ripken or Little League organizations and no fees are being charged for team entry.
- This first speaker at the public meeting also addressed the hourly athletic field rental fee proposal. As a representative of Golden Boot, a private camp provider that uses Park Authority fields, she felt replacing the 15% of gross revenue fee with an hourly field rental would inhibit future growth of her company.
- The second speaker at the public meeting expressed several service complaints about RECenters, but did not address the fee proposal specifically.

A log of comments received during the advertisement period, including a summary of comments from the public meeting, is found in Attachment 3.

While not originally included in this year's fee proposal, staff is recommending changes to the business activity fee language (see Attachment 1) in order to facilitate implementation of the proposed athletic field rental fees and to address fundraising events in parks. The application of the business activity license fee to fundraising events has been a long-standing issue. The original intent was to bring revised business activity license fee language addressing fundraising events to the Board at a later date. However, feedback during the fee comment period, along with the need to make other revisions in the language to avoid inconsistencies with adoption of the athletic rental fee proposal, prompted staff to recommend a proposed change as a part of the fee process.

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FISCAL IMPACT:

Approval of the fee proposal recommendation is projected to generate approximately \$194,640 in additional revenue in FY 2008 and \$737,520 in FY 2009.

ENCLOSED DOCUMENTS:

Attachment 1: Proposed Revision to Business Activity License Fee

Attachment 2: Proposed Fee Adjustments FY 2008

Attachment 3: Public Comments on Proposed Fee Adjustments for FY 2008

STAFF:

Timothy K. White, Acting Director

Cindy Messinger, Acting Deputy Director/COO

Todd Johnson, Director, Park Operations Division

Cindy Walsh, Acting Director, Resource Management Division

Charles Bittenbring, Director, Park Services Division

## **Proposed Revision to Business Activity License Fee**

The following change is proposed in the Business Activity License fee language in order to: (1) facilitate adoption of the proposed Athletic Field Rental fees and (2) address the long-standing issue of how to deal with fundraising events on park property as raised by public comment during this year's fee comment period.

### The Business Activity License Fee - CURRENT

No person shall sell or make an offer to sell goods or services or conduct business activities within a park without the express written permission of the Park Authority. If approved, such permission is granted through issuance of a Business Activity License, the fee for which is:

the greater of \$50 or 15% of gross revenue.

Gross revenue includes sales of any food and beverages, products or services, registration fees, participation fees, donations, and ticket sales generated by an activity, clinic, workshop, program or any other event, including fundraising activities to support charitable services. The Gross Revenue may be adjusted by first deducting any Park Authority facility rental fees paid in conjunction with the activity/event.

### The Business Activity License Fee - PROPOSED

No person shall sell or make an offer to sell goods or services or conduct business activities within a park without the express written permission of the Park Authority. If approved, such permission is granted through issuance of a Business Activity License, the fee for which is 1) the greater of \$50 or 15% of gross revenue; or 2) *for athletic camps, clinics, and tournaments on athletic fields, the applicable rental fee established in the Park Authority Fee Schedule.*

Gross revenue includes sales of any food and beverages, products or services, registration fees, participation fees, donations and ticket sales generated by an activity, clinic, workshop, program or any other event, ~~including fundraising activities to support charitable services.~~ The Gross Revenue may be adjusted by first deducting any Park Authority facility rental fees paid in conjunction with the activity/event.

*Fundraising activities to support charitable services, defined as an organization that has filed a Charitable Organization Registration Statement with the Commonwealth of Virginia, must apply for a Business Activity License. The fee for fundraising events that are conducted directly by a charitable organization is \$50, plus any applicable rental fees and other charges to reimburse the Park Authority for direct expenses necessary to support the event. The fee for fundraising events that are conducted by an event or fundraising business to benefit a charitable organization is the regular Business Activity*

*License fee applied only to the gross proceeds earned by the fundraising business, not the portion that is provided to the charitable organization.*

# **Proposed Fee Adjustments**

## **FY 2008**



**Fairfax County Park Authority**

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## **Organization of the FY 2008 Fee Proposal**

Organization of the FY 2008 Fee Proposal follows the format in use since 2004. A section entitled 'Current Situation – System-wide Considerations' describes the important factors in the Park Authority's overall operational environment that had an effect on the composition of this year's fee adjustment proposal. This overview is followed by separate sections for each of the various business areas for which fee adjustments are being proposed. Each of these sections first outlines important situational factors specific to that business area that had an effect on the development of the fee adjustment proposal. This is then followed by a summary of the fee adjustments proposed for that business area.

### **Current Situation – System-wide Considerations**

- Fees generated from Revenue Fund operations pay for personnel expenses and operating costs at all Park Authority-operated golf courses and RECenters, at lake parks for fee-sustained facilities and program operations, and for rental facilities, programs and store sales at parks run by the Park Authority's Resource Management Division. Fee-generated income must also pay back debt service associated with revenue bonds used to develop golf course facilities.
- Revenue growth needed to sustain the Park Revenue Fund is assumed to come from multiple sources, including new facility introductions, program growth and fee increases. And as a matter of principle, comparatively small and regular fee increases are preferred over less frequent, but larger increases.
- Sufficient revenue must be produced annually to meet long-term debt service obligations for park facility revenue bonds, which are repaid with revenues from user fees. Debt service payments increased \$762,363 in FY 2007, from slightly more than \$ 1 million annually to \$1.8 million, as a part of the scheduled financing of Laurel Hill Golf Club. Debt service payments remain at that level for FY 2008. The Master Indenture on park facility revenue bonds includes a requirement that the Revenue Fund maintain a level of net revenue before debt service sufficient to meet 125% of annual debt service payments.
- Inflation has moderated after spiking in 2005 at 4% annual growth. Through the first half of 2007, the Washington-Baltimore consumer price index is currently projected at 2.7% growth for the year. Local CPI growth for the most recent two and three-year periods was 6.3% and 10.3% respectively. Growth in Park Services utility expenses leveled off in FY 2007 after rising 51% (about \$1 million) the previous year due largely to increases in natural gas rates and new operations at Cub Run RECenter. While utility expenses have stabilized, they still remain at a level \$1 million greater than FY 2005 and prior. In addition, the county has entered a new long term contract for electricity in which rates will increase 12%. Electricity is the Revenue Fund's single largest utility expense, accounting for about half of all utility expenditures (\$1.49 million in FY 2007).

- General market conditions for the Park Revenue Fund's main sources of use are mixed, but cautiously optimistic.
  1. RECenter visitation was flat between FY 2006 and FY 2007 after growing nearly 6% between FY 2005 and FY 2006 on the strength of the first full year operation at Cub Run. Revenue growth from FY 2006 and 2007 remained strong, however. Total revenue grew 8.6%. All areas contributed to revenue growth except pass sales where revenues were essentially stable. National indicators for fitness activity, a key source of RECenter demand, have improved. National surveys show continued growth in the number of individuals participating in activities involving cardiovascular and strength training fitness equipment. And the number of health club members nationwide grew 3.3% between January 2006 and January 2007, after no growth between 2005 and 2006.
  2. Lake park attendance and revenues both grew in FY 2007 – up 7.7% and 8.8% respectively. Outdoor activity, as always, remains largely dependent on weather conditions. Water Mine revenues, the largest single source of lake park income, grew 11.6% in FY 2007. Other revenue sources with high growth rates in 2007 included rentals (up 35%) and marinas (up 12.7%). Food service, amusement and camping revenues also grew between 2.5% and 5%.
  3. The number of golf rounds played at Park Authority courses in FY 2007 dropped 0.5% from the previous year after growing nearly 8% between FY 2005 and 2006 with the opening of Laurel Hill Golf Club. While the number of rounds played dropped slightly, golf revenues still grew 8.6%. The local drop-off in rounds played reflected the industry pattern seen among golf courses in the mid-Atlantic region of the country. The National Golf Foundation's Rounds Played Report through August of this year shows a 1.6% decline in rounds played from 2006 after posting a 1.1% rate of growth the previous year. While rounds played were down both at Park Authority courses and in the market overall, Park Authority courses only experienced about a third of the drop-off in rounds played that was experienced in the mid-Atlantic market as a whole.

## Golf

### Current Situation

- On a national level, rounds played year-to-date showed a 0.8% decrease according to National Golf Foundation reporting. In the Mid-Atlantic region rounds played are currently down 1.6%.
- Park Authority play currently mirrors this trend with FY 2007 rounds decreasing over the past year by 0.5%. During FY 2007 there was a slight increase of 0.2% in operating days.
- FY 2007 performance included an 8.6% increase in revenue and a 7.7% increase in operating expenses. Driving range revenues continued a second year of strong performance at Oak Marr up 7.6%, Twin Lakes up 10% and Burke Lake up 14%, all contributing to a combined increase of 11% in driving range revenues. Green fee revenue increased by 9.7% while Pro Shop sales increased by 11% and food services increased by 6.6%. Increases in food service and pro shop revenues were largely attributed to the opening of the Laurel Hill clubhouse.
- Data from course surveys in the local market indicates that daily fee operators are anticipating raising fees slightly. Some courses indicated that they will hold fees at current rates.
- Increases in prime time green fees took place across-the-board last year. This year prime time increases are only being recommended for the 9 hole rates at Greendale and Twin Lakes. The non prime 9 hole rate increases are being recommended at all courses but Burke Lake and Laurel Hill. These fee adjustments, and continued efforts to build non-prime play through promotions will help golf to achieve its current revenue goals.
- Staff is recommending to restructure the current two person cart fee and institute a per person "riding" fee at the full size regulation courses, similar to what is already in effect at Laurel Hill. This riding fee would apply at Twin Lakes and Greendale golf courses, while the cart fees at Jefferson and Pinecrest will remain unchanged. Instituting a riding fee would alleviate the operational issue of splitting the cart fee in Parknet and also bring these courses in line with a common practice within the golf industry. This riding fee would also be responsive to frequent customer requests. Inclusion of the single rider fee is not being proposed at Jefferson and Pinecrest due to fleet storage limitations at those facilities.
- Board authorization was received in FY 2007 for a Laurel Hill membership fee increase of up to 20% (\$860). When membership fees were raised in 2007, only \$500 of the authorized \$860 was used. Staff does not recommend any increase for calendar 2008, and will carry the unused portion of the pre-authorized 20% ceiling forward to the 2009 calendar year. This will allow staff to initiate a membership fee increase during

the fall of 2008 prior to the beginning of the 2009 membership season. Any potential increase for 2009 will not exceed the pre authorized balance of \$360.

- Staff is recommending approval to remove golf handicap fees, pull cart fees and golf club rental fees from the Fee Schedule for consistency. Collectively, they account for less than one percent of golf revenues. Service, merchandise and equipment rental fees are not typically a part of the Fee Schedule. These fees were an exception.

### Proposed Golf Fee Adjustments

Based on the conditions described above, proposed golf fee adjustments for FY 2008 are as follows.

1. Prime Time Greens Fees. Staff is recommending an increase at Greendale and Twin Lakes that will allow these courses to continue to maintain their current market positioning. Since all prime time fees were increased in 2007, only the 9 hole rates are recommended for increases.

Prime Time Greens Fees – 9 Holes		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Greendale	\$22	\$23
Twin Lakes – Oaks & Lakes	\$29	\$30

2. Non-Prime Time Greens Fees. Staff is recommending the following selected changes to non-prime time greens fees.

Non-Prime Time Greens Fees – 9 Holes		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$15	Unchanged
Jefferson	\$16	\$17
Oak Marr	\$15	\$16
Pinecrest	\$16	\$17
Greendale	\$18	\$19
Twin Lakes – Oaks and Lakes	\$23	\$24

3. Power Cart Rental. Staff proposes to eliminate the current two person cart fee and institute a per person “riding” fee at Greendale and Twin Lakes Golf Courses. Instituting a riding fee would alleviate the operational issue of “splitting” the cart fee in Parknet and also bring these full length regulation courses in line with a common practice within the golf industry.

Power Cart Rental – Greendale, Twin Lakes		
	<u>CURRENT 2-PERSON FEE</u>	<u>PROPOSED RIDING FEE</u>
Greendale:		
18 Holes	\$25	\$14
9 Holes	\$16	\$ 9
2 <sup>nd</sup> 9	\$ 9	\$ 5
Twin Lakes:		
18 Holes	\$28	\$15
9 Holes	\$18	\$10
2 <sup>nd</sup> 9	\$10	\$ 5

4. Accessible Power Cart Rental. Staff is recommending the following changes to power cart rental fees at all sites but Laurel Hill. Proposed fees reflect equity pricing for single rider carts and are based on half the two-person cart fee.

Accessible Power Cart Rental				
	<u>CURRENT FEE</u>		<u>PROPOSED FEE</u>	
	<u>9 Holes</u>	<u>18 Holes</u>	<u>9 Holes</u>	<u>18 Holes</u>
Burke Lake	\$10	\$18	\$10	\$18
Greendale	\$10	\$18	\$ 9	\$14
Jefferson	\$10	\$18	\$7.50	\$12
Oak Marr	\$10	\$18	\$10	\$18
Pinecrest	\$10	\$18	\$7.50	\$12
Twin Lakes	\$10	\$18	\$10	\$15

5. Golf Practice Chipping Area Fee – Laurel Hill Golf Club. The chipping area at Laurel Hill Golf Club is currently free to all users. Turf conditions are suffering from over use primarily due to visitors who are only using this portion of the course at no fee. Instituting this fee will curb overuse by non-fee paying users, allowing for improved turf conditions. This fee would only apply to persons that are not playing the course or using the practice range that day. Use of this chipping area would continue to be included in the fee paid by visitors through same day greens fees, practice range use and annual memberships

Golf Practice Chipping Area Fee – Laurel Hill Golf Club		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Per Use	N/A	\$ 4.00

## Lakefront Parks

### Current Situation

- The Park Revenue Fund necessitates that the lakefront park sites strengthen their cost recovery effort. This year's fee recommendations will continue to address those areas that have the potential to improve the profitability of these sites.
- The current electric upgrade project at the campground necessitates a change in the fee structure to reflect the new service provided. Campground electric has been upgraded from 15 and 30 amp service to 20, 30 and 50 amp service. Some sites will offer a 20/30 amp combination and others will provide 20/30/50 Amp service.
- Lake Fairfax Park and Campground continues to be a popular destination for family camping and people visiting the area. Performance was steady in campground operations at Lake Fairfax in FY 2007 and first quarter 2008 revenue grew 18% compared to the same time period last year. This local campground continues to experience strong visitation, greatly benefiting from its close proximity to the nation's capital.
- A benchmark analysis of area campgrounds indicate that a slight adjustment in camping fees can be supported. The campground at Lake Fairfax Park continues to have a very good reputation, is very popular and, given its proximity to the nation's capital, the proposed fee increase is warranted.
- Demand remains steady at the Water Mine with revenues continuing to grow. Fee adjustments were approved in 2002, 2004 and 2006 to align this operation with the agency's policy of small, more regular fee increases where market conditions permit. A scheduled fee adjustment in 2008 would fit the cycle established in 2002. Analysis of similar facilities indicates that a minor adjustment in the primary daily fee admissions and season passes categories is supportable.

## Proposed Lakefront Fee Adjustments

Based on the conditions described above, proposed lakefront fee adjustments for FY 2008 are as follows:

1. Campsite rental – Lake Fairfax. The electric upgrade for Lake Fairfax Park will be completed in the early spring; it is necessary to establish a new fee structure. A benchmark analysis indicates the proposed fees are comparable to similar area campgrounds. The fee increase does not affect tent campsite rentals at Burke Lake or Lake Fairfax – only RV campsite rentals at Lake Fairfax.

### Current Fees Campsite Rental and Electrical Service, RV Camping – Lake Fairfax

	With 15 Amp	With 30 Amp
	<u>Electric</u>	<u>Electric</u>
Per night, per site	\$29.00	\$34.00
Per night, per site (senior, county resident)	\$17.00	\$20.00
Per night, per site (senior, non-county resident)	\$23.00	\$27.00

### Proposed Fees Campsite Rental and Electrical Service, RV Camping – Lake Fairfax

	With 20/30 Amp	With 20/30/50 Amp
	<u>Electric</u>	<u>Electric</u>
Per night, per site	\$34.00	\$42.00
Per night, per site (senior, county resident)	\$20.00	\$25.00
Per night, per site (senior, non-county resident)	\$27.00	\$34.00

2. Water Mine – Daily Admission and Season Pass Fees. Staff recommends the following increase to the daily admission and group rate fees, as well as the season passes at the Water Mine as shown below.

Water Mine – Daily Admission and Group Rate		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Daily Admission</u>		
Over 48" Tall	\$13.00	\$13.50
Under 48" Tall	\$11.00	\$11.25
Chaperone Fee	\$7.00	\$7.25
After 5 p.m.	\$8.00	\$8.25
 Group Rate-Per Individual	 \$9.00	 \$9.25

Water Mine – Season Passes		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Season Passes</u>		
Single	\$90.00	\$95.00
Family of 2	\$160.00	\$168.00
Each Additional Person	\$50.00	\$53.00

## RECenters

### Current Situation

- Increases in operating costs directly associated with rising utility expenses have reduced cost recovery; RECenter utility costs increased 18% in FY 2007. Rising utility expenses will be further compounded in FY2008 by a 12% electric rate increase that was instituted as of July 1, 2007.
- RECenters are heavily used and continue to be high in demand. Overall attendance was static between FY 2006 and 2007; general admissions revenue increased 6.3%, Discount Pass revenue increased nearly 10%, and total revenue increased by more than 8.6%.
- The Washington-Baltimore consumer price index has increased 6.3% since the last RECenter admission fee adjustment was implemented in 2006. Recognizing that improved profitability comes from multiple sources, including program growth and cost control, the proposed RECenter admission fee adjustment is targeted at 5%.
- A comparative analysis of admission fees with those of other local public providers showed that RECenter list prices are at the top of the market for public facilities. While this would imply little opportunity to raise rates, it must be recognized that the RECenters rely on price discounting to a greater degree than other organizations, which lowers the effective rate users pay and that unlike the Park Authority, most other comparable municipal facilities in the area enjoy significant tax-supported funding subsidies.
- To illustrate the effective rate - in FY 2007 95% of total 12-month leisure fitness pass revenue was derived during sale periods at a discount of 14%. A 12-month in-county single adult pass during last year's Healthy Heart sale sold for \$495.35, compared with a regular list price of \$576. The effective rate for in-county single adults was \$499.38 or \$41.62 per month, a rate considerably below all other organizations in the area.
- Continued service improvements have taken place or are scheduled for 2008 that will improve the RECenter value to the customer. These include increased classes offered through the Exercise Your Options (XYO) program, fitness equipment replacement, and continued renovation of our aging facilities. Additional investment in ultra violet light systems to enhance natatoria environments and improve customer satisfaction is also planned. To date, five facilities have been retro-fitted and a sixth will be completed this year. Ultra violet light system retro-fits are costing between \$30,000 and \$50,000 depending on size of the facility.
- A comparative analysis of public ice skating fees shows that Mount Vernon fees are significantly below that of other facilities located in northern Virginia and suburban Maryland.

## Proposed RECenter Fee Adjustments

Based on the conditions described above, proposed RECenter fee adjustments for FY 2008 are as follows.

1. South Run Field House Rental. Staff recommends eliminating the half field house rental option. Since the field house was renovated it has only been rented in its entirety. The half field house option is not in demand.

South Run RECenter – Field House Rental, Per Hour		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Half Field House	\$ 78.00	Eliminate

2. Room Rental – Kitchen at Audrey Moore RECenter. Staff recommends eliminating the Kitchen rental option. The Kitchen has been renovated into a programmable space; it no longer has food service amenities and is too small to meet the needs of rental groups as a meeting room.

Audrey Moore RECenter –Kitchen Rental, Per Hour		
	<u>CURRENT FEES</u>	<u>PROPOSED FEES</u>
	<u>Hourly / Deposit</u>	<u>Hourly / Deposit</u>
Hourly Kitchen Rental	\$25 / \$50	Eliminate

3. Room Rental – Outdoor Classroom at Audrey Moore RECenter. Staff recommends establishing a fee for the Outdoor Classroom created by renovating the concession stand.

Audrey Moore RECenter – Room Rental, Per Hour		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Outdoor Classroom	N/A	\$100

4. Facility Rental Rates at George Washington RECenter. Staff recommends increasing this fee. The current fee is inconsistent with other RECenter entire facility rentals.

George Washington RECenter – Facility Rental, Per Hour		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Entire Facility	\$200.00	\$250.00

5. Indoor Swimming Pool Base Rates – Leisure Pool at Cub Run RECenter. Staff recommends establishing a fee for Leisure Pool.

Cub Run RECenter – Leisure Pool Rental, Per Hour

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Leisure Pool	N/A	\$450.00

6. Ice Skating fees. Staff recommends restructuring the public session admission fee structure by collapsing the two-tier weekday, weekends/holidays structure into one set of public session single admission fees that is applied throughout the week and on holidays. The restructuring simplifies the fee structure, better aligns with the surrounding market and aids in the cost recovery of the site. Ice operations, along with natatorium operations, are major consumers of utilities. The proposal also includes an incremental fee increase. (The fees were last adjusted in 2007.)

**CURRENT - Ice Skating Fees**

	<u>Base</u>	<u>Discount</u>
<u>Public Skating Sessions - Weekdays</u>		
Adults	\$6.00	\$5.50
Youth/Student	\$5.50	\$5.00
Seniors	\$6.00	\$3.60
<u>Public Skating Sessions – Weekends, Holidays, Fridays after 7 p.m.</u>		
Adults	\$6.50	\$6.00
Youth/Student	\$6.00	\$5.50
Seniors	\$6.50	\$3.90
<u>Public Skating Sessions – Discount Book</u>		
Adults	\$57.00	\$51.00
Youth/Student	\$51.00	\$46.75
Seniors	\$57.00	\$34.00

**PROPOSED - Ice Skating Fees**

	<u>Base</u>	<u>Discount</u>
<u>Public Skating Sessions - Daily</u>		
Adults	\$7.00	\$6.30
Youth/Student	\$7.00	\$5.25
Seniors	\$7.00	\$4.20
<u>Public Skating Sessions – Discount Book</u>		
Adults	\$63.00	\$56.75
Youth/Student	\$63.00	\$47.25
Seniors	\$63.00	\$37.75

7. Skate Rental Fee. Increase the skate rental rates to better align with the fees of other area rinks.

	Ice Skate Rental	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Individual	\$2.50	\$3.00
Group Discount	\$2.25	\$2.75

8. Ice Rink Rental Per Hour. Staff recommends the following increase in the hourly ice rental rates to better align with the surrounding market and to aid in the cost recovery of the site.

	Ice Rink Rental, Per Hour	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Base Rate	\$265	\$290
Discount Rate	\$242	\$265

9. General admission and pass fees. An across-the-board 5% increase is proposed for all general admission and pass fee categories. As recommended in the previous two approved admission fee increases, smaller more regular fee increases, such as the one proposed, should be implemented to achieve cost recovery targets. The proposal also includes elimination of the Senior Saturday/Sunday/Holiday rate, which is inconsistent with the rest of the RECenter fee schedule and represents only 2% of senior general admission visits; by taking this proposed action county seniors will pay less than they do currently when they visit RECenters on weekends and holidays.

	CURRENT FEE		PROPOSED FEE	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
<u>Daily</u>				
Adult	\$8.70	\$6.50	\$9.15	\$6.85
Youth/Student	\$8.70	\$5.25	\$9.15	\$5.50
Senior	\$8.70	\$5.25	\$9.15	\$5.50
Senior (Sat/Sun/Hol)	\$8.70	\$6.50	Eliminate	Eliminate
Family	\$25.00	\$14.00	\$26.25	\$14.70
<u>Discount Fast Pass</u>				
Adult	\$198.00	\$138.50	\$208.00	\$145.50
Youth/Student	\$198.00	\$119.00	\$208.00	\$124.75
Senior	\$198.00	\$119.00	\$208.00	\$124.75
<u>Monthly</u>				
Single Adult	\$92.00	\$64.50	\$96.50	\$67.75
2 Person Adult	\$144.00	\$101.00	\$151.25	\$106.00
Dependent	\$23.00	\$16.00	\$24.25	\$17.00
Youth	\$92.00	\$55.00	\$96.50	\$58.00
Senior	\$92.00	\$55.00	\$96.50	\$58.00
2 Person Senior	\$144.00	\$86.50	\$151.25	\$90.75

	CURRENT FEE		PROPOSED FEE	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
Senior/Adult	\$144.00	93.75	\$151.25	\$98.25
Family	\$171.00	\$119.00	\$179.50	\$125.75
<u>6 Months</u>				
Single Adult	\$458.00	\$320.00	\$481.00	\$336.75
2 Person Adult	\$719.00	\$503.00	\$755.00	\$528.50
Dependent	\$114.00	\$79.50	\$119.75	\$83.75
Youth	\$458.00	\$275.00	\$481.00	\$288.50
Senior	\$458.00	\$275.00	\$481.00	\$288.50
2 Person Senior	\$719.00	\$431.50	\$755.00	\$453.00
Senior/Adult	\$719.00	\$467.25	\$755.00	\$490.75
Family	\$852.00	\$596.00	\$894.50	\$626.25
<u>12 Months</u>				
Single Adult	\$823.00	\$576.00	\$864.25	\$605.00
2 Person Adult	\$1,294.00	\$905.00	\$1,358.75	\$951.00
Dependent	\$205.00	\$143.00	\$215.25	\$150.75
Youth	\$823.00	\$494.00	\$864.25	\$518.50
Senior	\$823.00	\$494.00	\$864.25	\$518.50
2 Person Senior	\$1,294.00	\$776.00	\$1,358.75	\$815.25
Senior/Adult	\$1,294.00	\$840.75	\$1,358.75	\$883.25
Family	\$1,534.00	\$1,073.00	\$1,610.75	\$1,128.50

## Picnic Shelter/Area

### Current Situation

- Use and demand is evaluated at the conclusion of each picnic season to identify potential future additions or deletions to the inventory of reservable picnic areas. In FY 2007, demand for reservable picnic areas and shelters continued to grow with many more requests than could be accommodated at the most popular locations. There were 1,503 rentals in FY 2007, up from 1,485 in FY 2006. Smaller areas in parks with limited amenities were relatively underutilized. Demand was greatest for large reservable areas (capacity 100 or more) with a broader array of amenities.
- Based primarily on market demand factors and in response to a picnic user survey, staff recommends the following:
  - Increasing fees at four reservable areas with high demand; lowering fees at five of the smaller reservable areas with low demand to generate more rental interest and to accommodate small family picnics; lowering fees at one area (Lee picnic area 1) due to reduced seating capacity of the facility; and adding one new shelter (at Frying Pan Farm Park) to the inventory. No fee change is recommended for the other 36 reservable areas.
  - Implementing half-day rentals during peak season (May 1 – September 30) at eight parks, involving 18 reservable areas. Half-day rentals are being offered based on customer feedback and demand for a shorter rental period at less than full-day cost. Half-day fees are proposed at approximately 65% of the full-day price and the half-day time slots available are 9:00 a.m. – 1:30 p.m. and 3:30 p.m. – 8:00 p.m. Customers will still have the option of choosing a full day rental if available.
  - Due to scheduled demolition of the administration building and the Lakeview picnic area at Lake Fairfax Park, the park may offer new temporary canopied picnic areas, which will be priced based the same as other areas with similar capacity.

## Proposed Picnic Shelters/Areas Rental Fee Adjustments

Based on the conditions described above, proposed adjustments for 2008 are:

### 1. Full-Day Picnic shelters/area rates

	CURRENT FEE		PROPOSED FEE	
	Prime	Non-Prime	Prime	Non-Prime
<b><u>Fee Increases</u></b>				
Clemyjontri Park Shelter	\$70	\$55	\$100	\$78
Jefferson Manor Shelter	\$70	\$55	\$85	\$70
Lake Accotink McLaren-Sargent Shelter	\$325	\$220	\$350	\$250
Lee Shelter	\$85	\$70	\$100	\$78
<b><u>Fee Decreases</u></b>				
Hidden Pond Shelter	\$70	\$55	\$55	\$40
Lee Picnic Area 1	\$125	\$100	\$85	\$70
Martin Luther King Picnic Area	\$85	\$70	\$70	\$55
McLean Central Gazebo	\$125	\$75	\$100	\$78
Riverbend Patio Picnic Area	\$100	\$78	\$85	\$70
Stratton Woods Picnic Area	\$70	\$55	\$55	\$40
<b><u>New Facility</u></b>				
Frying Pan Farm Park Shelter		N/A	\$325	\$220

### 2. Half-Day Picnic shelters/area rates. (fees effective May 1 – September 30)

	CURRENT FEE		PROPOSED FEE	
	Prime	Non-Prime	Prime	Non-Prime
<b>Burke Lake</b>				
Shelter		N/A	\$210	\$145
Picnic Area 2		N/A	\$ 85	\$ 65
<b>Clemyjontri Shelter</b>				
		N/A	\$ 65	\$ 50
<b>Frying Pan</b>				
New Shelter		N/A	\$210	\$145
Picnic Area		N/A	\$ 55	\$ 45
<b>Lake Accotink</b>				
McLaren Sargent Shelter		N/A	\$230	\$165
Large Lakeside Shelter		N/A	\$210	\$145
Picnic Canopy Area 1		N/A	\$195	\$130
Small Shelter		N/A	\$ 65	\$ 50
Playground Canopy		N/A	\$ 65	\$ 50
Picnic Areas 2&3		N/A	\$ 55	\$ 45

	<u>CURRENT FEE</u>		<u>PROPOSED FEE</u>	
	<u>Prime</u>	<u>Non-Prime</u>	<u>Prime</u>	<u>Non-Prime</u>
<b>Lake Fairfax</b>				
Shelter		N/A	\$325	\$260
Canopy G		N/A	\$195	\$130
Picnic Area A		N/A	\$ 80	\$ 65
Picnic Areas B-D		N/A	\$ 65	\$ 50
<b>Lee District</b>				
Shelter		N/A	\$ 65	\$ 50
Picnic Area 1		N/A	\$ 55	\$ 45
Picnic Area 2		N/A	\$ 80	\$ 65
<b>Mason District</b>				
Shelter		N/A	\$ 80	\$ 65
Picnic Area		N/A	\$ 50	\$ 35
<b>Nottoway</b>				
Shelter & Picnic Areas		N/A	\$ 80	\$ 65

## Athletic Field Rental

### Current Situation

Park Authority athletic fields are scheduled in two ways by two organizations:

Community Use periods – Time allotted to users by the Department of Community and Recreation Services (CRS). With the advent of the new Winter scheduling season in 2007-2008, CRS allots time via the CRS Athletic Field Allocation Policy year-round (when fields are open for play) Monday through Friday from 4:30 p.m. on and all day on weekends. User fees are assessed by CRS as specified in the CRS Gym and Field Use Fee Schedule.

Non-Community Use periods – Time allotted to users by both CRS and the Park Authority year-round (when fields are open for play) Monday through Friday prior to 4:30 p.m. If applicable, user fees are assessed by CRS as specified in the CRS Gym and Field Use Fee Schedule, and by the Park Authority under terms of the Business Activity License.

Staff is recommending a significant change to how, when and what fees are applied to users of Park Authority athletic fields. It is important to note that the proposed fees do not affect those uses properly executed under terms of the CRS Field Allocation Policy and/or the Park Authority's Adopt-A-Field Full Adoption program and formal synthetic turf field agreements with "partner" groups. The aforementioned programs separately define any applicable fees and still remain in effect. All other usage of athletic fields, with the exception of Fairfax County Park Authority programs, shall be deemed **Other Use**.

The purpose of the proposed change is to:

- Establish or modify Park Authority athletic field rental fees for **Other Use**
- Simplify the fee process for both users and staff by applying athletic field rental fees in lieu of the Business Activity License.

The vast majority of usage on Park Authority athletic fields is allocated by CRS to organized sports leagues for sanctioned regular season games, practices, and designated tournament play. The Park Authority also makes significant use of athletic fields for its own programs.

The balance of time is made available for a wide variety of other uses and users, including commercial sports camps/clinics, corporate events, tournaments, individuals, church and school groups, etc. These uses would now be considered **Other Use**.

The majority of **Other Use** currently scheduled by the Park Authority involves businesses conducting sports camps and clinics during the summer and school spring break periods. These businesses currently pay the Business Activity License Fee *of the greater of 15% of the gross revenue or \$50*. Staff believes that applying a field rental fee instead will rectify several problems inherent with the Business Activity License fee:

- The gross revenue earned by camp/clinic operators is self-reported with no effective way for the Park Authority to verify their earnings.
- Self-reported revenue is declining, though field hours allocated are stable.
- Many fields reserved for camps/clinic operator end up not being used; result is minimal income (\$50) received while precluding other use of fields.
- As income is reported post-season, payments are often late, difficult to collect.

In addition, to continue supporting long-term use of fields for those running half- and full-day camps, staff recommends providing a discount for long-term use. At the same time, we want to encourage use of synthetic turf and reduce wear and tear on natural turf fields. By creating a fee differential between the field types, we would hopefully achieve balanced usage by providing field type options for users.

One additional recommendation is to eliminate the need for “with lights” and “without lights” fee categories, replacing them with a general per hour lighting fee.

### **Proposed Fee Adjustments**

#### 1. Fees for Other Use of Park Authority Athletic Fields

<u>Type Field</u>	<u>CURRENT HOURLY RATE</u>	<u>PROPOSED HOURLY RATE</u>
Grass (rectangle or diamond – Level 2)	None	\$40
Synthetic Turf without lights	\$90	\$90
Synthetic Turf with lights	\$115	Eliminate
Field Lighting per Hour (all surfaces)	N/A	\$25
Long Term Discount	None	10% applied to long term rentals (minimum 20 hours per application)

## Resource Management Division

### Current Situation

- Historically, the Resource Management Division has operated primarily from the General Fund where fees for programs and operational activities have remained low. The General Fund operating budget has not increased over the last three years and is not anticipated to increase over the next several years, making further expansion of programs and services to meet community need unlikely using this funding source. Future potential for expanding programs and services is more likely in the Revenue Fund, which will require the division to adjust fees more frequently in the future and ensure that fees more closely align with industry comparables for the same services in order to improve cost recovery for division Revenue Fund operations.
- The Resource Management Division's net revenue contribution has shown steady increase over the past three years (from \$106,065 in FY2005 to \$212,830 in FY2006 to \$219,669 in FY2007), demonstrating the potential growth in some key areas in the Revenue Fund (e.g. rentals and programs).
- As the Division continues to move more of its operations into the Revenue Fund, the need to meet Revenue Fund financial management objectives is imperative. Recommended fee adjustments serve to maintain adequate cost recovery and maintain appropriate market positioning of these fee-based services.

## Sully Historic Site

### Current Situation

- In 2007, fees were increased at Sully Historic site for the single tour inadvertently omitting the increase in the combined tour admission.

### Proposed Historic Site Fee Adjustments

1. **Historic Site Admission Fees – Sully Historic Site.** Staff proposes to increase the combined admission for the Historic House and Outbuildings to include the price increase that occurred during the FY 2007 fee adjustment.

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Adult	\$7	\$8
Student	\$6	\$6
Seniors	\$5	\$6
Youth	\$5	\$6

# Frying Pan Farm Park Equestrian Center

## Current Situation

- Frying Pan Equestrian riding fees have not been increased since at least 1996 and therefore have not kept up with the increase in expenses and the consumer price index (CPI). Over the past eleven years, the CPI has increased cumulatively by over 30%.
- At the only comparable facility, Morven Park, there is one hourly fee. This fee, referred to as a "schooling fee", covers the student and the instructor. They do not offer an individual without an instructor pass, nor do they differentiate fees based on age. This fee is \$20 per hour which is more than double Frying Pan Farm Park's current hourly individual fee plus instructor fee.
- Individual instructor fees have been inconsistently applied. Sometimes the instructor pays and sometimes the individuals pay for the instructor. Due to this inconsistency, there are cases in which the instructor fee has been not paid at all. By eliminating multiple categories, the fee structure is simplified and provides consistency in its application.
- Currently, the season pass only covers the individual; the instructor would have to pay separately. The term "season" pass is misleading as the fee is not applied seasonally but rather is applied in hourly increments.

## Proposed Frying Pan Equestrian Fee Adjustments

1. Indoor Equestrian Center Fees. Staff recommends increasing the individual per hour fees by 30% and combining the individual and instructor fees into one fee (eliminating the instructor fee). Staff is also recommending a change to the current structure of the pass options by offering an individual rider pass, and an individual rider with instructor pass to remain consistent with the hourly options offered. Finally, it is recommended that the term "Season Pass" is replaced with the more accurate term 10 hour pass to include a new combined student/instructor pass.

### Indoor Equestrian Center – Individual Use and Instructor Fees

#### CURRENT FEES

Individual use per hour	\$ 6.00
Instructor Fee	\$ 3.50
Season Pass (Adult)	\$50.00
(Youth)	\$35.00

#### PROPOSED FEES

Individual use per hour	\$ 8
Individual plus instructor	\$ 13
10 Hour Rider Pass	\$ 65
10 Hour Student and Instructor Pass	\$100

## Frying Pan Farm Park Visitors Center

### Current Situation

- Fees at the Frying Pan Visitor's Center were established in 2005 as a pilot and were based on the RECenter square footage rate. In 2006, rates were subsequently increased at the RECenters and not the Visitor's Center. Therefore, the auditorium and meeting room per hour rate is no longer in line with the current RECenter square footage rate.
- The Visitor's Center does not have policy for Fairfax County Government or community/ civic group use.

### Proposed Frying Pan Farm Visitor Center Fee Adjustments

1. Rental Fees for Frying Pan Farm Visitor Center. Staff recommends an increase to the rental fees at the Visitors Center to match the square footage rates at the RECenters. Staff would also recommend implementing the same discount policy used at RECenters for Community/ Civic groups, at the Visitors Center for both Community/ Civic groups and Fairfax County Government groups.

Frying Pan Farm Park Visitor Center Rental Fees		
	CURRENT FEE	PROPOSED FEE
<u>Auditorium:</u>		
4 hour Minimum	\$280	\$320
Extra Hour	\$70	\$80
Security Deposit	\$100	\$250
<u>Meeting Room:</u>		
2 hour Minimum	\$80	\$90
Extra Hour	\$40	\$45
Security Deposit	\$50	\$75
Fairfax County Government & Community/ Civic groups	N/A	20% discount

## Historic Properties Rental Services

### Current Situation

- The current pricing structure for Historic Properties Rental Services is multifaceted and complex. It has been three years since the fees have been increased. Utility and personnel costs have increased significantly over the last three years.
- Great Falls Grange is currently at the same price range as Hunter House and Stone Mansion, which have lower capacities. Rental use and indoor capacity for the Grange is more closely aligned with Cabell's Mill.
- Current rate structure for private rentals is a higher rate for Friday through Sunday from April 1 to January 1 and all Fairfax County Holidays. A reduced rate are offered for private rentals held Monday through Thursday year round and includes Friday through Sunday from January 2 to March 31.
- Currently, there is a separate fee structure when a site rents Wakefield Chapel with another site.
- Hobby/ Special interest group rental fees have never been used.
- The average overhead cost for an HPRS site is about \$40. A 2 ½ hour rental utilizes approximately 6 hours of staff time; this averages total cost per free rental at \$240.
- Performing Arts fees at the great Falls Grange and the Forestville Schoolhouse are very low, compared to other groups using the same facilities, and have never been increased.

### Proposed Historic Property Rental Fee Adjustments

1. Private Rental Fees. Staff proposes to increase the base price of the Great Falls Grange to be the same as Cabell's Mill, and then increase all sites using the Consumer price index for the last three years of 13.1%. The Non- Prime and County Rates would be determined by percent discounts off the base. In order to make the fee structure less complicated the winter rate is being proposed to be eliminated from the fee schedule. This would leave a Prime and Non- Prime fee structure with the Prime defined as Saturday, Sunday, and Holiday and Non-Prime to be Monday through Friday. Staff proposes to eliminate the separate fee structure for the Wakefield Chapel plus another site and to institute a 10% discount for any multi-site/ multi-day rentals during a 7 day period of time.

	<u>Current</u> <u>Non County</u>	<u>Proposed</u> <u>Non County</u>	<u>Current</u> <u>County</u>	<u>Proposed</u> <u>County</u>
<b><u>Cabell's Mill</u></b>				
Prime Rate	\$1600	\$1800	\$1400	\$1525
Prime Extra Hours	\$200	\$225	\$200	\$225
Non Prime Rate	\$1200	\$1450	\$1000	\$1225
Non Prime Extra Hours	\$150	\$175	\$150	\$175
<b><u>Clark House</u></b>				
Prime Rate	\$725	\$825	\$525	\$700
Prime Extra Hours	\$125	\$150	\$125	\$150
Non Prime Rate	\$550	\$650	\$350	\$550
Non Prime Extra Hours	\$100	\$125	\$100	\$125
<b><u>Dranesville Tavern</u></b>				
Prime Rate	\$900	\$1025	\$700	\$875
Prime Extra Hours	\$125	\$150	\$125	\$150
Non Prime Rate	\$700	\$825	\$500	\$700
Non Prime Extra Hours	\$100	\$125	\$100	\$125
<b><u>Great Falls Grange</u></b>				
Prime Rate	\$1300	\$1800	\$1100	\$1525
Prime Extra Hours	\$200	\$225	\$200	\$225
Non Prime Rate	\$1000	\$1450	\$800	\$1225
Non Prime Extra Hours	\$125	\$175	\$125	\$175
<b><u>Forestville Schoolhouse</u></b>				
Prime Rate	\$650	\$725	\$450	\$625
Prime Extra Hours	\$100	\$125	\$100	\$125
Non Prime Rate	\$500	\$575	\$300	\$475
Non Prime Extra Hours	\$60	\$75	\$60	\$75
<b><u>Hunter House</u></b>				
Prime Rate	\$1300	\$1475	\$1100	\$1250
Prime Extra Hours	\$150	\$175	\$150	\$175
Non Prime Rate	\$850	\$1175	\$850	\$1000
Non Prime Extra Hours	\$100	\$150	\$100	\$150
<b><u>Stone Mansion</u></b>				
Prime Rate	\$1300	\$1475	\$1100	\$1250
Prime Extra Hours	\$150	\$175	\$150	\$175
Non Prime Rate	\$900	\$1175	\$700	\$1000
Non Prime Extra Hours	\$125	\$150	\$125	\$150
<b><u>Wakefield Chapel</u></b>				
Prime Rate	\$550	\$625	\$350	\$525
Prime Extra Hours	\$100	\$125	\$100	\$125
Non Prime Rate	\$525	\$525	\$325	\$425
Non Prime Extra Hours	\$75	\$100	\$75	\$100

Prime= Saturday, Sunday, Holiday

Non-Prime = Monday - Friday

2. Hobby Special Interest Groups Fees. Staff Proposes to eliminate the fee because it has not been used.

	<u>Current</u>	<u>Proposed</u>
Per Hour Rental	\$15	Eliminate
Security Deposit	\$75	Eliminate

3. Fairfax County Government Fees. Staff proposes to increase the fee to adequately recover expenses associated with the facility use.

<u>Current</u>	<u>Proposed</u>
Hunter House \$20 per hour	Hunter House \$50 per hour

4. Community/ Civic Groups. Staff proposes to increase the fees for the additional hours for Community and Civic Groups use of facilities to adequately recover expenses associated with the facility use.

<u>Current</u>	<u>Proposed</u>
All Sites 2 ½ hour free use	All Sites 2 ½ hour free use
Additional hours \$20 per hour	Additional hours \$50 per hour

5. Performing Arts Rental Rates. Staff proposes to increase the fees for performing arts rentals to adequately recover expenses associated with the facility use.

<u>Current</u>	<u>Proposed</u>
Great Falls Grange \$35 per hour	Great Falls Grange \$50 per hour
Forestville Schoolhouse \$35 per hour	Forestville Schoolhouse \$50 per hour

## Public Comments on Proposed Fee Adjustments for FY 2008

### E-mail Comments:

-----Original Message-----

From: mereinecke@gmail.com [mailto:mereinecke@gmail.com]  
Sent: Wednesday, January 09, 2008 12:16 PM  
To: Parkmail  
Subject: fees - Park Authority - General - Parkline Website Contact

Name: Betty Reinecke

Telephone #: 703-385-9083

Email Address: mereinecke@gmail.com

Comment: I am due to renew my annual pass this month and knew to expect a price rise. I was appalled to see how large this rise was, however. I was even more appalled to see the enormous benefit to 2 people living in the same household. As a senior, I do get a discount but I cannot understand why 2 people living together would need to pay less than I do.

Do they use the equipment less or cost less to serve at the Centers? I don't think so.

Note: the following response was sent to Ms. Reinecke to clarify that the fee increase to which she referred was a part of the phased reduction in the senior discount approved to the Park Authority Board in 2005.

-----Original Message-----

From: Duray, Nick  
Sent: Friday, January 11, 2008 2:03 PM  
To: 'mereinecke@gmail.com'  
Subject: RE: OFF Reinecke fees - Park Authority - General - Parkline Website Contact

Dear Ms. Reinecke-

Thanks for your message. My apologies for not responding yesterday. The increase in your pass price comes as a result of a decrease in the percentage of the senior discount that occurred after you purchased your last pass. The discount had been 45% and was lowered to 40% this past year. This was a part of a multi-year plan enacted by the Park Authority Board in 2005 to adjust the senior discount in three phases from 50% to 35% between 2005 and 2009. The second phase of the adjustment occurred in 2007.

Regarding your concern about multi-person discounts, these are one of several types of discounts that we employ to encourage use and increase revenue. For some context, the Park Authority RECenters are funded through a Revenue Fund, which means that operational costs must be met through user fees, not tax support. So revenue growth is a consideration for us. In that environment, some prices are established to provide an incentive to purchase and grow revenue. Sale prices are one such incentive that we employ successfully in order to encourage people to obtain passes at particular times of the year. Your pass was purchased during last year's Healthy Heart sale. Having sale times has enabled us to expand our number of passholders and pass revenue. We also use volume discounts in an effort to encourage multiple people from a household to purchase passes as another growth strategy. This is a commonly used tactic in recreation centers and other types of facilities throughout the recreation and fitness industries. It is a successful revenue growth strategy because typically it results in greater numbers of participants than might otherwise be attracted without volume discounts. Ultimately, providing various kinds of financial incentives helps to increase participation and, in so doing, results in a more active and healthier citizenry.

I hope this helps to provide some appreciation of our rationale for offering various types of incentives.

From: Bendorf, Peter A [mailto:Peter.Bendorf@fcps.edu]  
Sent: Wednesday, January 23, 2008 10:44 AM  
To: Parkmail  
Subject: Fee Changes

Dear Fairfax County Park Authority,  
I would favor a straight per hour rental fee on field use for camps/clinics and team usage instead of the per hour fee on top of the 15% of gross income. This will drive the cost of participating in this programs up and discourage participation. Keep kids active and involved in is so important for the youth of our county. Please consider keeping the cost for field usage reasonable so more kids can participate.  
Sincerely,  
*Pete Bendorf*  
*Head Football Coach*  
*ADSA*  
*South County Secondary School*

Note: the following response was sent to Mr. Bendorf to clarify that the proposed hourly field rental fee would replace the 15% of gross income charge and that the proposed fees do not apply to space currently allocated to schools and leagues through the Department of Community and Recreation Services field allocation policy.

**From:** Lewis, Steven H.  
**Sent:** Wednesday, January 23, 2008 3:47 PM  
**To:** 'Peter.Bendorf@fcps.edu'  
**Cc:** Duray, Nick; Bittenbring, Charles  
**Subject:** Your comment re: Park Authority Fee Changes

Mr. Bendorf, thank you for your comment regarding the proposed fee changes. I wanted to clarify a couple of items. The proposed fees would in fact be a straight rental fee per hour and would no longer require the 15% of gross as payment – our apologies if that was not clear in the document (I'm assuming you read the proposed fees document). Second, I hope it was clear that the proposed rental fees do not apply to space currently allocated to schools and leagues through the Department of Community and Recreation Services field allocation policy. Please feel free to contact me if you need further information. Thank you.

From: Keith [mailto:kwalley@cox.net]  
Sent: Monday, February 04, 2008 5:14 AM  
To: Parkmail  
Subject: Attention Public Information Office/Fee Comments  
Importance: High

I am an active supporter of the Annual March of Dimes – Walk for America – which has been held for more than the past five years at the Lake Accotink Park in nearby Springfield. As you may already know, the proceeds from the fund raising event go toward providing urgent medical care for babies with life threatening health complications. Recently the name was changed to “Walk for Babies” to be more descriptive of the charitable cause. The charity prides itself in providing a very high percentage of contributions directly to those in need, minimizing the administrative costs of the program. This year, the program coordinators were told that in addition to the \$325 fee already required to reserve the shelter (proposed to increase to \$350 this year) for use of the shelter area used to stage the annual fund raising event, an additional 15% of fund raising proceeds from the day would have to be forfeited to Fairfax County as a “Business Activity License” fee. The program coordinators and many of the supporters saw this as an unacceptable diversion of funds away from the intended beneficiaries of the charity – the babies who need the life saving help. Despite this year's budget proposal to replace the 15% business

activity licensing fee for a straight hourly fee based on usage, the fact that a non-profit / not-for-profit event is still subjected to "business license fees" and is treated no differently than a commercial activity is counterproductive to all those involved.

For this reason, this year's event will now be held outside of Fairfax County. This is unfortunate as the event not only raises money for a wonderful cause, but introduces local residents to the hidden charms of our park system. Many of the walkers remark that they have come back to the site on other occasions after learning about Lake Accotink Park. With the move of the Walk-for-Babies out of the county, walkers now must travel a greater distance and the county loses the opportunity to gain a greater support and use of the park.

As the budget committee begins the review of the fee structure policy for this year, please consider the following recommendations.

1) Amend the current draft fee proposal found at (<http://www.fairfaxcounty.gov/parks/archives/2008FeeProposal.pdf>, with the following: "Non-Profit and Not-For-Profit charitable organizations are eligible for a waiver of field rental fee under provisions of the Business Activity License Fee. Waivers may be requested through..."

2) Write an invitation to the March-For-Babies coordinators inviting the event back to Lake Accotink Park next year with the understanding that the Business Activity License fee / Field Rental Fee will not be required.

I have obtained the address of the local March of Dimes chapter which sponsors the event for your benefit.

March of Dimes Maryland – National Capital Area Chapter  
2700 South Quincy St., Suite 220  
Arlington, VA 22206

As a resident of Springfield, I look forward to your favorable consideration of these recommendations.

Thank you.

Keith Walley

From: Polk, Lucy [mailto:Lucy.Polk@opm.gov]  
Sent: Monday, February 11, 2008 8:13 AM  
To: Parkmail  
Subject:

My concerns about the "proposed" fee increases are as follows:

First of all I note that in the related documents the fee increase is referred to as if it will be enacted, which makes me wonder if our comments will be considered, or if asking for our opinion is just a formality.

From the customer point of view service has not improved, and there doesn't appear to be any plan to improve service. Service is already mediocre or below, as examples I'd like to provide the following information:

In the past 4-5 months here is a summary of some of my experiences visiting several Rec Centers:

On 5 occasions after thoroughly checking the published calendars I have arrived at a pool to find groups occupying all the lanes. On 4 of these occasions the groups were clearly scheduled and just not

annotated on the calendar. On the 5<sup>th</sup> occasion the group was clearly unscheduled, there was no notice of any kind to regular folk who had come to use the pool. One of the managers offered "free" passes to select persons who came to use the pool, while blatantly ignoring others.

On 45 of about 80 or so occasions when I came to attend a class one of the following incidents occurred:

No instructor showed up to teach.

Many classes started late—in most cases 15 minutes or so.

2 classes were scheduled in the same room.

The scheduled instructor didn't show up and some last minute class completely unrelated to the scheduled class was offered.

There was a discrepancy between the scheduled class and the class actually being taught—these range from a different type of class to a time difference of up to ½ an hour.

The room a class was scheduled to be taught in was full of equipment and in order for the class to take place the class participants had to move it. Also causes late starts.

The quality of the instruction was incredibly poor.

The previous schedule class scheduled to end in time for the next class to start ran over.

A desk staff member at Audrey Moore routinely saves cycle spin bikes for his "favorite" members while stopping other people from getting a bike—and he's proud of it.

An instructor (Jen, Audrey Moore) announces that even though class is scheduled next week she won't be there so there's no class. --- What if you're not there the day she announces that, it's a public schedule. This seems to be a generally acceptable practice.

Instructors stand in public areas between classes gossiping with each other about the Fitness Director, other instructors and in some cases class participants.

There isn't enough equipment for everyone who comes to attend a class (not because so many people attend, but because equipment is all over the place or just missing and not replaced)

Other concerns I have about a fare increase include:

On most occasions when I check in at least one person, but frequently more than one person lose patience with the check chaos and just proceed to use the facility without checking in. On several occasions no one is at the desk and people just walk in. On some occasions the desk staff was literally sleeping and people just walked by. On many occasions the desk staff is so busy chatting with each other that people just walk by. I have personally been treated as if I were the problem by interrupting those conversations to ask to check in, or worse yet ask a question about something.

When I have spoken to managers about some of the above situations I have been told

"No one else complains"

"There's nothing I can do about it."

"I don't do the room scheduling"

"Some situations are unavoidable."

As far as I can tell it's true that not many people complain..they just shrug their shoulders and accept this shabby service, which incidentally I have been reduced to as well. I do think that managers can something about it, and I don't care who does the room scheduling. All of the above situations are avoidable by good management practices.

I have NEVER once been offered any kind of compensation for these service shortcomings. And although a "free" class wouldn't make up for the inconvenience and general frustration these problems cause me and the other people who they affect, it would be nice to think that FCPA cares enough to have a policy about this type of service. And since in many of the above cases class is not held, the class we came for should be compensated and for our trouble another class should be compensated. We arranged our schedules to be there, spent gas money, time and effort to be there...it's not just a "stuff happens" situation.

In your document you cite certain costs as part of the basis for the proposal. Many of those costs affect us as individuals, the costs of fuel and energy to get to and from classes, inflation etc... We're getting hit from all around, too.

So in summary-

- 1) Service to the consumer needs to increase before prices increase. More people would actually probably want to come and that would increase revenue.
- 2) Come up with check in systems that require everyone to pay to get in—I'm sure compare to the current slipshot practices this would dramatically increase revenue.
- 3) Our daily life costs have gone up, in all other areas of our lives. We don't need one more increase, especially in the expendable areas of our life.

Lucy Polk

**From:** Vanhoose, Todd [mailto:vanhoose@fccouncil.com]  
**Sent:** Tuesday, February 12, 2008 11:50 AM  
**To:** Parkmail  
**Subject:** Comment on Proposed Fee Adjustment

To: Members of the Board  
Fairfax County Park Authority

Thank you for allowing me to submit comments on the Park Authority's proposed fee adjustment policy. I am writing on behalf of Pioneer Baseball/Softball League which is based in and around the Lee District area of the county.

Pioneer Baseball/Softball League is a not-for profit organization sponsoring baseball and softball programs for area kids aged 4-15. We are affiliated with the Babe Ruth/Cal Ripken organization. We are writing to raise concerns that the proposed new fee structure for athletic fields, specifically baseball fields, will be unnecessarily burdensome on local youth leagues in some circumstances. Specifically, we recommend that the Park Authority consider making an exception to the new fee structure to allow local youth baseball organizations to host their district, state, or regional tournaments at a Park Authority facility, provided that the tournaments are sanctioned by either the Babe Ruth/Cal Ripken or Little League organizations and charge no fees for team entry.

For example, this summer Pioneer will host the Cal Ripken 12U Virginia State Tournament at Beulah Park during the second week of July. This state tournament is part of the Cal Ripken tournament track all over the U.S. Teams from all over Virginia compete in their district tournaments and the winners go on to the state tournament. The state tournament winners go on to a regional tournament with those winners going on to the Cal Ripken World Series.

By rule, you earn entry into the tournament by winning the previous tournament. As the host of the Virginia State Tournament, Pioneer is not permitted to charge an entry fee to teams that earn their way to the tournament. This makes this tournament a potential financial hardship on the local host league. As a result, the host responsibility is rotated around the state each year so the costs can be shouldered equally by the member leagues.

This year's tournament will feature 8 teams and is a double elimination tournament. We expect somewhere to play around 14 games over a four-day period. Our budget for field supplies, umpires, baseballs, etc. is in some \$3000. Since we are hosting the tournament at a Park Authority facility, we are not permitted to charge an admission fee for spectators. As a result, we have very little opportunity to

recoup the cost of the tournament. Additional fees paid to the Park Authority are likely to make this tournament non-viable for our league to host.

We hope that the Park Authority will provide a waiver from fees for non-profit organizations that run a tournament but do NOT charge an entry fee. Our tournament, and others like it that we might host in the future, are not designed to raise money for the league or any other entity. They are simply the reward to teams that have worked hard and had success during the year. We have little chance of recouping the already high cost of hosting these types of tournaments. Additional fees will likely price Pioneer out of hosting these types of tournaments in the future.

We understand the desire of the Park Authority to generate fee income to help cover the cost of maintaining the fields. We are grateful for the job done by the Park Authority in helping provide the kids in our league with safe, high quality, baseball facilities. However we ask that you favorably consider differentiating between for-profit or fundraising activities and those tournaments that are not designed to make money for anyone.

Thank you for considering our comments.

Finally, we would like to call the Park Authority Board's attention to the outstanding job being done by one of your employees in our area. Phil Hager routinely goes the extra mile in making sure the fields in our part of the county are well maintained. He is always reachable and always works in a way that really benefits the kids in our area. We are grateful for Phil's efforts and want to point out what an outstanding job he is doing.

Todd Van Hoose  
Majors Commissioner  
Pioneer Baseball/Softball League

#### Comments Received at Fee Comment Meeting:

Two speakers provided feedback during the fee comment meeting held February 6, 2008. A summary of their feedback is as follows:

1. Deanna Seracino, Vice President of Golden Boot Soccer, spoke on behalf of her company, a private soccer training company that has been using Park Authority fields to hold soccer camps for 11 years. Ms. Seracino noted that her company has enjoyed significant revenue growth and has been able to provide camp experiences for many children under the current fee schedule. She noted that conducting camps involves a certain amount of risk, as it is not known at the time fields are requested whether camps will have sufficient enrollment to run or not. The current fee, charging 15% of gross revenue, allows her company to manage that risk. Switching to a rental fee will make it more difficult to manage that risk and will inhibit the growth of her company.
2. Albert Riveras, a RECenter passholder and user of both Providence and Spring Hill was the second and final speaker. Mr. Riveras did not have a specific concern with the current fee proposal, but rather took his time to express several service complaints about Providence and Spring Hill RECenters. He did note that fees were already high enough and that several of his friends were now attending a new facility on Gallows Road because of price. Brian Laws met with Mr. Riveras after the fee meeting about his service concerns.

## **DISCUSSION**

### Alternative Funding and Corporate Naming Rights

#### ISSUE:

To provide a status update on the corporate naming rights project and receive Board feedback.

#### BACKGROUND:

In August 2007, a Park Authority staff team was formed to study the potential for a corporate naming rights policy. The team was tasked with benchmarking other organizations, examining successes and limitations of existing corporate naming rights efforts, and providing a recommendation to the Park Authority Board regarding whether corporate naming rights is a viable pursuit in furtherance of the agency's alternative funding strategy. The focus of these initial efforts was on corporate naming rights, in order to coincide with the planning of the Laurel Hill Sportsplex. Efforts continue on other alternative funding opportunities including sponsorships and partnerships.

On September 19, at a joint Executive Committee meeting, the Fairfax County Park Authority discussed this matter with the Fairfax County Park Foundation, which was in full agreement regarding pursuit of this project.

On December 3, Park Authority staff met with the Economic Development Authority (EDA) to discuss with them our approach to this issue. EDA agreed to work with the Park Authority in order to plan for a focus group of local corporate leaders to learn from them their experiences with corporate naming rights. The focus group would provide for a general discussion of corporate experience with sponsorship and then narrow down to specific opinions/reactions to naming rights, uncover attendees' reactions to a hypothetical spectrum of Fairfax County Park Authority naming rights opportunities, and solicit advice from attendees regarding the Park Authority's pursuit of this type of alternative funding strategy. However, in pursuing this further, it became evident that there was limited interest by the private sector in attending a focus group discussion.

Initial research focused on 12 jurisdictions throughout the country where efforts to sell naming rights for parks and recreation-related facilities had recently been initiated, in order to obtain information about their experiences and policies. Information was also gleaned from the work done by Brailsford & Dunlavey for the Laurel Hill Sportsplex and from follow-up Internet research on recent government naming rights efforts.

FINDINGS:

**1. Park and recreation organizations have a mixed success rate in attracting naming rights deals**

Most jurisdictions contacted have recently established policies to enable commercial selling of naming rights. In many instances, funding constraints have led governmental entities to consider the possibility of selling naming rights for a variety of facilities. However, the success rate has been mixed, as many of those contacted have not been able to sell facility naming rights. Common obstacles include:

- Business community's lack of interest
- Inability to devote staff resources to naming rights sales
- Lack of expertise regarding the packaging, valuation and sales of naming rights opportunities
- Unrealistic expectations regarding the value of facility naming rights
- Public opposition in some communities where selling naming rights to park facilities is viewed as over commercialization (in some instances, the general public was very sensitive to putting additional onsite recognition of donors in the parks, while they were more open to offsite recognition, including website, press releases, and brochures)

**2. Park and recreation organizations' naming rights agreements typically result in modest amounts obtained over multi-year terms**

- In most cases naming rights sales resulted in modest, though not insignificant, revenue streams.
- Naming rights were generally purchased for existing facilities or, in a few exceptions, those under development. Naming rights deals do not typically come to fruition at the time of development; rather, they more typically come after development of the facility is complete.
- Naming rights revenue does not typically come to the agency up front in one lump sum. Multi-year deals in which a portion of the naming rights revenue is paid annually over the term of the agreement is typical.
- Naming rights deals do not typically result in significant dollars to develop large capital projects. It is more typical to grant naming rights to a playground in exchange for \$50,000, than it is to expect that a corporation would contribute \$15,000,000 to develop a new facility.
- In the area of naming rights, most spending is directed at stadiums and arenas where attendance and media exposure are both high.

Specific examples of alternative funding deals involving naming rights in parks include:

**King County Parks and Recreation (Washington)**

- Microsoft - \$100,000 for first-year naming rights to Marymoor Park Wi-Fi area
- Group Health - \$340,000 for three-year naming rights to Marymoor Park velodrome
- Starbucks - \$250,000 for 17 Starbucks-logoed regional trail kiosks

**Medford Parks and Recreation (Oregon)**

- U.S. Cellular - \$650,000 over six years for naming rights to U.S. Cellular Community Park
- Rogue Federal Credit Union - \$50,000 over 10 years for gym naming rights at Santo Community Center
- Harry and David – \$357,000 for long-term naming rights to Harry and David field

**Asheville Parks and Recreation (North Carolina)**

- Food Lion - \$275,000 over 10 years for skate park naming rights and the rights to associate other sponsors with the facility

**Kettering Parks and Recreation (Ohio)**

- Rob Dyrdek/DC Shoes Skate Plaza – Rob Dyrdek/DC Shoes Skate Plaza Foundation donated \$250,000 for construction of skate plaza in this pro skater's home town

**Costa Mesa Parks and Recreation (California)**

- Volcom - \$300,000 over 10 years for naming rights to Volcom Skate Park

**Maryland Soccer Foundation (Germantown, MD)**

- Discovery Communications - \$1,000,000 over five years for naming rights to Discovery Sports Center indoor field house

**Eden Prairie Parks and Recreation (Minnesota)**

- \$300,000 in long-term naming rights (20-25 years) sold for the following components in community center expansion
  - Supervalu hockey rink (\$100,000)
  - Wells Fargo gym (\$100,000)
  - Emerson Process Management fitness center (\$100,000)

**WakeMed Soccer Park (Cary, NC)**

- WakeMed Health and Hospitals - \$300,000 per year for three years for naming rights. (A prior three-year naming rights term had been assumed by SAS Institute, Inc., a business software firm headquartered in Cary).

**3. Naming rights deals often result from a long-standing community commitment**

In many instances, successful naming rights deals germinated from some existing relationship with the community or the parks and recreation agency. For example:

- Rob Dyrdek was a pro skateboarder that grew up in Kettering, Ohio
- U.S. Cellular's CEO spent his formative years in the regional office in Medford, Oregon
- Harry and David is headquartered in Medford, Oregon
- Starbucks has a statewide grant program for neighborhood parks that provided the funding for the King County trail kiosks
- Discovery Communication's CEO had children who grew up playing soccer in Montgomery County Maryland and experienced a dearth of close-by, quality soccer facilities

**4. Successful policies allow for flexibility**

Naming rights policies tend to be broad and avoid placing financial limits on naming rights opportunities. Jurisdictions that have been successful in selling naming rights stressed the need for a flexible policy that allows opportunities to be considered on a case-by-case basis. Some jurisdictions do not place any parameters on financial contributions; rather, the value of naming rights deals is market-based and each agreement is negotiated separately.

**5. Successful naming rights ventures by park and recreation organizations are backed by a staff resource commitment**

Organizations that are having the most success pursuing naming rights deals have assigned staff resources for this purpose. For instance, in a small agency such as Medford, Oregon pursuing such partnerships was the Director's responsibility; larger organizations (King County, Washington and San Diego, California) have created a specialized unit.

**6. Naming rights ventures are often just a piece of a full range of sponsorship opportunities**

Many jurisdictions have pursued a full range of corporate sponsorship/partnership opportunities in addition to naming rights. For example, King County

Parks in Seattle, Washington seeks a wide spectrum of corporate funding opportunities through its Partnerships and Enterprise Initiatives section. Similarly, the city of San Diego pursues a range of corporate sponsorship and partnership opportunities through its Office of Corporate Partnership.

San Diego also favors a citywide approach to corporate partnerships/ sponsorships rather than a departmental approach, feeling that properties are worth more if packaged at a citywide level rather than divided up among departments. The parallel for the Park Authority might be to consider naming rights and sponsorships for families of facilities (i.e., RECenters or golf courses) rather than for individual facilities.

#### **7. Schools have had mixed success with naming rights**

An on-going Arizona State University project that documents trends in the commercialization of schools has noted an increase in the sale of naming rights to public school facilities. Sports facilities have been most typically targeted; however, school districts have also shopped other facilities as well.

Successful school naming rights deals have included the following:

- Brooklawn, NJ high school gym naming rights sold to ShopRite for \$100,000
- Vernon Hills, IL high school football field naming rights sold to Rust-Oleum for \$100,000
- Everglades High School, Broward County, FL stadium naming rights sold to Eastern Financial Florida Credit Union for \$500,000
- Park Vista High School in Boynton Beach, FL stadium naming rights sold to GL Homes for \$150,000
- Sheboygan, WI school district has sold naming rights to a variety of facilities including field houses, cardiovascular workout rooms, locker rooms, gyms and school stores for a total of \$1.5 million.

However, failures are as common as successes. Many school naming rights opportunities have gone unsold including high-profile attempts to sell high school stadium naming rights in Omaha, Nebraska for \$500,000 and in suburban Dallas for \$1,000,000.

At the local level, Fairfax County Public Schools considered the pursuit of naming rights in the early 2000s, ultimately contracting the services of DD Marketing, Inc. to examine the area of corporate partnership signage, planetarium naming rights, and beverage contracts. On August 16, 2002, former Superintendent Daniel Domenech presented the Marketing Feasibility Study prepared by DD Marketing,

Inc. to the School Board. Planetarium naming rights were not recommended, as the small and specialized venues had limited exposure and would not generate much revenue. With regard to corporate signage, DD Marketing, Inc. acknowledged that FCPS would be a valuable property to corporate sponsors, and recommended that the Director of the Office of Business and Industry Relations and the Coordinator of Student Activities and Athletic Programs be assigned the responsibility to investigate and secure sponsorships. DD Marketing, Inc. estimated that the annual revenue could start at \$300,000 in the first year and grow to \$500,000 in year five. However, staff recommended against pursuit of corporate partnership signage based on the significant amount of work it would require of existing staff who were already otherwise engaged, and because the estimated revenues would be relatively minor. In addition, staff believed that advertising would cause a negative reaction from many community members and the centralized advertising effort could compete with schools that were already obtaining limited advertising and revenues from local businesses.

**8. Findings from Sportsplex research is consistent with naming rights research findings**

Preliminary data presented to the Park Authority Board regarding the valuation of sponsorship opportunities at the Sportsplex are consistent with the findings from the naming rights research of other parks and recreation agencies. Brailsford's findings suggest sponsorship would produce a significant, but modest, revenue stream. Brailsford has pointed out that facilities generally must be developed in order to realize sponsorship revenue, as naming rights are often dependent on sufficient, documented facility use. Therefore, alternative funding of this sort may be more appropriate for supplemental operational revenue than capital development. In addition, Brailsford has confirmed that sponsorship firms are often used to sell sponsorships and naming rights.

Staff is currently in the process of obtaining an opinion from the County Attorney's Office regarding any issues that need to be considered in the pursuit of sponsorships and advertising revenue for the Sportsplex. Opportunities staff is interested in investigating include on-site signage, product displays and samples, hospitality at tournaments and major events, and web site logo displays.

**CONCLUSIONS:**

- 1. Expectations regarding the value of facility naming rights need to be realistic.** Research demonstrates that naming rights deals do not typically result in significant dollars to develop large capital projects. In addition, naming rights

revenue does not typically accrue to the agency up front in one lump sum; rather, multi-year deals in which a portion of the naming rights revenue is paid annually over the term of the agreement are typical.

2. **A flexible approach to naming rights needs to be embraced.** Research demonstrates that oftentimes the value of naming rights deals is market-based and each agreement is negotiated separately.
3. **Considerable staff resources will be required to sustain this effort.** Research demonstrates that organizations that experience the most success pursuing naming rights deals have assigned staff resources for this purpose.
4. **If the Park Authority Board chooses to pursue corporate naming rights, a strategy should be developed for rolling this initiative out to the public.** Research demonstrates that there has been public opposition in some communities where selling naming rights to park facilities is viewed as over commercialization.
5. **As an initial step, the Park Authority should hire a consultant to identify and value potential naming rights assets.** The city of Chicago, for example, has retained a sports marketing consultant to inventory, prioritize and value city naming rights assets and then develop a marketing plan designed to attract corporate sponsors and advertisers.

#### TOPICS FOR BOARD DISCUSSION:

1. **Use and value of naming rights**  
A premise in undertaking this research was that corporate naming rights could be pursued in order to finance large capital projects, including the Sportsplex. However, research indicates that most naming rights deals result in modest income streams that accrue over time, rather than prior to the development process. Key question to consider:  
***Is the pursuit of corporate naming rights still a priority, given these findings?***
2. **Resource Requirements**  
Some communities are opting to invest in consultant support after failing to attract naming rights sponsors on their own. In addition, those jurisdictions that have met with success have dedicated staff to administer the program for alternative funding, including corporate naming rights and sponsorships.

Brailsford and Dunlavey has also noted that selling of sponsorships is a consulting specialty and communities with the most success have hired dedicated resources for this purpose. Key question to consider:

***Is the pursuit of corporate naming rights a priority for the agency to the extent that additional financial and human resources should be dedicated to this effort?***

### **3. Purchasing Regulations**

Both San Diego and King County Parks and Recreation have open, competitive processes for obtaining corporate sponsors/partners that mirror our own Request for Proposals (RFP) process. Fairfax County procurement regulations will require a formal RFP for sponsorships of \$50,000 or more. Because the value of naming rights deals is market-based, and developing expertise valuing and selling naming opportunities will take time, it may benefit the Park Authority to negotiate each agreement separately through an “informal” RFP even if initial expectations for revenue are less than \$50,000.

### **4. Modifications to Policy 106, Naming of Parks**

Should the Park Authority Board decide to pursue corporate naming rights, minor modifications could be made to existing Policy 106, Naming of Parks, in order to facilitate this new approach. By pattern and practice, the “significant contribution” clause of Policy 106, Naming of Parks, has not included contributions of a financial nature. If the Park Authority were to pursue a corporate naming rights strategy, Policy 106 could be amended to specifically include language that would allow for financial contributions to serve as criteria for naming rights. The Park Authority Board would also need to consider the scope of amenities that would be offered for naming (parks, facilities within parks, or both; new facilities, existing facilities, or both). Key question to consider:

***What amenities would the Board be interested in opening up to naming rights?***

#### TIMING:

In order to proceed with this initiative, staff seeks Board input on February 27, 2008.

#### FISCAL IMPACT:

None

Committee Agenda Item  
February 27, 2008

ENCLOSED DOCUMENTS:

Attachment 1: Policy 106, Naming of Parks

STAFF:

Timothy K. White, Acting Director

Cindy Messinger, Acting Deputy Director/COO

Elisa Lueck, Manager of Strategic Initiatives and Policy Development

Nick Duray, Manager, Market Research and Planning, Park Services Division

Miriam Morrison, Division Director, Administration Division

### Policy 106 Naming of Parks

As a general policy, parks shall be named in accordance with geographical, historical or ecological features indigenous to the park site or to the immediate vicinity of the site. Parks may be named for an individual under the following conditions:

- a. Where the individual has made a significant gift of land to the Authority, or
- b. In memoriam for an individual who has made a significant contribution to the Fairfax County park system.

Recreational facilities or resource management areas within a park may be named for a corporation or an individual, living or deceased, who:

- a. Has made a significant contribution to the protection of natural, cultural, or horticultural resources of the Fairfax County park system, or
- b. Has substantially contributed to the advancement of commensurate types of recreational opportunities within the Fairfax County park system, or
- c. Has made a significant contribution to the betterment of a specific park, consistent with the established criteria and standards for the designated park classification.

In support of this policy, nominations for naming parks, recreational facilities or resource management areas shall be evaluated on the basis of the above criteria and upon appropriate documentation.

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*Revised and adopted October 28, 1998*