

2013 Fee Adjustment Process Q & A
FAIRFAX COUNTY PARK AUTHORITY

Q: Why does the Park Authority charge fees?

A: As a part of its mission, the Park Authority offers a broad range of leisure facilities and services desired by those who live in Fairfax County. To support these facilities and services, the Park Authority charges fees that supplement the appropriation received from the County's General Fund.

The Authority's User Fee Policy authorizes that an "appropriate balance" shall be sought between "County of Fairfax General Fund support and fee-generated revenues that best serve the interests of the citizenry." It goes on to state that "services and facilities fully funded through the County of Fairfax General Fund are generally provided by the Park Authority free of charge. Services and facilities supported entirely, or in part, by the Authority's Park Revenue Fund may have fees designated and charged."

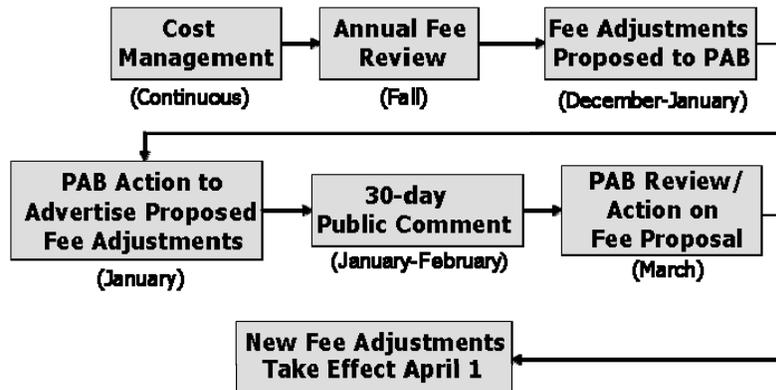
Fee revenues collected by the Park Authority are placed in the Authority's Park Revenue Fund and are used for day-to-day operations of golf courses, RECenters, fee programs and store sales at Resource Management sites, rental facilities, program support at lakefront parks and Revenue Fund support operations. The Park Revenue Fund is managed as a collective enterprise. Its net revenues are used to fund renovation and capital improvements at Revenue Fund sites.

Q: Who can adjust the fees at Fairfax County Park Authority facilities?

A: Staff recommends facility fee adjustments, as needed, after analysis of facility operating and maintenance costs, long term capital repair and replacement needs. Costs and fees are reviewed by staff on a regular basis to minimize fee changes in any one year.

The Fairfax County Park Authority Board (PAB) makes the final decision through approval of the fee schedule, after studying staff recommendations and considering citizen's comments. The Park Authority Director can authorize discounts from approved fees for promotional purposes.

Typically, the PAB considers fee adjustments annually following the process outlined below.



During times of budgetary stress, the PAB also reserves the right to make fee adjustments as needed during other times of the year.

Q: How are fees determined?

A: In general, the Park Authority follows a 4-step process in establishing fees.

1. *Determine the proportion of costs which the price should cover.* Some fees are:
 - a. nominal (don't cover a significant portion of direct operational costs, e.g., carousel rides),
 - b. meant to cover direct operational costs (e.g., RECenter room rentals),
 - c. targeted to cover direct costs plus overhead (e.g., full cost recovery such as RECenter admissions)
 - d. meant to cover direct costs, overhead and some additional marginal cost for future capital needs (e.g., greens fees).

The determination of what degree of cost recovery is appropriate is based on a notion of where a service rests on the continuum of services. Some services are felt to be of general benefit to all and are, therefore, subsidized to some degree. Others are felt to be of benefit only to those who participate. In such instances, full cost recovery is warranted.

Fee adjustments must also keep pace with increases in the cost-of-living and the cost of operations. The Washington-Baltimore consumer price index (CPI) was up 2.3% for the first half of 2012 compared to the same time period the previous year. Cumulative two-year and three-year growth in CPI were 5.6% and 7.3% respectively.

2. *Determine the going rate.* Others offering similar services are surveyed to ensure that Park Authority rates are generally within the range of comparable providers – public and private.

3. *Examine the appropriateness of fee differentials.* Fee differentials are used in a variety of instances including differences based on residency, age, time, quantities purchased and promotional needs.
4. *Consider how patrons will perceive recommended fee changes.* Will patrons feel the recommended fee or fee increase is fair? Is the increase reasonable given costs and market conditions? Will the fee reduce patron participation? Are there alternatives to reduce adverse impacts? Will the service still be perceived as a good value?

Q: Does the Park Authority Board (PAB) pay attention to citizens' comments, or are these changes going to happen no matter what comments are received?

A: The PAB does pay attention to your comments. A 30-day public comment period on the fee proposal runs from January 14, 2013 through February 12, 2013, and a public comment meeting is scheduled for Wednesday, January 30, 2013 at 7:00 p.m. in room 106 of the Herry Building located at 12055 Government Center Parkway in Fairfax, VA. No decision on the proposed fee adjustments will be made until after the PAB has had an opportunity to review public comment. Action on fees is tentatively scheduled for the March 13th PAB meeting, with implementation of fee changes scheduled for April 1, 2013. Written comments are also accepted via letter or e-mail. For details about how to comment in writing see the question "I can't come to the Public Meeting, how can I let the PAB know my views?" below.

Those wishing to register to speak at the public comment meeting should call Judy Pedersen at 703-324-8662.

Directions to the Government Center can be found on the Fairfax County web site at: <http://www.fairfaxcounty.gov/parks/maps/hqmap.htm>

Q: Which fees are included in this list of proposed fee adjustments?

A: Fee adjustments for 2013 are proposed in the following areas:

Golf – prime season weekend greens fees, Laurel Hill Golf Club;

RECenters – racquetball court rental fees, public skating session – daily and discount pass, and special skating session fees (Mt. Vernon);

Lakefront parks – pedal boat rental fees (Lake Fairfax, Lake Accotink), Water Mine daily admission and group rates, weekends and holidays (Lake Fairfax), camping fees – senior, non-county resident (Burke Lake, Lake Fairfax); non-county motorcycle entrance fee (Burke Lake); hourly mini golf private rental fee (Lake Accotink);

Picnic Shelter Reservations – Clemyjontri, Lake Fairfax (shelters H, I, J, K), Lee District, Turner Farm (new);

Historic Site Admissions – Sully, Colvin Run;

Historic Huntley – facility rental fees (new);

Garden Plots – full plot and half plot fees.

Q: Why are fees adjusted?

A: The Park Authority has an obligation to provide public recreation services to the citizens of Fairfax County, so it must ensure the financial stability of its operations. One way to insure this is to require that costs and revenues from operations remain in balance. For example:

- Annual golf course and RECenter operation and maintenance are funded entirely by user fees, not taxes. Fees must be adjusted to insure that operating costs as well as repair and replacement needs can be met.
- Fiscal realities over the past several years have made it impossible to maintain Resource Management facilities solely out of the General Fund (citizens' taxes).
- Extra revenue has funded, and will continue to fund, new programs and services for park patrons.
- In response to Federal health care legislation, the Park Revenue Fund is now responsible for absorbing health care costs for eligible seasonal employees.
- Facilities are aging and renovation/repair needs are increasing. Recent examples of user fee funds being used for facility renovations include driving range structure repairs and canopy replacement at Oak Marr Golf Course, pool white coat replacement and deep water stairs at Oak Marr and Lee District RECenters, heating/air conditioning replacement at Jefferson and Pinecrest golf courses, club room floor refurbishment at Providence RECenter, racquetball court renovations at Providence, South Run and Lee District RECenters, energy recovery unit replacement at Mt. Vernon RECenter and mini-golf renovations at Oak Marr District Park.

Fee adjustments are proposed to bring fees in line with the cost of providing services, to prevent the Park Authority from undercutting any competitors in the private sector, to provide adequate revenue to maintain the financial health of the Revenue Fund (the repository of user fees) and to provide patrons with affordable recreation services.

Q: When will the fee changes take place?

A: Any fee adjustments approved by the Park Authority Board on March 13, 2013 will take effect on April 1, 2013.

Q: Do fees increase every year?

A: No. Although the fee schedule is reviewed every year, all fees do not necessarily increase annually. Some of the fees that are proposed for adjustment haven't been changed in several years. However, in order to minimize the impact of fee increases on users, the Park Authority Board's adopted Financial Management Plan does advocate employing smaller, more frequent fee adjustments rather than delaying increases for a longer period and then applying larger percentage increases to catch-up to rising costs.

Q: Instead of raising fees, why don't you just cut costs?

A: The Park Authority always looks to minimize cost increases and make programmatic changes before considering fee changes. All divisions regularly monitor their use of seasonal personnel and overtime, for example, as cost cutting initiatives. Fee increases are only considered after cost control measures have been taken in order to maintain the level of quality in service delivery that users expect.

Q: What added benefits will I receive from these adjusted fees?

A: The proposed fee adjustments will help to ensure the stability of the Park Authority's Revenue Fund which finances facilities and programs like golf courses, RECenters, lakefront parks and some services at cultural and historic sites. Revenues obtained from users fees also service the debt on revenue bonds that have been used to fund golf facility and service expansion, including the development of Oak Marr and expansion of Twin Lakes in the 1990s and the development of Laurel Hill in the 2000s. In recent years, the revenue that is generated from user fees has also helped to fund other new service enhancements such as updates to RECenter fitness equipment, bent grass turf conversion at Twin Lakes Golf Course and new aquatic entertainment features at Lake Fairfax's Water Mine. Revenue fund resources also helped the Park Authority retro-fit its pool drain covers to comply with the Virginia Graeme Baker Pool and Spa Safety Act.

Q: I can't come to the Public Meeting, how can I let the PAB know my views?

A: The PAB welcomes written comments (sent via e-mail or letter) received by February 12, 2013.

E-mail comments should be sent to: parkmail@fairfaxcounty.gov

Letters should be addressed to:

Fairfax County Park Authority
12055 Government Center Parkway, Suite #927
Fairfax, Virginia 22035-1118
ATTN: Public Information Office/Fee Comments

Q: How can I get more information?

A: Fee information is posted on the Park Authority's web site at:

<http://www.fairfaxcounty.gov/parks/feemeeting.htm>

Information is also available for review at staffed Park Authority locations, including Park Authority main offices in the Herrity Building, RECenters, golf courses, nature centers and historic sites. Citizen and press inquiries should be made to the Public Information Officer, Judy Pedersen, who can be reached at 703-324-8662.

Proposed Fee Adjustments

FY 2013



Fairfax County Park Authority

Contents

Organization of the FY 2013 Fee Proposal	3
Current Situation – Systemwide Considerations	3
Proposed Fee Adjustments	
Golf	8
RECenters.....	10
Lakefront Parks	12
Picnic Shelter Reservations	15
Historic Site Admissions.....	16
Historic Huntley Facility Rental.....	17
Garden Plots	18

Organization of the FY 2013 Fee Proposal

The FY 2013 Park Authority Fee Proposal begins with the 'Current Situation – System-wide Considerations,' which describes the important factors in the Park Authority's overall operating 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 specific fee adjustments that 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.

The Park Authority Board maintains oversight approval for approximately 500 facility use/rental fees in its Schedule of Rates, Fees and Other Charges. Although staff reviews the entire fee schedule annually, only new fees and/or those recommended for adjustment are included in the annual fee proposal.

Current Situation – Systemwide 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. 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 obligations also include the Laurel Hill note payable to the County. Payment for Revenue Fund debt obligations in FY 2012 was \$1,649,209. Debt obligations will be \$1,522,376 in FY 2013 and \$1,801,420 in FY 2014. The Master Indenture on park facility revenue bonds also 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.
- The Park Authority's approved Financial Management Plan, Park Revenue Funds, FY 2012-2014 identifies several significant near-term budgetary impacts, including the following:
 - Health care benefits. In response to Federal health care legislation, the Park Revenue Fund began absorbing health care benefit costs for eligible

seasonal employees in FY 2012, at an estimated recurring annual expense of \$60,000. Additionally, changes (10% on average) to health care premiums for all full-time employees took effect in January 2012, at a cost of roughly \$140,000. Another estimated 10% increase to premiums effective January 2013 will increase costs an additional \$145,000 per year.

- Employee compensation – market rate adjustment. All county employee compensation was frozen in FY2010 and FY2011. In FY2012, the Board of Supervisors approved a 2% market rate adjustment for county employees that took effect September 24, 2011, at a projected impact to the Park Revenue Fund for the remainder of FY 2012 of \$323,889. For FY2013, a 2.18% market rate adjustment was granted, effective July 2012, with a projected full year impact of \$480,134. Also, a 2.5% performance-based scale and salary increase for merit staff effective January 2013 will add an additional annual expense of approximately \$275,000 to the Revenue Fund.
 - Cost recovery expectations. The revised FY 2013 Park Revenue Fund budget projects net revenue of \$628,242.
 - Other Post-Employment Benefits (OPEB). In FY2013, the Park Authority's mandatory contribution to this fund increased by \$51,109 over the prior year. OPEB funds retiree health benefits.
- General market conditions and Park Authority use/revenue trends that have influenced the composition of the FY 2013 fee proposal are outlined below. Collective consideration of these factors has resulted in a modest fee proposal that attempts to remain sensitive to economic conditions and focuses on niche opportunities throughout the system in an effort to produce incremental revenue growth.
 1. Modest inflationary growth continued from 2011 into the first half of 2012, according to figures from the U.S. Department of Labor. July 2012 data shows that the Washington-Baltimore consumer price index (CPI) grew 2.3% for the first half of 2012 compared to the same period the previous year. Over the past two years, CPI growth in the Washington-Baltimore region was a cumulative 5.6%, and over the past three years CPI grew a collective 7.3%.
 2. Fairfax County's Economic Indicators Report provides other measures of the current condition of the local economy, including unemployment and sales tax receipts for retail sales. The report also tracks the national consumer confidence index developed by The Conference Board. A summary of key findings from the July 2012 Economic Indicators Report is as follows.

Unemployment. Local unemployment continues to trend gradually downward. June unemployment for Fairfax County declined slightly compared to the previous June for the third year in a row. The county unemployment rate in June 2012 was 4.3%, down from 4.5% in the same month last year. While unemployment in Fairfax County is considerably lower than at either the national or state level (8.2% and 6.0% respectively), it remains slightly higher than in Loudoun and Arlington counties where unemployment is the lowest in the Washington Metropolitan region. Arlington's June unemployment rate was 3.7% and Loudoun County's was 4.2%.

Retail sales. Local retail sales, as reflected in sales tax receipts, are also trending positively. Fairfax County sales tax receipts for July 2012 (representing retail purchases made in May) increased 6.7% compared to the same time period last year. And total sales tax receipts year-to-date have increased 5.2% compared to 2011.

Consumer confidence. The Conference Board's consumer confidence index is a measure of consumer optimism on the state of the economy. The July 2012 Fairfax County Economic Indicators Report indicates that the Conference Board's nationwide consumer confidence index remains near historically low levels, despite an uptick in July. Conference Board analysis suggests that given the current economic outlook nationally, consumer confidence is not likely to gain significant momentum in the near term.

3. The number of unique households purchasing Park Authority passes and classes provides a general indicator of the vigor of FCPA revenue-producing programs. The recent purchasing pattern has been up-and-down, reflecting the instability of the current economic climate. Over the last three years, the number of households buying passes and classes first declined 1.2% in FY 2010, then increased 8.1% in FY 2011 and then dropped-off 2.4% in FY 2012. The FY 2011 volume of 60,884 unique purchasing households was the highest level achieved since tracking began in 2005. And while the number of unique buying households declined again last year, the number of buying households achieved in 2012 was the second highest of the last eight years.
4. Of the primary Park Authority revenue businesses, golf rounds play has been the most negatively impacted by the sluggish economy. After a multi-year decline, rounds play bottomed out at 274,449 rounds in FY 2011 suffering from the dual effects of listless economic conditions and unusually poor weather. Rounds play rebounded in FY 2012, growing 7.4% over the previous year, pushing total rounds to 294,828, a level that exceeded the previous two years but that is still below FY 2009 and 2008 levels. Improvement in FY 2012 performance is attributable to particularly good weather conditions relative to the previous two years and marginally better economic conditions, as well as recent growth in golf participation in the regional market overall. Data from the National Golf Foundation for rounds played in the Washington-Baltimore market from January

– July 2012 shows play up 13.5% over the same period the previous year. Nevertheless, the impact of the economic downturn on golf remains significant. Losses in rounds played have only partially been recovered. And golfers continue to respond to challenging economic conditions with judicious belt tightening – employing more frequent discount seeking, and shifting play to less expensive courses and off-peak times when possible. Course operators continue to respond with aggressive discounting to fill tee sheets.

5. RECenter use continues to show some resiliency in the wake of the marginally performing economy, although less so than in the previous year. RECenter general admission and pass attendance grew 0.4% in FY 2012, compared to 3.9% in FY 2011. Pass sale volume also showed some weakening, with the number of passes sold down 1.4% in FY 2012 from the prior year and down 2.4% over the past two years.
6. In recent years, the Resource Management Division has adopted an operational shift to greater reliance on revenue generation in the wake of reduced taxpayer support. Revenue increased \$ 240,000 from FY 2011 to FY 2012 with 87% of the growth resulting from expanded stewardship educational programming and the remainder from growth in facility and grounds rentals. Stewardship Educational Programs remain the largest growth area for the division. Program and park attendance continues to trend upward, with site attendance exceeding 800,000 yearly visitors. As revenue climbs, expenses for facilities' utilities, supplies and labor have also increased. Efforts to maximize the use of facilities for programming when not rented and vice versa proved to grow revenue. Rental and program fees have generated revenue that has allowed remaining tax dollar support to be used more for resource protection. Continued fee adjustments will allow the division to maintain its migration towards a more financially sustainable operational model, while providing more stewardship educational programs and continued protection of natural and cultural resources.

Conclusions from Systemwide Considerations

- The Systemwide Considerations section outlines key internal and external factors in the Park Authority's operating environment that influenced the composition and extent of this year's proposed fee adjustments.
- A number of factors place pressure on the Park Authority to seek increased revenues this year. Chief among these:
 - modest inflationary growth in the local economy;
 - debt service obligations on park revenue bonds;
 - increased operating costs in areas that include employee compensation, employee health care costs and retiree benefits (OPEB);
 - cost recovery expectations for the Park Revenue Fund.

- A mix of both positive and negative general market and Park Authority use trends, as well as the composition of the two previous years' fee adjustment packages, influenced the development of the FY 2013 fee proposal. Primary influencers included the following:
 - Some recovery in golf rounds play in FY 2012 provided reason for cautious optimism in this business area, however, improvement somewhat underperformed the level of growth experienced in the Washington/Baltimore golf market overall and the year ended with rounds play still below 2008/2009 levels.
 - RECenters enjoyed continued attendance growth, but at a declining rate;
 - Funding reductions in the Resource Management Division have resulted in the need to seek improved efficiency and better cost recovery for services provided in this area;
 - Fee adjustments in the past two years addressed the primary fee categories (RECenter general admissions/passes and golf greens fees) that drive revenue growth resulting from fee increases, limiting flexibility for also including those fee categories in this year's fee proposal.

- In light of these considerations, staff has proposed a very modest set of fee adjustments for FY 2013 that acknowledges fee adjustments implemented in the past two years and continued economic concerns, and balances those factors against the Park Authority's needs for revenue growth.

Golf

Current Situation

- The number of golf rounds played at Park Authority courses increased by 20,379 or 7.4% in FY 2012 compared to the previous year. This increase in rounds played can be attributed to a very mild winter and favorable spring weather resulting in increases in both rounds played and total revenues for the third and fourth quarters. During the first quarter, golf experienced a 2.8% reduction in operating days along with another summer of extreme heat. Over the July through September period, the Fairfax region recorded 32 days with temperatures of 90 degrees or higher and nine days that exceeded 95 degrees. This represented a slight improvement over the previous year's first quarter but the weather still impacted play. Performance improved in each of the next three quarters with rounds overcoming the 3.8% decrease after the first quarter to finish at a positive 7.4% for the year. Revenues also rebounded during the last three quarters with the greatest recovery taking place in the third and fourth quarters where revenues increased by \$895,733 over the same time period last year to finish up 6.9% or \$686,614 for the year.
- Efforts to grow the number of core golfers through promotional discounts on Frequent Player Passes have been successful as Frequent Player Pass rounds increased by 11.9% or an additional 7,850 rounds purchased in FY 2012.
- While Park Authority rounds play has improved, it has still lagged behind the Washington – Baltimore golf market based on calendar year data available from the National Golf Foundation. From January – July 2012, rounds volume at Park Authority courses was up 10.6% over the same period last year, while rounds play in the Washington – Baltimore market overall was up 13.5%. The National Golf Foundation continues to report that golfers are maintaining past frequency of play by more carefully managing their cost per round, most typically by shifting play to off-peak times and less expensive courses.
- Total golf revenues increased by 6.9% or \$686,614 over the previous year with all Park Authority golf sites experiencing revenue increases. Performance in FY 2012 showed a 7.1% increase in green fees, a 5.2% increase in range revenues, an increase of 3.5% in food and beverage sales, and an 11.8% increase in pro shop sales.
- Recent data from local market surveys indicates that most golf courses are holding their rack rate or list price fees at current levels but are aggressively looking for the right mix of discounting to attract play to slower periods of the day. Managers are also reporting that golfers continue to seek discounted golf, especially during non-prime times, and more golf operators are complying to fill tee sheets.
- As recommended in the recent Golf Operational Review, conducted by the National Golf Foundation Consulting, the golf section will actively review golfer demand in the

coming year and initiate strategic discounting initiatives at all of the golf courses. The majority of this discounting will be in the form of twilight and super twilight fees.

- Given the continued economic pressures on golf's customers and the fee increases instituted last year, this year's fee proposal includes only one proposed increase to golf fees. Staff is recommending a \$10 increase to weekend prime-time rounds at Laurel Hill representing the first increase to that fee since the facility opened in 2005. Market survey results and course utilization data support this recommendation. With this adjustment, Park Authority course rates will remain in line with comparable courses.

Proposed Golf Fee Adjustments

1. Prime Season Weekends Greens Fee. Staff is recommending the following changes to prime time greens fees. Current fees not listed remain unchanged.

	Prime Season Weekends Greens Fees – 18 Holes	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Laurel Hill Golf Club (Fridays-Sundays & Holidays April-October)	\$89	\$99

RECenters

Current Situation

- With over 1.5 million visits in FY 2012, RECenters continue to be heavily used and in high demand. However, growth moderated in the past year; combined general admission and pass attendance grew 0.4%, and revenue increased by 1.4%.
- Recognizing our region is still recovering from a prolonged economic downturn and that improved profitability comes from multiple sources – including program growth and cost control – staff is not recommending an increase to RECenter admission fees. These fees were last adjusted in both FY 2011 and FY 2012.
- A comparative analysis of admission fees with those of other local public providers showed that RECenter list prices are in-line or slightly above other providers. Comparison with private providers showed that RECenter list prices are in the mid to low mid-range of the price spectrum. 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 operators, which lowers the effective rate users pay. Additionally, most other comparable municipal facilities in the region are supported by significant tax subsidies.
- A comparative analysis of public ice skating sessions fees and hourly rink rental shows that Mount Vernon fees are below those of other facilities located in northern Virginia and suburban Maryland.

Proposed RECenter Fee Adjustments

1. RECenter Racquetball Court Rental Fee. To enhance pass value, staff recommends eliminating the additional hourly court rental fee for pass holders (Discount Fast Pass and Leisure Fitness Pass). The following adjustments to court rental fees for general admission users are also recommended. The hourly court rental fee was last adjusted prior to 1996; the 10-hour pass fee was last adjusted in 2006.

RECenter Court Rental Fees		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Pass Holders:</u>		
Hourly Court Rental	\$ 4.00	Eliminate
10-Hour Pass	\$ 20.00	Eliminate
<u>General Admission Users:</u>		
Hourly Court Rental	\$ 4.00	\$ 6.00
10-Hour Pass	\$ 20.00	\$ 35.00

2. Ice Skating fees. Staff recommends an increase in the public skate sessions rates to make these fees more comparable to those of other providers in the surrounding market and to aid in the cost recovery of the site. The public skating sessions fees (daily and discount pass) were last updated in 2011; the special sessions fees were last updated in 2009.

Public Skating Sessions - Daily				
	<u>CURRENT FEE</u>		<u>PROPOSED FEE</u>	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
Adults	\$ 7.25	\$ 6.50	\$ 7.50	\$ 6.75
Youth/Student	\$ 7.25	\$ 5.40	\$ 7.50	\$ 5.50
Seniors	\$ 7.25	\$ 4.70	\$ 7.50	\$ 5.00
Family ¹	\$21.00	\$15.50	\$26.50	\$21.25
Skate Rental	\$ 3.00	\$ 3.00	\$ 3.25	\$ 3.25

¹ Family (1-2 adults and up to 4 children for a total of 5)

Public Skating Sessions – Discount Pass				
	<u>CURRENT FEE</u>		<u>PROPOSED FEE</u>	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
Adults	\$ 65.25	\$ 58.50	\$ 67.50	\$ 60.30
Youth/Student	\$ 65.25	\$ 48.60	\$ 67.50	\$ 50.40
Seniors	\$ 65.25	\$ 42.30	\$ 67.50	\$ 44.10

Special Sessions				
	<u>CURRENT FEE</u>		<u>PROPOSED FEE</u>	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
Ice Dance	\$ 9.00	\$ 7.00	\$ 13.00	\$ 11.00
Pick-Up Hockey/Stick & Puck	\$ 12.00	\$ 10.00	\$ 13.00	\$ 11.00
Freestyle Skating	\$ 12.00	\$ 10.00	\$ 13.00	\$ 11.00
Freestyle Skating DP	\$204.00	\$170.00	\$211.00	\$176.00
Rink Rental	\$320.00	\$290.00	\$330.00	\$300.00

Lakefront Parks

Current Situation

- With shrinking tax support and continued Park Authority commitment to provide services at lakefront parks, there is a need to improve cost recovery at these locations. This year's fee recommendations will continue to address those areas that have the potential to improve the profitability of these sites.
- The campgrounds at both Lake Fairfax Park and Burke Lake Park continue to be popular destinations for family camping. Lake Fairfax camp sites continue to experience strong visitation from out-of-town guests because of close proximity to the nation's capital and easy access for RV's.
- A market survey of area campgrounds identified limited opportunity to increase fees.
- Overnight camping remains a popular activity within lakefront parks. In the past, fuel prices have been used as an informal indicator of whether campers will choose local or long-distance camping options. However, recent fuel price increases have had limited effect on campground usage. Local and regional campgrounds were benchmarked and results indicate Park Authority camping fees remain within existing market price levels. Staff is recommending a fee increase only to non-resident seniors.
- A comparative analysis of pedal boat fees with those of other local public providers showed that Park Authority fees are in-line or slightly below those of other providers. However, significant investment was made to the pedal boat fleet in FY 2012. All pedal boats were replaced at both Lake Accotink and Lake Fairfax parks. This upgrade will significantly increase customer enjoyment and value.
- Visitor demand remains steady at the Water Mine. The FY 2012 Water Mine user survey indicated that visitor satisfaction is high, as are perceptions of value and loyalty. These findings are consistent with those of prior surveys. Additionally, an analysis of comparable area water park facilities indicates that an incremental adjustment in the daily admission fee is supportable.

Proposed Lakefront Park Fee Adjustments

1. Pedal Boat Rental. Staff recommends developing a two-tier (weekday, weekends/holidays) pedal boat rental fee structure. This restructuring of fees aids in the cost recovery of the site. These fees were last updated in 2006.

Pedal Boat Rentals – Lake Fairfax, Lake Accotink			
	CURRENT	----- PROPOSED -----	
		M - F	<u>Weekends & Holidays</u>
Half Hour Rental	\$ 6.00	\$ 6.00	\$ 7.00
Hourly Rental	\$10.00	\$10.00	\$11.00

2. Water Mine – Daily Admission and Group Rate. Staff recommends developing a two-tier (weekday, weekends/holidays) Water Mine daily admission fee to reflect demand patterns and increase the Group-Per Individual Rate slightly. These fees were last updated in 2008.

Water Mine – Daily Admission			
	CURRENT	----- PROPOSED -----	
		M - F	<u>Weekends & Holidays</u>
Over 48" Tall	\$13.50	\$13.50	\$14.50
Under 48" Tall	\$11.25	\$11.25	\$11.25
2 Years & Under	FREE	FREE	FREE
After 5 p.m.	\$ 8.25	\$ 8.25	N/A
Groups	\$ 9.25	\$10.00	\$10.00

3. Camping - Senior, Non-County Resident. Staff recommends reducing the level of discount non-county seniors receive from 15% to 10%. This change is consistent with similar discounts provided at other area campgrounds. These fees were last updated in 2010.

Camping - Senior, Non-County Resident		
	<u>CURRENT</u>	<u>PROPOSED</u>
Non-Electric Camp Sites	\$23.00	\$25.00
20/30 AMP Electric Camp Sites	\$30.00	\$33.00
20/30/50 AMP Electric Camp Sites	\$36.00	\$40.00

4. Motorcycle Entrance Fee – Burke Lake Park. Staff recommends establishing a separate non-county motorcycle entrance fee at Burke Lake Park. Currently, passenger vehicles, vans and motorcycles pay the same fee.

<i>Entrance Fees – Burke Lake Park</i>				
	<u>CURRENT</u>		<u>PROPOSED</u>	
	<u>Non-County Resident</u>	<u>County Resident</u>	<u>Non-County Resident</u>	<u>County Resident</u>
<i>Passenger Vehicles, Motorcycles & Vans</i>	\$10	FREE		
<i>Passenger Vehicles & Vans</i>			\$10	FREE
<i>Motorcycles</i>			\$ 5	FREE

5. Private Rental Fee – Lake Accotink Miniature Golf. Staff recommends the following adjustment to the private rental fee at Lake Accotink miniature golf, based on the limited nature of miniature golf facilities at Lake Accotink relative to other Park Authority miniature golf facilities.

<i>Private Rental Fee – Lake Accotink Miniature Golf</i>		
	<u>CURRENT</u>	<u>PROPOSED</u>
<i>Private Rental</i>	\$100 + greens fees	\$65 + greens fees

Picnic Shelter Reservations

Current Situation

- At the conclusion of each picnic season an evaluation is conducted of use and demand data in addition to an evaluation of potential additions or deletions to the inventory of reservable picnic areas. Staff is also surveyed for suggestions and/or identification of possible service enhancements. Proposed fee adjustments are based on this feedback. Of the total of 57 reservable picnic areas and shelters, only seven facility rental fees are being recommended for adjustment; six fee increases based on demand are recommended, two at Clemyjontri Park and four at Lake Fairfax Park Shelters H, I, J, K; and one fee decrease at the Lee District Carousel Shelter.
- Another opportunity at this time for increased revenue generation is to add more areas to the inventory of reservable facilities. The proposed new Turner Farm Park shelter has been added to reflect current fees that are standard for shelters comparable to the proposed design and capacity.
- Staff is removing the Clemyjontri Tent area from inventory, as the structure no longer exists, replacing it with the new canopy structure. The new structure has concrete flooring, more square footage, is equipped with one electrical outlet and a permeable roof. Given high demand for group rentals at Clemyjontri throughout the week, staff also recommends eliminating the non-prime differentiation in price.

Proposed Rental Fee Adjustments:

1. Reservation Fees. Staff proposes the following changes to reservation fees.

	----- CURRENT FEE -----		----- PROPOSED FEE -----	
	Full-Day Rental <u>Prime/Non-Prime</u>	Half-Day Rental <u>Prime/Non-Prime</u>	Full-Day Rental <u>Prime/Non-Prime</u>	Half-Day Rental <u>Prime/Non-Prime</u>
Clemyjontri Tent	\$85 / \$85	\$ 60 / \$ 60	Eliminate	Eliminate
Clemyjontri Canopy	----	----	\$115/\$115	\$85/\$85
Clemyjontri Shelter	\$155/\$120	\$110/\$80	\$155/\$155	\$110/\$110
Lake Fairfax Shelters H & I	\$125/\$100	\$85/\$65	\$135/\$110	\$95/\$75
Lake Fairfax Shelters J & K	\$175/\$125	\$100/\$75	\$185/\$135	\$110/\$85
Lee District Carousel Shelter	\$145/\$120	\$100/\$80	\$125/\$100	\$80/\$65
Turner Farm Shelter	----	----	\$125/\$100	N/A

Historic Site Admission Fees

Current Situation

- Historically, tours at Sully Historic Site and Colvin Run Mill were considered an admission rather than a program. However, the ability to diversify tour length and content greatly enhances the potential to gain new visitors and attract returning visitors. This became even more apparent as Historic Huntley opened its doors to the public this year and its tours have created diversity in scale and size.
- Customizing an interpretive program to accommodate different audiences leads to the much needed repeat visitation and revenue growth. Interpretive staff often needs to create special themed tour programs with possibly more detailed orientation to a specific area, time period or interest. With the change in content, use of resources, and length of program comes the need to adapt prices for equitability.
- Similar tours offered at RMD sites are interpretive wagon rides and school group tours. Both of these are offered as programs and are not in the fee schedule as it allows for flexibility for the length of the tour and program content which determine the fee for the program.

Proposed Historic Site Admission Fee Adjustments

1. Historic Site Single Admission Fees – Sully and Colvin Run. Staff recommends removing historic site tour fees from the Park Authority fee schedule. A similar service will be provided via a series of recurring preregistered programs.

Historic Site Single Admission Fees – Sully and Colvin Run Historic Sites		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Sully (House, Outbuilding Tours), Colvin Run:</u>		
Adult	\$7	Eliminate
Student	\$6	Eliminate
Senior	\$5	Eliminate
Youth	\$5	Eliminate
 <u>Sully (Combined House/Outbuilding Tour):</u>		
Adult	\$9	Eliminate
Student	\$8	Eliminate
Senior	\$7	Eliminate
Youth	\$7	Eliminate

Historic Huntley Facility Rental Fees

Current Situation

- Historic Huntley opened to the public in 2012. Staff has been getting requests for renting the mansion for community use and other purposes, requiring the need for facility rental fees.
- Based on anticipated uses, an hourly fee structure is proposed that will allow for rental of either the entire facility or the downstairs.

Proposed Historic Site Admission Fee Adjustments

1. Historic Huntley Facility Rental Fees. Staff recommends basing the hourly rental rate on the current hourly rate for Dranesville Tavern and to offer the 20% discount for non-profits as is the standard for Park Authority non-profit use of facilities.

	Historic Huntley – Facility Rental Fees, Per Hour	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Entire Facility	N/A	\$85
Downstairs	N/A	\$60

Garden Plot Fees

Current Situation

- With shrinking tax support and the agency's commitment to continue to provide popular services such as the garden plot program this contracted rental agreement between the Park Authority and private Fairfax County citizens must fully recover its expenses. Currently, garden plot fees do not recover the basic costs of operation.
- Expenses per plot are more than double the current fee per plot. Expenses continue to grow with increases in mowing and maintenance as well as water and supplies. Funding reductions have forced the need to improve the cost recovery of this program. Taxpayers currently support 51% of Garden Plot program's net loss, as current revenue generated from individual users fees only recovering 49 % of the total cost.
- The cost recovery approach to this program follows other programs in the Park Authority to become more financially sustainable. Reston HOA has a similar cost recovery model for their program, with 20' x 20' plots costing \$133 per plot. Other area garden plot programs range in price of \$25 to \$75 per plot, varying sizes and services provided and subsidized by tax support. Currently, the Park Authority garden plot program is full at all locations with a large waiting list maintained (over 400 in 2011).
- To lessen the immediate impact on gardeners, staff recommends adjusting garden plot fees incrementally in order to bring the revenue more closely in line with the expenses over a period of three years. In future years, the fee adjustments will follow the normal increases in costs with less financial impact to the renters.
- The annual garden plot contract period runs from January to December. The proposed fee adjustments would be effective for new customer contracts starting in April 2013, but will only impact existing contracts (those established January – March 2013) starting in January 2014.

Proposed Garden Plot Fee Adjustments

1. Garden Plot Rental Fees. Staff recommends the following adjustments to garden plot fees to better align revenues with costs of operation. A three-year phase-in of fee adjustments is proposed to mitigate impact on users of the garden plot program.

Garden Plot Rental Fee, Per Year		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Full Plot, with Water Availability:</u>		
Year 1 (April 2013)	\$65	\$85
Year 2 (April 2014)	----	\$105
Year 3 (April 2015)	----	\$125
<u>Half Plot w/ water or Full Plot w/o Water Availability:</u>		
Year 1 (April 2013)	\$60	\$80
Year 2 (April 2014)	----	\$100
Year 3 (April 2015)	----	\$120