

Attention Park Patrons

This document contains the Park Authority's
proposed fee changes for 2014

A Public Comment Meeting
on these changes will be held

Wednesday, January 29, 2014 @ 7:00 pm
1st Floor, Herrity Bldg (FCPA HQ)
12055 Government Center Parkway
Fairfax, VA

Register to speak by calling
Judy Pedersen @ 703-324-8662

Mail and e-mail comments must be
received no later than Feb. 11, 2014

By e-mail: parkmail@fairfaxcounty.gov

By Mail: Fairfax County Park Authority

12055 Government Center Pkwy, Suite 927
Fairfax, VA 22035-1118

ATTN: Public Info Office/Fee Comments

Proposed fee info is also on the Park Authority's Web Site
<http://www.fairfaxcounty.gov/parks/feemeeting.htm>

Proposed Fee Adjustments

FY 2014



Fairfax County Park Authority

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Organization of the FY 2014 Fee Proposal

The FY 2014 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. Several facility expansions that will contribute to future revenue growth are currently underway, including those adding fitness and recreational space at Oak Marr and Spring Hill RECenters, and expansion of meeting room space at Twin Lakes golf course.
- As a matter of principle, comparatively small and regular fee increases are preferred over less frequent, but larger increases. This principle is contained in the Park Authority's recently updated user fee policy that was approved by the Park Authority Board June 26, 2013.
- 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 2013 was \$1,517,067. Debt obligations will be \$923,340 in FY 2014 and \$1,576,890 in FY 2015. 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 Park Revenue Funds Financial Management Plan for FY 2014-2015 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. The cost of this benefit in FY 2013 was approximately \$63,000. Healthcare expenses continue to increase. However, premiums for the county's self-insured plans are estimated to increase less than 3% in 2014, which would increase costs for the Revenue Fund an additional \$47,000 per year.
 - Employee compensation – market adjustment rate. For FY 2013, a 2.18% market rate adjustment was approved by the Board of Supervisors, effective July 2012, with a projected full-year impact the Park Revenue Fund of \$480,134. Also, a 2.5% performance-based scale and salary increase for merit staff effective January 2013 added an additional annual expense of approximately \$275,000 to the Revenue Fund. In FY 2014, the Board of Supervisors (BOS) in September 2013 approved a one-time bonus for all County merit employees with a potential impact to the Revenue Fund of \$224,181. The BOS took additional action in October 2013 to provide a one-time bonus to exempt benefits-eligible employees. The impact of that bonus is estimated at \$124,000. Budget guidance for FY 2015 includes compensation that is based on a formula-based market rate adjustment. For planning purposes, that amount is estimated at 2% which would equate to an increase of \$436,425 if that assumption is ultimately included in the FY 2015 budget.
 - Retirement impacts - leave payouts. The Park Authority, as well as the general county, will be facing an increased number of retirements as baby boomers prepare to exit the work force. In FY 2014 the Authority will have 63 Merit employees eligible for retirement, 21 of those are in the Revenue Fund. An additional 25 employees become eligible in FY 2015, eight of which are in the Revenue Fund. When an employee retires from merit service, the employee is paid for the balance of their annual leave, and any compensatory time up to 240 hours. The Revenue Fund incurred \$94,000 in leave payouts in FY 2013 and that amount is expected to increase in the coming years.
 - Cost recovery expectations. FY 2013 Revenue Fund actual net revenue was \$1,741,299. FY 2014 revised net revenue is currently budgeted at \$129,304. However, based on the BOS decision to provide a one-time bonus to exempt benefits-eligible employees, net revenue is projected to decrease to \$5,304 if no additional adjustments are made. Primary reasons for the decrease in net revenue are the introduction of \$775,000

“Indirect Cost Transfer to the General Fund” that was assessed to the Revenue Fund for the first time in FY 2014, and the unanticipated one-time bonus granted to merit and exempt benefits-eligible staff by the BOS. Additional factors include revenue adjusted down by \$810,000 due to construction at Oak Marr RECenter and expenditures adjusted down by \$874,847 to reflect the Twin Lakes debt refinancing. The primary use of net revenue is for reinvestment into projects such as ParkNet, General Park Improvements, and the Facilities and Services Reserve. The FY 2015 net projection was submitted as \$1,207,992.

- General market conditions and Park Authority use/revenue trends that have influenced the composition of the FY 2014 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 primarily focuses on niche opportunities throughout the system in an effort to produce incremental revenue growth.
 1. Inflation moderated somewhat in the first half of 2013, according to figures from the U.S. Department of Labor. July 2013 data shows that the Washington-Baltimore consumer price index (CPI) grew 1.5% for the first half of calendar 2013 compared to the same period the previous year. (2012 growth in CPI in the same time period had been 2.2 %.) The Washington-Baltimore region has experienced cumulative CPI growth of 3.7% over the past two years and three-year CPI growth of 7.0%.
 2. Other measures of the current condition of the local economy that are typically considered in the annual fee proposal include trends in the Fairfax County unemployment rate and sales tax receipts for retail sales. The plan also tracks national confidence in the economy by reporting recent trends in the national consumer confidence index developed by The Conference Board.

Unemployment. Local unemployment continues to trend gradually downward. July unemployment for Fairfax County declined fractionally from the previous July (4.3% vs. 4.4%). For the third consecutive year, average annual unemployment for Fairfax County has declined from its recessionary peak of 5.0% in 2010 to an average of 4.1% for the first seven months of 2013. As is the usual pattern, current unemployment in Fairfax County is considerably lower than at either the national or state level (7.7% and 5.8% respectively for July 2013). In northern Virginia, within the recent past, both Arlington and Loudoun counties have typically experienced lower unemployment rates. July 2013 data shows that unemployment in Fairfax County is now marginally lower than in Loudoun (4.3% vs. 4.4%).

Retail sales. Local retail sales, as reflected in sales tax receipts, are still growing albeit at a slower rate. The total FY 2013 sales tax receipts annual growth rate of 2.5% was slightly less than half the rate of growth posted in 2012 (5.2%), and

was the lowest rate of growth in three years. County economic reports suggest the slackening in sales tax receipts growth may be attributable to concerns over sequestration.

Consumer confidence. The Conference Board's consumer confidence index (CCI) is a national measure of consumer optimism on the state of the economy and is viewed by economists as a leading indicator of the U.S. economy. The CCI has been trending upward since March, and the August 2013 shows the index is only fractionally off its five-year high set in June. Conference Board interpretation of the current CCI trend suggests that it provides evidence of a strengthening economy with consumer confidence improving particularly in the short-term component of the index.

3. The number of unique households purchasing Park Authority passes and classes provides a general indicator of the vigor of FCPA revenue-producing programs. 63,334 unique buying households were captured in FY 2013, more than any year since tracking began in 2005, and 4% more than the previous high set in FY 2011. Growth of this indicator is largely attributable to continuing robust demand for programs.
4. Of the primary Park Authority revenue businesses, golf rounds play continues to be 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. Play rebounded in FY 2012, growing 7.4% to 294,828 rounds, but fell again in FY 2013, off 6.1% from the prior year to 276,759 rounds. Although there were marginally better economic conditions in FY 2013, poor weather during the second half of the year had a negative impact on operating days and performance. Depressed golf demand at Park Authority courses reflects a general market pattern. Data from the National Golf Foundation for rounds played in the Washington-Baltimore region from January – July 2013 showed play down 11.0% compared to the same time period the previous year. 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. In response, course operators continue to respond with aggressive discounting to fill tee sheets.
5. Recent RECenter general admission/pass performance is mixed. After experiencing stagnating growth in FY 2012, RECenter pass and general admission attendance declined 4.7% in FY 2013, however, pass sales and revenue grew (6.4% and 2.3% respectively). Although a recent survey indicates RECenter passholders generally have a high perception of value, there is some concern that prices for membership passes and general admissions are at or very near market tolerance levels in the current environment. At the same time, program revenue continues to hold up well, increasing over 5% and now generating over 51% of RECenter revenues.

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 \$ 135,000 from FY 2012 to FY 2013 with 92% 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 remains steady with site attendance about 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 retirement impacts;
 - introduction of the indirect cost transfer to the General Fund;
 - and cost recovery expectations for the Park Revenue Fund.
- A mix of both positive and negative general market and Park Authority use trends in the past year influenced the development of the FY 2014 fee proposal. Reasons for caution included reduced golf participation and a drop-off in RECenter pass and general admission attendance. However, these negative effects were counter-balanced by several positive trends including record growth in the number of households purchasing Park Authority services, growth in RECenter pass sales and revenue, and steady Resource Management Division program and park use.
- In light of these considerations, staff has proposed a modest set of fee adjustments that balances Park Authority needs for continued revenue growth with persistent concerns over the economy. Toward that end, this year's fee adjustment package is slightly larger than those of the past few years, but is still much smaller than those in pre-recession years.

Golf

Current Situation

- Golf continues to demonstrate flat performance with weather having the most significant impact on operating days, rounds and overall performance. The reversal of weather conditions experienced in the third quarter and into the beginning of the fourth quarter of FY 2013, when compared to the previous year, was the major driver for the reduced revenue and rounds performance. Both February and March of this year were significantly colder than last year with additional course closures brought on by three rare snow events in March that forced our courses to be closed for up to five days per site. March 2013 was only the second March on record with no day of 65 degree or higher. April continued the pattern of cold and wet weather further dampening the traditional start-up to the golf season.
- Total rounds played were up 3.2% through the first half of the year but the year finished down 18,069 or 6.1% as a result of negative performance in the second half of the year. Data from the National Golf Foundation for rounds played in the Washington-Baltimore region from January-July 2013 reported play down 11.0% compared to the same time period the previous year. During this same period of time Park Authority play was down 13.9%.
- Revenue performance mirrored the rounds played performance with the positive 2.7% growth in revenues over the first half of the year being negatively impacted by decreases in both the 3rd and 4th quarters. Total gross revenues for the year were down 4.2%.
- Efforts continued to grow the number of core golfers through promotional discounts on our Frequent Player Passes. This year we experienced an increase in our weekend players purchasing 8% more rounds through the program while our weekday rounds decreased by 11%. Total revenues associated with the Frequent Player Pass program remained relatively strong with just a 1% decrease for the year.
- Recent data from local market surveys indicates that once again most golf courses are holding list price fees at current levels or raising them slightly, but are aggressively looking for the right mix of discounting to attract play to slower periods of the day. 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. As recommended in the Golf Operational Review conducted by the National Golf Foundation Consulting, the golf section initiated various twilight and super twilight discounting strategies at our golf courses to attract additional play during our non-peak time periods.

- Given the continued economic pressures on golf's customers, this year's fee proposal includes nominal increases to our busy in-season weekend fees, while only raising the weekday rate at Twin Lakes. No fee increases are proposed for Laurel Hill Golf Club. Market survey results and course utilization data support this recommendation.
- Based on a recommendation from the 2012 NGF Consulting study, staff is also recommending updating our terminology for our fee schedule to bring it more in-line with the industry standard. We are proposing replacing our "Prime" and "Non-Prime" designation with "In-Season" and "Off-Season." Staff is also recommending a new and slightly higher "Off-Season Weekend" rate structure at both Greendale and Twin Lakes to benefit from higher demand. We are also recommending a reduction in the "Off-Season Weekday" rate at Twin Lakes as a result of our market survey as well as the Golf Operational Review. With these adjustments, Park Authority course rates will remain in line with comparable courses.
- With recent driving range performance and results from our market survey we are only proposing nominal increases at Laurel Hill and Twin Lakes with a \$1 increase to our large bucket pricing. Staff is recommending a \$1 increase in cart rentals at Twin Lakes and Greendale. This increase will help cover the increase in the Virginia state sales tax instituted in July 2013.
- Proposed adjustments to the room rental fees for the newly renovated and expanded Oaks Room at Twin Lakes are also being recommended. These rental rates are consistent with already established rates at Laurel Hill Golf Club and other similarly sized facilities in our service area.

Proposed Golf Fee Adjustments

In addition to proposed greens fee adjustments, items 1 through 4 below reflect a recommended change in the terminology of greens fee designation from prime time and non-prime time to in-season and off-season. While a change in terminology is proposed, the site-specific definitions of seasonality for the new designations remain unchanged.

1. In-Season Weekend Greens Fee. Staff is recommending the following changes. These fees were previously referred to as prime time greens fees and were last adjusted in FY 2012. In-season weekends are defined as follows:

Burke Lake, Jefferson, Oak Marr, Pinecrest: weekends and holidays, mid-March – mid-December.

Greendale and Twin Lakes: Friday – Sunday, April – October.

In-Season Weekend Greens Fees – 9 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$19	\$20
Jefferson	\$22	\$24
Oak Marr	\$20	No Change
Pinecrest	\$22	\$23
Greendale	\$26	\$27
Twin Lakes – Oaks & Lakes	\$33	\$34

In-Season Weekend Greens Fees – 18 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$26	\$27
Greendale	\$37	\$39
Twin Lakes – Oaks & Lakes	\$50	\$51

2. In-Season Weekday Greens Fee. Staff is recommending the following changes. These fees were previously referred to as non-prime time greens fees and were last adjusted in FY 2012. In-season weekdays are defined as follows:

Burke Lake, Jefferson, Oak Marr, Pinecrest: Mon. – Fri., mid-March – mid-December.

Greendale and Twin Lakes: Mon. – Thurs., April – October.

In-Season Weekday Greens Fees – 9 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$16	No Change
Jefferson	\$18	No Change
Oak Marr	\$17	No Change
Pinecrest	\$18	No Change
Greendale	\$21	No Change
Twin Lakes – Oaks & Lakes	\$26	\$27

In-Season Weekday Greens Fees – 18 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$22	No Change
Greendale	\$30	No Change
Twin Lakes – Oaks & Lakes	\$39	\$40

3. Off-Season Weekday Greens Fee. Staff is recommending the following changes. These fees were previously referred to as non-prime time greens fees and were last adjusted in FY 2012. Off-season weekdays are defined as follows:

Burke Lake, Jefferson, Oak Marr, Pinecrest: Mon. – Fri., mid- December – mid-March.

Greendale and Twin Lakes: Mon. – Fri., November – March.

Off-Season Weekday Greens Fees – 9 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$16	No Change
Jefferson	\$18	No Change
Oak Marr	\$17	No Change
Pinecrest	\$18	No Change
Greendale	\$21	No Change
Twin Lakes – Oaks & Lakes	\$26	\$23

Off-Season Weekday Greens Fees – 18 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$22	No Change
Greendale	\$30	No Change
Twin Lakes – Oaks & Lakes	\$39	\$35

4. Off-Season Weekend Greens Fee. Staff is recommending the following changes. These fees were previously referred to as non-prime time greens fees and were last adjusted in FY 2012. Off-season weekends are defined as follows:

Burke Lake, Jefferson, Oak Marr, Pinecrest: Sat., Sun. and holidays, mid- December – mid-March.

Greendale and Twin Lakes: Sat., Sun. and holidays, November – March.

Off-Season Weekend Greens Fees – 9 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$16	No Change
Jefferson	\$18	No Change
Oak Marr	\$17	No Change
Pinecrest	\$18	No Change
Greendale	\$21	\$22
Twin Lakes – Oaks & Lakes	\$26	\$28

Off-Season Weekend Greens Fees – 18 Holes

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Burke Lake	\$22	No Change
Greendale	\$30	\$32
Twin Lakes – Oaks & Lakes	\$39	\$42

5. Power Cart Rental – Twin Lakes, Greendale. Staff is recommending the following changes to the per-person power cart riding fee at Twin Lakes and Greendale, last adjusted in FY 2012.

Power Cart Rental (Per Person) – Twin Lakes, Greendale		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Twin Lakes:		
9-Hole	\$12	\$13
18-Hole	\$17	\$18
Greendale:		
9-Hole	\$11	\$12
18-Hole	\$16	\$17

6. Accessible Power Cart Rental – Jefferson, Pinecrest, Greendale and Twin Lakes. Staff is recommending the following changes to the accessible power cart rental fee to provide per-player consistency by site. These fees were last adjusted in FY 2009.

Accessible Power Cart Rental (Per Person) Jefferson, Pinecrest Greendale, Twin Lakes		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Jefferson (9 holes)	\$8	\$10
Pinecrest (9 holes)	\$8	\$10
Greendale:		
9-Hole	\$10	\$12
18-Hole	\$15	\$17
Twin Lakes:		
9-Hole	\$11	\$13
18-Hole	\$16	\$18

7. Driving Range Fees – Laurel Hill and Twin Lakes. Staff is recommending the following changes to driving range fees at these facilities, last adjusted in FY 2007.

Driving Range Fee - Laurel Hill and Twin Lakes		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Laurel Hill – Large Bag	\$11	\$12
Twin Lakes – Large Bucket	\$11	\$12

8. Facility Rental Fees – Twin Lakes Oaks Room. Staff is recommending the following changes to these fees as a result of doubling facility capacity through expansion.

Facility Rentals – Twin Lakes Oaks Room		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Parties, Receptions, Socials	\$75/hour, 4 hour minimum	\$200/hour, 3 hour minimum
Meetings	\$75/hour	\$125/hour

RECenters

Current Situation

- With nearly 1.5 million general admission and passholder visits in FY2013, RECenters continue to be heavily used and in high demand. However, growth has been flat. Combined general admission and pass attendance fell by 4.7% in FY 2013 compared to the previous year, while revenue grew by only 0.4%.
- A comparative analysis of admission fees with those of other local public providers continues to show that RECenter list prices are in-line or slightly above other providers. RECenter list prices are in the mid-range when compared with similar private sector providers. Aggressive promotional tactics within the health club industry place pressure on the Park Authority to maintain competitive rates and continually improve value.
- General admission and pass fees were last adjusted in 2011 and 2012. Based on current market dynamics for general admission and pass demand, staff is not recommending an increase in General Admission, Leisure Fitness Pass or Discount Fast Pass fees this year. Prolonged consumer pessimism about the economy has slowed RECenter general admission and pass demand more than program demand. A fee increase may erode existing customer retention, as well as potentially impact sales to new customers.
- A comparative analysis of skate park facility rental fees shows that the facility rental rates at Wakefield skate park are significantly higher than those of other facilities located in northern Virginia and suburban Maryland resulting in very few reservations. Between 2011 and 2013 the facility has only been rented two times.
- Our Special Harbor Sprayground is popular with large groups in addition to families. In order to manage the impact of group use on individual and family use, the Park Authority instituted a per person group use fee in 2011. The facility is now attracting a noticeable number of large groups from outside the county, which can displace resident use during peak use times. The current group use fee structure does not differentiate between resident and non-resident groups. Staff is recommending adding an out-of-county fee component to the Group Admission Fee structure to better manage group use and its impact on the facility.
- A gymnasium rental fee structure is needed to support operations of the new gymnasium that is a part of the Spring Hill RECenter expansion. To be consistent with the gymnasium rental fees charged at Audrey Moore and Lee District RECenters, staff recommends establishing the base fee structure on facility square footage. A discount structure will be established for high-volume rental groups, similar to that provided for swimming pool lane rentals.

- RECenter swimming pool rental fees are structured to encourage high-volume rental. Groups renting at least 3,000 hours per contract are eligible for a discounted rental rate. Low-volume users pay the base rental rates. Although most RECenter swimming pool contracts come from low-volume users, the vast majority of rental hours (more than 80%) are generated by high-volume renters. To maintain appropriate discount levels for high-volume renters, base rental rates must be adjusted periodically. Base swimming pool rental fees have not changed since 2012, while discounted pool rental rates for high-volume users have increased every year.

Proposed RECenter Fee Adjustments

1. Public Skating Sessions - Daily Fee. To enhance pass value, staff recommends eliminating the additional fees for Public Skating Sessions for passholders (Discount Fast Pass and Leisure Fitness Pass). Currently, passholders who wish to skate must pay the additional fee for skating. In 2013 the Racquetball Court fee was eliminated for passholders and was received well; RECenters have experienced an increase in court use as a result of that change. Public Skating Session fees for customers without RECenter passes will still be available and those fees will remain unchanged. The Public Skating Sessions (Daily and Discount Pass) fees were last updated in 2013.
2. RECenter Indoor Swimming Pool Base Rates. Staff recommends increasing the indoor swimming pool base rental fees and whole pool rental fees by 4.8%. Base rental rates were last adjusted two years ago in 2012.

Indoor Swimming Pool Base Rates – Per Hour

	CURRENT FEE	PROPOSED FEE
Swimming Lane - 25 yard lanes	\$21.00	\$22.00
Swimming Lane - 50 meter lanes	\$40.25	\$42.18
Diving Well – 25 yard pool	\$62.64	\$65.65
Diving Well – 50 meter pool	\$77.71	\$81.44
Entire Pool – 25 yard pool	\$199.50	\$209.08
Entire Pool – 50 meter pool	\$399.00	\$418.15
Entire Pool – Cub Run leisure pool	\$472.50	\$496.00

3. Skate Park Rental Fees. Staff recommends decreasing the entire facility rental fee for the skate park at Wakefield Park, establishing a fee for each area of the facility and establishing a fee for the skate park at Lake Fairfax Park. Staff also recommends eliminating the current two-hour minimum for facility rental. The Skate Park Rental fee was last updated in 2003.

Skate Park Facility Rental Fees, Per Hour – Wakefield, Lake Fairfax		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Wakefield Skate Park</u>		
Entire Skate Park	\$250.00 ¹	\$ 80.00
Ramp Section	----	\$ 50.00
Plaza Section	----	\$ 33.00
 <u>Lake Fairfax Skate Park</u>		
Entire Skate Park	----	\$ 75.00

¹ Minimum two hour rental

4. Our Special Harbor Sprayground Fees. Staff recommends establishing a non-county group admission fee. The Our Special Harbor Sprayground fee was last updated in 2011.

Our Special Harbor Sprayground – Group Admission, Per Person		
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
County Resident	\$ 3.00 ¹	\$ 3.00
<u>Non-County Resident</u>	----	\$ 8.00

¹ Current fee applies to both county and non-county residents.

5. Gymnasium Fees – Spring Hill RECenter. Staff recommends establishing the rental fees for the gymnasium at Spring Hill RECenter to be consistent with the gymnasium rental fees at Audrey Moore and Lee District RECenters which are calculated by square footage. Staff also recommends modifying the Non-Prime Time as noted below. The non-prime time fee was established in 2009. The Gymnasium fees were last updated in 2012. A discount structure will be established for high-volume rental groups, similar to that provided for swimming pool lane rentals.

Gymnasium Fees, Hourly – Spring Hill RECenter

	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
<u>Prime Time</u>		
Full Gymnasium	----	\$165.00
½ Gymnasium	----	\$ 99.00
Court	----	\$ 62.00
<u>Non-Prime Time¹</u>		
Full Gymnasium	----	\$ 82.50
½ Gymnasium	----	\$ 49.50
Court	----	\$ 31.00

¹Non-prime time is Monday-Friday, opening – 5:00 p.m., Sept. – May.
Proposed non-prime time designation also applies to gymnasia at Wakefield and Lee District RECenters where currently non-prime time is defined as Monday-Friday, opening – 4:00 p.m., Sept. – June.

Tennis

Current Situation

- The current fee structure for tennis court use at Jefferson District and Wakefield parks contains a fee for singles play, which is allotted one-hour, and a fee for doubles play (allotted one and one-half hours). In practice, the singles and doubles designations are artificial distinctions – singles players sometimes want to play longer and vice versa. Switching to a strictly time-based fee structure for individual singles and doubles play clarifies the fee structure for the tennis public.
- Park Authority fee practices utilize a resident/non-resident fee differential as a successful management strategy in instances where significant non-resident demand for facilities has the potential to negatively impact resident use. In instances where non-resident demand is not an issue, this type of fee differential is not employed in an effort to simplify the fee structure. Tennis currently employs a resident/non-resident fee differential, however, a revenue analysis has shown that virtually no non-resident use occurs. The proposal recommends elimination of the resident/non-resident fee differential in order to simplify the tennis fee structure.

Proposed Tennis Fee Adjustments

1. Tennis Court Reservations Fees. Staff recommends: changing the Singles/Doubles fee designations to an Hourly and 1 ½ Hour format and eliminate the Base rate to be more consistent with fees charged at park locations.

Tennis Court Reservations

	CURRENT FEE	
	<u>Base</u>	<u>Discount³</u>
Singles (1 Hour) ¹	\$ 11.00	\$ 7.00
Doubles (1 ½ Hours) ¹	\$ 14.00	\$ 9.00
Tournament, Group & Lesson Fee (per court, per hour) ²	\$ 14.00	\$ 9.00
PROPOSED FEE		
1 Hour ¹	Eliminate	\$ 8.00
1 ½ Hours ¹	Eliminate	\$ 10.00
Tournament & Group ²	Eliminate	\$ 10.00

¹Applies to Jefferson District and Wakefield parks only.

²Applies to all park locations with tennis courts - per court, per hour

³Discount rate available with proof of County residency.

Lakefront Parks

Current Situation

- Staff has reviewed all fees at the lakefront parks and has conducted a comparative analysis of other local public and private providers. The analysis showed that fees at lakefront parks are in-line with other providers for similar facilities and services.
- Staff is not recommending any adjustments to the current fees at lake parks. As the region continues to recover from the prolonged economic downturn and absorbs the impact of the sequestration budget cuts, it is feared that additional fee increases at these facilities may negatively impact park use.
- In an effort to better align the supply of current park resources with supply, staff recommends redeploying canoes from Lake Fairfax Park and rowboats from Lake Accotink Park where they were underutilized and move them to Burke Lake Park where growth in boat rentals has been demonstrated. Current canoe demand at Burke Lake is nearly double that experienced at Lake Fairfax, while rowboat demand is 42 times the level generated at Lake Accotink. Demand for boats at Burke Lake often exceeds supply during peak use times.

Proposed Lakefront Park Fee Adjustments

1. Canoe Rentals – Lake Fairfax Park. As a result of relocating the canoes from Lake Fairfax Park to Burke Lake Park, staff recommends eliminating this fee at Lake Fairfax Park. This fee was last updated in 2012.

	Canoe Rentals	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Lake Fairfax Park		
Hourly Rental Fee	\$ 6.00	Eliminate

2. Rowboat Rental-Lake Accotink Park. As a result of relocating the rowboats from Lake Accotink Park to Burke Lake Park, staff recommends eliminating this fee at Lake Accotink Park. This fee was last updated in 2006.

	Rowboat Rentals	
	<u>CURRENT FEE</u>	<u>PROPOSED FEE</u>
Lake Accotink Park		
Hourly Rental	\$ 6.00	Eliminate
Half Day Rental	\$ 9.50	Eliminate
Full Day Rental	\$ 15.00	Eliminate

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. In the current economic environment, fee increases based on demand are recommended only at Clemyjontri Park and Braddock Park Shelters.
- Staff proposes a fee increase of \$10 for the Clemyjontri shelter. Every weekend from April-October in 2013 has been reserved. Demand at the park is only increasing, and there is room to increase prices minimally at one area while keeping the Clemyjontri canopy as a lower price option for all patrons.
- Staff proposes a minimal increase of \$5 to the full day rental at Braddock Park shelter where reservations have continued to steadily increase over the past several years.
- The best opportunity at this time for increased revenue generation is to add more areas to the inventory of reservable facilities. The shelters at Lake Fairfax Skate Park, Stuart Road Park and Burke Lake small shelter have been added to reflect current fees that are standard for shelters comparable in capacity.
- The Burke Lake Park small shelter has been used previously for birthday party packages managed by the park directly and now will be included in the centralized picnic rental program.

Proposed Picnic Shelter Rental Fee Adjustments:

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

	Picnic Shelter Reservation Fees				
	---- CURRENT FEE ----		---- PROPOSED FEE ----		
	Full-Day Rental	Half-Day Rental	Full-Day Rental	Half-Day Rental	Birthday Party Rental
	Prime/Non- <u>Prime</u>	Prime/Non- <u>Prime</u>	Prime/Non- <u>Prime</u>	Prime/Non- <u>Prime</u>	2 Hour <u>Increments</u>
Clemyjontri Shelter	\$155	\$110	\$165	\$120	N/A
Lake Fairfax Skate Park Shelter	N/A	N/A	\$70	\$55	N/A
Braddock Park Shelter	\$70 / \$55	N/A	\$75 / \$60	N/A	N/A
Burke Lake Park Small Shelter	N/A	N/A	N/A	N/A	\$60
Stuart Road Park Shelter	N/A	N/A	\$70	\$55	N/A

Business Activities License Fees

Current Situation:

- Minor changes are being proposed to the Business Activities License Fees language as present in the Fee Schedule. Revisions are intended to simplify and clarify the language regarding charitable activities, and to clarify that long-term permits are assessed the fees on a monthly basis, which has been the long-standing practice. There are no changes being proposed to the actual permit fees themselves, percentages due or athletic field rental fees.

Current Language – Business Activities License Fees:

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. 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.

Please call FCPA Business Office at (703)324-8516 for further information.

Proposed Language – Business Activities License Fees:

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.

Business Activity License Permit Fees:

- \$50 or 15% of gross revenues, whichever amount is greater.
 - The \$50 minimum fee is due at the time of application, and the balance (if applicable) is due no later than 30 days after the event.
 - Long term permits (lasting more than one month) must pay the Business Activity fee monthly.

OR

- The applicable athletic field rental fees established in the fee schedule for business activities held on athletic fields, including sports programs and camps, clinics and tournaments.

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. The gross revenue may be adjusted by deducting Park Authority facility rental fees paid in conjunction with the activity/event.

The Park Authority offers a waiver of the gross revenue percentage for events that donate the proceeds to an organization registered as a Charity with the Commonwealth of Virginia. The fee for the permit is \$50 plus any applicable rental fees or other charges. The fee waiver only applies to the revenue that is donated to the Charity organization. Any revenues from the event not donated to the charity are excluded from the waiver.

Please call FCPA Business Office at (703)324-8516 for further information.

Frying Pan Farm Park Room and Facility Rentals

Current Situation

- Small room rental rates at other Resource Management (RMD) facilities range from \$45 to \$55. A common price point is proposed for consistency across facilities.
- Frying Pan Visitor Center and equestrian facilities (both indoor and outdoor) are in high demand on weekends and underutilized during the week.
- Small groups have expressed that current facility rental fees are cost prohibitive.
- Shifting some demand to weekdays by offering price incentives would not pose additional costs, since the facilities are already staffed during the week.
- Staff recommends creation of a non-prime discount (approximately 25%) for applicable fees as shown below to create demand for weekday rentals. Non-prime time is defined as Monday – Thursday, 8:30 a.m. – 5:00 p.m. This designation is not proposed for classroom rental.

Proposed Frying Pan Farm Park Fee Adjustments:

1. Frying Pan Farm Park Room and Facility Rental Fees. Staff recommends adopting discounted rates for non-prime rental of the following Frying Pan facilities to incentivize their rental in what are currently periods of low demand. These fees were last adjusted as follows: Visitor Center – FY 2012, Indoor Equestrian Center – FY 2010 and Outdoor Equestrian Arenas – FY 2009. Staff also recommends the following adjustments to the classroom rental fees to align with other RMD small room rental fees.

Frying Pan Farm Park – Room and Facility Rental Fees			
	<u>CURRENT FEE</u>	PROPOSED FEE	
		<u>Prime</u>	<u>Non-Prime</u> ¹
Visitor Center:			
Auditorium – 4 Hour Rental	\$380	\$380	\$285
Auditorium – Extra Hour	\$95	\$95	\$70
Classroom – 2 Hour Rental ²	\$90	\$110	N/A
Classroom – Extra Hour ²	\$45	\$55	N/A
Indoor Equestrian Center:			
Daily Rental	\$500	\$500	\$375
Outdoor Equestrian Facilities, Arenas #1 and #2:			
Daily Rental	\$200	\$200	\$150

¹Where applicable, non-prime is defined as Monday – Thursday 8:30 a.m. – 5:00 p.m.

Green Spring Gardens Room Rentals

Current Situation

- Creation of a classroom in a newly renovated space creates an additional opportunity for rentals and requires the addition of a new fee in the Fee Schedule. Staff recommends an hourly rental rate comparable to the current rental fee for the library (\$55 per hour). The proposed fee also is consistent with the comparable fees proposed for small room rentals at other RMD facilities.
- Rental patterns for the Multipurpose Room with Atrium are similar to those described above for facility rental at Frying Pan – demand is steady on weekends and sparse during the week. Staff recommends institution of a non-prime discount to incentivize use of this facility during lightly used times. This discount is not proposed for the new classroom rental fee due to the popularity of classroom rental at other facilities.

Proposed Green Spring Gardens Fee Adjustments:

1. Green Spring Gardens Room Rental Fees. Staff recommends introducing a new rental fee to accompany the newly created classroom space at Green Spring, and adopting a discounted rate for non-prime rental of the multi-purpose room with atrium to incentivize rental of that facility in what are currently periods of low demand. The multipurpose room with atrium fee was established in FY 2013.

Green Spring Gardens – Room Rental Fees, Per Hour		
	CURRENT FEE	PROPOSED FEE
Classroom Rental	----	\$55
Classroom Security Deposit	----	\$50
 		Prime / Non-Prime ¹
<u>Multipurpose Room W/ Atrium</u>	\$90	\$90 / \$70

¹Non-prime time is Monday – Thursday 8:30 a.m. – 5:00 p.m.

Nature Center Room Rentals

Current Situation

- Room rental fees at Ellanor C Lawrence, Hidden Oaks, Hidden Pond, and Huntley Meadows were established in FY 2009 and have not been adjusted since.
- Growth in demand for nature center room rentals remains steady with a more than 40% increase in rentals from FY 2010 to FY 2013.
- Small room rental rates at other Resource Management (RMD) facilities range from \$45 to \$55. A common price point is proposed for consistency across facilities.

Proposed Nature Center Room Rental Fee Adjustments:

1. Nature Center Room Rental Fee. Staff recommends the following adjustment in the hourly nature center room rental fee to align with other RMD small room rental rates. This fee has not been adjusted since it was established in FY 2009.

Nature Center Room Rental Fees		
	CURRENT FEE	PROPOSED FEE
Hourly Rental Fee	\$50	\$55