

# **Proposed Fee Adjustments**

## **FY 2020**



**Fairfax County Park Authority**

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## **Organization of the FY 2020 Fee Proposal**

The FY 2020 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 influenced the composition of this year's fee adjustment proposal. (Note that data presented in this section is current as of August – September 2019 when this portion of the document was prepared.) This overview is followed by separate sections for each of the specific fee adjustments that are being proposed. Each of these sections briefly outlines important situational factors specific to that business area that influenced the development of the proposed fee adjustments. 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. Fee adjustments resulting from review of the FCPA Fee Schedule are designated as Park Authority Board approved. Program and administrative fees are not included in this process. Those are designated by Policy 109 – User Fees as director-approved.

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

- Fees generated in the Park Authority's Revenue and Operating Fund (ROF) pay for personnel expenses and operating costs at all Park Authority-operated golf courses and RECenters; at managed parks for fee-sustained facilities and program operations; and for rental facilities, programs, and store sales at nature centers, visitor centers, historic sites and other parks. Sustained revenue growth is essential to support the ROF and to offset increases in operating expenses. Income from fees must also pay back debt service associated with revenue bonds used to develop golf course facilities.
- Revenue growth is intended, by design, to come from multiple sources, including new facility improvements and expansions, program participation growth, new facility users, cost management and fee increases. Several facility expansions that will contribute to future revenue growth have been completed in the past few years, including those adding fitness and recreational space at Oak Marr and Spring Hill RECenters, expansion of event rental space and bunker renovations at Twin Lakes golf course, development of a new clubhouse and driving range improvements at Burke Lake golf course and completion of driving range improvements at Oak Marr golf course.
- As a matter of policy, the Park Authority prefers to adopt regular, gradual fee increases rather than infrequent, but larger increases that are more disruptive to its

customers. As the Park Authority's fee policy states "where feasible, comparatively small and regular fee increases are preferred over less frequent, larger increases."

- Debt obligations for FY 2020 and FY 2021 are \$1,714,690 and \$1,746,463 respectively. Final payment for the Park Facilities Revenue Refunding Bonds; Series 2013 (Twin Lakes/Oak Marr) will be made in FY 2021.
- The Park Authority's Park Revenue Funds Financial Management Annual Update identifies several significant near-term budgetary impacts, including the following:
  - Benefits. Benefit costs continue to rise. In FY 2019, the total cost associated with benefits for the ROF increased as follows:
    - Retirement contributions increased \$208,244 or 9.3% to \$2,455,064.
    - Because of the shift from merit staff to seasonal staff, health care benefits for all ROF personnel decreased \$29,347 or 1.2% to \$2,264,777
    - Other Post-Employment Benefits (OPEB) costs for ROF employees were transferred from the county to the Park Authority beginning in FY 2011. The OPEB charge to the ROF in FY 2019 was \$379,750 and is budgeted to increase nearly 18% in FY 2020 to \$447,510.
  - Employee compensation – market rate adjustment and performance-based and longevity increases. The FY 2020 budget includes a 2.1% market rate adjustment (MRA), and funding for performance-based and longevity increases, both effective in July 2019 resulting in additional expenses of nearly \$1 million. The average FY 2021 combined compensation increase is unknown at this time, but historical information suggests that the estimated impact to the ROF is about \$950,000.
  - Retirement impacts - leave payouts. Like the general county, the Park Authority is facing an increased number of retirements as Baby Boomers exit the work force. The ROF incurred \$195,539 in leave payouts in FY 2019. Retirement payouts are projected to be \$64,423 in FY 2020 and \$89,785 in FY 2021. Future projections are based on employees currently in DROP and their anticipated termination dates.
  - Indirect costs. The county assesses the Park Authority annual charges for indirect costs for provision of legal, human resources and other centralized services. The indirect cost assessment for FY 2020 is \$820,000, unchanged from the prior year.
  - Cost recovery expectations. The primary use of net revenue in the ROF is facility and services reinvestment into projects such as the Revenue Facilities Capital Sinking Fund that provides support for planned, long-term, life-cycle maintenance

of revenue facilities and information system replacements for recreation and golf management. FY 2019 ROF actual net revenue was \$1,562,371. The FY2019 net revenue achievement was due to stringent controls on expenses which were nearly \$3.2 million less than budgeted, while revenue continued to lag and was about \$1.9 million less than budgeted. Based on some adjustments at FY 2019 Carryover, the revised FY 2020 net revenue budget is \$536,701. Factors impacting FY 2020 net revenue include debt service payments, rising health care costs, employee compensation growth, retirement payouts and indirect charges from the County.

General market conditions and Park Authority use/revenue trends that have influenced the composition of the FY 2020 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, known demand and supply factors and the need for revenue growth.

Consumer price index (CPI). Annual growth in the Washington-Baltimore CPI at this point in the calendar year has grown marginally. Over the 12-month period July 2018 – July 2019, the CPI grew 1.2%, compared to 2.0% annual growth at the same time the previous year. Over the past two years, the Washington-Baltimore region CPI has experienced cumulative growth of 3.2%; three-year CPI growth was 4.3%.

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 consumer confidence in the economy by reporting recent trends in the national consumer confidence index developed by The Conference Board.

Unemployment. While seasonal fluctuations occur, local unemployment continues to remain low. Fairfax County's seasonally unadjusted unemployment rate for July 2019 was 2.3%, down from 2.4% the previous July. During that time period, the monthly unemployment rate has ranged from 2.7% to 2.1% and has averaged 2.4%. As is the typical pattern, current unemployment in Fairfax County is considerably lower than at either the national or state level (3.7% and 2.9% respectively for July 2019). Within northern Virginia, Fairfax County unemployment remains about 'middle-of-the-pack' – higher than Arlington County (1.9%), comparable to Loudoun County (2.4%) and slightly lower than Prince William County (2.6%).

Retail sales. Fairfax County retail sales tax receipts are a barometer of the health of local consumer spending. Growth in annual retail sales tax receipts continued in FY 2019, climbing 2.7% from the previous year. Annual sales tax revenue has grown for two consecutive years and three of the last four years. Monthly sales tax revenue compared to the same month in the prior year has increased in 11 of the last 12 months.

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. While the monthly index can be volatile, the general long-term trend since 2013 has been one of gradually improving consumer confidence. The most recent 12-month trend has been variable with consumer confidence growing in seven of the 12 months and declining in the other five. However, consumer confidence (as of July 2019) is currently at its highest point since last November, and the 12-month average CCI (July 2018 – July 2019) sits about five points higher than the previous year. According to Conference Board analysis, current consumer optimism is being driven primarily by positive perceptions of both the current business climate and the short-term outlook, and "these high levels of confidence should continue to support robust spending in the near-term despite slower growth in GDP."

- Park Authority use/revenue trends.

Golf. The total number of golf rounds played at Park Authority courses in FY 2019 declined 3.8% from the previous year and associated greens fee revenue was about even. Rounds play suffered from unusually wet weather in the first two quarters of FY2019. Program/instruction and driving range use were bright spots for golf in FY 2019. Program/instruction revenue increased more than 3% over the prior year. Driving range revenue was down only 2%, despite a four-month closure at Oak Marr due to range renovation. Both lines of business were bolstered by expansion of golf instruction partnerships and recent improvements at Pinecrest indoor range and the driving range renovations at Burke Lake and Oak Marr.

RECenters. Total RECenter attendance declined 7.0% in FY 2019 with decreases in general admissions, pass and program check-ins. Overall attendance declines were experienced at all locations. Total RECenter revenue decreased -0.7%%. Growth was seen in rental revenue of all types at 6.6% and 'Other' revenue at 20.3%. General admission revenue declined 1.0%, pass revenue was relatively flat (down 0.3%), and programs were down 2.7%. Three sites posted revenue gains.

Managed Parks. With over 2 million visitors, attendance at managed parks decreased by -20.3% in FY 2019. Total revenue increased by 2.1%. Most of this increase resulted from attendance growth at the Water Mine, in classes and camping. Decreases were seen in amusements, marina, programs and rentals.

Resource Management. Despite challenging weather conditions, overall revenue grew by 5% in FY 2019, with programs and amusements both increasing 11% over FY 2018. Weather dependent fee categories showed the largest decrease in revenues. The rainy weather and Potomac River flooding reduced boat rentals by 55% and boat launch fees were down 41%.

## **Golf**

### **Current Situation**

- Greens fee revenue from rounds played at Park Authority courses in FY 2019 was down less than 1% from the previous year. Total Golf Enterprises revenue was flat from FY 2018 to FY 2019 due to strong performance in multi-round passes, golf instruction and Public Links programs. Golf rounds play was down 3.8% at FCPA courses in FY 2019.
- Poor weather had an unusually negative impact on rounds play at Park Authority courses and in the local Washington-Baltimore market in the 1<sup>st</sup> three Quarters of FY 2019. However, better than average weather and increased operating days in the 4<sup>th</sup> Quarter resulted increases revenue from greens fees and range use.
- Despite recent challenges, the independent golf analysis firm Pellucid ranks the Washington golf market 7<sup>th</sup> healthiest in its most recent ranking of the top 25 golf markets nationwide, up from a ranking of 10<sup>th</sup> in 2014.
- Recent data from local market surveys indicates that once again most golf courses are holding list price fees at current levels with only a few raising them slightly. Most of the effort is being targeted at 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.
- Given the continued economic pressures on golf's customers, this year's fee proposal includes only minor adjustments to greens fees. The adjustments are focused on facilities where greens fees were not adjusted in FY 2019. Greens fees were adjusted at Twin Lakes, Pinecrest and Burke Lake in FY 2019. In FY 2020, staff recommends greens fees adjustments at Laurel Hill, Greendale and Jefferson District. Market survey results and course utilization data support this recommendation.

## Proposed Golf Fee Adjustments

Based on the conditions described above, proposed golf fee adjustments for FY 2020 are as follows.

1. Greendale Golf Course greens fees. Staff recommends the following changes to the off-season Greendale weekend and weekday greens fees.

Greens Fees – Greendale Golf Course		
	CURRENT	PROPOSED
Weekday Off-Season – 9 Holes (Nov 1- Mar 31)	\$ 21	\$ 22
Weekend Off-Season – 18 Holes (Nov 1-Mar 31)	\$ 30	\$ 31

2. Jefferson District Course greens fees. Staff recommends the following changes to the in-season and off-season Jefferson District greens fees.

Greens Fees – Jefferson District Golf Course		
	CURRENT	PROPOSED
Weekday Off-Season – 9 Holes (Nov 1 – Mar 31)	\$ 18	\$ 19
Weekend Off-Season – 9 Holes (Nov 1 – Mar 31)	\$ 18	\$ 19
Weekday In-Season – 9 Holes (Apr 1 – Oct 31)	\$ 20	\$ 21
Weekend In-Season – 9 Holes (Apr 1 – Oct 31)	\$ 25	\$ 26

3. Laurel Hill Golf Club greens fees. Staff recommends the following changes to the in-season and off-season Laurel Hill weekend and weekday greens fees.

Greens Fees – Laurel Hill Golf Club		
	CURRENT	PROPOSED
Weekend In-Season – 18 Holes (Apr 1- Oct 31)	\$ 99	\$ 104
Weekend In-Season – 18 holes- Twilight	\$ 89	\$ 94
Weekend In-Season – 9 Holes- After 4pm	\$ 44	\$ 49



## **RECenters**

### **Current Situation**

- With over 1.3 million general admission and passholder visits in FY 2019, RECenters continue to be heavily used and in high demand.
- General admission and pass fees were last adjusted across all fee categories in FY 2012; in FY 2015 the 12-month fees were adjusted; and in FY 2017 only the adult and family categories were adjusted. Based on current market dynamics and existing economic conditions, staff is recommending a targeted increase in RECenter admission fees.
- RECenter memberships are only available through a 100% up-front payment, putting RECenters at a competitive disadvantage and potentially creating a financial burden for some customers. Staff recommends introducing a recurring billing option to increase opportunity for all members and be consistent with other providers.
- All RECenters see increased visitation during weekends and holidays, however, Cub Run RECenters' attendance on these days is significantly higher because of the leisure pool feature. Staff recommends establishing weekend and holiday general admission fees specific to Cub Run RECenter to reflect high demand.
- A comparative analysis of hourly rink rental shows that Mount Vernon fees are not consistent with those of other facilities located in northern Virginia and suburban Maryland.
- 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 are generated by high-volume renters. Base rental fees were last adjusted in FY 2019 along with discounted pool rental rates for high-volume users. To maintain an appropriate discount for high-volume renters, the base rate must be adjusted annually.

## Proposed RECenter Fee Adjustments

1. Recurring billing option for RECenter Leisure Fitness Pass. Staff recommends offering the following payment option for RECenter memberships. The fee will be billed bi-weekly. Each additional member will add a fixed price to the membership. A total of 8 persons can join a single membership. A total of 2 persons can join a senior membership.

RECenter Leisure Fitness Pass – Recurring Billing Option				
	CURRENT		PROPOSED	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount*</u>
Single	---	---	---	\$ 26.00
1 <sup>st</sup> Additional Member	---	---	---	+\$ 15.00
2 <sup>nd</sup> Additional Member	---	---	---	+ \$ 4.00
3 <sup>rd</sup> – 7 <sup>th</sup> Additional Member	---	---	---	+ \$2.00/member
Single Senior	---	---	---	\$ 24.00
Additional Member	---	---	---	+ \$ 14.00

\*Fees billed bi-weekly

*Note: recurring billing would not be immediately available with fee approval, but only after software changes have been implemented.*

2. Cub Run RECenter weekend and holiday general admission fees. Staff recommends the following changes to RECenter general admission fees. (Changes apply to Cub Run RECenter only.) No changes are proposed in Monday – Friday rates. These fees were last updated in FY 2017.

Cub Run RECenter Weekend and Holiday General Admission Fees				
	CURRENT*		PROPOSED	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
			<u>Weekends/Holidays<sup>1</sup></u>	<u>Weekends/Holidays<sup>1</sup></u>
Adult	\$12.50	\$10.00	\$14.50	\$12.00
Youth/Student	\$10.50	\$ 6.50	\$12.50	\$ 8.50
Child	Free	Free	Free	Free
Senior	\$10.50	\$ 6.50	\$12.50	\$ 8.50
Family	\$34.00	\$20.00	\$39.00	\$25.00
Chaperone	\$2	\$2	Eliminate	Eliminate

\*Current fees apply seven days a week, including holidays

<sup>1</sup>Rates apply Saturday, Sunday, holidays and all FCPS holiday/teacher workdays

3. RECenter indoor swimming pool base rates. Staff recommends increasing the indoor swimming pool base rental fees as follows. Base rental rates were last adjusted in FY 2019.

Indoor Swimming Pool Base Rates, Per Hour

	CURRENT	PROPOSED
Swimming Lane – 25-yard lane	\$26.52	\$27.37
Swimming Lane – 50-meter lane	\$53.98	NC
Diving Well – 25-yard pool	\$99.00	\$102.17
Diving Well – 50-meter pool	\$123.46	\$127.41
Entire Pool – 25-yard pool	\$288.48	\$297.71
Entire Pool – 50-meter pool	\$496.57	\$512.46

NC denotes no change in fee

4. Ice rink rental, per hour. An adjustment to the ice rink rental per hour fee is recommended to better align this fee with the surrounding market and to aid in site cost recovery. Ice operations, along with natatorium operations, are major consumers of utilities. The ice rink rental per hour fee was last updated in FY 2018.

Ice Rink Rental, Per Hour – Mt. Vernon RECenter

	CURRENT	PROPOSED
Rink Rental	\$318	\$327

## **Managed Parks**

### **Current Situation**

- With over 2 million visits in FY 2019, managed parks continue to be heavily used and in high demand.
- Given continued Park Authority commitment to providing services at managed parks despite General Fund budget challenges, 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 cost recovery at these sites.
- The Water Mine is challenged with increased operating costs. These increases are especially significant in the areas of utilities, chemicals, staffing and repair/maintenance of aging infrastructure.
- An opportunity exists to promote increased group camping at Burke Lake and Lake Fairfax parks. Increased demand can be fostered by standardizing the unit price for group camping at both parks and by reconfiguring group camping areas to allow for greater flexibility in accommodating varying group sizes.
- Staff has reviewed all fees at the managed parks and has conducted a comparative analysis of other local public and private providers. The analysis showed that fees at managed parks are in-line with other providers for similar facilities and services.

## Proposed Managed Parks Fee Adjustments

1. Water Mine – daily admission fees. Staff recommends the following adjustments to Water Mine daily admission fees. These fees were last adjusted in FY 2019.

Water Mine – Daily Admission Fees				
	CURRENT		PROPOSED	
	<u>Monday - Friday</u>	<u>Weekends/Holidays</u>	<u>Monday - Friday</u>	<u>Weekends/Holidays</u>
Over 48" Tall	\$15.50	\$16.50	\$16.00	\$17.00
Under 48" Tall	\$12.75	\$12.75	\$13.00	\$13.00
2 Years & Under	FREE	FREE	FREE	FREE
Twilight <sup>1</sup>	\$9.50	----	\$10.00	----

<sup>1</sup>Twilight Rate Memorial Day – July 31 after 5 p.m. August 1 – Labor Day after 4 p.m. Twilight Rate does not apply weekends and holidays.

2. Water Mine – Shade structure rentals. Staff proposes the following adjustments to shade structure rental fees within the Water Mine. These fees were last updated in FY 2019.

Water Mine – Shade Structure Rental Fees				
	CURRENT		PROPOSED	
	Full-Day Rental	<u>Half-Day Rental<sup>3</sup></u>	Full-Day Rental	<u>Half-Day Rental<sup>3</sup></u>
	<u>Prime<sup>1</sup>/Non-Prime<sup>2</sup></u>	<u>Half-Day Rental<sup>3</sup></u>	<u>Prime<sup>1</sup>/Non-Prime<sup>2</sup></u>	<u>Prime<sup>1</sup>/Non-Prime<sup>2</sup></u>
Ace-High Awnings	\$79/\$54	\$34/---	\$85/\$59	\$39/\$35
Bunkhouse Cabanas	\$94/\$69	\$49/---	\$99/NC	\$59/\$49
Pete's Bungalow	\$109/\$84	\$64/---	NC/NC	\$69/\$64
Big Auger	\$325/\$225	\$225/\$150	\$350/\$250	\$250/\$175
Top Railer	\$325/\$225	\$225/\$150	\$350/\$250	\$250/\$175
Pete's Bungalow	\$99/\$99	\$49	NC	\$59/\$49

<sup>1</sup>Prime is Weekends (Friday, Saturday & Sunday) and Holidays

<sup>2</sup>Non-Prime is Weekdays Monday through Thursday excluding Holidays

<sup>3</sup> Half day reservations available 10am – 2:30pm or 3:30pm – 8:00pm

NC denotes no change in fee

3. Water Mine – season pass fees. Staff recommends the following adjustments to Water Mine season pass fees. These fees were last adjusted in FY 2015.

Water Mine – Season Pass Fees		
	CURRENT	PROPOSED
Single	\$ 105	\$ 115
Family of 2	\$ 184	\$ 189
Each additional person	\$ 58	\$ 65

4. Water Mine – group rate. Staff recommends the following adjustments to Water Mine group rate. This fee was last adjusted in FY 2015.

Water Mine – Group Rate*		
	CURRENT	PROPOSED
Per Individual	\$ 11	\$ 12
*Groups of 20 or more		

5. Train after-hour/season rental fee. Staff recommends creating a private use rental fee that would be applied in addition to the current established train ride fee to accommodate facility rental requests that are made during non-operating hours/season.

Train After-Hours/Season Rental Fee - Burke Lake Park		
	CURRENT	PROPOSED
Per hour	----	\$100

6. Group camping fees – Burke Lake and Lake Fairfax parks. Staff proposes the following adjustments to the group camping fees at Burke Lake and Lake Fairfax parks. Additional per person, per night camping fees remain unchanged. Group camping fees were last adjusted in FY 2018 when the Burke Lake Park additional person fee was increased, and in FY 2017 when Lake Fairfax Park and Burke Lake Park weekend/holiday group camping rates were increased.

#### Group Camping – Lake Fairfax Park

	CURRENT		PROPOSED	
	<u>Mon-Thurs</u>	<u>Weekend /Holiday</u>	<u>Mon-Thurs</u>	<u>Weekend /Holiday</u>
Hill Top, Forest 1, Forest 2	\$140	\$155	\$140	\$180
Flexible Group Sites	\$140	\$155	\$126	\$162
Electric Upgrade	-	-	\$10	\$15

#### Group Camping – Burke Lake Park

	CURRENT		PROPOSED	
	<u>Mon-Thurs</u>	<u>Weekend /Holiday</u>	<u>Mon-Thurs</u>	<u>Weekend /Holiday</u>
Flexible Group Sites	\$105	\$115	\$126	\$162

Maximum capacity of tent/RV sites is 6 people.  
Memorial Day, July 4<sup>th</sup> and Labor Day holidays will require a minimum two-night stay

## **Reservable Picnic Areas and Shelters, Amphitheaters and Volleyball Courts**

### **Current Situation**

- After each picnic season, evaluations are conducted to determine reservation demands. The data collected reflects the potential need for additions or the potential need to remove reservable picnic areas from the inventory. Staff is also surveyed at the end of the season for suggestions and/or identification of possible service enhancements.
- Fee adjustments are recommended at 40 of 76 existing picnic area/shelter fees due to demand.
- Shelter renovations at Annandale, Mason District Shelter A and Roundtree also warrant minimal fee increases at those facilities.
- Several reservable areas no longer exist or are no longer available for rental, so these should be removed from the fee schedule.
- Fees for three new shelters at Laurel Hill Central Green are also recommended.
- Staff recommends an increase in the hourly rental rate for amphitheaters at Mason District and Lee District parks. These fees have not been adjusted since FY 2006.
- An opportunity also exists to adjust the rental fees for sand volleyball courts due to increased demand. These fees were last adjusted in FY 2018.

## Proposed Picnic Reservation, Amphitheater and Volleyball Court Rental Fee Adjustments

1. Picnic reservation rental fees. Staff proposes the following changes to picnic reservation fees.

	----- CURRENT -----		----- PROPOSED -----	
	Full-Day Rental	Half-Day Rental	Full-Day Rental	Half-Day Rental
	Prime/Non-Prime	Prime/Non-Prime	Prime/Non-Prime	Prime/Non-Prime
<b>Picnic Areas</b>				
Burke Lake Picnic Area 2	\$150 / \$100	---- / \$65	\$160 / NC	---- / NC
Lake Accotink Park Area 2	\$90 / \$75	---- / \$50	\$95 / NC	---- / NC
Lake Accotink Park Playground Picnic Area	\$85 / \$75	---- / \$50	\$90 / NC	---- / NC
Lake Fairfax Canopy Picnic Area G	\$325 / \$225	\$225 / \$150	\$330 / NC	Delete / NC
Lake Fairfax Park Area A	\$100 / \$80	\$65 / \$50	\$105 / NC	Delete / NC
Lake Fairfax Park Area B, C, D	\$85 / \$70	\$55 / \$45	\$90 / NC	Delete / NC
Lake Fairfax Park Area L	\$125 / \$100	\$110 / \$85	Delete	Delete
Lee District Picnic Area 1	\$65 / \$40	---- / ----	Delete	Delete
Lee District Picnic Area 2	\$65 / \$40	---- / ----	Delete	Delete
Nottoway Park	\$125 / \$100	\$80 / \$65	\$130 / NC	NC / NC
Riverbend Patio Area 1	\$85 / \$70	---- / ----	Delete	Delete
Rutherford Park	\$75 / \$50	---- / ----	Delete	Delete
Stratton Woods Park	\$55 / \$40	---- / ----	Delete	Delete
<b>Picnic Shelters</b>				
Annandale Community Park	\$80 / \$60	---- / ----	\$100 / NC	NC / NC
Arrowbrook Park	\$125 / \$100	---- / ----	\$130 / \$105	NC / NC
Braddock Park	\$75 / \$60	---- / ----	\$80 / NC	NC / NC
Brookfield Park	\$100 / \$80	---- / ----	\$110 / NC	NC / NC
Burke Lake Park - Shelters A, B, C	\$350 / \$250	\$230 / \$165	\$365 / \$260	NC / NC
Burke Lake Park Shelter D	\$80 (2-hour rental)		\$90 (2-hour rental)	
Clemyjontri Park Shelter	\$170	\$125	\$175	\$130
Clemyjontri Park Canopy A/B	\$120	\$95	\$130	\$110
Clemyjontri Park Canopy A/B (2HR Rental – Memorial - Labor Day)	\$80		\$90	
Dupell Park	\$75 / \$60	---- / ----	\$80 / NC	NC / NC
Eakin Mantua Shelter (NEW 2019)	\$80 / \$50	---- / ----	NC / NC	NC / NC
Frying Pan Park	\$335 / \$225	\$225 / \$170	\$340 / \$230	\$230 / NC
Great Falls Grange	\$85 / \$70	\$55 / \$40	NC / NC	Delete



Huntley Meadows - Outdoor Classroom Shelter	\$85 / \$70	\$55 / \$40	\$90 / NC	\$60 / NC
Jefferson Manor Park	\$85 / \$70	---- / ----	\$95 / NC	---- / ----
Lake Accotink Park (Small)	\$110 / \$85	\$65 / \$50	\$120 / NC	Delete / NC
Lake Accotink Park (Large Shelter)	\$335 / \$225	\$215 / \$150	\$345 / NC	Delete / NC
Lake Accotink Park (McLaren/Sargent Shelter)	\$350 / \$250	\$230 / \$165	\$360 / NC	Delete / NC
Lake Fairfax Park - Shelters H & I	\$140 / \$115	---- / \$90	\$150 / \$120	---- / NC
Lake Fairfax Park - Shelters J & K	\$190 / \$140	---- / \$100	\$200 / \$150	---- / NC
Laurel Hill Central Green Shelter A (NEW 2020)	---- / ----	---- / ----	\$335 / \$225	NA / NA
Laurel Hill Central Green Shelter B, C (NEW 2020)	---- / ----	---- / ----	\$250 / \$150	NA / NA
Lee District Carousel Shelter	\$125 / \$100	\$80 / \$65	\$150 / NC	\$100 / NC
Lee District Carousel Shelter	\$80 (2 Hour Rental)		\$90 (2 Hour Rental)	
Lee District Party Shelter A	\$50 (2 Hour Rental)		\$80 (2 Hour Rental)	
Lee District Party Shelter B	\$50 (2 Hour Rental)		\$80 (2 Hour Rental)	
Mason District Park Shelter 1	\$150 / \$125	\$100 / \$80	\$155 / NC	Delete
Mason District Park Shelter 2	\$100 / \$80	---- / ----	\$105 / NC	---- / ----
McLean Central Park Gazebo	\$100 / \$80	---- / ----	\$105 / NC	---- / ----
Nottoway Park Shelter 1	\$150 / \$125	\$105 / \$85	\$160 / \$130	Delete
Nottoway Park Shelter 2	\$85 / \$70	\$55 / \$40	NC / NC	Delete
Riverbend Park Shelter A	\$185 / \$135	\$110 / \$85	NC / NC	Delete
Roundtree Park	\$100 / \$75	---- / ----	\$105 / NC	---- / ----
Sully Highlands Park	\$165 / \$120	---- / ----	NC / \$100	---- / ----

N/A denotes a fee that is not available for the time slot indicated.

NC denotes time slots in which no change is proposed to the current fee.

2. Volleyball court rentals fees. Staff proposes the following adjustments to volleyball court rental fees, last adjusted in FY 2018.

Volleyball Court Rentals, Sand Courts – Burke Lake, Lake Accotink, Lee District, Nottoway and Stratton Woods Parks		
	CURRENT	PROPOSED
Hourly rental fee with paid picnic reservation	\$ 20	\$ 25
Hourly rental fee without paid picnic reservation	\$ 25	\$ 30

3. Amphitheater rental fees. Staff proposes the following adjustments to Lee District and Mason District amphitheater rental fees, which have not been adjusted since FY 2006. Amphitheater rental fees at other locations were adjusted in FY 2017.

Amphitheater Rental – Lee District and Mason District Parks		
	CURRENT	PROPOSED
	Prime / Non-Prime*	Prime / Non-Prime*
Hourly rate (4-hour minimum)	\$ 25 / \$ 20	\$ 30 / \$ 25

\*Prime rates apply Friday, Saturday, Sunday and holidays.

## Business Activities License Fees

### Current Situation

- Business Activity License permits are currently issued with a payment of \$50 or 15% of gross revenues, whichever amount is greater.
- The minimum fee of \$50 is collected at time of permit application. Staff recommends increasing the minimum fee for a Business Activity License.
- Staff does not recommend adjusting the percent of the balance due in order to stay in line with industry standards.

### Proposed Business Activities License Fee Adjustments

1. Business Activity License minimum fee. Staff recommends the following fee adjustment for Business Activity License permits. This fee has remained unchanged since 1997.

Business Activity License Fees – Minimum Fee		
	CURRENT	PROPOSED
Business Activity License Fee – Minimum Fee	\$50	\$75

## Athletic Field Rental Fees

### Current Situation

- At the conclusion of each Fiscal Year an evaluation is conducted on the fees charged for use of athletic fields. Usage data and fee comparisons with other jurisdictions are used to determine if fees should be adjusted.
- The grass field rental fee was established in FY 2008 at \$40/hour. It was adjusted in FY 2015 to \$45 an hour.
- Other jurisdictions have many different options for use of fields including daily fees, per team fees, or fees based on number of participants. There were only a few close jurisdictions charging rental fees like the Park Authority's hourly rate structure. The proposed fees are adjusted for the increased demand for our grass fields.
- Staff proposes to increase the grass field fee to \$50/hour.
- Staff recommends maintaining current synthetic field rental fees to remain competitive with surrounding jurisdictions.

### Proposed Athletic Field Rental Fee Adjustments

1. Field Rental Fee: Staff proposes the following change to athletic field rental fees:

	Athletic Field Rental CURRENT	PROPOSED
Grass field rental, per hour	\$ 45	\$ 50

## **Frying Pan Farm Park Visitor Center Auditorium Rental**

### **Current Situation**

- Demand for rental of the Frying Pan Visitor Center auditorium is highest on Saturdays. Pricing reflects demand with peak rates in effect for Saturday rentals. In CY 2018, there were 67 4-hour Saturday rentals of the Frying Pan Visitor Center auditorium, and a combined 67 rentals for Friday and Sunday.
- Pricing is structured so that customers seeking a lower cost weekend rental option can rent the auditorium on Fridays or Sundays.
- Saturday auditorium rental fees were last adjusted in FY 2016 when the rental rate for a base 4-hour rental increased from \$380 to \$480.

### **Proposed Frying Pan Farm Park Visitor Center Auditorium Rental Fee Adjustments**

1. Visitor Center Auditorium Rental – weekend fees. Staff proposes the following adjustments to the weekend fees for private auditorium rentals, which were last adjusted in FY 2016. Monday-Thursday rates remain unchanged.

Frying Pan Farm Park Visitor Center Auditorium – Friday, Sunday and Saturday Rental Fees			
		CURRENT	PROPOSED
Visitor Center Rental Saturday	4-hour rental	\$ 480	\$ 600
	Extra hour	\$ 120	\$ 150
Visitor Center Rental Friday and Sunday	4-hour rental	\$ 380	\$ 480
	Extra Hour	\$ 95	\$120

## Group Campfire Rentals

### Current Situation

- Over the past few years, staff received multiple requests at Ellanor C. Lawrence Park to rent the campfire ring for private parties and events.
- Several parks are well-suited to establish this new rental service, including Ellanor C. Lawrence, Burke Lake, Lake Accotink and Lake Fairfax.

### Proposed Campfire Rental Fees

1. Group campfire rental – Burke Lake, Ellanor C. Lawrence, Lake Accotink and Lake Fairfax Parks. Staff proposes new campfire rental rates at selected parks as follows.

Group Campfire Rental\* –  
Burke Lake, Ellanor C. Lawrence, Lake Accotink and Lake Fairfax Parks

	CURRENT	PROPOSED
Base 2 hours	-----	\$ 128
Extra hour	-----	\$ 63

\*Designated areas only.