



PECULIAR PARKS AND RECREATION

REVENUE POLICY

Location:
Agency:

Cass County, Missouri,
Peculiar Parks and Recreation Department

I. STATEMENT OF NEED

The Peculiar Parks and Recreation Board (“Board”) recognizes that the Peculiar Parks and Recreation Department (“Department”) cannot operate its programs and services on tax subsidy alone. The Board recognizes the need to establish a set of fees and/or charges that are fair and equitable for the use of facilities, programs, and services offered by the Department.

II. AUTHORITY AND RESPONSIBILITY

The Peculiar Park Board carries the primary responsibility to recommend policies to govern the operation and programs of the Parks and Recreation Department, assist in planning activities and events, and give guidance for expansion of parks and recreation facilities.

III. STATEMENT OF PHILOSOPHY

The philosophy of the Board is that the Department has a responsibility to offer diversified recreational services, ensuring that all citizens have equal opportunity and participation. However, since the demand upon the Department to provide services and programs is greater than the public’s ability to appropriate public funds to support that demand, it becomes necessary to charge fees and pursue other supplementary revenues and resources. Fees and charges will supplement ordinary revenue sources, not replace them, nor be used to diminish government’s responsibility to provide public open space and leisure opportunities. Rather, fees and charges will be viewed as a method to expand and to continue to provide basic services on an equitable basis.

IV. DEFINITIONS

A. REVENUE CLASSIFICATIONS

Specialized Interest Programs: Generally, this type of program has a limited enrollment to provide a high quality of instruction or experience to the individual. The benefits of a specialized interest program are received exclusively by the participant, which results in a relatively expensive program to operate. It is considered that this type or program offsets all direct and indirect costs, and in some cases, receives a return in revenue.

Merit Programs: Part of the benefits from merit programs are received by the individual and part are received by the public in general. Public agencies are able to furnish these programs in the quantity and quality demanded by the consuming public at a price the public is willing to pay. It is feasible and generally desirable to charge for these services, but only to the extent that individual users pay part of the cost.

Service Programs: In its pure form, this is equally available and beneficial to all citizens in our community. It is generally feasible only to charge a nominal or small fee for these programs, if any fee at all, since they include special event programs that are usually free to the public, but receive a small return in revenue through its concessions and/or rental operations.

A. SERVICES

Admissions/Drop-Ins: Are described as charges to intra facility programs on a per visit basis. Entry and exits are normally controlled, and attendance is regulated.

Facility Rentals: Are fee payments made for the privilege of exclusive use of the facility. This fee gives the patron the right of enjoying all of the advantages derivable from the use of the facility without consuming, destroying or injuring it in any way.

Sales/Rentals: Are point-of-sale services like concessions and pro shops, and the rentals of merchandise, equipment, or other property. Objectives of sales/rentals may be:

- To provide needed supplies, which the visitor cannot obtain in the general park/facility.
- To provide sufficient revenue to cover cost of all operations and provide a profit, which will enable expansion of parks and recreation services.
- To provide rental equipment for the enjoyment of a recreation area which the visitor may not have provided for him/herself.
- To provide merchandise/rental equipment which adds to the visitor's enjoyment of the area.

C. ALTERNATIVE REVENUE SOURCES

Grants: Revenue recovered for securing a grant or outside funding for facilities and programs. This includes federal, state and local grants as well as funding from various private sector organizations.

Land Dedication Requirements/Park Impact Fees: Are tools used by the City to recover the cost that development of new residential and commercial development bring by increasing park use and demand.

Sponsorships: Partnerships with various private sector organizations with the mutual benefit of co-marketing to offer programs and services to the public.

V. FEES and CHARGES POLICY

A. Recreation Programs and Special Events

It is the policy of the Board that recreation programs and special events shall recover their costs in a manner that is inversely proportional to their benefit to the general population. Toward that end, staff shall plan recreation programs and special events so that revenues collected recover costs in the following manner:

Special Interest Programs/Events:	125% direct cost recovery
Merit Programs/Events:	100% direct cost recovery
Service Programs/Events	40% direct cost recovery

Cost recovery need not be solely from registration or admission fees. Revenues credited toward the cost recovery may include fees and charges, sponsorships, partnerships, and grants.

B. Resident/Non-resident Fees

Since most recreation programs shall be planned to recover costs, it is the policy of the Board that there shall be no cost differential between fees for residents versus fees for non-residents for such programs.

In order to give priority to residents for the use of park facilities, the policy of the Board is that there shall be a differential between fees charged to residents and non-residents for the rental of park shelters, fields, and other facilities. The residents shall receive a discount from the rental rate of at least \$10 per rental.

C. Scholarship Policy

It is the philosophy of the Board that those children who desire to participate in a recreational youth sports league should not be denied that opportunity due to financial hardship. However, the Board also recognizes that the department's tax subsidy is limited and shall create a Scholarship policy in which to provide residents who require financial assistance an opportunity to play.

The scholarship program will not be advertised as an opportunity for registration, but rather an alternative to participants whose hardship requires them to check for a scholarship program offered by the city or not participate due to financial reasons.

- A limit shall be placed on the use of the scholarship dollars to \$100 per family per calendar year.
- The Scholarship Program is only valid for youth sports leagues.
- The Scholarship Form must be completed in its entirety to be eligible for approval.
- The Department will be required to keep a detailed log per family of the funds utilized towards the \$100 family limit

D. 100% Satisfaction Guarantee

It is the philosophy of the Board that all programs and services offered by the Department must meet the expectations created by the program literature. Recognizing the importance of customer service, the Board authorizes the Director to offer a credit on account for fees paid by an unsatisfied customer where such an offer may improve the standing of the department in the customer's eyes and where the complaint is registered no later than five business days of the close of the program.

E. Late Registration Fees

It is the case for many recreation programs that the planning of the program depends on the number of registrants at the time that the advertised registration period ends. Adding late registrations is often a cumbersome task and can cause disruptions or delays to others. The staff is authorized to charge late fees for registrations received after the enrollment deadline, provided that there is space available to accommodate the late registrant, in the amount of \$10 per registrant. Late fee charges must be advertised with the program's materials distributed through schools and in the seasonal Guide.

Staff has the authority to waive late registration fees if a situation arises in which a program needs more registrants and a waiver of late charges may encourage late signups.

Programs in which late fees may be used are youth and adult sports programs and leagues, youth camps, drama programs, and any other date sensitive programs created.

F. Refund Policy

The policy of the Peculiar Parks and Recreation Board desires to maintain the highest level of customer service. When programs or reservations must be cancelled by the Department, the customer shall be made whole either through a transfer of registration/reservation or through a full refund. Full refunds may be issued at the customer's preference through the finance office or in credit on account.

Customers choosing to cancel their registrations may do so at any time during the program, but must deliver a written request for refund to the department either in person or via email.

Customers whose requests are received after a program has begun will be issued a credit on account on a pro-rated basis from the date of cancellation.

Any credit issued to account must be used within the 18 months from the date in which it was received.

G. Employee Discounts

Employees shall not receive a discount on programs and services for which residents are charged to participate except:

- non-resident staff shall receive the resident discounted rate if one is offered
- concessions (food and drink only) shall be discounted 50% for staff on duty

H. Donation Policy

The Board has received many wonderful donations from individuals and businesses in the past. The staff is encouraged to pursue partnerships with others that may result in the donation of supplies, labor, or property to benefit the park system. Donations which exceed \$2,000 in value shall be forwarded to the Board at a regular business meeting for formal consideration of acceptance.

I. Special Interest Groups

The residents of the City of Peculiar have benefitted from the not-for-profit organizations operating in the community. Partnering with these organizations can enhance their ability to provide services and programs to the community. The staff is encouraged to pursue partnerships with organizations whose missions are in alignment with the mission of the Board. Such relationships shall be documented with a user group agreement developed by staff and approved by the Board when those partnerships involve the use of park system property or staff assistance (time and materials).

Not-for-profit organizations may reserve a facility for a single date during non-peak rental time periods at no charge but with normal application process including the damage deposit requirement, if such deposit is applicable. (example: Home School Groups, Youth Athletic Leagues and Teams, Boy or Girl Scouts, etc) Non-peak rental time periods are: Monday through Thursday.

J. Special Permits

Whenever a park patron or organization brings in rental equipment to be set up on City-owned property, the City is exposed to the risk of liability if someone in the party or in the park is injured. In order to ensure that the City's risk of liability is minimized, patrons desiring to bring in inflatables, pony rides, or other services or equipment shall be required to obtain a permit. The permit requirements shall include a certificate of insurance listing the City as an additional insured.

The City is also at risk when the general public is invited to an event held by a private organization in a City park. In such cases, a special event permit may be required. The special event permit reserves the entire park for \$150/day. A certificate of insurance listing the City as an additional insured is required. Other event-specific requirements may be required to ensure the public health, safety, and welfare.

K. Commercial Use of Public Property

City Code Section 225.100 states: "No person shall expose or offer for sale any article or thing, nor shall he station or place any stand, cart or vehicle for the transportation or sale or display of any such article or thing. This Section shall not apply to duly licensed concessions acting by authority of the Park Board." However, special use permits may be issued based on regulations listed in Chapters 400 and 615 of the Peculiar Municipal Code.

Types of Special Use Permits which may be established:

- Film/Photography permit
- Recreation Program Instruction Agreement
 - (fitness class, sports camp/instruction, personal training, youth camps, etc.)
- Concessions Permit
- Vendor Permit

VI. ANNUAL REVIEW

The Board shall review this Revenue Policy annually and all fee schedules to ensure equitable services to the public. Fee schedules shall be submitted to the Board of Alderman annually within the budget preparation process.

Service/Program Options

Service/Program	Service	Merit	Special Interest	Admissions / Drop-ins	Facility Rentals
Cost Recovery Requirement	40%	100%	125%	125%	100%
Leagues					
Youth			X		
Adult			X		
Pre-Season Clinics			X		
Camps					
Sport Specialty			X		
Pre-School					
Fitness			X		
Sport Instruction			X		
Special Events					
5K Race	X				
Festivals	X				
July 4 th	X				
Tractor Pull	X				
Tree Lighting	X				
Fishing Derby	X				
Other					
Rentals					
Shelters					X
Sports Fields – Tourneys					X
Sports Fields – private/practice					X
Sports Fields – Coop Agrmt.					X
Special Event Permitting					X