

RESOLUTION NO. 1566

**A RESOLUTION OF THE GOLDEN CITY COUNCIL OF
GOLDEN ESTABLISHING POLICIES FOR SETTING FEES AND
CHARGES FOR THE GOLDEN PARKS AND RECREATION
DEPARTMENT**

WHEREAS, Establishment of fees and charges for the Parks and Recreation Department is an important fiscal responsibility; and

WHEREAS, Financial expectations for the Department need to be articulated for the benefit of citizens, staff, and elected officials; and


WHEREAS, City staff needs to be given flexibility, and be held accountable for the financial operations of the Department; and

WHEREAS, The attached policy provides financial expectations, and basic rules for setting fees and charges in the various service areas of the Parks and Recreation Department.

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLDEN, COLORADO:

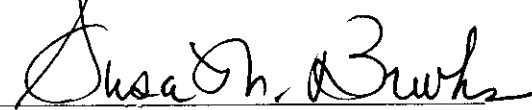
The attached policy for setting fees and charges for the Golden Parks and Recreation Department is approved.

Adopted the 12th day of May, 2005.



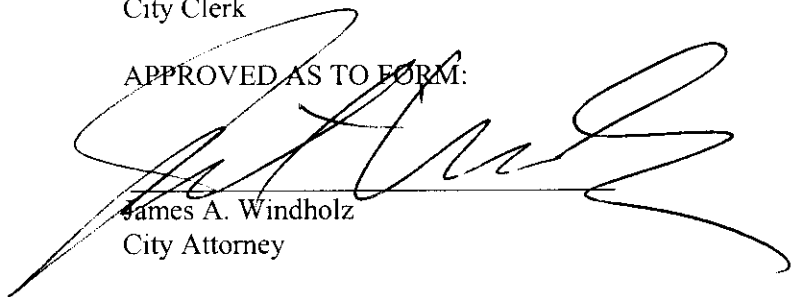
Charles J. Baroch
Mayor

ATTEST:



Susan M. Brooks, MMC
City Clerk

APPROVED AS TO FORM:

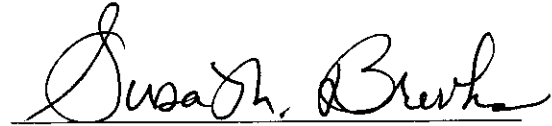


James A. Windholz
City Attorney

I, Susan M. Brooks, City Clerk of the City of Golden, Colorado, do hereby certify that the foregoing is a true copy of a certain Resolution adopted by the City Council of the City of Golden, Colorado at a regular meeting thereof held on the 12th day of May, A.D., 2005.

(SEAL)

ATTEST:

A handwritten signature in cursive script, appearing to read "Susan M. Brooks", written over a horizontal line.

Susan M. Brooks, City Clerk of the City of
Golden, Colorado

Policies for Setting Fees and Charges Golden Parks and Recreation Department May 2005

The purpose of this policy is to state financial expectations (shaded in gray on the document) for various department services and provide guidelines on setting of associated fees and charges.

Golf

All golf operations are to be administered as an enterprise fund. The intent of the golf division is to cover all costs including operations, capital, debt service, and to generate profits.

Retail merchandise shall be priced in typical industry standard. Food and beverage prices shall be negotiated with the restaurant vendor annually and shall be priced in typical industry standard.

Greens fees, carts, rental equipment and range balls are to be reviewed annually and priced by comparable market fees. Greens fees are tiered with Golden, Jefferson County, and Non Jefferson County pricing. Golden residents receive greens fee discounts of 10-20% off of Non Resident rates. Jefferson County residents receive greens fee discounts of 5-10% off of Non Resident rates. There are also discounted Senior and Junior rates offered Monday through Thursdays. Golden Sr/Jr residents receive greens fee discounts of 30-40% off of Non Resident rates. Jefferson County Sr/Jr residents receive greens fee discounts of 20-30% off of Non Resident rates.

Instructional fees are determined by comparable market fees.

Tournament fees and league fees are determined by greens fees plus premium pricing.

Community Center

The Community Center shall be administered as a managerial enterprise fund. The intent of this division is to recover 60-80% of direct costs of facility operations. Debt service or significant capital expenditures would not be included in direct costs. Direct costs are those specific expenses which are incurred by the department in conducting a program or operating the facility. Examples of direct costs at the Community Center may include front desk staff wages, utility costs, chemicals for the pools, etc.

General Admission Review general admission fees annually to see if adjustment is warranted based on cost recovery and market. Provide admission fees that cover the majority of recreation activity areas. Any special fees are established based on annual market review. These include child care, towel rentals, etc.

Fee categories include Tots 5 and younger, Youth 6-18 years old, Adult 19-59 years old, and Seniors 60 and older. Daily admission fees are priced the same for resident and non residents. Golden residents receive a 15-25% discount off of daily admissions by purchasing punch cards. Non residents receive a 5-15% discount off of daily admissions by purchasing punch cards. Annual passes are established by

comparable market rates. Golden residents receive a 5- 15% discount from non resident annual pass rates. Annual household passes are charged the full price of the highest cost individual with each additional person paying ½ price for their category.

Pursue partnerships and corporate rate structures to maximize attendance and revenues.

Facility Programs Recover approximately 60% of direct costs for Tot and Youth programs. Recover approximately 100% of direct costs for senior programs. Charge approximately 110% of direct costs for Adult programs. Non residents pay a 15-20% surcharge for each program. Allow staff latitude to make market adjustments on high demand/marketable programs. These adjustments could include increasing non resident surcharges if space is limited. Today these include swim lessons, youth pottery, preschool programs, and day camp.

Community Center Room Rentals Room rentals should cover all direct costs and where possible, generate additional funds to help offset other programs. Review room rental fees annually to see if adjustment is warranted based on market. Allow staff latitude to make market adjustments to maximize room use and profitability. Allow staff latitude to provide discounted rental charges to city departments if said rentals don't take away from profitable outside rentals.

“The Splash Aquatic Park”

All Splash operations are to be administered as a managerial enterprise fund. The intent of this division is to cover all direct costs of operations. It is not expected that any debt service or significant capital costs be covered solely by user fees.

General Admission Review general admission fees annually to see if adjustment is warranted based on market.

Fee categories include Infants 2 and under, Tots 2-5, Youth 6-18 years old, Adult 19-59 years old, and Seniors 60 and older. Daily admission fees, 20 admission punch cards, annual passes, and lap swim fees are priced in three categories: Golden residents, Jefferson County residents, and non residents. Everyone receives a 15-25% discount off of daily admissions by purchasing punch cards. Annual passes are established by comparable market rates. Financial incentives are given for preseason purchases. Golden residents receive a 20- 30% discount from non resident annual pass rates. Annual household passes are charged the full price of the highest cost individual with each additional person paying ½ price for their category.

Provide staff latitude to price occasional specials that would increase attendance and revenues. These could include a “twilight rate” or “cool day rate”.

Food and Beverage Food and beverage prices shall be reviewed annually and shall be priced in typical industry standard.

Splash Facility Rentals Review facility rental fees annually to see if adjustment is warranted based on market. Fees are based on number of guests.