



City of Apache Junction

Home of the Superstition Mountains

MEMORANDUM TO: Honorable Mayor and City Council Members
THROUGH: Bryant Powell, City Manager
FROM: Liz Langenbach, Parks and Recreation Director
DATE: August 16, 2021
SUBJECT: Updates to Chapter 4-1: Parks and Recreation Fee Schedule

Chapter 4-1 of the city code addresses parks and recreation fees. Fees are reviewed approximately every five years to insure they are aligned with the local market, our community needs, and changes in other laws.

The parks and recreation department has historically used three primary funding sources to provide high quality programs, services, and facilities to our community: 1) general fund (sales tax) 2) development fee fund, and 3) user fees. These are supplemented by various smaller sources such as grants, donations, corporate partnerships, etc.

We shared our approach/process for the fee study at the March 1st work session and then worked with the parks and recreation commission for several months to finalize and prepare their recommended updates for the final consideration. Three primary goals were considered during this update:

1. General Market Comparison

Parks and Recreation fees were last updated in 2015. Due to changing dynamics within other funding sources (*i.e.* state-shared revenues, local economy, etc) – it is more important than ever to evaluate our revenue streams and make sure that we are balancing the needs of our community with the cost of operations. The recommended updates only change those fees where we are below the market and have the greatest increase in operational costs.

2. Commercial Fees

Currently, “for-profit” businesses are not permitted to reserve the facilities and this creates challenges for offering opportunities to local businesses to utilize the parks and equipment for downtown events or gatherings. Additionally, the city misses out on additional sources of revenue necessary to maintain and operate facilities/equipment. The market study evaluated the practices of comparator cities and the final recommendation includes adding a category for commercial use that is 50% more than the resident/non-profit agency rate. A chart is attached for greater ease of comparison.

3. Non-Resident Fees

Many cities charge non-residents higher fees. This issue has been discussed many times over the past 10-15 years and staff/council has been hesitant to implement because many of the City’s programs rely on the participation of non-residents for optimal class/league sizes. Instead, the City has implemented “early-bird” registration and rental dates for City residents so that they may get first choice of the most popular recreation programs and facility reservation dates. The

commission is recommending that council take this one step further and implement non-resident fees for facility rentals (charging individual non-residents 25% more than residents). This will help to gradually implement the new policy change and will help prioritize the availability of the limited facilities for residents.

All of the options will be presented for discussion at the August 16th work session and if there are no recommended changes, the department will post the proposed changes/updates for the mandatory 60 day waiting period under A.R.S. § 9-499.15 and then bring back to a future public hearing for final vote. The intent will be to have all changes effective January 1st, 2022.

Thank you, for your consideration.