 <b>PRICING POLICY</b>	
Department of Origin: Parks & Recreation	Total # of Pages: 8
Subject: Pricing Policy	Council's Approval Date:
Scope: Parks & Recreation Department Fees	Effective Date: January 1, 2023 <del>2</del>

## Purpose

Annually the Parks & Recreation Director will present to the Parks & Recreation Board a pricing policy to be reviewed and recommend to City Council. This policy will guide the establishment of charges and membership fees for City recreational programs and City use on an annual basis.

## Policy

### I. SETTING OF FEES

Per Gahanna Codified Ordinances, Section 153.04, SETTING OF FEES

- (a) Annually the Parks & Recreation Board shall recommend to Council a Pricing Policy that guides the establishment of charges and membership fees for City recreational programs and City use.
- (b) The Pricing Policy would include but not be limited to cost recovery strategy, subsidy rates, nonresident fees, and discounts.
- (c) No permit or fee may be waived without the explicit consent of the Parks & Recreation Board. (ORD. 0076-2021. PASSED 12-20-21.)

### II. PHILOSOPHY

The Gahanna Department of Parks & Recreation (GDPR) is tasked with cost recovery goals in accordance with the City's annual budget allocation and financial conditions. To that end, the Department sets fees and charges in relation to these goals, market rate conditions, benchmarking, demand, cost recovery targets, and industry trends. The Department strives to improve quality of life and to offer the most efficient and professional services by:

- Providing and maintaining parks and recreation facilities for use by the general public.
- Providing equal opportunity for all residents to participate in recreational programs and to fully use the facilities of the department.
- Providing trained and qualified personnel for supervision and instruction in recreation programs, and for parks and facility maintenance.
- Welcoming public input into planning and evaluation of recreation programs, facilities, and services.

### III. COST RECOVERY MODEL

The following model represents all categories of services currently provided or those which may be provided in the future. The model is based upon the degree of benefit to the community. This model and policy forms the basis for setting fees and charges. Some of these services may be appropriate for use of alternative funding sources like grants, sponsors, donations, and volunteers.

Services can always perform better than the target level minimal cost recovery goals due to demand and market rate conditions.

**Level 1 – Complete Community Benefit.** The foundation level represents programs, facilities and services that benefit the community as a whole. This level is primarily supported by tax investment with little or no fee support, donations, or volunteers. These programs, facilities, and services increase property values and enhance quality of life for residents. This level targets 0 – 20%+ recovery. Examples include but not limited to:

- Playgrounds
- Open spaces
- Trails

**Level 2 – Considerable Community Benefit.** The second level represents programs, facilities, and services that promote educational, physical, and social skill development. These programs are traditional, mission-based services and introductory instructional levels commonly offered by parks and recreation operations. This level is a substantial tax investment with minimal to partial fee support. This level targets 20 – 50%+ recovery. Examples include but not limited to:

- Department led outreach and educational programs for seniors, adults, and youth
- City sponsored special events
- Community Gardens

**Level 3 – Individual/Community Balanced Benefit.** The third level represents programs, facilities, and services that benefit mostly the individual but also the community. Activities and programs are interest specific and provide an intermediate level of recreational skill development. This level is primarily a fee supported services with moderate tax investment. This level targets 50 - 85%+ recovery. Examples include but not limited to:

- Youth Athletic Programs
- Swim Lessons
- Day Camp

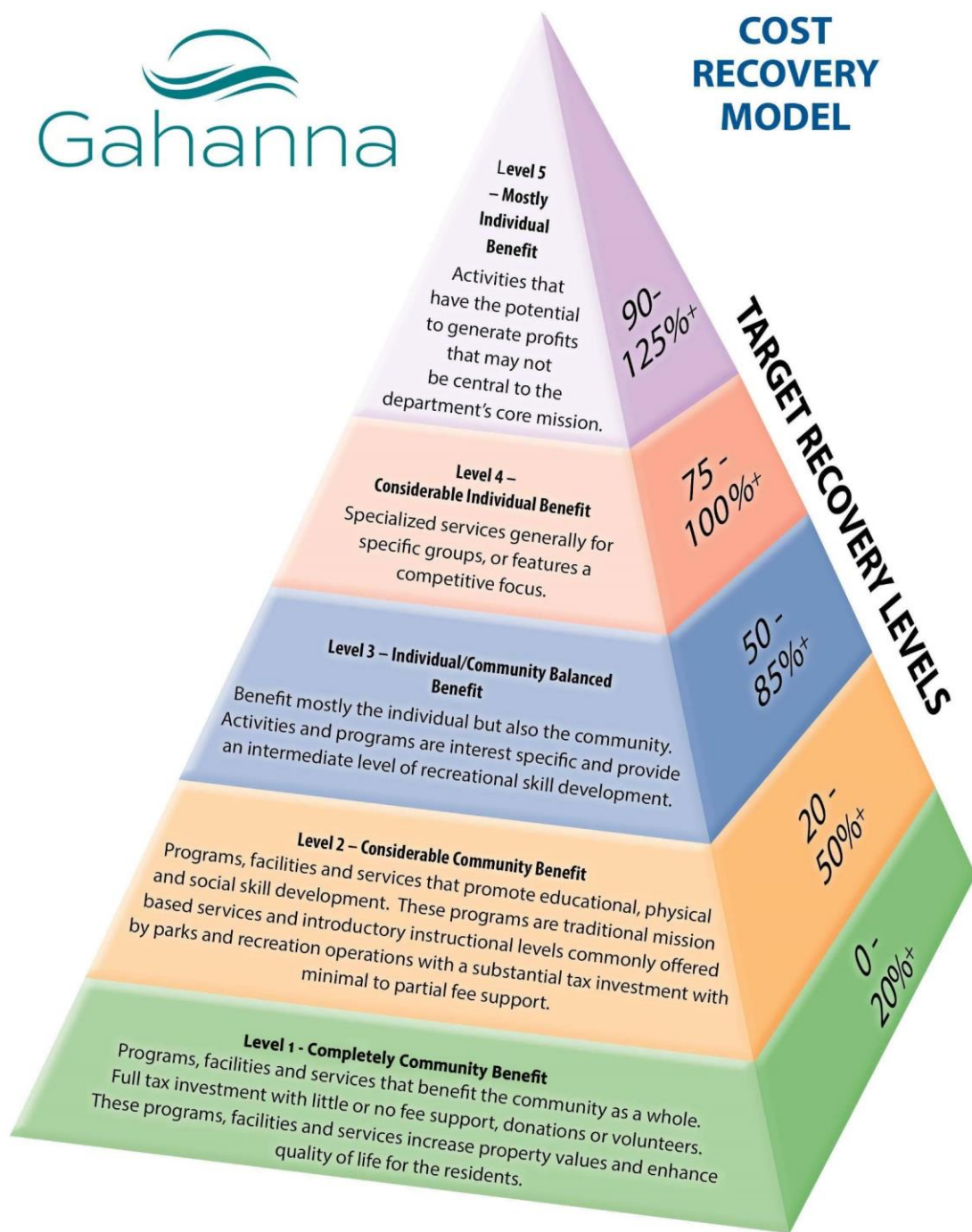
**Level 4 – Considerable Individual Benefit.** The fourth level represents specialized services generally for specific groups or features a competitive focus. This level targets 75 – 100%+ recovery. Examples include but not limited to:

- Private/semi-private lessons,
- Athletic field, court, and facility rentals
- Memberships and Daily Visits

**Level 5 – Mostly Individual Benefit.** The fifth level represents activities that have the potential to generate profits that may not be central to the department's core mission. This level targets 90 – 125%+ recovery. Examples include but not limited to:

- Youth and adult tournaments
- Retail sales
- Concessions

## COST RECOVERY MODEL



<b>Current Parks &amp; Recreation Services</b>	<b>Target Recovery Level</b>	
Department Community Events	Level 2	20-50%+
Equipment Rental	Level 4	75 – 100%+
Facility Rentals	Level 4	75-100%+
Golf Course Operations	Level 4	75 – 100%+
Non-department Special Events	Level 5	90 – 125%+
Outreach & Education Programs	Level 2	20 – 50%+
Park Development and Maintenance	Level 1	0 – 20%+
Pool Operations	Level 2	20 – 50%+
Recreation Programs	Level 2 – 5	20 – 125%+
Senior Center Operations	Level 2	20 – 50%+

#### IV. REVENUE SOURCES

The following classifications are intended to guide the department in the development of fees for department programs and services:

- a. Administrative Fees: The fee charged to participants for office and administrative purposes of the program or rental.
- b. Admissions/Drop-Ins: This classification is described as charges to enter a facility or participate in any program on a per-visit basis. Entry and exits are normally controlled and attendance is regulated. Examples include but not limited to adult open gym basketball and volleyball, golf rounds, active senior classes, and open swim time.
- c. Athletic Field/Facility Use: Fees charged for any scheduled or organized use of athletic fields or facilities.
  - i. As described in the athletic field/facility use policy all players are subject to facility fees, player fees and non-resident fees. This includes but is not limited to recreational activities or use related to athletic leagues, clinics, camps, rentals, special events, and tournaments. These fees are set by City Administration and are collected by Gahanna Department of Parks & Recreation.
  - ii. All athletic facility/field use fees will be outlined in either the affiliate annual agreement or athletic field/facility use agreement. The affiliate annual agreement will replace ORD-0209-2005.
- d. Cancellation Fees: A cancellation fee is charged to cover administrative cost and lost revenue that may occur from cancellations.
- e. Contract and Vendor Services: Revenue collected from a contractor or vendor that provides recreation program opportunities or services at City facilities. Examples include but not limited to health and fitness, art, camp, sports programs, food trucks, etc.

- f. Deposit Fee: Fees collected for facility rentals to ensure rental agreement and rules and regulations are followed. Deposit fees will be returned per the terms of the signed agreement.
- g. Facility Rentals: This classification consists of fee payments made for the exclusive use of a facility. Examples include but not limited to golf course clubhouse, shelters, and Senior Center rentals.
- h. Grants: Federal, state, and local grants, as well as funding from various private sector organizations and corporate giving.
- i. Non-Resident Fees: Fees assessed to any individual or organization whose place of residence or business is outside of the Gahanna City limits.
- j. Program Fees: This classification is described as actual fees for taking part in scheduled Parks and Recreation activities or programs. Programs vary according to revenue classification. Examples of these fees include but are not limited to league fees, recreation programs, Camp Friendship, etc.
- k. Sales and Rental Revenue: Revenue from rental equipment which add to the visitor's enjoyment of the recreation area. Examples of sales and rental revenue include but not limited to concessions, golf equipment rentals and sales, rental of paddle boats, Gahanna Mobile Activities Center (GMAC), etc.
- l. Seasonal/Yearly Passes: This classification is described as membership/passes purchased by frequent users to gain admittance to facilities or programs on a seasonal or yearly discounted basis. Examples include but are not limited to aquatics memberships, active senior programs, and golf course memberships.
- m. Sponsorship/Advertisement/Partner: This classification represents revenue collected to sponsor a program or for advertisement. Examples of this include but are not limited to sponsoring community events, programs, or advertisements.

#### V. NON-RESIDENT FEE POLICY

- a. The Gahanna resident, and those Corporate residents who work within the City limits, make significant contributions to the financing and operation of the Gahanna Department of Parks & Recreation. The City property tax and income tax are paid whether or not the individual participates in or uses the facilities of the department. The Non-Resident Fees are intended to apportion to non-residents an equalized fee so that they can contribute to the overall financing and recoverability of the Department of Parks & Recreation on an equitable basis with the resident. This policy will give not only equitable treatment, but also a better understanding of fees and the total cost of operations to both residents and non-residents.
- b. Non-Resident fee:

GDPR Athletic Affiliate Sports Leagues: \$20 per non-resident on roster

Recreation Program Fee:	<u>Up to 100% more for non-resident</u>
	<u>\$1- \$20 class = \$2</u>
	<u>\$21 - \$50 class = \$5</u>
	<u>\$51 - \$75 class = \$8</u>
	<u>\$76 - \$100 class = \$10</u>
	<u>\$101 - and higher class = \$15</u>

Memberships: Up to 50% more for non-residents

Shelter, Pool, and Facility Rentals: 0 – 200% more for non-residents

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## VI. DEPARTMENT REFUND POLICY

All refunds will be processed either through the City's Finance Department where a check is issued or through the Department of Parks & Recreation when a credit card is processed. All cancellations and/or transfers are subject to a cancellation fee.

- a. Program Refunds and Credits
  - i. Cancellation by GDPR – If an activity is cancelled by GDPR, participants will be refunded in full. In the event of a single day cancellation of a multi-day activity, an attempt will be made to reschedule the missed class.
  - ii. Customer Requested Cancellation – A request to cancel participation in an activity must occur no later than two (2) weeks prior to the start date to qualify for a refund. Refunds are subject to a processing fee (5% of activity cost); Household Credits are available and are not subject to a processing fee. Refund requests within two (2) weeks of the class start date or for extenuating circumstances (including illness/injury) must be made in writing to GDPR. Additional documentation may be requested.
- b. Refunds for facility rentals are addressed in their respective refund policies.
- c. No cash refunds, regardless of the initial form of payment, will be issued.
- d. All refunds are at the discretion of the Parks and Recreation Director.

## VII. SCHOLARSHIP FUNDING POLICY

The Gahanna Department of Parks & Recreation receives scholarship funding through contributions from external non-profit organizations, most notably the Gahanna Parks & Recreation Foundation and GRIN. These funds assist the Department in lowering financial barriers for access to vital youth enrichment services, primarily swim lessons, day camps, and sports programs.

The scholarship award is determined by eligibility in the National School Lunch Program, which is based on household size and overall income guidelines. If you do not participate in this program, a letter of financial need/hardship ~~is~~will be required. [Additional information may be requested if submitting a letter of financial need/hardship.](#)

- a. SCHOLARSHIP APPLICATION TERMS AND GUIDELINES:
  - i. A letter of financial need or ~~a copy of the~~ letter proving participation in the Free/Reduced Lunch Program must be provided at the time of application. Incomplete applications will not be considered.
  - ii. ~~Please provide R~~remaining payment can be made by credit card, cash, or check made payable to: City of Gahanna. Registration will not be processed until program payment has been confirmed.
  - iii. All scholarships are subject to availability of funds and class space. The scholarships are awarded on a first-come, first-serve basis for eligible recipients.
  - iv. All fees are based off the appropriate resident or non-resident rate of the program/membership for which they are applying.
  - v. Participant must attend the program for which they receive scholarship funds to be eligible to receive funds the following year.
  - vi. School District Free Lunch recipients qualify for the 75% Scholarship. Reduced Lunch recipients qualify for the 50% Scholarship. Applicants do not need to be students at Gahanna-Jefferson Public Schools to qualify.

- vii. ~~Once your application is received, our staff will review it and determine eligibility. Applicants can expect a call or email that will advise them of the eligibility status and to complete your payment and enrollment.~~
- viii. Scholarship applications are approved at the discretion of the Parks and Recreation Director or designee.

#### **VIII. INCENTIVES AND DISCOUNTS**

At the discretion of the Department of Parks & Recreation Director, incentives and discounts such as discount coupons, family discounts, group discounts, etc. may be provided. Reasons for providing incentives or discounts include, but are not limited to:

- a. To introduce new programs or services.
- b. To identify and attract new clients to existing programs or services.
- c. To stimulate more frequent use of programs or services.
- d. To stabilize fluctuations and participation patterns.

#### **IX. PARKS & RECREATION BOARD**

Per Gahanna Codified Ordinances, Section 153.04, "No permit or fee may be waived without explicit consent of the Parks and Recreation Board." The following discounts or fee waivers have been approved by the Parks and Recreation Board.

- a. To provide 25% discounted facility or shelter reservations to nonprofit organizations and churches during weekday peak season (April – October) and all non-peak season (November – March) reservations.
- b. To provide free shelter reservations, for available time slots, Monday – Thursday to the Gahanna-Jefferson Public schools for school sanctioned activities.

#### **X. ASSESSING COSTS**

The Department of Parks & Recreation with the approval of the City Finance Director assesses fees using direct operating cost, contractor pricing, and administrative fees.

## Definitions

**Corporate Resident:** An employee of a business located within the City of Gahanna who pays current Gahanna Income Tax.

**Community Event:** A City sponsored special event, such as Independence Day Celebration and Creepside Festival.

**Direct Costs:** Any expenditure which is directly related to the operation of the program. (E.g. instructor fees, materials, facility rental)

**Fee Contribution:** All or any portion of a service which is paid for by users of the service.

**Household Credit:** A refunded registration placed as a credit to the existing household account. The credit can be used for any registration from the Gahanna Parks and Recreation Dept.

**Indirect Costs:** All expenditures which have not been applied to direct costs. (E.g. administrative costs, facility maintenance)

**Market Rate Fee:** A fee based on demand for a service or facility. Once the market is defined by identifying all providers of an identical service and setting the fee at the highest level the market will bear.

**Non-Profit:** A business organization that has a current tax-exempt status with the Internal Revenue Service.

**Non-Resident:** Any individual or organization whose place of residence or business is outside of the Gahanna city limits.

**Private Special Events:** Community events, typically partnered with the Department run by outside organizations.

**Resident:** Any person residing within the Gahanna City limits and pays Gahanna Income Tax. Even if you have a Gahanna mailing address and/or live within the Gahanna-Jefferson School District, you **MAY NOT** be a qualifying resident of the City of Gahanna.

## Responsibilities

Position or Department	Responsibility
Parks & Recreation Director	<ul style="list-style-type: none"><li>• Review pricing policy annually with Department Staff</li><li>• Provide pricing policy to Mayor's Office for review</li><li>• Present pricing policy to Parks &amp; Recreation Board for review</li><li>• Present pricing policy to Council for acceptance</li></ul>
Parks & Recreation Board	<ul style="list-style-type: none"><li>• Review pricing policy annually</li><li>• Make recommendation to City Council</li></ul>
City Council	<ul style="list-style-type: none"><li>• Accept pricing policy by Resolution</li></ul>

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## History

Original Policy Creation Date: April 5, 2006	Review Frequency: Annually
Revision Date(s): <del>August</del> <u>January 12, 2023</u>	Review Date(s): Fourth Quarter Annually