



Informational Memo

Community Services - Memo No. CS23-007

Date: November 15, 2022

To: Parks and Recreation Board

Thru: John Sefton, Community Services Director
Joseph Petrella, Recreation Manager

From: Erika M. Berry, Recreation Superintendent

Subject: City of Chandler Fee Schedule and Community Services Department Fee Policy and Procedure

The City of Chandler City Code section 2-17, requires a review of fees and rates to be conducted at least annually to establish, modify, amend, or revise the fees and rates. As such, city staff evaluates all fees on an annual basis to include the departments philosophies of equity and efficiency. Proposed fee and rate changes are presented to the Parks and Recreation Board for recommendation for approval by City Council. The current approved City of Chandler Community Services fee schedule is attached and outlines admissions, reservation, and registration fees and formulas.

The Recreation Divisions goal is to offer diversified recreational services to improve resident's quality of life by providing equal opportunities for all residents to participate in recreational programs and fully use the facilities of the division. To deliver these services most effectively, the Community Services Department Fee Policy and Procedures was developed and approved by the Parks and Recreation Board and City Council, effective January 17, 2008. The attached Community Services Department Fee Policy and Procedures document breaks down service areas into five fee categories that outlines a clear understating of each category based on a set of principles and definitions.

For further information or questions, please contact Joseph Petrella, Recreation Manager at 480-782-2703 or joseph.petrella@chandleraz.gov.

Attached: City of Chandler Fee Schedule - Community Services Department
Community Services Department Fee Policy and Procedure

City of Chandler
Fee Schedule
Effective – July 1, 2022

Sec. 3 Community Services – Parks, Recreation, and Museum: (Res. 4703)

3.1 Recreation Program and Service Fees: [Ch.531-21.A]

The following includes all fees charged for the use of department facilities or the issuance of permits or licenses. In conjunction with the fees set forth, any applicable rental or retail sales tax will also be assessed as appropriate for items such as, pool rentals, room rentals, ball fields, pavilions, merchandise, lifeguard rentals, permits, etc.

3.1.1 Aquatics

Pool Admission Fees	Resident	Per	Non-Resident	Per
(a) Pool Admission Fee - Youth	\$1.00	pp	\$1.00	pp
(b) Pool Admission Fee - Adult	\$2.25	pp	\$2.25	pp
(c) Pool Admission Fee - Senior	\$1.25	pp	\$1.25	pp
(d) Lap Swim - Year-Round	\$2.00	pp	\$2.00	pp
(e) Pool Pass - Youth (15 punches)	25% discount off current admission rounded to nearest ¼ dollar			
(f) Pool Pass - Adult (15 punches)	25% discount off current admission rounded to nearest ¼ dollar			
(g) Pool Pass - Youth (30 punches)	50% discount off current admission rounded to nearest ¼ dollar			
(h) Pool Pass - Adult (30 punches)	50% discount off current admission rounded to nearest ¼ dollar			
(i) Annual Pool Pass - Family of 4	\$112.00	ea	N/A	N/A
(j) Annual Pool Pass - Additional Family Member	\$15.00	pp	N/A	N/A
(k) Annual Lap Swim - Adult Pass	\$200.00	ea	N/A	N/A
(l) Family Swim	\$1.00	family	\$1.00	family

Pool Rentals	Resident	Per	Non-Resident	Per
(m) Private Pool Rental (plus Guard fee)	\$45.00	hr	\$61.00	hr
(n) Swim Team Use (per Guard)	\$15.00	hr	N/A	N/A
(o) Lifeguard	\$20.00	hr	\$20.00	hr

Miscellaneous Fees	Resident	Per	Non-Resident	Per
(p) Red Cross Learn to Swim	\$0.55	pp	\$0.55	pp
(q) Red Cross Certification (per Guard), minimum # of guard requirements varies	\$16.00 to \$36.00	hr	\$16.00 to \$36.00	hr
(r) Special Events (Dive-In Movie, etc.)	\$0.25 to \$2.75	event	\$0.25 to \$2.75	event

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3.1.2 Parks

Pavilion Rental Corporate Size	Resident	Per	Non- Resident	Per
(a) One Pavilion - 4 hour minimum (McDowell Mountain)	\$56.00	hr	\$76.00	hr

Pavilion Rental Large Size	Resident	Per	Non- Resident	Per
(b) One Pavilion - (Arrowhead Park Lion's and Folley Park Memorial)	\$23.00	hr	\$32.00	hr

Pavilion Rental Medium Size	Resident	Per	Non- Resident	Per
(c) One Pavilion – (Desert Breeze's Acacia, Mesquite, and Palo Verde, and Tumbleweed's San Tan and South Mountain)	\$16.00	hr	\$22.00	hr
(d) Entire Cluster Complex (Desert Breeze – 3 pavilions)	\$48.00	hr	\$65.00	hr

Pavilion Rental Small Size	Resident	Per	Non- Resident	Per
(e) One Pavilion	\$8.00	hr	\$11.00	hr

Other Rentals	Resident	Per	Non- Resident	Per	Commercial	Per
(f) Open Grass Space Rental – Community and Regional Parks	N/A	N/A	N/A	N/A	\$30.00	hr
(g) Amphitheater – Community and Regional *	\$180.00	hr	\$243.00	hr	\$270.00	hr
* Chandler Non-Profit Groups	Rate - 50%	hr	N/A	N/A	N/A	N/A

Sport Facility Fees	Resident	Per	Non- Resident	Per	Commercial	Per
(h) Ball Field Reservation - No Lights	\$11.00	hr	\$15.00	hr	N/A	N/A
(i) Ball Field Reservation - Tournaments/Leagues	\$11.00	hr	\$15.00	hr	\$17.00	hr
(j) Ball Field Lights	\$15.00	hr	\$21.00	hr	\$23.00	hr
(k) ½ Multi Use Field Reservation – No Lights	\$5.50	hr	\$ 8.00	hr	N/A	N/A
(l) ½ Ball Field Lights	\$7.50	hr	\$11.00	hr	N/A	N/A
(m) Field Preparation	\$25.00	prep	\$34.00	prep	\$38.00	prep
(n) Mini Field Preparations	\$21.00	prep	\$29.00	prep	\$32.00	prep
(o) Field Preparation After-Hour	\$35.00	prep	\$48.00	prep	\$53.00	prep
(p) Site Supervisor	\$15.00	hr	\$21.00	hr	\$23.00	hr
(q) Basketball Court	\$7.00	hr	\$10.00	hr	\$11.00	hr
(r) Volleyball Court	\$7.00	hr	\$10.00	hr	\$11.00	hr

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(s) Athletic Field Reservation Down Payment	\$150.00	event	\$150.00	event	\$150.00	event
Sport Facility Fees	Resident	Per	Non-Resident	Per	Commercial	Per
(t) Gate Fee - 8 teams or less	\$100.00	event	\$100.00	event	\$100.00	event
(u) Gate Fee - 9 to 16 teams	\$150.00	event	\$150.00	event	\$150.00	event
(v) Gate Fee - 17 teams or more	\$200.00	event	\$200.00	event	\$200.00	event
(w) Concession - 8 teams or less	\$100.00	event	\$100.00	event	\$100.00	event
(x) Concession - 9 to 16 teams	\$150.00	event	\$150.00	event	\$150.00	event
(y) Concession - 17 teams or more	\$200.00	event	\$200.00	event	\$200.00	event
(z) Park Maintenance Staff (After Hours Fee)	\$35.00	hr	\$48.00	hr	\$53.00	hr

Park Vendor License	Resident	Per	Non-Resident	Per
(aa) Application Fee	\$25.00	ea	\$34.00	ea
(bb) Up to 3 days per week (9-mo. Term)	\$250.00	ea	\$338.00	ea
(cc) Up to 5 days per week (12-mo. Term)	\$500.00	ea	\$675.00	ea

Park Use Permits	Resident	Per	Non-Resident	Per
(dd) Malt Beverage Permit	\$14.00	ea	\$19.00	ea
(ee) Boating Permit	\$6.00	yr	\$9.00	yr

3.1.3 Recreation Facilities

Rentals	Resident	Per	Non-Resident	Per	Commercial	Per
(a) Multipurpose Room - Small*	\$56.00	hr	\$76.00	hr	\$84.00	hr
(b) Multipurpose Room - Medium*	\$85.00	hr	\$115.00	hr	\$128.00	hr
(c) Multipurpose Room - Large*	\$125.00	hr	\$169.00	hr	\$188.00	hr
(d) Kitchen*	\$25.00	hr	\$34.00	hr	\$38.00	hr
(e) Courtyard - Medium*	\$40.00	hr	\$54.00	hr	\$60.00	hr
(f) Courtyard - Large*	\$125.00	hr	\$169.00	hr	\$188.00	hr
(g) Classroom/Meeting Room - Small*	\$25.00	hr	\$34.00	hr	\$38.00	hr
(h) Classroom/Meeting Room - Medium*	\$40.00	hr	\$54.00	hr	\$60.00	hr
(i) Classroom/Meeting Room - Large*	\$60.00	hr	\$81.00	hr	\$90.00	hr

Rentals	Resident	Per	Non-Resident	Per	Commercial	Per
(j) Classroom/Meeting Room - X-Large*	\$70.00	hr	\$95.00	hr	\$105.00	hr
(k) Gym (After Hours)*	\$200.00	hr	\$270.00	hr	\$300.00	hr
(l) Gym – Half (After Hours)*	\$100.00	hr	\$135.00	hr	\$150.00	hr
(m) Full Facility After Hours	\$500.00	hr	\$675.00	hr	\$750.00	hr

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(n) Education Exploration – Class Size 1-30 Students	\$65.00	hr	\$88.00	hr	N/A	N/A
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Rentals	Resident	Per	Non-Resident	Per	Commercial	Per
(o) Education Exploration – Class Size 31-60 Students	\$169.00	1.5 hr	\$229.00	1.5 hr	N/A	N/A
(p) Education Exploration – Class Size 61-90 Students	\$283.00	1.5 hr	\$383.00	1.5 hr	N/A	N/A
(q) Set-up Fee for room reservations	\$25.00	hr	\$34.00	hr	\$38.00	hr
* Chandler Non-Profit Groups	Rate - 50%	hr	N/A	N/A	N/A	N/A

Miscellaneous Fees	Resident	Per	Non-Resident	Per
(r) Alcohol Permit	\$14.00	ea	\$19.00	ea
(s) Balloon Removal Fee	\$50.00	event	\$50.00	event
(t) Basic Birthday Party Packages (1 to 10 children)	\$80.00	event	\$108.00	event
(u) Birthday Party Packages, Nature Options (1 to 10 children)	\$100.00	event	\$130.00	event
(v) Birthday Party Packages, Sportacular Fun Options (1 to 10 children)	\$130.00	event	\$176.00	event
(w) Birthday Party Packages, Creative Delight, Outdoor Bounce, Main Event & Theme Options (1 to 10 children)	\$155.00	event	\$210.00	event
(x) Additional Child	\$10.00	ea	\$14.00	ea
(y) Birthday Party Add-ons (i.e., cake, pizza, drinks, etc.)	Cost of Goods + 50% markup = Retail Price			
(z) Merchandise	Cost of Goods + 50% markup = Retail Price			
(aa) Cake Decoration Kit	\$6.00	ea	\$6.00	ea
(bb) Body Composition Analyzer – 1X Assessment	\$15.00	ea	\$21.00	ea
(cc) Body Composition Analyzer – 4X Assessment	\$45.00	ea	\$61.00	ea

3.1.4 Recreation Fitness Passes

Daily Admission	Resident	Per	Non-Resident	Per
(a) Teen & Active Adult	\$3.00	pp	\$5.00	pp
(b) Adult	\$4.00	pp	\$6.00	pp
(c) Youth	\$2.00	pp	\$3.00	pp

Monthly Admission	Resident	Per	Non-Resident	Per
(d) Teen, Adult & Active Adult	\$30.00	pp	\$41.00	pp
(e) Youth	\$25.00	pp	\$34.00	pp
(f) 2 person	\$45.00	ea	\$61.00	ea

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(g) Family (2 Adults & 4 Dependents)	\$60.00	ea	\$81.00	ea
(h) Additional Family Dependent	\$5.00	pp	\$7.00	pp

Annual Passes	Resident	Per	Non-Resident	Per
(i) Teen & Active Adult	\$225.00	pp	\$304.00	pp
(j) Adult	\$300.00	pp	\$405.00	pp
(k) Youth	\$200.00	pp	\$270.00	pp
(l) 2 person	\$500.00	ea	\$675.00	ea
(m) Family (2 Adults & 4 Dependents)	\$600.00	ea	\$810.00	ea
(n) Additional Family Dependent	\$50.00	pp	\$68.00	pp

Punch Passes (10 visits)	Resident	Per	Non-Resident	Per
(o) Teen & Active Adult	\$27.00	ea	\$37.00	ea
(p) Adult	\$36.00	ea	\$49.00	ea
(q) Youth	\$18.00	ea	\$25.00	ea

Childwatch	Resident	Per	Non-Resident	Per
(r) Daily	\$2.50	ea	\$4.00	ea
(s) Month	\$20.00	ea	\$27.00	ea
(t) Additional Child - Monthly	\$10.00	ea	\$14.00	ea
(u) Punch Pass - 20 visits	\$40.00	ea	\$54.00	ea

Corporate Rates	Resident	Per	Non-Resident	Per
(v) Membership Fee, per person	\$225.00	ea	\$304.00	ea
(w) Corporate Sponsorship	\$750.00	yr	\$1,013.00	yr

3.1.5 Special Events

Special Event Fees	Resident	Per	Non-Resident	Per	Commercial	Per
(a) Special Recreation Sites (i.e., Dr. AJ Chandler Park/East & West) ^{1,2}	\$180.00	hr	\$243.00	hr	\$270.00	hr
(b) Downtown East Event Area (i.e., A.J. Chandler Park – Stage Commonwealth Ave, Arizona Place, and Dr. AJ Chandler Park East) ^{1,3}	\$460.00	hr	\$621.00	hr	\$690.00	hr
(c) Dr. A.J. Chandler Park – Stage Plaza ^{1,2}	\$280.00	hr	\$378.00	hr	\$420.00	hr
(d) Main Park Rental*	\$1,500.00	day	\$2,025.00	day	\$2,250.00	day
(e) Festival Area*	\$700.00	day	\$945.00	day	\$1,050.00	day
(f) Red Shed Theater*	\$300.00	day	\$405.00	day	\$450.00	day
(g) Road Closure*	\$500.00	day	\$675.00	day	\$750.00	day

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(h) Tumbleweed Park Parking Field A, B or C* (see map)	\$2,500.00	ea	\$3,375.00	ea	\$3,750.00	ea
(i) Paseo Vista Dog Park Rental	\$20.00	hr	\$27.00	hr	\$30.00	hr
(j) Trash Can Rental	\$17.00	ea	\$23.00	ea	N/A	N/A
Special Event Fees	Resident	Per	Non-Resident	Per	Commercial	Per
(k) Restroom Staff	\$27.00	hr	\$37.00	hr	\$41.00	hr
(l) Restroom Supply Reimbursement	\$50.00	ea	\$68.00	ea	N/A	N/A
(m) Special Event Permit Application Fee – 60 or more days in advance	\$50.00	ea	\$68.00	ea	N/A	N/A
(n) Special Event Permit Application Fee – less than 60 days in advance	\$100.00	ea	\$135.00	ea	N/A	N/A
(o) Showmobile/Portable Stage Fee	\$325.00	event day	\$439.00	event day	\$488.00	event day
(p) Portable Bleachers*	\$500.00	event day	\$675.00	event day	N/A	N/A
(q) Loss of Public Use – Parking Spaces	\$1.00	space	\$2.00	space	\$3.00	space
(r) Bike and Skate Park (Exclusive Use Rental)*	\$70.00	hr	\$95.00	hr	\$105.00	hr
(s) Downtown Events Electrician Fee – Pre-Schedule Event Day - Onsite	\$51.00	hr	69.00	hr	\$77.00	hr
(t) Facilities Maintenance Fee – On-call Standby	\$45.00	hr	\$61.00	hr	\$68.00	hr

Special Event Fees	Resident	Per	Non-Resident	Per	Commercial	Per
(u) Run/Walk (i.e. 5K/10K) Park Race Route Fee	\$100.00	route	\$100.00	route	\$150.00	route
(v) Parade of Lights Entry Fee	\$25.00	entry	\$25.00	entry	\$25.00	entry
*Chandler Non-Profit Groups	Rate - 50%	hr/event day	N/A	N/A	N/A	N/A
¹ 20% off Event Hour's Rate for Business in Good Standing and Pay into the EMSD						
² Set Up/Tear Down Hours	\$30.00	hr	\$41.00	hr	\$45.00	hr
³ Set Up/Tear Down Hours	\$50.00	hr	\$68.00	hr	\$75.00	hr

Event Vendor Booth Fees (Per Event)	Information	Retail Sales	Food & Beverage	Additional Space	Power
	\$50.00	\$75.00	\$150.00	\$50.00/100 sq ft	\$30.00

Special Event Deposits	Resident	Per	Non-Resident	Per	Commercial	Per
(w) Cleaning Deposit: 500 participants or less	\$250.00	ea	\$338.00	ea	\$375.00	ea

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(x) Cleaning Deposit: 501 participants or more	\$500.00	ea	\$675.00	ea	\$750.00	ea
(y) Showmobile/Portable Stage Deposit	\$150.00	ea	\$203.00	ea	\$225.00	ea
(z) Canopy/Tent Deposit	\$250.00	ea	\$338.00	ea	\$375.00	ea

3.1.6 Tennis Center

Court Rentals	Resident	Per	Non-Resident	Per
(a) Tennis Court – A.M., 1.5 hours	\$2.50	pp	\$4.00	pp
(b) Tennis Court – P.M., 1.5 hours (includes lights)	\$3.50	pp	\$5.00	pp
(c) Tennis Court - General Use A.M., 1.5 hours – Chandler Non-Profit/Schools	\$4.50	court	\$7.00	court
(d) Tennis Court - General Use P.M., 1.5 hours – Chandler Non-Profit/Schools (includes lights)	\$7.50	court	\$11.00	court
(e) Tennis Court - General Use A.M., 1.5 hours – Private/Commercial	\$6.00	court	\$9.00	court
(f) Tennis Court - General Use P.M., 1.5 hours – Private/Commercial (includes lights)	\$9.00	court	\$13.00	court
(g) Tennis Court - Tournaments A.M. Chandler Non-Profit/Schools	\$4.50	match	\$7.00	match
(h) Tennis Court - Tournaments P.M. Chandler Non-Profit/Schools (includes lights)	\$7.50	match	\$11.00	match
Court Rentals	Resident	Per	Non-Resident	Per
(i) Tennis Court - Tournaments A.M. Private/Commercial	\$6.00	match	\$9.00	match
(j) Tennis Court-Tournaments P.M. Private/Commercial (includes lights)	\$9.00	match	\$13.00	match
(k) Doubles - Prepay A.M. - 2 hrs	\$13.50	court	\$19.00	court
(l) Doubles - Prepay P.M. - 2 hrs (includes light fee)	\$16.50	court	\$23.00	court
(m) Singles - Prepay A.M. - 2 hrs	\$6.50	court	\$9.00	court
(n) Singles - Prepay P.M. - 2 hrs (includes light fee)	\$9.00	court	\$13.00	court

Other Rentals	Resident	Per	Non-Resident	Per
(o) Tennis Ball Machine – A.M., 30 minutes (includes court)	\$6.50	ea	\$9.00	ea
(p) Ball Cart Rental	\$5.00	ea	\$7.00	ea
(q) Tennis Ball Machine – P.M., 30 minutes (includes court and lights)	\$9.00	ea	\$12.00	ea
(r) After Hour Staff Fee	\$25.00	hr	\$34.00	hr
(s) Extended League Play Fee, 30 minutes	\$2.00	ea	\$3.00	ea
(t) Pro Ball Cart Rental	\$2.00	ea	N/A	N/A
(u) Pro Court Rental – P.M., 30 minutes (includes lights)	\$6.00	ea	N/A	N/A

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(v) Pro Court Rental – P.M., 60 minutes (includes lights)	\$10.00	ea	N/A	N/A
(w) Pro Court Rental – A.M., 60 minutes	\$7.00	ea	N/A	N/A
(x) Pro Court Rental – A.M., 30 minutes	\$4.00	ea	N/A	N/A

3.2 Recreation Division Registration Based Class, Program and Activity Fees: [Ch.§31-21.B]

The formulas presented below may include a factor rate, program supplies and costs, or staff costs. The factor rate is a multiplier that allows the standardization of the program fee over different instructors paid at different rates so that the program as a whole over the entire system meets its cost recovery target. The program supplies and costs include all elements of the program including such things as materials, field trips and transportation, food, contractual scorekeepers/officials. The staff costs include any part-time/temporary staff hired to coordinate, oversee, or maintain any element of the program.

- 3.2.1 Community Recreation Program (CRP) Classes: Devau** – The formula for establishing the fee to participants for special interest classes, such as, arts/crafts, pom and cheer, dance, Spanish, photography, martial arts, ceramics, musical instrument skills, etc., is:

(Class Length + Prep Time) x # of days x 2.75 Factor Rate (includes wages) + \$3 Admin = participant cost

- 3.2.2 CRP Classes: Contractual** – The formula for establishing the fee to participants for special interest classes, such as, financial planning, computer skills, women's self-defense, public speaking, advanced robotics, etc., is:

Instructor Fee + 28% of Instructor Fee = participant cost

- 3.2.3 Specialized Fitness Classes** – The formula for establishing the fee to participants for classes, such as, zumba, racketball, yoga, spin, pilates, tai chi, etc., is:

(Class Length + Prep Time) x # of days x 4.5 Factor Rate (includes wages) + \$3 Admin = participant cost

- 3.2.4 Fitness Training** – The formula for establishing the fee to participants for individual training is:

Instructor Fee = participant cost (City receives 50% of fee from instructor)

- 3.2.5 Personal Training – Individual**

Participant Cost = 1.75 factor rate x instructor fee
(Individual Personal Training Session Fee)

Personal Training – Group (maximum of 2)
Participant Cost = 2.5 factor rate x instructor fee divided by 2
(Group Training Session paid per person)

Personal Training – 10 Session Package
Participant Cost = Individual Personal Training Session Fee x 9 sessions
(Pay for 9 and receive 1 session free)

- 3.2.6 Camp Challenge and Therapeutic Recreation Social Events** (participants with disabilities) – The formula for establishing the fee is:

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$$\frac{\text{Program Supplies and Costs + Staff Costs}}{\text{Minimum \# of Participants}} \times 15\% \text{ cost recovery} = \text{participant cost}$$

- 3.2.7 Camps, Clinics, Adult Sports, and Aquatics** – The formula for establishing the fee to participants for classes, such as, building blocks, field trips, excursions, intersession and summer camps, sport clinics, adult leagues (i.e., softball, volleyball, etc.), aqua fit, aquatics certification classes plus appropriate Red Cross fee (if applicable), recreation swim teams, semi-private swim lessons, etc., is:

$$\frac{\text{Program Supplies and Costs + Staff Costs} + \text{Appropriate Red Cross Fee (if applicable)}}{\text{Minimum \# of Participants}} = \text{participant cost}$$

- 3.2.8 Programs and services that address specific user interest offered at fair market value.**
The formula for establishing the fee to participants for lessons, leagues, and tournaments such as cardio tennis, mixed doubles league, singles, and doubles tournaments, etc. is:

Fair Market Value = participant cost

- 3.2.9 Group Swim Lessons** – The formula for establishing the fee is:

$$\frac{\text{Program Supplies and Costs + Staff Costs} + \text{Red Cross Learn to Swim fee}}{\text{Minimum \# of Participants}} \times 85\% \text{ cost recovery} = \text{participant cost}$$

- 3.2.10 Chandler Youth Sports Association (CYSA)** – The formula for establishing the fee for the CYSA affiliates ball field light use is:

$$\frac{\text{Total Cost of Hours of Athletic Light usage during Primary Season}}{\text{Minimum \# of Participants}} \times 50\% \text{ cost recovery} = \text{reimbursement to the City}$$

3.3 Museum

- (a) Banner Museum Exhibit Rental.....\$25.00 per rental
(b) Museum School Trunk Education Resource Rental.....\$25.00 per rental



**COMMUNITY SERVICES
DEPARTMENT**

FEE POLICY AND PROCEDURE

Approved: 1/17/2008
Effective: 1/17/2008
Revised: 1/10/2020

I. PURPOSE

The purpose of this policy is to establish procedures for all fees associated with Aquatics, Parks and Recreation. It is the responsibility of the Community Services Department to offer comprehensive and diversified programs and services for leisure activities at parks, aquatic and recreational facilities. Due to increasingly profound demands for new and expanded services, coupled with escalating operating and maintenance costs, it is becoming increasingly difficult to maintain existing levels of service, or provide new services, without periodically reevaluating fees for potential adjustments.

The structuring of fees is a methodical process as demands for programs are constantly changing. Community Services Department staff should continually assess public interests and needs to properly construct program offerings and set user fees. This process will allow staff to review fee originations and adjustments with each division's respective Boards to recommend City Council approve fees.

This policy will serve as a template to help monitor, maintain and amend various fees and charges that are maintained, revised or added to the Citywide Fee Schedule on an annual basis, as associated with all divisions in the Community Services Department.

II. POLICY

The Community Services Department is committed to offering its public a wide range of services and activities at the lowest overall cost. The implementation of new and modified fees and charges will be thoroughly evaluated prior to inception, and each year thereafter, by Community Services Department staff to serve both the principles of equity and efficiency.

The Park and Recreation Board will have authority to review fees as applied under the Park and Recreation Pricing Model and to recommend changes to that model to the City Council. The Park and Recreation Pricing Model shall serve as an administrative guide to staff in determining and recommending fees.

III. RESPONSIBILITY

It is the responsibility of the Community Services Department to initiate and maintain compliance to establish, increase or decrease originating fees, in any amount or percentage deemed feasible, as outlined in the procedures of this policy. Fees are expected to change when new programs or services are offered or when costs for programs and services increase and decrease.

Divisions within the Community Services Department will continue to offer quality programs and activities that are affordable to citizens and visitors, are competitively priced in comparison to neighboring communities and provide adequate cost recovery to the city.

This policy allows staff to set fees for registration based classes, programs and activities based on City Council approved formulas and directives. The establishment of all other fees and rates and the setting or modification of amounts to be charged, assessed, levied or otherwise imposed by the

Community Services Department shall be approved by the City Council upon adoption of a resolution or ordinance. Any fee or rate so established shall remain in effect unless modified, amended or revised through the City Council approval process.

IV. USER FEES

It is the goal of the Community Services Department to provide basic programs, services and facilities to the community for free or at a minimal charge. Such basic services are those which tend to preserve and promote physical and mental well being, provide patron safety, instruction in basic recreation skills and provide park, recreation, and aquatic facilities to groups with limited ability to provide for themselves such as the young, the aged, disabled and economically disadvantaged. However, it is often necessary for the Community Services Department to impose user fees to maintain, augment, enhance and expand the range of activities.

Parks, Recreation and Aquatics follow guidelines set forth in the Parks and Recreation Pricing Model to recommend new user fees or to establish fees for registration based classes, programs and activities.

DIVISION FEE PROCEDURES

PARKS, RECREATION AND AQUATICS

V. PROCEDURES

A pricing model concept will be used to determine the appropriate fee to charge for services, programs and facilities based on a philosophy of cost recovery.

The Parks and Recreation Pricing Model assist Parks, Recreation and Aquatics to establish or adjust user fees for programs, services and facilities. The Pricing Model is broken down into five categories that demonstrate a clear understanding of each category based on a set of principles and definitions. The basis of the pricing model is recovering a percentage of direct costs related to the provision of a specific service or activity depending on the purpose of that service or activity.

The overall fee structure for the Parks and Recreation Pricing Model consists of five fee categories as follows:

1. *Category 1 - Community Programs, Services and Facilities:* Designed to offer the community programs, services and facilities that provide broad benefit and enjoyment at no cost or low cost to the user. Services in this category are seen as basic and introductory level. This category benefits society as a whole; but a specific user charge can be collected without great expense. This category is designed to recover 0 – 49% of direct costs.
2. *Category 2 - Enhanced or Specialized Services, Programs and Facilities:* Offers the community the option to enhance their skill level or knowledge with intermediate level activities. This category is designed to recover 50 – 100% of direct costs.
3. *Category 3 - Exclusive Use of Programs, Services and Facilities:* Based on specific user interest and demand. Fees are based on competitive pricing that looks at the price structure of similar programs, services and facilities with other agencies or is based on 100%+ direct cost recovery.
4. *Category 4 - Intergovernmental Agreements and Affiliations:* Offers services based on partnerships with other service providers.
5. *Category 5 - Enhanced Contractual Programs and Services:* Offers programs at city facilities that enhance skill levels, but are operated by another entity.

Public funds will be used to fully pay for or supplement the cost of management, children's activities, maintenance and community programs or services. It is the goal of Parks, Recreation and Aquatics to offer programs and services at the most reasonable and affordable fee possible. While changes in the cost of the elements included as direct cost may occasionally increase the ultimate fee charged to the participant, focusing on only recovering direct costs ensures meeting the goal of reasonable and affordable fees.

All fees for non-registration based services, facility use, issuance of permits and licenses will be reviewed by the Park and Recreation Board and approved by the City Council. (Res. 4703) [Ch.§31-21.A]

All fees for department registration based classes, programs and activities shall be established and approved by the Community Services Director using formulas in accordance with this approved fee policy and adopted by Council resolution. (Res. 4703) [Ch.§31-21.B]

The formulas presented below may include a factor rate, program supplies and costs, or staff costs. The factor rate is a multiplier that allows the standardization of the program fee over different instructors paid at different rates so that the program as a whole over the entire system meets its cost recovery target. The program supplies and costs include all elements of the program including such things as materials, field trips and transportation, food, contractual scorekeepers/officials. The staff costs include the salary of any part-time/temporary staff hired to coordinate, oversee or maintain any element of the program.

Community Recreation Program (CRP) Classes: Devau – The formula for establishing the fee to participants for special interest classes, such as, arts/crafts, pom and cheer, dance, Spanish, photography, martial arts, ceramics, musical instrument skills, etc., is:

$$\text{Class Length} + \text{Prep Time} \times \# \text{ of days} \times 2.75 \text{ Factor Rate} + \$3 \text{ Admin} = \text{Participant Cost}$$

CRP Classes: Contractual – The formula for establishing the fee to participants for special interest classes, such as, financial planning, computer skills, women's self-defense, public speaking, advanced robotics, etc., is:

$$\text{Instructor Fee} + 28\% \text{ of Instructor Fee} = \text{Participant Cost}$$

Specialized Fitness Classes – The formula for establishing the fee to participants for classes, such as, zumba, racquetball, yoga, cycle, pilates, tai chi, interval training, etc., is:

$$\text{Class Length} + \text{Prep Time} \times \# \text{ of days} \times 4.5 \text{ Factor Rate} + \$3 \text{ Admin} = \text{Participant Cost}$$

Fitness Training – The formula for establishing the fee to participants for individual training is:

$$\text{Instructor Fee} = \text{Participant Cost} \quad (\text{City receives 50\% of fee from instructor})$$

Personal Training: Devau – The formulas for establishing the fee to participants for individual, group and 10-session package training is:

Individual Personal Training Session Fee:

$$1.75 \text{ Factor Rate} \times \text{Instructor Fee} = \text{Participant Cost}$$

Group Training Session (maximum of 2):

$$2.5 \text{ Factor Rate} \times \text{Instructor Fee divided by 2} = \text{Participant Cost}$$

10 Session Personal Training Package (Pay for 9 and receive 1 session free)

$$\text{Individual Personal Training Session Fee} \times 9 \text{ Sessions} = \text{Participant Cost}$$

Camp Challenge and Therapeutic Recreation Social Events (participants with disabilities) – The formula for establishing the fee is:

$$\frac{\text{Program Supplies and Costs} + \text{Staff Costs}}{\text{Minimum \# of Participants}} \times 15\% \text{ Cost Recovery} = \text{Participant Cost}$$

Camps, Clinics, Adult Sports, and Aquatics – The formula for establishing the fee to participants for classes, such as, building blocks, field trips, intercession and summer camps, adult leagues (i.e., softball, volleyball, etc.), aqua fit, aquatics certification classes plus appropriate Red Cross fee (if applicable), recreation swim teams, semi-private swim lessons, etc., is:

$$\frac{\text{Program Supplies and Costs} + \text{Staff Costs} + \text{Appropriate Red Cross Fee (if applicable)}}{\text{Minimum \# of Participants}} = \text{Participant Cost}$$

Programs and services that address specific user interest offered at fair market value. The formula for establishing the fee to participants for lessons, leagues, and tournaments such as cardio tennis, mixed doubles league, singles and doubles tournaments, etc. is:

$$\text{Fair Market Value} = \text{Participant Cost}$$

Group Swim Lessons – The formula for establishing the fee is:

$$\frac{\text{Program Supplies and Costs} + \text{Staff Costs} + \text{Red Cross Learn to Swim fee}}{\text{Minimum \# of Participants}} \times 85\% \text{ Cost Recovery} = \text{Participant Cost}$$

Chandler Youth Sports Association (CYSA) – The formula for establishing the fee for the CYSA affiliates ball field light use is:

$$\frac{\text{Total Cost of Hours of Athletic Light usage during Primary Season}}{\text{Minimum \# of Participants}} \times 50\% \text{ Cost Recovery} = \text{Reimbursement to the City}$$

Miscellaneous Facility Fees – The formula for establishing the fee for Birthday/Nature Party Add-ons and merchandise is:

$$\text{Cost of Goods} + 50\% \text{ Markup} = \text{Retail Price}$$

In recognition of the financial support provided by Chandler citizens through taxes, priority registration for programs and services will be given to Chandler residents. Where applicable and manageable, a non-resident fee may be considered as further recognition of citizen tax support based on the current Resident/Non-Resident Fee Policy and Procedure approved by the Parks and Recreation Board and City Council.

The following guidelines will be followed regarding the application of resident/non-resident fees:

Programs, Activities, Rentals, Miscellaneous Special Event Fees:

Residents shall receive priority registration and a fee differential shall be charged to non-residents.

Pavilion Rentals:

Resident rates shall also be available to businesses and nonprofits whose place of business/operations is physically located within the corporate limits of Chandler.

Room Rentals:

Nonprofits whose place of business/operations is physically located within the corporate limits of Chandler will receive a 50% reduction in the applicable resident fee rate.

Special Events:

Nonprofits whose place of business/operations is physically located within the corporate limits of Chandler will receive a 50% reduction in the applicable resident or commercial fee rate.

Commercial Rentals:

Rates shall be 50% more than resident rates.

Aquatic Punch Passes:

Non-residents are charged the appropriate youth or adult admission fee rate multiplied by the number of entries into the pool. The non-resident fee differential does not apply to the pool admission fees and will not be assessed to the non-resident punch passes.

A scholarship program has been developed to help economically disadvantaged individuals and families improve their quality of life through leisure opportunities. Scholarships that pay program registration fees are available for most youth sports, special interest classes and all aquatic programs. The scholarship program is not designed to pay all fees associated with a program, service or activity. The program is only available to Chandler residents who qualify. Income verification is required.

All general rules and division specific guidelines and operating policies may be obtained directly from Parks, Recreation and Aquatics.

A. PARKS AND RECREATION PRICING MODEL

The Parks and Recreation Pricing Model will provide the City and staff with a consistent philosophy and guideline to follow in pricing and amending classes, programs, services and facility fees. The model demonstrates a very clear understanding of each category based on the following set of principles and definitions.

<u>Category 1</u> Community Programs, Services & Facilities (Recover 0-49% of Direct Cost) <u>Definition</u> Provided at no cost or low cost to the user, but will add value and increase quality of life.	<u>Category 2</u> Enhanced or Specialized Services, Programs & Facilities (Recover 50-100% of Direct Cost) <u>Definition</u> Provides an opportunity to enhance skill level or knowledge.	<u>Category 3</u> Exclusive Use of Programs, Services & Facilities (Recover 100%+ of Direct Cost or Market Rate) <u>Definition</u> Programs, services and facilities that address specific user interest offered at fair market value or 100%+ cost recovery.	<u>Category 4</u> IGAs and Affiliations <u>Definition</u> Public/Public Public/Non-Profit Public/Private	<u>Category 5</u> Enhanced Contractual Programs & Services <u>Definition</u> Services designed to enhance skill levels, but are provided by another entity through a contract or agreement.
Principles for Community Programs, Services & Facilities Provides for the greater public good, and broad community benefit. Designed to offer programs, services and facilities at no cost or low cost, that add value and increase quality of life. Basic, introductory level services and activities.	Principles for Enhanced or Specialized Services, Programs & Facilities Programs that provide an opportunity to enhance skill level or knowledge. These services and activities feature an intermediate level of skill or knowledge to challenge the participant beyond basic introduction or participation.	Principles for Exclusive Use of Programs, Services & Facilities Based on specific user interest. Programs, services and facilities are priced at fair market value or based on 100%+ cost recovery.	Principles for IGAs and Affiliations Offers services based on partnerships with other service providers. Pricing of services will be mutually agreed upon by all partners. Individual policies will be created for each type of partnership.	Principles for Enhanced Contractual Programs & Services Offers enhanced programs and services based on partnerships with other service providers to increase skill levels. Pricing of services will be negotiated with each entity.

Definitions:

Direct Costs – Expenses that are incurred to provide a specific service or conduct a program. Examples of direct costs include, but are not limited to, professional services, temporary staff salaries, official fees, program supplies and costs, athletic field lights and specialty trip related expenses.

Expenses to operate facilities that would be incurred as a result of the basic provision of that facility are not included in this reference. For instance, the cost to maintain turf in parks or to heat/cool a recreation center are not applicable as a direct cost under these pricing models because those costs/activities are a basic requirement of maintaining a facility.

Market Rate – Process of comparing specific services, programs and facility fees with neighboring cities or businesses. The purpose is to find a median rate to charge for equivalent services, programs and facilities.

Commercial Rate – Fee is based on 50% more than what current resident rate is, rounded up to the nearest dollar.

The Pricing Model demonstrates how the staff is to use the category boxes in the pricing of their classes, programs, services and facilities. Examples of the classes, programs, services and facilities that fall into each category box are shown to give guidance to staff in placing similar classes, programs, services and facilities in like categories.

PRICING MODEL - CATEGORY BOXES

Category Box 1 - Community Programs, Services and Facilities (0-49% Direct Cost Recovery):
These basic programs and services are considered to be introductory and are provided at no cost or low cost to the user. These activities are generally accepted as traditional municipal programs. They add value and increase the quality of life for the citizens of Chandler. The principles behind pricing these programs are outlined on page 7.

Parks and Recreation Pricing Model Examples of Current Programs Under Category #1

<u>Cost Recovery 0% - 15%</u>	<u>Cost Recovery 16% - 49%</u>
Other - o Game Pod Non-Programmed - o Teen Lounge Non-Programmed - o Computer Lab Non-Programmed - o Lounge Non-Programmed - o Senior Center Drop-in Activities - o General Park Access	Aquatics - o Public Swim - o Lap Swim
Aquatics - o Free Swim Lesson Program - o Water Safety/Drowning Prevention - o Special Events (Dive In Movies, etc.)	Special Events - o Family Easter Celebration - o Jazz Festival - o Halloween Spooktacular - o Tumbleweed Tree Lighting Ceremony & Parade of Lights - o Woofstock - o Day of Play - o CinePark
Environmental Education Center - o Drop-in Programs - o Exhibits - o Teen Art Show - o Nature Photo Contest - o Special Events - o Earth Day - o Sonoran Sunset Series - o Butterfly Bash - o Star Parties - o Fishing Clinic and Outdoor Safety Fair - o Self-guided Activities - o Solar System Walk	
Teen - o Teen Expo - o Leaders in Training - o Teen Talent Show - o Teen Fitness Challenge	
Adaptive - o Social Events - o Arts and Crafts - o Camp Challenge	
Special Events o Santa's House	

Category Box 2 - Enhanced or Specialized Services, Programs and Facilities (50-100% Direct Cost Recovery): Programs and services that provide an opportunity to enhance individual skill level or knowledge. These activities are of an intermediate level and provide a specific recreational interest or need. The principles behind pricing these programs are outlined on page 7.

Parks and Recreation Pricing Model Examples of Current Programs Under Category #2

<u>Cost Recovery 50% - 65%</u>	<u>Cost Recovery 66% - 85%</u>	<u>Cost Recovery 86% - 100%</u>	
Other	Aquatics	Aquatics	Youth / Teen
o Interpretive Programs	o Group Swim Lessons	o Recreation Swim Teams	o Camps and Clinics
o School Group Tours –		o Water Safety Instructor Class	
Environmental		o Lifeguard Training Class	Special Event Services
Education		o Semi-Private Lessons	o Parking
Explorations		o Stroke Development Clinics	o Associated Special Event
		o Junior Guard	Equipment /Space
		o Guard Start	
Sports		Other	Adaptive
o Chandler Track Meet		o Open Gym and Drop-in Play	o Non-Sports or Trip Related
		o Art Studio Time	Activities
		o Lounge Programs	
		o Group Exercise Classes	
		o Dance Classes	
		o Fitness Classes	
		Special Interest Classes	
		o Tumbleweed Recreation Center	
		o Youth	
		o Community Center	
		o Snedigar Recreation Center	
		o Senior Center	
		o Environmental Education Center	
		o Indoor Sports Clinics	
		o Intersession Programs	
		o Preschool Classes and Programs	
		o Therapeutics	

Category Box 3 - Exclusive Use of Programs, Services and Facilities (Market Rate or 100%+ Direct Cost Recovery): Programs and services offered at fair market value or priced to cover all direct costs. They address specific user interest at the exclusion of others. These activities are in demand, generate revenue and may be available in the private sector. The principles behind pricing these programs are outlined on page 7.

Parks and Recreation Pricing Model

Examples of Current Programs Under Category #3

Rentals ○ Ball Field ○ Facility ○ EEC Amphitheater ○ Basketball/Volleyball Court ○ Show Mobile ○ Portable Stage ○ Portable Bleachers ○ Pavilion ○ Sports Equipment ○ Tennis Ball Machine ○ Tennis Ball Cart ○ Tennis Pro Court ○ Extra Rental Hours ○ Trash Receptacles ○ Associated Special Event Equipment/Supplies ○ Parks for Special Events/Corporate Events ○ Security/Cleaning/Canopy/Tent/Athletic Field Deposits ○ Open Grass Space ○ Multi Use Field ○ Lights ○ Dr. A.J. Chandler – East & West ○ Downtown East Event Area ○ Dr. A.J. Chandler Park – Stage Plaza ○ Paseo Vista Dog Park ○ Bike & Skate Park Excursions/Field Trips ○ Adaptive ○ Teen ○ Adult ○ Senior ○ Outdoor Adventure • Field Trips • Hikes • Campouts Aquatics ○ Private Pool Rentals ○ Classroom Rentals ○ Aqua Fit	Other ○ Child Watch ○ Tennis Court Fees ○ Tennis Center Classes, Leagues, Tournaments ○ TRC Admission Fees (Daily, Monthly, Annually, Punch Passes) ○ Alcohol/Malt Beverage Permits ○ Boat Permit ○ Light Fees ○ Set up Fees ○ Birthday/Nature Parties and Add-ons ○ Fitness Seminars ○ Adult Sports ○ Teen Programs ○ Racquetball Tournament ○ TRC Body Composition Testing ○ TRC Special Activities (Family Night, Tumbleweed Tots, Preschool Special Events) ○ Field Fees: Gate/Concession ○ Ball Field Preparation ○ Ball Field After Hour Prep ○ Site Supervisor ○ Park Maintenance Staff (After Hours) ○ Athletic Field Deposits ○ Loss of Public Use – Parking Spaces ○ Downtown Events Electrician ○ Facility Maintenance – Standby ○ Run/Walk Park Race Route ○ Parade of Lights Entry Fee ○ Event Vendor Booth Fees
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Category Box 4 – Intergovernmental Agreements (IGA) and Affiliations: Programs that involve partnerships with other service providers. The principles behind pricing these programs are outlined on page 7.

Parks and Recreation Pricing Model

Examples of Current Programs Under Category #4

Aquatics

- Grand Canyon State Games
- School Pool Parties
- Red Cross Learn to Swim
- Red Cross Certifications
- Red Cross Authorized Provider Fee
- Swimming and Diving Intergovernmental Agreements
 - Chandler Unified School District
 - Mesa Unified School District
 - Tempe Unified School District

Special Events*#

- Black History Celebration
- Ostrich Festival
- Ostrich Festival 5K Run
- Ostrich Festival Parade
- Cinco de Mayo Celebration
- Relay for Life
- Juneteenth
- 4th of July Celebration
- Multicultural Festival
- Classic Car & Hot Rod Show
- Garibaldi Night
- Special Event Sponsorship Program Recipients
- DCCP Produced Events (Farmer's Market, Art Walk, etc.)

Other

- Rentals for Affiliated Groups
- Urban Lake Boating License
- Teen Council Activities
- Mayor's Youth Commission Activities
- Adaptive Programs Supported by Recreation and Athletics for the Disabled

Sports

- Chandler Track & Field Meet
- CYSA

* The events identified are NOT subject to a special event space rental fee. Additional fees may be required based on needs or requests made. The Special Events Application Fee applies.

Special events that choose to hold their event in the Dr. A.J. Chandler Park – Stage Plaza and/or the Downtown East

Event Area will be required to pay the space rental fee to be in compliance with the DCCP/City Cost Sharing Agreement.

Category Box 5 – Enhanced Contractual Programs and Services: Special interest programs that offer advanced skill opportunities. These programs and services are achieved through use of city facilities but are provided by an outside entity through a contract or agreement. Fees for this category are determined by negotiation with the provider. The principles behind pricing these programs are outlined on page 7.

Parks and Recreation Pricing Model
Examples of Current Programs Under Category #5

Aquatics

- Synchronized Swimming
- Diving Lessons/Partnerships
- Diving Club and Camps
- Scuba Diving
- USA Teams
 - Swim
 - Synchronized

Other

- Contract Service Providers
- Recreational Vendor Park Permit
- Tennis Center Tennis Pros
- TRC Personal Trainers

Environmental Education Center

- Urban Fishing Clinics (Arizona Game and Fish)

Special Events

- Showmobile Rental – Nonprofit / Schools
- Chandler Unified School District Rentals
- Application and Park Usage