



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
February 19, 2014**

TO: Mayor and City Council

FROM: Patty Lorick, Recreation Supervisor

SUBJECT: Amending the Fees for Facility Reservations at Nancy Boyd and Hidden Valley Parks

DATE: February 11, 2014

RECOMMENDATION:

Conduct a public hearing to consider a resolution amending the facility reservation fees at Nancy Boyd and Hidden Valley parks in the Schedule of Fees for City Services.

The PRMCC met on January 21, 2014 and recommended adoption of the aforementioned fee amendments.

BACKGROUND:

Nancy Boyd Park is set to officially reopen on February 18, 2014, after approximately \$1M in Measure H park improvement bond funding was spent to remodel, upgrade, and provide ADA access. Similarly, almost \$3M in Measure H funding has been spent on improvements to Hidden Valley Park, which is estimated to reopen in March or April of this year, weather permitting. Picnic rental fees at these two parks have not increased since 2008 and do not take into account the various new picnic areas that were added or the capacity of each picnic area within the parks. Additionally, the cost for City crews to clean and maintain the parks has risen significantly since 2008. Furthermore, many hours are spent by the Recreation Staff each year renting the facilities and playfield areas, as well as managing any and all complaints, problems, and issues that arise.

Staff studied the new and renovated facilities at both parks, taking into consideration the types of activities and maximum number of patrons that each of the areas could reasonably accommodate. At Nancy Boyd Park, the new picnic areas are comprised of three separate areas, all suitable for small gatherings: Nancy Boyd East, Nancy Boyd West, and Nancy Boyd Pavilion. Nancy Boyd East can accommodate up to 30 people, Nancy Boyd West up to 15 people, and Nancy Boyd Pavilion up to 30 people. To develop a flat rate fee structure for these new areas, staff used the same general application of \$1.50/person for Martinez residents and non-profits, \$2.00/person for non-Martinez individuals and non-profits, and \$2.50/person for corporate reservations, with the exception of the Martinez resident and non-profit rate for the Nancy Boyd West reservation, which was set at a flat \$25 for ease of administration.

The table below shows the existing flat rate fees for Nancy Boyd Park facility rentals, and the proposed new flat fees, based on capacity, in italics.

Facility (# people)	Martinez Resident & Non-profit Org.	Non-Martinez Individual & Non-profit Org	Corporate (Local & Non-Martinez)
Nancy Boyd Park existing flat rate (25 people)	\$28	\$50	\$94
<i>Nancy Boyd East (30)</i>	<i>\$45</i>	<i>\$60</i>	<i>\$75</i>
<i>Nancy Boyd West (15)</i>	<i>\$25</i>	<i>\$30</i>	<i>\$38</i>
<i>Nancy Boyd Pavilion (30)</i>	<i>\$45</i>	<i>\$60</i>	<i>\$75</i>

At Hidden Valley Park, the new picnic areas are comprised of four separate areas, all suitable for picnic-type gatherings: Beech, Poplar, Sycamore, and Oak. Hidden Valley Beech can accommodate up to 40 people, Hidden Valley Poplar up to 100 people, Hidden Valley Sycamore up to 100 people, and Hidden Valley Oak up to 75 people. The same general application of \$1.50/person for Martinez residents and non-profits, \$2.00/person for non-Martinez individuals and non-profits, and \$2.50/person for corporate reservations was used to develop the flat rate fee schedule below, with the exception of the corporate rate for the Oak reservation, which was set at \$175 for ease of administration.

The table below shows the existing flat rate fees for Hidden Valley Park facility rentals, and the proposed new flat fees, based on capacity, in italics.

Facility (# people)	Martinez Resident & Non-profit Org.	Non-Martinez Individual & Non-profit Org	Corporate (Local & Non-Martinez)
Hidden Valley Park existing flat rate (25 people)	\$28	\$50	\$94
<i>Hidden Valley Beech (40)</i>	<i>\$60</i>	<i>\$80</i>	<i>\$100</i>
<i>Hidden Valley Poplar (100)</i>	<i>\$150</i>	<i>\$200</i>	<i>\$250</i>
<i>Hidden Valley Sycamore (100)</i>	<i>\$150</i>	<i>\$200</i>	<i>\$250</i>
<i>Hidden Valley Oak (75)</i>	<i>\$110</i>	<i>\$150</i>	<i>\$175</i>

For each of the aforementioned facilities up to a capacity of 40 people, staff recommends maintaining the Security Deposit at \$50. For each of the aforementioned facilities in the 75-100 person capacity, staff recommends assigning a Security Deposit of \$250, consistent with similar approved deposit rates approved for Rankin Park in 2012. These amounts are more reflective of the cost of cleanup on the facilities in the event the patrons do not adequately police and clean the area after use.

Staff believes these rates offer a fair value to the public and anticipate extensive use during the summer months. Differences between the Martinez resident and non-resident rates reflect the fact that residents contribute through taxation to the General Fund, which bears the excess portion of the costs that are not covered by fees for the facilities being provided. A copy of the proposed fee amendment is attached as Exhibit A.

FISCAL IMPACT:

As with all cities, Martinez subsidizes its recreation programs – including those involving use of the parks – from the General fund to make these programs affordable to the community. As such, the fees set forth by Exhibit A are not expected to fully cover the costs of the City in operating the programs for which the fees are being imposed. Rather, they are expected to defray a greater portion of the costs being incurred by the City for the operation of these programs than the City is currently recovering under the present fee schedule.

ACTION:

Motion to adopt a resolution amending the Facility Reservation Fees at Nancy Boyd and Hidden Valley parks in the Schedule of Fees for City Services.

Attachments:

Resolution

Exhibit A – Community Services – Park Facility Reservations

APPROVED BY: 
Interim City Manager

RESOLUTION NO. -14

AMENDING THE SCHEDULE OF FEES FOR CITY SERVICES TO INCREASE FACILITY RESERVATION FEES AT NANCY BOYD AND HIDDEN VALLEY PARKS

WHEREAS, it is the policy of the City Council of the City of Martinez to establish fees in regard to governmental services specifically authorized by statute or ordinance as well as certain services and functions performed by the City in a proprietary capacity; and

WHEREAS, it has been the policy of the City Council to review and adjust the fees periodically to ensure they are equitable and justifiable; and

WHEREAS, the City Council has authorized the reconstruction of Rankin Park, a facility featuring numerous enhancements and amenities; and

WHEREAS, user fees are required to help supplement City General Fund contributions to operate and maintain the facility in a condition that meets public health codes and desired levels of service; and

WHEREAS, the City Council finds that differential fees for residents and non-residents for group reservations to use Nancy Boyd Park and Hidden Valley Park facilities (Exhibit A) reflect residents' contribution to the General Fund; and

WHEREAS, notice was published as required by Government Code sections 66018 and 6062(a); and

WHEREAS, on February 19, 2014 the City Council held a public hearing in compliance with Government Code Section 66018 where all oral and written presentations were heard; and

WHEREAS, the City Council finds that the fees set forth by Exhibit A do not exceed the reasonable costs of the City in offering and operating the programs for which the fees are being imposed, and in fact the City will still continue to subsidize the costs of these programs even after this resolution takes effect.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Martinez hereby adopts the amended user fees for Nancy Boyd and Hidden Valley Parks to modify, add and/or increase the Facility Reservation Fees as shown on Exhibit A, attached to this resolution.

BE IT FURTHER RESOLVED that page 12 of the Schedule of Fees for City Services (Community Services - Park Facility Reservations) is hereby amended to replace the existing fees with the fees enacted herein; and

BE IT FURTHER RESOLVED that this Resolution shall become effective upon its adoption.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 19th day of February, 2014, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

EXHIBIT A

CITY OF MARTINEZ COMMUNITY SERVICES –PARK FACILITY RESERVATIONS

Fees effective June 6, 2012

Amended by Resolution No. -14

Picnic facilities are available for drop-in use at all park facilities. The fees below are aimed at large group planned activities. All group reservations include an alcohol consumption permit. Alcohol sales, amplification of music, or special or non-traditional activities/events must be approved by the Parks and Recreation Commission and may be subject to special event fees and use conditions.

Facility	Cleaning/ Security Dep. (refundable)	Martinez Resident & Non-profit Org.	Non-Martinez Individual & Non-profit Org.	Corporate (Local & Non-Martinez)
<u>15-40 person capacity (per pod)</u>				
Golden Hills - 25	\$50	\$28	\$50	\$94
Morello Park - 25	\$50	\$28	\$50	\$94
Nancy Boyd East - 30	\$50	\$45	\$90	\$120
Nancy Boyd West – 15	\$50	\$22.50	\$45	\$60
Nancy Boyd Pavilion - 30	\$50	\$45	\$90	\$120
Hidden Valley Beech - 40	\$50	\$60	\$120	\$160
<u>75 – 120 person capacity</u>				
Gazebo -120 (Rankin)	\$250	\$240	\$340	\$360
Canyon - 110 (Rankin)	\$250	\$165	\$260	\$275
Poplar - 100 (Hidden Valley)	\$250	\$150	\$300	\$400
Sycamore - 100 (Hidden Valley)	\$250	\$150	\$300	\$400
Oak - 75 (Hidden Valley)	\$250	\$112.50	\$225	\$300
Waterfront Pavilion	\$100	\$55	\$99	\$187
<u>125 person capacity</u>				
½ Waterfront Group Area	\$100	\$66	\$132	\$187
<u>160 person capacity</u>				
Olive Grove (Rankin Park)	\$250	\$240	\$360	\$400
<u>250 person capacity</u>				
Waterfront Group Area	\$125	\$105	\$259	\$303
Special Request Park Use*	\$150	\$105	\$127	\$193

*Specialized park uses that are not specifically provided for in the fee schedule must be approved by the Parks and Recreation Commission.