



Washtenaw County Parks and Recreation Commission

MEMORANDUM

To: Washtenaw County Parks and Recreation Commission
From: Robert L. Tetens, Director
Date: February 12, 2013
Re: 2013 Fee Schedule

Background

WCPARC takes great pride in our history of providing quality recreation opportunities to County residents at the most affordable rates possible. Periodically, the Commission adjusts fees at WCPARC facilities to stay in keeping with industry trends and changes in the local market. With the opening of the new Blue Heron Bay spray park at Independence Lake anticipated for this spring, staff has prepared a proposed fee structure for this new facility and revisited the current fee schedule at the Meri Lou Murray Recreation Center and Rolling Hills County Park.

Discussion

Independence Lake County Park

Construction of the Blue Heron Bay spray park is ahead of schedule and anticipated to open to the public on Memorial Day Weekend 2013. Unlike the former Spray Zone at Independence Lake, there will be a separate entry fee for this facility. Staff used two comparable facilities in the region to develop a proposed fee schedule: Kensington Splash n' Blast (HCMA) and the East Lansing Splash Park.

East Lansing Splash Park/Family Aquatic Center - Includes zero depth pool

RATES	DAILY	After 5 pm
Resident	\$5	\$1 off
Seniors (Resident)	\$4	\$1 off
Non Resident	\$8	\$1 off
Senior (non-resident)	\$7	\$1 off
Toddlers (2 & under)	Free	Free

HCMA Kensington Splash 'n' Blast - Includes 2 water slides and spray play area

2012 users: 55,876

2011 users: 61,547

RATES	DAILY	After 5 pm
Adults	\$4	\$3
Children (2 – 15) + Seniors	\$3	\$2
Toddlers (2 & under)	Free	Free

Proposal

Independence Lake Blue Heron Bay Entry Fee

Daily Hours of Operation: 11 a.m. – 7 p.m.

	<u>Everyday</u>	<u>After 5 p.m.(only on weekdays)</u>
Washtenaw County Residents	\$4	\$1 off
Non Residents	\$5	\$1 off
Toddlers (2 & under)	free	free

Rolling Hills County Park

The fees for the water park at Rolling Hills have not increased since 2003. With the current expansion of the water park, including an exciting new slide tower and bath house facility, staff believes that a fee increase is prudent. Staff used Turtle Cove Water Park (HCMA) and Waterford Oaks Water Park (Oakland County Parks) for comparison purposes.

Comparable Facility Rates

Turtle Cove Water Park, Lower Huron Metro Park, Belleville, MI	
2012 Pricing	
Adult (48" and above)	\$8/person
Child (under 48")	\$6/person
Child (under 30")	FREE
Twilight (after 5PM)	\$5/person
Organization Youth Group	\$5/person
Vehicle Admission Permit	\$5/car (daily) \$25/car (annual)

Waterford Oaks Water Park, Oakland County Parks & Recreation, Waterford, MI		
2012 Pricing		
Weekend/Holiday	\$10/person Res	\$12/person Non-Res
Weekday	\$8/person All	
Weekday (after 4PM)	Buy one, get one Free Weekday admission	
Children under 2 years old	FREE with a paid adult admission	

Note: OCPARC offers a variety of discount ticket options
 No Vehicle Admission fee required for Waterford Oaks Park.

Pricing example of 2 adult and 2 child admissions with one vehicle:

Rolling Hills	Res	Weekend/Hol	Weekday
	Non-Res	\$32 + \$5 = \$37	\$28 + \$5 = \$33
		\$40 + \$9 = \$49	\$36 + \$9 = \$45
Turtle Cove	All	\$16 + \$12 + \$5 = \$33	
Waterford	Res	\$40 (all days)	
Non-Res	\$48 (all days)		

Water Park Rate History:		1991	1997	2000	2003	2013 (proposed)
Weekend/Holiday	\$4.00	\$4.50	\$5.00	\$7.00 Res	\$8.00 Res	\$10.00 Non-Res
Weekday (all day)	\$3.00	\$3.50	\$4.00	\$9.00 Non-Res	\$7.00 Res	\$9.00 Non-Res
Weekday (after 5pm)	\$2.00	\$2.50	\$3.00	\$8.00 Non-Res	\$4.50 Res	\$5.50 Non-Res
				\$4.00 Res		
				\$5.00 Non-Res		

Great Room Rental Rate History:	2006	2007	2013 (proposed)
	\$50 all day	\$100 all day	\$125 all day
	\$20/hour	\$20/hour	
	\$40/4 hours		

Proposal

Increase the entry fee by \$1 for resident and non-resident rates for weekend and weekdays before 5pm and increase the rate by .50 for weekdays after 5pm. Also, increase the Great Room rental fee from \$100 to \$125 and eliminate the hourly rental option.

Meri Lou Murray Recreation Center (MLM)

MLM opened to the public in 1991. Since then we have periodically adjusted annual and daily pass fees in response to our increased operating expenses. The most recent increases occurred in January 2007 and January 2011. Not surprisingly, since 2011 our operational expenses (wages, utilities, equipment, etc.) have continued to increase, requiring consideration of another adjustment for 2013.

Among facilities similar to MLM, only the Livonia Rec Center charges less for **adult passes** at \$206. However, it is important to note that that facility is heavily subsidized by the City's general fund in order to balance their books. With an average adult fee of \$266 among the public rec centers, and an average of \$538 among the local private gyms, we can justify an increase in our adult membership rates.

Publicly Owned Facilities								
	Annual Adult	Monthly	Couple	Youth	Disabled	Senior	Over 80	Family of 4
Canton Twp	315	32 (384)	575					630
Dearborn	360	30	468	228		276		588
Livonia	206	21.25	371	160		175		423
MLMRC	220(200)			165 (150)	165 (150)	165 (150)	50	480 (460)
Saline	256	52		203		191		495
Troy	240	\$20			216	216		720
Avg	266	31	471	189	190	205		556

Facilities with Joiner Fee located in Ann Arbor							
	Joiner Fee	Adult	Youth	Disabled	Senior	Over 80	Family of 4
AA YMCA	35-100	564	120		408		900
Anytime Fitness	50	540					
Arbor Fit	13	528					
Liberty Athletic	350 – 600	1,176					2,388
One on One	1	120					
Planet Fitness	10	99					
WCC	150	744	No		672		2208
Avg		538					

Day Passes	Adult	Youth	Senior
AA YMCA			
Canton Twp	7	6	6
Dearborn	8	8	7
Livonia	7.25	5.75	4.25
MLMRC	7	5	5
Saline	8	5	5
Troy	7	5	
Avg	7.38	5.79	5.45

The number of **senior memberships** (age 62 & above) has steadily risen and currently equals the number of adult memberships (age 18-61). We've been trending this way for several years and now these two categories have an equal number of members. Adults have an abundance of choices in our community and our number of adult memberships (age 18-61) has been trending down the past few years. With fewer higher priced (adult) memberships "subsidizing" the discounted (senior) memberships, we should consider lessening the distance between these two categories.

Currently, there are only 19 **non-resident memberships**, including: 10 adult annual passes, 2 adult six-month passes, 4 senior annuals and one each of family annual, disabled annual and disabled 6-month. Historically, our non-resident fees have been 50% higher than resident rates.

MLM is currently the only facility offering **renewal discounts**. Our customers certainly appreciate this incentive, but we should consider lessening the discount now and possibly eliminating it altogether in the future.

We are proposing to increase the annual fees for the **independent personal trainers** and private swim instructors. Their fees have remained constant since the program began in October 2009.

Since we allow age 16 and up to join the adult lap swim and use cardio and strength training equipment, we should consider lowering the age on our adult pass to include **ages 16-61**. As in other facilities, this pass could be renamed "Individual".

A survey of the **family pass** definition and fees in similar operations would suggest we increase the number of children allowed on the pass. Younger children do not use the facility as much as older individuals and this change might increase the level of interest in this higher priced pass.

Our current adult **daily fee** is \$7 and the average daily fee at similar facilities is \$7.39. Our daily fee for seniors is \$5 and the average daily fee is \$5.75. Locally, the daily fees are \$8 and \$5 in Saline, \$20 per person at W.C.C. and no daily option at the YMCA. We could consider increasing our daily fee by \$1 across the board.

Proposal

Increase the fees at MLM as follows:

	Current	Proposed	Renewal
Adult or Individual	220	230	220
Youth, Senior or Disabled	165	180	170
Over 80	50	60	NA
Family	480	495	485

1. Renewal discounts will now be \$10.
2. Non-resident fees will remain at 50% higher in all categories.
3. Rename the adult pass "Individual" and change the age parameters to reflect 16-61.
4. Redefine the family pass: up to six members, no more than two over 18 years of age.

5. Increase the independent personal trainer and private swim instructor fees by 10%.
6. Increase our daily fees from \$7 to \$8 for adults.
7. Increase the daily fee for seniors, youth or disabled from \$5 to \$6.
8. Non-resident daily fees will be \$1 higher

Recommendation

It is my recommendation that the Commission authorize the fee increases for Rolling Hills and the Meri Lou Murray Recreation Center as proposed. Further, I recommend the approval of the proposed fee schedule for the new Blue Heron Bay spray park at Independence Lake.