



**CITY OF PLANO
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY	
<input type="checkbox"/> Consent	<input type="checkbox"/> Regular <input type="checkbox"/> Statutory
Council Meeting Date:	11/14/11
Department:	Parks and Recreation
Department Head	Amy Fortenberry
Agenda Coordinator (include phone #): Susan Berger (7255)	

CAPTION

A Resolution pursuant to Chapter 15, Parks and Recreation, Article IV, User Fees, of Section 15-81, Establishment of Fee, of the City Code of Ordinances of the City Council of the City of Plano, Texas authorizing the establishment of a Monthly Recreation Membership fee and new family rates; and providing an effective date.

FINANCIAL SUMMARY

NOT APPLICABLE OPERATING EXPENSE REVENUE CIP

FISCAL YEAR: 2011-12	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	2,280,276	0	2,280,276
Encumbered/Expended Amount	0	0	0	0
This Item	0	55,000	0	55,000
BALANCE	0	2,335,276	0	2,335,276

FUND(S): GENERAL FUND

COMMENTS: Approval of this agenda item will expand membership options to Plano Recreation Centers for both residents and non-residents by offering monthly memberships and adding a specific rate for families. Recreation staff estimate that the net effect of these additional membership offerings will be an additional \$55,000 annually in revenues to the General Fund.

STRATEGIC PLAN GOAL: Expanding membership options for residents at Plano Recreation Centers relates to Financially Strong City with Service Excellence and Great Neighborhoods - 1st Choice to Live.

SUMMARY OF ITEM

Establish a Monthly Recreation Membership plan and a family rate with a January 1, 2012 effective date. Features of the monthly plan are:

- Credit/debit card automatic charge
- No sign-up fee; no termination fee
- Cancel anytime

The Annual Recreation Membership would remain in place with the 3 Month Membership and payment plans suspended. Family is defined as parent/guardian and legal dependents that live in the same household.



CITY OF PLANO COUNCIL AGENDA ITEM

Proposed Monthly Recreation Membership Rate

	<i>Plano Residents</i>	<i>Non-Residents</i>
Youth (ages 3-15)	\$11	\$21
Adult (ages 16-59)	\$19	\$29
Senior (ages 60+)	\$15	\$25
Work in Plano		\$22
Family*	\$49	\$79
Family* Annual	\$339	\$679

List of Supporting Documents:

Memo dated 11/1/11 from Recreation Services Manager to the Director of Parks and Recreation

Other Departments, Boards, Commissions or Agencies

The Parks and Recreation Planning Board reviewed the proposed with no objections at their 8/1/11 meeting.

New Monthly Recreation Membership and a Family Rate Plan

Memo

To: Amy Fortenberry, Director of Parks and Recreation
From: Colette Hall, Recreation Services Manager
Date: 11/1/11
Re: Introduction of a Recreation Monthly Membership and a new Family Rate

MONTHLY RECREATION MEMBERSHIP

A Recreation Division task force examined new ways to attract and retain members. Findings point to a month-to-month membership plan with individual and family rates. Currently we only offer an individual annual membership plan and a three month plan. The current plans lack the flexibility and freedom as desired by our patrons.

This would begin in January 2012 and the Monthly Recreation Membership would have the following features:

- Credit/debit card automatic charge
- No sign-up fee; no termination fee
- Cancel anytime

The Annual Recreation Membership would remain in place with the 3 Month Membership and payment plans suspended.

Proposed Monthly Recreation Membership Rate

	<i>Plano Residents</i>	<i>Non-Residents</i>
Youth (ages 3-15)	\$11	\$21
Adult (ages 16-59)	\$19	\$29
Senior (ages 60+)	\$15	\$25
Work in Plano		\$22
Family*	\$49	\$79
Family* Annual	\$339	\$679

*Family is defined as parent/guardian and legal dependents that live in the same household.

Please see next page for comparables.

OTHER CITIES WITH COMPARABLE FACILITIES

Plano: pop. 288, 807, age 36.85, income \$92,742

MONTHLY FEE				ANNUAL PASS				
(Proposed Monthly Plano Rate)				(Current Annual Rate and proposed Family Rate in bold)				
City of Coppell	Resident		Non Resident		Resident		Non Resident	
pop. 38,659	Youth	(\$11) \$20.83	(\$21) \$41.67	(\$80) \$250	(\$160) \$500			
age. 33.7	Adult	(\$19) \$20.83	(\$29) \$41.67	(\$130) \$250	(\$260) \$500			
income. \$113,122	Senior	(\$15) \$12.50	(\$25) \$25.00	(\$100) \$150	(\$200) \$300			
	Family	(\$49) \$41.67	(\$79) \$83.33	(\$339) \$500	(\$679) \$1000			
City of Frisco	Resident		Non Resident		Resident		Non Resident	
pop. 225,971	Youth	(\$11) \$23	(\$21) \$35	(\$80) \$230	(\$160) \$350			
age. 33.83	Adult	(\$19) \$35	(\$29) \$53	(\$130) \$350	(\$260) \$530			
income. \$86,577	Senior	(\$15) \$28	(\$25) \$42	(\$100) \$280	(\$200) \$420			
	Family	(\$49) \$60	(\$79) \$90	(\$339) \$600	(\$679) \$900			
City of Keller	Resident		Non Resident		Resident		Non Resident	
pop. 40,604	Youth	(\$11) \$21	(\$21) \$23	(\$80) \$209	(\$160) \$230			
age. 35.59	Adult	(\$19) \$36	(\$29) \$45	(\$130) \$354	(\$260) \$450			
income. \$100,137	Senior	(\$15) \$25	(\$25) \$31	(\$100) \$244	(\$200) \$310			
	Family	(\$49) \$56	(\$79) \$71	(\$339) \$557	(\$679) \$710			
City of Wylie (no pool)	Resident		Non Resident		Resident		Non Resident	
pop. 40,709	Youth	(\$11) \$25	(\$21) \$30	(\$80) \$105	(\$160) \$175			
age. 30.7	Adult	(\$19) \$30	(\$29) \$40	(\$130) \$175	(\$260) \$225			
income. \$58,393	Senior	(\$15) \$25	(\$25) \$30	(\$100) \$105	(\$200) \$175			
	Family	(\$49)	(\$79)	(\$339) \$325	(\$679) \$405			

Definition of Family:

Coppell - anyone who lives in the same household and may be claimed as a dependent.

Frisco - all those members living at the same address (must be able to show proof).

Keller - anyone who lives in the same household and may be claimed as a dependent.

Wylie - up to 4 household family members

PRIVATE FACILITY COMPARISONS

Information collected as of November 2011 for adult memberships:

24 Hour is \$31.99 per month, due at signing \$97.17

Just Fitness (no pool) – \$20 per month, \$49 annual fee

LA Fitness – \$9.95 per week (\$39.80 month), first and last week due at the time of purchase

A Resolution pursuant to Chapter 15, Parks and Recreation, Article IV, User Fees, of Section 15-81, Establishment of Fee, of the City Code of Ordinances of the City Council of the City of Plano, Texas authorizing the establishment of a Monthly Recreation Membership fee and new family rates; and providing an effective date.

WHEREAS, the City Council recognizes the importance of providing effective and efficient Parks and Recreation services and programs; and

WHEREAS, the City Council recognizes an important interest in establishing a Monthly Recreation Membership and new family rates as a response to citizen demand and to increase revenue to cover the expenses and costs associated with operating the facility.

WHEREAS, after review and consideration of the proposed Monthly Recreation Membership and new family rates, the City Council finds that its adoption is necessary to preserve the current level of services offered by the Parks and Recreation Department, while increasing revenues and decreasing the tax subsidy for operation;

NOW, THEREFORE, THE CITY COUNCIL FOR THE CITY OF PLANO, TEXAS RESOLVES THAT:

Section I. The City Council, finding the proposed monthly Recreation Membership and new family rates acceptable and in the best interest of the City of Plano and its citizens, hereby approves establishment of the Monthly Recreation Membership and suspends the Three (3) Month Recreation Membership and current payment plans. The Monthly Recreation Membership rates shall be established as follows with (R) indicating fees for residents and (NR) indicating fees for non residents:

\$11 (R) and \$21 (NR) for Youth	\$19 (R) and \$29 (NR) for Adults
\$15 (R) and \$25 (NR) for Seniors	\$22 Work in Plano
\$49 (R) and \$79 (NR) for Families	

The new annual family rate will be \$339 for residents and \$679 for non residents.

Section II. The City Council further repeals all prior Resolutions in conflict with the provisions of this Resolution.

Section III. This Resolution becomes effective January 1, 2012.

DULY PASSED AND APPROVED this 14th day of November, 2011.

Phil Dyer, MAYOR

ATTEST:

Diane Zucco, CITY SECRETARY

APPROVED AS TO FORM:

Diane C. Wetherbee, CITY ATTORNEY