Memo

To:	Council Bluffs City Council
From:	Vincent Martorello, Director Parks and Recreation; Kelsey Bocken, Recreation & Events Manager; and Stan Benis, Recreation & Events Coordinator
Date:	January 25, 2021
Re:	Parks and Recreation Schedule of Fees – Tom Hanafan & River's Edge Pavilion

This memo is being sent so you have a broader context to updating the Schedule of Fees pertaining to Tom Hanafan Park and River's Edge Pavilion Rentals.

Background

We are proposing updates to two sections of the Parks and Recreation Schedule of Fees – Tom Hanafan Park and River's Edge Pavilion. The current Hanafan Park and River's Edge Pavilion fees do not include a cost recovery approach, nor does it reflect a simple structure easy to interpret. It appears our operating and overhead costs have not been consistently calculated into the fees as a cost recovery.

Intent

The overall intent is to keep our fees affordable for the community. However, we are requesting an increase to some fees to so we can cost recover some of our overhead and operating expenses. In addition, we are interested in streamlining these fees to improve and simplify the process of online reservations.

Here is a current listing of our fees for the Park and Pavilion. You will see the current fees, a proposed fee, and a comment as to the reasoning for the change. These newly approved fees will go into effect on January 26, 2021.

Parks and Recreation fees and charges.

Tom Hanafan River's Edge Park	Current Fees			Proposed Fees and comments
	~~2 Hr. Rate~~	~~½ Day Rate~~	All Day Rate	Nearly all reservations of this park are all-day rentals. We propose to simplify to only an all-day rate, which includes park reservation from 7am-11pm (16 hours).
~~Great Lawn~~	~~50.00~~	~~200.00~~	~~300.00~~	No one has rented the great lawn without using the amphitheater.
Entire Park (includes great lawn and amphitheater)	~~300.00~~	~~1,200.00~~	2,000.00	Nearly all reservations of this park include the great lawn and amphitheater use simultaneously. We propose to simplify to a park rental that includes both.
~~Beachfront~~	~~100.00~~	~~400.00~~	~~700.00~~	No one has rented the beachfront area.
~~Amphitheater~~	~~150.00~~	~~600.00~~	~~1,000.00~~	No one has rented the amphitheater without including the great lawn.

Pavilion – Weekday (Monday through Thursday)	Current Fees	Proposed Fees and comments
~~Interior space and deck~~	~~50.00~~	We would like to offer the whole Pavilion, including the interior space, outside deck, and rooftop as one fee.
~~Roof top Deck~~	~~30.00~~	Include in the facility fee.
Entire Facility (hourly)	75.00	100.00 – our current fee fails to recover $23.47/hr in overhead costs. The proposed fee recovers these costs.
Entire Facility (All-day; over 4 hours)	550.00	550.00
Pavilion – Weekend (Friday through Sunday)		
~~Interior space and deck~~	~~75.00~~	We would like to offer the whole Pavilion, including the interior space, outside deck, and rooftop as one fee.
~~Roof top Deck~~	~~30.00~~	Include in the facility fee.
Entire Facility (hourly)	75.00	125.00
Entire Facility (All-day; over 4 hours)	750.00	750.00