

TOWN OF PALM BEACH

Information for Town Council Meeting on: November 12, 2019

To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

From: Carolyn Stone, Director of Business Development and Operations

Re: Proposed Amendments to FY2020 Recreation Department Tennis Fees
Resolution No. 126-2019

Date: October 27, 2019

STAFF RECOMMENDATION

Staff recommends that Town Council approve Resolution No. 126-2019, amending the approved Recreation Department tennis fees for FY20, as outlined below and on the attached resolution.

Resolution No. 51-2019 established the Recreation Department fees for FY20. Staff recommends maintaining the fees as approved with the following modifications: the addition of a seasonal pass to accompany the annual pass for both residents and non-residents, a decrease of the approved fees for the resident and non-resident 12 play passes and a decrease in the daily non-resident adult and junior fees.

GENERAL INFORMATION

At the direction of the Town Council, staff has evaluated options for Council consideration to the tennis fee schedule. Based on market data and facility comparisons, the staff recommends the Town Council maintain the fees as approved during the FY20 budget process with modifications including the addition of a seasonal play pass, a reduction to the resident and non-resident 12- play pass, and a reduction in the daily resident and non-resident daily junior fees.

Annual play passes only comprise a small portion of the revenue at the tennis centers. In FY18, only 48 residents purchased an annual pass and 18 non-residents. The main issues concerning the rates revolved around residents advocating for non-residents where the greatest fee increases were approved. To address the concern regarding the fee increases, staff recommends adding a new category fee - a seasonal pass - which will permit seasonal pass holders to use the facility from November 1- April 30. This is advantageous for the Town as it will accommodate those users who play for Town – sponsored tennis teams. For this pass, the resident seasonal rates will be \$415.80 and non-residents \$979.30. These fees are above the annual pass for both residents and non-residents in FY19 but not as expensive as the full annual pass as approved for FY20.

In addition to the introduction of a seasonal pass, staff recommends slight reductions in both the 12-play passes and daily fees for residents at \$170.00 and non – residents at \$ 209.00. Daily fees for resident juniors, non – resident adults and non-resident juniors will also be adjusted lower to \$10.00, \$17.00 and \$10.00 respectively. Please see the chart below that shows the adjustments and additions.

Pass Type	FY2019	FY2020 Approved	FY2020 Proposed modifications
Annual Pass- Res Adult	\$ 419.50	\$ 594.00	\$ 594.00
Annual Pass- Res Junior	\$ 70.00	\$ 256.00	\$ 256.00
Annual Pass- Res Family	\$ 639.50	\$ 831.00	\$ 831.00
Annual Pass- Non-Res Adult	\$ 660.00	\$ 1,399.00	\$ 1,399.00
Annual Pass- Non-Res Junior	\$ 120.00	\$ 425.00	\$ 425.00
Annual Pass- Non-Res Family	\$ 965.00	\$ 1,998.00	\$ 1,998.00
*Seasonal Pass - Res Adult			\$ 415.80
*Seasonal Pass - Res Junior			\$ 179.20
*Seasonal Pass - Res Family			\$ 581.70
*Seasonal Pass - Non Res Adult			\$ 979.30
*Seasonal Pass - Non-Res Junior			\$ 297.50
*Seasonal Pass - Non-Res Family			\$ 1,398.60
Play Pass Res Adult	\$ 112.00	\$ 180.00	\$ 170.00
Play Pass Res Junior	\$ 64.00	\$ 120.00	\$ 95.00
Play Pass Non Res Adult	\$ 166.00	\$ 228.00	\$ 204.00
Play Pass Non Res Junior	\$ 76.00	\$ 132.00	\$ 125.00
Daily Res Adult	\$ 9.50	\$ 15.00	\$ 15.00
Daily Res Junior	\$ 5.50	\$ 10.00	\$ 10.00
Daily Non Res Adult	\$ 14.00	\$ 19.00	\$ 17.00
Daily Non Res Junior	\$ 6.50	\$ 15.00	\$ 11.00
*Seasonal Passes are being introduced in this recommendation			

TOWN ATTORNEY REVIEW

The Town Attorney has reviewed for legal form and sufficiency.

cc: Jay Boodheshwar, Deputy Town Manager