



**General Services Agency
Parks & Recreation
COUNTY OF TULARE
AGENDA ITEM**

BOARD OF SUPERVISORS

KUYLER CROCKER
District One

PETE VANDER POEL
District Two

AMY SHUKLIAN
District Three

EDDIE VALERO
District Four

DENNIS TOWNSEND
District Five

AGENDA DATE: April 9, 2019 - **REVISED**

Public Hearing Required	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Published Notice Required	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Advertised Published Notice	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Meet & Confer Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Personnel Resolution attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>

CONTACT PERSON: Maria Benavides PHONE: 205-1124

SUBJECT: Adjustment to Park Fees

REQUEST(S):

That the Board of Supervisors:

1. Conduct a public hearing considering the proposed fee adjustments as listed in Attachment "A" (Tulare County General Service Agency 2019/20 Proposed Park Fees).
2. Approve the attached Park Fee schedule, to be effective July 1, 2019.

SUMMARY:

The General Services Agency Parks Division charges fees for park entrance, arbor rentals, special permits, and camping in County Parks. Park fees have remained unchanged since July 1, 2004. However, over the last five years, the cost of running the Parks has increased by approximately 17% and revenue has decreased by approximately 18%.

Parks expenses include staff salary and benefits, utilities, water system maintenance, services and supplies, and equipment repair and replacement. Although total Parks expenses have fluctuated over the past five years, salaries and benefits have increased steadily and were 36.5% higher in 2018 than 2014. Accordingly, as the cost of living and cost of doing business increases, it is projected that total Parks expenses will continue to increase annually.

Revenue is generated primarily through Park entrance and reservation fees, and, through charitable donations through Friends of Tulare County. In the last five years, Parks reservations have decreased by 4%. Contributing factors include fluctuations in the economy, competition from new party venues, and drought

SUBJECT: Adjustment to Park Fees

DATE: April 9, 2019

conditions which negatively impact the aesthetics of the Parks.

In order to close the growing gap between rising expenses and decreasing revenue over time, it is estimated that Parks would need to generate approximately \$100,000 more in revenue per year. The proposed Parks fee adjustments are intended to address the revenue gap. However, in establishing the proposed fees, staff was careful not to recommend an increase so great that it would result in a further decrease in patronage.

Staff collected entrance, special event, permit, arbor rental, and camping fee information from surrounding counties and cities within Tulare County. In researching this data, staff was unable to identify a regional industry standard for pricing. However, it was determined that, on average, other jurisdictions charge less than Tulare County for direct permits and charge more for arbor rentals and special event space rentals.

ENTRANCE FEES

Given the decrease in park patronage over time, it was determined that increasing entrance fees may discourage patronage. As such, staff is only recommending two entrance fee changes.

At Kings River Preserve, staff recommends adjusting the fee from \$5 per vehicle to \$5 per person. Kings River Preserve is primarily used for dove hunting and Disc Golf; both of which require Park staffing and maintenance. During dove hunting season, additional staff are required to ensure that only 20 hunters are on the premises at a time and that patrons are hunting safely. Similarly, maintaining a year-round Disc Golf course requires Parks staff and time. Staff notes that aside from the entrance fee, there are no other revenue generating activities at this park.

At all Parks where entrance fees are charged, it is recommended that the free charge for seniors and persons with disabilities be increased to \$3 per vehicle. Additionally, staff recommends reducing the annual park pass for seniors and persons with disabilities from \$25 to \$12.

SPECIAL EVENT & PERMIT FEES

Staff recommends increasing each of the following permit fees by \$5 dollars, to cover the cost of enforcement and administrative processing:

- Amplified Sound Permit
- DJ/Band Permit
- Commercial Vendor Permit

Staff recommends a larger increase to the Special Event Vendor Fee - from \$25 to \$40 per vendor, as permitted vendors will have an opportunity to generate revenue in the Parks.

Staff also recommends adding the following new permits:

SUBJECT: Adjustment to Park Fees

DATE: April 9, 2019

\$25 Non-Special Event Vendor Permit

Parks recently approved mobile food vendor sales in County Parks to provide a convenient food option for Park-goers in lieu of concession stands. These vendors will be required to purchase a Non-Special Event Vendor Permit, which will allow them to generate revenue in County Parks. The proposed permit fee includes the cost of staff time to process and enforce the permit.

\$30 Special Event Application Processing Fee

This application fee includes the cost of staff time to process the application, and the cost of consultation with other government organizations, such as the Sheriff's Department, Police Department, Health Department, etc.

\$25 Alcohol Sales Permit

This fee includes the cost of staff time to process the application and the cost of coordinating with law enforcement for events where alcohol will be served. This fee will be charged in addition to the \$40 special event vendor fee.

\$100 Disc Golf Tournament Reservation Fee

This reservation fee will guarantee course availability for events.

Opening and closing Parks beyond normal business hours

Staff recommends a \$45 per hour per employee fee when events require the Park to remain open beyond normal Park hours.

ARBOR RENTAL FEES

Staff recommends increasing arbor rental fees by \$5 at all Parks. Surveyed counties and cities have an average arbor rental range of \$48 to \$152. Tulare County arbors are between 5% and 36% less expensive and, in some cases, not as well maintained. As such, staff recommends a 3% to 14% increase of arbor rental fees until repairs can be completed. The proposed \$5 increase will not likely price out customers. After repairs are completed, staff will reassess rates.

As an exception, because the Rotary Club's Arbor in Bartlett Park is maintained in excellent condition, it is recommended that the fee for this arbor increase by \$15 instead of the proposed \$5 for all other arbors.

BALCH PARK FEES

Staff recommends increasing the Balch Park day-use fee from \$1 per person to \$5 per vehicle and \$25 for buses in alignment with other County Parks, and implementing an amenities-based structure for Balch Park's camping fees.

Currently, tent and recreational vehicle (RV) camp sites are charged the same fee; however, RV camp sites require more upkeep and have access to additional amenities. The proposed amenities-based modification would include raising tent camping fees from \$16 to \$20 per night and RV site fees from \$16 to \$25 a night. Camping fees for seniors and persons with disabilities are recommended at \$10 for tents and \$15 for RV. Additionally, it is recommended that the nightly pet fee

SUBJECT: Adjustment to Park Fees

DATE: April 9, 2019

increase from \$3 to \$5 per animal.

By increasing fees, Balch Park would remain competitive with other public and private campsites in the area while increasing revenue for Park maintenance.

TULARE COUNTY PARKS ADVISORY COMMITTEE (PAC)

A Park Fees Analysis was presented to the PAC on December 4, 2018 and March 7, 2019. At these meetings, the public had an opportunity to provide feedback on proposed fees. The PAC have reviewed the analysis and recommended that staff present the fees contained in **Attachment A** to the Board of Supervisors.

The General Services Agency has received approval from the Auditor's Office on the cost recovery methodology in establishing the proposed fees. None of the proposed fees exceed the reasonable cost of providing the given service.

Notices of this hearing regarding the fees were published in the Visalia Times-Delta on March 29, 2019 and April 4, 2019.

FISCAL IMPACT/FINANCING:

Staff recommends that revenue from the increased fees be utilized for repairs of existing Parks facilities and deferred maintenance. (001-087-1140)

There will be no Net County Cost to the General Fund.

LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

Tulare County's Strategic Plan includes the Quality of Life initiative. Adjusting Parks Fees will enable the County to continue to maintain County Parks, which provides essential quality of life recreational opportunities for residents.

ADMINISTRATIVE SIGN-OFF:



Brooke Sisk

General Services Assistant Director

cc: County Administrative Office

Attachment(s)

Tulare County General Service Agency 2019/20 Proposed Park Fees

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

IN THE MATTER OF ADJUSTMENTS TO)
PARK FEES) Resolution No. _____
)
)

UPON MOTION OF SUPERVISOR _____, SECONDED BY
SUPERVISOR _____, THE FOLLOWING WAS ADOPTED BY THE
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD _____
_____, BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: JASON T. BRITT
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: _____
Deputy Clerk

* * * * *

1. Conducted a public hearing considering the proposed fee adjustments as listed in Attachment "A" (Tulare County General Service Agency 2019/20 Proposed Park Fees).
2. Approved the attached Park Fee schedule, to be effective July 1, 2019.

TULARE COUNTY GENERAL SERVICES AGENCY 2019/2020 PROPOSED PARK FEES

ALPAUGH PARK	Current Fee	Proposed Fee
Alpaugh Arbor #1	\$50	\$55
BALCH PARK	Current Fee	Proposed Fee
Day Use Fee	\$1 per person	\$5 vehicle
Tent Camping - Per Campsite	\$16	\$20
RV Camping - Per Campsite	\$16	\$25
Extra Vehicles	\$5	\$5
Tent Camping - Per Campsites for Seniors/Disabled Persons	\$8	\$10
RV Camping - Per Campsites for Seniors/Disabled Persons	\$8	\$15
Pets (per dog per night)	\$3	\$5
BARTLETT PARK	Current Fee	Proposed Fee
Bartlett Arbors #1-3, 5-8, 15, 18	\$35	\$40
Bartlett Arbors #4, 11-14, 17	\$50	\$55
Bartlett Arbor #16 (Rotary Club)	\$50	\$75
Entrance Fee - General	\$5/per vehicle	\$5/per vehicle
Entrance Fee -Senior/Disabled Persons	Free	\$3
CUTLER PARK	Current Fee	Proposed Fee
Cutler Arbors #1-4	\$50	\$55
Entrance Fee - General	\$5/per vehicle	\$5/per vehicle
Entrance Fee -Senior/Disabled Persons	Free	\$3
Entrance Fee - Bus	\$20/per bus	\$20/per bus
KINGS RIVER PRESERVE	Current Fee	Proposed Fee
Entrance Fee - General	\$5/per vehicle	\$5/per person
LEDBETTER PARK	Current Fee	Proposed Fee
Ledbetter Arbor #1-7	\$50	\$55
MOONEY GROVE PARK	Current Fee	Proposed Fee
Mooney Arbors #1-2, 10-11. 13-18	\$70	\$75
Mooney Arbor #3	\$120	\$125
Mooney Arbors #4, 6, 12, 19	\$50	\$55
Mooney Arbors #5, 8	\$45	\$50
Mooney Arbor #9	\$145	\$150
Boy Scout Cabin	\$100	\$100
Pillar Square	\$100	\$100
Tulare County Museum	Free w/ Park Entrance	Free w/ Park Entrance
Boat Rental Fee	\$5 (30 minutes)	\$5 (30 minutes)
Entrance Fee - General	\$6	\$6
Entrance Fee -Senior/Disabled Persons	Free	\$3
Entrance Fee - Bus	\$20	\$20
PIXLEY PARK	Current Fee	Proposed Fee
Pixley Arbors #2, 6	\$50	\$55
Pixley Arbor #5	\$35	\$40
WOODVILLE PARK	Current Fee	Proposed Fee
Woodville Arbor #1	\$50	\$55

TULARE COUNTY GENERAL SERVICES AGENCY 2019/2020 PROPOSED PARK FEES

ALL PARKS	Current Fee	Proposed Fee
All sports fields/courts/pits	\$25	\$25
Disc Golf Tournament Reservation Fee	\$0	\$100
Annual Park Pass - General	\$25	\$25
Annual Park Pass - Senior/Disabled Persons	\$25	\$12
Reserve a Portion of Park	\$40-\$50	\$50
Reserve the Entire Park - Mooney Grove and Balch Park	Reserve all arbors	\$3000 +\$3000 refundable deposit
Reserve the Entire Park - not Mooney Grove or Balch Park	Reserve all arbors	\$1500+\$1500 refundable deposit
PERMITS	Current Fee	Proposed Fee
Amplified Sound	\$40	\$45
DJ/Band (combo of sound and commercial permit)	\$65	\$75
Commercial Vendor	\$25	\$30
Special Event Vendor	\$25	\$40
Special Event Application Processing Fee	\$0	\$30
Alcohol Sales Permit	\$0	\$25
Non-Special Event Vendor	\$0	\$25