



MEMORANDUM

Council Agenda
Item No. IX.B.
3/10/2015

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: James D. Couch, City Manager

Ordinance to be introduced, set for public hearing March 17, 2015, and final adoption March 24, 2015, relating to the General Schedule of Fees, amending Chapter 60, Article IV, Section 60-38-11 of the Oklahoma City Municipal Code, 2010, admission fees for entry to City swimming pools; Section 60-38-12, fees for use of City pool party areas; Section 60-38-17, fees for other permits and reservations; and Section 60-38-22, fees for concession or ticket sales on City property, excluding Regatta Park and Zone M.

Background

Staff of the Parks and Recreation Department analyzed fees and charges for benchmarking against similar agencies in the metro area. Based on this peer review, staff recommends adjusting certain fees and charges related to athletics, aquatics, and concessions/ticket sales.

The modified fees are expected to produce approximately \$185,000 in additional, annual revenue for the General Fund. Staff believes the added revenue generated by these fee adjustments will allow them to provide enhanced service delivery in aquatics and athletic programming. They also believe it will help the Department compete in the local hiring market, minimize staff turnover, and increase retention of seasonal, temporary and part-time employees.

Staff recommends implementing the new aquatics user fees in May 2015 (for the summer 2015 season). The affected facilities are the Earlywine and Will Rogers Family Aquatic Centers. Staff recommends implementing the fee adjustments for athletics and concessions/ticket sales on July 1, 2015.

The fees related to athletics were last modified in 2006. The fees related to aquatics were last modified in 2007 and 2010.

Review

Parks and Recreation Department

Recommendation: Ordinance be introduced, set for public hearing March 17, 2015 and final hearing March 24, 2015.

Attachment