

REPORT OF GENERAL MANAGER

NO. 04-306

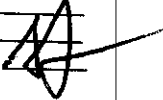
DATE October 20, 2004

C.D. ALL

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVE AMENDMENTS TO THE DEPARTMENT'S SCHEDULE OF RATES AND FEES AT JACKIE ROBINSON STADIUM, DANIELS FIELD, AND SHERMAN OAKS CASTLE PARK

K. Chan _____
J. Combs _____
H. Fujita _____

J. Kolb _____
F. Mok _____
*G. Stigile 


General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board approve the changes to the Schedule of Rates and Fees as outlined in the body of this report; and authorize staff to amend the Schedule of Rates and Fees to be effective upon approval for Jackie Robinson Stadium and Daniels Field; and effective December 1, 2004, for Sherman Oaks Castle Park golf fees and January 1, 2005 for Castle Birthday Parties.

SUMMARY:

DEPARTMENT STADIUM FACILITIES: DANIELS FIELD, JACKIE ROBINSON STADIUM

The rates for Daniels Field were restructured in July 2004 (Board Report 04-214, adopted June 16, 2004), so that the fees were consistent with those at the Department's other stadium facility, Jackie Robinson Stadium. The adoption of the new fee structure addressed the use of the stadium for occasional special events but inadvertently omitted a fee structure intended for serial usage by private youth or school sports teams. Many of the permits issued for use of the field are to local private schools which lack sports fields at their school sites and often utilize our fields to conduct instructional sports activities and school related games for their sports season. The most appropriate fee to charge for these groups is the rate we charge the Los Angeles Unified School District (LAUSD) for their instructional sports programs and games. Both LAUSD and private schools and groups similarly provide youth of the local community enhanced recreational opportunities, in line with the mission of our Department; therefore, the fee charged to LAUSD sports groups should be extended to private school and youth groups. Events, previously

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described in the rate page as "Football/Track/Graduations/Etc." have been revised to a more comprehensive description of "Event Use, involving admission, sales, fee-generating activity, amplified sound, or where instruction [to youth] is not the primary purpose of the activity." The fee of \$300 for this type of event will not increase. The activity previously described as "Junior Athletic Group \$16 per hour" has been clarified as "Instructional Use (i.e. practice and games providing instruction for youth athletes, no admission fees allowed)." There will be two fees for use, \$16 per hour for use of the field only, and a new fee of \$26 per hour for use of the field and bleachers. The additional fee for bleacher use is appropriate to recover costs for additional maintenance of the bleachers and to charge for the use of this special amenity within a stadium setting.

The fee for use of the stadium lights at Daniels Field has increased from \$30 per night to \$20 per hour, the same as Jackie Robinson Stadium, as this fee structure is more appropriate to its usage and cost recovery for operating and maintaining the stadium lights. A portion of the fees assessed for stadium lights are deposited to the General Service Department (\$12 per hour), inasmuch as they pay the electric bills on behalf of the City, and a portion of the fees (\$8 per hour) are deposited to the maintenance MRP which provides replacement lights and repairs.

SHERMAN OAKS CASTLE PARK

The admission fees and party package fees at the Sherman Oaks Castle Park miniature golf facility have not increased since November 2001. The cost of part-time staff, which is 100% funded by golf revenues, is built into the golf rate and the party package rates. The recommended rate increase of 50-cents per round in each admission category: adult, child, senior, replay, group adult, and group child; and 45-cents per participant for party packages; will provide sufficient fees to cover the increased part-time rates which have escalated over 10% in the period. Increased revenues anticipated are about \$137,000. An additional charge for use of each of the two exclusive party areas, the gazebo or boathouse, is proposed at \$25 per party with 50% of the fee to be deposited to the MRP account. The gazebo and boathouse are situated in a more exclusive area and require dedicated staff.

A market analysis was conducted of ten local miniature golf facilities in the cities of Avalon, South El Monte, Torrance, Ontario, Victorville, Norwalk, Redondo Beach, Saugus, Colton, and Upland. This analysis showed that the proposed rates would fall into the average of the fees amongst these facilities, which range from \$5.50 to \$7.95 per adult; \$3.00 to \$6.50 per child; \$3.00 to \$7.95 per senior; and group rates of \$3.95 to 6.00 per adult and \$2.50 to \$5.00 per child.

The attached rate sheets indicate proposed additions in **BOLD** and proposed deletions in ~~STRIKEOUT~~.

Report prepared by Dale Wong Nguyen, Administrative Resource Division.

DANIELS FIELD
(Revised 07/04 10/04)

FACILITY USE FEES**NON-YOUTH PROGRAMING**

	<u>1ST 5 hours</u>	<u>Each additional hour</u>
No admission charged/ No fund-raising	\$300	\$60
Admission charged and/or fund-raising	\$900	\$180
Soccer Field	\$26.00 per hour no lights	
	\$30.00 per hour with lights	

PRIVATE YOUTH OR SCHOOL TEAMS LOS ANGELES BOARD OF EDUCATION EVENTS

Soccer/Track/Graduations/Etc. Event Use involving admission, sales, fee-generating activity, amplified sound, or where instruction is not the primary purpose of the activity (i.e. graduations, sporting events, etc.) \$300.00 per event

Instructional Use (i.e. practice and games providing instruction for youth athletes, no admission fees allowed)

Field use only

\$16.00 per hour

Field and bleacher use

\$26.00 per hour

"Hours" include move-in/move-out times.

"Fee-generating" refers to any money-making activity including donations.

ADDITIONAL CHARGES

Stadium Light Fees (<i>\$12 to be deposited to General Services Department utility account 100-62, \$8 to the MRP to pay for light bulb replacement and repairs</i>)	\$30.00/night-\$20 per hour
Scoreboard and P.A.	\$10.00/hour plus staff fees
Refundable clean-up fee	\$300.00
Non-refundable reservation deposit required	\$50.00
Soccer or Football Lining	\$25.00

VENDOR FEES

For Booth or Sales Activities, see SPECIAL EVENTS/FUNDRAISERS page, under Vendor Fee.

STAFF FEES

At the discretion of the Region Superintendent, some events or activities may require additional maintenance, security, traffic control, and/or event monitor staffing, due to size, location, scope of activities, or other factors. Part-time staff fees are established in the GENERAL INFORMATION section. Full-time staff fees will be charged at the current overtime rate.

JACKIE ROBINSON STADIUM
(Revised 09/03 10/04)

ATTACHMENT

FACILITY USE FEES

NON- YOUTH PROGRAMING

	<u>1st 5 hours</u>	<u>Each additional hour</u>
No admission charged/No fund-raising	\$300.00	\$60.00
Admission charged and/or fund-raising	\$900.00	\$180.00

PRIVATE YOUTH OR SCHOOL TEAMS LOS ANGELES BOARD OF EDUCATION EVENTS

Football/Track/Graduations/Etc. Event Use involving admission, sales, fee-generating activity, amplified sound, or where instruction is not the primary purpose of the activity (i.e. graduations, sporting events, etc.) \$300.00 per event

Junior Athletic Group Instructional Use (i.e. practice and games providing instruction for youth athletes, no admission fees allowed)

Field use only	\$16.00 per hour
Field and bleacher use	\$26.00 per hour

"Hours" include move-in/move-out times.

"Fund-raising" refers to any money-making activity including donations.

ADDITIONAL CHARGES

Incidental Fees

Soccer or Football Lining	\$25.00
Other fees to be determined by event.	

Scoreboard and P.A. \$10.00 per hour plus staff fee

Stadium Lights \$20.00/hour
(*\$12 to be deposited to General Services Department utility account 100-62, \$8 to the MRP to pay for light bulb replacement and repairs*)

Refundable clean-up fee \$300.00

Non-refundable reservation deposit required \$50.00

VENDOR FEES

For Booth or Sales Activities, see SPECIAL EVENTS/FUNDRAISERS page, under Vendor Fee.

STAFF FEES

At the discretion of the Region Superintendent, some events or activities may require additional maintenance, security, traffic control, and/or event monitor staffing, due to size, location, scope of activities, or other factors. Part-time staff fees are established in the GENERAL INFORMATION section. Full-time staff fees will be charged at the current overtime rate

SHERMAN OAKS CASTLE PARK

(Revised 07/03 12/2004)

MINIATURE GOLF PRICES

(50% to be allocated to MRP)

Individual Rates:

Adults (13-64)	\$6.00 \$6.50
Children (under 12)	\$5.00 \$5.50
Senior Citizens (65+)	\$5.00 \$5.50
Early Bird	\$2.50 \$3.00

Every Saturday and Sunday 9:00-10:30 a.m.

Replays	\$2.50 \$3.00
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Discount coupons \$2.00 off regular price round of golf

Group Rates (groups of 20 15 or more)

* Requires advance reservation and must be paid with one payment

Golf Only

Adults	\$4.00 \$4.50
Children	\$3.00 \$3.50
Senior Citizens	\$3.00 \$3.50

Group Golf and Game Rates (groups of 20 or more)

Includes 10 game tokens per participant. Requires advance reservation and must be paid with one payment.

(\$2.00 per person to MRP 1704 for concessionaire costs/50% of balance to MRP)

Adults	\$6.00 \$6.50
Children	\$5.00 \$5.50

Gift Certificates

\$10.00 \$10.50

(\$5.95 to MRP account 1704 for concessionaire costs/50% of balance to MRP)

Includes: One round of golf
 10 game tokens
 Large Slice of Pizza
 Ice Cream
 Soft drink

SHERMAN OAKS CASTLE PARK - (continued)

BIRTHDAY PARTY PACKAGES - 10 Guest Minimum

Imperial Package ~~\$13.50~~ **\$13.95** each

(\$8.50 To MRP account 1704 for concessionaire costs/ 50% of balance to MRP for City operation)

Includes:

- Unlimited golf
- 20 game tokens
- Large Slice of Pizza or Hot Dog
- Ice Cream
- Soft drink
- Gift for the birthday child
- Use of party area for 2 hours
- Party Hostess for 2 hours
- Decorations and Paper goods
- Clean up of party area

Royal Package ~~\$10.50~~ **\$10.95** each

(\$5.95 To MRP account 1704 for concessionaire costs/ 50% of balance to MRP for City operation)

Includes:

- One round of golf
- 10 game tokens
- Large Slice of Pizza
- Ice Cream
- Soft drink
- Use of party area for 2 hours
- Party Hostess for 2 hours
- Decorations and Paper goods
- Clean up of party area

Private Area Premium (Gazebo/boathouse only) \$25.00 per party
(50% to MRP)

\$25.00 deposit required for reservation, to be credited toward final bill.

Pavilion, Gazebo, or Boathouse Rental **\$40.00 per hour**

(Non-party Use Only; 10:00 am-4:00pm Monday-Friday, excluding holidays)

Must be paid in full to reserve

Cancellation Fee for parties, Pavilion, Gazebo and Boathouse
(If cancelled, 100% to MRP)

Prior to 14 days	N/C
14 days or less	\$25.00

