

9:15 A.M.

6. Second Reading and Public Reading

- a. **ORDINANCE 10-009 AMENDING CITY OF SANIBEL ORDINANCE NO. 07-014, AS AMENDED, WHICH ESTABLISHED MEMBERSHIP FEES FOR THE CITY OF SANIBEL RECREATION CENTER, IN ORDER TO PROVIDE FOR AN INCREASE IN THE FEE FOR THE CATEGORY OF "MEMBER GUEST RATES - INDIVIDUAL"; AND PROVIDING AN EFFECTIVE DATE**

## **MEMORANDUM**

**TO:** Judie Zimomra, City Manager  
**FROM:** Chris Deal, Recreation Director  
**SUBJECT:** Recreation Fees and Charges  
**DATE:** July 8, 2010

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### **Background - Recreation Center Opening in 2007 to 2010**

With the opening of the Recreation Center in December of 2007, fees were established in some existing program categories and new fee categories of facility use and programming were also adopted. Between 2008 and 2010 fiscal years there were fee increases in the After School Program; Summer Day Camp; Holiday Recreation; Youth Basketball; Youth Volleyball; Guitar/Piano Enrichment; Group Swim Lessons; Master Program, Adult Baseball Sponsorships and Membership fees. Simultaneously, separate fees for fitness classes were eliminated and their cost included in the price of a membership/pass.

For the upcoming fiscal year, as part of the continued annual process of evaluating fees and charges, staff completed a survey of 8 other regional cities, not for profit or privately owned recreation facilities. Along with the review of the industry standard (average market price) for fees and charges, comparisons were reviewed consisting of facility offerings with the membership or passes (such as aerobic classes). Also, program offerings were reviewed which were inclusive in the After School and Summer Day Camp programs.

### **Recommendation / After School and Summer Day Camp**

- From 2008 to 2010, there has been a decrease in the After School program registrations by approximately 26%. However, the overall daily attendance has remained about the same with approximately 92 students per day. In the Summer Day Camp Program, there was a decrease of approximately 22% between the 2008 summer program and 2009 summer program. However, for the first three weeks of Summer Camp for 2010, there is an increase of 20% over last year's average.
- Revenue brought in the After School program in 2008-2009 was \$37,909 with average attendance of 92 students daily. Revenue brought in the After School program in 2009-2010 was \$37,493, with average attendance at 90 students daily.

- Revenue brought in the Summer Day Camp program in 2008 was \$58,495. This was the first year of the Summer Day Camp in the new Recreation Center. The average attendance was 72 per week. Revenue brought in the Summer Day Camp program in 2009 was \$37,122. The average attendance was 56 per week, as compared to 68 per week for the first 3 weeks of the current summer.

Taking into consideration the local market charges, and with the decrease in the Sanibel After School and Summer Day Camp somewhat holding steady, it is recommended that fees do not increase in these two programs. The Parks and Recreation Committee members concur with this recommendation. As a fee example, the Wa Ke Hatchee Recreation Center Summer Day Camp costs \$67 a week and the Sanibel Recreation Center Summer Day Camp currently charges \$85. Also, Wa Ke Hatchee After School is \$100 a school year and Sanibel's current charge is \$528.

#### **Recommendation / Membership and Pass Fees**

There has been an overall increase in membership revenue by 8.5% from 2009 to 2010 year to date. With review of the current fees as compared to other cities, the Parks and Recreation Committee recommends an increase in the Member Guest Daily fee only. The current fee is \$3.50, which is the same as the Resident daily fee. The recommendation is to increase the Member Guest Daily pass to \$5.

If approved by the Mayor and Council, the fee increase would go into effect starting October 1, 2010.

**CITY OF SANIBEL**

**ORDINANCE NO. 10-009**

**AN ORDINANCE AMENDING CITY OF SANIBEL ORDINANCE NO. 07-014, AS AMENDED, WHICH ESTABLISHED MEMBERSHIP FEES FOR THE CITY OF SANIBEL RECREATION CENTER, IN ORDER TO PROVIDE FOR AN INCREASE IN THE FEE FOR THE CATEGORY OF “MEMBER GUEST RATES - INDIVIDUAL”; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Sanibel City Council established the Sanibel Recreation Center Membership Fees at its regularly scheduled City Council meeting on October 16, 2007; and

**WHEREAS**, the City Council finds it necessary and appropriate to amend the previously established Membership Fees as set forth in Ordinance 07-014, as amended by Ordinances 08-001, 08-007, 08-015 and 09-010;

**NOW, THEREFORE, BE IT ORDAINED** by the City Council of the City of Sanibel, that Ordinance 07-014, as amended, be further amended to revise membership fees for the City of Sanibel Recreation Center, with underlining indicating additions and strikethrough indicating deletions, as follows:

**SECTION 1. MEMBERSHIP FEES.**

Membership fees for the City of Sanibel Recreation Center are hereby established as follows with underlining indicating additions and strikethrough indicating deletions:

<b>RESIDENT - INDIVIDUAL</b>		<b>RESIDENT - FAMILY</b>	
Daily	\$3.50	Daily	\$5.50
Weekly	\$17.00	Weekly	\$27.00
Six Month	\$65.00	Six Month	\$125.00
Annual	\$125.00	Annual	\$175.00

**MEMBER GUEST RATES - INDIVIDUAL  
(Must be accompanied by Member)**

Daily        ~~\$3.50~~ \$5.00  
Weekly       \$17.00

**MEMBER GUEST RATES - FAMILY  
(Must be accompanied by Member)**

Daily        \$5.50  
Weekly       \$27.00

**ON ISLAND EMPLOYEE - INDIVIDUAL**

Daily        \$4.50  
Weekly       \$23.00  
Six Month   \$110.00  
Annual       \$175.00

**ON ISLAND EMPLOYEE - FAMILY**

Daily        \$8.00  
Weekly       \$40.00  
Six Month   \$175.00  
Annual       \$250.00

**VISITOR - INDIVIDUAL**

Daily        \$12.00  
Weekly       \$50.00  
Six Month   \$235.00  
Annual       \$395.00

**VISITOR - FAMILY**

Daily        \$20.00  
Weekly       \$105.00  
Six Month   \$395.00  
Annual       \$495.00

**CITY OF SANIBEL EMPLOYEE/  
CITY OF SANIBEL RETIREES -  
INDIVIDUAL**

Annual \$50.00

**CITY OF SANIBEL EMPLOYEE/  
CITY OF SANIBEL RETIREES -  
FAMILY**

Annual \$75.00

**CITY EMPLOYERS  
CORPORATE WELLNESS MEMBERSHIP VOUCHERS**

For memberships purchased within any 12 month period,  
the first 9 corporate memberships will be at an annual fee of \$125;  
10 or more corporate memberships will be at an annual fee of \$100

Annual - \$185 / per employee family

**SANIBEL BASED  
NON PROFIT ORGANIZATIONS  
RENTAL FEES**

Hourly Rate: \$10/per hour (3 hour minimum required)

Conditions:

- No Deposit Required
- Rental Fee must be paid in advance - rented room or area is considered rented at time Rental Fee is paid
- Rental Fee is forfeited if cancelled less than 10 days prior to scheduled rental
- Set Up / Tear Down Fees - billed at City's direct cost
- Any Required Parking, Traffic or Security will be charged at existing Special Police Officer duty rates

## FACILITY RENTALS AND EVENTS PACKAGES RENTAL FEES

### Public Pool Party Rental Packages:

(only available during regular pool hours)

- **The Snapper**  
\$15.00 per guest  
Unlimited use of open pool  
One (1) hour in party room  
Cheese Pizza (1 per 5 guests)  
Soda/Juice (1 per guest)  
Cupcakes / Cake
- **The Grouper**  
\$12.50 per guest  
Unlimited use of open pool  
One (1) hour in party room  
Soda/Juice (1 per guest)  
Cupcakes / Cake
- **The Mullet**  
\$6.00 per guest  
Unlimited use of open pool  
One (1) hour in party room

Set Up / Tear Down fees - billed at City's direct cost

### Private Pool Party Rental Packages:

(offered during non-public use times)

- **The Tarpon**  
\$20.00 per guest  
Unlimited use of splash pad, water features, leisure pool and slide  
One (1) hour in party room  
Cheese Pizza (1 per 5 guests)  
Soda/Juice (1 per guest)  
Cupcakes / Cake
- **The Snook**  
\$17.50 per guest  
Unlimited use of splash pad, water features, leisure pool and slide  
One (1) hour in party room  
Soda/Juice (1 per guest)  
Cupcakes / Cake
- **The Flounder**  
\$15.00 per guest  
Unlimited use of splash pad, water features, leisure pool and slide  
One (1) hour in party room

Set Up / Tear Down fees - billed at City's direct cost

**FACILITY RENTALS AND EVENTS PACKAGES RENTAL FEES**  
(continued)

**Aquatic Facility Rentals:**

- **Option 1**  
Lap Pool Rental  
\$50 per hour  
(includes 1 lifeguard)
- **Option 2**  
Lap Pool and Slide Rental  
\$80.00 per hour  
(includes 2 lifeguards)
- **Option 3**  
Splash Pad, Leisure Pool w/ Water Features and Slide  
\$110 per hour  
(includes 3 lifeguards)
- **Option 4**  
All Pools, Splash Pad, Leisure Pool w/ Water Features,  
Slide and Lap Pool  
\$140 per hour  
(includes 4 lifeguards)

Prices based upon 25 or fewer guests per lifeguard.  
Larger parties will require an additional fee.

Set Up / Tear Down fees - billed at City's direct cost

**Additional Facility Rentals:**

- **Option 5**  
PELICAN A & B  
Full Multi-Purpose Room off of pool area  
1748 sq. ft / capacity 116  
\$32 per hour
- **Option 6**  
PELICAN A  
Right Half of Multi-Purpose Room off of pool area  
874 sq. ft / capacity 58  
\$20 per hour
- **Option 7**  
PELICAN B  
Left Half of Multi-Purpose Room off of pool area  
874 sq. ft / capacity 49  
\$20 per hour

**FACILITY RENTALS AND EVENTS PACKAGES RENTAL FEES**  
(continued)

- **Option 8**  
EGRET  
Fitness Room  
770 sq. ft / capacity 49  
\$20 per hour
- **Option 9**  
GYMNASIUM  
6415 sq. ft / capacity 432  
\$120 per hour
- **Option 10**  
OSPREY  
Teen Room; includes Air Hockey, Foosball, Bumper Pool,  
Table-top Arcade Style Games, Big Screen TV, Stereo,  
X-Box and Karaoke  
925 sq. ft / capacity 62  
\$20 per hour (requires \$250.00 security deposit; refundable  
upon satisfactory Staff inspection)
- **Option 11**  
SKATE PARK  
\$50 per hour
- **Option 12**  
SPOONBILL  
Arts and Crafts Room  
685 sq. ft / capacity 46  
\$20 per hour
- **Option 13**  
HERON  
Program Room  
685 sq. ft / capacity 46  
\$20 per hour
- **Option 14**  
IBIS  
Small Multi-Purpose Room  
240 sq. ft / capacity 16  
\$20 per hour

Parties must have a minimum of ten (10) guests for packages.  
All Facility Rentals require a \$100.00 security deposit; refundable upon  
satisfactory Staff inspection, except as noted otherwise.

Set Up / Tear Down fees - billed at City's direct cost

To qualify as a **RESIDENT** (\*) one of the following is required:

- Valid Florida Driver's License showing a Sanibel or unincorporated Lee County address.
- Lee County voter registration card showing a Sanibel or unincorporated Lee County address plus photo ID.
- Declaration of Domicile showing a Sanibel or unincorporated Lee County address plus photo ID.
- Property ownership records showing a Sanibel or unincorporated Lee County address plus Photo ID.

To qualify as an **ON-ISLAND EMPLOYEE**, the following is required:

- Current pay stub from on-island business plus photo ID

A **VISITOR** is any individual or family not qualifying as a Resident or On-Island Employee.

A **FAMILY MEMBERSHIP** is defined as persons living in the same household.

**NOTE:** Children 11 years old and younger must be accompanied by an adult and children 4 years old and younger will be admitted at no charge, provided they are accompanied by an adult with a membership.

**MEMBER GUEST RATE - INDIVIDUAL** shall mean the fee applicable for any member of the public who is a guest of and is accompanied by a Member.

**MEMBER GUEST RATE - FAMILY** shall mean the fee applicable for two or more members of a family (defined as persons living in the same household) who are guests of, and are accompanied by, a Member.

**CITY OF SANIBEL EMPLOYEE** shall mean any full-time or part-time individual employed by the City of Sanibel.

**CITY OF SANIBEL RETIREE** shall mean an individual who was a full-time employee with the City of Sanibel and has retired in accordance with the City's retirement provisions and is currently entitled to retirement benefits.

**A CITY EMPLOYER CORPORATE WELLNESS MEMBERSHIP** is defined as a pre-paid Recreation Center Membership Voucher(s) issued to a Sanibel employer, with a Sanibel business address and a Business Receipt (formerly known as an Occupational License) to conduct business within the City of Sanibel, for purposes of providing the employees of such business with a business-established Wellness Program.

**A SANIBEL BASED NON-PROFIT ORGANIZATION** is defined as a non-profit group or other affiliation of persons, the substantial majority of which are Sanibel residents or property owners, which has its meetings and/or fund raising activities on Sanibel, or has an equivalent physical presence on Sanibel, and whose efforts are intended to enhance the quality of life of its members and/or the general Sanibel community.

#### **SECTION 2. CODIFICATION.**

This ordinance shall be deemed an amendment to the Code of Ordinances of the City of Sanibel and the Sanibel Code of Ordinances is hereby amended.

#### **SECTION 3. SEVERABILITY.**

If any section, subsection, sentence, clause, phrase or portion of this ordinance, or application hereof, is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion or application shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portion of application hereof.

#### **SECTION 4. EFFECTIVE DATE.**

This Ordinance shall be effective immediately upon adoption.

**DULY PASSED AND ENACTED** by the Council of the City of Sanibel, Florida, this  
\_\_\_\_\_ day of \_\_\_\_\_, 2010.

**AUTHENTICATION:**

\_\_\_\_\_  
Kevin Ruane, Mayor

\_\_\_\_\_  
Pamela Smith, City Clerk

**APPROVED AS TO FORM:** *Kenneth B. Cuyler* 7/14/10  
Kenneth B. Cuyler, City Attorney Date

First Reading: July 20, 2010  
Publication Date: \_\_\_\_\_  
Second Reading: August 3, 2010

Vote of Council Members:

Ruane \_\_\_\_\_  
Denham \_\_\_\_\_  
Harrity \_\_\_\_\_  
Jennings \_\_\_\_\_  
Pappas \_\_\_\_\_

Date filed with City Clerk: \_\_\_\_\_