



CITY OF UNIVERSITY CITY

PARKS, RECREATION & FORESTRY

REVENUE AND PRICING POLICY

SECTION 1

REVENUE POLICY

I. INTRODUCTION

The City of University City Parks, Recreation & Forestry Department offers diversified parks, recreation & forestry services to its residents and the surrounding community. Historically, these services were financed by appropriation of tax dollars from the City's general fund, which is to say that residents of University City have previously paid for their parks, recreation, and forestry services primarily through taxation.

In recent years, the costs of maintenance and capital projects have increased, as have other operational costs. As such, a greater emphasis has been placed on generating non-tax revenues. These pressures are of such magnitude as to cause alternative sources of revenues to be more and more critical for the operation of parks, recreation & forestry programs and facilities. In the field of parks, recreation & forestry sources of funds other than local taxes include:

- Gifts and bequests
- Grants
- Contractual receipts
- Concessions and leases
- Fees and charges
- Sponsorships

II. PHILOSOPHY

The guiding principle of the University City Parks, Recreation & Forestry Department's philosophy is to provide the most efficient and highest quality parks, recreation & forestry experiences possible within its appropriated budget, and to ensure that all University City citizens have an equal opportunity to participate in a variety of programs, services, parks and facilities. This principle is accomplished through two primary funding sources: taxes (property and sales) and user fees/charges. Tax dollars may provide for capital improvements, land acquisition, and basic administrative costs for parks, recreation & forestry services; however,

user fees and charges offset operating costs and continue to be an important source of income to assist in narrowing the gap between the levels of tax subsidy and revenue.

The underlying principle of financing the parks and recreation system is to offer an efficient, balanced program of parks, facilities, trails and services in University City. Frequently, the demand upon our parks and recreation system is greater than the tax revenues available to support the demand. Realizing that tax dollars alone should not subsidize programs, services and facilities, it is necessary to charge user fees for selected programs, services and facilities, particularly in instances where a program, service or facility is directly consumed by the individual(s), group or organization for his/her or their own personal benefit. Philosophically, fees charged are designed to reduce or eliminate subsidies from the General Fund. It is felt that the user(s) of the program, service or facility shall pay for all or part of the costs.

This system of user fees and charges must supplement and not replace existing financial resources. They must be constructed on a level consistent with the needs of University City residents and in accordance with national and local trends. User fees and charges must be viewed as a method of continuing and expanding the ability to provide quality parks, recreation and forestry services at a level that is fair and equitable to both participants and non-participants in the City of University City. User fees and charges provide only one source of finance for the Parks, Recreation & Forestry Department. A system of user fees and charges must supplement other resources available to the Department, not replace them or be used to diminish the Department's responsibility to provide public open space and recreational opportunities for all citizens.

The prime objective of this Policy is to develop guidelines to efficiently direct the Department toward a more consistent and effective method of establishing fees and charges while, at the same time, maintaining a high degree of equity for the citizens of University City. The general benefit of services, programs and facilities must exceed any detriment imposed by the user fees themselves and collections must be practical.

SECTION 2

POLICY DEFINITIONS

The following definitions are provided to clarify the meaning of terms used within this policy document.

I. TYPES OF FEES AND CHARGES:

Entrance Fees: Fees to enter a developed park, recreation area, cultural or historic area.

Admission Fees: Fees to enter a building or enclosed structure, as in a fee to enter a sports facility for an event.

Rental Fees: Payments made for the privilege of exclusive use of park property of any kind.

User Fees: Fees for the use of a facility, participation in an activity such as a group program or instructional class, or fares for a controlled ride.

Sales Revenues: Revenue obtained from the operation of stores, concessions, restaurants, and from the sale of merchandise and other property.

License and Permit Fees: Fees to obtain written consent to perform some lawful actions, typically after permission has been issued by a division of government. Examples include payment to obtain a fishing license or concession permit.

General Fees: Those fees charged to the general public for the use of City facilities, programs, etc. The general fee is generally 50% to 100% higher than the "Resident Discounted Fee" (fee charged to those showing proof of residency within the city limits of University City). For facilities and/or programs located within a Land Water Conservation Fund (LWCF) Grant designated Parks (Kaufman, Heman, Millar, Mooney, and Ruth Park Woods), fees for non-residents cannot exceed twice the fees charged for residents.

Resident Discounted Fees: Those fees charged to residents showing proof of residency within the city limits of University City for the use of City facilities, programs, etc. The resident discounted fee is generally 50% to 100% lower than the "General Fee" (the fee charged to those who do not show proof of residency within the city limits of University City) For facilities and/or programs located within a Land Water Conservation Fund (LWCF) Grant designated Parks (Kaufman, Heman, Millar, Mooney, and Ruth), fees for non-residents cannot exceed twice the fees charged for residents. In the case of renting select facilities, a resident individual and/or organization must not only show proof of their residency, but they must also show proof that at least seventy-five percent (75%) of their group, team, league, tournament, organization, etc. are also University City residents.

Special Services Fees: Fees for supplying extraordinary articles, commodities, activities, or services that may not be considered standard or routine functions of a public agency, such as individual or private lessons, photo/video location fees, athletic league fees, etc.

Nominal Fee: A minimal fee intended to recover a portion of the costs associated with a basic service, as in a light fee, etc.

II. TYPES OF REVENUE/REVENUE SOURCES:

Compulsory Revenues: Revenue from mandatory payments such as tax revenues or special assessments.

Alternative Revenues: Revenue sources other than compulsory revenues. These revenues may include gifts, sponsorships, donations, grants, fees and charges.

Contractual Revenues: Contractual revenues include revenues from vending contracts, leases, and management agreements:

1. Concessionaire Contracts: Contracts awarded to individuals or business to sell goods on City Parks. A permit to sell is purchased by the concessionaire, or the department generally receives a percentage of the concessionaire's gross receipts.
2. Performance Contracts: Contracts awarded to provide specific or specialized services for the department. When applicable, the department receives a share of the gross receipts.
3. Management Agreements: Contracts awarded for the complete operation of a special facility such as a swimming pool, golf course, etc. The department receives a percentage of the gross receipts and/or a minimum monthly rental fee.

III. OTHER DEFINITIONS USED WITHIN THE POLICY

Service: Any program, class, event, activity, sales or rental opportunity provided by the department.

Special Facility: Also called a revenue-based facility. These facilities are approved and constructed with the understanding that all or a major portion of the construction and/or operating costs will be recovered through the collection of user fees and charges.

Direct Costs: Those costs that can be directly and exclusively attributed or assigned to a specific service.

Indirect Costs: Those costs that can be attributed to more than one (1) program or service. Examples would include departmental administrative staff salaries, insurance, or acquisition/construction depreciation.

Full Costs: These are both the direct costs and a pro-rated percentage of the indirect costs that can be attributed to a specific service.

City Sponsored: Services that are organized, promoted, and conducted exclusively by City staff and are the responsibility of the City.

City Co-Sponsored: Services that are organized, promoted, and conducted in part by City staff and in-part by an outside agency, organization, or individual(s) and are the negotiated responsibility of both parties as defined by a performance contract. Any fees assessed to the outside group for facility use of staff time shall be established to recover the City's direct costs at minimum. These events and/or activities shall be reviewed and considered on a case by case basis and are in the best interest of the City.

City Facilitated: Services that are organized, promoted, and conducted by an outside agency, organization, or individual(s) with limited assistance from City staff. These services are the responsibility of the outside group. City involvement often includes permission to use a City facility or promotional assistance. Normally, these levels of service are defined by the warranties/guarantees of a contract. Any fees assed to the outside group for facility use or staff

time shall be established to recover the City's direct and indirect costs. These events and/or activities shall be reviewed and considered on a case by case basis and are in the best interest of the City.

Reciprocal Agreements: Mutual exchange in services and/or facilities with other government or quasi government agencies (i.e. school districts, levee districts, road districts, fire districts, library districts, municipal governments, county governments, state governments, etc.). These events and/or activities shall be reviewed and considered on a case by case basis and are in the best interest of the City.

Scholarship Program: City may develop a scholarship program for City residents who do not have the means to pay in full.

Capital Reserve Fund or Special Revenue Fund: A revenue fund established to support a specific park or facility. In lieu of the City's "general fund," revenues are accrued in a special revenue or capital reserve fund and may be used for operations, maintenance, or capital improvements at the designated facility.

Director: The Director of Parks, Recreation & Forestry or his/her designee.

SECTION 3

COMPETITION AND PRICING

A primary goal of the City of University City Parks, Recreation & Forestry Department is to provide a comprehensive parks and recreation service delivery system to meet the needs and desires of all city residents. Generally, the services provided by the Department are not offered by local private business. The Department shall not attempt to create new programs/service to duplicate or compete with services offered by private business. However, in the event that services provided by the private sector business does not meet the recreational needs, desires or expectations of city residents, the Department may establish alternative service delivery opportunities. Should any business claim that these alternative services create unfair competition; the Department shall provide reason to justify the service in question. These claims shall be reviewed by the Parks Commission and submitted to the City Council if required.

Fee levels for services similar to those offered by the private sector shall be reviewed as part of the fee determination process and Departmental fees shall not be intentionally lowered to create undue competition.

SECTION 4

DETERMINING FEES AND CHARGES

This policy shall be reviewed and adjusted as necessary on an annual basis to determine the appropriate fees and charges. This review shall be conducted by the Parks, Recreation and Forestry Department as well as the Parks Commission, with findings and recommendations forwarded on to the City Council for their approval.

For the purpose of determining price, it is necessary to define direct and fixed costs. Direct costs are defined as those expenses which are incurred in conducting the program, activity, park, facility, etc. If the program, activity, park, facility, etc., had not been offered/used/rented, no cost would have been incurred. Fixed costs are those defined as those expenses which are not directly incurred by the program, activity, park, facility, etc., but may be charged to it (e.g. administrative salaries, promotions, utilities, basic maintenance, etc.).

The major benefit of these guidelines is to define a consistent method upon which fees and charges can be established. The fee and charges guidelines in this section address the needs and financial resources of the City of University City while maintaining a level of simplicity for overall Department usage. The following tasks are the guidelines used to establish fees and charges for programs, services and facilities.

I. ASSESSING COSTS:

The type of service will directly determine the cost recovery strategy of pricing strategy to be used in pricing parks and recreation services. Department should develop reasonable estimate of ongoing participation in each program, service, and facility use when determining a fee or charge.

II. PRICING METHOD:

1. **Public Services** normally do not have user fees or charges associated with their consumption. Therefore, the cost for providing these services is usually borne by the Department. However, a nominal fee could be charged.
2. Department shall recover one hundred percent (100%) of all direct costs and pro-rated portion of the indirect costs incurred in the delivery of **Merit Service Programs/Parks and Facilities, Admissions/Drop-Ins, and Seasonal/Yearly Passes**.
3. Department shall recover at least one hundred percent (100%) of all direct costs incurred in the delivery of **Private Service, and Merchandise Sales**, and recover one hundred percent (100%) of all fixed costs of the Department which would reasonably be attributed to the delivery of that service, and in some cases, receives a return in revenue.
4. **Determine the "Going Rate"**. To determine the "Going Rate", Department shall survey the fees and charges of surrounding communities. In doing so, Department must consider and be aware of political, economic, demographic, maintenance standards, levels of service,

hours and length of service, facility conditions, and philosophical differences between the communities. Accordingly, it may not be possible and/or feasible to use the “Going Rate”, as it may not provide an equal comparison of services, programs, or facilities.

5. Department shall assess a twenty-five percent (25%) Administration Fee, which shall be added on to the direct costs of all programs, facilities and services for the costs of basic administrative duties and processing.
6. When assessing fees and charges, the Department shall round fees and charges. For Department purposes, this shall be defined as when the digit is 0, 1 or 2 appears in the ones place, round down to 0. When the digit is 3, 4, 5 or 6 appears in the ones place, round to 5. When the digit is 7, 8, or 9 appears in the ones place, round to 0.
7. Department shall determine “General Fee” and “Resident Discounted Fee”. The percentage of the “General Fee” assessed above the “Resident Discounted Fee” shall be 25% to 100% higher depending on the type of facility, service or program. For facilities and/or programs located within a Land Water Conservation Fund (LWCF) Grant designated Parks (Kaufman, Heman, Millar, Mooney, and Ruth), general fees cannot exceed twice the fees charged for resident discounts.
8. Department shall evaluate and assess the minimum number of participants/users needed to make a program, service, or facility viable. Department shall also evaluate and assess the maximum number of participants/users that a program, service, or facility can hold.

III. EVALUATION OF FEE SCHEDULES:

The task of evaluation should begin the moment a fees and charges decision is made and then implemented. Observation, monitoring, measuring and evaluating of fees and charges should continue to be an on-going annual process. It is imperative that fees and charges policies be re-evaluated as needed in order to serve both the principles of equity and efficiency.

SECTION 5

FEE ADJUSTMENTS

I. SPECIAL GROUPS AND SITUATIONS:

- A. Group Discounts: May be offered at various facilities on a daily basis to encourage use and to reduce the costs of fee collection and provide a higher level of convenience to users, and/or to control or limit the use of a facility during periods of potential overuse or to increase use during slow periods.

- B. Group Season Membership/Passes: Reduced fees may be established for a “group” for the use of the aquatic and/or Centennial Commons facilities for the season. For the purpose of establishing a “group membership/season pass”, the definition of a “resident group” is defined as five (5) individuals living within the City limits of University City. The addition of up to three (3) additional individuals living within the City limits of University City could be added for an additional fee; with the definition of a “general group” is defined as any combination of five (5) individuals either living within and out of the City limits of University City. The addition of up to three (3) additional individuals either living within and out of the City limits could be added for an additional fee.
- C. Group Daily Passes: Reduced fees may be established for a “group” for the use of the aquatic and/or Centennial Commons facilities for the day. Fees for such services shall be ten percent (10%) less than that of the “Resident Discounted Rate” and the “General Rate”, which ever applies. For the purpose of establishing a “group” fee, the definition of a “group” is defined as ten (10) individuals or more.

II. PRIME TIME RATES:

Fees may be increased for certain services at prime times of the day, week, month, or year. The reason for prime time pricing is to control or limit the use of a facility during periods of potential overuse or to increase use during slow periods.

Weekend and Holiday - Definition of “Weekend/Holiday” shall be Friday 5:00 pm to 12:00 am, Saturday and Sunday 5:00 am to 12:00 am, with the occasional holiday that falls on a weekday.

Weekday – Definition of “Weekday” would be Monday – Friday, 5:00 am to 4:59 pm with the exception of an occasional holiday that falls on a weekday.

Weeknight – Definition of “Weeknight” would be Monday – Thursday, 5:00 pm to 12:00 am with the exception of an occasional holiday that falls on a weeknight.

III. GENERAL MEMBERSHIPS AND/OR SEASON PASSES:

Memberships and/or Season Passes may be offered at various facilities to encourage use and to reduce the costs of fee collection and provide a higher level of convenience to repetitious users.

IV. FRIENDS OF THE PARK MEMBERSHIPS

Friends of the Park Memberships may be offered for various facilities, programs and/or services to encourage use and to reduce the costs of fee collection and provide a higher level of convenience to repetitious users. Friends of the Park Memberships would be more inclusive than that of a General Membership and could provide greater benefits such as access to programs and services.

V. EARLY BIRD DISCOUNTS:

Early bird discounts may be offered at various facilities, amenities, or programs to encourage use and to reduce the costs of fee collection and provide a higher level of convenience to repetitious users.

VI. NON- PROFIT DISCOUNTS:

Use by a City organization (must provide a valid address within the corporate city limits of the City of University City, Missouri and/or an official valid and recognized Chapter with a valid address within the corporate city limits of the City of University City, Missouri) for private or public use that has received a 501©3 non-profit status and is also registered with the State of Missouri may be offered a discount. However, to receive the discounted rate, the group and/or organization seeking the Non-Profit classification must show confirmation of their agency or organization's 501©3 non-profit status, and provide proof of the State of Missouri non-profit status, which may be found at the Missouri Secretary of State's website – www.sos.mo.gov/BusinessEntity/soskb/csearch.asp (Religious organizations or educational institutions not required to register with the State, must provide documentation of their tax-exempt status – IRS determination, articles of incorporation, or audited financial statements).

VII. CITY SPONSORSHIPS

Fees and charges for activities/uses held by the City (departments and/or committee's) may be reduced or waived completely when such action is determined to be in the best interest of the City. These events, activities or facility use must be approved in advance through submission of a proposal to the Director of Parks, Recreation & Forestry.

VIII. CITY CO-SPONSORSHIPS

Fees and charges for events, activities or facility use co-sponsored by the City may be reduced (Any fees assessed to the outside group for facility use and/or staff time shall be established to recover the City's direct costs at a minimum). The use of these events, activities or facilities must be approved in advance through submission of a proposal to the Director of Parks, Recreation & Forestry, and if applicable forwarded to the Parks Commission for review and comment, and City Council approval. These events, activities or facilities shall be reviewed and considered on a case by case basis, when such action is determined to be in the best interest of the City.

IX. CITY FACILITATED

Fees and charges for events, activities or facility use facilitated by the City may be reduced (Any fees assessed to the outside group for facility use and/or staff time shall be established to recover the City's direct costs at a minimum). The use of these events, activities or facility use must be approved in advance through submission of a proposal to the Director of Parks, Recreation & Forestry, and if applicable forwarded to the Parks Commission for review and comment, and City Council approval. These events, activities or facility use shall be reviewed and considered on a case by case basis, when such action is determined to be in the best interest of the City.

X. RECIPROCAL AGREEMENTS

Fees and charges for events, activities or facility use may be reduced or waived completely (Any fees assessed to the outside group for facility use and/or staff time shall be established to recover the City's direct costs at a minimum). All reciprocal agreements must be approved in advance through submission of a proposal to the Director of Parks, Recreation & Forestry, and approved by City Council. These events, activities or facility use shall be reviewed and considered on a case by case basis, when such action is determined to be in the best interest of the City.

XI. SCHOLARSHIP PROGRAM

City residents, who desire access to programs and services, shall have the opportunity to participate. Therefore, a scholarship program shall be in effect for those residents who do not have the ability to pay either all or part of the established fee or charge. The scholarship policy shall establish a program which provides staff the guidelines and procedures to provide reduced fees for those residents who do not have the means to pay in full. These guidelines shall be based upon established standards, such as the Federal rules for the school free lunch program. The guidelines shall respect the privacy of the individual/family and shall be applied consistently. There will be certain programs and activities where it is impractical to implement a scholarship program; for example drop in programs like daily open swim.

SECTION 6

CITY PROGRAMS AND SERVICES

I. PROGRAM CLASSIFICATIONS

Programs may be classified into three (3) distinct categories; public service programs; merit service programs; and private service programs. A specific service/use may contain elements of more than a single category. The extent to which a specific service/use is classified in a category will determine whether a user fee or charge should be assessed and at what level.

1. Public Service Programs are those which tend to be equally available and beneficial to all citizens in a community. It is generally feasible to charge nothing or a nominal small fee for these programs, since they are basic in nature and are supported through general funds. Examples would be some special event programs, music in the market, national trails day, movies in the park, etc.
2. Merit Service Programs are those which tend to be where the individual(s) receives part of the benefits from merit programs and parts are received by the public in general. Department is able to furnish these programs in the quantity and quality demanded by the consuming public at a price the public is willing to pay. Generally, the direct costs of these services and a portion of the indirect costs will be recovered through fees and charges. Examples would be pool events, amphitheater events, etc.

3. Private Service Programs are those which tend to be limited enrollment to provide high quality of instruction or experience to each individual. The benefits of a private service program are received exclusively by the participants, which results in a relatively expensive program to operate. It is considered that this type of program offsets all direct and indirect costs. These are services where only the participant receives the benefit and should, therefore, pay the full cost of providing the service. Examples would be softball and volleyball leagues, dances, classes, camps, clinics, day camp, swim lessons, etc.

II. SERVICE CLASSIFICATIONS

Services may be classified onto three (3) distinct categories; admissions/drop-ins; seasonal/yearly passes; and merchandise sales. A specific service/use may contain elements of more than a single category. The extent to which a specific service/use is classified in a category will determine whether a user fee or charge should be assessed and at what level.

1. Admissions/Drop-Ins is those which one is charged to enter a facility or program on a per visit basis. Entry and exits are normally controlled and attendance is regulated. Examples would be aquatic center, community center, senior center, etc.
2. Seasonal/Yearly Passes are those which tend to be passes purchased by frequent users to gain admittance to facilities or programs on a seasonal or yearly discounted basis. Examples would be aquatic center, community center, senior center, Dog Park, etc.
3. Merchandise Sales are those which tend to be sales of supplies and/or equipment, purchased/rented by participants/users of a program of facility. It is considered that this type of service offsets all direct/indirect or fixed costs and, in some cases, receives a return in revenue. Examples would be concessions, life jackets, swim diapers, etc.

SECTION 7

FACILITIES

I. PARK AND FACILITY CLASSIFICATIONS

Parks and facilities may be classified into three (3) distinct categories: public, private and merit services. A specific service may contain elements of more than a single category.

1. Public Services - Fundamental, basic or public services are those which tend to preserve and promote a high level of quality of life; conservation and preservation of limited open space and natural systems; provide safety; and provide parks and recreation services and facilities where the community has the opportunity to benefit equally. Therefore, public funds should be used for acquisition of lands, improvement of property, provide services such as basic management

and maintenance. Examples would be open spaces, playgrounds, trails, lakes, conservation and natural areas.

2. Merit Services – Consumers of merit services benefit directly and should pay for the service, but others in the community receive some indirect benefits and should also financially support the service to a lesser degree. Examples would be general use of picnic areas, pavilions, athletic fields, aquatic facilities, golf facilities, tennis courts, dog parks, ice rinks, and amphitheaters, etc.
3. Private Services – Other parks and recreation services may be classified as a private service. These are services where only the participant receives the benefit and should, therefore, pay the full cost of providing the service. Examples would be facility/park rental for private functions, activities and special events such as athletic fields, aquatic facilities, pavilions, amphitheater, picnic areas, golf facilities, tennis courts, ice rinks, parades, walks, runs, carnivals, shows, festivals, etc.

II. PARK AND FACILITY RENTAL CLASSIFICATIONS

Park and facility rentals may be classified into three (3) distinct categories: private, non-profit, and commercial. A specific service may contain elements of more than a single category. The extent to which a specific service is classified in a category will determine whether a user fee should be assessed and at what level.

1. Private – Use by an individual(s) for non-public use. This shall be a Rental where the public is not invited and the Activity is not advertised.
2. Non-Profit – Use by a City organization (must provide a valid address within the corporate city limits of the City of University City, Missouri and/or an official valid and recognized Chapter with a valid address within the corporate city limits of the City of University City, Missouri) for private or public use that has received a 501©3 non-profit status and is also registered with the State of Missouri may be offered a discount. However, to receive the discounted rate, the group and/or organization seeking the Non-Profit classification must show confirmation of their agency or organization's 501©3 non-profit status, and provide proof of the State of Missouri non-profit status, which may be found at the Missouri Secretary of State's website – www.sos.mo.gov/BusinessEntity/soskb/csearch.asp (Religious organizations or educational institutions not required to register with the State, must provide documentation of their tax-exempt status – IRS determination, articles of incorporation, or audited financial statements).

III. USE OF FACILITIES

This policy prescribes the specific regulations under which the University City Parks, Recreation and Forestry Department shall make its facilities available for use by departmental/non-departmental groups.

The facilities of the department are first and foremost for the use of department sponsored and scheduled programs and services. When its facilities are not in use by its related service divisions, the department, at its discretion, may make certain facilities available to other individuals and groups. Priority for use will be as follows:

1. Parks, Recreation & Forestry Department and/or City sponsored, co-sponsored, or facilitated programs and events.
2. Returning user groups.
3. New user individuals and groups.

With revenue producing facilities, smaller department-sponsored events may be relocated to accommodate a major or revenue producing event at the discretion of the Director.

IV. USE OF DEPARTMENT NAME

Use of a facility does not imply endorsement or sponsorship of the event by the Department or the City. Therefore, publicity shall be designed in such a way that no suggestion of endorsement and/or sponsorship is implied. All such publicity shall be reviewed in advance by the designated Department staff and upon his/her recommendation be approved by the Director of the Parks, Recreation & Forestry Department, and if applicable forwarded to the Parks Commission for review and comment, and City Council approval

V. ADMINISTRATION OF FACILITY RENTALS

1. Execution of this policy shall be the responsibility of the Director of Parks, Recreation & Forestry.
2. The Director shall decide whether any group qualifies for facility use under this policy and shall have the authority to cancel a facility use permit or contract at any time for cause.
3. It shall be the responsibility of the Director with to give any special interpretation or to make any decision concerning the use of facilities not covered specifically in this policy or when there is a question concerning the use of facilities.

SECTION 8

OTHER SOURCES OF REVENUE

I. GIFTS AND DONATIONS

In recent years the City of University City has established a proud tradition of maintaining and developing parks and facilities for both the active and passive recreation enjoyment of all residents and visitors. Public funds provide the basic financing needed to develop and maintain parks and

facilities. However, those extra amenities that can make recreation time activities more enjoyable are sometimes beyond the budget limitation of the Department. One (1) of the ways these special needs can be met is through a gift. A gift through the Parks, Recreation & Forestry Department may be either cash for a specific item, or the item itself. If the contribution does not cover the entire costs, the money will be accumulated toward the purchase of that item. If additional contributions are not made to purchase the item, the donor may either select an alternate gift or have the Parks, Recreation & Forestry Department determine where the donation may be best used.

II. GRANTS

Professional staff of the Department may investigate the possibilities of securing a grant or outside funding source for land acquisition, facilities, and programs. All Department grant applications must be reviewed and approved by the Director of Parks, Recreation & Forestry and, in some case, other City Administrators. Receipt of grant funds must be formally accepted and the budget amended by the City Council.

III. MEMORIALS AND DEDICATIONS

Individuals may donate funds to the City in the exchange for the privilege of the placement of a memorial (i.e. dedication of a tree, bench, etc.) in the name of a loved one. The decision of whether or not to allow a memorial and/or dedication shall always depend on the City's philosophy, parks and recreation needs of the City's residents, the goals and priorities of the Department.

IV. SPONSORSHIPS

Parks, Recreation & Forestry staff may pursue sponsorship's for events, programs, and facilities. These arrangements may involve the donation of funds, volunteer time, equipment, supplies, or labor by the sponsor in return for name recognition of that sponsor's contribution and involvement.

The decision of whether or not to enter into a sponsorship agreement shall always depend on the City's philosophy, parks and recreation needs of the City's residents, the goals and priorities of the Department. Generally, sponsorships will be solicited through established programs or campaigns. Major individual, non-recurring, or "one-time" sponsorships, will be reviewed and approved by the Director of Parks, Recreation & Forestry and, if applicable forwarded to the Parks Commission for review and comment, and City Council approval.

V. CONTRACTUAL REVENUES

1. Concessions Contracts - The Department, through the approval by the City Council, is authorized to issue various permits to qualified individuals, groups and businesses. The primary purpose of the concessionaire program is to off park visitors the opportunity to purchase food, beverages, ice, and other goods at facilities, special events, programs, etc., in City parks.

2. Performance Contracts - Unlike concession contracts, performance contracts may not involve goods sold, but rather the provision of special services for the Department. Examples may include instructional classes, activity lessons, or officiating at athletic events. Contracts will be awarded to individuals, groups, or businesses offering reputable services that meet the current service goals of the Department. When revenues are generated, the City and the contractor shall share gross receipts earned according to the terms of the negotiated contract. Performance contracts are generally no more than one (1) year in length, but may be for longer periods if the cyclical nature of the business, capital demands of the operation, or other factors justify the term length.
3. Management Agreements - Management Agreements are negotiated and awarded for the complete operation of a special facility. This type of agreement is instituted when departmental operation(s) of the facility is either cost prohibitive or is not cost-effective; or when the operation(s) require a level of expertise beyond the capabilities of departmental staff. Golf courses are prime examples of this type of special facility. The Department receives a percentage of the gross receipts and/or a minimum monthly rental rate. The length of terms and conditions of renewal may vary based on the approval of the City Council.
4. Leases – The Department may, with the approval of the City Council, and in accordance with the statutes of the State of Missouri, lease property to private sector organizations. Facilities developed on property leased from the Department will be open and available to the public, and may not be exclusive in any manner that is discriminatory on the basis of race, sex, origin, or physical ability.

SECTION 9

PAYMENTS AND REFUNDS

I. PAYMENT SCHEDULE

Generally, all payments or deposits must be received before services will be rendered and made payable to the City of University City. For some programs and/or facilities, non-refundable and/or refundable security payments, and refundable damage deposits may be required.

II. NON-PAYMENTS

Individuals or groups that fail to meet established payment deadlines will receive a standard form letter indicating the balance due, late payment charges assessed (if applicable), and a final payment deadline. This payment deadline will be ten (10) days from the correspondence date. Individuals or groups that do not submit payment in full within this period will have their registration/reservation cancelled immediately and will be denied future participation in Department programs or future facility rental until their account has been settled.

III. RETURNED CHECKS

All returned checks will be assessed a twenty-five dollar (\$25.00) service fee, which is the amount allowable under state law.

IV. REFUNDS

1. Rentals

- A. Refunds of fees/deposits require advance written notice of cancellations sixty (60) days or more prior to the scheduled rental date. Advanced payments may be credited to a future date, as long as the City's schedule permits the Activity to be rescheduled within the same calendar year. If the schedule does not permit rescheduling, a twenty-five percent (25%) service charge will be applied. However, the Department will retain one hundred percent (100%) of the fees for cancellations made by the patron after the sixty (60) day time frame of the scheduled rental date.
- B. Any unused portion of a damage deposit may be refunded. However, the damage deposit may be held at the discretion of the City for any period of time necessary to determine the full extent of damages. If there are no damages or rules/regulation violations, the Department shall refund any amount due within thirty (30) days after the scheduled rental activity.
- C. Refunds will not be issued due to rain or any other weather situation, unless the Department is unable to staff and/or open the facility due to extreme weather, in which case, a full refund will be made.
- D. A full refund will be issued in the event that the Department cancels the reservation with or without notice in the event the facility becomes unavailable because of some physical and/or hazardous condition.
- E. If patron violates any of the terms or conditions of the rental agreement, the Department shall have the right to immediately terminate the rental without notice or refund, and the Department may pursue all of its rights and remedies at law or in equity including, without limitation, the right to recover court costs and attorney fees.
- F. The Director of Parks, Recreation & Forestry will review special requests when submitted in writing.

2. City Programs/Services

- A. A twenty-five percent (25%) service charge will be applied to all refunds of fees/deposits with a written notice of cancellations ten (10) days or more prior to the scheduled program/service date. However, the Department will retain one hundred percent (100%) of the fees/deposits for cancellations made by the patron after the ten (10) day time frame

of the scheduled program/service date. The Department shall refund any amount due within thirty (30) days after the scheduled program/service date.

- B. A full refund will be issued in the event that the Department cancels the program/service in the event of insufficient program enrollment.
- C. Refunds will not be generally issued due to rain or any other weather situation, unless the Department has to cancel the program/service due to its ability to staff or hold the program/service because of extreme weather situations, in which case, a pro-rated refund will be made for that date, class, etc.
- D. A full refund will be issued in the event that the Department cancels the reservation with or without notice in the event the facility becomes unavailable because of some physical and/or hazardous condition.
- E. In unusual situations (patron is relocating, has a documented illness or becomes physically unable to continue the program/service, etc.) where a refund is requested for services that have been paid in advance (such as Aquatic Center annual passes), the balance of remaining value will be refunded after receipt of a written request.
- F. If patron violates any of the terms or conditions of the program/service agreement, the Department shall have the right to immediately terminate the program/service without notice or refund, and the Department may pursue all of its rights and remedies at law or in equity including, without limitation, the right to recover court costs and attorney fees.
- G. The Director of Parks, Recreation & Forestry will review special requests when submitted in writing.

SECTION 10

POLICY REVISIONS

The City of University City Parks, Recreation & Forestry Department Revenue and Pricing Policy shall be reviewed for amendment on an as needed basis by the Parks, Recreation & Forestry Department. Recommended policy changes shall be presented to the Parks Commission for review and comment, and approval of City Council. The Director may approve changes in administrative procedures described in the policy.

The fee schedule may be reviewed annually by the Parks, Recreation & Forestry Department. Recommended changes in the fee schedule shall be presented to the Parks Commission for review and comment, and approval of City Council.

City residents may submit suggested policy changes in writing for consideration. These suggestions should be addressed to the Director of Parks, Recreation & Forestry.