
Park Board

DEPARTMENT: Parks and Recreation

FROM: Jen Basham, Director

MEETING: July 14, 2022

SUBJECT:

Receive a report regarding the Parks Performance Fund. *(Staff presenter: Jen Basham, Director)*

SUMMARY:

In May of 2022, City Council requested additional information regarding the park performance fund and the subsidy of the BRiCk and programs. Staff has researched additional revenue opportunities, as well as benchmarking similar facilities in local municipalities. After reviewing the current market, Burleson is within the 50th percentile. Additional programs and revenue are currently being researched and implemented as well as improvement to marketing and customer service.

OPTIONS:

Recommend maintaining current membership structure

Recommend increasing the memberships and rental by a percentage

RECOMMENDATION:

Staff recommends leaving the current fee structure in place

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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