



# PPF Revenue

Park Board November 9, 2023

Staff Presenter: Jen Basham, Director of Parks and Recreation





# Presentation Points

- ① Background
- ② BRiCk
- ③ Russell Farm Art Center
- ④ Athletics
- ⑤ Summary
- ⑥ Direction & Feedback

# Background



The Parks performance fund was created to account for the revenue and expenditures within proprietary funds for parks and recreation.

- The account is subsidized by 4B dollars
- The general fund does not subsidize these operations
- Golf is held in a separate fund and is not part of the parks performance fund

Staff has been asked to review recent year expenditures and recommend fee structures and cost recovery goals for upcoming years

BRiCK



# Reimbursement to the General Fund for indirect cost

In every fiscal year, funds are earmarked to be allocated from PPF to the general fund. These funds are allocated to cover indirect cost for departments that support Parks and Recreation Department.

- FY2024, projected: \$579,743 (BRiCk only)
  - FY2023, actual: \$512,632 (a new indirect cost analysis was completed in FY23)
  - FY2022, actual: \$265,702
  - FY2021, actual: \$255,234
- FY2024, projected: \$66,203 (Athletics only)
- FY2024, projected: \$48,824 (Russell Farm only)
- Total reimbursement to general fund: \$694,770



# Operational Changes - Staffing, SmartRec & Splash Pad

## Operational Staffing Increase:

- Assistant Recreation Manager - Started January 2022
- Recreation Coordinator - Started November 2021
- Part Time Wage Increase - October 2021 (additional \$142,000)
- Splash Pad Attendant-May 2022 (140 hours/yr - \$1,722)
- Gym Attendant-September 2022 (482 hours/yr - \$6,141)

## Credit Card Usage and Processing Fee Increase:

- Processing Fees FY 21-22: \$54,103
- Processing Fees FY 22-23: \$67,316

## Splash Pad Maintenance:

- Approximately \$30,000 annually in maintenance and chemicals





# Maintenance & Capital – FY 22-23

Total: \$557,685



## Pool UV Repair Total: \$9,169

Indoor \$6,350

Splash Pad \$2,819

## HVAC Total: \$38,296

Chiller #2 slide valve repair \$18,583

Add freon after repair \$1,107

Chiller #2 replace motor, contactors, & control board \$5,113

Chiller #2 fan contactors welded shut \$613

Fan power boxes in meeting rooms \$490

Roof top unit 10 leaking \$1,097

Rental for coolers \$11,293

## Desert Air Total: \$19,816

Unit 2 leak search & repair \$5,280

Unit 2 additional repairs \$2,135

Unit 2 supply fan motor replacement \$7,250

Freon \$5,151

Addition of 3 Air Curtains Total:  
\$23,581

## Supplemental & CIP Projects

Outdoor Pool Sand Filters – \$99,668

Added Office Space – \$7,420

Relace Men's Lockers – \$27,744

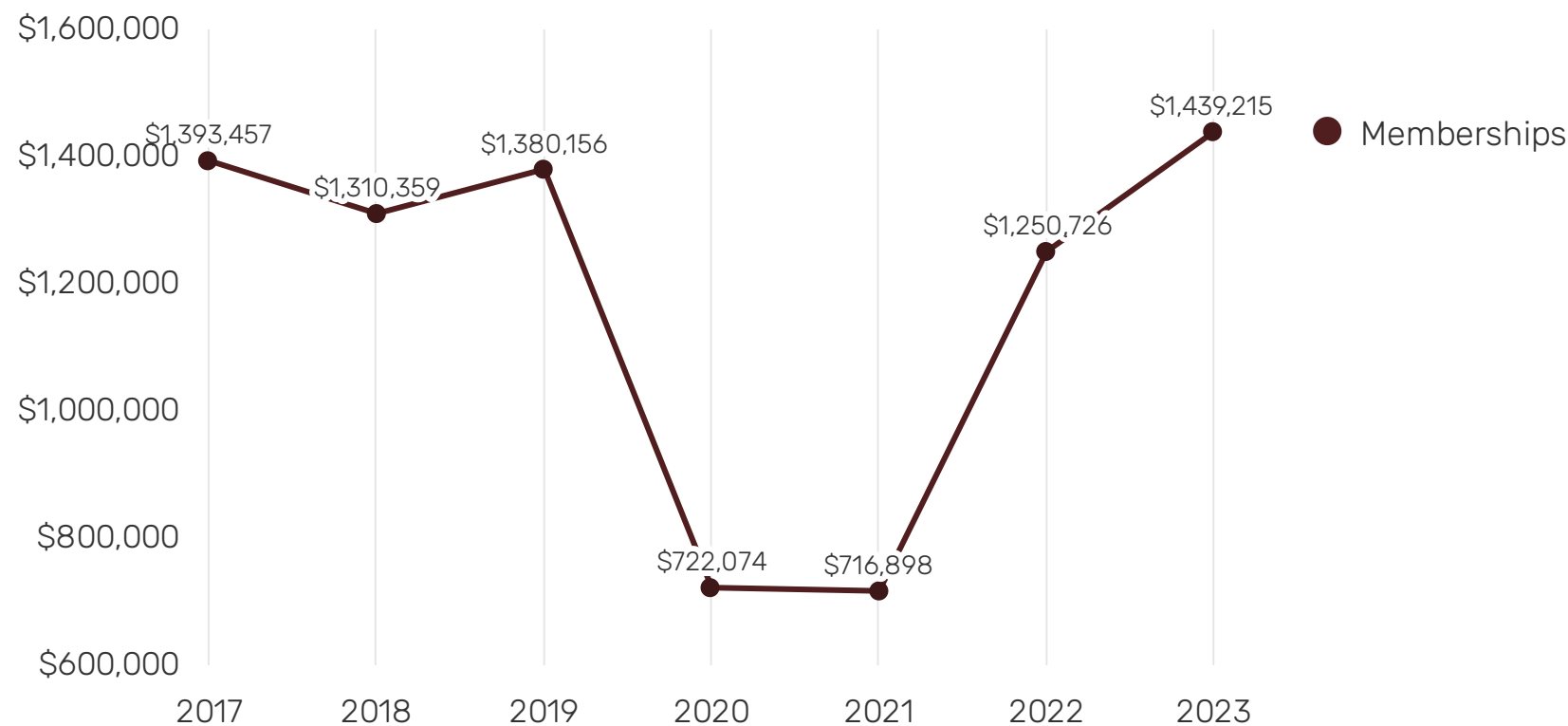
Indoor Track Lighting – \$4,748

LED Retrofit – \$58,279

Outdoor Pool Shade Structures (CIP): \$91,313

AC Control System Upgrade (CIP): \$177,651

# Revenue - Memberships and Day Passes



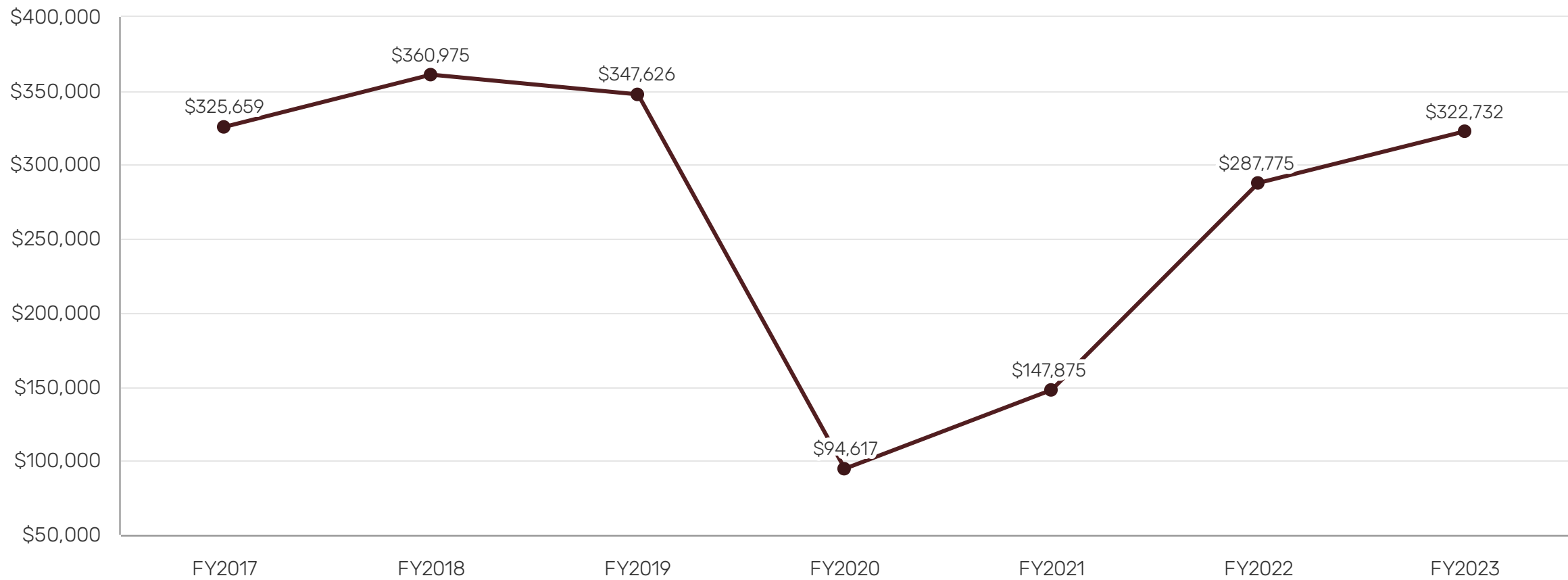
This revenue was generated through additional sales of memberships and day passes. No fee increase has occurred during this time period.



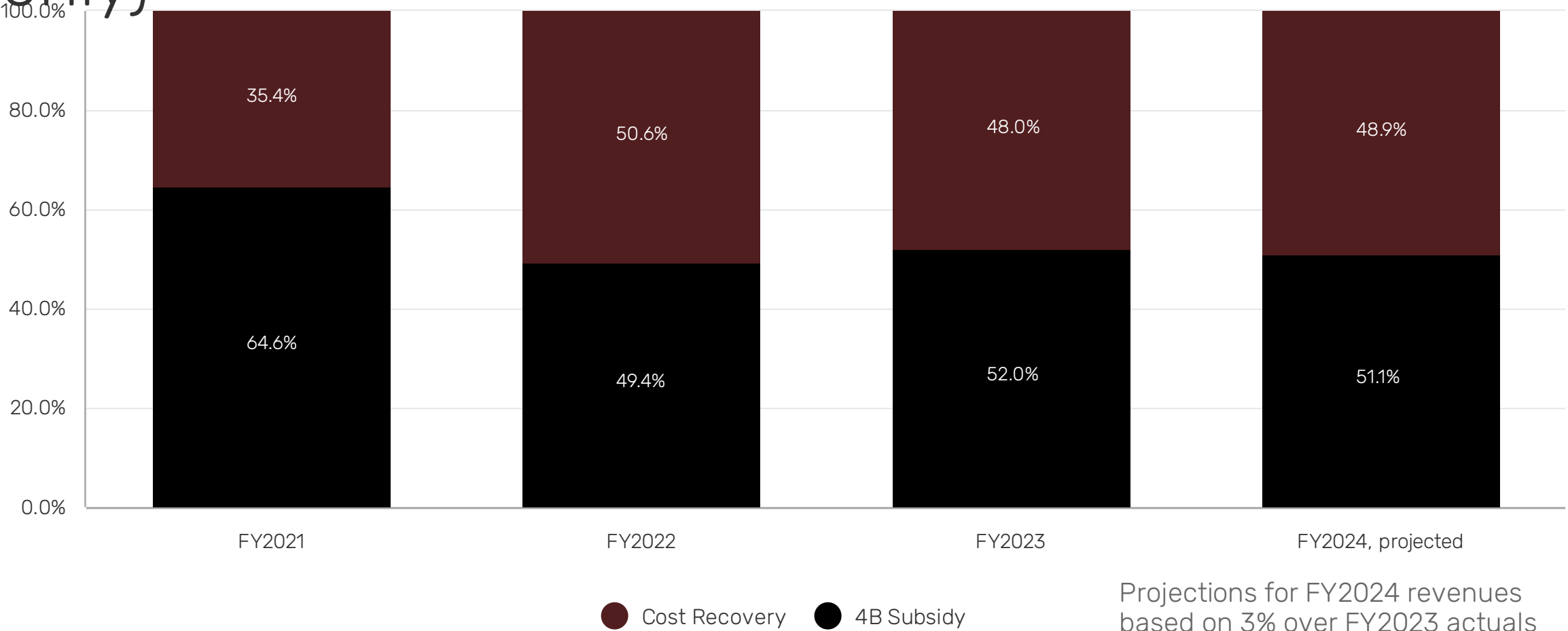


# Revenue – BRiCk Programs

Activity fees and indoor athletic leagues



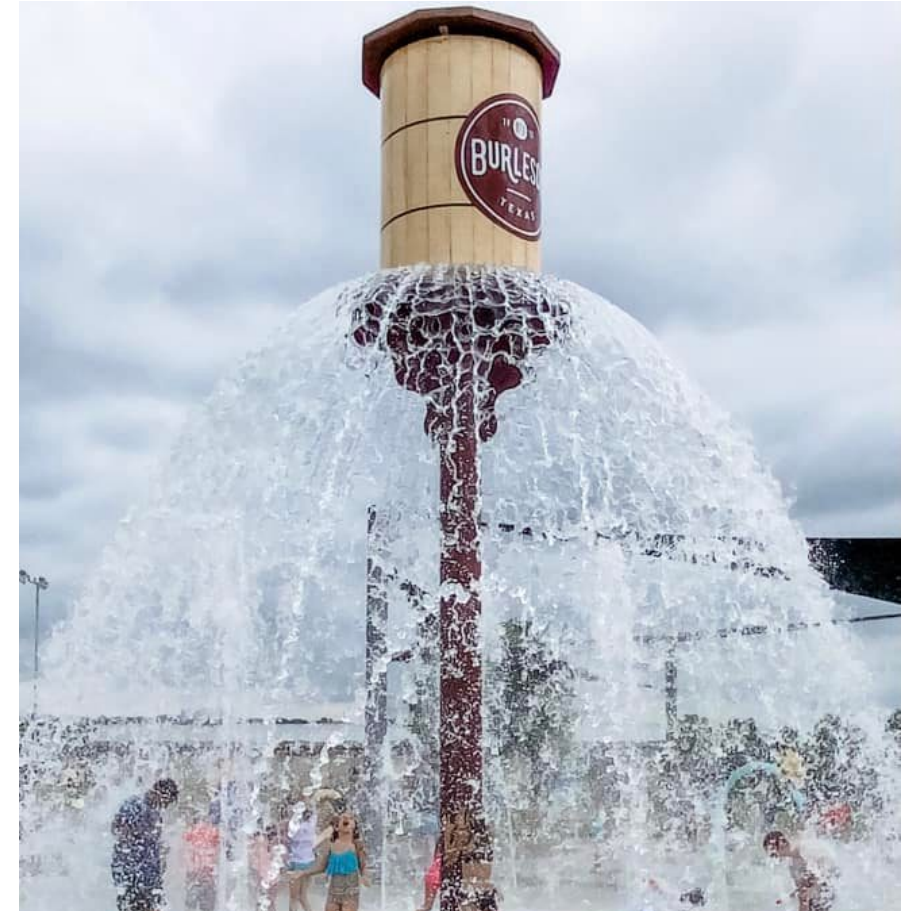
# Cost Recovery and Subsidy: PPF Recreation (BRiCk only)





# BRiCK Revenue Opportunities

- ① Programs
- ② Memberships
- ③ Rentals





# BRiCK Programs: Revenue Opportunities

2022 Actual - **\$274,924**

2023 Actual - **\$298,115**

## Increased Program Fee Options:

- 25% overall program increase (\$6-8 increase) - Additional \$10,837.50 per year
- 5% camp enrollment increase (\$6-8 increase) - Additional \$11,662.50 per year
- **2024 Total Potential Revenue Increase - \$22,500.00**

# Membership Benchmark Results

## ANNUAL MEMBERSHIPS

Averages: Keller \$504.25, North Richland Hills \$454.13, Grapevine \$430, Grand Prairie \$407.33, Burleson \$395.63

|                          | BURLESON | GRAND PRAIRIE | GRAPEVINE | NORTH<br>RICHLAND HILLS | KELLER |
|--------------------------|----------|---------------|-----------|-------------------------|--------|
| YOUTH -<br>RESIDENT      | \$235    | \$149         | -         | \$160                   | \$251  |
| YOUTH - NON<br>RESIDENT  | \$315    | \$299         | -         | \$211                   | \$276  |
| ADULT -<br>RESIDENT      | \$330    | \$299         | \$125     | \$408                   | \$514  |
| ADULT - NON<br>RESIDENT  | \$440    | \$499         | \$460     | \$505                   | \$631  |
| SENIOR -<br>RESIDENT     | \$280    | -             | -         | \$345                   | \$291  |
| SENIOR - NON<br>RESIDENT | \$380    | -             | -         | \$410                   | \$373  |
| FAMILY -<br>RESIDENT     | \$505    | \$499         | \$315     | \$700                   | \$759  |
| FAMILY - NON<br>RESIDENT | \$680    | \$699         | \$820     | \$894                   | \$939  |



# Membership Benchmark Results

## MONTHLY DRAFT MEMBERSHIPS

Averages: Keller \$50.63, North Richland Hills \$47.88, Grand Prairie \$40.67, Burleson \$40.63, Grapevine \$35.83

|                          | BURLESON | GRAND PRAIRIE | GRAPEVINE | NORTH<br>RICHLAND HILLS | KELLER |
|--------------------------|----------|---------------|-----------|-------------------------|--------|
| YOUTH -<br>RESIDENT      | \$25     | \$19          | -         | \$20                    | \$26   |
| YOUTH - NON<br>RESIDENT  | \$30     | \$29          | -         | \$35                    | \$28   |
| ADULT -<br>RESIDENT      | \$35     | \$29          | \$10.42   | \$40                    | \$51   |
| ADULT - NON<br>RESIDENT  | \$45     | \$49          | \$38.33   | \$55                    | \$63   |
| SENIOR -<br>RESIDENT     | \$30     | -             | -         | \$37                    | \$30   |
| SENIOR - NON<br>RESIDENT | \$40     | -             | -         | \$51                    | \$37   |
| FAMILY -<br>RESIDENT     | \$50     | \$49          | \$26.25   | \$60                    | \$76   |
| FAMILY - NON<br>RESIDENT | \$70     | \$69          | \$68.33   | \$85                    | \$94   |

# Day Pass Benchmark Results

|                       | BURLESON | GRAND PRAIRIE | GRAPEVINE | NORTH<br>RICHLAND HILLS | KELLER |
|-----------------------|----------|---------------|-----------|-------------------------|--------|
| YOUTH - RESIDENT      | \$8      | \$10          | \$12      | \$7                     | \$7    |
| YOUTH - NON RESIDENT  | \$8      | \$10          | \$12      | \$10                    | \$9    |
| ADULT - RESIDENT      | \$8      | \$10          | \$12      | \$7                     | \$8    |
| ADULT - NON RESIDENT  | \$8      | \$10          | \$12      | \$10                    | \$10   |
| SENIOR - RESIDENT     | \$8      | \$10          | \$12      | \$7                     | \$7    |
| SENIOR - NON RESIDENT | \$8      | \$10          | \$12      | \$10                    | \$9    |
| FAMILY - RESIDENT     | \$20     | -             | -         | -                       | \$17   |
| FAMILY - NON RESIDENT | \$20     | -             | -         | -                       | -      |

# BRiCK Membership: Revenue Opportunities

## Membership Revenue

- 2023 Revenue - \$1,439,214
- Average revenue per month, FY2023 - \$119,935 (includes both monthly drafts and day passes)

Membership Fee increase across the board (annuals, monthly drafts and fixed duration 1-month memberships)

- 5% Increase - Additional \$71,961 per year
- 10% Increase - Additional \$143,921 per year
- 15% Increase - Additional \$215,882 per year

## Day Pass Revenue

- 2023 Revenue - \$133,923

Day Pass: Create Non-Resident Rate

- \$2 Increase for Individual (Est. 80% of sales) - Additional \$27,785
- \$5 Increase for Family (Est. 20% of sales) - Additional \$6,696





# Membership Fee Options

## ANNUAL MEMBERSHIP

|                       | CURRENT | 5% INCREASE | 10% INCREASE | 15% INCREASE |
|-----------------------|---------|-------------|--------------|--------------|
| YOUTH - RESIDENT      | \$235   | \$246.75    | \$258.50     | \$270.25     |
| YOUTH - NON RESIDENT  | \$315   | \$330.75    | \$346.50     | \$362.25     |
| ADULT - RESIDENT      | \$330   | \$346.50    | \$363        | \$379.50     |
| ADULT - NON RESIDENT  | \$440   | \$462       | \$484        | \$506        |
| SENIOR - RESIDENT     | \$280   | \$294       | \$308        | \$322        |
| SENIOR - NON RESIDENT | \$380   | \$399       | \$418        | \$437        |
| FAMILY - RESIDENT     | \$505   | \$530.25    | \$555.50     | \$580.75     |
| FAMILY - NON RESIDENT | \$680   | \$714       | \$748        | \$782        |

# Membership Fee Options

## MONTHLY MEMBERSHIP

|                       | CURRENT | 5% INCREASE | 10% INCREASE | 15% INCREASE |
|-----------------------|---------|-------------|--------------|--------------|
| YOUTH - RESIDENT      | \$25    | \$26.25     | \$27.50      | \$28.75      |
| YOUTH - NON RESIDENT  | \$30    | \$31.50     | \$33         | \$34.50      |
| ADULT - RESIDENT      | \$35    | \$36.75     | \$38.50      | \$40.25      |
| ADULT - NON RESIDENT  | \$45    | \$47.25     | \$49.50      | \$51.75      |
| SENIOR - RESIDENT     | \$30    | \$31.50     | \$33         | \$34.50      |
| SENIOR - NON RESIDENT | \$40    | \$42        | \$44         | \$46         |
| FAMILY - RESIDENT     | \$50    | \$52.50     | \$55         | \$57.50      |
| FAMILY - NON RESIDENT | \$70    | \$73.50     | \$77         | \$80.50      |

# Day Pass Fee Option

## MONTHLY MEMBERSHIP

|              | CURRENT  | CURRENT<br>MILITARY/VETERAN | NEW NON-RESIDENT RATE |
|--------------|----------|-----------------------------|-----------------------|
| INDIVIDUAL   | \$8      | \$6                         | \$10                  |
| FAMILY       | \$20     | \$15                        | \$25                  |
| GROUP OF 15+ | \$6 each | \$4 each                    | \$40                  |





# Rental Revenue Opportunities

## Rental Revenue

- 2023 Facility Rental Revenue (meeting rooms and pools) - \$176,333

## Rental Fee Increase

- 5% Increase - Additional \$8,817
- 10% Increase - Additional \$17,633
- 15% Increase - Additional \$26,450

# Rental Fee Options – Facility

\$50 Deposit

## MEETING ROOMS – RESIDENT

|                      | Mem/Res | 5%   | 10%  | 15%  |
|----------------------|---------|------|------|------|
| Meeting Room A or B: | \$45    | \$47 | \$50 | \$52 |
| Both Meeting Rooms:  | \$80    | \$84 | \$88 | \$92 |

## MEETING ROOMS – NON-RESIDENT

|                      | Non-Res | 5%    | 10%   | 15%   |
|----------------------|---------|-------|-------|-------|
| Meeting Room A or B: | \$61    | \$64  | \$67  | \$70  |
| Both Meeting Rooms:  | \$108   | \$113 | \$119 | \$124 |

## GYMNASIUM – RESIDENT

|              | Mem/Res | 5%   | 10%  | 15%  |
|--------------|---------|------|------|------|
| Half Court:  | \$25    | \$26 | \$28 | \$29 |
| Full Court:  | \$35    | \$37 | \$39 | \$40 |
| Both Courts: | \$65    | \$68 | \$72 | \$75 |

## GYMNASIUM – NON-RESIDENT

|              | Non-Res | 5%    | 10%   | 15%   |
|--------------|---------|-------|-------|-------|
| Half Court:  | \$46    | \$48  | \$51  | \$53  |
| Full Court:  | \$61    | \$64  | \$67  | \$70  |
| Both Courts: | \$108   | \$113 | \$119 | \$124 |

# Rental Fee Options – Pool

\$50 Deposit

## POOL PARTIES – RESIDENT

|                    | Mem/Res | 5%    | 10%   | 15%   |
|--------------------|---------|-------|-------|-------|
| Party Room A or B: | \$50    | \$53  | \$55  | \$58  |
| Both Party Rooms:  | \$95    | \$100 | \$105 | \$109 |
| Sundeck:           | \$70    | \$74  | \$77  | \$81  |

## POOL PARTIES – NON-RESIDENT

|                    | Non-Res | 5%    | 10%   | 15%   |
|--------------------|---------|-------|-------|-------|
| Party Room A or B: | \$81    | \$85  | \$89  | \$93  |
| Both Party Rooms:  | \$142   | \$149 | \$156 | \$163 |
| Sundeck:           | \$108   | \$113 | \$119 | \$124 |

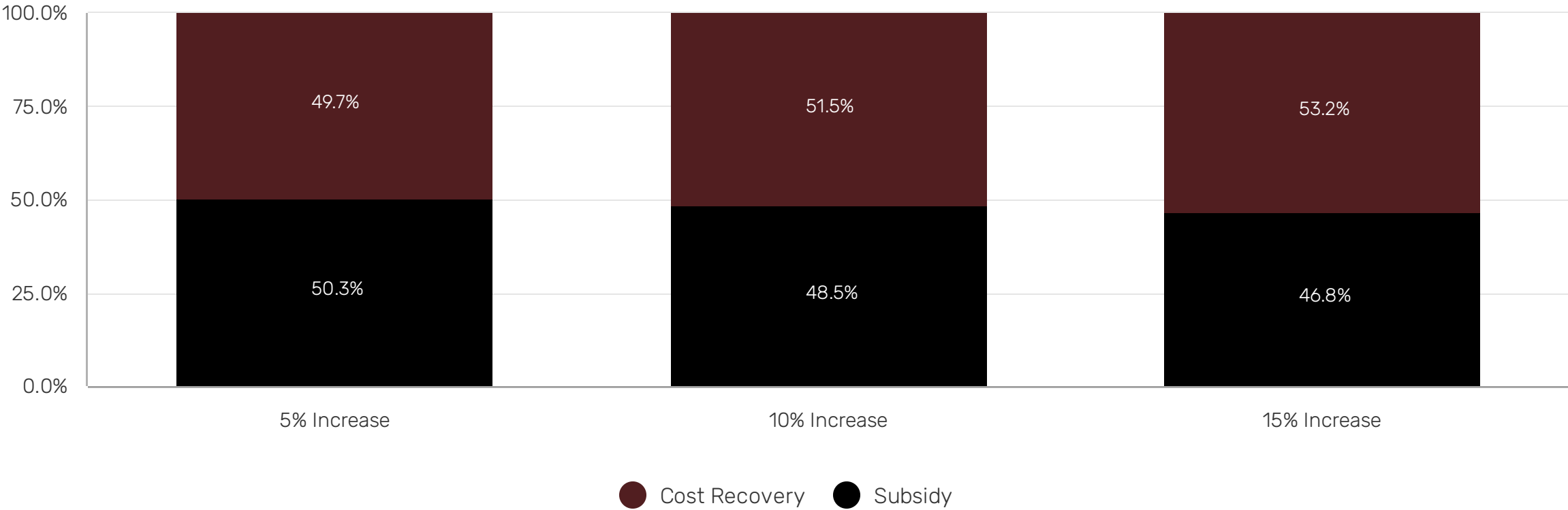
## PRIVATE POOL PARTIES – RESIDENT

|                         | Mem/Res  | 5%    | 10%   | 15%   |
|-------------------------|----------|-------|-------|-------|
| Indoor Party (Slide):   | \$262.50 | \$276 | \$289 | \$302 |
| Indoor Party (No Slide) | \$237.50 | \$249 | \$261 | \$273 |
| Outdoor Party 0-50:     | \$65     | \$68  | \$72  | \$75  |
| Outdoor Party 50-149:   | \$75     | \$79  | \$83  | \$86  |

## PRIVATE POOL PARTIES – NON-RESIDENT

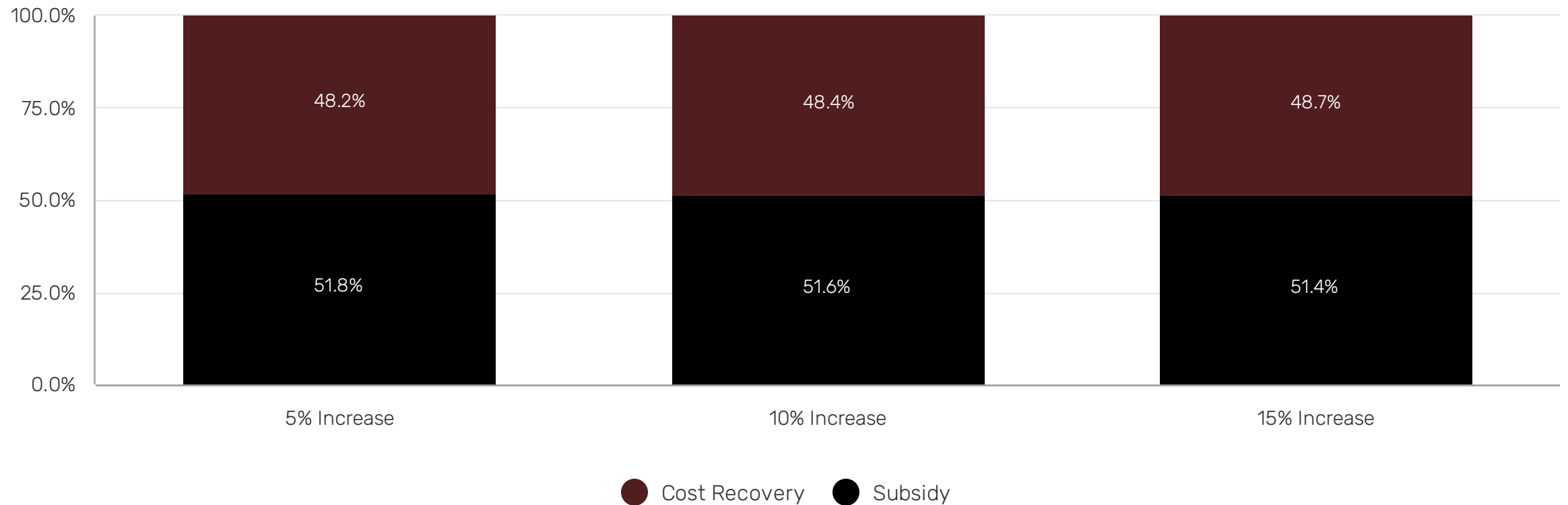
|                         | Non-Res  | 5%    | 10%   | 15%   |
|-------------------------|----------|-------|-------|-------|
| Indoor Party (Slide):   | \$287.50 | \$302 | \$316 | \$331 |
| Indoor Party (No Slide) | \$262.50 | \$276 | \$289 | \$302 |
| Outdoor Party 0-50:     | \$75     | \$79  | \$83  | \$86  |
| Outdoor Party 50-149:   | \$85     | \$89  | \$94  | \$98  |

# Recreation Cost Recovery and Subsidy with Proposed Membership Price Increases only

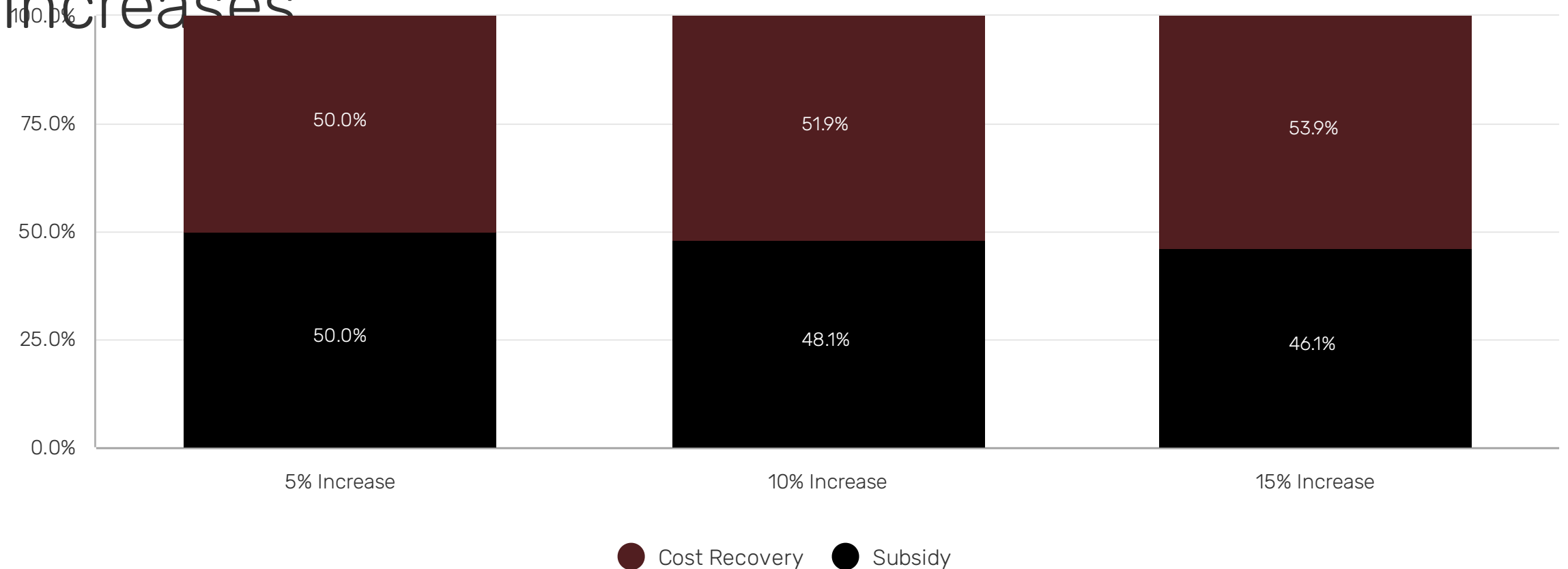




# Recreation Cost Recovery and Subsidy with Proposed Rental Price Increases only



# Recreation Cost Recovery and Subsidy with both Rental Fee Increases and Membership Fee Increases



# Russell Farm Art Center

# Russell Farm Art Center: Revenue Opportunities



① Programs

② Rentals



# Russell Farm Programs: Revenue Opportunities

2022 Program Revenue Actuals - \$12,167

2023 Program Revenue Actuals - \$19,863

- Increased Program Fee Options:
  - 25% overall program increase (\$6-8 increase) - Additional \$2,033 per year
  - \$5 fee based special event increase - Additional \$250 per year
  - Fee base field trip offerings (avg. 5) - Additional \$1,250 per year
  - **2024 Total Potential Revenue Increase - \$3,533**



# At a glance: Rental Fee Comparison

|                             | CURRENT | 5% Increase | 10% Increase | 15% Increase |
|-----------------------------|---------|-------------|--------------|--------------|
| Chesepeake:                 | \$50    | \$52.50     | \$55.00      | \$57.50      |
| Chesapeake After Hours:     | \$71    | \$74.55     | \$78.10      | \$81.65      |
| Hay Barn:                   | \$31    | \$32.55     | \$34.10      | \$35.65      |
| Hay Barn: After Hours       | \$53    | \$55.65     | \$58.30      | \$60.95      |
| Baker Building:             | \$38    | \$39.90     | \$41.80      | \$43.70      |
| Baker Building: After Hours | \$59    | \$61.95     | \$64.90      | \$67.85      |



# Russell Farm Rentals: Revenue Opportunities

2022 Rental Revenue Actuals - **\$15,335**

2023 Rental Revenue Actuals - **\$17,811**

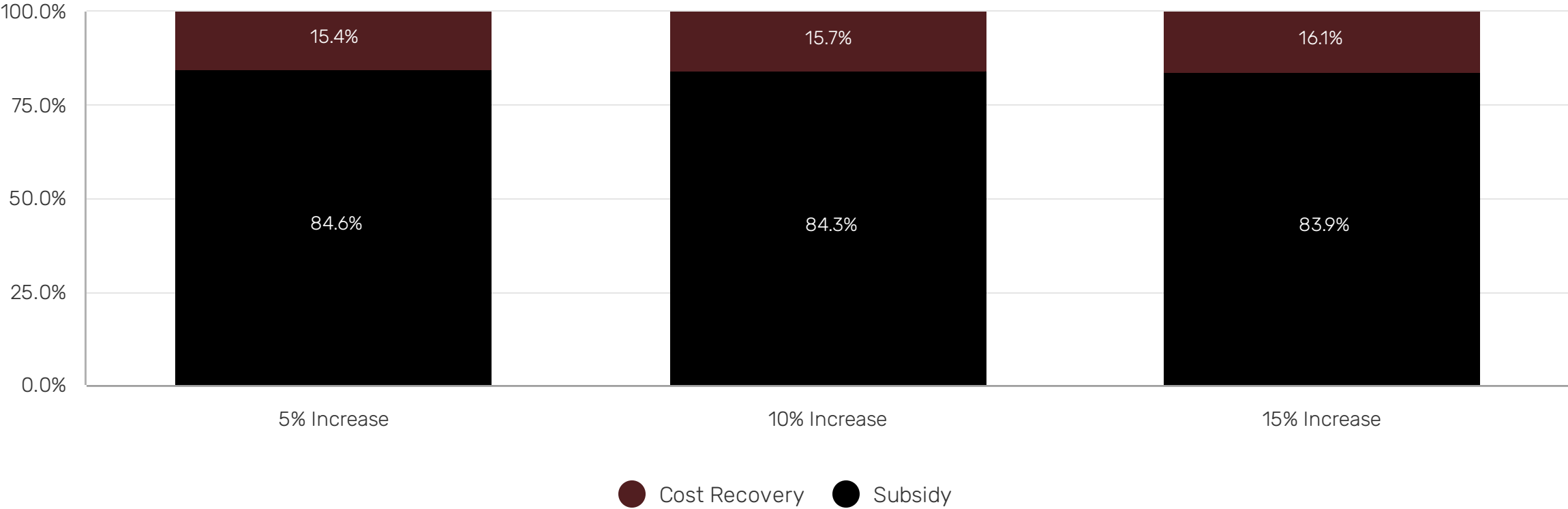
- Rental Fee Increase Options:

- 5% Increase: Additional **\$1,012**
- 10% Increase: Additional **\$2,024**
- 15% Increase: Additional **\$3,037**



# Cost Recovery and Subsidy with Proposed Rental Price Increases

**Please note:** Historical subsidy data is limited for Russell Farm Art Center. This is due to a lack of fee-based programming when initially acquired in 2011.

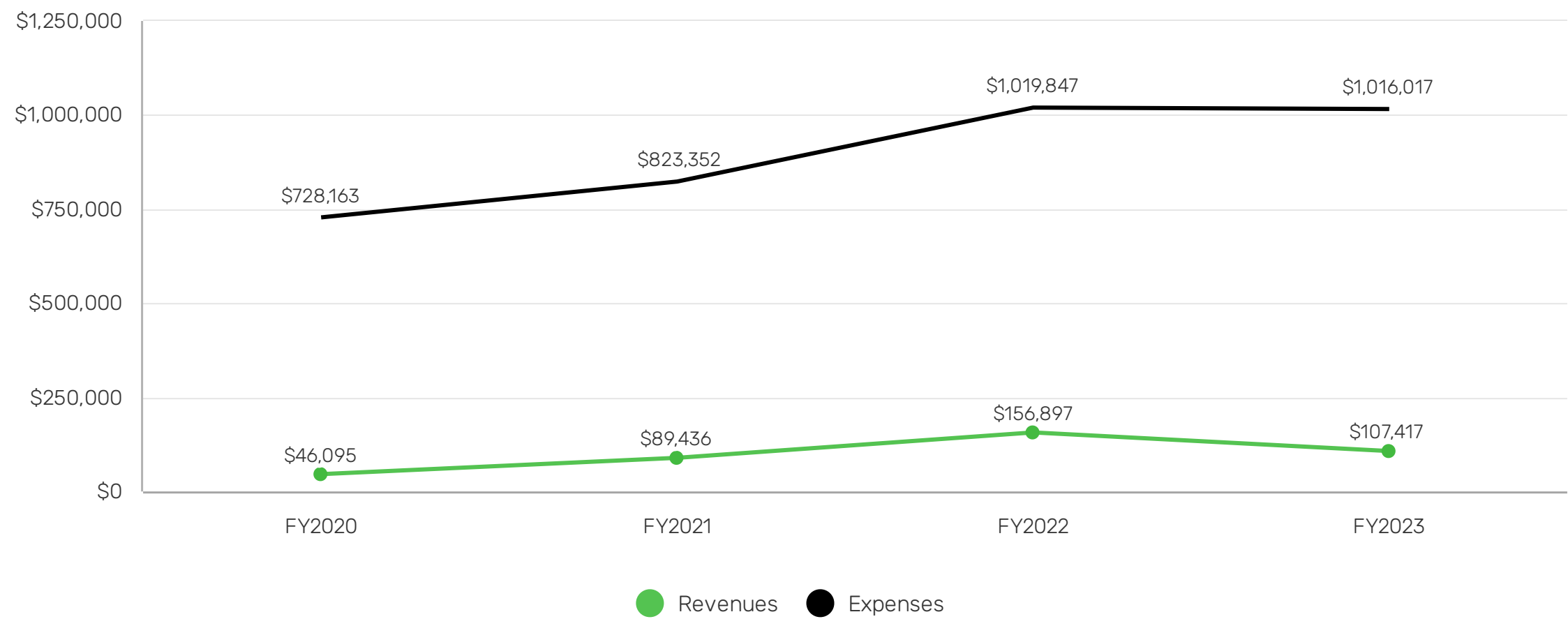


Athletics



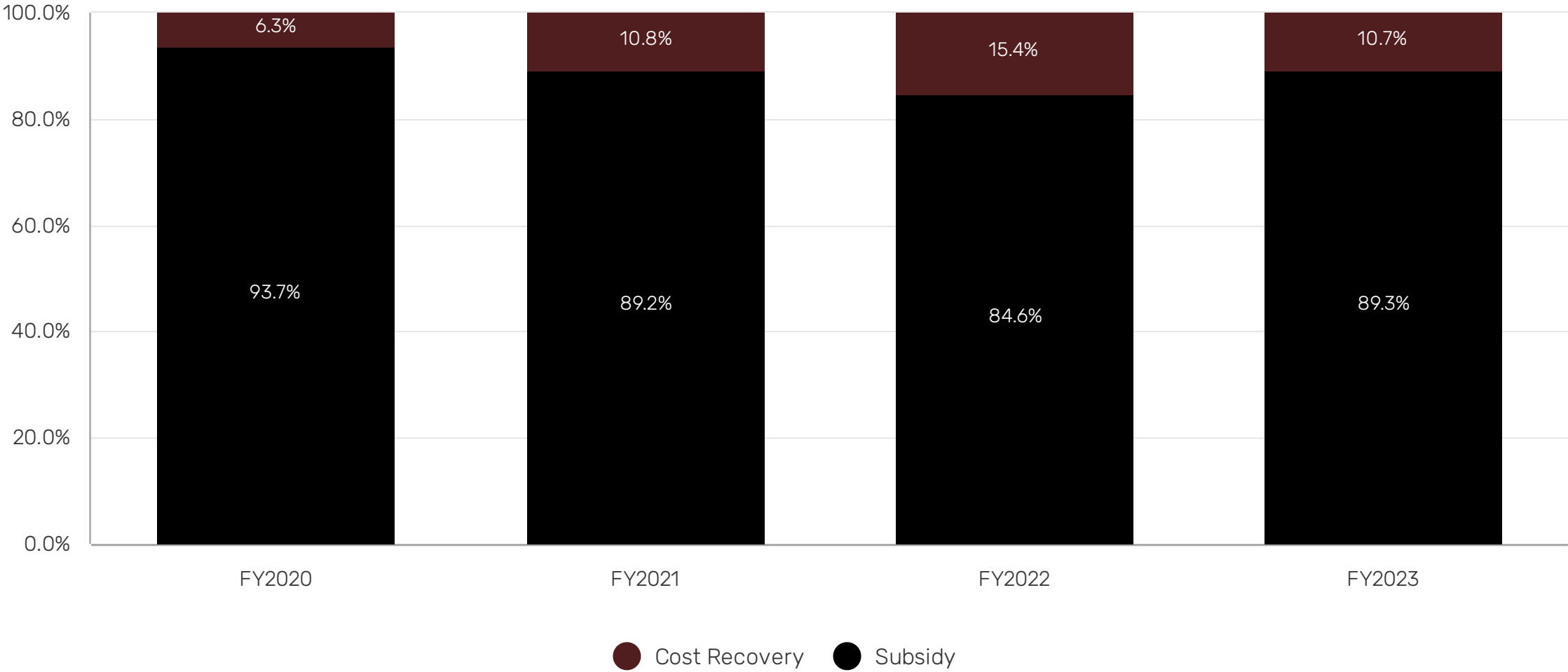
# Athletics Revenues and Expenses

Field rentals and athletic leagues



Increases in expenses due to market rate wage increases, increase in cost of janitorial, fertilizer, and field marking materials, and water consumption rates

# Athletics Cost Recovery and Subsidy



# Athletics/Parks Rentals Per Hour

Pavilion rentals are allocated to GF and do not impact PPF

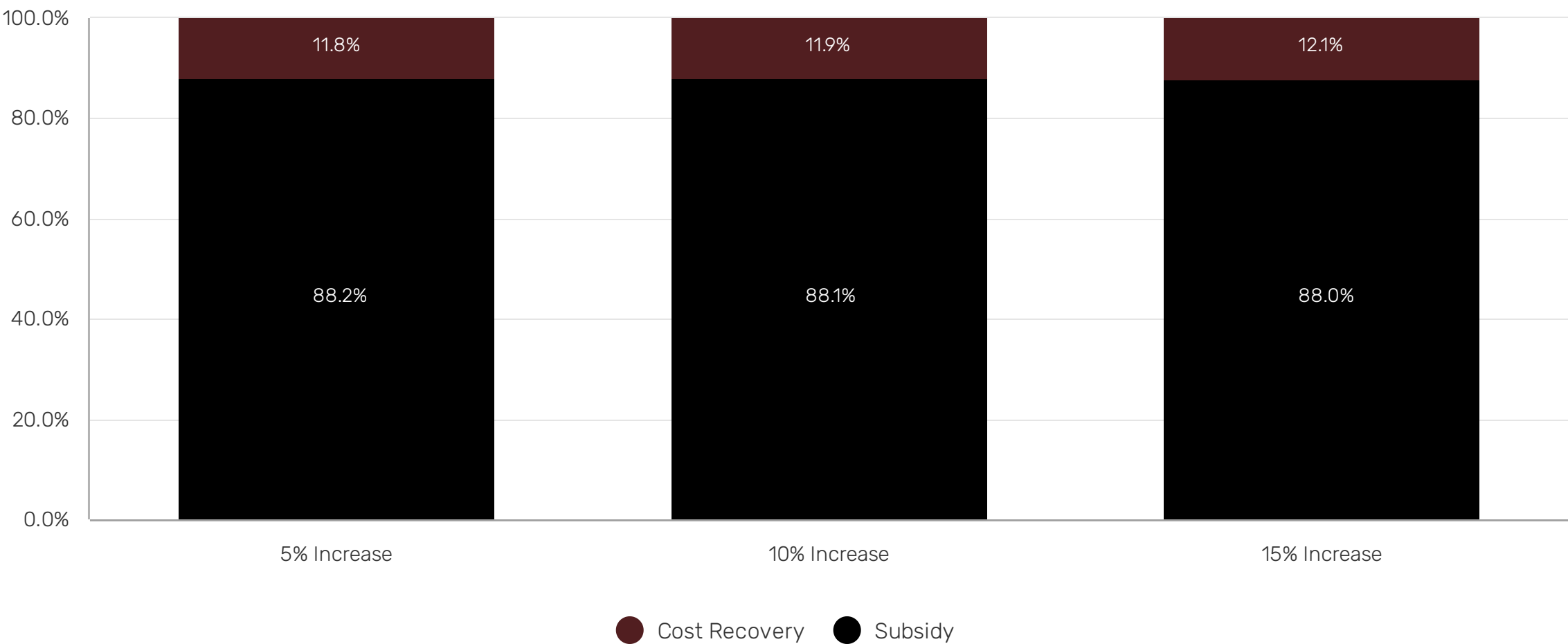
|           | Current Resident Rate | Current Non-Resident Rate | \$5 Increase - Resident | \$5 Increase - Non-Resident |
|-----------|-----------------------|---------------------------|-------------------------|-----------------------------|
| Pavilions | \$10                  | \$15                      | \$15                    | \$20                        |

# Athletics Rentals Revenues by Category

- Parks Pavilions (revenues allocated to general fund, no impact to PPF)
  - FY2023 actual revenues: \$9,338
  - Revenues with \$5 per hour increase to resident and non-resident rates: \$13,805
  - % change: 47% increase in revenues
- Athletics Field Rentals
  - FY2023 actual revenues: \$19,633
  - Revenues with 5% rental price increase per hour: \$20,615
  - Revenues with 10% rental price increase per hour: \$21,596
  - Revenues with 15% rental price increase per hour: \$22,578

# Athletics Cost Recovery and Subsidy with Proposed Rental Price Increases

Projected based on FY2023 actuals







# Fee Increase Recommendation

Implementation: January 1, 2024

*All projections and data reflects 1 full fiscal year.*

Total impact to overall PPF subsidy: projected decrease of 3.9%

BRiCk Program Fee Increase: 25% on overall programs and 5% camp enrollment fee increase

- Projected Revenue: \$320,615 (increase of \$22,500)

BRiCk Rental Fee Increase: 10%

- Projected Revenue: \$193,966 (increase of \$17,633)

Day Pass: Add Non-Resident Rate

- Projected Revenue: \$168,404 (increase of \$34,481)

Russell Farm Program Fee Increase: 25% increase in program fees, \$5 fee-based special events increase, fee-based field trips

- Projected Revenue: \$3,533

Russell Farm Rental Fee Increase: 10%

- Projected Revenue: \$20,244 (increase of \$2,024)

Parks Pavillions Fee Increase: \$5 per hour

- Projected Revenue: \$13,805 (increase of \$4,393)
- No impact to subsidy as revenues are allocated to general fund

# Direction & Questions

