



Recreation Division: Policy Implementation Update

December 4, 2023



Agenda:

Why are we reviewing these policies?

Policies Implemented 2021 to 2023

- Differential Pricing Policy
- Mercer Island Community and Event Center Facility Allocation and Use Policy
- Public Special Event Sponsorship Policy
- Athletic Field Use and Allocation Policy

Questions/Comments



Why are we reviewing these policies?

- Staff committed to returning annually to review Parks and Recreation policies.
 - To enable fair and equitable access, as well as accountability.
 - To ensure policies are providing desired outcomes and are reflective of community values and needs.
 - To provide opportunity for changes based on community input.





Differential Pricing Policy

- Enables a diverse pricing model.
- Supports resident vs non-resident pricing for programs receiving more tax subsidy.
- Allows for “incentive pricing”
 - Discounted punch cards for multiple visits to fitness room.
 - Multiple-room booking discounts
 - Marketing opportunities- incentivizing off peak rental times.
- Prioritizes resident reservation access.





Drop In Activities

MI Resident

.Daily Drop in	\$5.00
.25 Visit Punch Pass	\$80.00

Non-Resident

.Daily Drop in	\$6.00
.25 Visit Punch Pass	\$100.00

Fitness Room

General

.Daily Drop in	\$5.00
.25 Visit Punch Pass	\$80.00

Punch Pass Expires 1 Year After Purchase Date

Differential Pricing Policy (cont.)

Examples:

- Mercer Room Rental Packages.
 - Weekend \$3,500 / Weekday \$2,500
- Recreation Program Rental
 - Jazzercise- fitness program- provide discounted usage rate.
- Drop-in Sports
 - Residents: \$5 / Non-Resident: \$6

Review:

Staff feel the policy is working as intended.



MICEC Facility Allocation and Use Policy

- **Guides the purposeful allocation of space through these guiding principals:**
 - Being Benefits Focused
 - Supporting Diverse Use
 - Being Equitable and Fair
 - Reflecting Good Stewardship
- **Establishes priority and access by level:**
 - Level 1- City activities
 - Ex: Leap for Green Event / Drop-in Sports
 - Level 2- Mercer Island based non-profits / MISD
 - Ex: Friendship Circle / Island Thunder Youth Volleyball
 - Level 3- Non-profits with recurring programs/services on Mercer Island (may not be based on Mercer Island or primarily serve Mercer Island).
 - Ex: Seattle Folk Dance
 - Level 4- For profit businesses / non-profits for fundraising.
 - Ex: John L. Scott / MIHS Football Booster Club Fundraiser
 - Level 5- For profit businesses for activities that include commercial sales or entrance fees.
 - LuLa Roe – Fashion / Auction Houses



MICEC Facility Allocation and Use Policy (Cont.)

- **Staff Review:**
- Requests have significantly increased over the last year.
- Balance between community events/activities and private rentals has been successful.
- In 2024 staff will focus marketing facility space to priority Level 2 & 3 renters to further meet Mercer Island's recreational needs.
- Policy is working as intended.

Public Special Event Sponsorship Policy

Allows for fee reductions or waivers for **public** events where the applicant/event organizing entity is a non-profit agency.

Event Examples include:

- Friendship Circle 5K Walk
- JCC Sukkot in the Park
- Girl Scouts Toy Drive
- Chamber of Commerce Art Uncorked
- Russian Chamber Music Concert
- Swim Across America



Public Special Event Sponsorship Policy (cont.)



Staff review:

- 10 sponsored events have been permitted in 2023.
- The policy has given staff a way to meet community needs in a defined way.
- Anticipate changing title of policy to avoid confusion with forthcoming *Recreation Sponsorship Policy*.
- Policy is working as intended.

Athletic Facilities Allocation and Use Policy

- **Guides the purposeful allocation of space through these guiding principals:**

- Being Benefits Focused
- Supporting Diverse Use
- Being Equitable and Fair
- Reflecting Good Stewardship

- **Establishes priority and access by tier:**

Tier One:

1. Non-profit youth, recreation-based organizations that have a minimum of 75% Mercer Island residents.
2. Non-profit adult, recreation-based organizations that have a minimum of 75% Mercer Island residents.
3. Non-profit youth and adult non-recreation-based organizations that have a minimum of 75% Mercer Island residents.

Tier Two:

1. Non-profit youth, recreation-based organizations that have less than 75% Mercer Island residents.
2. Non-profit adult, recreation-based organizations that have less than 75% Mercer Island residents.

Tier Three:

1. For-profit youth organizations
2. For-profit adult organizations

Athletic Facilities Allocation and Use Policy (Cont.)

Staff Review:

- In 2023: 9,809 hrs. booked by 35 user groups.
- Approx. 90% of the hours booked are by Tier 1 - non-profit, youth, recreation-based groups.
- Policy is working as intended

Challenges:

- Field usage and demand out pace's desirable times and availability.
- Staff and user groups adhering to processes.
 - Blanket bookings, giving back space late, payment schedules, schedule changes.
- A need to automate process and create online viewability.



Questions?

- Differential Pricing Policy
- Mercer Island Community and Event Center Facility Allocation and Use Policy
- Public Special Event Sponsorship Policy
- Athletic Field Use and Allocation Policy

