

# Differential Pricing Considerations

## Mercer Island Current Categories and Policies

### Resident vs general/non-resident program participation fees

Approximately 15-20%, varies by program. No formally established policy.

### Facility rentals

Classifications:

- a. Residents: To receive the resident rate, contract holder must have a Mercer Island address, and it must be for a personal or social event (not for business). P.O. boxes do not qualify as residency. Individuals without a Mercer Island address will be booked at the general rate.
- b. Non-Profit: Available to non-profit organizations that are not based on Mercer Island. To qualify, the group must present proof of current 501c3 status. This classification also includes government entities. Mercer Island non-profits are considered to be "residents."
- c. General: Available to non-resident and corporate clients renting the facility for functions such as teambuilding, trainings, staff meetings, birthdays, weddings and social celebrations. This group includes any individual or business that may be holding a function where the goal is to sell, promote or increase potential business.
- d. City departments: May utilize meeting rooms at MICEC for City business or regional meetings (where a City employee is attending) without a fee.

Resident and non-profit are charged the same hourly rate. General rate is 25-40% higher than the resident and non-profit rate, depending on rooms utilized.

### Scholarship Program

Eligibility criteria:

Mercer Island residents who are currently eligible for governmental support program such as Food Stamps, School Lunch program, Section 8 Housing Assistance program, etc., or who currently qualify under the family income guideline as stated on the application, and/or who are experiencing current financial crisis in the family preventing program participation

### Field rentals

Rates vary (spread of 50% to 150%) according to field type and user group classification:

- a. Resident youth
- b. Non-resident youth
- c. Adults

No policy exists and no differential is applied based on:

- Age of participant (except for a senior rate for drop-in sports and the fitness center)
- Location of facility
- Time or season
- Quantity of use (except for passes to the fitness center)
- Incentives

Differential pricing can help stimulate demand, reach an underserved population, or shift demand to another time, place or date. The City might also evaluate how it could utilize differential pricing to achieve any Diversity, Equity and Inclusion (DEI) goals.