



# PARKS AND RECREATION





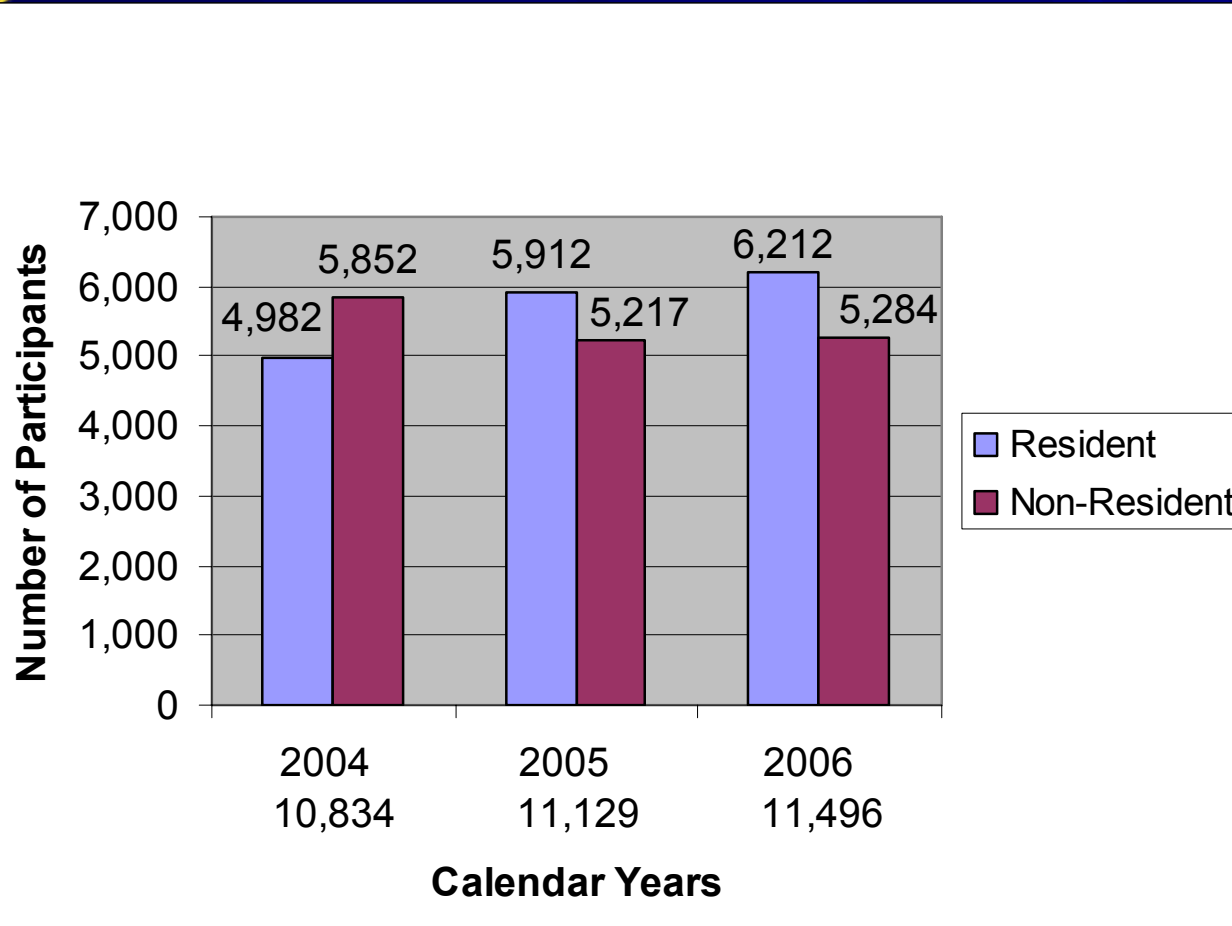
# RESIDENT DISCOUNT (RDC)

- RDC in place for 3 years
- Resident participation up 20%
- Non-resident participation down 10%
- Overall participation up 6%
- Spaces in all programs; revenue potential
- Current policy barrier to participation



# RESIDENT DISCOUNT

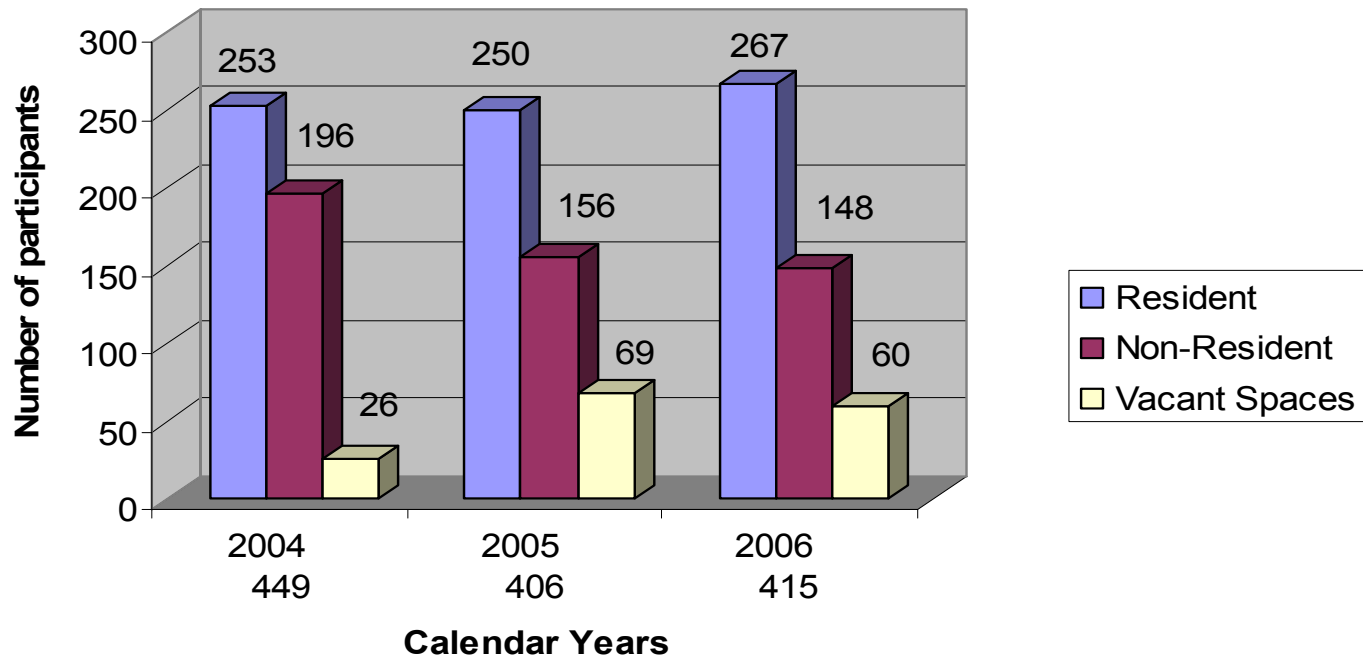
## *Recreation Camp and Class Participation*





# RESIDENT DISCOUNT

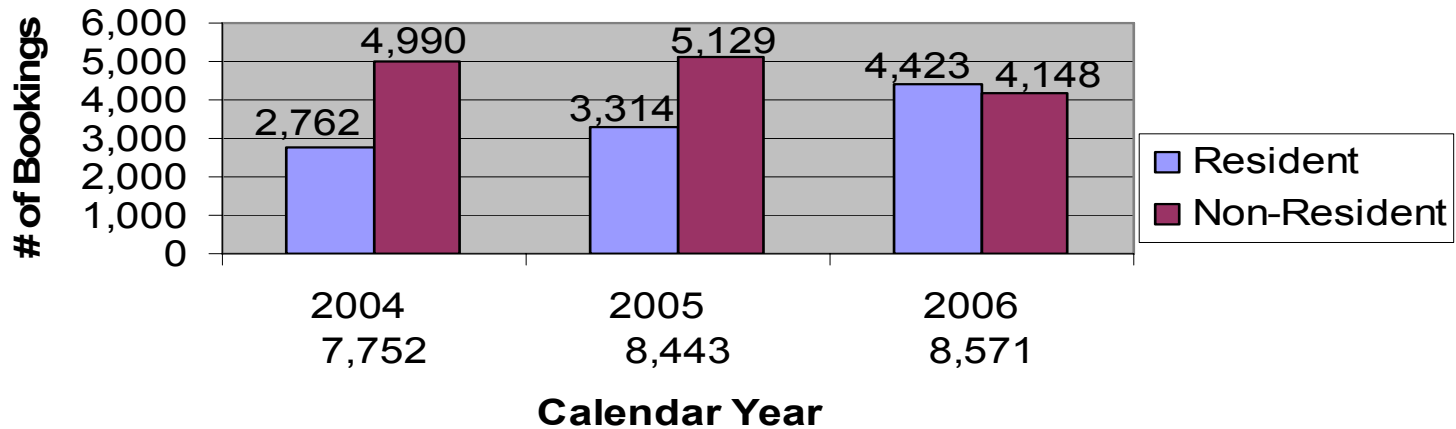
## *Summer Camp Participation*





# RESIDENT DISCOUNT

## *Indoor and Outdoor Facility Bookings*





# RESIDENT DISCOUNT

## Proposed Policy Change

Current Policy: 20% discount for RDC holders

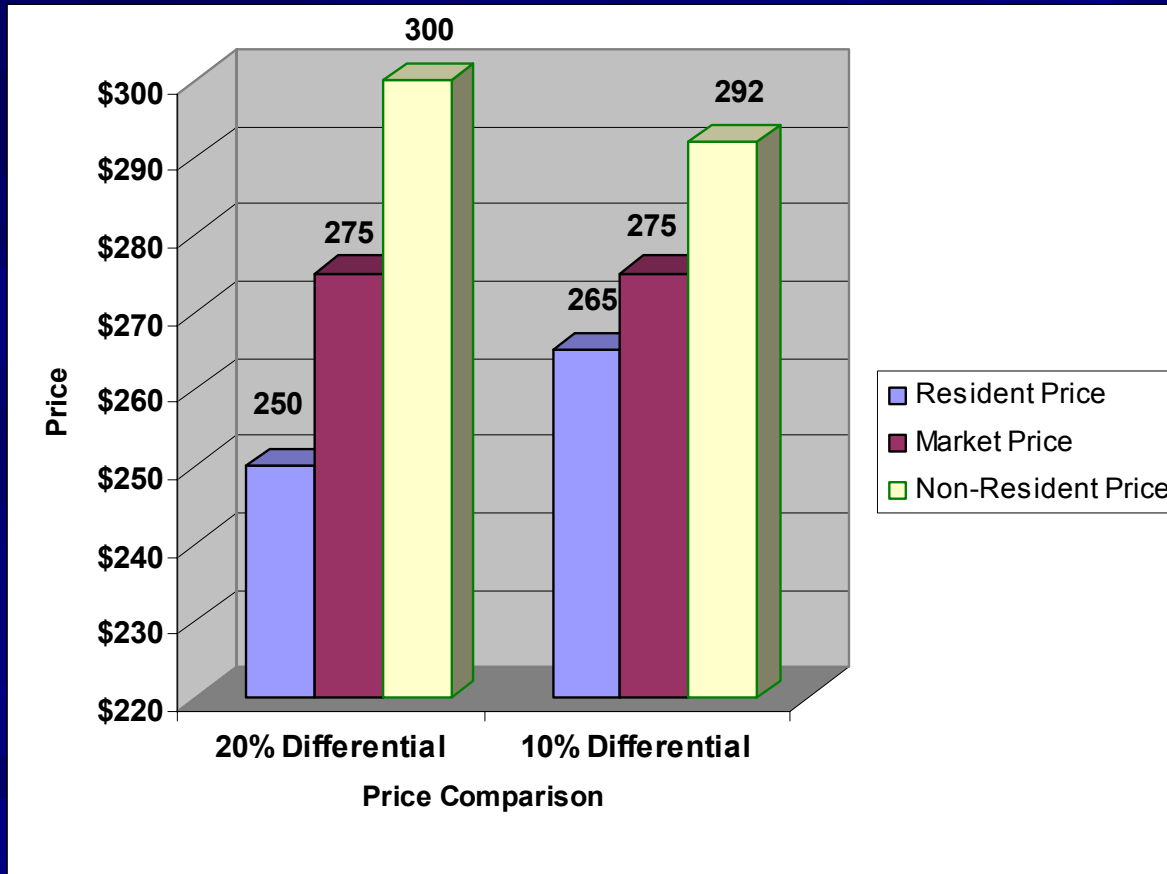
Staff Recommendation:

- Reduce fee differential for activities and classes to 10%
- Retain 20% differential for facility rentals



# RESIDENT DISCOUNT

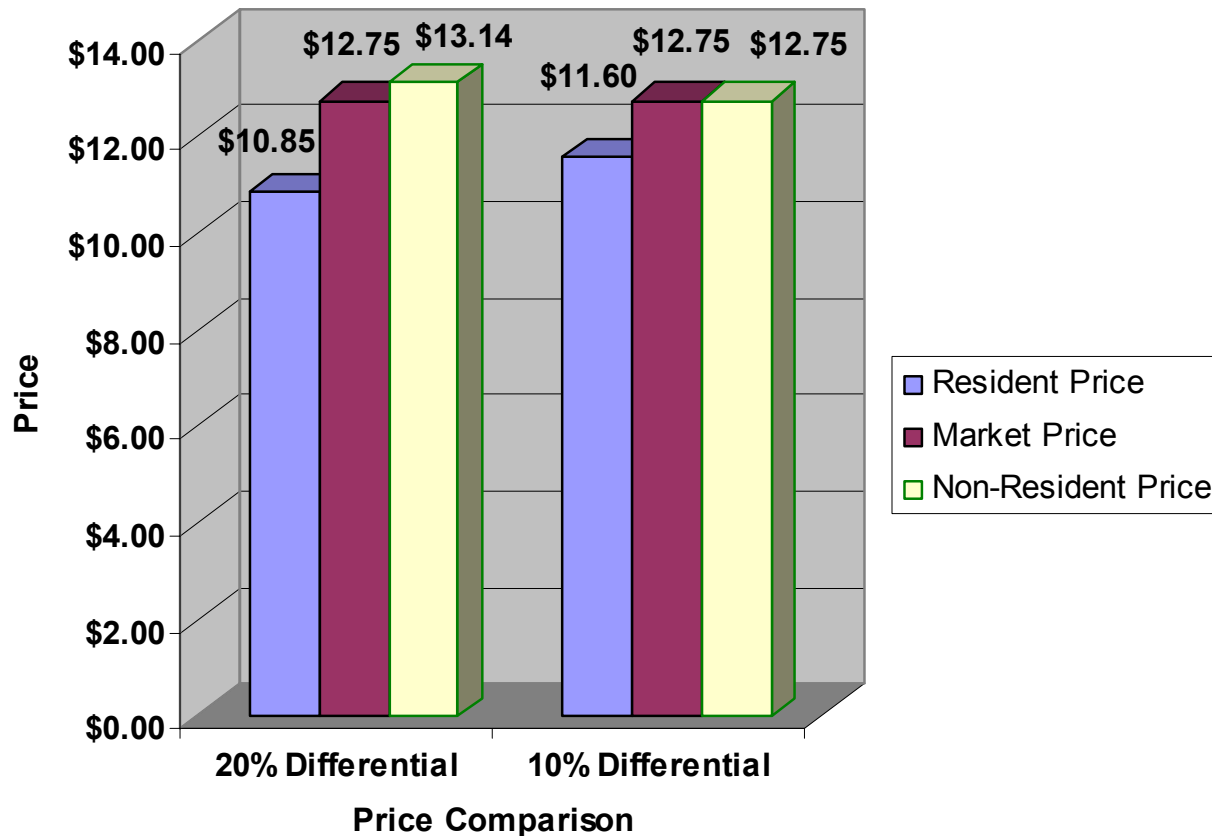
## *Aquacamp Differential Fee Comparison*





# RESIDENT DISCOUNT

## *Youth Tennis Lessons*







# RESIDENT DISCOUNT

## Justification for Change

### Activities:

- Revenue commitments
- Positioning fees in market
- Room to add more participants
- Competitive nature of business

### Facilities:

- Remain at 20%:
  - Demand unchanged
  - Fees fund equipment replacement



# RESIDENT DISCOUNT

FY 08 and FY 09 proposed revenue and Fees and Charges Schedule are based on recommended policy change

