

TO: James L. App, City Manager
FROM: Julie Dahlen, Director, Library and Recreation Services
SUBJECT: Centennial Gym Rental Fees
DATE: 8-21-12

Needs: For the City Council to review Centennial Gym fees and a proposal from the San Luis Obispo County YMCA to conduct a Youth Basketball Program at Centennial Park.

Facts:

1. A number of years ago, the City council reviewed the costs to operate and maintain various public facilities. The review was prepared to assist the Council in determining the appropriate sharing of costs between users and tax payers generally.
2. The City Council determined that youth sports users should pay 25% of the full cost to operate and maintain the desired facility, while adults should pay 50%.
3. The full cost to operate and maintain Centennial Gym is \$138.00. Applying the Council's adopted cost recovery policy, youth groups should pay \$34.50, and adults \$69.00, per hour
4. In practice, a variety of user arrangements have been implemented over the years. For example:
 - Contract classes, such as adult volleyball and indoor soccer, pay the City 30% of the gross proceeds from these activities plus per-person registration and participation fees of \$2.00 and \$10.00 respectively.
 - Annual basketball skills camps are currently charged a flat rate of \$75.00 per hour for gym use.
 - The nonprofit Paso Robles Youth Sports Council paid for only hard costs of staff, security and cleaning of the gym when it held its annual fundraiser at Centennial Park in 2011.
5. In 2010, LRS staff solicited proposals for outsourcing youth basketball.
6. The YMCA's successful proposal stipulated a gym rental payment of \$9,498 in exchange for 300 hours of use—about \$32.00 per hour.
7. In September, 2011, as basketball season approached, YMCA staff indicated its intention to instead pay the City \$5,000 for 300 hours of use.
8. City staff agreed to accept a lower rate for the first year only, settling on a base rate of \$5,000 plus 50% of the net revenue garnered by the YMCA through participation fees and sponsorships. Ultimately, the YMCA paid a total of \$7,978.78. This amount computes to \$26.00 per hour.

9. In June of this year, the YMCA submitted a proposal for both a fall and winter youth basketball program, suggesting fees for gym use of about \$17.00 per hour for the fall program and \$26.00 per hour for winter.

Analysis &

Conclusion: The adopted hourly fee for Centennial Gym rental per the City's Cost of Services study is \$138.00 per hour. Council adopted policy sets rental rates at 25% and 50% for youths and adults respectively. However, historical rental agreements are not consistent with that policy, nor are they consistent from one user to the next. A clear, consistent and less complex fee structure which can equitably be applied to all groups and individuals wishing to conduct activities in City facilities is advised.

Once a fee structure is established, consideration of the YMCA youth basketball proposal is requested.

Policy

Reference: Cost of Services Study

Fiscal

Impact: The annual cost to maintain and operate Centennial Gym is \$172,000. Full cost recovery is achieved if the gym is used at least 1,246 hours and charged at \$138.00 per hour.

Gross gym revenue for FY 11-12 was \$18,200 for 717 hours of use:

Users	Hours	Actual Revenue	25% cost recovery	50% cost recovery
Youth	382	\$10,380.00	\$13,179.00	
Adult	335	\$7,820.00		\$23,115.00

Options:

- a. Direct staff to adhere to the Cost of Services rate for Centennial gym rental and/or authorize an alternative, consistent fee structure, and direct staff to modify or accept the YMCA youth basketball proposal based on Council approved gym rental fee structure.
- b. Amend, modify, or reject the above options.

Attachments

- Cost of Services—Centennial Gym
- Alternative fee schedule
- YMCA 2012-2013 Youth Basketball Proposal

CENTENNIAL GYM FEE PROPOSALS

I. Charge gym users Council adopted rates.

- Youth sports activities—25% of \$138.00 = \$34.50 per hour
- Adult sports activities—50% of \$138.00 = \$69.00 per hour

II. As above but with the following modifications.

- Nonprofit groups (such as Youth Sports Council or PR High School)—no gym rental fees; pay only for additional hard costs incurred such as post-event janitorial fees, additional staff or security.
- For-profit or private event organizers pay full cost recovery of \$138.00 per hour.

Analysis: This scenario is modeled after the City's current practice of discounting field rental rates based on youth vs. adult use and provides a consistent, equitable rationale for fee determination. Differentiating between nonprofit and for-profit groups avoids the issue of offering a taxpayer-funded discount to for-profit agencies and enables an economical strategy for City collaboration with nonprofit groups.

III. Charge for use based on a contract class scenario: 30-70 split of gross program revenue.

Analysis: The contract class scenario is consistent with contract classes held in other Centennial Park facilities, yet it does not reflect the greater costs inherent in maintaining the gym. Revenue is variable, dependent on the number of participants.

**2012-2013-YMCA Youth Basketball Proposal
By San Luis Obispo County YMCA**

Overview

Mission, History and Overview

The San Luis Obispo County YMCA has been in business since 1956 building strong kids, strong families and strong communities in San Luis Obispo County. Located on Southwood Drive in San Luis Obispo since 1977, the Y has grown to a countywide organization.

The San Luis Obispo County YMCA has a long history of positive youth, adult, and community development. From its inception, the YMCA has worked with youth and their families to provide a wide range of challenging opportunities that promote healthy development. Not only does the San Luis Obispo County YMCA have this long history to draw from; but our membership with the YMCA of the USA also offers ongoing resources and support that strengthen our work.

Our Board of Directors annually reviews the strategic direction of our organization, including a detailed review of programs through which they establish clear priorities and goals for improved programming and service delivery. This ongoing planning process is firmly rooted in reviewing data from the Action for Healthy Communities Report, as well as feedback from stakeholders.

No family or participant is turned away from Y programs due to an inability to pay. The San Luis Obispo County YMCA provides over \$100,000 in scholarships and financial assistance to ensure families have the support they need. The Y does this with the support of hundreds of local individuals who share the Y's vision.

Program Purpose and Goals

Our goal is to run a quality youth basketball program with a seamless transition that would be at less cost to the City of Paso Robles while still maintaining high quality programs for youth and families that we serve in our community. The Y currently operates youth basketball in the city of San Luis Obispo and in the South County. Both programs are within budget and exceeding expectations.

Program Operations

Program operation would adhere to all criteria established in the contract including, but not limited to:

- Staffing
- Recruit volunteers
- Recruit coaches and referees
- Equipment purchases

- Schedule games and practices
- Create & distribute all registration forms
- Provide the community with a staff person that is available from 9:00-5:00 Monday thru Friday who can assist and answer questions
- Purchase and supply uniforms
- Coordinate gym usage with the city
- Marketing

Our goal is to run a youth basketball program that would be less cost to the city of Paso Robles while maintaining quality programs.

We believe we can deliver this at less cost to the city, while maintaining high quality staff and pursuing donor dollars within our community.

Administration A youth basketball coordinator will be on site on game days. All registrations, insurance, and other administrative matters will be the responsibility of the San Luis Obispo County YMCA. The North County has a YMCA advisory committee already in place in addition to the Countywide board of directors. The YMCA youth basketball coordinator will be in charge of record keeping; implementing policies and procedures; emergency action plans; guidelines for youth sports; implementing rules and regulations for the players and the general public. All administrative policies and practices would be implemented in accordance with YMCA of the USA best practices.

Registration: We have a designated North County staff person that inputs all registrations, tracks payments, and is available to answer questions about matters that relate to members registration.

A written risk management plan specific to the YMCA, is already established and in practice with all programs run throughout our organization.

Staffing All staff is trained and certified in CPR, First Aid & AED. Meetings are scheduled on a regular basis and trainings are ongoing.

Staff Screening All staff are screened utilizing a live scan process prior to employment. (The YMCA owns a portable live scan machine.) A minimum of two references are checked for each employee.

Staff Training Initially, staff will receive an orientation to the program and specific instructions for their role in the program's success.

Throughout the school year monthly trainings will be conducted on specific topics such as:

- CPR, First Aid Refresher
- Asset Development
- Character Development
- Risk, Prevention, and Emergency responses
- Appropriate Discipline
- Communication with parents
- Working with Special Needs members
- Understanding the culture of poverty
- Health & Safety
- Natural disaster & severe weather
- OSHA standards on blood borne pathogens exposure control plan
- Avoiding injuries

All regular trainings will be documented.

Regional Training Opportunities: Key staff will attend trainings offered by the Y of the USA that are program specific.

Family & Community Involvement Program Component

Volunteerism: All coaches are volunteers. There will be opportunities for parent involvement such as team parent and sponsorship coordination in addition to coaching

Youth recognition event: Players receive recognition which includes family attendance.

Cost to Participants

\$90 in 2012 (avoids confusion from previous year's operation regarding "sponsors")

Expected Participation Days of Operation

Roughly the same as 2011/12: 296

Y Youth Basketball 3rd-8 grade
Sign-ups: November 1st

PRESEASON

Player Skills Day: December 1, 8:00 am-12:00 pm

Practice begins: December 10th

5 practice days per week from 3-6 p.m.

SEASON

Jan 11th-End March 16th (10 weeks)

Practice 4 nights per week from 3-6 p.m./ Friday after school from 3-8:30pm / Saturday games from 7am-8:30pm

359 hours of Centennial Park Gym Use

Proposed fee to the city for Youth Basketball Program

\$5,000.00 plus half of the net profit from direct expenses

**Customized
Accessible
Programming**

Site: Each team member will have schedules of practices and game times. Each player will have access to many different avenues to gain information and communication through our; YMCA website, office personnel and youth basketball coordinator to meet individual needs.

**Additional
Features**

40 Developmental Assets: Concerted effort will be made to increase the asset count of each youth involved in the programming.
Character Development: planning that promotes the 6 Pillars of Character will permeate all aspects of the program.
Inclusive Programming: The YMCA is committed to serving each child regardless of ability. Every effort will be made to include every child interested in participating in any of our youth basketball programs.

**Policy and
Procedures**

A manual outlining the agreed upon policies shall be produced and available for youth basketball parents.

Budget

A yearly budget will be created that will be based on prior years performance and projected for the following new season.

Partners

Partnerships will be maintained and will include, but are not limited to the following:

- City of Paso Robles Parks and Recreation Department
- Private business/ Sponsors

**Document
Prepared by
Contact
Information**

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Addenda

**Previous year's
flyer information**



Youth Basketball

Registration Begins October 10-31, 2011

Where: Here at Centennial Park

Registration: Located inside the gym at the Y registration office or on-line at sloymca.org

Ages: 3rd-8th Grade /Boys & Girls

**Cost: \$80 per Child- plus Sponsorship Requirements –
*See Registration form for details***

Practice Begins: Dec 5th, 2011

Season Begins: January 3rd

Season Ends: March 2nd

**Contact: Shelly Dargatz @ 239-3047 or
sdargatz@sloymca.org**

YMCA Mission

To develop the total person-spirit, mind and body-through values-based programs that build strong kids, strong families and strong communities.

**YMCA Top
Provider**

YMCA's across the nation serve nearly 10 million children under the age of 18 through activities such as camping, sports, and family programs.

**Character
Development**

The positive development of character is important to the YMCA. The YMCA is committed to demonstrating through example, communication, positive reinforcement, and educational activities that support the establishment of values-based decision making. Values education focuses on the traits of honesty, caring responsibility, respect, trustworthiness, and citizenship. The YMCA has adopted the curriculum of the Character Counts coalition.

**Asset
Development**

The YMCA is an active partner with the Search Institute in the efforts to increase the number of assets our youth possess. Not only do staff work to add assets for

the children, but they work to increase the understanding of parents who can become asset builders for their children.

Collaboration

The YMCA is devoted to maximizing the resources available for each member. This devotion moves us to collaboration throughout the organizational efforts. Local partners include the County Office of Education, 4H, CAPSLO, local law enforcement, Parks and Recreation, School Districts, French Hospital, and many more. Nationwide, YMCA's have an excellent track record of collaboration.

Financial Integrity

The YMCA operates with sound fiscal practices. We maintain operating reserves and a line of credit to manage cash flow. We annually submit to an audit. We have established an Audit Committee that operates separately from the Finance Committee. We maintain a fully staffed finance department with both a bookkeeper and a CFO. Additionally, we maintain excellent human resource practices with a certified Human Resource Director on staff. See attached balance sheet and employee handbook.

Local Control

Although part of the largest nonprofit in the nation, the San Luis Obispo County YMCA has full autonomy and local authority. It is governed by a local Board of Directors with a diverse set of skills, backgrounds, and representations. Nearly 1/3 of the board is comprised of individuals from the North County.

Relationship to Y of the USA

The YMCA of the USA serves as a consulting body for local efforts. The YMCA of the USA maintains and compiles a large array of information for access by the local YMCA. Each staff member has access to the information through an exchange website that is password protected. Additionally, YMCA of the USA certifies trainers and maintains a continuum of over 140 separate training curriculums in addition to conducting numerous specialized conferences.

Financial Aide

Because some of our programs are fee based in nature, it is important to know that the YMCA maintains a policy of financial assistance for those with a demonstrated financial need for all program operations. Thus, we can boast: no one is turned

away for lack of ability to pay.

- Grant Funding** The YMCA aggressively pursues grant funding to supplement ongoing programs as well as establish startup funding for new programming.
- Donations** As a 501c3, we enjoy the benefit of offering a tax deduction for all charitable contributions. The YMCA maximizes this effort annually with a fundraising campaign.
- Infrastructure** The YMCA operates with a full team of experts to deliver quality programs, and complies with all State and Federal regulations as well as provide for the full and adequate supervision of our line staff. YMCA staff are trained to be responsive to circumstances as they arise.
- Safety** In keeping with our values of respect and caring, the YMCA maintains high safety standards which include maintaining policies such as: no adult may be alone with a child, conducting monthly drills in preparation for fire, earthquake or other disaster. The YMCA maintains an in-house safety committee that regularly reviews our physical facilities, oversees policy implementation, and conducts staff training. Additionally, an annual risk review is conducted by an outside risk officer.
- Adequate staff resources** Currently the YMCA benefits from the labors of nearly 120 employees. This staff size provides ample resources to maintain appropriate coverage even when absences occur.
- Long, rich history** The YMCA has been providing excellent programming for our communities since 1844 and locally since 1956. Over the years, organizational learning's have been institutionalized in such a way that quality programming truly acts as an encouragement to youth and adults alike.
- Insurance** The YMCA maintains a 1 million dollar insurance policy at all times and at a minimum, additionally maintains an umbrella of 1 million. At each site, the YMCA carries property insurance as well. Certificate of Insurance on file with the city.

Website

The YMCA website has been an excellent communication tool for parents and the community at large. The site is updated weekly and includes registration materials, sport teams schedules and rosters, as well as generalized program information. All marketing materials, press releases, and brochures are posted on the website for easy access.

E-mail

All administrative YMCA staff are assigned an email address to promote effective communication. All offsite personnel are furnished a cell phone and office based staff enjoy the convenience of voice mail. All forms of communication can be accessed remotely.

Parent Handbooks

Parents are afforded insights into program operations, policies and procedures through a handbook offered them at the beginning of program operations. This book acts as an easy reference for a variety of topics from discipline procedures to our philosophies about serving special need populations.

Profit and Loss Statement for prior season:

Paso Youth BB - 2011-12 Season

	Aug '11 - May 12
Ordinary Income/Expense	
Income	
0100 · Contributions	5,000.00
1300 · Programs	25,948.50
Total Income	30,948.50
Gross Profit	30,948.50
Expense	
2100 · Salaries and Wages	7,761.23
2300 · Payroll Taxes	1,157.79
2400 · Purchased or Contract Services	6,152.50
2500 · Supplies	4,142.44
3000 · Other Org Program Fees	7,978.78
3100 · Promotion and Publication	99.69
3200 · Travel Expenses	99.32
3300 · Field Trip Admission&Supplies	37.40
3500 · Membership Dues	618.97
Total Expense	28,048.12
Net Ordinary Income	2,900.38