



**MONTGOMERY COUNTY DEPARTMENT OF PARKS**  
 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB Agenda Item #13  
 May 2012

**MEMORANDUM**

**TO:** Montgomery County Planning Board and Parks Commission

**VIA:** Mary Bradford, Director of Parks *Mary Bradford*  
 Gene Giddens, Deputy Director of Operations *GG*  
 Mike Riley, Deputy Director of Administration *M*

**FROM:** Christine Brett, Chief, Enterprise Division *CB*  
 Kate Stookey, Chief, Public Affairs and Community Partnerships Division *K*

**RE:** Montgomery Parks Fiscal Year 2013/2014 Fee Schedule

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**ACTION REQUESTED:**

Approve fees as proposed for M-NCPPC Montgomery Parks facilities and programs

**BACKGROUND**

Two divisions within M-NCPPC Montgomery Parks generate revenue through facility rental, admission, class, and/or program fees at the following facilities:

**Enterprise Division**

Administrative Fees  
 Equipment Rental

Course Fees

Olney Manor Skate Park  
 South Germantown Driving Range

Facility Rentals

Little Seneca Lodge Tent Pad Fee  
 Little Bennett Campground – Hawks Reach Activity Center  
 Wheaton Train Party Room

**Public Affairs and Community Partnerships Division**

Park Permit Office  
 Open Space  
 Parkside Headquarters  
 Ridge Road Recreational Park

In accordance with the Department’s Policy on User Fees, the Enterprise Division, which oversees the ice skating, tennis centers, event centers and the Park amenity facilities, and the Public Affairs and Community Partnerships Division, which is responsible for the Park Permits office, present user fee recommendations to the Planning Board on an annual or as needed basis. Prior to developing the proposed user fee schedules for facilities or programs, staff conducts surveys of other local jurisdictions' user fees for similar facilities. This information, in concert with input from department staff, attendance information and user patterns for each facility, and the financial picture of individual facilities, is used to draft the recommended schedule of fees. Department staff also presented these fee recommendations to the County Wide Recreation Advisory Board prior to this presentation for their review.

Consistent with the Department's user fee policy, user fees for self-supporting Enterprise facilities, services, and programs are established at a level which (1) is competitive with comparable public and private facilities and services in the area; (2) can reasonably be expected to generate sufficient revenue to sustain administrative, operating and maintenance costs; (3) may generate surplus operating income to fund capital improvements at existing and developing facilities; and (4) reflects user demand and patterns of use. In addition, staff has completed cost recovery analysis and is cognizant of the recovery targets.

Regular and timely fee adjustments are necessary to keep our fees competitive with comparable public and private self-supporting facilities or programs and/or to respond to market influences that affect pricing, user demand, etc.

Fees for certain family oriented activities, such as boat rentals, the carousel and train rides, remain fairly static in the marketplace over a period of years, with only occasional, incremental increases.

The Enterprise Fund facilities are mandated by the County Council to be completely self-supporting, including not only the facility operating costs but also capital improvements and debt service for new facilities. The Parks Department's mission is to provide affordable and safe recreational programs and amenities for all. While our proposed fees reflect that mission, the County Council mandate has a significant impact on our ability to keep our fees affordable for all county residents. To help low income residents, the department provides a 50% fee reduction for general admission fees, group lessons and programs. In addition, the Enterprise Division uses advertisement "Specials" or discounts to increase participation thus increasing revenues. Staff is continually monitoring and assessing facility usage in an effort to increase participation.

The Park Permit Office generates between \$1 million and \$1.5 million in annual revenue for the Park Fund through the rental of public park facilities such as athletic fields, picnic shelters, park activity buildings, community garden plots, and primitive campsites, as well as vendor permits, special event permits, filming permits, and other special or exclusive uses. The cost recovery goals vary by facility type. A cost recovery goal of 100% has been established for park activity buildings as these rentals provide exclusive use for the user. Cost recovery analysis for other Permit Office facilities is underway and is anticipated to be completed in FY13. Any fee adjustments made as a result of that analysis, if needed, will be presented separately for approval.

In July of 2010, the Montgomery County Planning Board approved the creation and implementation of the User Fee Booklet. The document lists the fees in four categories: administration, admissions, course/program and facility rentals. Thus, new fees and any increases in existing fees are presented within those four categories and by Division.

This presentation is requesting approval for:

- equipment rentals at the event centers
- course fees at the South Germantown Driving Range and Olney Manor Skate Park
- tent pad rental at Little Seneca Lodge
- room rental at Little Bennett Campground – Hawks Reach Activity Center, and Wheaton Train Station Party Room
- open space rentals for special event use at Ridge Road Recreational Park and the field at the intersection of Sligo Creek Parkway and Brunett Avenue.

**Enterprise Division Facilities:**

**Administrative Fees**

The following fee recommendations are based upon facility use and demand, and reflect an effort to remain competitive with the market. The fees are used to enhance the facilities and to accommodate customer requests for certain equipment rentals. All rental facilities maintain a manageable inventory of rental equipment; requests for rental equipment that exceed the inventory are provided and the rental cost is charged to the client increased by 10%. As revenues become available, where needed, inventories will be expanded. The arrangement fee is for staffing costs for multiple deliveries.

<b>Description</b>	<b>Current Fee</b>	<b>Effective Date</b>	<b>Proposed Fee</b>
Event Center Tenting	Pilot	July 1, 2012	Up to \$ 2,600, depending on tent size
Event Center Furniture Packages	Pilot	July 1, 2012	\$ 600.00 - \$ 900.00, depending on number of tables, chairs requested
Event Center Subflooring	Pilot	July 1, 2012	12' x 12' \$ 400.00 16' x 16' \$ 500.00
Arrangement fee, if not purchasing package	Pilot	July 1, 2012	\$ 100.00
Event Center Tablecloth	Pilot	July 1, 2012	\$ 14.00 each
Event Center Tables	Pilot	July 1, 2012	\$ 10.00 each

Projected Revenue, per proposed increase,   Event Center Tenting \$ 350.00  
  Event Center Furniture Packages \$ 2,500.00  
  Event Center Miscellaneous Amenities \$1,000.00

**Course Fees**

**Olney Manor Skate Park**

Olney Manor Recreational Park  
16601 Georgia Ave. Olney, MD 20832

- Opened under Parks management in April 2011
- Hours of Operation – April through November open 7 days per week  
Spring & Fall: 4pm - 8pm weekdays; 10am – 8pm weekends
- Summer: 12 pm - 10:00pm
- Facility improvements since opening  
Installation of lights and shade structure
- A variety of membership fees
- Seasonal passes sold last season = 99
- Frequent user passes sold  
15 punch pass (\$33.00) = 89  
30 punch pass (\$60.00) = 20  
45 punch pass (\$81.00) = 8  
Daily fee \$5.00 = 2,064

Description	Pilot Fee	Effective Date	Proposed Fee
Classes	\$ 13.00	July 1, 2012	\$ 15.00
Seasonal Fee	\$ 85.00	January 1, 2013	\$ 95.00

Projected Revenue, per proposed increase: Classes - \$ 2,500; Seasonal Fee \$ 990.00

**South Germantown Driving Range**

South Germantown Regional Park  
18045 Central Park Circle  
Boys, MD 20841

- Opened under Parks management, May 2011
- Featuring 40 tees, 10 covered
- Facility improvements since opening:  
New sand trap training area  
New putting green  
Elevated greens on the range
- Class sessions will be offered to all age groups and various skill levels
- Clinics – one hour programs, an introduction to golf

Description	Pilot Fee	Effective Date	Proposed Fee
Classes	\$ 35.00 / hour	July 1, 2012	\$ 40.00 / hour
Clinics	\$ 25.00 / hour	July 1, 2012	\$ 35.00 / hour

Projected Revenue, per proposed increase: Classes and Clinics - \$20,000

## Facility Rentals

### Little Bennett Campground, Clarksburg, MD

- Open daily for tent and RV camping April 1 through October 31 (weekends only in March and November)
- Facility includes 91 wooded campsites in a 3,700 acre park
- Located in northern part of the County
- Activities held at Hawks Reach facility during the season, but available for rental
- Clientele served: all ages from a wide variety of locations, including overseas
- Hawk's Reach 29' x 31' room, containing 45 chairs and 6 tables; can be configured as theater or banquet style

Proposed Fees: Increase Hawks Reach Activity Center Rental Fee by \$6.00/hour for FY13, effective January 1, 2013

Description	Current Fee	Effective Date	Proposed Fee
Hawks Reach Activity Center	\$ 19.00 hour	January 1, 2013	\$ 25.00 hour

Projected Revenue, per proposed increase: \$150.00

### Lodge at Little Seneca Creek, Boyds, MD

- The Lodge at Little Seneca Creek is a handsome log cabin that provides a natural setting for a business meeting or social gathering.
- A tent pad similar to the Woodlawn Manor tent pad, is being constructed; completion anticipated for October, 2012

Proposed Fees: Include Tent pad fee to the facility rental fees charged at Lodge at Little Seneca

Description	Current Fee	Effective Date	Proposed Fee
Tent Pad Fee	N/A	July 1, 2012	\$1,350.00

Projected Revenue for FY13, per proposed: \$6,750.00

### Wheaton Train Party Room

- Operating Hours - Seasonal/April – October, train station party room rentals available two-hour time slots
- Usage - Perfect venue for your child's next birthday or family celebration and business meetings
- Clients Served – Patrons in Montgomery County and area jurisdictions

Proposed Fees: Wheaton Train Party Room by \$25 (two hour booking) for FY13, effective January 1, 2013

Description	Current Fee	Effective Date	Proposed Fee
Wheaton Train Party Room	\$150.00	January 1, 2013	\$175.00

Projected Revenue, per proposed increase: \$1,750.00

## Park Fund Facilities

### Open Space Rentals for Special Event Use

- Many special events hosted on park land utilize Park athletic fields, often displacing sports groups that use the fields for practices or games
- Some of these special events do not require athletic fields but request the fields because they are our only identified, open permitted spaces
- Staff desired to find available open spaces that could be permitted for these types of events to mitigate the impact on sports groups who need athletic fields
- Each proposed site will have specific conditions of use. These will include allowable hours/days of use, maximum numbers of participants, allowable use of utilities and/or other park amenities, use of A/V systems, portapotty requirements, and allowable temporary structures. These conditions will be fully developed by Permit Office staff in coordination with park management and posted on the website.

### **Parkside Headquarters:** Open field at the intersection of Sligo Creek Parkway and Brunett Avenue

- 38,500 sq. ft.
- Limited parking available only on weekends or after working hours (Parkside parking lot); may require Park Police for traffic direction
- Cannot accommodate bus parking
- Tents can be erected on site
- Only suitable for small events of no more than 100 people due to parking constraints; could support higher numbers if mostly foot traffic
- No A/V would be allowed due to proximity to residential neighborhood
- Portapotties would be required; no permanent bathrooms available
- Available for a full day or in four hour blocks from 8am – 8pm

### **Ridge Road Recreational Park:** site “pad” located across from the inline rink

- 67,500 sq ft
- 498 parking spaces
- Shared lot for event space, shelters, dog park, inline rink, and field
- Can accommodate bus parking
- Tents can be erected on site
- Could support attendance of up to 10,000 if attendees come and go; no more than 2,000 at any one time
- A/V systems would be allowable at reasonable volumes
- Permanent bathrooms on site could be made available, but portapotties may still be needed
- Time parameters 9am-11pm, set up and break down time included

Description	Current Fee	Effective Date	Proposed Fee
Parkside open event space	N/A	July 1, 2012	\$150 w/\$400 sec dep
Ridge Road open event space	N/A	July 1, 2012	\$300 w/\$400 sec dep

Projected Revenue, per proposed increase: \$1,000.00



<b>Summary of Projected Revenue Per proposed increases Per year fee is implemented</b>	<b>FY13</b>
<b>Enterprise Division</b>	
Administrative Fees, Event Centers	\$ 3,850.00
Course Fees	\$ 23,490.00
Facility Rentals	\$ 8,650.00
<p style="text-align: right;">Total Enterprise Facilities</p>	\$35,990.00
<b>Public Affairs &amp; Community Partnerships Division</b>	
Open Space	\$ 1,000.00
<b>Total Public Affairs &amp; Community Partnerships Division</b>	<b>\$ 1,000.00</b>

# AREA SURVEY - FRAME TENT RENTAL FEES

	Woodlawn Manor Rentals	Party Reflections	Brooke Rentals	Gaithersburg	SugarPum	Tents for Rent	Party Plus	Party Palace	ABC Party Rentals	AAA Party Rentals	Allied Rentals
Tent	\$1,350 R; \$1,500 NR*		\$1,100.00	\$1,170.00	\$2,200.00		\$1,350.00	\$1,260.00	\$1,150.00	\$1,400.00	\$1,175.00
Sides			\$495.00	\$450.00	\$800.00		\$230.00	\$315.00	\$315.00	\$450.00	\$540.00
Chandelier			\$225.00	\$150.00	\$525.00			\$105.00	\$180.00	\$255.00	\$400.00
Perimeter lighting			\$150.00	\$110.00	\$450.00		\$126.00	\$180.00	\$200.00	\$225.00	\$225.00
Fans			\$148.00	\$100.00	\$300.00		\$100.00	\$112.00	\$100.00	\$100.00	\$120.00

\* R - Resident, NR - Non Resident



## Agricultural History Farm Park Furniture Rental Fees

*Includes set-up, delivery, and removal*

### **Classic Countryside - \$600.00**

(50- 100 Guests)

10- 5ft round tables

6- 6ft banquet tables

100 Padded Folding Chairs



### **Meadowside Package - \$900**

(100 - 150 Guests)

150 Padded Folding Chairs

18- 5ft Round Tables

8- 6ft Banquet Tables

4- Cocktail Tables



### **Tenting w/ furniture package**

*(includes perimeter lighting and cathedral sidewalls)*

20' x 20' - \$600

30' x 40' - \$1450.00

30' x 60' - \$1800

40' x 60' - \$2600

### **❖ Ala Carte Pricing**

*Delivery fee of \$100 is applied if only ordering a la carte items*

- ❖ Padded White Folding Chair...\$3.50
- ❖ Plastic White Folding Chair...\$1.75
- ❖ 5ft Round Table, 6ft Banquet Table, Cocktail Table Sweetheart Table...\$10/table

**All orders must be complete 30 days prior to the event date.**



Call 301 299-5026 to order or for more information

Email: [eventcenters@montgomeryparks.org](mailto:eventcenters@montgomeryparks.org)

Agricultural History Farm Park \* 18400 Muncaster Road, Derwood, MD 20855  
Rev. 2/10

# Outdoor Furniture & Tent Pricing

## Furniture

Wedding white resin folding chair with cushion - \$3.50/each

White Plastic Stacking Chair - \$1.75/each

Ceremonial white plastic folding chairs - \$1.75/each

6' x 30" banquet table - \$10/each

5' round table - \$10/each

36" Cocktail table - \$10/each

Sweetheart Table - \$10/each



Wedding white resin folding Chair w/cushion



Ceremonial White Plastic Folding Chair

## Tenting (with cathedral sides and perimeter lighting)

20' x 20' - \$600

30' x 40' - \$1450.00

30' x 60' - \$1800

40' x 40' - \$1800

40' x 60' - \$2600

**Note: A setup fee of \$100 will be applied to all orders  
All orders must be complete 30 days prior to the event date.**



Call 301- 299-5026 to order or for more information

Email: [eventcenters@montgomeryparks.org](mailto:eventcenters@montgomeryparks.org)

Rockwood Manor \* 11001 MacArthur Boulevard \* Potomac, MD 20854

Seneca Lodge \* 14500-A Clopper Road \* Boyds, MD 20841

Rev. 2/21/12

# 2012 Woodlawn Manor Outdoor Furniture

## Package #1 - \$425.00

60 white resin folding chairs with cushions  
60 ceremonial white plastic folding chairs  
4 - 8' x 30" banquet tables  
6 - 5' round tables



Ceremonial white plastic folding chair

## Package #2 - \$615.00

100 white resin folding chairs with cushions  
100 ceremonial white plastic folding chairs  
4 - 8' x 30" banquet tables  
10 - 5' round tables



White wedding resin folding chair w/cushions

## Package #3 - \$750.00

130 white resin folding chairs with cushions  
130 ceremonial white plastic folding chairs  
6 - 8' x 30" banquet tables  
13 - 5' round tables

\*\*\*Items from the menu below can be added to any of the packages above at the prices listed.

### A la Carte Menu

Wedding white resin folding chair with cushions - \$3.50/each  
Ceremonial white plastic folding chairs - \$1.75/each  
8' x 30" banquet table - \$10/each  
5' round table - \$10/each  
36" Cocktail table - \$10/each  
Sweetheart Table - \$10/each  
20' x 20' bump out with cathedral sides and perimeter lighting - \$600 - \$700  
20' x 40' bump out with cathedral sides and perimeter lighting - \$800- \$900  
20' x 20' catering tent - \$400 - \$550  
Subflooring (20' x 20')- \$400 - \$600

**Note: A setup fee of \$100 will be applied if only ordering from the a la carte menu**

**All orders must be complete 30 days prior to the event date.**



Call 301 299-5026 to order or for more information

Email: [eventcenters@montgomeryparks.org](mailto:eventcenters@montgomeryparks.org)

Woodlawn Manor \* 16501 Norwood Road \* Sandy Spring, MD 20860

# AREA FEE SURVEY - SKATE PARK

Updated: 4/12

Updated 4/2012	Olney Manor Skate Park	Olney Manor Skate Park - Recreation Department	Columbia Skate Park Operated by Columbia Associates	Gaithersburg Skate Park	Germantown Skate Park	Rockville Skate Park
<b>Daily Fees</b>	\$5.00	\$5.00	Resident = \$5.00 Non-Resident = \$6.00	Resident = \$3.00 Non-Resident = \$5.00	Un-manned; no admission fee	Un-manned; no admission fee
<b>Membership Fees</b>	<u>Punch Pass</u> 15 passes = \$33.00 30 Passes = \$60.00 45 Passes = \$81.00 Seasonal = \$85.00	No Punch Pass; Seasonal = \$75.00	Resident = \$75.00 Non-Resident = \$150.00	Resident = \$35.00 Non-Resident = \$50.00	Un-manned no admission fee	Un-manned no admission fee
<b>Equipment Rentals</b>	Single Set = \$2.00 Full set = \$5.00	Single Set = \$2.00 Full set = \$5.00	Helmet: \$2 Elbow Pads: \$2 set Knee Pads: \$2 set Wrist Guards: \$2 set	Partial set/helmet = \$3.00 Full Set = \$5.00	None	None
<b>Operations</b>	March ~ October	March ~ October	Open Year round	March 27 ~ December 13	March ~ October	April 11 ~ November 9
<b>Course Fees</b>	Clinic/Camp \$170.00		Camp \$255.00 Resident \$285.00 non Resident	Group 3 1hr lessons \$50.00 Camp Resident \$125.00 Non Resident \$150.00	N/A	N/A



# AREA FEE SURVEY - DRIVING RANGE

Updated 4/12

	South Germantown	Waters's Landing	Olney Golf Park	Laurel Golf Center	I-70 Golf Range	Little Bennett
<b>Buckets</b>						
Regular	(52) \$7.00	(50) \$7.00	*(52) \$7.00	(52) \$6.00	(46) \$6.00	(35) \$4.00
Large	(104) \$11.00	(90) \$14.00	*(104) \$11.00	(104) \$10.00	(92) \$ 12.00	(70) \$7.00
Jumbo	(169) \$16.00	(160) \$22.00	*(169) \$16.00	(unlimited balls) \$18.00	(138) \$15.00	(104) \$10.00
<b>Discount Cards</b>						
Convenience	\$20.00 (0%)	Buy 11 baskets	\$55.00(0%)	16 Tokens \$65.00 (47%)	N/A	N/A
Tee	\$50.00(10%)	get 14 (3 free)		32 Tokens \$115.00(66%)	N/A	N/A
Par	\$110.00(10%)	14 large \$132.00(27%)	\$110.00(10%)	90 Tokens \$295.00(83%)	N/A	N/A
Birdie	\$250.00(25%)	14 jumbo \$154.00(27%)	\$500.00(2.5%)	N/A	N/A	N/A
Eagle	\$500.00(40%)	14 super \$242.00(27%)	\$1000.00(50%)	N/A	N/A	N/A
<b>Classes and Clinics</b>						
Classes	\$7.77	Not Listed	\$18.75	\$5.83	None Offered	\$7.66
Clinics	\$30.00	Not Listed	\$15.00 + Bucket	\$35.00	\$83.00	Price Varies by Class

\*Grass Tee Bucket Prices- Regular \$15.00 Large \$22.00 Jumbo \$32.00

\*\*Token equals regular bucket. (1 token = 52 balls)

# AREA FEE SURVEY - RENTAL BUILDING

Updated 4/12

	Little Bennett		M-NCPPC MG Activity Buildings	
	Resident	Non-Resident	Resident	Non-Resident
<b>HAWK'S REACH ACTIVITY CENTER</b>				
Weekday	\$19.00	\$23.00	\$20/hour 4-hour minimum \$175 Security deposit	\$24/hour 4-hour minimum \$175 Security deposit
Weekend	\$19.00	\$23.00	\$40/hour 4-hour minimum \$175 Security deposit	\$48/hour 4-hour minimum \$175 Security deposit

	Gambrill State Park Tea Room Rental
Non-holidays, Weekdays	\$126 for daily rental (\$11/hour)
Holidays, Saturdays & Sundays	\$226 for daily rental (\$21/hour)





# AREA FEE SURVEY - MINI TRAINS AND CAROUSELS

Updated 2/12

	Cabin John	Wheaton	M-NCPPC - PG Watkins		Fairfax Park Auth Lake Fairfax/ Lake Accotink	Glen Echo (1)	The Mall in Columbia	The Maryland Zoo at Baltimore (2)
			Resident	Non-Resident				
<b>TRAIN</b>								
Per Ride	\$1.75	\$1.75	\$1.50	\$1.75	\$2.50			
Discount Bk/Grp (10 rides)	\$15.50	\$15.50	\$12.50	\$15.00				
% Discount	11%	11%	17%	14%				
<b>CAROUSEL</b>								
Per Ride		\$1.75	\$1.50	\$1.75	\$1.75	\$1.25	\$1.50	\$3.00
Discount Bk/Grp (10 rides)		\$15.50	\$12.50	\$15.00				\$2.00 for members
Discount Book (8 Rides)								
% Discount		11%	17%	14%				
<b>PARTY ROOMS</b>								
Party Room	\$175.00	\$150.00	\$100.00	\$120.00	\$130.00	\$220.00		\$495.00

(1) Glen Echo Carousel capital repairs funded solely from donations.

(2) Price for rides is in addition to admission fee for the zoo.

**AREA FEE SURVEY - OPEN EVENT SPACE**

	M-NCPPC Montgomery Parks	Frederick County, MD					
<b>RENTAL</b>							
270,000 square feet		\$ 550.00					
67,500 square feet	\$ 300.00						
67,000 square feet		\$ 100.00					
60,000 square feet		\$ 300.00					
55,800 square feet		\$ 300.00					
38,500 square feet	\$ 150.00						
<b>SECURITY DEPOSIT</b>							
All rental levels	\$ 400.00	\$ 400.00					

The fees vary based on ease of accessibility for event organizers and attendees, available access to utilities, surrounding location and supporting amenities, etc.

