

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Department of Parks, Montgomery County, Maryland
9500 Brunett Avenue Silver Spring, Maryland 20901



AGENDA DATE: June 22, 2006

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June 15, 2006

TO: Montgomery County Planning Board

VIA: Jerry Bush, Acting Chief, Enterprise Division

FROM: Karen Warnick, Acting Regional Operations Manager, Enterprise Division *Kaw*

SUBJECT: Updated FY07 User Fee Schedules for Cabin John and Wheaton Ice Rinks

STAFF RECOMMENDATION: Approval of Proposed FY07 User Fees for Cabin John and Wheaton Ice Rinks

Last October, the Planning Board approved the Enterprise Division's fee recommendations for FY07. Expected increased revenue generated from those fees was included in the FY07 Proposed Budgets. The Proposed FY07 Budget included a request for a \$569,000 subsidy from the Park Fund to cover the portion of the debt service on the ice rinks that these facilities were not able to cover through operating revenues.

This spring, during the budget discussions with the PHED Committee, the Council members questioned the need for the requested subsidy. The Council members felt that the ice rinks should determine a means to lower the need for the subsidy. While they indicated they did not want to dictate to the facilities the means by which the need for the subsidy is lowered, they suggested looking at programmatic changes and/or fee increases. The PHED Committee approved a lower subsidy of \$319,000 for FY07. By the tone of the discussion with the PHED Committee, this subsidy may not be approved for FY08. The Enterprise Division will continue to explore ways through marketing, sponsorships, and new programs to cover the entire debt service on the ice rinks.

Regarding FY06 programmatic changes, the Enterprise Division implemented the centralized ParkPASS automated system including point of sale, program registration, and facility booking in the ice rinks last August. In the first 10 months of FY06 versus the first 10 months of FY05, revenues at the ice rinks were \$700,000 higher in FY06. While some of this could be attributed to the recently held winter Olympics, the bulk of it is due to the advertisement of our programs in joint Park and Recreation Guide and the ability to register for programs on-line. Not only has this increased attendance in our lesson programs, but also, as more people come to our facilities to take lessons, they come back to our general sessions and spend more money at our pro shops and snack bars. It has been a huge success and we anticipate additional increased profits in FY07. The Enterprise Division is not sure at this time what the net profit from ParkPASS is because all of the end of year figures are not in yet. We will provide an estimate at the June 22nd meeting.

Regarding possible fee increases, the Enterprise Division conducted a survey of nine nearby rinks (Attachment 2) to compare our fees to theirs and determined our fees are very competitive with other rinks. We looked at each fee to determine which ones could reasonably be raised to remain affordable and to not price ourselves out of the market. Staff offers the following recommendations for fee increases to be effective September 2006. A full schedule of ice rink fees is shown in Attachment 1. At the June 22nd meeting, staff will provide an estimate of the increased revenues that will be generated by the proposed fee increases.

Cabin Jon and Wheaton Ice Rinks

General Admission

General Admission fees at the ice rinks have not been increased since 2002 and 2003. The general admission fees at area rinks have stayed the same and, in some cases, have decreased in the past few years. For the most part, our fees are very similar to other rinks fees. There are a few general admission fees where staff felt we could increase fees and continue to remain competitive.

- Tots (ages 3-4) Fee - Staff recommends increasing the general admission fee for Tots from \$3.00 to \$3.50. Of the nine rinks surveyed, seven rinks charged the child or adult fee for this age group, one rink charged a tot fee of \$5.00, and one rink did not charge a fee for children under 5.
- Weekend Child (ages 5-10) Fee - Staff recommends increasing the general admission Child fee on the weekends to \$6.00. This is the same fee as the Adult fee, effectively making the weekend the same fee for everyone except Tots. Of the nine surveyed rinks, this increase would make our Child fee the same or lower than four other rinks. The weekday Child fee would remain \$5.00
- Cheapskate – Weekday Special Session – Staff recommends increasing the Cheapskate fee from \$5.50 to \$6.00. The Cheapskate sessions are held on weekdays during non-prime time and include admission and skate rental.

Dance Admission

Staff also recommends increasing the fee for the 2-hour dance session from \$9.50 to \$10.00. The dance session is for advanced skating techniques and allows only up to 30 skaters on the ice.

Group Lessons

The group lesson program is very popular and fills quickly each session. The group lesson fees are very competitive with other rinks. The per lesson fee includes 1 lesson, 1 practice session, and skate rentals for both the lesson and practice session. Currently, the lessons are packaged into a series of six lessons. Staff recommends a fee increase of \$1.00 per lesson or \$6.00 per series of lessons for both beginner and advanced lessons.

The Enterprise Division will bring the proposed fee recommendations for FY08 to the Planning Board in October of this year for your consideration. The expected increased revenue generated from those fee increases will be included in the FY08 Proposed Budget.

Attachments

PARK ENTERPRISE FACILITY/USER FEES

ICE RINKS					
	FEE CURRENTLY CHARGED	EFFECTIVE DATE	PROPOSED FEE CHANGES	ADJUST RATE	EFFECTIVE DATE
Cabin John					
1	General Admission - 2 hours				
2	Tot (Ages 3 to 4)	3.00 Sep-02	3.50	17%	Sep-06
3	Child - Wkday (Ages 5 to 10)	5.00 Sep-02	None		
4	Child - Wkend (Ages 5 to 10)	5.00 Sep-02	6.00	20%	Sep-06
5	Regular (11 & Over)	6.00 Sep-02	None		
6	Holidays (Ages 5 and Up)	6.00 Sep-02	None		
7	Sr. Citizen (60+) - Wkday (Gen or Adult Session only)	5.00 Sep-02	None		
8	Cheapskate - Wkday Special Session (Includes Skates)	5.50 Sep-02	6.00	9%	Sep-06
9	Dance Admission				
10	Dance - 2 Hours	9.50 Apr-05	10.00	5%	Sep-06
11	Lessons - Per Person				
12	Group Lessons - Regular - Per 30 Min Lesson *	13.50 Sep-03	14.50	7%	Sep-06
13	Group Lessons - Advanced - Per 30 Min Lesson *	15.00 Sep-03	16.00	7%	Sep-06
14	Private Lessons - 30 Mins **	24.00-unlimited Sep-00	None		
15	Private Lessons - 15 Mins **	12.00-unlimited Sep-00	None		
16	Semi-Private (2 persons) - 30 Mins **	12.00-unlimited Sep-00	None		
17	Lease Time				
18	Leased Ice - 60 Minutes	270.00 Sep-06	None		
19	Party Rental (1½ hr) - First 100 People	405.00 Sep-06	None		
20	Party Rental - Per Person Above 100 up to 450	4.00 Sep-03	None		
21	Party Rental - Refundable Security Deposit	150.00 Sep-03	None		
22	Small Rink - 60 minutes	160.00 Apr-05	None		
23	Moves/Freestyle - 45 mins				
24	Seasonal	9.00 Apr-05	None		
25	Pick-Up	10.00 Apr-05	None		
26	Skate Rental				
27	Per Pair - All Ages	3.00 Sep-02	None		
28	Party Room Rental				
29	Room Rental - Per Hour	40.00 Sep-03	None		
30	Party Room - Refundable Security Deposit	50.00 Sep-00	None		
31	Summer Program				
32	Summer Program - Per Hour	8.75 Apr-03	None		
Wheaton					
33	General Admission - 2 hours				
34	Tot (Ages 3 to 4)	3.00 Sep-02	3.50	17%	Sep-06
35	Child - Wkday (Ages 5 to 10)	5.00 Sep-03	None		
36	Child - Wkend (Ages 5 to 10)	5.00 Sep-02	6.00	20%	Sep-06
37	Regular (11 & Over)	6.00 Sep-03	None		
38	Holidays (Ages 5 and Up)	6.00 Sep-03	None		
39	Sr. Citizen (60+) - Wkday (Gen or Adult Session only)	5.00 Sep-03	None		
40	Cheapskate - Wkday Special Session (Includes Skates)	5.50 Sep-02	6.00	9%	Sep-06
41	Dance Admission				
42	Dance - 2 hours	9.50 Apr-05	10.00	5%	Sep-06
43	Lessons - Per Person				
44	Group Lessons - Regular - Per 30 Min Lesson *	13.50 Sep-03	14.50	7%	Sep-06
45	Group Lessons - Advanced - Per 30 Min Lesson *	15.00 Sep-03	16.00	7%	Sep-06
46	Private Lessons - 30 Mins **	24.00-unlimited Sep-00	None		
47	Private Lessons - 15 Mins **	12.00-unlimited Sep-00	None		
48	Semi-Private (2 Persons) - 30 Mins **	12.00-unlimited Sep-00	None		
49	Lease Time - 60 minutes				
50	Leased Ice - 60 Minutes	270.00 Sep-06	None		
51	Party Rental (1½ hr) - First 100 People	405.00 Sep-06	None		
52	Party Rental - Per Person Above 100 Up to 450	4.00 Sep-03	None		
53	Party Rental - Refundable Security Deposit	150.00 Sep-03	None		
54	In-Line Rink - Ice Surface in Winter	255.00 Sep-06	None		
55	In-Line Rink - In-Line Surface in Summer	75.00 Nov-02	None		
56	Moves/Freestyle - 60 mins				
57	Pick-Up	11.00 Apr-05	None		
58	Pick-up Hockey and Speed Skating				
59	Pick-Up Hockey	11.00 Mar-05	None		
60	Pick-Up Speed Skating	11.00 Mar-05	None		
61	Skate Rental				
62	Per Pair - All Ages	3.00 Sep-02	None		
63	Party Room Rental				
64	Room Rental - Per Hour	40.00 Sep-03	None		
65	Party Room - Refundable Security Deposit	50.00 Sep-00	None		
66	Summer Program				
67	Summer Program - Per Hour	8.75 Apr-03	None		

* Group Lessons - per lesson includes 1 - 30 minute lesson & skate rental plus 1 practice session (during general admission sessions) & skate rental
 ** Admission fees not included - charge varies by instructor in accordance with their respective qualifications.

AREA FEE SURVEY - ICE RINKS

Updated May 2006

	Cabin John Ice Rink (2 Ice Sheets)	Wheaton Ice Arena (1 Ice Sheet)	MNCPPC - PG Herbert Wells/Tucker Rd (1 Ice Sheet)		The Gardens Ice House (3 Ice Sheets)	SkateQuest - Reston (2 Ice Sheets)	Rockville Ice Arena (1 Ice Sheet)	Bowie Ice Arena (1 Ice Sheet)	Fairfax Park Authority Mt. Vernon Ice Arena (1 Ice Sheet)		Skate Frederick (2 Ice Sheets)	Columbia Ice Rink (1 Ice Sheet)
			Resident	Non-Resident					Resident	Non-Resident		
1	ADMISSION - WEEKDAY											
2	Adult	6.00	5.00	6.00	5.00	6.00	5.50	5.00	5.00	5.50	5.50	6.00
3	Child	5.00	4.00	5.00	4.00	5.00	4.50	4.50	5.00	5.00	5.00	5.00
4	[Ages for Child Prices]	Ages 5-10	Ages 3-17	Ages 3-17	[Students w/ID]	Ages 0-12	Ages 6-12	Ages 5-18	Ages 5-18	Ages 0-11	See Adult Fee	See Adult Fee
5	Tot	3.00	3.00	3.00	Free	See Child Fee	5.00	Free	Free	See Child Fee	See Adult Fee	See Adult Fee
6	[Ages for Tot Prices]	Ages 3-4	Ages 3-4	Ages 0-3	Ages 0-3	See Adult Fee	Ages 0-5	Ages 0-5	Ages 0-5	See Adult Fee	See Adult Fee	See Adult Fee
7	Senior	5.00	4.00	5.00	4.00	See Adult Fee	4.50	3.00	3.00	4.00	4.00	See Adult Fee
8	ADMISSION - WEEKEND											
9	Adult	6.00	5.00	6.00	5.00	6.00	7.00	5.50	6.00	7.00	7.00	6.00
10	Child	5.00	4.00	5.00	4.00	5.00	4.50	4.50	5.00	5.00	5.00	5.00
11	Tot	3.00	3.00	3.00	Free	See Child Fee	5.00	5.00	5.00	See Child Fee	See Adult Fee	See Adult Fee
12	Senior	See Adult Fee	4.00	5.00	5.00	See Adult Fee	6.60	4.50	3.30	5.50	5.50	See Adult Fee
13	SKATE RENTAL											
14	Figure Skates	3.00	3.00	2.00	2.00	3.50	2.20	2.50	2.50	2.50	2.75	2.50
15	MOVES/FREESTYLE											
16	Seasonal - 45 minutes (3)	9.00	10.00	8.00	8.00 to 9.50	8.00	5.50 to 6.60	8.50	7.25	8.50	6.70	8.00
17	Pickup - 45 minutes	10.00	11.00	9.00	11.00	10.00	7.70	9.00	9.50	N/A	8.25	10.00
18	PICK-UP HOCKEY											
19	Pick-Up Hockey		11.00	9.00	11.00	10.00	11.00	10.00	8.00	10.00	12.00	10.00
20	LEASING											
21	Prime time - 60 minutes	270.00	270.00	230.00	275.00	300.00	355.00	215.00	220.00	242.00	260.00	230.00
22	Non-prime time - 60 minutes (4)	270.00	270.00	230.00	275.00	300.00	355.00	215.00	220.00	242.00	235.00	230.00
23	LESSONS - GROUP											
24	Group Reg - per 30 minute lesson (1)	13.50	13.50	11.67	14.14	15.00	12.50	10.00 to 11.50	14.50	17.00	15.00	16.00
25	Group Adv - per 30 minute lesson (1)(2)	15.00	15.00	12.50	14.14	15.00	12.50	10.00 to 11.50	16.18	17.00	15.00	16.00

- (1) Lesson packages vary by location. All prices have been calculated to the 30 minute lesson amount.
- (2) Group Special, Patch, Free Style, and Precision.
- (3) Most facilities offer discount passes rather than seasonal contracts.
- (4) Non-prime lease time can often be negotiated with rink manager.