

CITY OF RAPID CITY

300 SIXTH STREET
RAPID CITY, SOUTH DAKOTA 57701

LF033104-17

PARKS AND RECREATION DEPARTMENT

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Parks and Recreation Memo

Date: March 23, 2004

To: Legal and Finance Committee

From: Jerry W. Cole, Director of Parks and Recreation

Subject: Pool Rates 2004/2005

Summary: Pool fees have been traditionally adopted each swimming season in Rapid City. Staff would like to present a two-year pool fee structure. These fees would be good through the budget year of 2005. Every two years staff will do an evaluation on all fees and bring them to Legal and Finance if fees need restructuring. Please see attachments for pool fees structure.

Recommendation: Staff recommends pool fees be approved in present form by Legal and Finance Committee and sent to City Council for final adoption.

Analysis: With the opening of the aquatic facilities, including the new Roosevelt Swim Center, the Parks and Recreation Department has been actively engaged in developing new pool fees for the 2004/2005 budget years. Enclosed you will find (Attachment #1) a Resolution Establishing Pool Rates for the 2004/2005 budget year.

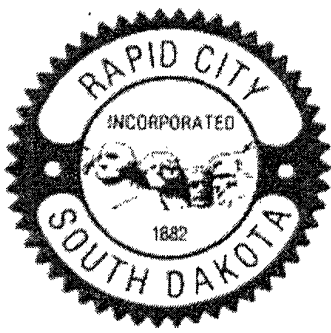
1. The new Roosevelt Swim Center will be in operation for twelve months of the year. Because of the year-round access we have developed several new passes and rate structures.
 - a. **10/20 Punch Card.** This card will be good at all pools and will allow the swimmer to use it in a variety of ways. Punch card holders will be able to use it for themselves or share with the whole family and/or friends. When the punches are gone they will need to purchase a new card or pass.
 - b. **Quarterly Pass.** When only the summer pools existed, this was our season pass. Now an individual or a family can purchase a Quarterly Pass at any time. The passes will be good for 90 days from the time they activate the pass. Quarterly passes can be used at all pools.

c. **Yearly Pass.** This pass will allow a person or family to have access to the new Swim Center all year. This pass will also be good at the summer pools when open. This pass will be good for 365 days and can be renewed when it comes due.

d. **Daily Rates.** Daily rates will increase this year but still have an added value in that they can be used at any pools during open swim time. If a person purchases a pass at the outdoor pool during the day they can also use the pass that night at the indoor pool.

	2003	2004		
SEASON PASSES				
		10/20 PUNCH PASS	QUARTERLY	YEARLY
RESIDENT				
ADULT	\$50.00	\$33.00/45.00	\$55.50	\$188.00
YOUTH	\$38.00	\$26.00/35.00	\$42.50	\$140.50
SENIOR	\$34.50	\$22.50/30.00	\$37.00	\$123.00
FAMILY (4 PASSES)	\$94.00	\$75.00/100.00	\$106.00	\$351.50
ADDINTIONAL FAMILY	\$15.00	\$9.5/17.00	\$19.00	\$35.00
MONTHLY	\$18.00	N/A	N/A	N/A
NON-RESIDENT				
ADULT	\$61.50	\$36.00/54.00	\$69.00	\$234.50
YOUTH	\$50.00	\$28.00/42.00	\$55.50	\$188.00
SENIOR	\$42.50	\$24.00/36.00	\$46.00	\$152.50
FAMILY (4 PASSES)	\$106.00	\$80.00/110.00	\$119.00	\$433.00
ADDINTIONAL FAMILY	\$15.00	\$12.00/24.00	\$20.50	\$58.50
MONTHLY	\$18.00	N/A	N/A	N/A
400 OR MORE	\$20.00		\$22.50	
REPLACEMENT	\$15.00		\$20.00	
DAILY PASSES				
Adult				
Water parks	\$4.25		\$4.50	
Horace Mann	\$3.25		\$4.50	
Youth				
Water parks	\$3.25		\$3.50	
Horace Mann	\$2.25		\$3.50	
Senior				
Water parks	\$2.25		\$3.00	
Horace Mann	\$1.75		\$3.00	
Group Rate	\$2.50		\$2.75	
Pool Rental Rate	\$80.00		\$80.00	

2. We have continued to use a resident fee and non-resident fee for all of our passes. The daily rates for both resident and non-resident will be the same. Eliminating the non-resident fee in the daily rate will allow our front line personnel to better serve the customer. Customer will not have to provide ID for residency.
3. The outdoor pools will open on June 2nd and close Aug 22nd. The opening of the outdoor pools is being delayed this year due to the time the schools get out for the summer and graduation. Several lifeguards and front desk workers are students who are not available until after that time.
4. The indoor pool (depending on construction time) is slated to have a soft opening on or around May 15-20th. The Grand opening is currently scheduled for Saturday, May 29th
5. Lap swimming will be increase by more than 400 hours per week in the summer time.
6. We will have more than 40% additional family open swim time in the summer and a 100% in the fall, winter and spring.
7. We will be able to provide an option when weather closes the outdoor pools for those persons to go to the indoor pool rather than giving refunds or credits. (Historically we have been closed as much as 50% of the time in June.)
8. We will be able to offer more options to the pass holder or general public in the way of lap swimming, leisure swimming, hot tubbing, and more time for programming opportunities.
9. With the new software system we will be able to track our customers better. Each pass holder will receive a picture ID that we will produce and laminate at the time of purchase. This will allow us to decrease any fraud that was going on under our old patch system. This system will also give us a database for direct marketing of specials and programs that we might have going.



CITY OF RAPID CITY

300 SIXTH STREET
RAPID CITY, SOUTH DAKOTA 57701

BE IT RESOLVED by the City of Rapid City that the following pool rates are established, effective _____, 2004, and all previous resolutions pertaining to pool rates are hereby rescinded:

2004

SEASON PASSES

	10/20 PUNCH PASS	QUARTERLY	YEARLY
RESIDENT			
ADULT	\$33.00/45.00	\$55.50	\$188.00
YOUTH	\$26.00/35.00	\$42.50	\$140.50
SENIOR	\$22.50/30.00	\$37.00	\$123.00
FAMILY (4 PASSES)	\$75.00/100.00	\$106.00	\$351.50
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MONTHLY	N/A	N/A	N/A
NON-RESIDENT			
ADULT	\$36.00/54.00	\$69.00	\$234.50
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ADDINTIONAL FAMILY	\$12.00/24.00	\$20.50	\$58.50
MONTHLY	N/A	N/A	N/A
400 OR MORE		\$22.50	
REPLACEMENT		\$20.00	

DAILY PASSES

Adult	
Waterparks	\$4.50
Horace Mann	\$4.50
Youth	
Waterparks	\$3.50
Horace Mann	\$3.50
Senior	
Waterparks	\$3.00
Horace Mann	\$3.00
Group Rate	\$2.75

Pool Rental Rate

\$80.00

Dated this _____ day of _____, 2004

CITY OF RAPID CITY

Mayor

ATTEST:

Finance Officer

(SEAL)