

**CITY OF WASILLA  
RESOLUTION SERIAL NO. 05-02**

*Repealed by 06-31  
5/8/06*

**A RESOLUTION OF THE WASILLA CITY COUNCIL ADOPTING A NEW FEE SCHEDULE FOR THE MULTI-USE SPORTS COMPLEX AND REPEALING RESOLUTION SERIAL NO. 03-40.**

WHEREAS, user fees have been established for uses at the Multi-Use Sports Complex; and

WHEREAS, revenue generated from these user fees will help offset operational costs of the facility; and

WHEREAS, user fees should be reviewed from time to time to ensure fees are within competitive ranges with other local facilities; and

WHEREAS, the McDowell Group was selected through a competitive bid process to identify a fee structure for the services offered at the Multi-Use Sports Complex; and

WHEREAS, most of the already established fees were consistent with the findings of the McDowell Group report; and

WHEREAS, the McDowell Group recommended fee changes to some of the established activities as well as fees for new activities; and

WHEREAS, these fees will generate revenue to offset operating expenses.

NOW THEREFORE BE IT RESOLVED by the Wasilla City Council that Resolution Serial No. 03-40 is repealed in its entirety; and

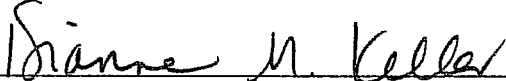
BE IT FURTHER RESOLVED that the user fees for uses at the Multi-Use Sports Complex are adopted as follows:

<b>AREA</b>	<b>TIME or ACTIVITY</b>	<b>FEES</b>
<b>ICE RINK</b>	Hourly – Prime time	\$185
	Monday –Friday 5pm – 10pm	
	Saturday/Sunday 8am – 10pm	
	Hourly – Non-Prime time	\$135
	Hourly Paid Gate (less than 750)	\$205
	Hourly Paid Gate (750 – 1500)	\$245
	Hourly Paid Gate (more than 1500)	\$285

<b>PUBLIC SKATING</b>	5 & Under	\$3
	6 thru Adult	\$4
	Seniors – 55 & Over	\$3
	Families (up to 4 members)	\$11
	Additional Family members	\$2
	10 admission public skating passes	
	5 & Under	\$24
	6 thru Adult	\$32
	Seniors – 55 & Over	\$24
	Skate Rental	\$2
	Public Hockey – Pick up hockey	\$7
	Free Style – Figure Skating	\$7
<b>DRY FLOOR – ICE RINK</b>	Event per day (If ice surface needs to be removed or covered)	\$3,000
	Minimum 3 day rental	
	Event per day (if ice has already been removed)	\$1,500
	more than 4 hours	
	Event per ½ day (If ice has already been removed)	\$750
	maximum – 4 hours	
<b>TURF COURT</b>	Hourly – Prime time	\$100
	Monday – Friday 5pm – 10pm	
	Saturday/Sunday 8am – 10pm	
	Hourly – Non-Prime time	\$80
	Hourly – Prime time 1/3 court	\$40
	Hourly – Non-prime time 1/3	\$35
<b>RUNNING TRACK</b>	Youth and Adults – single use	\$2
	20 Admission Punch Card	\$32
	3 Month Pass	\$55
	Seniors – over 55	\$1
	20 Admission Punch Card	\$16
	3 Month Pass	\$40
	Team Use – Maximum 20 members	\$12

<b>MEETING ROOMS</b>	Single Room – per hour	\$15
	Single Room – full day	\$75
	Two Rooms – per hour	\$25
	Two Rooms – full day	\$125
	Three Rooms – per hour	\$40
	Three Rooms – full day	\$200
	Podium – table top or free standing	\$10
	Easel/flip chart	\$10
	Overhead Projector	\$10
	Power Point Projector	\$25
	Table Top Screen	\$10
	TV/VCR/DVD	\$15
	Conference Phone	\$35

ADOPTED by the Wasilla City Council on January 10, 2005.

  
 \_\_\_\_\_  
 DIANNE M. KELLER, Mayor

ATTEST:

  
 \_\_\_\_\_  
 KRISTIE SMITHERS, MMC  
 City Clerk

[SEAL]



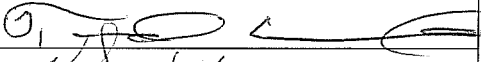
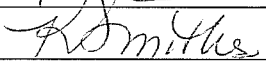
**CITY OF WASILLA  
LEGISLATION STAFF REPORT**

**RE: RESOLUTION SERIAL NO. 05-02: MULTI-USE SPORTS COMPLEX  
PROPOSED NEW FEE SCHEDULE**

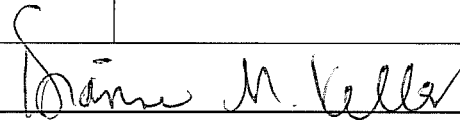
Agenda of: January 10, 2005

Date: January 4, 2005

Originator: Bruce Urban, Recreation and Cultural Services Manager

Route to:	Department	Signature/Date
	Police	
	Recreational and Cultural Services Library, Museum	
	Public Works Planning	
X	Finance *signature required	
X	Clerk	

**REVIEWED BY MAYOR DIANNE M. KELLER:**



**FISCAL IMPACT:**  yes\$ or  no

Funds Available  yes  no

Account name/number:

Attachments:

**SUMMARY STATEMENT:** Resolution Serial No. 03-40 establishing user fees for the Multi-Use Sports Complex (MUSC) was adopted by the Council on December 8, 2003. Fees at facilities in the immediate area such as the Brett Ice Arena were used to provide some basis to the fees being proposed for the MUSC. Fees for other activities at the MUSC were either based on markets outside the Valley and what pricing the local market could sustain.

In August 2004 with the help of a grant from the State of Alaska, Department of Commerce, Community and Economic Development, the City contracted the McDowell Group to identify a fee structure for the services offered at the MUSC. The McDowell Group provided a competitive analysis and took into account pricing strategies when making recommendations for a fee structure.

Many of their recommendations were to not change fees that had already been established. However, it was noted that some of the facility's activities were slow in developing and that a fee reduction should be considered. The primary activity in question was that of the turf court. It was noted in the MUSC's Business Plan that was adopted by the Council in August 2004, that the turf court would have challenges somewhat different than the ice rink. Soccer organizations have used the local school

gyms that have been very low and affordable for most individuals. The fees that were originally established for the turf court were based on the only other indoor turf court in Alaska located in Anchorage. This facility has been in operation for more than three years and has the advantage of drawing from a population much larger than that of the core area of the Mat-Su Valley. The Business Plan also noted that another challenge would be to educate the public on the benefits of playing on the turf court versus the hard floor court of the school gymnasiums.

The McDowell Group recommended in the Fee Structure Report that lower pricing for the turf court be considered. They go on to say that market development is a priority consideration with respect to fees and that success over the first 12 to 18 months should be measured in terms of usage rather than revenue. Since the MUSC opened some nine months ago approximately 415 hours of use has been scheduled on the turf court compared to 980 hours on the ice rink. The comparison of hours is that of private rental and does not include hours used for in-house programs such as public skating, free style figure skating, pickup soccer, turf time for tots, etc. The use in each facility may never be equal since the ice rink is a much different venue; however, it should be much closer than it currently is. Current and past users of the turf court have indicated they would use the turf more if the fees were not so expensive. Other potential users may be enticed to try the turf court at a lower fee and subsequently become a repeat customer.

One thing very important is that the ice rink fees and the turf court fees should never be compared. The two facilities are very different in what it takes to operate each of them. The cost in maintaining an ice rink is significantly higher and the fees should reflect that cost. Additionally, clientele has been established for the ice rink while it is still in the developing stages for the turf court. Over time as the turf court develops a consistent user base, an increase of fees should be considered.

Other changes being recommended are fees for a 3 month pass for track use, team fee for track use and some new amenities available for the meeting rooms.

The McDowell Group recommended a 3 month pass for track users. This has been a request from many of our regular track users. This multi-month pass would be considered a membership similar to some of the private health clubs and running tracks. Additionally, a recommendation is being made for teams to use the track at a group rate. This will allow teams using the ice rink and turf court to use the track before or after their game or practice as a means for warming up or extended training. Many teams have expressed an interest in this use and will most likely become very popular with the competitive teams.

The last recommendation is that of new amenities available for the meeting rooms. These amenities include peripheral such as podiums, easels, overhead projectors, TV/VCR/DVDs, etc that are used for various types of meetings and conferences. Many of these items have been requested by the various users when renting the meeting rooms. Having them available is practical on our part and charging a fee helps to recover the cost and future replacement when they wear out.

The fee structure will be reviewed again during the annual budget process and some additional changes may be recommended based on the McDowell report and/or trends in the local market.

A comparison of the current fees and the proposed new fees are listed below.

<b>AREA</b>	<b>TIME or ACTIVITY</b>	<b>CURRENT FEES</b>	<b>PROPOSED NEW FEES</b>	
<b>ICE RINK</b>	Hourly - Prime time	\$185	\$185	
	Monday -Friday 5pm - 10pm			
	Saturday/Sunday 8am - 10pm			
	Hourly – Non-Prime time	\$135	\$135	
	Hourly Paid Gate (less than 750)	\$205	\$205	
	Hourly Paid Gate (750 - 1500)	\$245	\$245	
	Hourly Paid Gate (more than 1500)	\$285	\$285	
<b>PUBLIC SKATING</b>	5 & Under	\$3	\$3	
	6 thru Adult	\$4	\$4	
	Seniors - 55 & Over	\$3	\$3	
	Families (up to 4 members)	\$11	\$11	
	Additional Family members	\$2	\$2	
	10 admission public skating passes			
	5 & Under	\$24	\$24	
	6 thru Adult	\$32	\$32	
	Seniors – 55 & Over	\$24	\$24	
	Skate Rental	\$2	\$2	
	Public Hockey - Pick up hockey	\$7	\$7	
	Free Style - Figure Skating	\$7	\$7	
	<b>DRY FLOOR - ICE RINK</b>	Event per day (Sept 1 – Apr 15) (If ice surface needs to be removed or covered)	\$3,000	\$3,000
		Minimum 3 day rental		
		Event per day (Apr 16 – Aug 31) (if ice has already been removed) more than 4 hours	\$1,500	\$1,500
Event per 1/2 day (4/16 – 8/31) (If ice has already been removed) maximum - 4 hours		\$750	\$750	
<b>TURF COURT</b>	Hourly - Prime time	\$150	\$100	

	Monday - Friday 5pm - 10pm		
	Saturday/Sunday 8am - 10pm		
	Hourly – Non-Prime time	\$115	\$80
	Hourly - Prime time 1/3 court	\$60	\$40
	Hourly -Non-prime time 1/3	\$45	\$35
<b>RUNNING TRACK</b>	Youth and Adults – single use	\$2	\$2
	20 Admission Punch Card	\$32	\$32
	3 Month Pass		\$55
	Seniors – over 55	\$1	\$1
	20 Admission Punch Card	\$16	\$16
	3 Month Pass	N/A	\$40
	Team Use – Maximum 20 members	N/A	\$12
<b>MEETING ROOMS</b>	Single Room – per hour	\$15	\$15
	Single Room – full day	\$75	\$75
	Two Rooms – per hour	\$25	\$25
	Two Rooms – full day	\$125	\$125
	Three Rooms – per hour	\$40	\$40
	Three Rooms – full day	\$200	\$200
	Podium – table top or free standing	N/A	\$10
	Easel/flip chart	N/A	\$10
	Overhead Projector	N/A	\$10
	Power Point Projector	N/A	\$25
	Table Top Screen	N/A	\$10
	TV/VCR/DVD	N/A	\$15
	Conference Phone	N/A	\$35