Town of Fort Myers Beach
Agenda Item Summary

Blue Sheet Number: **2013-037**

1. Requested Motion:

Meeting Date: March 18, 2013

Motion to approve the Bay Oaks Corporate Fee Structure.

Why the action is necessary:

Council previously requested the opportunity to establish such a fee structure.

What the action accomplishes:

2. Agenda:

___ Consent
_X_ Administrative

3. Requirement/Purpose:

_ Resolution
_ Ordinance
_X Other

4. Submitter of Information:

___ Council
_X_ Town Staff –Parks & Recreation
___ Town Attorney

5. Background:

Town Council requested staff to develop a Bay Oaks Recreational Campus Corporate Rate Structure during their annual review of all fees and charges of the Town.

6. Alternative Action:

Council may re-direct staff or decline to approve.

7. Management Recommendations:

Approve a Corporate Rate Fee Structure for Bay Oaks.

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					Patti Evans 3.13.2013	

9. Council Action:

_ Approved _ Denied _Deferred _Other

Memorandum

To: Mayor and Town Council

Thru: Terry Stewart, Town Manager

From: Patti Evans, Parks and Recreation Director

Date: March 13, 2013

Re: Agenda Item – BORC Corporate Fee Proposal

ISSUE: Annually, all fees are reviewed by staff and presented to the Mayor and Town Council for acceptance.

BACKGROUND: It is an established practice that all fees and charges are reviewed annually; amended as necessary; and, then included in the budgeting process.

- During the August 29, 2012 Town Council Work Session, staff presented a revised fee schedule for all divisions of the Parks and Recreation Department. During this meeting, Vice Mayor Mandel asked that a Corporate Rate Structure be established for presentation and consideration by the Mayor and Council.

- During the November 5, 2012 Council Work Session, such a plan was presented to the Council for their review and comment. Based on the minutes from those two meetings, the attached spreadsheet provides a visual diagram of the proposed 2013 Corporate Fee Structure.

- The rate structure presented is based on the existing non-resident fee structure (on the left hand side of the page).

- This plan is modeled after reviewing approximately ten (10) other corporate plans from across the country. However, this model is a close representation of the Florida Cities of Palm Bay and Sanibel Island.

- Six (6) individual "plans" are defined based on the number of memberships purchased.

- An "administrative fee" has been established (per Council recommendation) which covers staff time to set up the account.

ACTION REQUESTED: Approve this 2013 Bay Oaks Recreational Campus Corporate Fee Structure as presented herein.

Bay Oaks Recreational Campus Membership Information

Existing Membership Fees

Bay Oaks Recreation Center

(Resident Prices are valid to Residents of Estero Island only)

Bay Oaks Individual Memberships:

Annual Membership:	FREE Resident	$35 Non resident
Seasonal Membership:	FREE Resident	$20 Non resident
Adult Day Pass (13yrs +):	FREE Resident	$4 Non resident
Child Day Pass (Under 12):	FREE Resident	$2 Non resident

Bay Oaks Family Memberships:

Annual Membership:	FREE Resident	$70 Non resident
Seasonal Membership:	FREE Resident	$40 Non resident
Day Pass:	FREE Resident	$8 Non resident

Community Pool

(Member prices for Pool are valid to current Bay Oaks Members)

Individual Pool Memberships:

Annual Pool Pass:	$50 Member	$75 Non member
Seasonal Pool Pass:	$30 Members	$40 Non member
Adult Day Pass:	$3.50 Member	$4.50 Non member
Child (12 and under)	$1.50 Member	$2.50 Non member
Water Exercise:	$4 Member	$5 Non member

Family Pool Memberships:

Annual Pool Pass:	$100 Member	$125 Non member
Seasonal Pool Pass:	$55 Member	$65 Non member

Proposed Corporate Membership Fees

	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5	Plan 6
Number of Memberships	1-5	6-10	11-25	26-50	51-75	76+
Proposed Savings	10%	15%	20%	30%	40%	50%
Proposed Corporate Fee	$31.50	$29.75	$28	$24.50	$21	$17.50

- A non-refundable $50 administration fee per Corporate Plan will be assessed.
- Corporate memberships must be renewed annually.
- Corporate memberships begin upon completion of registration and end 1 year from that date.
- Corporate membership is based on business being located within the Town of Fort Myers Beach corporate limits.