



Agenda Report

MEETING DATE: Tuesday, February 8, 2022

TO: City Council

FROM: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB
IMELDA NEGRETE, RECREATION SUPERINTENDENT

SUBJECT: RESOLUTION AMENDING RESOLUTION NO. 179-21 (CM) AND
ADOPTING THE FACILITY RENTAL FEE SCHEDULE FOR THE USE
OF PARK AND RECREATION FACILITIES WITHIN THE CITY OF
WATSONVILLE TO INCLUDE RENTAL FEES FOR SYNTHETIC
SPORTS FIELDS

STATEMENT OF ISSUES:

The City does not currently have established fees for the rental of synthetic turf sports fields. The Pajaro Valley Unified School District (PVUSD) has requested that the City manage public use of the new synthetic sports field at EA Hall Middle School, thus new fees need to be established.

RECOMMENDED ACTION:

It is recommended that the City Council amend Resolution No. 179-21 (CM) and approve the following fee schedule for synthetic sports fields:

- \$40 per hour for half a field
- \$70 per hour for a full field
- Additional \$10 per hour for field lights
- \$100 refundable deposit

DISCUSSION:

One of the goals of the Parks and Community Services Department's Facility Rental Program is to facilitate rental access for community members and groups to host a variety of public and private events. Recently, the facility rental fee schedule was revised to have more uniformity in fees and also to make it more user friendly for those inquiring about the facilities.

On June 22, 2021, the City Council adopted Resolution No. 179-21 amending the "City of Watsonville Parks and Community Services Department Facility Use Priority Classifications" and adopting the "Facility Rental Fee Schedule" for the use of Park and Recreation Facilities within the City of Watsonville.

Pajaro Valley Unified School District recently renovated the sports field at EA Hall Middle School to a synthetic turf field. With the completion of the project, PVUSD approached the

City of Watsonville Parks and Community Services Department for assistance to manage the public/community field reservations of said field as part of the Joint Use Agreement. With the Department already having a robust facility rental program in place, adding this synthetic field to the rental program will have minimal impact on the program and provide the community with more field options.

The following chart outlines a comparison of Synthetic Field Fees for surrounding locations:

Location	Dimensions	Rental Options	Fees	Deposit	Notes
City of Santa Cruz Depot Park	Full Field: 120'x70' North/South Fields: 50'x70'	North/South/Full Field	Resident Youth NP: \$50FF/\$30HF Resident Adult NP: \$65FF/\$39HF Resident: \$80FF/\$49HF Non-Resident NP: \$88FF/\$53HF Non Resident: \$97 FF/\$59HF	\$100	Fees change based on seasons
City of Monterey Laguna Grande Park	175' x 195'	Full Field Practice Full Field Game Full Field Lights	Resident Practice: \$21/\$27 NR Resident Game: \$58	No deposit	Fees change based on seasons Lighting: \$28
County of Monterey Pajaro Park	Youth Under 11 Standard	Full Field	\$70 per hour	\$100	\$1 million liability insurance required
City of Gilroy Gilroy Sports Park	2 major fields: Soccer & Little League	Full Field	Non-Profit: \$22.5 Resident: \$27.5 Non-Resident/Commercial: \$32.5	\$100	
PVUSD WHS	195' x 354'	Football Stadium/track Synthetic football stadium w/lights	Class I: Free Class II: \$175/hr Class III: \$275/hr Class I: Free Class II: \$600/hr Class III:\$750	\$300	

The average for full field use is \$94.70 per hour with a deposit average of \$150; half field use average is \$88.50. Proposed fees are \$70 per hour for full field, \$40 for half a field and a refundable deposit of \$100 to closely match fees currently charged for use of the synthetic field in Pajaro.

The standard discounts and non-resident rates that apply to all other existing rental rates would also apply to these fees:

- Non-Resident Fees – Facilities rented by individuals or organizations without a mailing address within the Watsonville City limits shall pay an additional 10% (or 110%) of the applicable rate. Residents are considered individuals who live within the City limits and organizations for which 60% of their participants are Watsonville residents.
- Promoter Fees - Facilities rented by any of the above categories for which an admission is charged or donation accepted or a profit is to be made, shall pay an additional 85% (or 185%) of the applicable rate.
- Non-Profit Discount – Eligible Non-Profit organizations shall receive a 40% fee reduction off hourly rates, after accounting for applicable Non-Resident and Promoter fees.
- Continuous User Discount - Continuous users are defined as individuals or groups renting a facility for a minimum of two-3 hours per day (2) days a week and eight (8) days a month. Consideration will be given to existing programming and other rental opportunities prior to scheduling continuous users. A 50% fee reduction shall be applied to the hourly rate, after accounting for applicable Non-Resident, Promoter and Non-Profit Fees/Discounts.

STRATEGIC PLAN:

This recommendation supports the following Strategic Plan priorities of:

- Fiscal Health – It is anticipated that the addition of the fees will increase facility rental options and revenue.
- Community Engagement & Well Being - Leveraging resources and strengthening community partnerships by providing facilities for community use.

FINANCIAL IMPACT:

The recommended fee has no impacts to the current facility rental fees and may slightly increase rental revenue.

ALTERNATIVE ACTION:

The Council could not approve the proposed fees.

ATTACHMENTS AND/OR REFERENCES (If any):

None