



SHAKER HEIGHTS

Recreation Committee Agenda City Hall Council Chambers Wednesday, May 1, 6 :00 pm

1. Approval of March 2019 Minutes

Documents:

[MARCH 2019 MINUTES DRAFT.PDF](#)

2. Recommendation on Thornton Park Ice Rink Fee Changes

Documents:

[RINKFEERECOMMENDATION050119.PDF](#)

3. Rink Fee Comparison

Documents:

[RINK FEE COMPARISON05012019.PDF](#)

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SHAKER HEIGHTS

SHAKER HEIGHTS RECREATION COMMITTEE MEETING

THORNTON PARK RECREATION CENTER

WEDNESDAY, MARCH 6, 2019

6:00 PM

Members Present: Tres Roeder, Council Member, Chairperson
 Sean Malone, Council Member
 David E. Weiss, Mayor
 Alexandria Nichols, Recreation Department Director
 Terri Breeden, School Board Representative
 Lisa Cremer, School Board Representative

Others Present: Bill Murray, Facility Manager

CALL TO ORDER

Tres Roeder, Council Member, Chairperson
 The meeting was called to order at 6:06PM by Council Chairperson, Tres Roeder

Review of November 7, 2018 Minutes and January 16, 2019 Minutes

Tres Roeder, Council Member, Chairperson
 Minutes from the January 16, 2019 were reviewed but because there was no quorum there was no vote to approve.

Review of Senior Questionnaire Draft and Distribution Plan

The City receives requests regarding active older adult programs. In the past the City utilized the Silver Sneakers Programs, after failing to successfully renegotiate the terms and conditions of the contract the City opted to cancel the contract. In 2015 the City conducted a Recreation Programming Assessment that asked seniors what programs they would like to see the City provide. It was indicated that Pickleball was something the City should provide. In turn the City installed Pickleball courts at Sussex Park. Since 2015 no other assessment has been done and based upon inquiries from seniors the Recreation Department has developed a senior questionnaire to understand what kind of programs older adults would like implemented.

Members of the Committee discussed the most effective way to disseminate the Senior Questionnaire that would return the most responses. Some distribution methods discussed included, a mailing list of all senior residents that claim the homestead exemption on their taxes. Another option is sending out the questionnaire in conjunction with The Shaker Magazine production schedule and have a post card inserted into the magazine. Social media was also discussed as an option, as well as the Mayor's e-news. It was recommended that the survey only be sent to residents 50 and over using both the Homestead exemption list and Housing Department information.

Questions:

- What is the definition of a senior?
 - For the Recreation Department, age 50 is considered a senior. For Senior Transportation, age 60 is considered a senior.

- How many people would the homestead exemption mailing list pick up?
 - Any address that applied for the exemption would be included in the list. A specific number is unknown at this time.

- Is the expectation that new programs will be created in house for seniors? Would this compare to the Silver Sneakers program? Was the Silver Sneakers program operated internally by the Recreation Department?
 - Silver Sneakers would send the City an instructor and that instructor would provide the class and the Recreation Department would promote and market when the program was happening.

Thornton Park Ice Rink Tour

The tour included concessions, locker rooms, mechanical room, Zamboni room, pros room and upstairs storage room.

Questions:

- Who owns the expensive equipment located in the concessions area?
 - The City owns most of the equipment.

- Has any of the equipment in the rink area been re done?
 - The filtration equipment has been updated as necessary. The cooling system and de humidification systems are in need of an update.

- What is the useful life of the maintenance equipment used for the ice rink?
 - On average the expected useful life of the equipment is 30 years.

ADJOURNMENT

There being no further business, the meeting adjourned at 7:08 pm. The next Recreation and Health Committee meeting will be held on Wednesday, May 1, 2019, 6:00 pm at City Hall.

Tres Roeder, Council Member
Chairperson, Recreation Committee



SHAKER HEIGHTS
MEMORANDUM

To: Members of Recreation Committee
From: Alexandria Nichols, Recreation Director
cc: Mayor David E. Weiss
Chief Administrative Officer Jeri E. Chaikin
Date: May 1, 2019
Re: Recommendation on Thornton Park Ice Rink Fee Changes

In 2018 the Recreation Department conducted a rink fee study because it had been six years since Thornton Park Ice Rink fees were reviewed and adjusted. Data was compiled from several area rinks, both private and public, to see how Shaker fees compared to other rinks. The included Rink Fee Comparison spreadsheet displays fees by facility and includes admission, program fees, and facility rentals fees. As with most community facilities, each municipality is unique and sets pricing based upon their own unique formula so an apples-to-apples comparison is not easy. However, in reviewing the rink fee spreadsheet, it is clear that Shaker fees are generally lower or aligned with area rinks.

As the committee considers changes to rink fees, it is important to understand historical changes to fees. Prior to the change in 2013, fees had been the same since 2008 and before that fees were updated annually at a rate of 7.5% based upon hockey program fees. In 2008, fees were modified to reflect how USA Hockey changed fee collection and the fee increase was only 2%. In 2013, fees were increased for most items by approximately 5%. The approximation was to round fees to the nearest dollar.

The rationale behind the fee review was to ensure cost recovery through users fees because expenses increase annually. For example, with every minimum wage increase, seasonal labor go up. Costs for full-time and part-time staff increase annually as do supplies and materials. The fee review was to look at similar facilities to see if a fee increase would be sustainable within the local rink market. With regard to the Rink Fee Comparison spreadsheet, it important to note that private rink operations include The Pond, Strongsville, and Winterhurst. All other rinks are owned and operated by municipalities or non-profits. Private rinks tend to charge higher fees because their pricing model is more about cost recovery than public service. In reviewing the general admission fees, Shaker tends to have lower pricing than most of the rinks. Hourly ice rental rates and Learn to Skate fees tend to be on par with publicly operated rinks.

Shaker Youth Hockey is a program operated by the City and includes a youth hockey league, spring hockey clinics, other skills clinics, and a hockey camp. The youth hockey league fees are regulated by the same rink ordinance but are being not considered as a part of this rink fee change because program registration does not align with the recommendation to change fees. These will come before the Recreation Committee at a later date. It should also be noted that Shaker High School Hockey uses Thornton Park Ice Rink for practices and games and there are no fees to the schools for the use of the rink.

Table 1 below details proposed fee increases for the rink at an approximate rate of 5%. This would be a modest increase and will help offset the increasing cost of operations.



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Table 1

HOURLY RENTAL FEES	Current	Proposed		
Prime Time	\$205.00/hour	\$ 215/ hour		
Non-Prime Time	\$171.00/hour	\$ 180/hour		
Bulk/Special	\$168.00/hour	\$ 176/hour		
Early Morning - Shaker Figure Skating Club	\$60.00/hour	\$ 63/hour		
GENERAL ADMISSION RATES	Current		Proposed	
	Resident	Non-Resident	Resident	Non-Resident
Adult Public Skating (Ages 18-49)	\$4.00	\$6.00	\$4.25	\$6.25
Adult Public Skating (Ages 50 yrs. +)	\$3.00	\$6.00	\$3.25	\$6.25
Youth Public Skating (Ages 6-17 yrs.)	\$3.00	\$6.00	\$3.25	\$6.25
Youth Public Skating - Pre-school (Ages 4-5 yrs.)	\$1.50	\$3.00	\$2.00	\$3.25
Toddlers (Ages 0-3 yrs.)	FREE	FREE	FREE	FREE
Group Public Skating	\$4.00	\$6.00	\$4.25	\$6.25
ADULT OPEN HOCKEY				
Daily	\$8.00	\$10.00	\$8.50	\$10.50
Punch Pass	\$32.00	\$40.00	\$33.50	\$42.00
LEARN TO SKATE FEES				
5 Week Session	\$50.00	\$70.00	\$53.00	\$74.00
6 Week Session	\$60.00	\$80.00	\$63.00	\$84.00
7 Week Session	\$70.00	\$90.00	\$73.00	\$94.00
FIGURE SKATING - CITY ICE FEE				
Morning	\$5.00	\$7.00	\$5.25	\$7.50
Afternoon	\$10.00	\$13.00	\$10.50	\$13.50

Table 2 shows the cost of rink operations to the City over the past five years. It is clear that general fund subsidy to the rink continues to increase and it should be noted that 2019 expenses and revenue are not actual but budgeted and could come in lower than plan. Significant changes in expenses and revenue include the Learn to Skate program, Hockey, rink rentals, and material costs. While expenses seem to be increasing for programs, revenue is on the rise as well.



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Table 2

	Actual	Actual	Actual	Actual	Budgeted
	2015	2016	2017	2018	2019
Revenue	\$ 757,485	\$ 800,211	\$ 804,580	\$ 1,034,155	\$ 1,196,851
Expenditures	\$ 790,646	\$ 764,017	\$ 798,641	\$ 905,395	\$ 937,580
Subsidy	\$ 256,250	\$ 325,510	\$ 358,751	\$ 522,775	\$ 615,001

Shaker Recreation is committed to providing high-quality ice rink services and programming to our community and surrounding communities. As a department, financial goals include offering services at a cost not outside of realm of what other rinks charge. It is recommended that the Recreation Committee recommend to City Council an increase to ice rink fees based upon the information provided. These fees would go into effect fall 2019.

2019 Rink Fee Comparison

City of Shaker Heights
Recreation Department

Rink Name	Shaker Hgts.	Clev. Hgts.	Garfield Hgts.	Parma	North Olmsted	Rocky River	Mentor
General Admission:							
Resident Adult	\$4	\$3	\$6	\$6	\$5	\$7	\$6
Resident Youth	\$1.50-\$3	\$2	\$6	\$5	\$4	\$2-\$6	\$5
Non Resident Adult	\$6	\$5	\$7	\$6	\$5	\$7	\$6
Non Resident Youth	\$3-\$4	\$5	\$7	\$5	\$4	\$2-\$6	\$5
Skate Rental	\$3	\$2	\$4	\$4	\$2.50	\$4	\$3
Skate Sharpening	\$4	None	\$5	\$5 hock/ \$10 fig	\$12	\$5.50	\$7
Friday Night Skate*	\$6-\$9	\$7	\$10 (no DJ)	\$9-\$10	\$10	\$10	\$10
Group Rate (during public skates)	\$4 res/ \$6 non	None	None	None	See notes*	See notes*	None
Hourly Ice Rental:							
Prime Time	\$205	\$140 res/\$210 non	\$200	\$200	\$175	\$165 res/\$200 non	\$190 res/\$220 non
Non-Prime Time	\$205	\$140 res/\$210 non	\$200	\$180	\$175	\$130 res/\$155 non	\$190 res/\$220 non
Bulk/Special	\$171	None	None	None	None	None	\$185
Adult Open Hockey:							
Resident	\$8	\$5-\$10	None	\$10	\$10	None	\$10
Non Resident	\$10	\$5-\$10	None	\$10	\$10	None	\$10
Learn To Skate Program:							
Resident	\$60	\$48	\$40	\$65 + \$16*	\$60	\$58	\$70
Non-Resident	\$80	\$60	\$89	\$65 + \$16*	\$70	\$70	\$85
Figure Skating City Ice Fee	\$5-\$13	\$10	see notes*	\$15-\$18	\$12	No FS Club	\$13
Club Ice Fee	\$168	\$125	No Club Ice time	\$210	\$175	No FS Club	\$160

2019 Rink Fee Comparison

Rink Name (Continued)	The Pond	Kent	Strongsville	Winterhurst	Gilmore
General Admission:					
Resident Adult	\$6	\$7	\$8	\$5	\$8
Resident Youth	\$6	\$2-\$7	\$8	\$5	\$8
Non Resident Adult	\$6	\$7	\$8	\$8	\$8
Non Resident Youth	\$6	\$7	\$8	\$8	\$8
Skate Rental	\$4	\$3	\$3	\$3	\$2
Skate Sharpening	\$10	\$7	\$6	\$8 hock/ \$14 fig	\$6
Friday Night Skate*	\$10	\$7 (no DJ)	\$11	\$10	None
Group Rate (during public skates)	See notes*	See notes*	See notes*	None	None
Hourly Ice Rental:					
Prime Time	\$258	\$215-\$255	\$225	\$215	\$220
Non-Prime Time	\$258	\$215-\$255	\$225	\$215	\$220
Bulk/Special	None	None	None	None	None
Adult Open Hockey:					
Resident	\$12	\$10	\$10	\$10	None
Non Resident	\$12	\$10	\$10	\$10	None
Learn To Skate Program:					
Resident	\$130-\$150*	\$85-\$110	\$98-\$119	\$81-\$108	\$48-\$72
Non-Resident	\$130-\$150*	\$85-\$110	\$98-\$119	\$81-\$108	\$48-\$72
Figure Skating City Ice Fee	\$17	\$16	\$14	\$12	No Data
Club Ice Fee	\$258	\$215-\$255*	\$215	No Data	No Data

Notes

- *Friday Night Skate prices combine admission and skate rental fees
- *North Olmsted, A family up to 5 is \$18
- *The Pond, 20 or more skaters get \$2 off each skate rental
- *The Pond, LTS is 8-9 week sessions
- *Rocky River, 10 or more skaters get \$1 off admission
- *Strongsville, 12 or more skaters get \$5 admission and \$3 skate rental
- *Kent, 10 or more skaters get \$1 off admission
- *Garfield Heights Figure Skate Fees, \$5 Members/ \$12 Non Members and \$10 for walk on's
- *Parma adds a \$16 annual USFSA membership fee
- *Kent rink rental...\$215 for rec rink and \$255 for main rink