



AGENDA

Meeting of the Scotts Valley Parks and Recreation Commission

In-Person and Remote Access

Date: June 17, 2025

Time: 6:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066 (831) 438-3251	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066 Or Zoom Video Conference https://us02web.zoom.us/j/81298572447	Agenda posted on 6/13/25 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov
COMMISSIONERS	CITY STAFF MEMBERS	
David Sanguinetti, Chair Heidi Denger, Vice Chair Kate Kelsey, Commissioner Corky Roberson, Commissioner Rebecca Sorci-Murray, Commissioner	Mali LaGoe, City Manager Allison Pfefferkorn, Recreation Division Manager Mathew Spencer-Cooke, Maintenance Division Manager Brian Youmans, Administrative Assistant	

MEETING NOTICE AND AGENDA PACKET MATERIALS
Notice regarding Parks and Recreation Commission Meetings: The Parks and Recreation Commission meets regularly on the 3rd Thursday of each month at 6:00 PM in the City Hall Council Chambers located at 1 Civic Center Drive, Scotts Valley, CA 95066, and via Zoom Webinar remote access. Agenda and Agenda Packet Materials: The Parks and Recreation agenda packet is published at least 72 hours in advance of the regular meeting and is available for review at the Recreation Division office at 361 Kings Village Road, Scotts Valley, CA. The agenda packet is also available for viewing on the City's website at www.scottsvalley.gov. Public Participation: For those wishing to participate via Zoom you can join the following ways: Zoom Webinar meeting link: https://us02web.zoom.us/j/81298572447 Or dial one of these numbers: (669) 900-9128 or (669) 444-9171 Webinar ID: 812 9857 2447 Whether attendance is in-person or remote, you will be given opportunities to provide public comment at the appropriate times throughout the meeting. The time limit is up to 3 minutes for

an individual, or 5 minutes for someone who is representing a group of three or more, at the discretion of the Chair. Please note that this is not a question-and-answer time, but simply a time to provide comments to the Commission. At the appropriate times during the meeting for public comment, on items not on the agenda, and on specific agenda items, the Chair will announce that public comment will be accepted.

How to comment via in-person attendance:

Please proceed to the public comment podium when the Chair opens the item for public comment.

How to comment via Zoom Webinar:

Use the webinar attendee option to “raise hand” when the Chair opens the item for public comment. The Clerk will unmute you when it is your turn. If you have joined via Zoom phone call, dial *9 or your phone to “raise your hand”, and the Clerk will unmute you when it is your turn.

Call to Order

Roll Call

Staff Updates

1. Staff Updates - RDM Pfefferkorn

Public Comment Time

This portion of the agenda is reserved for discussion by the public of items which are NOT agendized. No action may be taken by the Commission except to refer the matter to staff and/or place it on a future agenda. It is in the best interest of the person speaking to the Commission to be concise and to the point. All speakers are requested to sign their name at the podium so their name may be accurately recorded in the minutes of the meeting. A time limit of three minutes per individual will be allowed. If speaking on behalf of a group, the speaking time limit will be 5 minutes.

Consent Agenda

(Any person wishing to speak on the consent agenda may do so by raising their hand as the item is called out by the chairperson.)

1. 04-17-25 Parks and Recreation Minutes

Additions/Deletions to Regular Agenda

(Any person wishing to speak on the consent or regular agenda may do so by raising their hand as the item is called out by the chairperson.)

Regular Agenda

(Any person wishing to speak on the regular agenda may do so by raising their hand as the item is called out by the chairperson.)

1. Public Hearing Regarding Rules for Dogs in City Parks

2. Cost Recovery Policy Study Session

Adjournment

ADA Notice

The City of Scotts Valley does not discriminate against persons with disabilities. The Commission meeting locations are accessible facilities. If you wish to attend a Commission meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the Scotts Valley Recreation at (831) 438-3251 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a Commission meeting be available in an alternative format consistent with a specific disability, please call Scotts Valley Recreation. The California State Relay Service (TDD to voice: 1-800-735-2929, voice to TDD: 1-800-735-2922), provides telecommunications devices for the Deaf and will provide a link between the TDD caller and users of telephone equipment.

Recreation Division Manger Allison Pfefferkorn Staff Updates

June 17, 2025

Past City Run Events

- **Family Hoedown-** On April 18th at the Community Center from 6-8pm, the community enjoyed another fun family dance night. All aged participants learned new line dances and had fun doing classics as well. Our instructor did a great job keeping the energy high!
- **Earth Day Crafts-** Free arts and crafts were offered at the Skypark Gazebo on earth day. Many young families came out and colored and played.
- **Pitch In-** May 10th we hosted the 2nd annual county wide trash clean-up day. Around 15 community members attended and picked up trash around Skypark, the Target shopping center and the Town Center Property.
- **Art and Poetry Showcase-** May 16 was the first showcase event where all of the art and poetry submissions were on display for the public to interact with. The winners of each category read their poems and presented their art. It was great to see all the support from friends and families of the poets and artists.
- **80's Bingo Night-** June 12 was a fun night at the community center with an 80's themed Bingo night. Multiple bingo games were played with fun 80's music and trivia in between.

Special Events, Camps, and Classes

- **Food Truck Fridays-** The first event was a success with the new layout. Food trucks were parked in the Rec Building parking lot which provided a wide-open space in the gazebo area for folks to spread out and enjoy the music, food and drink.
- **Camps-** Summer camps are in full swing. We are offering a variety of camps this summer from art and cooking to theater and skateboarding.
- **Classes-** Music, dog training, paint nights, and pickleball/tennis class have continued through the spring and early summer.

Upcoming City Run Events

- **Movie in the Park-** June 27th, in conjunction with Food Truck Fridays, the Recreation Division will be hosting a Movie in the Park after Food Truck Friday. Moana 2 will start at 8:30pm.
- **July is Parks Month!** - All through the month of July residents are encouraged to get out and enjoy our parks, trails and playgrounds with family and friends. Free programed events will happen each Wednesday. Check our website for details.
- **July 4th Parade and Kids Zone-** Pre and post parade the Recreation Division, Boys and Girls Club, and Food Truck A Go Go will be cohosting a kid's zone at the Boys and Girls Club with Food trucks, bounce houses, crafts, and games. Post Parade will bring all the great pre parade festivities and live music and beer from Laughing Monk.
- **Family Fun Day-** July 19th the Recreation Division will be hosting the annual Family Fun Day at Skypark! In celebration of July's Parks Month, we've partnered with park and recreation agencies throughout Santa Cruz County to bring an unforgettable FREE Family Fun Day for all ages!

Recreation

- The Recreation team and the Finance Division started implementing the new recreation software. This will be approximately a nine-month process with the goal of going live Jan 1, 2026.
- A grant was applied for to outfit the airstrip in the Town center property to be a hub for food trucks and community during special events and beyond. The City did not get the grant and due to budget constraints will not be using city funds to make that space this year. We will be able to apply for the same grant in the future.
- Staff have been working with the special event organizers over the last couple of months to offer assistance in each event's layout and logistics with implementing the new regulations for no vehicles on the fields.
- Recreation will be coordinating the Adult Bocce summer and fall league. Look for an announcement in our newsletter, our socials, and on our website.
- Senior Center is in the middle of a new membership drive and member renewals.

Parks & Facilities

SKYPARK

- Replaced the irrigation timer box
- Basketball court will be resurfaced in July and be closed for 1 week
- The Courts will be resurfaced starting in Aug and will be closed for approximately 3 weeks
- A 50A plug was installed near the soccer shed to provide a power source on the far side of the field.
- Bollards and chains have been installed in areas (Pump track/Skate Park shade) we want to provide temporary vehicular access for authorized uses. Boulders will be installed along the edge of the park along the parking lot to prevent unauthorized vehicular access.

TOWN CENTER PROPERTY

- A second gate was installed on June 13th to provide separate entrance and exit for event parking on the property.
- The site has been cleared to improve event parking and will have recycled asphalt spread as material is available. Debris cleanup will continue.

HOCUS POCUS

- The men's restroom was heavily vandalized for a second time. All fixtures inside were destroyed. Maintenance replaced all the equipment and reopened quickly. Police are assisting with an investigation and the restroom door locks are being checked to ensure they are locking properly at night.
- The basketball court will be resurfaced in the middle of July and be closed for a week.

LODATO

- National Trails Day was held on June 7th hosted by The Santa Cruz Mountains Trail Association. Lodato was one of the 2 dozen sites where volunteers worked to make the trail more accessible.

Projects

- Skypark Big kid Playground- The subcommittee met and reviewed the submissions for the new playground and have chosen to go with Ross Recreation. Public outreach on the 2

designs will begin at the end of June with an online survey as well as in person at Food Truck Friday and the Kids Zone events.

- The RFP for the design of Shugart park will go live at the end of June. Once a design firm is awarded the design process is expected to take up to 6 months. Public input and outreach will begin once the contract is confirmed. The City is working on a grant application to fill the funding gap for the construction of the park.



MINUTES

Meeting of the
**Scotts Valley Parks and Recreation
Commission**
Date: April 17, 2025
Time: 6:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066 (831) 438-3251	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066 Or Zoom Video Conference https://us02web.zoom.us/j/86905757283	The agenda was posted on 04-14-25 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

Call to Order - 6:00 pm

The meeting was called to order at 6:02 PM.

Roll Call

APPOINTED OFFICIALS PRESENT: Heidi Denger, Chair David Sanguinetti, Vice Chair Corky Roberson, Commissioner (ABSENT) Kate Kelsey, Commissioner Rebecca Sorci-Murray, Commissioner	CITY STAFF MEMBERS PRESENT: Allison Pfefferkorn, Recreation Division Manager Brian Youmans, Administrative Secretary
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Staff Updates

RDM Pfefferkorn gave a summary of recently accomplished events and activities that Parks and Recreation offered, as well as announced the upcoming Art and Poetry contest and many of the recent accomplishments the Maintenance division has completed in the parks recently.

Public Comment Time

Resident David Alreck expressed concerns about parking near MacDorsa park due to the recently announced housing project.

Consent Agenda

1. 02-20-25 Parks and Recreation Commission Minutes

M/S: Sanguinetti/Kelsey

To approve the Consent Agenda. Carried 4/0/1 (AYES: Denger, Sanguinetti, Denger, Kelsey, Sorci-Murray; NOES: None; ABSENT: Roberson)

Additions/Deletions to Regular Agenda

None.

Regular Agenda

1. Re-Election of Officers

RDM Pfefferkorn presented the background of information of the Parks and Recreation Commission bylaws that state a Chair and Vice Chair will be elected amongst the commissioners and serve a term of one year, and that Chair Denger has officially declined the nomination.

M/S: Denger/Sorci-Murray

To nominate Vice-Chair Sanguinetti as Chairperson

Carried 4/0/1 (AYES: Denger, Sanguinetti, Denger, Kelsey, Sorci-Murray; NOES: None; ABSENT: Roberson)

M/S: Kelsey/Sanguinetti

To nominate Chair Denger as Vice-Chairperson

Carried 4/0/1 (AYES: Denger, Sanguinetti, Denger, Kelsey, Sorci-Murray; NOES: None; ABSENT: Roberson)

2. Donation of Portable Pickleball Nets

RDM Pfefferkorn gave a presentation on the background of the Skypark tennis and pickleball courts, before introducing the Santa Cruz Pickleball Club who are offering to donate portable pickleball nets for the Skypark Courts.

Michael Sullivan, a member of the Santa Cruz Pickleball Club, described the need from court users and presented solutions for storage of the nets on the courts.

Commissioners asked several questions about the donation, which staff and Michael Sullivan responded to.

Public Comment:

Resident David Alreck expressed his appreciation for staff and gratitude to the Pickleball Club for the donation.

Adjournment

The meeting adjourned at 6:48 PM, and RDM Pfefferkorn reminded the Commissioners that the next meeting will be held on the fourth Thursday of June.

City of Scotts Valley PARKS AND RECREATION COMMISSION STAFF REPORT

DATE: 6/17/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Public Hearing Regarding Rules for Dogs in City Parks

SUMMARY OF ISSUE

This public hearing is to address revisions to dog regulations in parks due to the growing concern about the effects of unleashed dogs and their waste.

The Scotts Valley Municipal Code 7.04.020 states: The Recreation Manager is responsible for establishing reasonable rules to keep parks clean, safe, and enjoyable for public recreation. Before adopting or changing any rules, a public hearing must be held, allowing people to submit oral and written comments. The manager must consider all input before implementing new park rules.

Background

Many Scotts Valley residents own dogs. Dogs bring joy and companionship to many families, seniors and others alike. As much as we enjoy our dogs and want to support their need for exercise, off-leash dogs and uncollected dog waste has become an increasing problem in several of the City's parks.

The Scotts Valley Municipal Code Section 6.16.20 describes leash requirements in specified areas; Section 6.16.070 addresses animals defecating on public or private property, and 6.20.060 addresses penalties for violations, including fines up to \$100 per offense for violating the above sections.

All Scotts Valley parks are posted with signage, citing the Municipal Code, requiring pet owners to keep their dogs on a leash and to properly dispose of pet waste. To support compliance, dog waste bags and disposal bins are provided at each park. Despite these measures, the City has received an increasing number of complaints—particularly at MacDorsa Park and Siltanen Park—regarding off-leash dogs and uncollected pet waste across all City parks.

Non-compliance with the Municipal Code has resulted in:

- **Health Risks:** Youth sports leagues at Siltanen Park have reported incidents where players and adults have stepped or slid in dog feces left on the fields. Pet waste poses

a serious health concern, as it can carry bacteria and parasites that are harmful to both humans and animals.

- **Safety Hazards and Field Damage:** Unleashed dogs have been seen digging in turf and groomed infields, creating holes and uneven surfaces. These conditions increase the risk of injuries to athletes and park visitors and contribute to the deterioration of field conditions, requiring additional maintenance and repairs.

Proposed Solutions

To address these health and safety risks, the City is asking for public input on potential revisions to dog regulations in City parks. Potential new regulations could include any of the following and other ideas are also welcome:

A. Designating certain areas of the Siltanen park as 'No Dogs Allowed'

- Potential areas - Siltanen Majors Field and Lower Softball Fields; seasonally or year around

B. Trying a pilot program to establish Dog Off-Leash Areas (DOLA's) at other parks where there are no sports fields and sufficiently away from playgrounds. A pilot program could be tried and evaluated to determine if there was a reduced frequency of off-leash dogs and waste at other parks and to assess any unintended consequences of the DOLAs.

- Potential locations could be MacDorsa (north side only), Al Shugart Park (mowed grass area), and/or Triange Park (would require fencing).

C. Other ideas to address off-leash dogs and dog waste:

- Post more dog waste baskets and dog waste bags at parks
- Create a dog-specific webpage listing where dogs can be off leash
- Increase signage and hand out information to dog owners (education campaign)

FISCAL IMPACT

The cost of new signage, indicating new park rules and regulations, is estimated at \$500 to be allocated from the recreation division's supplies and material budget.

The cost of installing fencing around Triangle Park is not yet determined.

STAFF RECOMMENDATION

Staff recommend the commission conduct a public hearing and provide feedback on potential revisions and options to consider.

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None

City of Scotts Valley PARKS AND RECREATION COMMISSION STAFF REPORT

DATE: 6/17/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Cost Recovery Policy Study Session**

SUMMARY OF ISSUE

The City is developing a Recreation Cost Recovery Policy to meet the City Council's goal of achieving financial sustainability. Currently, the City uses general tax revenue to subsidize the Recreation Division by approximately \$600,000 per year, not including park maintenance costs. The long-term financial goal that the City is working toward would reduce this subsidy to \$300,000 per year. This policy will serve as the guidelines for staff to evaluate and establish appropriate fees and charges for the services offered by the Recreation Division, as well as community and individual use of the City's recreation facilities to move toward that goal.

As a national best practice in recreation services budgeting, a cost recovery policy refers to how the City funds its services based on the combination of user fees and tax revenue. It determines the appropriate balance for funding the cost of providing programs, facilities, or other services. In general, tax revenue should fund basic services like parks, trails, and natural areas, and help support a wide variety of recreation opportunities. Fees and charges are used to offset some, or all, of the costs of individual participation in a program or private use of a facility. Fees and charges shift some of the cost of providing a service to the individual who benefits directly from it.

Key Elements of the Policy Include:

- **Funding Philosophy:** Depicting the relationships between the expectation of, access to, and the benefit from a program/service and how the program/service is funded.
- **Fee Setting Considerations:** Fees are determined by analyzing the true cost of service delivery, market comparisons, and community expectations. The policy encourages flexibility by setting recovery ranges rather than fixed targets.

The remainder of the policy is broken down into two main categories: Programs and Rentals.

Programs

- **Recreation Program Categories:** Programs and services are grouped into four categories:
 - *Core Service* – Essential to the City’s services (e.g. parks, playgrounds, trails)
 - *General Interest Activities* – Complement core services, and have community-wide access (e.g. beginner classes, community city-run events, rec sports, etc.)
 - *Specialized Programs* – Serve a niche population or require advanced skill levels or tryouts.
 - *Private Benefit Services* – Revenue-generating services with limited community benefit.
- **Cost Recovery Guidelines for Facility Rentals:** The policy outlines cost recovery expectations for various rental uses and renter types.

Rentals

- **Facility Rental User Definitions:** Defining what type of groups use the City’s facilities.
 - Special Events
 - Organized Sport User Groups
 - Private Functions
- **Facility Rental Types:** Defining the renter type based on the purpose of the rental function
 - Partner
 - Non- Profit
 - Private
 - Commercial
- **Cost Recovery Guidelines for Facility Rentals:** The policy outlines cost recovery expectations for various rental uses and renter types.
- **Non-Resident User Fees**

The study session today is to hear input and feedback on the draft policy. Specific guiding questions are provided in the staff recommendation section below. Following this study session, staff will continue development of the policy and may bring it back to the Parks and Recreation Commission for further discussion or straight to the City Council for consideration and adoption, depending on the extent of revisions and feedback received tonight.

FISCAL IMPACT

There is no fiscal impact associated with today's study session. However, the creation and implementation of this policy will help the City move toward fiscal sustainability.

STAFF RECOMMENDATION

Staff recommends that the Commission review the draft Cost Recovery Policy and consider the following questions and provide feedback regarding service categories, cost recovery guidelines, and overall policy approach.

- Does the funding model adequately balance equity (ability to pay) with sustainability (cost recovery)?

- Are the four service categories (Community Wide, Community/Individual, Individual/Community, Individual) clear and appropriate?
- In the Program Category, are the distinctions between "Core, General Interest, and Specialized" programs well-defined, reasonable, appropriate?
- What are your thoughts on the proposed cost recovery ranges for each category (e.g., Core: 0–50%, Specialized: 75–100%)?
- In the Facility Rental Category, are the Rental Definitions of "Special Events, Sports Users and Private" well-defined, reasonable, balanced?
- In the Facility Rental Category, are the Renter Types of "Partner, Non-profit, Private, and Commercial" well-defined, rational, and properly assigned?
- Should there be additional criteria or flexibility built into the policy when determining cost recovery?

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1. Cost recovery policy draft 1.0

The following is an official procedure and/or policy of the City of Scotts Valley, approved by either the City Manager and/or City Council, and shall remain in effect until rescinded or replaced in writing by another official policy.

RECREATION COST RECOVERY POLICY

(X) NEW POLICY

☐ NEW PROCEDURE

☐ UPDATES POLICY/PROCEDURE

☐ REPLACES AND RESCINDS

PROCEDURE NUMBER: _____

TITLE: Cost Recovery Policy

1. Purpose

The purpose of this policy is to guide staff in establishing fees and charges for programs, facilities, and services. The policy will help address revenue goals to support operational costs, provide greater fairness in pricing services to users, and help support the implementation of future programs, facilities and services.

The Cost Recovery Policy will help to:

- Increase revenue and cost recovery of programs in a fair and appropriate manner.
- Reduce General Fund subsidy
- Establish a fair and appropriate rationale for the level of General Fund subsidy of programs, services and facilities based on categories of service and level of community versus individual benefit.
- Allow for expansion and enhancement of services by utilizing tax and program revenues more effectively.

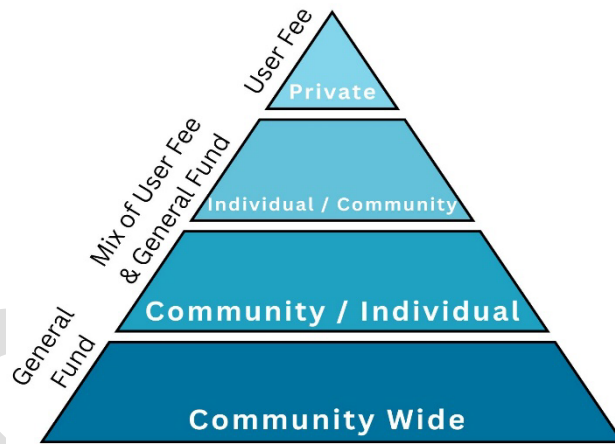
2. Introduction

The City of Scotts Valley relies on a combination of tax revenues and user fees to provide high-quality, accessible, parks and recreation services to the community. Tax dollars are deposited in the City's General Fund and help fund basic recreation services such as parks, trails, and natural areas, as well as essential City services such as police, roads, and general administration. User fees help cover some or all of the costs to serve individuals who use specific programs or facilities. This means

people who benefit directly from a service help pay for it, while tax dollars are used for services that benefit the broader community. This approach helps the city provide a wider variety of parks and recreation services in a more fair and sustainable way.

3. Funding Philosophy

The City's approach to funding park and recreation services is represented in the model below. This model illustrates the relationship between the expectation for, access to and benefit from a service and how the service is funded.



General Service Categories

Community Wide: Public services that are basic expectations, are widely accessible and provide community wide benefit. These services are usually supported fully or heavily by the General Fund.

Community/Individual: These programs and services are not considered essential or basic services but align with varying levels of community interest and provide a combination of individual and public benefit. Funding is supported through a mix of General Fund resources and user fees, based on the level of public access and community expectation.

Individual/Community: These programs and services are not considered essential or basic services but align with varying levels of community interest and serve a

more individual or specialized need yet still providing a community benefit. Funding is supported largely through user fees and supplemented by the General Fund.

Individual: These services are generally not considered essential and tend to offer limited access or benefit to the broader community. They are fully funded through user fees and are structured to generate revenue that helps offset the cost of services with wider community impact.

Cost Recovery Methodology

Cost recovery is the approach used to align user fees and tax dollars with the City's overall funding philosophy. It reflects the portion of the total cost to provide a program or service that is recovered through user fees. Services that are intended for broad community use and access typically have a lower cost recovery expectation. In contrast, services that offer more limited or individual access and benefit tend to have a higher cost recovery expectation.

Cost recovery expectations for different types of services are established and periodically reviewed by staff, the Parks and Recreation Commission and the City Council. These expectations provide guidance and direction to staff for establishing appropriate fees for fee-based services. Instead of a fixed target, cost recovery expectations are set as a range. This approach accounts for various factors that can impact actual cost recovery, such as enrollment, facility usage, and specific program costs. By providing a cost recovery range instead of a single target, it is more realistic to ensure that services are consistently falling in the approved cost recovery guidelines.

For example, a cost recovery level of 75% simply means that for each dollar spent on a service, 75 cents are generated from a revenue source (i.e., fees) with the remaining 25 cents covered by subsidies (i.e., taxes).

Subsidy Allocation

Subsidy allocation is the actual amount of tax subsidy that is provided for a service based on the cost recovery expectation. For example, a service that costs \$100,000 to provide and has an 80% cost recovery expectation would require a tax subsidy of \$20,000, whereas another service that has the same cost recovery expectation but costs \$1,000,000 to provide would require a \$200,000 tax subsidy.

Because tax subsidy requirements can vary greatly even with the same cost recovery expectation, it is important that subsidy allocation is considered alongside

cost recovery. Subsidy allocations for different departments, including recreation, are approved by the City Council annually through the budget process.

Fee Setting Methods

Fee setting for Recreation programs and services is based primarily on the cost recovery methodology described above. Specifically, this includes:

- Determining the appropriate category for the program/service
- Identifying the cost of providing the program/service
- Applying the approved cost recovery guidelines

B. Fee setting will also take into account market considerations where appropriate, including:

- What people would typically expect or be willing to pay for the service
- Comparisons with other providers, both public and private, relative to the value of the service
- Balancing participation goals and affordability with cost recovery expectation

C. Program fees should at a minimum meet the cost recovery guidelines. Program fees and the resulting cost recovery may be higher when market conditions allow, freeing resources for programs and services that require higher rates of tax subsidy.

Fee Setting Authority

The Parks and Recreation Commission reviews and the City Council approves the cost recovery guidelines for different categories of programs and services. These guidelines are included in this policy and shall be reviewed no less than every four (4) years.

Fees are established by staff for specific programs and services based on the approved guidelines in this policy. Fees will be evaluated yearly and updated to ensure they continue to meet cost recovery guidelines.

The City Council delegates to the City Manager or designee the authority to approve fees that do not meet the cost recovery guidelines.

SECTION II: COST RECOVERY GUIDELINES FOR RECREATION PROGRAMS AND SERVICES

Program Category Descriptions:

Scotts Valley recreation programs and services are separated into the following categories based on the degree of community versus individual access and benefit the program provides and the relative level of expectation and reliance the community has for the program.

Core Services:

Programs that are essential to advancing the City's mission and priorities, and for which there is a strong public expectation that the City will provide. It is also unlikely that other providers could meet the community's need. Programs in this category have broad interest, access and participation such parks, playgrounds, picnic areas, trails, open spaces, dog parks, all-access sports courts and fields.

General Interest Activities and Programs:

Programs that complement core services and contribute to fulfilling the city mission but there is a lower expectation for the City to provide. Similar programs are typically offered by other providers. Examples include city run events such as Crafts and Coco, Fall Festival, Family Campout. As well as beginner/low skill classes such as art, general sports, enrichment, STEM, recreation sports leagues.

Specialized Activities and Programs:

Programs not expected and/or necessary to fulfill the mission of the City and serve a narrower population or interest. Programs often require a specific skill level, tryouts and/or have very limited capacity. Examples include advanced classes and camps, competitive sports leagues, etc.

Concessions:

Services that do not directly support the City mission but are desired by some and can produce revenue to help offset the cost of providing public benefit services. Examples include food and beverage sales, merchandise for resale.

Cost Recovery Guideline: The following cost recovery guidelines will be used to establish fees for the categories of the recreation programs and services described above. City Facilities include Community Center, Senior Center, City parks, snack shack, fields, courts,

skatepark, gazebos. Non-City Facilities are programs that are hosted at local businesses or schools.

Table 1: Cost Recovery Guidelines for Recreation Programs

Program Category	City Facility Used	Non-City Facility Used
Core Services	0%	N/A
General Interest Activities & Programs	35%-75%	50-75%
Specialized Activities & Programs	50%-100%	100-150%
Concessions	100%-125%	NA

Costs included in Cost Recovery: The following cost recovery guidelines will be used to establish fees for the categories of recreation programs and services described above.

Table 2: Costs Included in Recreation Programs Cost Recovery

	Direct Costs	Indirect Costs				
Location	Supplies, Material, Instructor	Program Management	Marketing	Facility Operations	Overhead/Admin	Capital Costs
City Facility	Yes	Yes	Yes	Yes	No	No
Non City Facility	Yes	Yes	Yes	No	No	No

Direct Cost- cost directly associated with program supplies, materials, and contracted instructor services.

Program Management- cost of executing, planning, coordinating and managing the program including staff wages, payroll taxes and benefits.

Facility Operations- direct cost of operating and maintaining facilities including utilities, maintenance, repairs, janitorial and staffing and materials required to support the ongoing maintenance and operations of a facility.

Marketing- cost associated with marketing and communications efforts including the production of activity guides, website management, bulk emailing, Facebook ads.

Overhead/Admin - service that supports the overall operation of the recreation division, including HR, Finance, IT, etc.

Capital Costs- the initial and future capital costs to develop the facility

SECTION III: COST RECOVERY GUIDELINES FOR FACILITY RENTALS

1. Rental Definitions:

A facility rental is considered any third party reserved use of a city park or facility. Facility rentals are divided into the following three service categories for cost recovery consideration.

- **Special Events**
 - **Community Events A:** Functions that are promoted as community-wide events, free to attend and may or may not include ancillary vendors. The primary purpose of these events is not revenue generation, and any/all ancillary proceeds are donated to a non-profit. Examples: Music in the Park, Tree Lighting.
 - **Community Events B:** Functions that the public is invited to attend and include vendor sales, admission cost and/or optional purchases. The difference between A and B is that Category B events include some for-profit business activity and/or the event's primary purpose is to raise funds. Examples: Food Truck Fridays, Art, Wine, & Beer, Hops and Barley, Multicultural Fair. Other examples are SVUSD fundraising functions, Blue and Gold, Sports Tournaments.
- **Organized Sport User Groups:** Use of facilities to operate seasonal, ongoing organized sports or other recreation activities that are open with some limitations to registered participants.
 - **Recreational Sports:** Open to all, no prerequisite, no tryouts
 - **Competitive Sports:** Tryouts or prior experience required
- **Private Functions:** Rentals intended for exclusive use by invited guests such as weddings, birthday parties, holiday parties, reunions, school parties, meetings.

2. Renter Types:

The City recognizes four types of renters in its cost recovery guidelines. The renter type is based on the purpose of the rental function rather than the renting entity.

- **Partner:** Renter is a formal partner of the City where there is dual hosting of the service.

- **Non-profit:** Renter is a local non-profit organization conducting activities that directly support the mission and purpose of the non-profit organization.
- **Private:** Renter is a private individual.
- **Commercial:** Renter is engaging in a commercial “for-profit activity” whether an admission fee is charged or not.

3. Cost Recovery Guidelines:

The following cost recovery guidelines will be used to establish fees for the various categories and types of facility rentals.

Table 3: Cost Recovery Guidelines for Rental Facilities

Rental Function	Partner	Non-Profit	Private	Commercial
Community Events A	10-30%	30-50%	NA	NA
Community Events B	30-50%	50-75%	100%	100%
Organized Sport User Groups- Rec	30-50%	35-50%	100%	100%
Organized Sport User Groups-Competitive	50-75%	50-75%	100%	100%
Private Function	0-20%*	50-75%	100-150%	100-150%

*Example: School year end party for students.

4. Costs Included in Cost Recovery:

The following costs will be considered when applying the cost recovery guidelines to the different types of facility rentals.

Table 4: Costs Included in Rental Facility Cost Recovery

Facility Type	Reservation	Direct Service	Facility Operations	Sports Related Maintenance	Overhead/ Admin	Capital Improvements
Gazebos	Yes	Yes	No	No	Yes	No
Sports Fields	Yes	Yes	No	Yes	Yes	No
Indoor Facilities	Yes	Yes	Yes	No	Yes	No

- **Reservation**– costs associated with reserving and renting the facility, including processing reservations, credit card processing fees, permits, event planning & walk through, etc.
- **Direct Service** – cost of direct services provided by the City to support the rental activity such as athletic field lighting, additional trash or restroom janitorial service needed during the event, law enforcement presence, staff logistical support, delivery and/or set-up of equipment, etc.
- **Facility Operations** – direct costs of operating and maintaining a park or facility including utilities, maintenance, janitorial service, general field maintenance, staffing and materials required to support the ongoing maintenance and operations of a facility, etc.
- **Sports Related Maintenance** – extra labor and materials incurred specifically for sports quality turf (extra seeding, leveling, top dressing, aeration, etc).
- **Overhead/Admin** – services that support the overall operation of the division, including Human Resources, Finance, Business, IT,
- **Capital Improvements** – capital costs required to develop, maintain and improve City facilities and assets.

SECTION IV: NON-RESIDENT USE AND FEES

Philosophy:

The City of Scotts Valley Recreation Division was established to provide park and recreation services to those who reside or own property within the city boundaries. Scotts Valley residents and property owners pay taxes to support city operations. The City recognizes visitors and residents from outside of Scotts Valley will also use and enjoy Scotts Valley parks, facilities and programs. In order to limit the financial subsidy of providing services to non-resident users and ensure that non-resident users pay their fair share for services, the City will normally assess additional fees to non-resident users where fees are charged.

Recreation Programs

Most Recreation programs are designed primarily to serve and benefit Scotts Valley residents; however, the City encourages non-resident participation as many would not otherwise have access to these services. Non-resident participation can also contribute to the overall financial viability of programs by filling available spots. In the event that non-resident participation significantly displaces Scotts Valley residents, the City will consider implementing priority registration to Scotts Valley residents through early registration or other means.

Residents will receive a 15% discount to participate in most recreation classes and programs.

Facility Rentals

City facilities are developed and operated primarily to benefit Scotts Valley residents. These facilities are made available for rent by private parties or organizations. The Division will prioritize residents when feasible; however, many facilities are scheduled on a first-come, first serve basis so resident priority is not possible. All residents will receive a 15% discount.