

**Gwinnett County Parks & Recreation
Program Pricing Information**

Engage Gwinnett
December 15, 2009

Gwinnett County Parks & Recreation determines feasibility of pricing through various methods of comparisons, analysis and market studies. With various types of programming, lessons, events, and rentals, with a variety of direct and in-direct cost and variables, different methods are used to determine pricing. By implementing different pricing methods, Gwinnett County Parks & Recreation can provide quality recreational opportunities to its citizens at a reasonable cost.

Recreation Classes

Example: Ballet, Karate, Art, Swimming, etc.....

Gwinnett County Parks & Recreation currently uses Independent Contractors to provide the instructor services for various recreation classes. Our staff work with the Independent Contractors to determine pricing for classes, variable include: class materials needed, # of hours per class, # of times class meets per week, # of times class meets per session, and the instructor's percentage rate.

Special Events

Example: Old McDaniel Day, Pizza & Bingo, Holiday Hours, Daddy/Daughter Dance, Murder Mystery Dinner Theater, etc.

Gwinnett County Parks & Recreation offers a variety of Special Events, ranging from FREE events, to minimal cost, to more expensive type events (catered/special entertainment). Pricing for these events are based on the direct expenditures for the event, and the expected attendance needed to cover those expenses. Our staff prepare budget prep sheets for their events, in order to best determine pricing needed for the success of the event.

SAMPLE BUDGET SHEET: Old McDaniel Day 2009 – McDaniel Farm Park

Budget: \$3000			
Expected Revenue: \$6350			
Music/Entertainment:	Amount:	Expense:	Revenue:
Music & Sound		\$950	
Petting Zoo		\$600	
Storytelling and Quilting		\$300	
Black Smith		\$200	
Gwinnoters		NO CHARGE	
Food Vendors:			
Ice Cream Temptation- Ice cream, frosties			\$100
Craig's Concessions- Boiled Peanuts, Pork Skins, Fried Green Tomatoes			\$100
YB & NN Kettle Corn- Kettle Corn			\$100
Taste of Carnival- Funnel Cake, Soda, Water			\$100
Finger Lickers- Sausage, gyro, burgers, hot dogs, snow cones			\$100
Craft Vendors:			
Mary Moss -hand painted gourds, candles, aprons, gift bags,			\$50
Rick and Anita Stone #1- Historical photos from			\$50

Georgia			
Rick and Anita Stone #2- Rock candles,			\$50
KC Moua- handmade stuffed animals, purses,			\$50
Renee Mullen- handmade hair accessories			\$50
Beauticontrol- skincare, lotions			\$50
Ronnie C. Miller- Appalachian one string plucking sticks, instruments			\$50
Hubert R. Cannon- Handcrafted Jewelry			\$50
Heritage Makers- storybooks, cards, posters, calendars, photo restoration			\$50
Rob Austin- wood worker, puzzles, wood items			\$50
Chris McLaughlin- pencil drawings			\$50
Stacey Vigil- pressed, framed flowers			\$50
Sandra Cherokee and Malcom Hill- Cherokee Items			\$50
Ralph Evans- Wooden items			\$50
Gene Brighton- Handmade toys			\$50
Melissa Shirley- framed art, note cards			\$50
Jacqueline Wood- Rock Candles			\$50
		Total:	Total:
		\$2050	\$1350
Projected Attendance - \$5 each x 1000			\$5,000.00
			Total:
			\$6350
<u>Demonstrators:</u>			
Spinner		NO CHARGE	
Antique Tractors		NO CHARGE	
Apollo the Donkey		NO CHARGE	
Don Brock- Oxen		NO CHARGE	
<u>Supplies:</u>			
Printing Cost		\$463.71	
Portable Toilets		\$360.00	
<u>Donations/Sponsorships</u>			
Yellow River Game Ranch- Free passes	\$64		
Medieval Times	\$100		
Gwinnett Gladiators	\$34		
Schlotzky's			
Chick-fil-A			
Atlanta Bread Company			
Slender Spa			
Buford Florist			
Carino's Italian			
Duluth Flower Shop			
<u>Expected # of volunteers: 40</u>			

Rental Rates

Example: Aquatic Centers, Pavilions, Community Rooms, Trails, etc.

Gwinnett County Parks & Recreation has a variety of amenities that park patrons can rent for their use. Due to the different type of rooms, pavilion sizes, aquatic amenity, many prices are consistent, but some individual site pricing is necessary as well to best serve the citizens. Rental prices are determined through market comparisons and direct cost impact studies.

SAMPLE DIRECT COST IMPACT STUDY: Leisure Pool Rental Rates 2009

Leisure Pool Rental Rates						
Facility	Current Rental Fee	Staff Charge	Pool Charge	Square Ft.	Cost per 24 Sq. Ft.	Pool Capacity
Bogan	\$165.00	\$15.00 X 2 Guards	\$52.50	4666	0.27	194
Collins Hill	\$180.00	\$15.00 X 3 Guards	\$45.00	9858	0.11	410
Best Friend	\$165.00	\$15.00 X 3 Guards	\$37.50	6175	0.15	257
Mt. Park				9147		381
Rhodes Jordan				9233		384
Based on a .01 increase per 24 square feet & 16.00 per Guard						
Facility	Proposed Rental Fee	Staff Charge	Pool Charge	Square Ft.	Cost per 24 Sq. Ft.	Pool Capacity
			Based on Sq. Ft.			
Bogan	\$173.00	\$16.00 X 2 Guards	\$54.32	4666	0.28	194
Collins Hill	\$195.00	\$16.00 X 3 Guards	\$49.20	9858	0.12	410
Best Friend	\$178.00	\$16.00 X 3 Guards	\$41.12	6175	0.16	257
Mt. Park	\$187.00	\$16.00 X 3 Guards	\$45.72	9147	0.12	381
Rhodes Jordan	\$188.00	\$16.00 X 3 Guards	\$46.08	9233	0.12	384
Based on a .02 increase per 24 square feet & 16.00 per Guard						
Facility	Proposed Rental Fee	Staff Charge	Pool Charge	Square Ft.	Cost per 24 Sq. Ft.	Pool Capacity
			Based on Sq. Ft.			
Bogan	\$177.00	\$16.00 X 2 Guards	\$56.26	4666	0.29	194
Collins Hill	\$203.00	\$16.00 X 3 Guards	\$53.30	9858	0.13	410
Best Friend	\$183.00	\$16.00 X 3 Guards	\$43.69	6175	0.17	257
Mt. Park	\$195.00	\$16.00 X 3 Guards	\$49.53	9147	0.13	381
Rhodes Jordan	\$196.00	\$16.00 X 3 Guards	\$49.92	9233	0.13	384
Based on a .03 increase per 24 square feet & 16.00 per Guard						

Facility	Proposed Rental Fee	Staff Charge	Pool Charge	Square Ft.	Cost per 24 Sq. Ft.	Pool Capacity
			Based on Sq. Ft.			
Bogan	\$180.00	\$16.00 X 2 Guards	\$58.20	4666	0.3	194
Collins Hill	\$211.00	\$16.00 X 3 Guards	\$57.40	9858	0.14	410
Best Friend	\$189.00	\$16.00 X 3 Guards	\$46.26	6175	0.18	257
Mt. Park	\$203.00	\$16.00 X 3 Guards	\$53.34	9147	0.14	381
Rhodes Jordan	\$204.00	\$16.00 X 3 Guards	\$53.76	9233	0.14	384
Based on a .04 increase per 24 square feet & 16.00 per Guard						
Facility	Proposed Rental Fee	Staff Charge	Pool Charge	Square Ft.	Cost per 24 Sq. Ft.	Pool Capacity
			Based on Sq. Ft.			
Bogan	\$184.00	\$16.00 X 2 Guards	\$60.14	4666	0.31	194
Collins Hill	\$219.00	\$16.00 X 3 Guards	\$61.50	9858	0.15	410
Best Friend	\$194.00	\$16.00 X 3 Guards	\$48.83	6175	0.19	257
Mt. Park	\$210.00	\$16.00 X 3 Guards	\$57.15	9147	0.15	381
Rhodes Jordan	\$211.00	\$16.00 X 3 Guards	\$57.60	9233	0.15	384

Market Study Analysis – Special Event Venues – Rental Rates 2009

1420 Room - Rate ranges between \$1250-\$2500-Saturday evening- + \$500 ceremony fee

Houston Mill House - \$1650 + food and beverage minimum \$6000

Bradford House - \$2400-4 hour rental-must use caterers and exclusive event staff.

Carl House - 100 people-\$8000-includes food, chairs extra.

550 Trackside - \$4800 + \$500 ceremony fee-must end by 1am

Vecoma - 3.5 hours @ \$1999+ ceremony set-up \$550 + 20% food and beverage fee + linen rental + food

Adult Athletic Sports League Fees

Example: Softball, Basketball, Flag Football and Volleyball

Gwinnett County Parks & Recreation operates four different Adult Athletic Leagues for the citizens of Gwinnett County. Our staff uses comparables when pricing the leagues as well as direct and in-direct cost associated with running each individual league.

Sample Adult Athletic League Pricing Summary - 2009 ADULT ATHLETIC LEAGUE FEES

Adult Basketball – Winter

Officials/Scorekeeper	\$56.50
Gym Manager	\$15.00
Per Game Cost	\$76.50
Number of Games	10
Per Team Sub-total	\$357.50
Awards	\$30.00
Equipment/Supplies	\$25.00
Administrative/Indirect	\$47.50
Tournaments	<u>\$20.00</u>
	\$480.00

Adult Softball – Spring

Officials/Scorekeeper	\$52.00
Field Manager	\$15.00
Per Game Cost	\$67.00
Number of Games	10
Per Team Sub-total	\$335.00
Awards	\$30.00
Equipment/Supplies	\$35.00
Administrative/Indirect	\$60.00
Tournaments	<u>\$30.00</u>
	\$490.00

Adult Softball – Summer/Fall

Officials/Scorekeeper	\$52.00
Field Manager	\$15.00
Per Game Cost	\$67.00
Number of Games	10
Per Team Sub-total	\$335.00
Awards	\$30.00
Equipment/Supplies	\$35.00
Administrative/Indirect	<u>\$60.00</u>
	\$460.00

Adult Volleyball

Officials/Scorekeeper	\$22.00
Gym Manager	\$15.00
Per Game Cost	\$37.00
Number of Games	10
Per Team Sub-total	\$185.00
Awards	\$15.00
Administrative/Indirect	<u>\$10.00</u>
	\$250.00

PROPOSED FEES FOR RENTALS ON ADULT SOFTBALL FIELDS - February 2009

Rentals fees for 4 hours or less will stay at the current rate

Rentals for 5 hours or more will be charged at the below proposed rate:

- \$100 per day per field
- \$15 per hour for Field Manager
- Gwinnett County Parks and Recreation will provide concession for rentals longer than four hours.

Comparisons look at a one day ten hour rental on three fields at other parks

Gwinnett	\$450 (proposed rate)
Cobb	\$450
Gainesville	\$506
Forsyth	\$500 (four fields)
Cartersville	\$325
Clayton	\$375

Camps

Examples: General Recreational Camps, Specialty Camps, Heritage Camps, Sports Camps

Gwinnett County Parks & Recreation operates a variety of camps at our facilities and parks. The camps range from General Recreational Camps, where seasonal employees are staffed to Specialty Camps that are operated by Independent Contractors/Business under a percentage guideline established by Parks & Recreation. Gwinnett County Parks & Recreation camper to staff ratio is one of the lowest in the state and nation, in order to provide a well-rounded, safe camp experience for those that attend.

Market Study Analysis of Camp Programs for 2010 Pricing*

**Note that many of the activities, staffing to camper ratios, hours of operations, and program offerings vary with each camp*

Local YMCA	\$147.00 per week
Local Boys & Girls Club	\$365.00 per 8 weeks
Suwanee KinderCare	\$121.00 per week
Legacy Academy	\$185.00 per week
Shadowbrook Baptist	\$ 90.00 per week
Perimeter Church	\$199.00 per week