



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Julie Edmonds-Mares

SUBJECT: LAKE CUNNINGHAM REGIONAL
SKATE PARK – ALTERNATIVE
OPERATING HOURS AND COSTS

DATE: 05-27-11

Approved

Date

5-27-11

This memorandum is in response to questions raised about safety at the park by Councilmember Herrera during the 2011-2012 Proposed Operating Budget Study Sessions regarding the Lake Cunningham Regional Skate Park (LCRSP). Additionally, staff was asked to explore the costs associated with retaining staffing in the summer months, when usage is expected to be highest.

BACKGROUND

The 2011-2012 Proposed Operating Budget includes a recommendation to eliminate staffing at LCRSP, and transition the park from a fee-based model to a free-admission model. The staff recommended for elimination oversee activities at the park, operate the concessions, collect daily fees, and provide programming (\$190,000). With this staffing elimination, the skate park would remain open without the program staff, and admission fees/revenue (\$85,000) would no longer be generated. This change was recommended as a General Fund budget balancing strategy, as it generates net total savings of \$105,000.

ANALYSIS

As a result of this budget reduction proposal, PRNS anticipates that the usage of LCRSP will increase due to the conversions from a fee-based model to a free-admission model and from a supervised facility to an un-supervised facility. This utilization increase is expected because charging fees requires staffing. The presence of staffing invokes State law which requires the City to strictly enforce minors using helmets and safety pads. For those reasons, youth have demonstrated a preference for foregoing LCRSP and instead patronizing the City's five unsupervised skate parks.

To mitigate the absence of City staff, PRNS is initiating a Request for Proposals (RFP) to contract out the skate park concessions (e.g., skate park equipment, safety equipment, t-shirts, etc.) currently offered by staff. The concessionaire will be located within the skate park and will provide some level of adult presence and monitoring of skate park activity. If an accident or emergency arises, the concessionaire would immediately call for assistance as necessary and appropriate. The

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presence of the concessionaire would also help mitigate the potential for graffiti and vandalism in the absence of City staff.

Though LCRSP would no longer charge fees, Lake Cunningham will continue to generate revenue from parking fees and the Raging Waters lease. In addition, the remaining PRNS staff will continue to solicit skate park sponsorships/partnerships and look for opportunities to host special events that maximize visibility and utilization of this world-class asset.

The net cost to extend current staffing (2.85 positions) until October 1, 2011 (through daylight savings time hours) on a one-time basis would be \$26,256 (\$47,506 in expenses offset by \$21,250 of estimated revenue).

COORDINATION

This MBA has been coordinated with the City Manager's Budget Office.

/s/

JULIE EDMONDS-MARES
Assistant Director of Parks, Recreation and
Neighborhood Services

For additional information contact Steve Hammack, Deputy Director, at 408-793-5579.