

MEMORANDUM

To: City of Seguin Mayor and Council

From: Jack Jones, Director of Parks & Recreation

Through: Steve Parker, City Manager
Rick Cortes, Deputy City Manager

Subject: Ordinance on first reading amending the Seguin Code of Ordinances, Appendix C - Fee Schedule, relevant portions of Chapter 74-Parks and Recreation and Appendix A - Subdivision, Zoning and Site Development Fees; providing for a severability clause; declaring an effective date; preparing this ordinance for publication; and authorizing City staff to submit this ordinance as a supplement to the Seguin Code of Ordinances.

Date: August 3, 2021

In conjunction with the 2021/2022 fiscal year budget process, staff has assessed existing fees. Based on that review, staff recommends fee increases for the Wave Pool, Jammin' After-School Adventures for Me (JAAM), Summer Day Camp, and private park development. Overall, the proposed increases are primarily due to the increased costs of staffing and the increased costs of parkland/park development.

WAVE POOL

Based on the assessments, the Wave Pool private party fee for a 3-hour minimum rental will increase from \$475 to \$525. Please note that the last time this particular fee was increased was for the 2018/2019 fiscal year. Additionally, staff proposes to bring back the 50% discount offered regular general admission fees from 4 p.m. until closing at 7 p.m. General admission fees for adults are currently \$6, seniors \$5, children from the ages of four to eleven \$5, and children under three are free. Staff also plans to offer more daily promotions throughout the swim season such as half off general admission fees on special days like July 4, etc. Please note with the needed increase in staff wages to attract Lifeguards, overall operations at the Wave Pool may need to be subsidized by the General Fund due to increased staffing costs.

PARKS & RECREATION

JAAM

Based on the assessments, the JAAM weekly fee will increase from \$30 to \$35. Please note that the last time the fee was increased was for the 2014/2015 fiscal/school year. The justification to increase this fee is to pay for proposed wage increases for the part-time hourly workers that staff the program on a daily basis beginning in August. The last time that JAAM staff hourly rates were adjusted was for the 2014/2015 fiscal year.

SUMMER DAY CAMP

Based on the assessments, the Summer Day Camp weekly fee will increase from \$85 per week to \$95 per week per child. The justification to increase this fee is to pay for proposed wage increases for the seasonal hourly workers that staff the program on a daily basis beginning in June. Staff has compared our camp fees with its neighboring communities such as New Braunfels. The proposed fees are less, and Seguin offers a better camp experience for kids than our neighboring communities.

PRIVATE PARK DEVELOPMENT

Based on the assessments, the private park development fee-in-lieu-of for new neighborhoods will from \$600 per unit to \$800 per unit. This will help to ensure that new subdivisions have quality private/homeowner association parks for new residents who will be making Seguin their home. Please note that staff has compared our park development fees with neighboring communities such as Cibolo, Schertz, and New Braunfels. This fee is similar to Cibolo and Schertz, but about half of New Braunfels. The proposed increase in the parkland development fee keeps the balance of developer affordability while allowing new subdivisions to provide a quality park system within their developments.

The Parks and Recreation Advisory Board will consider the fee changes at their monthly meeting on August 2.