

Parks & Recreation Advisory Board Meeting

The Zebulon Parks and Recreation Advisory Board will meet Monday, February 26th at 6 PM.
This meeting will be held at Zebulon Town Hall, 1003 N. Arendell Avenue.

Meeting Agenda

1. Call to Order
2. Approval of Agenda
3. Public Comment

Public comments are limited to 3 minutes. Anyone wishing to speak must sign up by 5:50 PM. Public comment may be limited to 15 minutes.

4. Consent Agenda
 1. November 20th, 2023 Minutes
 2. January 22 Minutes
5. Old Business
 1. Code of Conduct

The Board will review the provided Code of Conducts and provided recommendations to staff.

2. Proposed Budget

Staff will provided the Advisory Board an update on the discussion with the Board of Commissioners at their February Work Session regarding the FY 2025 Operating Budget request. Staff has provided a copy of the drafted budget memo. The Board will engage in discussion regarding the budget.

6. New Business
 1. Cost Recovery Policy

The Cost Recovery Policy is reviewed and updated every 3 years. The policy is up for review this year. It will be submitted with the Fee Schedule to the Board of Commissioners during the Budget process. The Board will review the provided Code of Conducts and provided recommendations to staff.

2. Refund Policy Review

The Refund Policy is reviewed and updated every 3 years. It will be submitted with the Fee Schedule to the Board of Commissioners during the Budget process. The Board will review the provided Code of Conducts and provided recommendations to staff.

3. Retreat

Staff is proposing a retreat for the Advisory Board to be held this spring. Staff is seeking input on whether the Advisory Board would prefer a Saturday Morning retreat 9 AM-12: 30 PM or a weekday from 5-8:30 PM.

7. Open Discussion

8. Staff Updates

1. Department Update

4. Adjournment

Parks & Recreation Advisory Board Meeting

The Zebulon Parks and Recreation Advisory Board met Monday, November 20th at 6pm.

The meeting was held at Zebulon Town Hall, 1003 N. Arendell Avenue.

Present Advisory Board Members:

Bradon Wiggins, Dexter Privette, Garrett Underhill, Quinton Taylor

Meeting Agenda

1. Call to Order

Brandon Wiggins called to order at 6:06 pm.

2. Approval of Agenda

Brandon stated that Sheila is unable to be with us this evening and has requested we remove the FY25 Budget Goals and add the December meeting schedule to the agenda as item 5E. Brandon asked if there is a motion as revised.

Motion: Garrett Underhill

2nd: Dexter Privette

All in favor

All voted in favor.

3. Public Comment

Public comments are limited to 3 minutes. Anyone wishing to speak must sign up by 5:50 PM. Public comment may be limited to 15 minutes.

None.

4. Consent

A. Adoption of Minutes

1. September 18th, 2023

Motion: Quinton Taylor

2nd: Garrett Underhill

All voted in favor.

5. New Business

Brandon recognized Nick to begin new business items starting with the facility use allocation.

A. Facility Use Allocation

Nick reported on the new athletic facilities, statistics, and growths. This facility use allocation involves three different periods: spring, summer, and fall. He spoke about the procedure for how organizations using facilities are prioritized. This is for the Board's review and to see if they have any recommendations. There were no questions or comments.

B. Sponsorship Standard

The Sponsorship Standard highlights the procedures the Department follows when entering into a sponsorship agreement. Nick highlighted traits that a sponsor should have, what is and isn't appropriate, different forms of recognition for sponsors, and staff's roll in seeking sponsorships. Staff is asking for the advisory board to review and make recommendations.

Brandon asked if the Department has had any trouble attaining sponsorships, Nick replied it has not when given the opportunity to seek them out. This Standard is to formally outline procedures to follow now that initiatives that would benefit from obtaining sponsorships are growing. Brandon stated it looks good and that it's great to have in writing.

C. Fee Schedule Review

Nick presented the Fee Schedule. The advisory Board did not recommend any changes.

D. December Staff Meeting

Nick requested the Board move their meeting on December 18th to December 11th. Brandon asked if there is a motion to move the December staff meeting to December 11th.

Motion: Quinton Taylor

2nd: Garrett Underhill

All voted in favor.

6. Open Discussion

The board discussed the success of Candy Cane Lane. Quinton stated that he was there, and it was great. He appreciated the snow and selection of food trucks.

7. Staff Updates

A. Department Update

Brandon recognized Nick to provide a staff update. Nick stated that the crowd for Candy Cane Lane was estimated to be 6,000. Deck the Hall-Z will be December 8th at 5:30 at Town Hall. Nick invited the Board to make a display for the reverse parade.

The department is now fully staffed and introduced our new Recreation Assistant at the Community Center, Zoe Paregol.

Nick gave an update on the status of PARTF and Little River Park as the Department is getting the ball moving further for this project.

Youth basketball started practice with a total of 288 children, which was a 22% increase from last year. This almost maxes capacity, if this continues to increase there will need to be more gym space.

New benches have been installed in a few parks. Finished landscaping and fence project at Community Park.

Brandon asked if Nick thinks we'll have to branch out youth basketball next year if it continues growing. Nick replied that this is probable. Has been in discussion with different schools and gyms to use the ir facility. Joe Moore highlighted the number of youth basketball teams and emphasized the importance of staffing and facilities. He noted the greater number of participants we have per population compared to another town, Clayton, who has a higher population but lower participation in youth sports than Zebulon.

Quinton asked what Nick thinks a top priority on the budget is. Nick stated it's multifaceted and there is different priorities. The priority from the athletics perspective would be field and gym space, and funding when we have to rent from the middle school or other athletic field space. There would be a different priority from the parks perspective and highlighted all the park space we have. Amy would have a different priority as well for programming such as space and staff.

Garrett asked if it would make more sense to go with artificial turf since it requires less maintenance and even though it's more expensive it could be cheaper in the long run. Nick considered the suggestion and acknowledged this is higher level planning considering a facility we don't have yet. Noted scenarios that artificial turf could be great and times that a real field would be preferred. Brandon noted there is an increased injury risk with artificial turf. Nick elaborated on different aspects of artificial turf and different ones to consider for different sports.

8. Adjournment

Motion: Garrett Underhill

2nd: Dexter Privette

All voted in favor.

Parks & Recreation Advisory Board Meeting Minutes

The Zebulon Parks and Recreation Advisory Board met Monday, January 22nd at 6:04 PM.
This meeting was held at Zebulon Town Hall, 1003 N. Arendell Avenue.

Present Advisory Board Members:

Garrett Underhill, Brandon Wiggins, Dexter Privette, Wendi Watson

Meeting Agenda

1. Call to Order

Brandon called to order at 6:04 PM

2. Approval of Agenda

Dexter motioned

Wendi 2nd

All in favor

3. Public Comment
Public comments are limited to 3 minutes. Anyone wishing to speak must sign up by 5:50 PM.
Public comment may be limited to 15 minutes.

None.

4. New Business
 - A. FY 25 Budget Goals

Sheila presented on several topics covered in a packet given to the Board. Sheila started the presentation reviewing Master Plan identified goals and reviewed major findings from How We Play. Key findings are consistent with the Master Plan which means we did a good job considering growth and industry trends. Pickleball stood out as more of a need with How We Play, but that is not surprising.

She spoke about staffing from 2019 vs. 2024 highlighting how much the Town and our needs have grown. We are near 11,000 population currently. New FY 25 positions are being requested and the reasons they're needed were discussed. This included a Facility Maintenance Worker to perform janitorial/maintenance duties at the Community Center, clean bathrooms, and handle small things such as refill soap, fix broken toilet seats, etc. Two Park Maintenance Technicians are being requested, a Program Coordinator, and a Park Planner as well. The Park Planner will help ensure the community is engaged in our planning. Sheila provided an insight on future staff needs for upcoming fiscal years as well.

Wendi asked about the projects that were listed under each future staff role. Sheila stated that these are all projects that are a part of the Master Plan.

Sheila spoke about recreation impact fees and the number of new homes that are already here or almost here. She stated that we need to be intentional about how we use the funds from the impact fee, especially since not every town has the right to charge one.

167 acres of park land and open space is being managed by ZPRD. This included nearly 2 acres of new property that has been acquired this year. We also maintain 2.25 miles of greenway.

There are potential Wake County partnerships such as preserving Little River. This includes about 30 new acres.

Future neighborhood parks were presented on a map. Getting land is a huge priority to the department because it's going quick and it's expensive. We need to be in the process of looking.

Spoke about park maintenance needs and the impacts the parks are facing such as heavy use, clean up, and wear and tear. This wear and tear happens to our staff as well since it can become overwhelming with only three park maintenance workers. Peak grass season requires an exorbitant number of hours, leaving little time for other needs.

Developing Little River Park will substantially increase the level of maintenance required at that site.

Sheila showed the Board a chart showing amounts of participants of youth athletics by season from year to year. Right now, we pay \$16,000 to rent the middle school gym. It's going to be expensive but right now we're going to need to use the middle school gym more due to the amount of growth since the community center gym isn't properly fit to handle so much. There will be a request for additional use from the middle school. There have been efforts to find an additional basketball court to use but have been unsuccessful.

Kaleb, Nick, and Justin have been working on promotions for baseball and we expect those numbers to start increasing again.

The Board was shown a chart highlighting the growth of recreation programs from FY 22 to 23. This shows there is an increase in in community center use. There are staff safety concerns regarding employees staying late by themselves. Sheila recalled a time in the past when a patron was being verbally and physically aggressive to an employee when he was at the front by himself. We have started having programs on Sunday nights since the community center is being used so much that it's the only time for additional programs. There is especially limited availability during winter basketball.

New efforts include enhancing our disc golf course. It is a great course and has been around since the 90s. So many people use it and enhancing it would be very beneficial. There have been many requests for pickleball courts. There is an area being considered that would be great for pickleball since it's not too close to any houses. There have been issues nationwide with pickleball courts in neighborhoods being too noisy.

Nick has been speaking about joint use agreements with ZES. There has been an issue with trees messing up the new asphalt on the track. We need to make improvements, but need an understanding on the future plans for the school campus.

Spoke about UDO and development standards for open space, and standards we're establishing such as all the elements we plan to have at each playground (mulch, shade structures, climbing, slides, bathrooms, etc.) What it is we want for Zebulon needs to be established and put in a document. This gives us more teeth when working with developers to ensure we're getting best quality. This will be a policy already set when developers come. Nick gave an example that if a developer wanted to add an athletic field, our standard would dictate what type of turf would be put in, etc.

Dexter asked about the use of part time staff at the community center and the current hours. Sheila stated more part time staff will need to be used especially for the hours later at night.

The advisory board was asked if there was anything they wished to discuss further or would like to see that we missed. The Board indicated that it was through and they supported what had been discussed.

B. Code of Conduct

Staff will present the existing Code of Conducts with the Advisory Board and engage in discussion. Staff will ask the Advisory Board for additional feedback at their next Advisory Board meeting.

5. Open Discussion

None.

6. Staff Updates

A. Department Update

Amy introduced Hope, our Special Events Coordinator. She has been with us for many years and has had many roles with us. Amy went over our 2024 Event Schedule.

Wendi asked us how we come up with which movies we show for movie night. Amy stated that the company Swank sends us a list of what movies we can buy and show, and we pick from that. Stated that Top Gun was one of them but got rained out last time, so we hope to show that this year.

Amy introduced our new Family Fun Night program, spoke more about programs that are being held on Sunday nights such as open gym basketball, as well as additional new programs and benefit fundraisers we've partnered with. There is a new crochet class that has been introduced which filled up within one day, so they opened another one as well. Switching the ages and combining youth and adults has been even more beneficial in helping classes fill up and getting great community involvement.

Sheila stated that the Chamber raised just over \$1,400 dollars from sponsorships collected for Deck the Hall-Z to go towards Youth Financial Aid.

Nick presented on Athletics and what we are looking forward to for spring youth sports. Baseball and softball are looking a little slower, but t-ball has picked up more compared to last year, and soccer registration is going well.

Nick presented park updates and repairs that are in the works. This included the dirt mounds in the baseball fields, which all age groups can now play on since we now have portable mounds. There are dugouts that are being repaired since there are safety concerns. They were an Eagle Scout project years ago and it's time to have updates. They have been removed now and will be replaced. There will be new shade structures over the dugouts which will be sent out by the end of February. Parks maintenance will also be installing additional updates by the end of February.

Sheila highlighted that Nick has been working on sustainability efforts with our sustainability intern, including a survey that was given to the community, Bee City, and Tree City. When you look at our master plan it emphasizes how we need to take sustainability efforts seriously and not just check boxes.

Slated to do a retreat sometime soon and has been looking at RRS advisory board training. Wendi asked how often the retreats are. Sheila answered that we try to do one a year, either spring or winter, but we didn't do one last year since RRS wasn't ready for one. Wendi stated that she would like to do a tour of existing parks. Nick suggested the greenway be included.

7. Adjournment

Motion: Wendi

Garrett 2nd

All in favor

Zebulon Community Center Code of Conduct

The following rules are set in place so that everyone can enjoy opportunities offered by the Zebulon Community Center.

- No swearing, vulgar, disrespectful, or intimidating language.
- No horse playing, fighting, threatening or violent behavior.
- No loitering.
- No spitting on the floor.
- No music allowed (phone, radios, speakers, etc.).
- No dunking a basketball or hanging on the rim.
- No food or drinks, except water, is allowed in the gym.
- Respect the facility, staff, instructors, and participants.
- The Community Center will provide any equipment required for program participation, including basketballs. Please leave yours at home.
- Please arrive in a timely fashion for programs.
- No smoking, tobacco products, drugs, alcohol, or weapons.
- No running, pushing, shoving, littering, or throwing objects (which are not part of a supervised activity).
- Refrain from any lewd, obscene, or indecent conduct, expression, or clothing.
- Dress code will be strictly enforced. Program participants should wear pants on or above the hips. Offensive clothing will be unacceptable. Parks and Recreation Staff will use their discretion when attire is under question.

The above code of conduct will be enforced by the Town of Zebulon staff, instructors, and facilitators whose authority shall prevail in all cases.

Corrective actions will be in effect for repeat or habitual offenders:

Violations of the code that do not constitute an immediate and apparent threat to the safety of others or their property will result in all or some of the following actions including, but not limited to:

- A verbal warning
- A suspension of the right to participate in the program for part or the remainder of that session, and written warning to parent/guardian which must be signed and returned before participation in the program can continue.

Violations of the code that are deemed to constitute an immediate or implied threat to the health, welfare and safety of others or their property may result in a suspension of up to one year as determined by the Parks and Recreation Director. The circumstances and severity of the incident as determined by the Parks Director will determine the length of suspension.

Athletic Leagues offered by ZPRD have guidelines for addressing conduct during games that will apply in addition to the above stated actions.

Coaches Code of Conduct

- I will place the emotional and physical well-being of my players ahead of a personal desire to win.
- I will treat each player as an individual, remembering the large range of emotional and physical development for the same age group.
- I will do my best to provide a safe playing situation for my players.
- I will promise to review and practice the basic first aid principles needed to treat injuries of my players.
- I will do my best to organize practices that are fun and challenging for all my players.
- I will lead by example in demonstrating fair play and sportsmanship to all my players.
- I will provide a sports environment for my team that is free of drugs, tobacco, and alcohol, and I will refrain from their use at all Town of Zebulon youth sports events.
- I will be knowledgeable in the rules of each sport that I coach, and I will teach these rules to my players.
- I will use those coaching techniques appropriate for each of the skills that I teach.
- I will remember that I am a youth sports coach, and that the game is for children and not adults.

****ANY CODE THAT IS BROKEN WILL BE CAUSE FOR ACTION TO BE TAKEN BY THE RECREATION STAFF****

Parents and Spectators Code of Conduct

- I hereby pledge to provide positive support, care, and encouragement for my child participating in youth sports by following this Parents Code of Conduct Pledge.
- I will encourage good sportsmanship by demonstrating positive support for all players, coaches and officials at every game, practice or other youth sports event.
- I will place the emotional and physical well-being of my child ahead of a personal desire to win.
- I will insist that my child play in a safe and healthy environment.
- I will support coaches and officials working with my child, in order to encourage a positive and enjoyable experience for all.
- I will demand a sports environment for my child that is free of drugs, tobacco and alcohol, and will refrain from their use at all youth sports events.
- I will remember that the game is for youth– not adults.
- I will do my very best to make youth sports fun for my child.
- I will ask my child to treat other players, coaches, fans and officials with respect regardless of race, sex, creed or ability.
- I promise to help my child enjoy the youth sports experience by doing whatever I can, such as being a respectable fan, assisting with the coaching or providing transportation.
- I will require that my child's coach be trained in the responsibilities of being a youth sport coach and that the coach upholds the Coaches Code of Conduct.
- I will require that any spectators that join me at the game abide by the same code of ethics.

****ANY ETHICS CODE THAT IS BROKEN WILL BE CAUSE FOR ACTION TO BE TAKEN BY THE RECREATION STAFF****

Parks & Recreation Department Budget Message Fiscal Year 2025 (DRAFT)



Mission:

To connect all people and the community through quality parks, facilities, and programs.

Vision:

To create recreational and cultural opportunities that enhance quality of life and connect our residents through positive impacts on health and wellness, social interaction, economic growth, and environmental stewardship.

BACKGROUND

Play Zebulon

September 2021, the Board of Commissioners adopted Zebulon’s first Comprehensive Parks and Recreation Master Plan. This plan is a long-range planning document intended to help shape the directions, development, and delivery of the Town’s Parks and recreation facilities over the course of the next 10 years and takes into account the rapid growth our community faces. Goals identified in the Play Zebulon plan support the Town’s Strategic Plan Focus Areas as noted below.

| Vision Goal | Small Town Life | Vibrant Downtown | Growing Smart |
|--|-----------------|------------------|---------------|
| Offer comprehensive services | x | | x |
| Utilize effective and innovative practices | | | x |
| Engage community | x | x | x |
| Provide quality & diverse recreation | x | | x |
| Support Economic Development | x | x | x |
| Access to natural/environmental education | x | | x |
| Ensure equitable access to recreation | x | x | x |
| Provide exceptional service | x | | x |

BUDGET HIGHLIGHTS

The FY 2025 budget will focus on the following action items:

- Expand **capacity** to serve a growing Zebulon
 - Expand athletics support (part time staff, league cost & facility use)
 - Convert contracted support to full time staff
 - Expand program staff (full and part time)

- Expand **capability** to serve a growing Zebulon
 - Expand recreational opportunities.
 - Respond to increased maintenance & upkeep
 - Engage in preventive maintenance
 - Support non-profit and coalition networks

Budget in Brief

Responding to Growth

The impacts of growth in Zebulon is being felt by all departments including Parks and Recreation. The Parks and Recreation Department has worked with the Board of Commissioners to implement the Parks and Recreation Master Plan in order to prepare to respond to this growth and serve our current and incoming residents.

The Department has discussed Recreation Impact Fees collected in mostly a Capital Improve Plan context. It is important to also consider what this means operationally. As of January 2024, the Town has collected **\$4,835,000** since implementing the impact fee two years ago. That means **1612 NEW dwellings** are already here or on the way. It also means that **4,481 NEW residents** are adding demand on the existing park systems and seeking to participate in programs. These new citizens have new desires and expectations when it comes to how they want to play in Zebulon. The department is working to adapt with existing resources to meet the needs of our community, but additional resources will be necessary.

Athletics

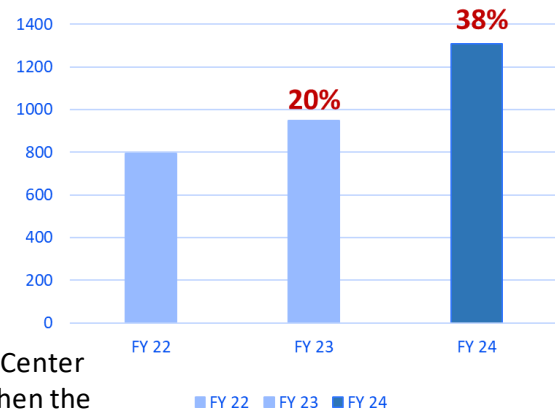
Athletics has grown exponentially over the last two years. To meet existing needs and prepare for additional growth, the department will need resources for the following:

- Part time staff to work games and practice
- Uniforms and league expenses for participants
- Gym rental for additional games
- Field preparation and enhancements due to more use

The department seeks to expand use of the Middle School gym due to growth in the league, but also to try and reduce play at the Community Center in order to meet other recreation needs. It is important to note that when the department offers winter youth basketball the following impacts:

- Evening pickleball ends
- Line dancing is limited to 15 (up to 16 on waitlist)
- Weeknight youth open gym ends
- Community rental availability is limited
- Availability for weekend preschool (Ex: SkyHawks) is limited
- Availability for adult gym access (various uses) is limited

Athletics



Recreation Programs

In 2009, the Town acquired a second programmer to support non-athletics league programs and events. The Town had a population of 4600. In FY 2013, program staff continued to include two staff members and a total of 92 programs and events were offered.

In FY 2023, the town's population has more than doubled and approached 10,000 residents. The department still only consists of two programmers and offered 185 programs. 2023 summer camp registration grew 77% over 2022. General programming participation in 2023 grew by 134% over 2022.

The department has worked to meet the growing needs of the community by adapting how programs are offered, creating some self-led opportunities, and establishing partnerships. Current challenges facing the Recreation Division include:

- Planning capacity
- Increased Community Center use
- Limited opportunity for new programs
- Limited facility access
- Event support
- Staff safety concerns
- Limited afterschool
- Limited open play experiences

To meet existing needs and prepare for additional growth, the department will need resources for the following:

- Full time programmer to expand recreation opportunity and variety
- Part time staff to support growing programming
- Part time staff to create a safer and more customer friendly experience at the Community Center
- Instructor, supplies and materials for expanding participation.
- Field preparation & enhancements

Parks Maintenance

Parks Maintenance manages 167 acres of park land and open space. 2 acres were acquired in FY 2024. The department also maintains 2.25 miles of public greenway. There are an additional 3.45 acres approved by the Board to be built by developers and turned over to the Town to become public greenway.

Zebulon parks are experiencing substantially heavier use which includes expanded clean needs and expanded response to wear and tear on facilities and amenities. As athletics increases, maintenance staff must prepare fields for a safe and quality playing surface. There is limited time for preventative maintenance which has historically been an issue for Zebulon Parks due to a lack of resources. Parks maintenance must prepare for the development of Little River Park and additional greenway acceptance. Maintenance also supports town events.

With three members on the maintenance crew, department staff has 120 hours of available full time hours per week. In peak grass season, staff spends 112 hours maintaining turf. This only leaves 8 hours for travel to jobsites, training, event support, program support, sick leave, and vacation.

The department needs to be able to engage in more impactful custodial work at the Community Center and at our parks. With growing demand and use, relying solely on part time staff or contract support is inefficient. The department needs more flexibility to meet general use, program, and event needs.

The department must also prepare for development of major master plan projects to include future neighborhood parks, community parks, and recreation facilities. The Master Plan prioritizes engaging the community in park planning and working with planning and developers to improve standards for private development of open spaces.

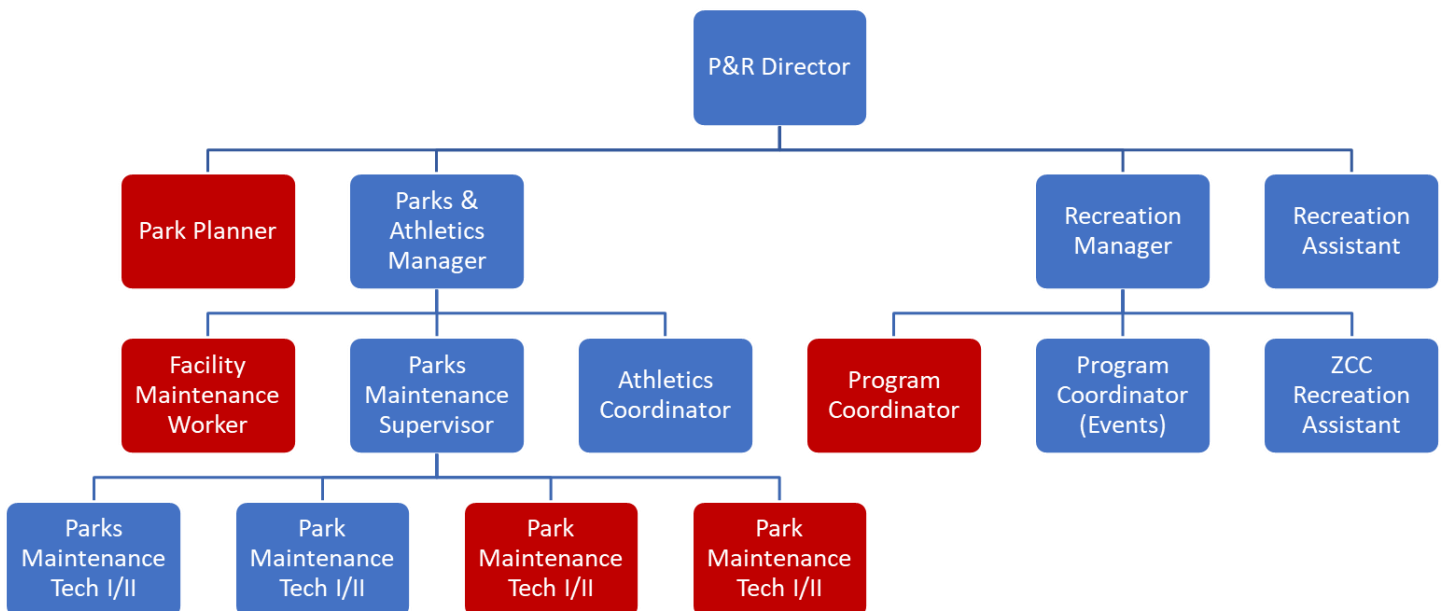
To respond to the above mentioned items, the department will need resources for the following:

- Full time Park Planner to engage in development tasks
- 2 full time Maintenance Workers and reduce contract support
- Increase supply and materials for growing general, reactive, and preventive maintenance
- Full Time Facility Maintenance Worker and reduce contract support

Non-Profit, Community & Coalition Support

The department has supported many efforts in the community to support resource networking and community engagement through collaboration with non-profits, coalitions, and interest groups. This role of our department has been a great way to create new partnerships and engage new community members. We are not going to be successful meeting the growing needs of our community alone, these relationships and connections are significant to serving our community. A more comprehensive approach to this work is needed for it to be most impactful. The department is seeking part-time support to focus on this effort.

Proposed 2025 Organizational Chart



Topic: Recreation Cost Recovery Policy

Prepared by: Sheila Long, Parks & Recreation Director

Recommended by Parks & Recreation Advisory Board: XX/XX/2024

Section 1. Purpose

The purpose of this policy is to provide general guidelines for establishing fees and charges for parks and recreation department operations and ensure efficiency and accountability for services, programs, events, and rentals (Program).

Section 2. Definitions

Cost Recovery

The method to recovering an expenditure which a business takes on.

Cost Recovery Pyramid

The creation of a cost recovery philosophy and policy is a key component to maintaining financial control, equitably price offerings, and identifying core programs, facilities and services for an agency.

Direct Costs

Those costs which are easily and clearly identifiable to the cost objective (program, service or facility).

Indirect Costs

Costs that benefit more than one cost objective and must be allocated proportionally.

Section 3. Frequency of Policy

A review of this policy should be conducted and appropriately updated every three years. Fees and charges (Section 12) should be reviewed annually to determine if adjustments are required.

Section 4. Public Access to Fee Information

The Recreation Cost Recovery Policy and the Fee Schedule will be available for public access through the Town Clerk's Office and the town website.

Section 5. Types of Fees

Admission Fees

Charges made to enter a facility, tournament, performance, or 1 time program occurrences. Examples include: Yoga, Zumba, etc.... In these cases a single flat rate is charged for each age group as necessary. This will allow the cash management process to be effective, efficient, and customer friendly. Fees should round to the nearest whole dollar including tax.

Rental/Permit Fees

Fees for the privilege of exclusive use of facilities, amenities, or equipment. Fees should round to the nearest whole dollar including tax. Non-resident rates apply.

User Fees

Fees charged for non-exclusive use of facilities, amenities, or programs. Fees should round to the nearest whole dollar. Non-resident rates apply.

Sales Revenue

Revenues obtained from the operation of stores, concessions, etc... Fees should round to the nearest whole dollar including tax; however, due to the nature of concessions sold exceptions can be made.

Section 6. Determining Cost Recovery Levels

In order to set cost recovery levels, the following considerations should be made:

- Nature of services
- Proportionate and reasonable costs related to the programs
- Sensitivity to the market for programs
- Federal, state, or county agency use
- User offers reciprocal fee waiver for the City
- Applicable to town and departmental goals
- Community versus individual benefits

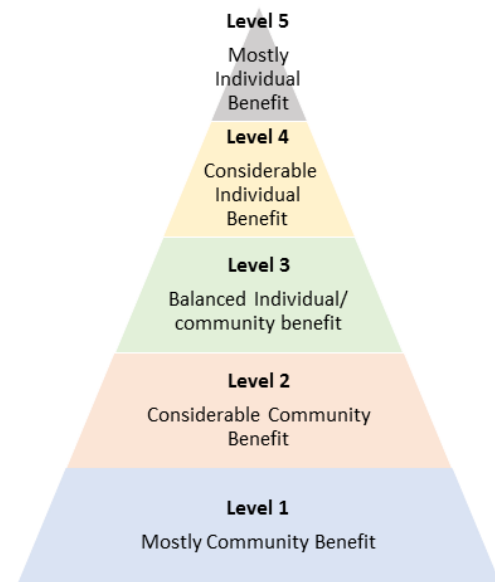
Section 7. Cost Recovery

The department sets revenue and expense goals annually during the budget process. In order to be efficient and sustainable, it is necessary to recover a percentage of cost for some programs offered by the department. Programs are evaluated based on the criteria outlined below.

Cost Recovery Pyramid

Programs will fall into 1 of 5 levels based on their benefit to the community versus the individual. The recovery rate assigned to each level is an expectation under optimal conditions. The department recognizes that additional internal and external factors may adjust a program's cost recovery.

Programs not currently operating in the optimal level should work to move to a cost recovery percentage within the assigned level over time. Staff must be conscious of long standing programs that are of great benefit to the community and town residents as to not take drastic measures to fulfill expectations.



| Pyramid Level | Level of Community Benefit | Types of Programs | Level of Direct Cost Recovery |
|---------------|---------------------------------|---|-------------------------------|
| Level 1 | Mostly community benefit | <ul style="list-style-type: none"> • Support Services • Inclusionary Services • Community Wide Events • Open Park Usage | 0-10% |
| Level 2 | Considerable community benefits | <ul style="list-style-type: none"> • Beginner classes, workshops, and clinics | 11-40% |

| | | | |
|----------------|---------------------------------------|---|---------|
| | | <ul style="list-style-type: none"> • Recreation athletic league • Volunteer programs | |
| Level 3 | Balanced Individual/community benefit | <ul style="list-style-type: none"> • Intermediate classes, workshops and clinics • Camps, Before and After School Care • Rentals (Non-Profit)* | 40-69% |
| Level 4 | Considerable Individual Benefit | <ul style="list-style-type: none"> • Competitive- Classes, workshops, and clinics • Restricted Leagues and Tournaments • Senior Programs & Day Trips | 70-99 % |
| Level 5 | Mostly Individual Benefit | <ul style="list-style-type: none"> • Chartered Trips • Equipment Rentals • Permitted Services • Rentals (private)* • Tenant Leases • Merchandise • Concessions/Vending • Private lessons/programs | 100+% |

*Refer to Section 11.

Section 8. Nonresident Rates

To increase the benefit to residents, the nonresident rate shall not exceed \$20 higher than the resident rate for programs. Programs such as Weight Room and Get Fit Pass have lower non-resident rates as identified in the fee schedule. Nonresident rates for rentals are to be charged as identified in the fee schedule. By increasing nonresident participation, overall cost can decrease therefor allowing residents to pay lower rates and increase opportunities for programs to meet cost recovery expectations.

Section 9. Setting Fees & Charges

Fees and Charges are set annually through the budget process and are approved by the Board of Commissioners. The nature of recreation programming evolves and adapts continuously based on community desires and trends. It would hinder progress of offering a variety and new programs to pre-identify costs for all programs during the budget. For that reason, staff will set non-athletic league and summer camp program fees in accordance with this policy and considerations noted below:

- Cost Recovery Level classification
- Determining the direct cost of the Program
 - Facility
 - Supply, Equipment, Materials, etc...
 - Instruction, Official, Staff, etc...
 - Advertising
 - Special Services: insurance, transportation, admission, etc..
 - Printing, mailing, etc...

- Current market rate of a similar Program in close proximity. Conduct a comparison of 1-3 similar programs and adjust accordingly.
- Determine nonresident rate.
- Consider partnerships.
- Community sentiment & expectations
- Political & social will
- Equity in pay opportunity and ability to pay
- Family participation*

*Program fees may be set in a manner that gives a family rate versus individual rate to make the opportunity more affordable for families. Families with multiple youth participants in need of financial assistance should refer to section 11.

Section 10. New Program Start Up

Staff must follow trends and are encouraged to develop new programs that will benefit the community. New programs create opportunities to maintain higher levels of community satisfaction. Cost Recovery may be phased in due to developmental and start-up costs. These programs should be able to feasibly meet the appropriate level in a timely manner. Those not able to do so should be reevaluated before continuation.

Section 11. Fee Waivers & Scholarships

A fee waiver may be deemed acceptable and in the best interest of the town in certain circumstances.

The following criteria sets a standard for consideration of fee waivers:

- Programs related to charitable, not-for-profit activities or services
- Programs directly related to the City's Operation
- Programs that support environmental activities
- Programs that are initiated or requested by the Board of Commissioners, Management, or Parks and Recreation Department Head to meet the town's strategic plan and other town identified goals.

Fee waivers must meet 1 or more of the above criteria for consideration of a fee waiver.

Scholarships/ Financial Aid

Financial challenges should not prevent a participant from benefitting from department Programs.

Scholarship opportunity information should be made readily available to customers/participants.

Scholarships are managed by the Parks and Recreation Department. **Requests for scholarship should be made prior to the deadline for any program by completing the program financial aid request form.**

Extenuating circumstances may apply where a participant may not be eligible for the financial aid program. Staff may establish a payment plan with the participant. Failure to meet the agreed upon payment plan may result in a hold being placed on the participant's account until the balance due is paid. Participants should communicate challenges meeting the payment plan in advance and work the Town make necessary updates to the payment plan. Staff is not able to waive participation fees set by Board of Commissioners through the Fee Schedule.

Rentals (Non-Profit)

Reduced rental rates for 501c or school organizations are available.

- ~~501c/school organizations in partnership with the Town of Zebulon: Town resident rate less 50%~~
- ~~501c/school organization free event: Resident rate less 40%~~
- 501c/school organization ticketed event: Resident rate less 40%

Requests for reduced rental rates must be submitted in writing no later than 60 days before the event date. Please include:

1. Rental Application
2. Free or ticketed event?
3. 501c documentation
4. Detailed explanation of how the event will benefit Town of Zebulon Residents directly

Rentals (Private)

Reduced rates may be considered for extended term rentals. Such consideration is given to those organizations that are implementing recreational activities in line with the town and recreation department goals. Such consideration must be requested in writing and should reflect a minimum participation fee that is consistent with regional industry standards.

Section 12. Fees & Charges

Fees and charges should be reviewed annually to determine if adjustments are required. These charges are to be submitted via the annual budget cycle and approved by the Board of Commissioners.

Section 13. Employee Participation & Use

Town employees and their immediate family members in their household are eligible for the resident rate when registering for recreation programs and rentals of facilities. This eligibility is consistent with town values emphasizing family and encouraging participation in recreation and leisure activities.

Topic: Refund Policy

Prepared by: Sheila Long, Parks & Recreation Director

Recommended by Parks & Recreation Advisory Board: XX/XX/2024

Section 1. Purpose

Zebulon Parks and Recreation Department offers a variety of programs, facility rentals, and services that may require fees to be paid by the user. There are circumstances in which a refund may be requested or authorized. This policy outlines how refunds may be applied.

Section 2. Cancellations by the Department

A full refund of registration and participation fees and charges will be made for all programs, activities, and events cancelled or adjusted by the Zebulon Parks and Recreation Department. No refunds will be made for any activity that costs less than \$10.

Section 3. Athletic, Camps, and Instructional Programs

For athletic leagues, camps, and other instructional programs, the following applies:

1. If a participant requests a refund, in writing, 10 calendar days or more in advance of the first day of athletic league practice or tryout, or 10 calendar days or more in advance of the first meeting of an instructional program, a full refund, minus a \$5 processing fee, will be issued.
2. Refund requests will not be granted for withdrawals made less than the 10 calendar days prior to the first meeting of the program or first practice/tryout for an athletic league. Exceptions may be considered for verified medical/hardship cases. Medical/hardship cases are considered on a case-by-case basis and may require additional documentation.
3. Refunds of adult athletic programs that require “team” registration will be issued based on league policy and are not subject to numbers 1 and 2 of this section.
4. Refunds for participants dismissed from a program due to misconduct, the Town of Zebulon will issue a pro-rated refund, if any, for the remainder of such program. Refunds will only be issued for individual based programs. Refunds will not be issued for team-based programs.

Exceptions:

A full refund of all fees paid, less a \$5 processing fee will be made if:

1. Prior to the athletic league first practice or tryout, or program meeting, a written excuse, from a licensed medical doctor, is provided indicating that the participant should not participate due to medical concerns or physical limitations.
2. Prior to the athletic league first practice or tryout, or program meeting, a written verification is provided that the participant has been included in either a Middle School, High School, or College program that prohibits participation in recreational programs.

3. Prior to the athletic league first practice or tryout, or program meeting, a participant cancellation notice is provided to the Town for a program with an existing waitlist and another participant is able to register and pay required registration fees.

Section 4. Trips/Travel Groups

For trips and group travel programs, the following applies:

1. A full refund is granted for trips cancelled or adjusted by the Zebulon Parks and Recreation Department.
2. If a full refund is requested, in writing, prior to the registration deadline, a full refund minus a \$5 processing fee, will be made.
3. If a refund is requested, in writing, after the registration deadline, and 48 hours prior to trip departure, a 75% refund will be issued if the participant can be replaced from the waiting list.
4. If 48 hours prior to the trip departure, a written excuse from a licensed medical doctor is provided, indicating that the participant should not participate due to medical concerns or physical limitations, a partial refund will be issued after deducting expenses incurred by the Town of Zebulon such as prepaid admission fees, tickets, deposits, and a \$5 processing fee.
5. Refunds will not be granted for requests made less than 48 hours prior to the trip departure, nor after the trip begins or is completed.
6. For third-party contracted overnight trips, refund policies may vary based on the terms of the contracted agency.

Section 5. Rental

For rentals, the following applies:

1. The Town of Zebulon reserves the right to make cancellations to any reservation at any time due to staffing availability, weather and other unforeseen circumstances. Cancellation notices will be issued as far in advance as possible. All rental fees and deposits will be returned in full if the cancellation is initiated by the Town of Zebulon.
2. The Town of Zebulon will not be liable for any other costs incurred by Licensee due to cancellations made by the Town of Zebulon. When a rental is canceled by Zebulon Parks and Recreation, fees are 100% refundable.
3. Cancellations initiated by Licensee more than 30 days prior to the reservation date, in writing, shall be granted a refund of paid rental fees.
4. Cancellations initiated by Licensee within 30 days of the scheduled event, in writing, shall be granted a refund of 50% of the total rental fee.
5. All rental refunds will be charged a \$5 processing fee. Ongoing rentals and tournaments will be charged a \$25 processing fee.
6. Cancellations initiated by Licensee less than 48 hours prior to a reservation, in writing, shall be granted a refund of only any security deposit paid.
7. **Athletic Fields and Picnic Shelter Rentals:** Outdoor facility usage canceled by Zebulon Parks and Recreation due to inclement weather may be rescheduled, pending space availability. If the participant does not wish to reschedule the rental, the participant can submit a written refund request within 3 business days after the initial rental date.

Section 5. Requesting a Refund

All refund requests must be made in writing to the Recreation Assistant and approved by the Parks and Recreation Director.

Section 6. Applying Refunds

Original payments made by credit or debit cards will receive a refund applied to the same card. There may be circumstances where card payments will be refunded by check.

Original payments made by cash or a check will receive a check issued from the Town and mailed to applicants mailing address on file. The original check must have cleared before a refund will be issued.

The customer may also request a household credit placed on their registration software account.

Refunds will be processed within 2 weeks of the request and will be made to the person who made the original payment.

Credit card processing fees are charged by the registration and payment software and are not refundable.

Section 7. Exceptions

There may be extenuating circumstances in which the Parks and Recreation Director may authorize a refund outside of the terms outlined in this policy. Such situations should be rare and should be consistent with the Town's values and other adopted policies.