



PARKS AND RECREATION COMMISSION AGENDA REPORT

November 18, 2021
Item 4

TITLE: RECOMMEND CITY COUNCIL APPROVE FEE INCREASES FOR THE PLEASANTON TENNIS AND COMMUNITY PARK OPERATOR, LIFETIME ACTIVITIES, INC., EFFECTIVE JANUARY 1, 2022

SUMMARY

Lifetime Activities (Lifetime) is the City's contracted tennis provider offering recreational programs on behalf of the City. As part of its Agreement, the Library and Recreation Department reviews, recommends, and brings forward proposed fee summaries to the Parks and Recreation Commission for review and consideration. The fees help mitigate costs so Lifetime may continue to build their team and programs to best serve the community.

RECOMMENDATION

Recommend City Council approve fee increases for the Pleasanton Tennis and Community Park Operator, Lifetime Activities, Inc., effective January 1, 2022.

FINANCIAL STATEMENT

If approved, the fees would help defray Lifetime's annual payments to the City. In its current agreement, compensation from Lifetime to the City of Pleasanton is set as follows through the end of their agreement on December 31, 2023 (00150304-363564):

- January 1, 2022 to December 31, 2022 – \$125,000
- January 1, 2023 to December 31, 2023 – \$130,000

BACKGROUND

Since 2005, Lifetime Activities has proven to be responsive to community tennis needs with a knowledgeable and competent staff. The Services Agreement with Lifetime stipulates that the Library and Recreation Department will review, recommend, and bring forward the proposed fee summary (Attachment 1) to the Parks and Recreation Commission for its review and consideration.

In addition to tennis operations at the City's Tennis and Community Park, Lifetime has also taken on the maintenance and programming of bocce leagues and drop-in play at Centennial Park adjacent to the Pleasanton Senior Center.

Lifetime also modified tennis court #10 at the Tennis and Community Park that previously served as a ball machine court, and placed official painted pickleball lines on the court to also serve as an outdoor option for pickleball play and lessons. Open-Gym (indoor) pickleball and badminton programs, managed by Lifetime, commenced on October 1, 2021 for Friday evening badminton, and Saturday morning pickleball at the Pleasanton Middle School Gym.

Through a joint-partnership with the City and PUSD, Lifetime also provides staff during all approved drop-in/free-play use hours at Amador Valley High School tennis courts.

DISCUSSION

As part of the fee review process, Lifetime staff recently completed a survey of eighteen other Bay Area municipal tennis programs and court fees. The survey includes a list of comparable programs and their related fees along with instructor/student ratios (Attachments 2 and 3). Lifetime has developed pricing through an examination of other competing facilities, their own operational costs, and the CPI (consumer price index) 3.0-3.2% amortized over the last 2 years.

Lifetime has not had a price increase since Fall 2018 and fees have fallen behind other comparable sites while costs in all categories including wages, balls, supplies, insurance and operational expenses have grown significantly. This fee increase is less than 10% and will help mitigate costs so Lifetime may continue to build their team and programs to best serve the community.

Lifetime organizes a spring Middle School Tennis League, and provides unique ways for players to connect and find games through its partnerships with the United States Tennis Association (USTA) and Universal Tennis Rating (UTR) in the form of leagues, play experiences and digital club platforms.

Also noteworthy is Lifetime's commitment to be a part of the community. In addition to the bocce, pickleball, and badminton programs, Lifetime continues to offer programs for Recreation for Adults with Developmental Disabilities (RADD) along with additional camps and activities held in the middle school gymnasiums as well as on-site at the Tennis and Community Park.

Lifetime also commits to environmental awareness through its tennis ball recycling program that keep balls out of landfills. Balls at the end of their playing life are sent to a recycling partner for processing into products including playground surfaces and donated to animal shelters as dog toys.

Staff is recommending that the Parks and Recreation Commission review the proposed fees and provide a recommendation to the City Council.

Submitted by:

A handwritten signature in black ink that reads "Heidi M. Murphy". The signature is written in a cursive style with a large initial 'H' and 'M'.

Heidi Murphy
Library and Recreation Director

Attachments:

1. Proposed Fee Summary
2. Program Fee Comparison
3. Court Fee Comparison