



## PARKS AND RECREATION COMMISSION AGENDA REPORT

---

May 11, 2023  
Item 6

**TITLE: APPROVE COURT RENTAL FEE INCREASES FOR THE PLEASANTON TENNIS AND COMMUNITY PARK OPERATOR, LIFETIME ACTIVITIES, INC., EFFECTIVE JULY 1, 2023**

### **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**

Approve court rental fee increases for the Pleasanton Tennis and Community Park Operator, Lifetime Activities, Inc., effective July 1, 2023.

### **FINANCIAL STATEMENT**

Fees are collected directly by Lifetime Activities and, if approved, the increased 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 \$130,000 for 2023 (00150304-363564).

## **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 to the Parks and Recreation Commission for its review and consideration.

Lifetime operates the City's Tennis and Community Park, including onsite tennis and pickleball court reservations. Court reservations enable users to secure a specified time for play and plan their personal schedules accordingly while accompanied by professional staff on site. Several courts and locations throughout the City are also available for drop-in tennis play at no cost.

Lifetime also operates lessons and programs for tennis, pickleball, table tennis, and badminton, and oversees the maintenance and programming of bocce leagues and drop-in play at Centennial Park. Additionally, Lifetime provides Open-Gym (indoor) pickleball and badminton programs at the Pleasanton Middle School Gym. Also noteworthy is Lifetime's commitment to inclusive play through their programs for Recreation for Adults with Developmental Disabilities (RADD).

## **DISCUSSION**

As part of the fee review process, Lifetime staff recently completed a survey of seven other Bay Area municipal tennis and pickle ball court fees. Lifetime has developed pricing through an examination of other competing facilities, their own operational costs, and the CPI (consumer price index) amortized over the last 2 years. Recommended fees and comparison data are included as Attachment 1.

Lifetime examines fees annually in efforts to remain competitively priced while balancing costs for increasing operational expenses, including balls, supplies, wages, and insurance. The modest court reservation fee increases will help mitigate costs so Lifetime may continue to offer programs to best serve the community.

Submitted by:



Aaron Bueno  
Library and Recreation Manager

Attachments:

1. Proposed Court Fee Summary and Comparison