

CITY OF WAUWATOSA  
MEMO



To: **Financial Affairs Committee**

From: **Alex Krutsch, Parks and Forestry Superintendent**

Date: **May 2, 2023**

Subject: **Memo from the Parks and Forestry Superintendent requesting an amendment to the consolidated fee schedule for a reduced weekday morning locker room rental rate**

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**A. Issue**

Creating a reduced rental rate for the locker rooms at the Stadium at Hart Park on weekday mornings will coincide with the discounted track and field rate that was created during the 2023 budget process. Parks management believes aligning rates for the track, field, and locker rooms will make the facility more attractive to potential users.

**B. Background/Options**

As part of the 2023 budget process a new weekday morning rental rate for use of the track and field at Hart Park Stadium was created. The new rate for weekday mornings was set at \$50/hour; a 50% reduction from the standard rate of \$100/hour. The purpose of the new rental rate was to encourage rental of the field during an underutilized time period, with the hope of relieving demand that exceeds capacity for evening and weekend hours at the field.

So far in 2023, DPW office staff have taken a number of reservations during the weekday morning timeslot. We have also received feedback that user groups would like to utilize the locker rooms if a similar discount could be applied. Parks management believes this to be good policy as it would create a better user experience for renters while allowing the park to capitalize on revenue that would otherwise go unrealized.

Cost recovery at Hart Park, particularly the stadium, is an important aspect of the park system. It allows the Parks to provide quality facilities to our user groups while relieving the Wauwatosa taxpayers of some of the expense. A portion of stadium revenue is kept in a park reserve fund and utilized to replace the track and field surfaces at the end of their useful life.

**C. Strategic Plan (Area of Focus)**

Priority 5: Quality of Life

**D. Fiscal Impact**

Creating a reduced rate for weekday morning rental of the locker rooms will make the locker rooms a more attractive addition to rentals of the track and field during the same time period. Based on current weekday morning rentals of the track and field the reduced locker room rate has the potential to generate an additional \$5,300 in revenue.

**E. Recommendation**

Approval of an amendment to the consolidated fee schedule creating a Hart Park locker room rental rate of \$50/hour for rentals occurring Monday through Friday between the hours of 7:00am and 12:00pm.