



HYBRID MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On September 8, 2021 3:45 PM

There will be a short Sub Committee meeting at 3:15 PM of the Ticket Donation Committee preceding the full advisory board meeting.

The physical location for the meeting will be the Downtown Recreation Center, 651 10th Ave. Room 102.

- You may attend the meeting in person at the physical location.
- You can provide input/public comment for this meeting by emailing your comments to Jason Evenson (jason.evenson@greeleygov.com), or by leaving a voice message for Jason at (970) 350-9482, to provide your comments. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.
- To view the meeting and/or participate in real-time, join via Zoom using any of the following connections:
Please click the link below to join the meeting:

<https://greeleygov.zoom.us/j/87409558589>

OR

Dial from any phone (301) 715 8592
Meeting ID: 874 0955 8589
Passcode: 227580

Agenda

Union Colony Civic Center Advisory Board
September 8, 2021 @ 3:45 PM

1. Determination of quorum and call to order. (The meeting will be recorded and minutes generated from that record)
2. Quick Zoom recording notice (Jason)
3. Approval of July Minutes (2 Minutes)
4. New Business
 - a. Staffing updates
 - b. Recommend ticket donations from Sub Committee.
 - c. Fall 2019 Ticket Sales report
 - d. Cost Recovery Policy Presentation and discussion
5. Old/Ongoing Business
 - a. Spring 2022 Programming updates
6. Other
 - a. UCCC Backstage Stars Report – (Perry)
 - b. Next meeting will be October 13, 2021

Parking Lot (Items to be discussed at future meetings):

- Portable bars for Kenny's
- Parking directional signs from Active Adult Center Lot (guild supported)
- Discuss the remodeling of the outside/front of the UCCC
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff
 - Superscript or program notes in 2nd language?
 - Commuter bus WiFi advertising when available?

Minutes

Union Colony Civic Center Advisory Board

July 14, 2021 3:48 pm Via Zoom

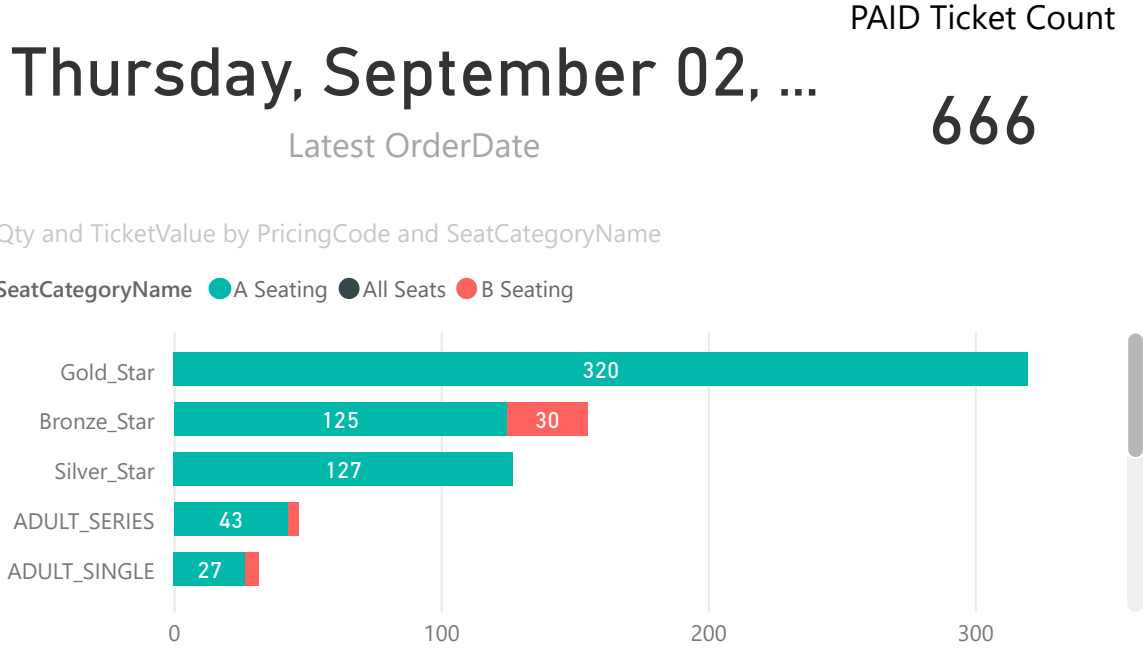
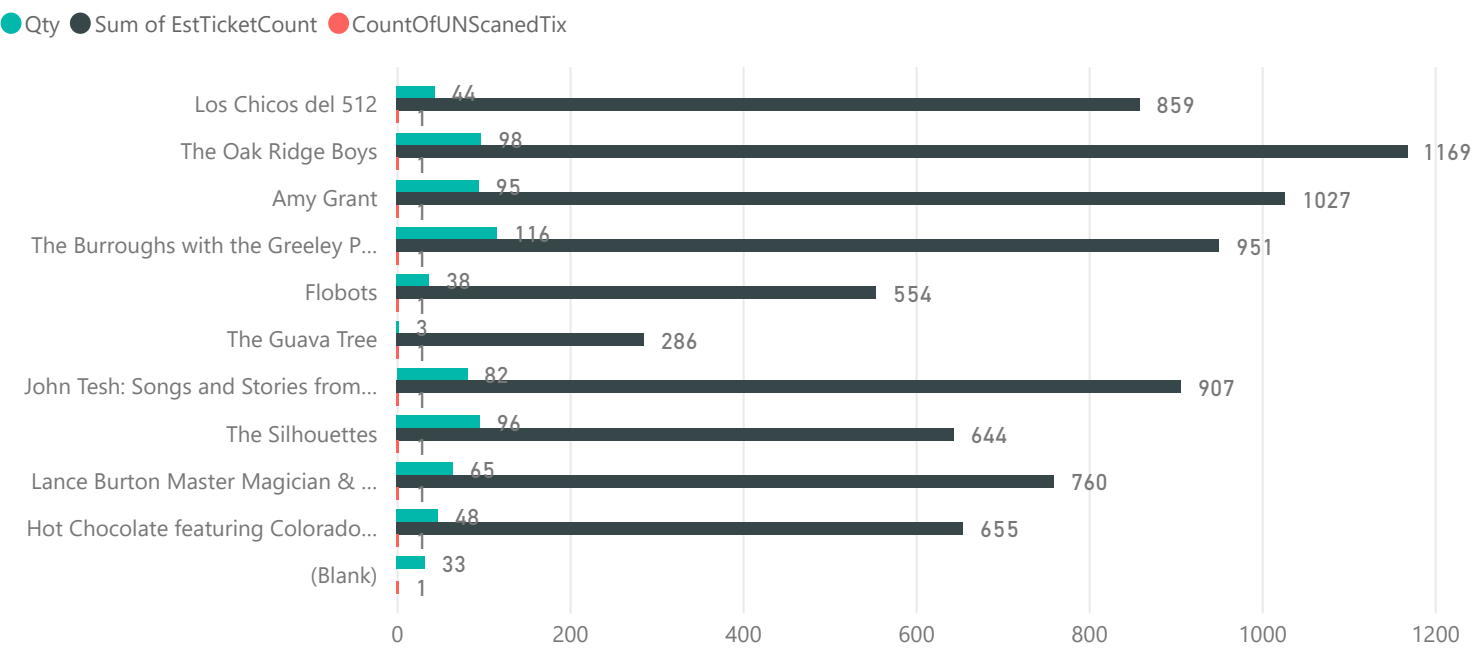
1. The meeting was called to order.
 - a. Board present: Mark Pugatch, Alison Hamling, and Perry Bell, , Doran Azari, Ken Andrews (Zoom), Craig Montgomery (Zoom), Michelle Sauder (Zoom)
 - b. Board absent: Deanna Terry, Cher Heimbegner
 - c. Staff present: Jason Evenson, Jill Droegemueller (zoom), Mari Hein Beegle
 - d. Guests present: None
2. Jason received no requests to be read into the minutes, no public present, and reminded everyone that the minutes would be taken from the recording of the meeting.
3. Alison moved to approve the agenda, seconded by Perry
4. Doran moved to approve the minutes as submitted, seconded by Alison, no further discussion, the motion passed unanimously.
5. New Business
 - a. Jason explained that due to the guidance from City Clerks that the ticket donation committee does as a sub committee with more than two appointed members it should be publicly noticed and have an agenda. In order to streamline the meeting was reviewed as part of the board meeting. The committee recommends donating two pairs of tickets to the Cattle Barron's Ball, one pair to John Tesh, and one pair to Amy Grant for their silent auction. The second request from The Greeley Family House for their Summer Fest fundraiser, the committee recommends one pair of tickets to Lance Burton and Friends, and one pair to the Oak Ridge Boys. Perry moved to accept the recommendations of the sub committee, Seconded by Alison. Motion carried unanimously.
6. Old/Ongoing Business
 - a. COVID 19 Updates
 - i. July 1 UCCC dropped all indoor restrictions per City of Greeley alignment with State of Colorado.
 1. No further discounted rent. Back to full capacity in both theatres.
 2. Website has been scrubbed of COVID language other than the recommendation to wear masks, and the updated entry gate video that was edited to remove the designated entry points.
 - b. Fall 2021 Programming updates
 - i. Mari showed the brochure mock up provided by Lasso Digital.
 - ii. Mark clarified that this will be the last year with the package buying and go with individual ticket sales in Spring 2022 and beyond. Refer to previous meeting minutes for details about the impacts and discussions.
 - c. Spring 2022 Programming
 - i. Working on an opportunity to "Mount" or "Tech" the new tour of "Madagascar the Musical". Alison asked staff to ensure that the missed opportunity in the 10 days for other performances and to run the cost and profit comparisons with standard fees, and if the numbers make sense to go for it. The audiences between "Officer and a Gentleman" and "Madagascar" are beneficial.
 1. Mari covered the other performances reviewed in the June meeting with detail on the children's performance.
 - ii. Good suggestions, working on finding those "big names" before we move on the smaller lower cost acts.

- a. In-Stall Art – subcommittee Report (5 Minutes Alison or Craig) – The installation is complete, tour following the meeting.

7. Other

- a. UCCC Backstage Stars Report – (Perry) – Met Monday and approved the Legacy Tree Volunteer recognition piece. Discussing the pending concessions sales, partnering with GPO to run liquor concessions for the upcoming semester. They're planning to offer Named Drinks for each performance, to limit the selection. The UCCC Backstage Stars are sponsoring AgFeast to have a booth to sign up new members at that event. The board is working on how to address members that lost value of their members, 90 days to compensate. Adding early buying to benefits next year. Consider buying memberships as a less expensive way to get tickets, plus have drinks, posters, and meet and greet.
 - a. Alison pointed out that the current brochure doesn't list "HOW TO BUY" ensure to add that to future brochures.
 - b. Doran asked for clarity on why UCSTARS.COM is the sales method for memberships of the separate 501 entity. Then there was brand confusion between GPO Guild and UCCC Backstage Stars.
 - c. Alison asked about why there's no mention of UCCC Backstage Stars in the brochure. Jason covered that it used to be there, the return on the printing costs didn't justify continuing that effort.
- b. Next meeting will be August 11, 2021 at 3:45 PM. The ticket donation meeting will precede at 3:15 PM to cover any requests between now and then.

SHOW DATE	Performance Name	Sum of EstTicketCount	Qty	Sum of EstRevenue	TicketValue	Sum of Est Expenses
9/24/2021	Los Chicos del 512	859	44	22274	\$1,218	26,485.33
10/2/2021	The Oak Ridge Boys	1169	98	36560	\$3,196	60,960.79
10/8/2021	Amy Grant	1027	95	46340	\$4,186	76,400.01
10/23/2021	The Burroughs with the Greeley Philharmonic Orc...	951	116	27381	\$3,553	35,211.60
10/30/2021	Flobots	554	38	12950	\$922	16,757.93
11/4/2021	The Guava Tree	286	3	1010	\$15	2,917.82
11/5/2021	John Tesh: Songs and Stories from the Grand Piano	907	82	37235	\$3,405	37,596.60
11/6/2021	The Silhouettes	644	96	16394	\$2,599	23,638.71
11/10/2021	Lance Burton Master Magician & Friends	760	65	24920	\$2,385	38,261.08
12/18/2021	Hot Chocolate featuring Colorado Dance Collective	655	48	7755	\$598	7,882.22
Total		7812	685	232819	\$22,077	326,112.08



Thursday, September 02, ...

Latest OrderDate

PerformanceName	TicketValue	AvgTicketValue
Amy Grant	\$4,186	\$44.0632
The Burroughs with the Greeley Philharmonic Orchestra	\$3,553	\$30.6293
John Tesh: Songs and Stories from the Grand Piano	\$3,405	\$41.5244
The Oak Ridge Boys	\$3,196	\$32.6122
The Silhouettes	\$2,599	\$27.0729
Lance Burton Master Magician & Friends	\$2,385	\$36.6923
Los Chicos del 512	\$1,218	\$27.6818
Flobots	\$922	\$24.2632
Hot Chocolate featuring Colorado Dance Collective	\$598	\$12.4583
The Guava Tree	\$15	\$5
	\$0	\$0
Total	\$22,077	\$30.7479

PerformanceCode	NoShowRate	Qty
092420210730MCH	2%	44
100220210730MCH	1%	98
100820210730MCH	1%	95
102320210730MCH	1%	116
103020210730MCH	3%	38
110420210630MCH	33%	3
110520210730MCH	1%	82
110620210730MCH	1%	96
111020210700MCHb	2%	65
121820210730MCH	2%	48
Goldfall2021	3%	33
Total	0%	718

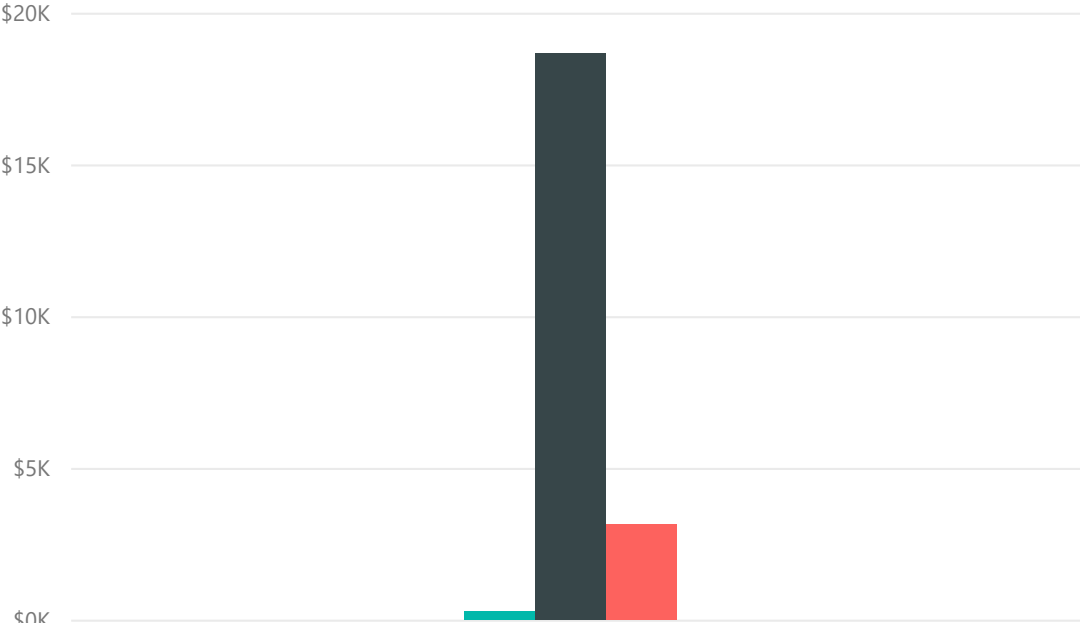
Performance Name	RECEIPTS EXPENSES
	\$262,214.23
Amy Grant	\$262,214.23
Flobots	\$262,214.23
Hot Chocolate featuring Colorado Dance Collective	\$262,214.23
John Tesh: Songs and Stories from the Grand Piano	\$262,214.23
Lance Burton Master Magician & Friends	\$262,214.23
Los Chicos del 512	\$262,214.23
The Burroughs with the Greeley Philharmonic Orchestra	\$262,214.23
The Guava Tree	\$262,214.23
The Oak Ridge Boys	\$262,214.23
The Silhouettes	\$262,214.23
Total	\$262,214.23

PAID Ticket Count

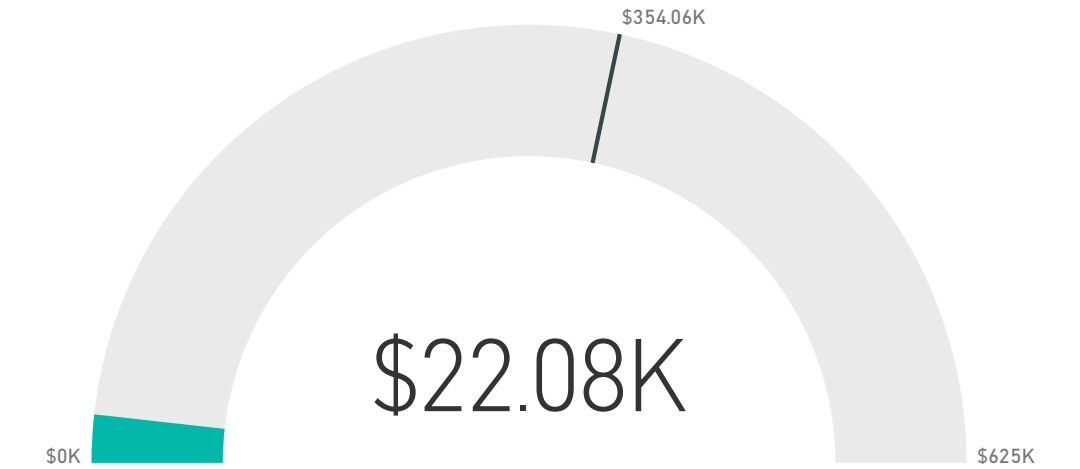
666

TicketValue by SalesChannel

SalesChannel Mobile Offline Patron Online



TicketValue and EstRevenue



OrderDate

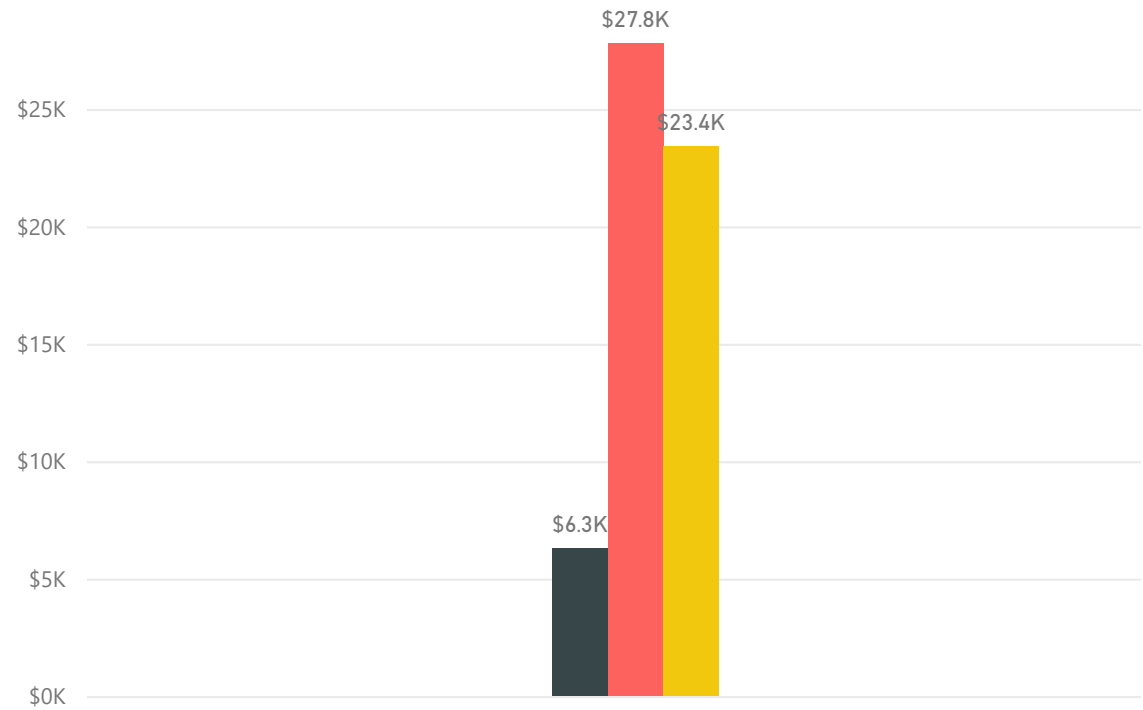
8/18/2021

9/2/2021



Fall Value

Price1718 Price18Fall PriceFall19 PriceFall21

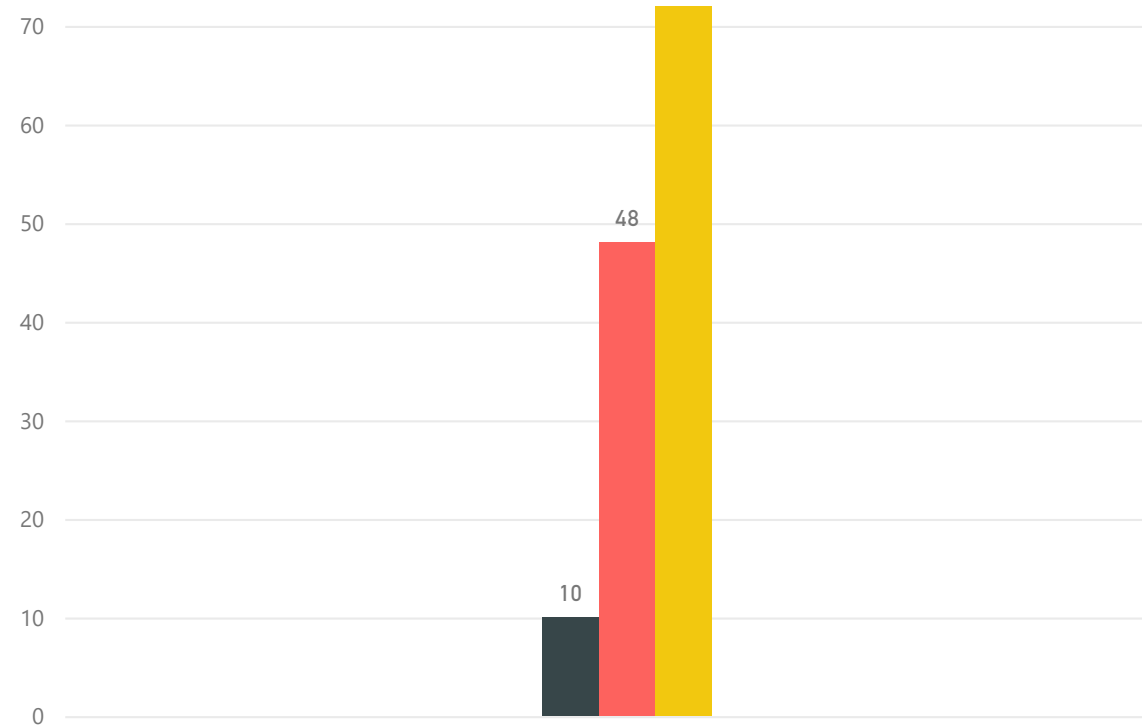


Fall Packages by Household

Days on Sale

-35

17

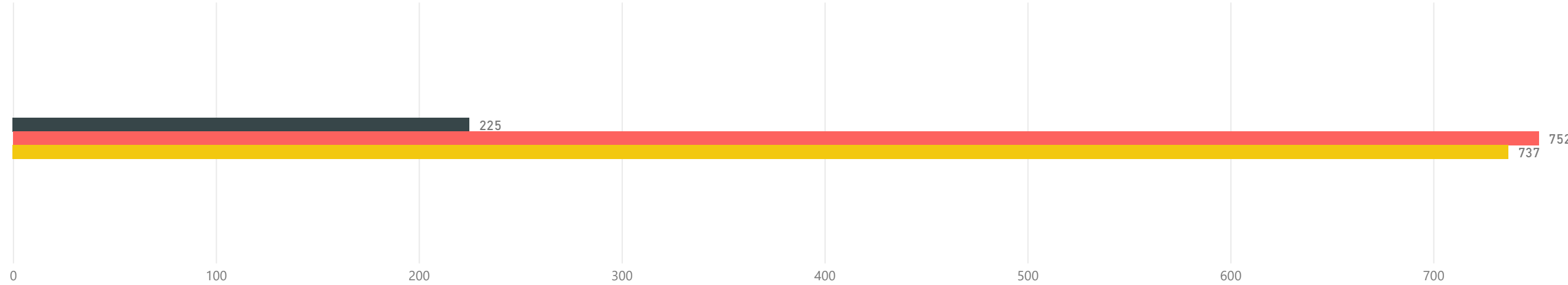


Thursday,
September
02, 2021

Latest OrderDate

Fall Quantities

2017 -2018 Qty Fall 18 Qty QtyFall19 QtyFall21



Culture, Parks & Recreation Department Cost Recovery Administrative Plan



PURPOSE

With multiple benefits accruing to both personal and public interests, it is appropriate for public park and recreation services to be supported by a blend of participant fees and taxpayer funding. The annual Department budget determines the amount of taxpayer support that is available for park and recreation services and charging fees for participation is a way to ensure the ongoing availability of park and recreation services and supplementing limited taxpayer dollars.

In alignment with the City of Greeley Culture, Parks and Recreation Department's mission: ***To enhance our community through exceptional service and stewardship*** and vision: ***To be a premier provider of exceptional spaces and experiences for the entire community***, the Department is shifting towards a fiscal management philosophy focused on "beneficiary of service". In this conceptualization, each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this grounds cost recovery expectations and the spending of taxpayer dollars in a philosophical underpinning that affirms a commitment to equitable investment, financial discipline, and long-term fiscal health.

POLICY STATEMENT

The City of Greeley Culture, Parks and Recreation Department's cost recovery strategy intends to create organizational resilience by way of logical, intentional, and thoughtful guidelines for investment and spending decisions. The strategy encourages revenue generation strategies and practices that are fair, equitable, and responsible. This direction is required in order to sustain the Department and its expectation as a provider of park, culture, and recreation services, and the justifiable recovery of costs as detailed in this policy is necessary to ensure the Department's financial stability in the near and long term.

COST RECOVERY

Cost recovery refers to revenues generated from fees and charges, sponsorships, donations, grants, and other alternative revenue streams in relation to the amount of money necessary to operate a service. For example, a cost recovery level of 75% simply means that for each dollar spent on a service, .75 was generated from a revenue source with the remaining .25 was covered by subsidy dollars (i.e., taxes).

CITY OF GREELEY CULTURE, PARKS AND RECREATION DEPARTMENT SERVICE CATEGORIES

The development of categories which include *like* services are important when it comes to justifiable and equitable allocation of subsidy, cost recovery levels, and assignment of budget and general ledger lines to account for a category's fiscal performance (e.g., a service category such as *Beginner/Introductory Activities* would include activities such as learn to swim classes, skating lessons, or beginner guitar regardless of age).

The benefits of this type of approach are two-fold. First, it is inefficient for the Department to determine cost recovery expectations by each individual service including facility, activity, or event. Secondly, categorizing by "type of service" or "likeness of service" discourages attempts to determine fees and charges (and therefore cost recovery decisions) based upon special interests, age-based services, or individual values.

The City of Greeley Culture, Parks and Recreation Department provides many services annually to the community. The following Service Categories represent the Department's service menu and include Service Category definitions as well as example services.

Beginner/Introductory Activities: This service category includes classes, clinics, workshops and other led and/or supervised activities and the primary intent is to acquire or learn a skill. *Examples: Youth Basketball, Youth T-Ball, Youth Volleyball, Youth Soccer, Hockey, Figure Skating, CARA Track, Swim Lessons, Climbing, Dancing, Beginner/Introductory Fitness Classes*

Community Events: This service category includes events planned to appeal to a majority of, or the entire community regardless of age, ability/skill, etc. These events are large-scale, highly intensive, and typically occur on an annual basis. *Examples: Arts Picnic, Farmer's Market, Neighborhood Nights, Summer Concert Series, Holiday Concerts*

Enterprise Operations: This service category includes services whose operations align most with those offered by the private sector. *Examples: Golf Course Operations, Cemetery Operations*

Intermediate/Advanced Activities: This service category includes classes, clinics, workshops and other led and/or supervised activities and the primary intent is to enhance or master a skill. *Examples: Adult Softball, Adult Basketball, Adult Volleyball, Adult Inline Hockey, Hockey, Figure Skating, Senior Softball, Senior Pickleball, Senior Volleyball, Intermediate/Advanced Fitness Classes*

Enrichment: This service category includes life skills development, social impact (i.e., health and welfare), or educationally focused activities and programs. *Examples: Active Adult Workshops & Seminars, Sister City Program, Job Fairs, Museum Outreach Programs, Senior Lunches, GED Classes, Adaptive/Inclusive Programs, UCCC Student Performances, Youth Summer Camp, Youth After School Program*

Merchandise & Service Sales: This service category includes food and beverage, as well as other goods and services for purchase at various Department facilities. *Examples: Pro/Gift Shop, Skate Sharpening, Concessions, Museum Research*

Monitored Access: This service category includes drop-in activities that are not instructed, do not require registration, yet include staff/volunteer supervision or oversight. *Examples: Lap Swim, Open Swim, Informal Fitness, Pick-Up Basketball, Pick-Up Volleyball, Climbing, Miniature Golf, Informal Ice Skating, Billiards, Shuffleboard, Bingo, Museum Admission*

Non-Monitored Access: This service category includes open access to parks and facilities and does not include staff/volunteer supervision or oversight. *Examples: Parks, Playgrounds, Skate Parks, Splash Parks, Trails, Outdoor Courts, Community Gardens, Natural Areas, Lakes, Trails, Public Art*

Private/Semi-Private Activities: This service category includes activities for individuals or small groups that are led by an employee with advanced or specialized training, education, and/or skills. *Examples: Personal Training, Private Swim Lessons, Private Skating Lessons, Guided Museum Tours*

Rentals: This service category includes park, shelter, and recreation facility rentals providing exclusive use of spaces and places. *Examples: Park Areas, Park Shelters, Sports Fields, Recreation Facilities (Indoor & Outdoor), Culture Spaces, Museum Spaces, Event Center, Fairgrounds, Equipment, Lockers*

Special Events: This service category includes events that are intended to serve a niche' market or special interest and may occur on an annual basis or with some level of regularity. *Examples: Father/Daughter Dance, High Plains History Festival, Museum Exhibit Openings, Howl-O-Ween, Pets 'n' Popsicles, Union Colony Civic Center Shows, Festival of Trees*

COST RECOVERY STRATEGY – CONTINUUM MODEL

The Department's Cost Recovery Strategy below illustrates the degrees to which financial

resources will be spent and expenses will be recovered. It is grounded in the differentiation of park and recreation services on the basis of who benefits and who should pay. Economists have differentiated goods and services in the economy in this manner for decades and have designated three types of goods and services: community benefit, dual benefit, and individual benefit.

The City of Greeley Culture, Parks and Recreation Department's Cost Recovery Strategy Continuum is grounded in a philosophy that acknowledges varying levels of service. This strategy shifts from philosophical underpinnings suggesting that all services should be provided at no or low cost for everyone to an equitable and just philosophy where subsidy allocation decisions are based upon "beneficiary of service". In this conceptualization, each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this aligns subsidy allocation and cost recovery goals and expectations with beneficiary of service. Essentially, those who benefit from a service should pay for that service.

The two (2) year City of Greeley Culture, Parks and Recreation Department Cost Recovery Strategy Continuum (*policy appendix*) includes the Department's Service Categories and realistic cost recovery/subsidy goals and expectations that align with current financial conditions. The continuum is a graphic representation of the Department's tax use and revenue enhancement strategy.

[Note: As 2020 was an exceptional year due to Covid-19 and the economic, health and social challenges it presented, an annual review and analysis of cost of service data will be essential to ensuring that the Department's cost recovery strategy reflects organizational and community conditions and realities.]

UPDATING SUBSIDY INVESTMENT EXPECTATIONS

Service category cost recovery performance levels should be updated annually, and subsidy (tax dollar) investment goals should be reviewed, analyzed, and updated at least every two years or more frequently as necessary.

PRICING – DETERMINING FEES & CHARGES

Several pricing methods exist that will assist Department staff in establishing fees and charges. The principal method for establishing services fees will be cost recovery pricing which is defined as determining a fee based on established cost recovery goals.

Other pricing methods may be utilized by the Department, however, any strategy or method used will ultimately require that cost recovery goals or subsidy allocation expectations be met. Common alternative pricing methods include:

- *Market (demand-based) pricing* results in pricing based on demand for a service or what the target market is willing to pay for a service. The private and commercial sectors commonly utilize this strategy. One consideration for establishing a market rate fee is determined by identifying all providers of an identical service (i.e., private sector providers, other municipalities, etc.), and setting the highest fee. Another consideration is setting the fee at the highest level the market will bear.
- *Competitive pricing* established prices fee based on what similar service providers or close proximity competitors are charging for services. One consideration for establishing a competitive fee is determined by identifying all providers of an identical or similar service (i.e., private sector providers, other municipalities, etc.), and setting the mid-point or lowest fee.

- *Value-based pricing* is a pricing strategy in which the price of a product or a service is decided on the basis of perceived value or benefit it can provide to a customer. Value based pricing is more evident in places or markets where exclusive products are offered which offer more value than the generic or standard products.
- *Penetration pricing* has the aim of attracting customers by offering lower prices on services. While many may use this technique to draw attention away from the competition, penetration pricing often results in lost revenue and higher subsidy requirements. Over time, however, an increased awareness of the service may drive revenues and help organizations differentiate themselves from others. After sufficiently penetrating a market, organizations should consider raising prices to better reflect the state of their position within the market.
- *Premium pricing* establishes prices higher than that of the competition. Premium pricing is often most effective in the early days of a service's life cycle, and ideal for organizations that offer unique services. Because customers need to perceive products and services as being worth a higher price tag, an organization must work hard to create a value perception.
- *Bundle pricing* allows for the sale of multiple services for a lower rate than customers would pay if they purchased each service individually. Bundling can be an effective way of selling services that are poor performers and can also increase the value perception in the eyes of customers - essentially giving them something for a reduced rate.
- *Differential/Dynamic pricing* follows the "law of demand" by supporting a key pricing principle: some customers are willing to pay more than others. Differential pricing is the strategy of selling the *same* service to *different* customers at *different* prices. Differential pricing enables organizations to "profit" from their customers' unique valuations (ex. Prime time or surge pricing).

In the event a Service Category's tax dollar investment/cost recovery goal is higher than current cost recovery performance and fee increases are required, prices may need to be raised incrementally over time in accord with market acceptance to optimize revenue generation. However, if the market does not respond favorably to the increase, the service may require divestment if the subsidy investment required cannot be justified based upon beneficiary of service.

In the event a tax dollar investment/cost recovery goal is less than the current level of recovery the established fee will remain the same to ensure that there is no loss of revenue or negative impact on the Department's financial condition.

SUCCESS METRICS

Methods that will be employed by the Department to evaluate the value and intended community impact of investment and spending choices and which have significant relevance to the Department's fiscal condition due to efficiencies and customer retention and satisfaction include but are not limited to the following.

Success Metric 1: Financial viability: a service must meet its minimum tax dollar investment/cost recovery goal and as noted on the Cost Recovery Continuum and Strategy

Success Metric 2: Market position: services should meet 75% or more of their capacity (maximum) to ensure efficiency of resource investment

Success Metric 3: Increase in the number of participants from a special target market or market niche' (e.g., teens, older adults, minority populations, low income youth/families)

Success Metric 4: Participant (customer) satisfaction: overall participant (customer) satisfaction must meet a minimum of 85% satisfaction or higher

Addressing gaps between existing cost recovery performance and target (goals)

1. Analyze success metrics for services not meeting their cost recovery goal.
2. Analyze direct and indirect costs of providing service.
 - a. Measure ratio of direct and indirect cost.
 - b. Identify cost reduction opportunities.
 - c. Implement cost reduction opportunities.
3. Suggest market increase commensurate with cost recovery goal.
 - a. Conduct market analysis of service.
 - b. Identify opportunities for capturing larger market.
4. Identify potential sponsorship, donation, or pay-it-forward opportunities for supporting the service.
5. If services do not satisfy success metrics, consider divestment of service at end of two-year strategy term or sooner.

Culture, Parks & Recreation Department Public Facilities Priority Use Administrative Plan



Section 1: PURPOSE

The City of Greeley Culture, Parks and Recreation Department intends to establish equitable policies and procedures for use of all parks, recreation and cultural facilities owned and/or managed by the city.

The equitable and efficient use of these resources requires coordination between scheduling and maintenance operations, and the administration of and adherence to effective procedures and policy.

Section 2: POLICY STATEMENT

The Priority Use Policy outlines the conditions and considerations by which City of Greeley, as well as groups and individuals, may reserve, rent, and permit the use parks, recreation, and cultural facilities for the purpose of hosting or facilitating activities and services for the community.

Section 3: PARK, RECREATION AND CULTURAL FACILITY RENTAL/PERMIT OPTIONS

Various parks, recreation, and cultural facilities are available to reserve. Those available for rental or permit include the following.

- Family FunPlex – Community Rooms, Fieldhouse/Gym, Swimming Pool, Miniature Golf, Amphitheater.
- Active Adult Center – Dining/Fitness Room, Meeting Rooms
- Recreation Center – Room 101/Kitchen, Meeting/Conference Rooms, Main Gymnasium, Auxiliary Gymnasium, Swimming Pool, Climbing Wall.
- Outdoor Aquatic Facilities – Centennial Pool, Discovery Bay Pool, Splash Parks
- Ice Haus – Ice Rink, Meeting Rooms, Off-Ice Training Center.
- Rodarte Community Center – Gymnasium, Meeting Rooms, Boxing Room.
- Island Grove Regional Park – Events Center, Exhibition Hall, 4-H Building, Bunkhouse, Pavilion, East Pavilion, Arena and Grandstands, Livestock Building, Saddle Club, Buckle Club
- Centennial Village (during non public hours) – Weld Centennial Church, Hall House, Friends of the Greeley Museums Pavilion, Hanna Square, 1920s Yard, Full Museum Grounds
- Union Colony Civic Center – Monfort Concert Hall, Hensel Phelps Theatre, Lobbies

PARKS

Shelters (parks named) - Anna Gimmestad, Archibeque, Bittersweet East, Bittersweet West, Broadview, East Memorial East, East Memorial NW, East Memorial SW, Farr, Glenmere, Luther, Monfort, Peak View, Pheasant Run, Promontory, Ramseier Farm, Sanborn, Sherwood, Twin Rivers, Westmoor, Woodbriar.

Open Turf (parks named) - Allen, Anna Gimmestad, Archibeque, Bittersweet, Brentwood, Broadview, Centennial, Cottonwood, East Memorial, Eppler, Farr, Glenmere, Greeley West, Hazelton, Hoshiko, JB Jones, Luther, Monfort, Peak View, Pheasant Run, Promontory, Ramseier Farm, Sanborn, Sherwood, Westmoor, Woodbriar.

Sports Fields/Courts (parks named) - Broadview, Butch Butler, Balsam, Centennial Tennis Courts, East Memorial, Farr, Forbes Field, Hoshiko, Monfort, Pheasant Run, Island Grove Field 5, Island Grove Multi-use, Youth Sports Complex, Sherwood Pickle Ball, Twin Rivers Softball Complex.

Other park amenities - Lincoln Park and Gazebo, JB Jones Meeting Room, Skate Parks

Section 4: IDENTIFIED PRIORITIZED GROUPS

See Matrix (attached) for prioritization schedule of groups for each facility.

City of Greeley Culture, Parks & Recreation Department Use

Department sponsored or co-sponsored activities.

City of Greeley Use

City sponsored or co-sponsored activities.

Weld County Use (Island Grove Regional Park only)

County sponsored or co-sponsored activities.

Weld County School District 6 Use

Weld County School District 6 activities.

A joint use agreement currently exists between Weld County School District 6 and the City of Greeley and is reviewed annually to ensure that there is reciprocal benefit between the City and School District.

Non-District Schools in Greeley

Charter schools

Non-Profit Organization Partner Use

Registered Non-Profit Organizations that have an existing written partnership agreement (e.g., Memorandum of Understanding (MOU) with the City of Greeley.

Other Users

Other non-profit, private/commercial use by an individual or group which self-direct or guide recreational opportunities.

Section 5: PERMIT AND RENTAL PROCEDURES & GUIDELINES

Procedures and guidelines for permits and rentals vary dependent upon the park, park amenity cultural and/or recreation facility that is being used.

Each park and facility will have and maintain a relevant procedural handbook which includes operational procedures such as rental/permit application guidelines, staffing and supervision requirements, property care and maintenance expectations such as damage response, inclement weather, trash removal requirements, etc. that are communicated to each permit holder or renter. In addition, relevant City of Greeley regulations are to be included in each permit or rental agreement.

Rental applications, guidelines and procedures are available via various websites or by inquiring directly to desired facilities staff.

All rental groups are expected to follow, be aware of, adhere to the City of Greeley Municipal Code.

Section 6: FEES & CHARGES

Fees & charges for all permits and rentals will align with the Department's Cost Recovery Policy.

Culture, Parks & Recreation Department Equity Administrative Plan



PURPOSE

The City of Greeley Culture, Parks and Recreation Department recognizes that there are residents who may be considered economically disadvantaged, underserved or under-represented, and who may require assistance in accessing parks and recreation services. To be equitable in providing access to residents, this Equity Policy was created to address financial and physical access.

Equality speaks to providing for the equal distribution and provision of services while *equity* speaks to the methods by which the City of Greeley Culture, Parks and Recreation Department will make efforts to provide fair and just distribution and provision of service based upon circumstance.

The City of Greeley, the Culture, Parks and Recreation Department will implement operational practices to help identify and address inequities that impact the quality of life of those living in Greeley and will provide culture, parks and recreation services that are accessible to all residents.

POLICY STATEMENT

Methods for creating social equity and providing access to culture, parks and recreation services include: an effective and well-designed youth financial assistance program for those who require financial aid in order to participate in programs.

FINANCIAL AID – REDUCED RATES/SCHOLARSHIPS

As part of its service delivery mission, the Culture, Parks and Recreation Department will continue to ensure that services are accessible to those who are socio-economically disadvantaged. This will require that funds are appropriated, available, and fairly and equitably distributed throughout communities in need.

Scholarship application will be made available and will allow for the neediest individuals and families in Greeley to have access to scholarship funds that can both satisfy need for assistance as well as provide equitable subsidies across the system (e.g., center to center, program to program).

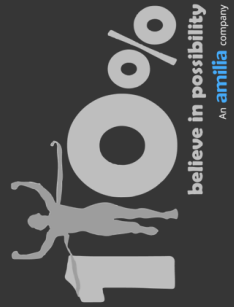
The Youth Assistance Program

The *Youth Assistance Program* is available for families that have financial hardship and would still like to have the opportunity for their child to participate in City of Greeley programs. The Greeley Culture, Parks and Recreation Department raises money through a variety of sponsorships and donations to the Youth Assistance Program for those between the ages of 5-18 years of age.

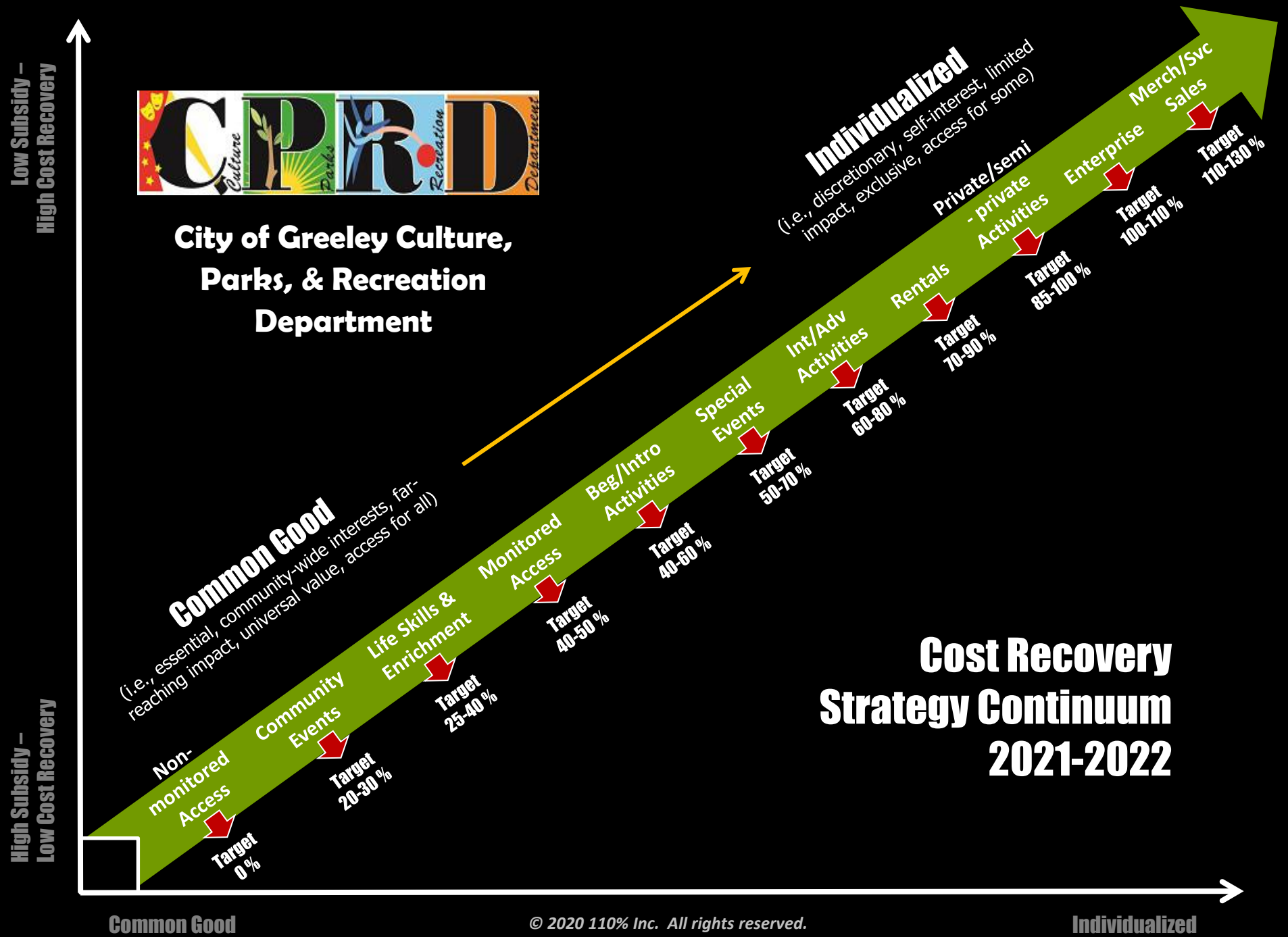
The Department shall request supplemental appropriation during the annual budget process for any funding gaps based upon annual projected scholarship/financial aid need and previous year's requests.

COST RECOVERY & RE-INVESTMENT

This Equity Policy is supported by the Cost Recovery Policy which provides a framework for the Culture, Parks and Recreation Department to generate revenues for service and to what degree park, recreation and cultural services will be subsidized based upon their perceived benefit to the Greeley community, if at all.



The Cost Recovery Continuum





The Cost Recovery Continuum

