

**MEMORANDUM**

To: Finance Committee Date: August 26, 2014

From: Barbara Whitehorn, CFO, Director of Finance & Management Services

Prepared by: Frank McGowan, Strategic Planning & Performance Manager

Subject: Aston Park Tennis Center Study Update

The purpose of this memorandum is to provide an update on the study of the Aston Park Tennis Center’s operations.

**Information requested at the May meeting**

The Finance Committee received initial recommendations from staff regarding operational changes at Aston Park Tennis Center during the May meeting. An update on requests for additional information and analysis made by the Committee is provided below.

***3-year step up pricing schedule and projections***

During the May meeting, a 3-year step up model was requested. The schedule and revenue projection are shown below.

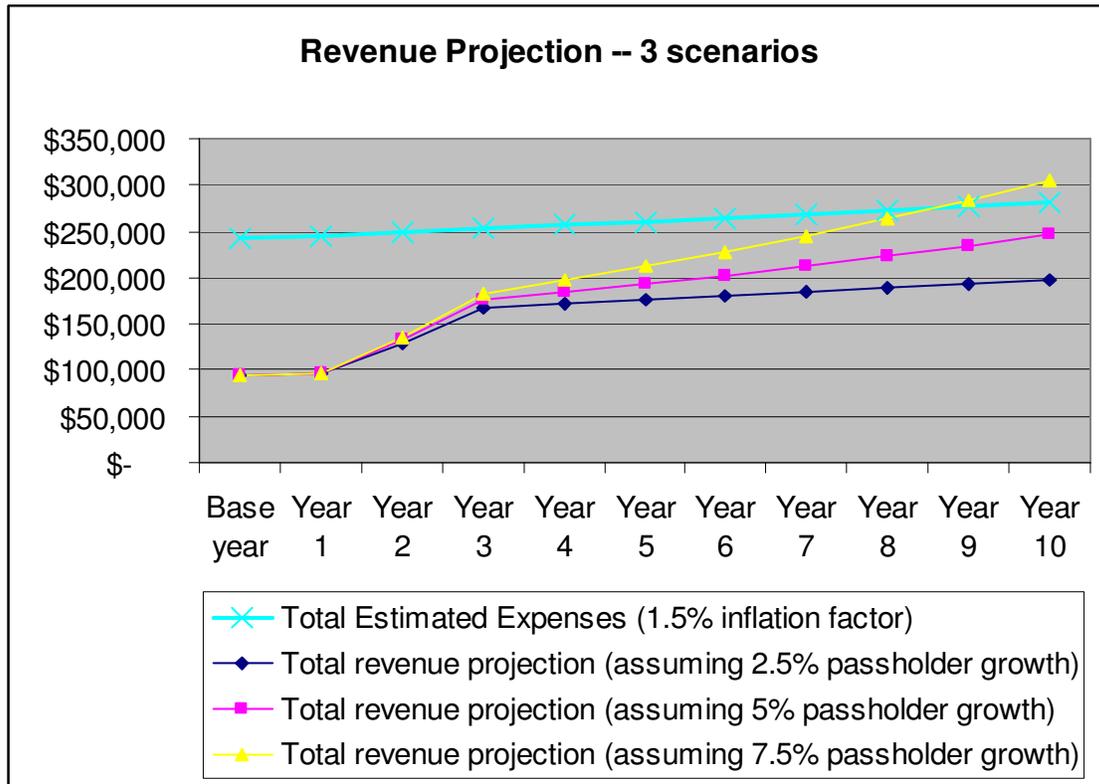
**Aston Park Tennis Center Passholder Rate Proposal -- 3-year step up pricing**

Passholder type	Current Price	Step up Price Year 1	Step up Price Year 2	Step up Price Year 3
Resident - Individual	\$ 160	\$ 250	\$ 375	\$ 500
Resident - Senior	\$ 130	\$ 220	\$ 310	\$ 400
Resident - Family	\$ 200	\$ 400	\$ 600	\$ 750
Resident - Senior Family	\$ 160	\$ 300	\$ 450	\$ 650
Non-resident - Individual	\$ 200	\$ 325	\$ 475	\$ 650
Non-resident - Senior	\$ 170			
Non-resident - Family	\$ 240	\$ 500	\$ 750	\$ 1,000
Non-resident - Senior Family	\$ 200			

**Aston Park Tennis Center Daily Court Fee Rates**

Daily court fee	Current rate	Year 1	Year 2	Year 3
Resident	\$ 5	\$ 9	\$ 12	\$ 15
Non-resident	\$ 7	\$ 12	\$ 15	\$ 20

**Passholder revenue projection -- 3-year step up pricing**



**Cost to convert clay courts to hard courts**

A request was made to investigate the cost of converting the clay courts at Aston Park to hard courts. The Parks Planning & Development Division continues to develop these cost estimates.

**Re-engineering options**

Mark Halstead, Parks & Recreation Supervisor, is working with Aston Park Tennis Center management to develop potential re-engineering of the service delivery model currently in place. This work is still in progress.

**Number of low-income individuals using the Tennis Center**

The Aston Park Tennis Center does not track this data.

**Update to vendor submitting Request for Proposals (RFP)**

The Strategic Planning & Performance Manager spoke with the representative from the Asheville Racquet Club in early June and provided an update on the current status of the RFP the company submitted.

**Timeline and structure of a public input process**

Following the May presentation to the Finance Committee, some members of the tennis community have expressed an interest in generating ideas to improve the financial position of the Aston Park Tennis Center. Debbie Ivester, Asst. Director of the Parks & Recreation Department, is leading the public input process. The timeline and structure for that process is as follows:

## Aston Park Tennis Center Fees & Operations Public Engagement

### Project Timeline

Date	Task
Week of Aug 18, 2014	Staff complete public engagement plan. Public meetings Sept 4.
Week of Aug 18 – Sept 4	Post public notice and invite stakeholders to Sept 4 public meetings
Sept 4	Host two public meetings, 12:00 and 6:30 pm, for tennis center stakeholders to introduce project and identify focus group members
Week of Sept 8	Convene focus group and map out scope of work and timeline
Sept 8 - Week of Oct 6	Focus group conduct meetings and complete task as identified in scope of work
Oct 10, 2014	Staff complete focus group feedback

### Stakeholders

- Aston Tennis Center Pass Holders
- Asheville Tennis Association
- Coed Senior Tennis Group
- Women's Senior Tennis Group
- Weekend Mixed Doubles Group
- US Tennis Association League Tennis
- Asheville Middle School Tennis Team
- Asheville Catholic School Tennis Team
- General Aston Tennis Center Users
- West End Clingman Neighborhood Association
- South French Broad Neighborhood Association
- Any member of the public who has specifically contacted the City of Asheville regarding the recent consideration of fees and operations of the Tennis Center

CC: Paul Fetherston, Asst. City Manager  
Roderick Simmons, Parks & Recreation Director  
Debbie Ivester, Parks & Recreation Asst. Director