

**MEMORANDUM**

To: Finance Committee Date: October 28, 2014

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

Prepared by: Frank McGowan, Strategic Planning & Performance Manager

Subject: Aston Park Tennis Center Study Status Update

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

**Feedback from the public input process with Aston Park Tennis Center stakeholders**

The Finance Committee requested a public input process regarding the operations of Aston Park Tennis Center and suggestions for improving the financial position of the facility.

During late August, publicity began for two public input meetings with Aston Park Tennis Center stakeholder groups. The meetings were held on Sept. 4, 2014. Also, a project page was set up on the City of Asheville website and the public was invited to submit comments via an online survey tool.

Additionally, a volunteer focus group was recruited from interested stakeholders, with the goal of compiling public input, summarizing findings, and providing recommendations to the Finance Committee for the reduction of the level of subsidy at the Aston Park Tennis Center. Asheville Parks & Recreation staff, Mark Halstead and Debbie Ivester, facilitated the focus group process.

The group completed their work on October 8, 2014. Attached is their summary. City staff expresses their appreciation to the volunteer group for their time and dedication to the process.

**Please note:** The two-year financial baseline document was prepared by the focus group as an example of what might be considered to increase revenue and reduce expenses. This material has not been studied by staff in any way.

Attachments (2): Focus Group Summary Memorandum  
Focus Group Two Year Financial Example

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