

At the Park Commission Meeting of March 12, 2008 the following motion was made, that included a request for a report on the history of the contract with MSCR:

A motion was made by Wallner/Chewning to adopt Resolution #09409 To authorize a contract between the City and the Madison Metropolitan School District for the provision of programming by Madison School and Community Recreation (MSCR) at Warner Park Community Recreation Center for 2008 and to receive a report at the May Park Commission Meeting that will address the history and financial options of the Center. **MOTION CARRIED UNANIMOUSLY.**

History of the Development of the Warner Park Community Recreation Center (WPCRC)

1990-1992 – CDBG Northside Planning Process. Process culminated with the recommendations that \$220,000 in neighborhood set aside funds to allocated for the development of a Northside Community Center.

Early 1993 - The Federal Government began discussions regarding the allocation of economic stimulus funds to cities. At about this same time, the Northside Planning Council was formed. In order to position itself for the receipt of such funds the City, in partnership with the Northside Planning Council, began exploring the possibility of creating a Northside Community Center. This exploratory planning process resulted in a recommendation that a center be located in Warner Park to focus on providing recreational, educational, cultural and community activities for all residents of the City of Madison. Although the federal funds did not materialize, the City moved ahead with further exploration of the Community Center concept.

April 1994 - Mayor Soglin appointed a City Staff Team, led by the CDBG Office, to further explore the possibility of developing a Northside Community Center and the potential integration of a pool into the center facility.

June 1994 - The Common Council created a joint City, United Way and School Committee to develop a plan to create a community and neighborhood center system in Madison. A previous committee had undertaken this task in 1992 but its outcome focused more on the creation of Planning Councils rather than on the specifics of centers. The 1994 committee took some general principles from the 1992 report and, in 1996, issued a report that defined the specifics of the center system. The development of the WPCRC served as a model for the development of future centers.

Fall 1994 - The City conducted an extensive interview process and eventually selected KEE Architecture to develop the master plan for the development of the center as well as an aquatics complex. The CDBG Office, along with KEE, worked closely with other city staff, community funders, the Northside Planning Council and area residents to develop a comprehensive plan in order to proceed with the creation of a center.

May 1995 - The city staff team report and a design team report (KEE) were submitted to the Mayor and the Common Council for approval. These reports included the following recommendations:

- The center be located in Warner Park
- The center should be 26,000 square feet
- The center should emphasize recreational, educational, cultural and community activities for all residents of the City of Madison
- The city should own and operate the center with recreational programs provided by the MSCR or the Parks Division
- The center should be open daily, including weekends
- The Park Commission should be responsible for the oversight of the center. An Advisory Committee should make recommendation on the operations of the center

Most current events...

NorthEastside Senior Coalition (NESCO) Lease, 1999 – 2009, provides for rental payments in exchange for 1,410 square feet for offices. See lease payment schedule below.

<u>Period</u>	<u>Annual Rental Rate</u>	<u>Monthly Rate</u>
09/07/1999 – 12/31/1999	\$18,025.00	\$1,502.08
01/01/2000 – 12/31/2000	\$18,295.38	\$1,524.61
01/01/2001 – 12/31/2001	\$18,844.24	\$1,570.35
01/01/2002 – 12/31/2002	\$19,409.56	\$1,617.46
01/01/2003 – 12/31/2003	\$19,991.85	\$1,665.99
01/01/2004 – 12/31/2004	\$20,591.61	\$1,715.97
01/01/2005 – 12/31/2005	\$21,209.35	\$1,767.45
01/01/2006 – 12/31/2006	\$21,845.63	\$1,820.47
01/01/2007 – 12/31/2007	\$22,501.00	\$1,875.08
01/01/2008 – 12/31/2008	\$23,176.03	\$1,931.34
01/01/2009 – 09/06/2009	\$23,871.31	\$1,989.28

The City of Madison, in addition to lease space does provide NESCO with approximately 450 hours annually of free rental space. Although, NESCO does not rent facilities at WPCRC, annual examples include: AppleFest and Health Fair.

MSCR Contract Terms

The City of Madison Parks Division originally (1999), by contract, provided facilities, recreational supplies, some marketing finance support, office equipment, phone service, and paid for all utilities and office supplies for MSCR. MSCR provided funding of recreational management staff, assistance in developing a recreational plan, marketing of MSCR programs and management of their recreation programs. MSCR is responsible for the recruitment and hiring of recreation staff, registration, fee collection, and program marketing and evaluation. Recreational program fees are paid to the City and returned to the MSCR.

Since 2003 the City of Madison Parks no longer pays for recreational supplies or marketing fees and has sustained consistent annual Contract payments of \$23,500. The City of Madison Parks Division does return to the MSCR all revenues received from MSCR recreation programs, see estimated figures on chart below.

Year	Goodman Rotary	Summer Camps	Fitness	Recreation Programs	Sports & Leagues	Annual Totals	City Scholarship	Contract Fee	Marketing Fee	Grand Total
2000	\$10,213	\$13,736	\$15,459	\$20,081	\$9,388	\$70,877	\$6,000	\$17,500	\$2,500	\$96,877
2001	\$11,813	\$18,286	\$22,756	\$22,787	\$8,494	\$86,137	\$6,000	\$18,550	\$2,500	\$113,187
2002	\$11,412	\$23,000	\$27,274	\$19,207	\$10,585	\$93,480	\$6,000	\$21,050	\$2,500	\$123,030
2003	\$11,139	\$20,769	\$26,664	\$18,439	\$9,260	\$88,2740	\$6,000	\$23,500	\$0	\$117,774
2004	\$17,906	\$12,130	\$34,027	\$16,929	\$9,627	\$92,623	\$6,000	\$23,500	\$0	\$122,123
2005	\$17,837	\$13,941	\$25,897	\$20,358	\$12,050	\$92,088	\$6,000	\$23,500	\$0	\$121,588
2006	\$19,099	\$18,336	\$35,479	\$22,691	\$10,604	\$108,215	\$6,000	\$23,500	\$0	\$137,715
2007	\$18,718	\$11,546	\$36,788	\$28,784	\$6,369	\$104,212	\$6,000	\$23,500	\$0	\$133,712

In today's Parks and Recreation world it is evident that public entities are conducting themselves more and more like a business. This is, in most part, because of operating budget deficiencies. So what options are possible for the City of Madison?

- Stay the course
- Increase NESCO lease fees
- Eliminate the contract payment to MSCR
- Charge MSCR a %age of gross proceeds or a rental fee
- Put recreational services out on RFP
- Etc.