



MASTER FEE SCHEDULE
Chapter 7 – Recreation Fees
General & Program Fees
 City of Chula Vista Recreation Department
 276 Fourth Avenue, Chula Vista, CA 91910

FEE BULLETIN
7-100
 April 2018

FEE TIERS & DEFINITIONS

The City of Chula Vista (“City”) employs a differential pricing system to Recreation Fees, based upon program offering, timing, customer residency, and for-profit status. For each fee item, a base fee is adopted, with subsequent discounts applied based upon these factors. The following tiered pricing strategy, including definitions, applies to Master Fee Schedule Bulletins 7-100 and 7-200, and may be incorporated into additional Fee Bulletins by reference.

Definitions

1. Prime Time
 Monday – Friday.....5 p.m. to close
 Saturday.....All day
2. Non-Prime Time
 Monday – Friday.....Open to 5 p.m.
 Sunday.....All day
3. Resident
 - A. A resident shall be considered any person residing within the City limits or any person owning property in the City (“Resident”). In order to qualify for Resident pricing, the Resident must supply proof of residency or property ownership, by one of the following methods: Valid California Driver’s License, or official identification (“I.D.”) card issued by the Department of Motor Vehicles for non-drivers, displaying a City address on the license or I.D..
 - B. Current year utility bill, in the Resident’s name, for an address within the City.
 - C. Current year property tax statement, in the Resident’s name, for an address within the City.
4. Non-profit
 Non-profit generally means an organization organized or incorporated for educational, civic, charitable, religious, or cultural purposes, having a bona fide membership, where proceeds, if any, arising from its activities are used for the purpose of such organization and may not be used for the

individual benefit of the membership of such organization.

In order to qualify for Non-profit pricing, proof of non-profit status must be provided in the form of a current State of California Non-profit Tax ID number.

5. For-profit

For-profit means any organization that fails to qualify as non-profit per the above definition, or any individual, operating a commercial enterprise for purpose of monetary gain and utilizing City facilities for that purpose, regardless of residency status.

PROGRAM FEES

The Base Fees for Recreation Department activities and classes shall be set in consideration of the City’s full cost including overhead, adjusted to reflect cost recovery targets by program area.

Full cost shall be calculated by program as follows:

- A. Estimated personnel costs (direct cost)
- B. Estimated contracted service costs (direct cost)
- C. Estimated supplies and services costs (direct cost)
- D. Allocated park maintenance costs (overhead costs)
- E. Allocated facility maintenance costs (overhead costs)
- F. Allocated citywide support cost (overhead costs)

Cost recovery target categories include:

1. Core Programs (0% - 30% cost recovery)
2. Important Programs (31% - 70% cost recovery)
3. Value-Added Programs (71% - 100% cost recovery)

See City Council Policy 159-03 for current cost recovery targets by service area/program.

Program-level fee schedules are adopted administratively in accordance with the above provisions. Please contact the Recreation Department for current program fees.