



## MEMORANDUM

To: Mayor Merkes and Common Council

From: PRD Tungate

Date: December 15, 2011

RE: Reciprocity Agreements

On December 12, 2011 the Parks and Recreation Board took action to recommend continuing fee reciprocity agreements with three communities and the YMCA of the Fox Cities. The following is a brief summary of the discussion on each agreement.

City of Neenah: Recommend a five-year extension, both communities use each other's programs and services quite regularly. Besides the pool and park facilities rentals, Neenah no longer charges a non-resident rate.

City of Appleton: Recommend a one-year extension. The Board was concerned over the revenue (usage) discrepancy between the two communities. This is due mainly to boat launch season passes. Appleton residents save approximately \$3,200 with the current agreement. Appleton no longer has resident/non-resident rates at Reid Golf Course, which had been a benefit to Menasha residents in the past. The Board felt that the agreement should be extended one more year to give staff from both communities time to discuss ways to make the agreement more equitable.

Town of Menasha: Recommend a one-year agreement. Staff from each community have had preliminary discussions on how to offer one Menasha boat launch sticker. The challenge will be to ensure that the City, at a minimum, retains its current level of revenue through season launch pass sales.

YMCA of the Fox Cities: Recommend a three-year agreement for the pool only. Discussion focused on the YMCA doing a better job of promoting this benefit to its members. Studies have shown that most pool users will usually opt to visit a pool that is closer to their home rather than drive an extra distance to save a nominal amount of money. This could mean that we ultimately will not sell a lot of passes to YMCA members. There still is a benefit to the City to sell as many season passes as possible because these are committed revenue funds that will not diminish if we have a cool/rainy summer.

## FEE RECIPROCITY USAGE 2011

### Appleton Residents in Menasha (1/1/2011 – 12/31/2011)

Archery – 2	Bodies in Motion – 1	Brewer Game Fieldtrip – 2
Gymnastics/Cheer & Poms – 3	It's Game Time – 4	Junior Golf – 3
Kickball – 3	Playground Plus – 4	Youth Baseball – 3
Skateboarding Lessons – 4	Adult Tennis – 2	Youth Tennis – 9
Tiny Tots – 9	Tot Lot – 6	Boat Launch Passes – 162
Boat Slips (Jefferson) – 2	Pavilion Rentals – 17	Swimming Lessons – 9
Pool Passes – 9		
<b>Total: 254</b>	<b>Revenue Difference: \$5,338.00</b>	

### Menasha Residents in Appleton

Adult Dance/ Fitness – 2	Bus Trips – 3	Park Pavilion Rentals – 13
Swim Lessons - 7	Youth Sports – 28	Swim Coupons Youth – 1
Swim Coupons Adult – 1	Swim Passes, Annual Family – 10	
Youth Tennis/Young Child/Preschool – 6		
<b>Total: 71</b>	<b>Revenue Difference: \$2,393.00</b>	

### Neenah Residents in Menasha (1/1/2011 – 12/31/2011)

Bodies in Motion – 2	Gymnastics – 3	It's Game Time – 10
Youth Dance – 3	Junior Golf – 2	Kickball – 2
Kitchen Kids – 2	Youth Baseball – 1	Slimnastics – 2
Youth Tennis – 6	Tiny Tots – 4	Tot Lot – 1
Boat Launch – 8	Boat Slips (Jefferson) – 1	Pavilion Rentals – 42
Swim Lessons – 2	Pool Passes - 10	
<b>Total: 101</b>	<b>Revenue Difference: \$2,396.00</b>	

### Menasha Residents in Neenah

No breakdown available. Neenah dropped all non-resident fees (except swimming pool programs and facility rentals) in 2007. They no longer track the number of non-residents that pay resident rates.

**Total:** **Revenue Difference: \$**

**Town of Menasha Residents in City of Menasha (1/1/2011-12/31/2011)**

Bodies in Motion – 2	Gymnastics – 14	It's Game Time – 8
Junior Golf – 1	Kickball – 4	Playground Plus – 4
Youth Baseball – 11	Slimnastics – 2	Youth Tennis – 6
Tiny Tots – 7	Tot Lot – 5	Feel 'n Fit – 7
Pavilion Rentals – 9		

**Total: 80**

**Revenue Difference: \$1,797.00**

**City of Menasha Residents in Town of Menasha**

Afternoon Adventures – 1	Camp Superhero – 2	Camp Fairytale – 1
Camp Wittmann – 4	Safety School – 1	Ceramics Workshops – 4
Dance – 11	Dance (competition) – 1	Digital Photo – 6
Flag Football – 4	Gingerbread House – 2	Holiday Candy – 1
Kiddie Camp – 2	Kidstage – 3	Little Dribblers – 4
Mothers Day A & C – 1	Movin with Music – 1	Nature Classes – 8
Playschool – 5	Preschool Movement – 1	Soccer – 8
Spring Dance – 5	Summer Games – 4	Tae Kwon Do – 2
Tennis – 2	Tumbling – 2	Wiggles and Giggles – 5
Young Chefs – 3	Zumba – 15	Zumbaatomic – 2
Pavilion Rentals – 44	Community Center Rentals - 107	

**Total: 262**

**Revenue Difference: \$2688.00**

**Directors Note:** The revenue difference (fees waived) is not directly proportionate to the amount of people because non-resident fees vary widely among the communities.

**AGREEMENT FOR RECIPROCITY BETWEEN  
NEENAH AND MENASHA  
PARK & RECREATION DEPARTMENTS  
2012 - 2016**

The Park & Recreation Departments of the City of Neenah, WI and the City of Menasha, WI, hereby agree to grant resident status, in regard to fees, to the citizens of the other community for the sole purpose of participating in each city's park and recreation services, for the term of this agreement listed below.

- 1) The scope of this agreement is limited to the granting of the privileges of residency in regard to fees only.
- 2) Each city retains complete control of the policies, operation, administration and funding of the facilities and services it provides. This includes, but is not limited to, policies that allow registration priorities to city residents.
- 3) The home community will supply the reciprocating community with residency information for participant verification at the reciprocating community.
- 4) This agreement shall be in effect from January 1, 2012 through December 31, 2016. The agreement may be extended for another term by mutual agreement of both cities, or terminated, without penalty, by either city, with thirty days written notice to the other city.

\_\_\_\_\_  
**Neenah P&R Commission**

\_\_\_\_\_  
**Menasha P&R Board**

\_\_\_\_\_  
**Mayor of Neenah**

\_\_\_\_\_  
**Mayor of Menasha**

\_\_\_\_\_  
**Neenah City Clerk**

\_\_\_\_\_  
**Menasha City Clerk**

**AGREEMENT FOR RECIPROCITY BETWEEN  
APPLETON AND MENASHA  
FOR PARKS AND RECREATION SERVICES  
2012**

The Parks and Recreation Departments of the City of Appleton, WI and the City of Menasha, WI, hereby agree to grant resident status, in regard to fees, to the citizens of the other community for the sole purpose of participating in each city's park and recreation services, for the term of this agreement listed below.

- 1) The scope of this agreement is limited to the granting of the privileges of residency in regard to fees only.
- 2) Each city retains complete control of policies, operation, administration and funding of the facilities and services it provides.
- 3) The home community will supply the reciprocating community with residency information for participant verification at the reciprocating community.
- 4) This agreement shall be in effect from January 1, 2012 through December 31, 2012. The agreement may be extended for another term by mutual agreement of both cities, or terminated, without penalty, by either city, with thirty days written notice of the other city.

Date: \_\_\_\_\_

\_\_\_\_\_  
**Mayor of Appleton**

\_\_\_\_\_  
**Mayor of Menasha**

\_\_\_\_\_  
**Appleton City Clerk**

\_\_\_\_\_  
**Menasha City Clerk**

\_\_\_\_\_  
**Appleton City Attorney**

\_\_\_\_\_  
**Menasha City Attorney**

**AGREEMENT FOR RECIPROCITY BETWEEN  
THE CITY AND TOWN OF MENASHA  
PARK & RECREATION DEPARTMENTS  
~2012~**

The Park & Recreation Departments of the City of Menasha, WI and the Town of Menasha, WI, hereby agree to grant resident status, in regard to fees, to the citizens of the other community for the sole purpose of participating in each municipality's park and recreation services, for the term of this agreement listed below.

- 1) The scope of this agreement is limited to the granting of the privileges of residency in regard to fees only.
- 2) Each municipality retains complete control of the policies, operation, administration, and funding of the facilities and services it provides. This includes, but is not limited to, policies that allow registration priorities to municipal residents.
- 3) The City of Menasha reserves the right to charge a non-resident fee for seasonal boat launch passes, swimming lessons and pool passes.
- 4) Each municipality will verify proof of residency of participants from the other community and supply residency information for participant verification.
- 5) This agreement shall be in effect from January 1, 2012 through December 31, 2012. The agreement may be extended for another term by mutual agreement of both municipalities, or terminated, without penalty, by either municipality, with thirty days written notice to the other community.

---

Chairman, Town of Menasha Park Commission

---

Mayor, City of Menasha

---

Director of Parks & Recreation, Town of Menasha

---

City Clerk, City of Menasha

DRAFT

**Agreement for Reciprocity between the  
Menasha Parks and Recreation Department  
and the YMCA**

**2012-2014**

The City of Menasha Parks and Recreation Department and YMCA of the Fox Cities hereby agree to grant pool fee reciprocity to all YMCA members. In return, the YMCA will provide a comprehensive marketing plan for the pool with the goal of increasing season pass sales, swim lesson registration and general pool attendance. Terms of this agreement include:

1. The scope of this agreement is limited to the granting of the privilege of residency in regard to fees only to all YMCA members.
2. YMCA members must present a valid membership card to obtain the resident rate.
3. The City retains the right to establish program and facility policies at the pool. This includes, but is not limited to, allowing registration preference to City residents only.
4. The City and YMCA shall agree on the scope of the marketing plan to be prepared by the YMCA.
5. The agreement will be in effect from January 1, 2012 to December 31, 2014. The agreement may be extended for another term by mutual agreement of both parties or terminated without penalty by either party, with 15 days written notice to the other party.

---

City of Menasha

---

YMCA of the Fox Cities