



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE REVISED RECREATION FEE SCHEDULE FOR THE CITY OF DORAL PARKS AND RECREATION DEPARTMENT; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks and Recreation Department respectfully requests approval from the Mayor and City Council for the updated Recreation Fee Schedule for the City of Doral Parks and Recreation.

The City of Doral (the “City”) Parks & Recreation Department (the “department”) currently offers an expansive number of sports, recreation programs and events pursuant to the fee schedule set by the department and service providers. Upon review of the existing fees, the department has identified changes and updates that should be made to the fee schedule prior to the implementation of the new parks and recreation software.

As stated in the 2017 Parks System Master Plan Update, operational cost recovery is a key performance indicator for parks and recreation agencies that measures how well revenue generation supports everyday operations. In theory, the higher the percentage of cost recovery, the more sustainable the agency, due to the less reliance on tax dollars for support.

The Department’s pricing strategy works to ensure the services and facilities are appropriately priced while still meeting cost recovery goals to ensure the department continues to be sustainable as we move forward. To track cost recovery goals, the department has identified core program areas as a basis for categorization which group together programs with similar cost recovery and subsidy goals. As outlined in the Park System Master Plan, cost recovery and subsidy targets should reflect the degree to which the program area provides a public versus private good. As shown in the below table (Fig 3.63 Park System Master Plan), Core-Essential programs have the highest level of subsidy, Important programs have a moderate level of subsidy and cost recovery, and Value-Added programs received the lowest to no subsidy and highest cost recovery goal. Programs are reviewed annually to ensure they’re in the correct category and all proposed recreation fees follow this pricing and cost recovery strategy.

Program Category	Category Description	Cost Recovery Goal	Level of Subsidy
Core-Essential	Part of the organizational mission	None to Moderate (0-30%)	High to Complete
	Serves a majority of the community		
	"We must offer this program"		
Important	Important to the community	Moderate (30%-70%)	Moderate
	Serves a majority of the community		
	"We should offer this program"		
Value-Added	Enhanced community offerings	High to Full Recovery (70%+)	Little to None
	Serves niche groups		
	"It would be nice to offer this program"		

Figure 3.63: Chart describing the three (3) program categories and their levels of cost recovery and subsidy.

The following are the significant changes/updates proposed for the upcoming year:

- Standardizing and increasing the non-resident surcharge from 20% to 25% for all programs and memberships.
- Standardizing and increasing the non-resident surcharge from 25% to 30% for all facility rentals.
- Simplification of the fee structure for the rental of athletic courts and indoor spaces.
- Standardizing and adjusting fees for outdoor pavilions across the entire parks system.
- Adjusting registration fees for youth recreation leagues.
- Simplifying the membership fee schedule for Doral Legacy Community Center basketball gymnasium and cardio deck. Including access to these amenities on certain packages for sale at Doral Central Park.
- Creating membership packages and establishing hourly rental rates for dedicated pickleball courts.
- Establishing a Doral Commuter program for individuals who work or go to school within the City of Doral.
- Eliminating fee ranges by program category and establishing a set fee for all programs.
- Increasing the age requirement for the Silver Club from 55 to 60 and grandfathering any existing members between the ages of 55 and 59. Establishing a moratorium on new non-resident registrations through June 1, 2027.
- Updating special event fees.
- Standardization of security deposit amounts for applicable facility rentals.
- Establishing a standardized discount rate for non-profit organizations and educational institutions.
- Simplification and modification of the military discount policy.

The attached spreadsheet (Exhibit A) further compares the current fees to the proposed changes with notes regarding each of the changes and/or additions. All changes/additions are highlighted.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
02/03/2016	16-35	Approved Military Discount Program
10/18/2023	23-174	Approved Rec Fee Schedule

03/12/2025	25-73	Approved Doral Central Park Fee Schedule
10/08/2025	25-243	Approved Recreation Fees Schedule

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.			
2.			
Total:	\$0		
Fiscal Impact Statement: The Fiscal impact of this item is reflected in the department's annual revenue. The department's projected revenue year-end estimate for this current fiscal year (25-26) is: \$3,600,000.			

STRATEGIC PLAN ALIGNMENT:

This item falls under the Parks & Recreation- Quality of Life strategic priority providing high quality athletics, programming, events and facility rental opportunities for the Doral community.

ATTACHMENT(S):

- A. Exhibit A (Fee Schedule 2026)
- B. Approved 2016 Approving a Military Discount Program (Res No. 16-35)
- C. Approved 2023 Recreation Fee Scheduled (Res No. 23-174)
- D. Approved 2025 Doral Central Park Recreation Fee Schedule (Res No. 25-73)
- E. Approved 2025 Recreation Fee Schedule (Res No. 25-243)