



21-0400

TITLE: Consider/Discuss/Act on the Cost Recovery Model and Financial Management Philosophy Plan for the Parks & Recreation Department

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5A: Create Affordable Recreational and Cultural Arts Activities for All Ages Throughout the City)
(5E: Develop sustainable quality of life improvements within the City of McKinney)

MEETING DATE: May 13, 2021

DEPARTMENT: Parks and Recreation

CONTACT: Michael Kowski, Director of Parks and Recreation

RECOMMENDED ACTION:

- Approve the policy as presented.

ITEM SUMMARY:

- In August of 2020, City engaged the firm 110% to assist our Department in developing and adopting a Cost Recovery Model and Financial Management Philosophy Plan.
- On October 8, 2020, 110% presented at the Board meeting to provide an overview and review the resource allocation philosophy that is the foundation of this project.
- On December 10, 2020, the 110% team will lead a workshop on the next phase of this project focused on the beneficiary of services and other strategies.
- The 110% team will present the final work product for adoption.

BACKGROUND INFORMATION:

- This work will set forth how we establish fees and charges in relation to various goals, market conditions, benchmarking, demand, cost recovery targets, and

industry trends.

- A primary component of this project includes a comprehensive cost of service analysis using a proprietary online-based Cost Recovery Module, which is designed to accelerate the data collection and sorting functions that are necessary tasks associated with a cost of service analysis.
- This will promote maximum resident participation in our parks system, potentially reduce our reliance on subsidies from the general fund and ensure that no one has a barrier to participation.
- Deliverables include a Cost Recovery Model and Financial Management Philosophy report, as well as access to the proprietary online-based Cost Recovery Module.
- Jamie Sabbach is the founder and CEO of 110%, which helps organizations be more responsible, strategic and bold amid dynamic social, environmental and economic change. Over the course of her career she has served as a park and recreation practitioner, university faculty, and as a consultant. Based in Colorado, 110% has completed projects across the nation, to include Texas communities such as Lewisville.

FINANCIAL SUMMARY:

- N/A

SUPPORTING MATERIALS: