

Memo

To: Steve Hill / City Council
From: Tammie French
CC: Sally Oglesby
Date: 4/22/2016
Re: Tournament rental fees for Centennial Park

Within the last 3 to 5 years, we have noticed a decline in completed tournaments at Centennial Park. Our bookings remain high, at 32 for the 2016 season. After several cancelled tournaments and further investigation, we discovered that Tournament Directors are choosing locations with lower user fees and more amenities, thus improving their attendance and overall profits for tournaments.

10 to 15 years ago Crossville's beautiful complex was one of a handful of parks offering tournament venues. Fees were set at that time and have not been changed since. As travel ball and tournament play has increased, many other cities and towns have jumped on board also offering tournament facilities, often at much lower prices than what we had offered.

After speaking to other area Recreation Directors, another factor hitting everyone's schedule is the fact that many "destination cities" are now hosting tournaments. Cities like Gatlinburg, Pigeon Forge and Sevierville all offer an abundance of family activities in addition to their sports complexes. Families are more willing to spend their precious vacation time enjoying a destination tournament where the entire family can participate in activities they all enjoy.

We have also encountered issues with having adequate hotel rooms for larger tournaments, and unfortunately, most local hotels have chosen not to partner with our department to offer group rates as many other cities do.

If our intention is to remain active in tournament play, I feel we must be more competitive in pricing. I have attached a brief survey of area recreation departments. This survey shows that every facility surveyed offers per field, per day or per team pricing. Our current fee of half the tournament gate is no longer appropriate. (Our closest neighbor Cookeville stays constantly booked at \$75.00 per field, per day.)

If our desire is to bring visitors into the City of Crossville in hopes of their spending dollars bringing in revenue, I would propose we change to a per field, per day charge as our competitors do.

My proposal is as follows:

- ..Booking fee would remain at \$50.00 per event, converting to a deposit upon completion of the tournament. If tournament cancels, deposit is forfeited.
- ..\$100.00 per field, per day for Saturday and Sunday with a 2 field minimum.
- ..\$50.00 per field for Friday evening after 5 pm. (No minimum here, locals sometimes like to hold Friday night homerun derby's.)

We would retain 100% of concessions revenue and prohibit any type of food vendors. Merchandise vendors requiring electricity would pay \$50.00 per event.