



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation
ACM: Christine Taylor, Assistant City Manager
DATE: April 1, 2024

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the 2024-2026 Subsidy and Resource Allocation Plan for the Parks and Recreation Department.

BACKGROUND

The Parks and Recreation Department utilizes a cost recovery model and policy serving as the framework for future planning, budgeting, pricing and resource allocation. The goals of the cost recovery model are to:

- Educate and orient staff about the cost recovery philosophy
- To provide a foundation for decision making that is fair and equitable to the tax paying community and individual users of programs and services
- To provide an efficient and effective business tool

The first study was completed in November 2019 and Council adopted the Subsidy and Resource Allocation Policy on March 3, 2020.

A second study was conducted with consultants from 110% Inc. The company's "Smart Approach to Cost Recovery" aligns subsidy and resource allocation with how each program category serves the common good vs. the individual user. A series of workshops included staff from varying levels of the department to increase understanding and buy-in of the cost recovery model. Additionally, a workshop was held with the Parks, Recreation and Beautification Board to provide further understanding of the methodology. Results from this study were shared with the Finance Department for additional feedback. The 2021-2023 model was adopted with Park Board input in July 2021.

During the Fall of 2023, Parks and Recreation staff reviewed the cost recovery continuum and updated all program budget allocations. This review is planned to be completed on a 3-year cycle. The process and updates were shared and discussed with the Finance Department for consideration.

OPTIONS

Recommend approval of the 2024-2026 Subsidy and Resource Allocation Plan, recommend with edits or decide not to move forward with the proposed plan.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

Feb 3, 2020: Parks, Recreation and Beautification Board recommended approval of the adoption of the Subsidy and Resource Allocation Policy for the Parks and Recreation Department with a (7-0) vote.

Mar. 3, 2020: City Council approved Resolution 20-288 adopting the Subsidy and Resource Allocation Policy for the Parks and Recreation Department with a (5-0) vote.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Exhibit 3- Denton PARD Subsidy and Resource Allocation Strategy Continuum 2024-2026

Exhibit 4- Denton PARD Service Categories 2024-2026

Exhibit 5- Resolution 20-288 Subsidy and Resource Allocation Policy

Respectfully submitted:

Gary Packan

Director of Parks and Recreation

Prepared by:

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Program Area Manager, Parks and Recreation