



RECREATION BOARD WORK SESSION JULY 23, 2025

ALPHARETTA CITY HALL
COMMUNITY ROOM
2 PARK PLAZA
5:30 PM

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **WORK SESSION ITEMS**
 - a. **Special Event Permit Fee**
Consideration of approval of a special event permit fee for all special event and film applications.
 - b. **Active Adult Facility Membership**
Consideration of approval of membership for Active Adult participants at the Alpharetta Adult Activity Center and Preston Ridge Community Center.
4. **ITEMS FROM COMMISSION MEMBERS**
5. **ADJOURNMENT**



STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Christine Young
Meeting Date: July 23, 2025

AGENDA ITEM:

Special Event Permit Fee

Consideration of approval of a special event permit fee for all special event and film applications.

STAFF RECOMMENDATION:

This is for Work Session discussion, no formal vote will be taken.

ITEM DESCRIPTION:

Background:

Special events currently collect a \$200 permit fee through the online event application. The \$200 permit fee is currently waived for partner events and charged only to outside events and film permits.

The recommendation is to collect \$200 for **all** permits issued for special events and filming.

Reasoning:

1. Covers the cost of staff time in processing permits; any one permit may have up to 25+ staff members from multiple departments (Public Works, Public Safety, Fire, Code Enforcement, Parks, Recreation Services, City Administration, Community Development, Risk Management) reviewing the application, commenting, making recommendations, asking for clarification or requesting additional information and then approving.
2. For partner and outside groups alike, it is a small fee to ensure all steps are taken to make their event(s) safe and successful; for partnered groups, it would be their sole financial responsibility to the City of Alpharetta for their event.
3. If a partner group has more than one event (ex: Brew Moon, Farmer's Market), they will be charged one \$200 permit fee for all events (dates must be included on one application).
4. Current fees collected for outside and film are \$5,000; will increase to \$11,000 if all permits are charged \$200.

ATTACHMENTS:

None



STAFF REPORT

Department: Recreation, Parks & Cultural Services

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Meeting Date: July 23, 2025

AGENDA ITEM:

Active Adult Facility Membership

Consideration of approval of membership for Active Adult participants at the Alpharetta Adult Activity Center and Preston Ridge Community Center.

STAFF RECOMMENDATION:

This is for Work Session discussion, no formal vote will taken.

ITEM DESCRIPTION:

Background:

The Alpharetta Adult Activity Center and Preston Ridge Community Center offer activities specifically designed for active adults, age 55+. Since the opening of the AAAC in 1988 and PRCC in 2021, non-residency fees were not a part of the fee structure and all participants paid the same fees, regardless of residency. Many programs offered are free of charge and several programs at each facility are subsidized by the City of Alpharetta to pay for instructors, at no cost to participants, as part of promoting overall health and wellness for the active adults in the community and surrounding communities. Participation in FY24 showed 65% of participants were non-residents and at times in the past, it has been as high as 68-70% non-residency participation.

Most active adult centers in surrounding agencies charge fees ranging from \$25 up to \$250 annually.

The benefits of the ARPCS Active Adult membership program to the City of Alpharetta:

1. Non-resident fees are consistent with all other program areas.
2. Create the ability to track unique members and provide more accurate reporting annually.
3. Off-setting of the costs of subsidized instructor fees.
4. Estimated fees collected for FY26: \$8,000 to \$10,000.

The membership program will be structured as follows:

1. All active adult participants at the AAAC and PRCC will be required to obtain a membership card, issued annually, and valid at either facility. Participants will be required to scan their membership upon entrance to the facilities.
2. Resident members receive membership cards at no charge; non-resident members are subject to an annual membership card fee of \$40; care replacement fee of \$5 for all.
3. In following the refund policies for Open Gym and Pool Passes, memberships will be refundable within 10 days of purchase; no refunds will be issued thereafter.
4. **BENEFIT TO PARTICIPANTS:** Membership entitles the passholder to all activities at AAAC/PRCC at the resident rate when fees apply, as well as access to all activities at the Centers.
5. Membership is for one-year, starting the date of purchase.
6. Program will be implemented January 1, 2026.

ATTACHMENTS:

None