



Item No. 5a Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE

FROM: SALLY BENTZ-DALTON – PARK MANAGER

DATE: NOVEMBER 11TH, 2020

SUBJECT: Proposal by Player Capital Tennis and discussion of tennis key fee and future key fee increase

PRESENTATION

Michael Jessup with Player Capital Tennis will be presenting a proposal for a key fee increase. Below is a draft sample questionnaire he would like feedback on that could possibly be emailed out to all tennis key holders.

Hi Everyone,

The purpose of this questionnaire is to get tennis key holder feedback about upgrading the tennis courts with a special overlay so they do not crack anymore. In order to do this there is a proposal to raise the current key rates to the following:

Atherton Residents: \$75 or \$100/year

Non-Residents: \$275 or \$300/year

Current resurfacing costs run around \$8,000/court every 3 years. The special overlay would cost \$20,000/court the first time but would only be \$8,000 every 5 years after that.

The \$25 raise in price would allow us to do one court about every 3 years. If we raised key prices \$50 we could do 2 courts in 3 years.

Please respond to this email with a following response by Sunday Nov. 1st to have your voice heard at the next Parks & Recreation Committee Meeting.

Yes, \$25

Yes, \$50

No

Any additional feedback is welcome.

Thanks and happy hitting!

DISCUSSION

At the October 2020 Park & Rec meeting Michael Jessup with Player Capital Tennis stated that the new resurfaced courts will be cracking within months. Courts 4 & 5 are the most cracked. Michael would like to have the town install new courts or have methacrylic installed which is approximately \$20,000 per court. He suggested raising the key rates. Alex Keh asked Michael to come back with a proposal for the metacyclic courts. Rick DeGolia proposed adding a discussion of the key fee.

For 2020 the key fees are:

\$50/ATHERTON RESIDENTS-REGULAR COURTS
\$50/ATHERTON RESIDENTS-CLAY COURT
\$200/NON-RESIDENTS- REGULAR COURTS
\$30/ PER HOUR CLAY COURT USAGE (Valid ID Required)

As of October 28th, 2020

139 regular court keys were sold
32 clay court keys were sold

In Menlo Park tennis keys are \$63 for residents and \$127 for non-residents. In the Town of Hillsborough tennis courts are \$17 per hour. For the Town of Woodside reservations are \$19.50 per 1 ½ hour time block (\$13/hour), per court.

Michael Jessup is suggesting raising the court key fee from:

\$50 for residents to \$75-100 per year – 25%-50% increase
\$200 for non-residents to \$275-300 – 37%-50% increase

The committee can discuss the fee increase as well as the questionnaire and decide next steps.