



**INDIAN RIVER COUNTY, FLORIDA**  
**AGENDA ITEM**  
**Assistant County Administrator /**  
**Department of General Services**

**CONSENT AGENDA**  
**BCC MEETING 12-18-2018**

**Date:** December 18, 2018

**To:** The Honorable Board of County Commissioners

**Thru:** Jason E. Brown, County Administrator  
 Kristin Daniels, Budget Director  
 Michael C. Zito, Assistant County Administrator

**From:** Holden Kriss, Rangemaster

**Subject:** Updated Fee Schedule for Indian River County Shooting Range – Rifle and Pistol Range, Effective January 1, 2019

**BACKGROUND**

The Indian River County Shooting Range (Range) opened in April of 2001. Since entering into the Concessionaire Contract with the Florida Fish and Wildlife Conservation Commission (FWCC) for the operation of the Range, there have been only two increases in fees during this span of time. As we enter our 18<sup>th</sup> year of operation, it is time to consider an update to the current rates structure to allow recapture of some of the increased costs in management and operation of the shooting range. Clay target fees will stay the same as we capture and increase market share. The update fee schedule proposed is authorized under the County's contract with Florida Fish and Wildlife Conservation Commission.

The following tables show the change in rates from current to proposed rates:

**Pistol & Rifle Range (Adults)**

	Base Fee	Environ. Fee	7 % Sales Tax	Total Charge
Current	\$9.75	\$1.00	\$.75	\$11.50
Proposed	\$10.78	\$1.00	\$.82	\$12.60

**Pistol & Rifle Range (juniors)**  
 (Ages 10-17)

	Base Fee	Environ. Fee	7 % Sales Tax	Total Charge
Current	\$7.75	\$1.00	\$.61	\$9.36
No Change in Junior Rates				

Propose: New Special Buy: Purchase a “Buy 10 Range Passes Card” \$87.50 + \$5.00 environmental + \$6.475 sales tax = **\$98.98**. (Based on new daily rate, purchasing the Buy 10 Range Passes would be a \$27.02 savings to consumer compared to daily rate.) The “B10RC” card is good for one (1) year and issued for use by the cardholder only.

**Summary of Fee Change:**

- Rifle and Pistol Range base fees for adults increase from \$9.75 to \$10.78
- Rifle and Pistol Range base fees for juniors has no change.
- Air gun and Archery - no change in fees.
- A Special buy card “Buy 10 Range Passes Card” is good for one year and cost \$98.98 with tax.
- Staff has received requests over the years for a yearly membership fee. Offering the “Buy 10 Range Passes Card”, will serve the needs for most of these requests.

- ❖ Projections are based on 27,500 shooters annually buying range passes: Out of that, 19,500 patrons are rifle and pistol shooters. Of that amount, 17,500 shooters are adults. We estimate an increase in revenue from the new fees would be an additional \$18,025.00 per year.
- ❖ Estimating 300 shooters buy the new “Buy 10 Discount Card” in the first year; the revenues generated will be \$26,250.00. Of that, approximately 100 are regular visitors who will make the decision to buy the new “Buy 10 Range Fee Card”: The decrease in regular range pass sales is anticipated to be about \$2,030 per year, as a result of the regulars shooters buying the “Buy 10 Range Passes Card”.
- ❖ Total anticipated revenue increase per year with new fees and the offering of the new “Buy 10 Range Fee Card” will be approximately: \$42,245.

<b>PISTOL &amp; RIFLE RANGE PASS DAILY RATE</b>				
Total Annual Shooters	Pistol & Rifle Total Users	Pistol & Rifle Adult Shooters Only	Pistol & Rifle New Adult Rate Fee Increase	Calculated Projected Revenue Increase
27,500	19,500	17,500	\$1.03	\$18,025
<b>NEW – "Buy 10 Range Fee Card"</b>				
Projected number of new card purchases to be sold		Base Card price		
300		\$87.50		\$26,250
Projected Revenue Increase:				\$44,275
*Total anticipated net increase in revenue				\$42,245

\*anticipating 100 current member shooters will purchase the new Range Card for the savings – (\$2,030),

The Shooting Range is open to the public Thursday through Monday from 9:00 am to 5:00 pm (must sign in by 4:00 pm). Visit [www.goshootingirc.com](http://www.goshootingirc.com) for prices, hours and events scheduled.

**RECOMMENDATION:**

Staff respectfully recommends the Board of County Commissioners to authorize the increase to the Pistol & Rifle Range range pass fee, and authorize approval to offer the "Buy 10 Range Passes Card."

**ATTACHMENT:**

Florida Fish and Wildlife Conservation Commission approved Fee Schedule (Exhibit B)

**DISBURSEMENT:**

William R. Cline, FFWCC, Tallahassee, FL

**APPROVED AGENDA ITEM FOR DECEMBER 18, 2018**