



Town of Chino Valley FEE MODIFICATIONS REPORT

November 2025

MODIFICATIONS – Townwide

Proposed Action	Fee Description	Current Unit of Measure	Current Amount	Current Fee Authorization	Proposed Unit of Measure	Proposed Amount	Notes	Basis for Change
Add	Retail merchandise, supplies, or promotional items	N/A	N/A	N/A	Per Item	Actual cost + 10%-150% markup	Department Directors, in consultation with the Finance Director, may adjust individual item prices within the approved markup range as costs fluctuate.	Not previously codified
Add	Concession Items	N/A	N/A	N/A	Per Item	Actual cost + 50%-300% markup (generally rounded to \$1 increments)	Department Directors, in consultation with the Finance Director, may adjust individual item prices within the approved markup range as costs fluctuate.	Not previously codified
Add	Special Event Rentals at Old Home Manor	N/A	N/A	N/A	Per Event	Variable	Determined by Town Manager in consultation with the Community Services Director, and Finance Director on a per event basis to ensure cost recovery of Town services required.	To establish authority to charge for special events
Add	Special Event Rentals at Fred Harvey Property	N/A	N/A	N/A	Per Event	Variable	Determined by Town Manager in consultation with the Community Services Director, and Finance Director on a per event basis to ensure cost recovery of Town services required.	To establish authority to charge for special events at the newly acquired property
All Room/Building Rentals								
Add	Lost (Not Returned) Key Card - Public	N/A	N/A	N/A	Per Lost/Not Returned Key Card	20.00		To cover the hard cost and administrative cost of issuing a new key card

The above proposed fee additions establish standardized fee markups for miscellaneous sales and replacement costs that have not been previously codified within the Town’s consolidated fee schedule. These items reflect operational practices that are already occurring at a minimal scale within various departments (e.g., Police, Community Services) but lack formal authorization or consistency in pricing methodology. Establishing these items ensures transparency, cost recovery, and compliance with statutory requirements for fee adoption. New items include special event rentals and include a mechanism for evaluating these rentals on a per event basis to ensure the Town is able to act quickly should event opportunities arise.

1. Retail Merchandise, Supplies, or Promotional Items

Proposed Fee: Actual cost plus a 10%–150% markup per item

Justification: The Town occasionally sells tangible items such as promotional merchandise, leashes and collars in the animal shelter, apparel, or commemorative items at community events and facilities. These sales are intended to recover the cost of goods and related handling or administrative expenses, not to generate profit.

The proposed markup range allows flexibility for small and large items while maintaining affordability and ease of pricing. The percentage accounts for variable administrative burdens such as procurement, inventory management, sales tax processing, and card transaction fees.

Basis for Change: This fee was not previously codified. Adopting a cost-plus formula provides a consistent, Council approved methodology that allows staff to adjust prices within a defined range as suppliers' costs fluctuate.

2. Concession Items

Proposed Fee: Actual cost plus a 50%–300% markup per item (generally rounded to \$1.00 increments)

Justification: The Town operates seasonal concession stands, primarily at the Aquatic Center, offering low-cost snacks and beverages for the convenience of patrons. Pricing is designed to be simple (typically \$1.00 increments) and affordable, while still covering the Town's direct costs of product purchase, storage, spoilage, and waste.

Because concession items vary widely in cost (frozen treats, bottled drinks, chips), a broader markup range ensures operational flexibility without the need for frequent Council action. The upper limit allows recovery of ancillary costs such as refrigeration, packaging, and point-of-sale supplies.

Basis for Change: This fee was not previously codified. The markup range provides a transparent, formula-based approach consistent with best practices for municipal concession operations.

3. Special Event Rentals at Old Home Manor

Proposed Fee: Variable - Determined by Town Manager in consultation with the Community Services Director, and Finance Director on a per event basis to ensure cost recovery of Town services required.

Justification: Old Home Manor remains a key focus area for the Town as plans move forward for site improvements, recreational amenities, and attracting new tenants. As these projects develop, the property may also serve as a venue for special events such as rodeos, festivals, tournaments, or limited dry-camping activities. Each event could involve different levels of Town support, including staff time, site preparation, sanitation, and utilities. Establishing a flexible, event-specific fee allows the Town to recover those actual costs while keeping the site available for community and economic opportunities. This approach promotes responsible use of public resources and ensures that private or special-interest events are not subsidized by general tax revenues.

Basis for Change: This item was not previously included in the fee schedule. It is being added at this time to allow the Town to charge appropriately should a special event opportunity arise at Old Home Manor.

4. Special Event Rentals at Fred Harvey Property

Proposed Fee: Variable - Determined by Town Manager in consultation with the Community Services Director, and Finance Director on a per event basis to ensure cost recovery of Town services required.

Justification: The recently acquired Fred Harvey Property at Del Rio Springs holds significant historical and cultural value for the community. As remediation and stabilization efforts are completed, the site may become suitable for limited special events such as historical tours, cultural gatherings, or educational programs. Each event will have unique requirements for Town support, including staffing, site preparation, traffic control, and utilities. Establishing a variable fee structure provides flexibility to recover actual costs associated with each event while allowing the Town to responsibly manage public access and promote community engagement with this important landmark.

Basis for Change: This is being added due to the recent purchase of the property. This will give authority to the Town to charge appropriately should a special event opportunity arise at the Fred Harvey Property once remediation and stabilization have been completed.

5. Lost (Not Returned) Key Card

Proposed Fee: \$20.00 per lost or not returned key card

Justification: Recently the Town switched building access for most Town facilities from standard keys to key cards. These key cards will also be utilized for building entry or room rentals. When cards are lost or not returned, the Town incurs replacement and administrative costs for deactivation, reissuance, and programming of a new card. The proposed \$20 fee is based on the average replacement cost of a key card plus staff handling time and a premium to discourage losing the card.

Basis for Change: This item was not previously included in the fee schedule as the Town did not utilize key cards. The fee ensures recovery of the direct and indirect costs associated with issuing replacements while encouraging proper return of issued cards.

In summary, these updates are intended to create consistency in how the Town recovers costs and manages fees while allowing flexibility where needed. They outline clear methods for pricing items sold or replaced by the Town and set a process for evaluating and approving special event rentals on a case-by-case basis. This approach gives the Town the ability to act quickly when opportunities arise, such as events at Old Home Manor or the Fred Harvey Property, while maintaining proper oversight and fiscal responsibility. Overall, the changes establish a fair and practical framework that supports long-term sustainability, keeps services affordable, and ensures that event and retail activities cover their own costs rather than relying on general fund revenues.

MODIFICATIONS – Public Works: Cemetery

Proposed Action	Fee Description	Current Unit of Measure	Current Amount	Current Fee Authorization	Proposed Unit of Measure	Proposed Amount	Notes	Basis for Change
Cemetery Services								
Add	Opening and Closing – Single Depth	N/A	N/A	N/A	Per Interment	475.00	Includes excavation and backfill.	For cost recovery of cemetery services
Add	Opening and Closing – Double Depth	N/A	N/A	N/A	Per Interment	525.00	Includes excavation and backfill.	For cost recovery of cemetery services
Add	Opening and Closing – Urn/Cremains	N/A	N/A	N/A	Per Interment	50.00	Includes excavation and backfill.	For cost recovery of cemetery services

The above proposed fee additions establish standardized charges for cemetery services now being transitioned from the Chino Valley Cemetery Association (CVCA), a volunteer-run nonprofit, to direct Town management. The proposed fees are limited to the opening and closing of graves, as no plot purchase fees will be implemented at this time. Establishing these service fees provides a consistent, transparent mechanism for cost recovery while aligning with regional practices observed among peer Arizona communities.

1. Opening and Closing – Single Depth

Proposed Fee: \$475.00 per interment

Justification: The proposed rate reflects the average cost of excavation and backfill for a standard burial, including labor, equipment use, and site restoration. Comparative analysis shows that other Arizona municipalities charge between \$400 and \$600 for single-depth openings (e.g., Cottonwood, Show Low, and Quartzsite). The Town’s proposed amount falls within the lower-middle range of peer pricing, ensuring that the fee is reasonable for residents while sufficient to recover direct operational costs.

Basis for Change: This is a new fee. The Town’s assumption of operations necessitates a formalized cost structure to sustain service delivery and maintain the historic cemetery site.

2. Opening and Closing – Double Depth

Proposed Fee: \$525.00 per interment

Justification: Double-depth burials require deeper excavation, specialized equipment handling, and additional time to ensure site stability and safety. The fees in other jurisdictions generally range from \$500 to over \$700, depending on depth and soil conditions (e.g., Mesa, Cottonwood). The proposed rate represents a cost-recovery level appropriate for Town operations while maintaining affordability for residents.

Basis for Change: This is a new fee. Adoption ensures consistent recovery of the higher service cost associated with double-depth interments.

3. Opening and Closing – Urn/Cremaains

Proposed Fee: \$50.00 per interment

Justification: The proposed rate reflects the minimal excavation and time required for cremains burials. Comparable communities charge between \$50 and \$150 (e.g., Cottonwood, Show Low, and Flagstaff). The Town’s proposed rate is positioned at the low end of this range to maintain accessibility for residents while still recovering the modest labor and equipment costs involved.

Basis for Change: This is a new fee. Establishing this rate allows the Town to recover direct costs for cremains services without imposing undue financial burden on families.

In summary, these additions for cemetery services formalize and standardize the fees necessary to support cemetery operations, ensuring both cost recovery and alignment with regional norms. The proposed charges are consistent with rates observed in peer Arizona jurisdictions. The Town’s rates are intentionally set at the lower end of the range to balance fiscal responsibility with community accessibility. Adoption of these fees ensures that the Town’s cemetery services are financially sustainable and transparent.