

OFFICE OF THE CITY MANAGER  
DES MOINES, IOWA

ITEM 91

CITY COUNCIL COMMUNICATION 97-041  
JANUARY 20, 1997 AGENDA

| SUBJECT:                  | TYPE:                                     | SUBMITTED BY:                                   |
|---------------------------|---|---|
| REVISED AMPHITHEATER FEES | ◆ RESOLUTION<br>ORDINANCE<br>RECEIVE/FILE | DONALD M. TRIPP<br>PARK AND RECREATION DIRECTOR |

**SYNOPSIS —**

The Park and Recreation Department is responsible for operating the Simon Estes Riverfront Amphitheater. The current budget is funded entirely from revenue generated from rentals of the facility. In the few short months of operation since the facility was completed, it is apparent some minor revisions to the current fees and charges policy is needed. These changes are designed to offer an economical rate for non-peak usage, increased use by cultural arts agencies offering culturally enriching programs to the citizens of Des Moines, and increasing revenue to the City for uses where the business, agency or individual renting the facility gain financially from the use. All uses will generate rental revenue from the agency renting the facility as well as secondary revenue from food and beverage sales.

**FISCAL IMPACT —**

The fiscal impact of rentals is difficult to determine with only a couple of months use in 1996. If there were 15 to 25 rentals throughout the year averaging \$275, the revenue will be \$4,000 to \$7,000.

**RECOMMENDATION —**

Approval of the proposed fee schedule.

**BACKGROUND —**

At their meeting on December 10, 1996, the Park and Recreation Board voted unanimously to approve a revision of the amphitheater fees adopted by the Council on May 28, 1996. The proposed fees for rental of the amphitheater have been developed to cover a broad range of uses, from private weddings to commercial concerts. The revision is necessary to more clearly define the use and assign an appropriate fee for the use. The fees have been divided into the following groups: public, private, commercial, and cultural arts. A damage/cleaning deposit schedule is proposed, along with a flat rate electricity charge. These rates are explained below.

**PROPOSED AMPHITHEATER FEES**

- ELECTRICITY PER SESSION (CONCERTS) \$50 (old)  
Food, catering, etc. on plaza \$150 (new)  
\$50 (new)
- DAMAGE/CLEANING DEPOSIT - Private/Public/Cultural \$100
- DAMAGE/CLEANING DEPOSIT - Commercial \$500(old)

\$300(new)

• RENTAL FEES

1. Public Rental

*Open to the public, no admission fees charged. Any business, agency or individual whose use is family oriented and intended for the general public.*

\$175/4-hour session non-peak + \$75/hr. ea. add. hr.

\$275/4-hour session peak days + \$75/hr. ea. add. hr.

REVISION:

Any business, agency, or individual whose use is intended for the general public where no actual admission fee is charged at the site, but advance fundraising may have created the need for such a use. A Cultural Art use where an admission fee is charged.

\$175/4-hour session non-peak + \$50/hr. ea. add. hr.

\$275/4-hour session peak + \$100/hr. ea. add. hr.

2. Commercial

*Restricted audience, or public use with admission fees. Any business, agency or individual whose use is for a restricted or closed audience; i.e., employees or membership, or a "public use" where admission fees are generating revenue for a business or agency where the revenue benefits the agency or a restricted number of people.*

\$525/4 hr. session non-peak + \$75 ea. add. hr.

\$550/4 hr. session peak + \$75 ea. add. hr.

REVISION:

Any business, agency or individual whose use is for a restricted or closed audience, i.e., employees or membership, or a "public use" where admission fees are generating revenue for a business or agency where the revenue benefits the agency or a restricted number of people.

\$425/4 hr. session non-peak + \$125 ea. add. hr.

\$575/4 hr. session peak + \$175 ea. add. hr.

3. Private

*Any business, agency or individual whose use is for a restricted or closed audience. No admission is charged, i.e., weddings, private parties.*

\$200/4 hr. session + \$75 ea. add. 2 hrs. or

\$100 ea. add. 2 hrs. peak days

REVISION:

An agency or individual whose use is for a restricted or closed audience. No admission is being charged; i.e., weddings, "Business After Hours," class reunions.

\$150/4 hr. session non-peak + \$50 ea. add. hr.

\$200/4 hr. session peak + \$75 ea. add. hr.

4. Non-Profit Cultural Arts Group Rate

*Defined as a group whose purpose is to expose and/or introduce an audience to a cultural art form which will entertain, educate, enrich or benefit the audience. Performances must be free or at low cost to the participant.*

\$75/2 hrs. + \$15 ea. add. hr.

REVISION:

An individual or nonprofit group whose purpose is family oriented and intended to expose and/or introduce an audience to a cultural art form which will entertain, educate, enrich or benefit the audience. Performances must be free. If an admission fee is charged, public rental fees apply.

\$75/2 hr. session non-peak + \$25 ea. add. hr.

\$100/2 hr. session peak + \$25 ea. add. hr.

Peak use = Thursday after 5:00 PM.  
Friday after 5:00 PM  
Saturday all day  
Sunday all day  
Lunch hours - 10 AM- 2 PM