

CITY COUNCIL COMMUNICATION 97-145  
MARCH 24, 1997 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
ORDINANCE CHANGE—ADMISSION FEES TO BIRDLAND FAMILY AQUATIC CENTER & FAMILY SWIM PASS	◆ RESOLUTION ORDINANCE RECEIVE/FILE	DONALD M. TRIPP PARK AND RECREATION DIRECTOR

**SYNOPSIS —**

The Des Moines Park and Recreation Department recommends that the individual fees into Birdland Family Aquatic Center increase to \$1 for 3- to 7-year-olds, \$2 for 8- to 15-year-olds, and \$3 for anyone 16 years and older. The Department also recommends that the Family Swim Pass be increased by \$5.

**FISCAL IMPACT —**

Impact of increasing the Birdland admission fees is undetermined at this time, due to the unknown attendance the facility will generate with the improvements and correlated fee structure. The Family Pass increase is anticipated to generate over \$5,000 of additional income to the Operating Budget.

**RECOMMENDATION —**

Approval of recommended fee increases.

**BACKGROUND —**

The Citizen's Aquatic Committee had recommended that Birdland's admission fees increase comparable to the other aquatic facilities once the site improvements were completed. The Birdland Family Aquatic Center is currently under construction and will have a water slide, sand play area, increased sun turf areas, and landscaping. Construction is currently on schedule, and Birdland is anticipated to open on June 7, 1997.

Birdland Fee Comparison

Age	Current Fee	Proposed Fee
0 - 2 years of age	Free	Free
3 - 7 years of age	\$ .75	\$1.00
8 - 15 years of age	\$1.00	\$2.00
16 years and older	\$1.25	\$3.00

The Department is also planning to implement a special marketing program allowing parents free admission when accompanied by a paid child. The goal is to increase family usage at Birdland Family Aquatic Center. The proposed fees have been in place at all of Des Moines' swimming pools with the exception of Good Park Pool since 1993.

The Family Swim Pass Program has seen significant increases in sales upon completion of the Family Aquatic Centers in 1993. The pass fee, accepted at all municipal Aquatic Facilities and Gray's Lake

Beach, will still be a bargain at \$90 for residents and \$130 for non-residents. A local family of four would need to attend our facilities only 10 times during the 12-week season to pay for the pass. Over the past several years, the family pass has been increased to reach the market demand. Our pass sales have consistently stayed around 1,000—an increase of over 300 percent from sales prior to new construction.

Family Swim Pass Comparison

Type of Pass	Current Fees	Proposed Fees
Resident Family	\$ 85.00	\$ 90.00
Non-Resident Family	\$120.00	\$125.00

The Swim Pass Program, along with all Department-sponsored programs, allows for individuals in need the ability to apply for a 50 percent scholarship, which would make the Family Pass available to those in need at a rate of \$45. With the increase in daily fees, a stronger marketing approach highlighting the scholarship program will be implemented.

This fee structure was passed at the March 19, 1997, Park and Recreation Board meeting by Resolution No. 97-115.