

**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**01-002**

**SYNOPSIS -**

**AGENDA:**

Approving revisions to the Showmotion Stage fee structure, which was established in 1995. Fee policies have also been revised to institute a rental deposit to ensure commitment to the reservation, to clarify weather-related cancellations, and to communicate preferred procedures for consideration of fee waivers.

JANUARY 8, 2001

**SUBJECT:**

SHOWMOTION  
STAGE FEE  
STRUCTURE AND  
POLICY AND  
PROCEDURE  
CHANGES

**FISCAL IMPACT -**

\$11,000 revenue in operating budget.

**TYPE:**

**RECOMMENDATION -**

**Approval.**

RESOLUTION  
**ORDINANCE**  
RECEIVE/FILE

**BACKGROUND -**

**SUBMITTED BY:**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

<u>Fee History:</u>			
<u>1995-2000 Rental Fees</u>		<u>Recommended 2001 Rental Fees</u>	
		Des Moines Park Event	no fee
Public Event	\$125	Public Event	\$200
Private Use	\$225 weekday	Private Event	\$350
	\$250 weekend		
Other City Use	\$325 weekday +\$1/mile out-of-city use \$350 weekend +\$1/mile	Out of City Event	\$500 + \$1.50/mile
		City of Des	no fee

		Moines Co-sponsored Event	
<u>1995-2000 Staff Charge</u>			
<u>1995-2000 Staff Charge</u>		<u>Recommended 2001 Staff Charge</u>	
\$75 (4-hour minimum) + \$15/hour after minimum.		\$100 (4-hour minimum) + \$20/hour after minimum. Staff charges apply for all rentals.	
<u>1995-2000 Misc. Fees</u>			
<u>1995-2000 Misc. Fees</u>		<u>Recommended 2001 Misc. Fees</u>	
Basic Sound System Rental	\$75/day	Basic Sound System Rental	\$75/day
Additional Stage Sections	\$12/section/day	Additional Stage Sections	\$15/section/day
Generator Rental	no fee	Generator Rental	\$25/day

Fee Rationale:

1. Staff has proposed no "park event" fee to support the original objective of the Showmotion Stage, which is to increase use of our parks and to enhance arts and entertainment opportunities in our neighborhoods. This is designed to encourage the public to bring their events to parks.

2. Any use of the Showmotion Stage outside the park system is considered a business opportunity. Staff has conducted a fee comparison study and is recommending an increase in fees which is closer to the market price of \$275-\$500/day for stage rental and \$40-\$55/hour for staff charges. Staff recommendation is lower than the market price.

3. Expenses in the operating budget for staff and stage maintenance have increased in five years. The Showmotion driver's pay rate begins at \$10.70/hour. In an overtime situation, this increases to \$16.05/hour. Our hourly wages need to be competitive to attract dependable staff. It is important to note that staff fees begin to be charged at the scheduled event time and do not include the travel time.

4. The actual per use cost of operating the Showmotion Stage in

1999-2000 was \$527.36 per event.

5. A stage structure comparable to the Showmotion structure and somewhat larger in size (40' x 53') compared to the Showmotion Stage (40' x 24') would cost \$2,500/day.

6. The proposed generator fee is needed to recover the cost for gas used during the event and maintenance to the generator. These costs were previously an expense in the operating budget and was not recovered by a fee for the use of the generator.

Staff did a thorough review of policies and procedures. With new staff implementing the program, several areas were identified that required clarification for the user and improved consistency in our procedures with customers.

Fee Waivers:

Staff receives a substantial number of requests for fee waivers, which need consideration in a fair and consistent manner. Therefore, staff is recommending a policy as stated "to be approved by the Park and Recreation Department for a co-sponsored event, all users are required to submit a written letter stating their intentions for the partnership." These written requests will then be reviewed by staff with final approval by the Director.

Rental Deposits:

Without a rental deposit, the City had a potential for lost business in reserving the stage based on a verbal commitment for an undefined period of time, while denying use to another party. Staff is recommending: "A rental deposit of \$100 payable in a separate check is required to confirm the reservation." Staff is also recommending a "full payment of fees due four weeks prior to the date of the event."

Refunds:

Cancellations were handled by assessing a \$75 staffing charge and/or a charge of at least one-half the stage rental fee, or up to the full fee, if another booking for the same date and time had been turned down.

Basing cancellation penalties on fees is not always workable, because oftentimes fees had not been collected at the time of the cancellation. Therefore, staff is recommending that cancellations be related to the deposit rather than the fees.

The Park and Recreation Board unanimously approved these fees on January 2, 2001.

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