

Meeting Agendas/Info

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

01-069

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

AGENDA:

FEBRUARY 12, 2001

SYNOPSIS -

Approval of increasing the family season swim pass from \$95 to \$115 and elimination of selling season swim passes to non-residents of Des Moines, along with implementing a new fee of \$10/team for recreational soccer tournaments and \$25/team for competitive soccer tournaments.

SUBJECT:

FEEES AND CHARGES
FOR SEASON SWIM
PASS AND JAMES W.
COWNIE SOCCER
PARK

FISCAL IMPACT -

\$34,000 in additional revenue-\$20,000 from the family season swim pass charges and \$14,000 from the soccer tournament fees.

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

RECOMMENDATION -

Approval.

SUBMITTED BY:

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

BACKGROUND -

On January 23, 2001, the Des Moines Park and Recreation Board approved a fee increase for the resident season swim pass and elimination of selling season swim passes to non-residents.

The City of Des Moines has not adjusted the fee structure for Des Moines aquatic centers since 1998. The recommended fee increase and elimination of the non-resident pass is anticipated to increase aquatic revenues by \$20,000. The elimination of selling swim passes to non-residents assists in capturing additional revenue from daily admission sales from non-resident users. Non-residents are welcome to use our facilities at the daily admission price.

The Park and Recreation Department offers a special \$10 discount off passes during the month of April. At the recommended fee of \$115, a family of four would need to attend the aquatic facilities once a week to recover their investment. Letters of the fee increase

and information on the early bird special will be mailed to all 2000 season swim pass holders.

The family season swim pass is an attractive package for families that use Des Moines aquatic facilities on a frequent basis. The passes allow access to any of Des Moines' aquatic centers.

The City of West Des Moines is raising their pass for Holiday Pool to \$100, while the City of Ankeny offers a pass for \$95 for their single aquatic center. Des Moines provides superior facilities and multiple locations for its residents.

On January 23, 2001, the Des Moines Park and Recreation Board recommended approving the new per team fee to support maintenance operations at the James W. Cownie Soccer Park.

The City of Des Moines owns and operates the James W. Cownie Soccer Park as an economic impact facility to attract local, regional, and national tournaments. Currently, fees are charged for rental of the fields based on a league rate of \$60/day or a tournament rate of \$100/field/day. The field rental fee will remain in place as a revenue source to the City.

On January 16, 2001, the Soccer Advisory Committee recommended that the City create a new fee for tournament hosts of \$10/team for recreational tournaments and \$25/team for competitive tournaments. This method of collection is easy to evaluate and monitor to raise additional funds to support maintenance operations.

For example, if Club X wants to host a 100-team, two-day recreation tournament using all 12 fields, they would be charged \$2,400 for field rental and an additional \$1,000 at a rate of \$10/team.

Tournament hosts have been receiving all revenues from entry fees, sponsors, and concession operations. The Committee evaluated an option to receive a percentage of gross revenues from tournament hosted concession operations, but is making the above recommendation due to the easy method of tracking.