

**CITY COUNCIL  
COMMUNICATION:**

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

**02-224**

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

**AGENDA:**

APRIL 22, 2002

**SYNOPSIS -**

Staff recommends an ordinance change to establish procedures and fees for vending food, beverage, and souvenir items at Department-sponsored events on park property.

**SUBJECT:**

ESTABLISH  
PROCEDURES FOR  
FEES FOR VENDING  
FOOD, BEVERAGE,  
AND SOUVENIR  
ITEMS AT  
DEPARTMENT-  
SPONSORED  
EVENTS

**FISCAL IMPACT -**

Approximately six vendors at \$850 each, generating \$5,100 in revenue.

**RECOMMENDATION -**

**Staff recommends City Council approval to a proposed ordinance change of 74-186, Amphitheater vendor fees. Staff recommends a waiver of the second and third reading in order to implement the vending program for 2002 events in planning.**

**TYPE:**

RESOLUTION  
**ORDINANCE**  
RECEIVE/FILE

**BACKGROUND -**

The food and beverage vending at special events is an important component of the overall customer experience. The relationship between individual vendors and Department staff will benefit with agreement on established standards with the intention to assure public health, safety, and fiscal responsibility.

**SUBMITTED BY:**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

Current ordinance, 74-186, sets fees of \$10 per day or \$300 per season, between the hours of 10:00 a.m. and 2:00 p.m., Monday through Friday. At all other times during events by request of the person or entity renting the amphitheater, the fee is \$10 per event. The first step in addressing this concern is enabling authority for approval and establishing a basis for return of revenue to the City.

The original intent of the ordinance was to model the Nollen Plaza noon hour vendors at the Amphitheater, and this concept has not

developed. Rather, vendors are present at scheduled concert events attracting up to 2,000 people. Vendors are also a part of community special events drawing 5,000 to 10,000 people throughout the park system.

With advice from the City's Legal Department, staff is proposing to replace 74-186 with new language, which mirrors the model for Downtown Farmer's Market vendors. Staff has included a DRAFT Vendor Application Form as an attachment for Council review.

The proposal will establish a food, beverage, and souvenir vendor business relationship for vending activity on any park property as follows:

1. An application fee of \$20 (non-refundable). The fee is related to the time required for staff review of all necessary approvals and permits from the City, Polk County, and State of Iowa.
2. An application form which establishes clear standards, such as requiring shoes and shirts worn at all times when vending to the public, approval of a price list, and necessary insurance requirements.
3. Establish an approved vendor list, which satisfies the numerous regulations applicable to assure public health and safety. Establish authority of the Director or designee to approve vendor applications. This list can be made available to non-profits conducting events on park property.
4. Establish a fee, which is comparable to fees charged in the local market for similar activities; i.e., Downtown Farmer's Market, Des Moines Arts Festival, and Taste of Des Moines (fee comparison attached).
5. Recommend a fee for priority season vendors of \$850 (to be defined as all Park and Recreation sponsored events on Park and Recreation Department property from the first weekend of each April to the second weekend of each October).
6. Recommend a fee for supplemental daily vendors of \$150 (to be defined as an opportunity for unique products, which add to the variety of season vendors at specific one-day events selected by the vendor and approved by the Park and Recreation Department).

The Des Moines Park and Recreation Board approved the procedures and fee amounts at their March 26, 2002, meeting.

## Attachments

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