



Council Communication

Office of the City Manager

Date June 9, 2008

Agenda Item No. 63
Roll Call No. 08-
Communication No. 08-347
Submitted by: Donald M. Tripp
Park and Recreation Director

AGENDA HEADING:

Amending Chapter 74 of the City Code and Cemetery Schedule of Fees for various Park and Recreation fees and charges

SYNOPSIS:

Recommend approval of the proposed fees and charges to various Park and Recreation programs and facilities including ball diamonds, tennis, volleyball court and soccer fields; parking at the James W. Cownie Soccer Park; non-resident fees for park shelters, season swim passes and cemeteries; and Brenton Skating Rink bike rental fees. On Tuesday, May 27, 2008, the Des Moines Park and Recreation Board recommended approval.

FISCAL IMPACT:

Amount: \$169,000 (Estimated Revenue)

(Parking fees: \$100,000, ball field rentals: \$5,000, non-resident fee elimination: \$1,000 in increase usage, cemeteries: \$63,000.

Funding Source: The funding impact of the above recommendations will be provided from participants and users of the City's Park and Recreation facilities and services. Collected fees and charges shall be deposited into GE001 PKS100400 Athletics and Sports Tourism (Sections 74-176 Ball diamonds, tennis, volleyball court and soccer fields and 74-176 James W. Cownie Soccer Park) and GE001 PKS010400 Cemeteries (Schedule of Fees)

ADDITIONAL INFORMATION:

A. Ball diamonds, tennis, volleyball court and soccer fields: Section 74-176

Section 74-176 (c) Ball diamonds addresses rental fees for the Park and Recreation Departments various baseball and softball complexes. Upon review of area market fees, staff is recommending that section (c) (4) "Tournament Admission fee: \$50.00 per team when admissions fees or advanced fees are charged as a part of the tournament registration" be eliminated. This recommendation is based on several factors; 1) Other area facilities do not charge this type of fee, thereby placing Des Moines ball fields at a competitive disadvantage, 2) Based on the first season of use at the new James W. Cownie Baseball Park there were several open weekends that could have been filled with tournament rentals and 3) More rental uses will increase overall revenues within the Athletics Sports Tourism budget.

Currently the field rental prices in the metropolitan market are as follows:

<u>Location</u>	<u>Field Rental Fee</u>
Ankeny	\$50.00/field/day
Holiday Park	\$45.00 per team
Indianola	\$50.00 per team
Pickard Park	\$50.00/field/day
Raccoon River	\$20.00/field/day
Des Moines	\$65.00/field/day plus \$50.00 per team

B. Section 74-176 (e) related to the James W. Cownie Soccer Park, staff is recommending a new fee for parking for tournament use only. The recommended fee is to charge \$5.00 per day or \$10.00 for the weekend with 20% of the collected fee, less 20% of direct expenses, being paid to the host club renting the James W. Cownie Soccer Park for their tournament. The Park and Recreation Department shall hire and pay for the parking passes and staffing needed to carry out this new parking fee schedule. However, staff feels that the individual clubs renting the facility and hosting the tournaments should receive a portion of the revenue generated through this new fee initiative. This fee concept was presented to the Park and Recreation Board and Des Moines City Council as a part of the funding considerations for the FY2009/2010 operating budget.

C. Non-resident fees – Sections 74-182 Lodge, park shelter and other park rentals., 74-183 Aquatic centers, swimming pools and marina and cemeteries schedule of fees

Based on the positive impact of increased usage and revenues at the City's golf courses and swimming pools due to a reduction in fees, staff is recommending that the non-resident fee structure be eliminated for park shelters, season swim passes and cemetery fees. This recommendation is based on the belief that a standard fee will attract customers to City facilities and therefore increase usage and overall revenues to the City. As the City moves toward more on-line payment services and outside vendor support, the customer service component of one standard fee, set at market rate will attract more visitors to City facilities and improve the overall customer service. Within the cemetery operations, staff estimates that 80% of our business sales come from funeral homes. A single fee structure will greatly aid our ability to market our cemetery operations through this affiliated vendor relationship. Regarding the elimination of the non-resident fees for cemetery operations, the Park and Recreation Board voted to approve this recommendation to the Des Moines City Council at their June 27, 2006 meeting. However, this recommendation was never sent forward to the Des Moines City Council after the Board's recommendation to support this initiative.

D. Cemetery Schedule of Fees

The City's cemetery fees are established by City Council resolution in their Schedule of Fees and not by ordinance as are the rest of the Park and Recreation Department fees and charges. The recommended Schedule of Fees will be submitted under separate cover at a future date, prior to the second reading/approval of fees and charges of the May 27, 2008 Park and Recreation Board meeting as staff has been having difficulty verifying the competitive pricing of private cemetery operations to compare and make a final recommendation. This communication was mailed out to the Board on Thursday, May 15 after the Citizen Cemetery Advisory Committee recommended approval of the attached fees and charges at the end of this communication.

The recommended cemetery fees are based solely on market analysis with adjustments due to the recommended elimination of the non-resident fees. The recommended Schedule of Fees will place the City's cemeteries, with a few exceptions, at or below the average market price. The majority of the fees

being recommended for change were last adjusted in 2006, with the remaining fees last being adjusted in 2002.

E. Brenton Skating Rink Bike Rental Fees – new code section

The Brenton Skating Plaza is partnering with Bike World to provide a livery of rental bikes during the spring, summer and fall. The Park Board has requested an hourly rate, group rate and youth rate be established in addition to a cost comparison from other area vendors. The adjusted fee recommendation from RMS and Bike World is as follows:

Rates for hybrid & mountain bikes		Rates for road bikes	
Hourly rate	\$12.00	Hourly rate	\$ 15.00
½ day (5 hours)	\$20.00	½ day (5 hours)	\$ 30.00
Full Day (24 hours)	\$30.00	Full Day (24 hours)	\$ 40.00
Weekly rate (7 days)	\$80.00	Weekly rate (7 days)	\$110.00
Trailer bikes/carriers	\$ 6.00/hr.		
Trailer bikes/carrier	\$20.00 – ½ day	Youth 12 and under	\$ 5.00 off
Trailer bikes/carriers	\$30.00 – full day	Groups of 15 or more	15% off
Bike helmets	free with rental / \$25-\$30 purchase		

RMS and Bike World are requesting approval of the above rates and will evaluate a group rental fee once operations commence and they can evaluate the usage and demand. According to research completed by Rink Management Systems, Pella, Omaha, Chicago and Austin only provide half-day rates and do not rent by the hour. Additionally, the recommended fees are within the market rate of the other rental locations identified above.

As a part of their operating costs, the Des Moines Riverfront Development Authority (RDA) agrees to provide additional operating support in the amount of \$25,000, the City would contribute up to \$25,000 and the RDA would seek an additional \$25,000 contribution from the Downtown Community Alliance (DCA) during the term of the agreement to subsidy the operations of the Brenton Skating Plaza. Any deficiency beyond the support identified above shall be borne by the RDA.

PREVIOUS COUNCIL ACTION(S):

Date: January 7, 2008

Roll Call Number: [08-059](#)

Action: Amending Chapter 74 of the Municipal Code regarding fees for golf courses, lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors. Moved by Vlassis that this ordinance be considered and given second vote for passage. Motion Carried 7-0.

Date: January 7, 2008

Roll Call Number: [08-060](#)

Action: Final consideration of ordinance above, (waiver requested by Park and Recreation Department), requires 6 votes. Moved by Vlassis that the rule requiring that an ordinance must be considered and

voted on for passage at two Council meetings prior to the meeting at which it is to be finally passed be suspended, that the ordinance be placed upon its final passage and that the ordinance do now pass, #14,737. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Date: May 27, 2008

Roll Call: N/A

Action: Approved recommendation to the Des Moines City Council for amending Chapter 74 of the City Code and Cemetery Schedule of Fees for various Park and Recreation programs and facilities.

Date: April 22, 2008

Roll Call: N/A

Action: Received and filed first reading of recommended fees and charges

Date: June 27, 2006

Roll Call: N/A

Action: Approved recommendation to eliminate the non-resident cemetery fees to the Des Moines City Council.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Approval of second and third readings for the above fees and charges

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