

 <div style="text-align: center;"> <h1 style="margin: 0;">Council</h1> <h1 style="margin: 0;">Communication</h1> <p style="margin: 0;">Office of the City Manager</p> </div>	Date	April 12, 2010
	<p>Agenda Item No.      <b>51</b></p> <p>Roll Call No.         <b><u>10-</u></b></p> <p>Communication No.   <b><u>10-180</u></b></p> <p>Submitted by: <b>Donald M. Tripp, Director of Parks and Recreation</b></p>	

## AGENDA HEADING:

Approving amendment to Chapter 74 ARTICLE VI. FEES of the City Code for various Park and Recreation fees.

## SYNOPSIS:

Approval to amend Chapter 74 ARTICLE VI. FEES of the City Code for various Park and Recreation fees including; Section 74-175; Section 74-176 Ball diamonds, tennis, volleyball court and soccer fields; Section 74-178 Temporary concession fees; 74-179. Park between Tenth and Fifteenth Streets and Grand Avenue and Locust Street; 74-180. Community center building rentals; 74-182. Lodge, park shelter and other park rentals; 74-185. Simon Estes Riverfront Amphitheater fees; 74-185.1. Showmotion Stage; 74-187. Temporary fee adjustment.

## FISCAL IMPACT:

Amount: \$2,200 net estimated revenues

Funding Source: Funds from rental groups will be deposited into Gray's Lake; GE001 PKS100104, page 197 and Trails; GE001 PKS070600, page 194.

## ADDITIONAL INFORMATION:

The Des Moines Park and Recreation Department is recommending changes to Chapter 74 ARTICLE VI. FEES of the City Code for various park and recreation facilities and services. These recommendations are broken down by code section in the narrative below:

### **Section 74-175. Portable Picnic Table Rentals.**

The Park and Recreation Department has been providing the rental of portable picnic tables for groups desiring this amenity. This service typically requires overtime for staff, therefore reducing the number of hours they are available for performing routine maintenance responsibilities within the park system. In researching this offering, staff has determined that this service can be provided at a similar cost by private rental operators and is therefore recommending that this service and associated fees be eliminated January 1, 2011. This will allow the Park and Recreation Department to inform customers this year about the upcoming change that would take effect in 2011. Staff anticipates a loss of income around \$500.00 annually but also a reduction in overtime.

### **Section 74-176. Ball diamonds, tennis, volleyball court and soccer fields.**

Staff recommendation is to add a per team fee for all ball field tournaments, whereby each organization renting City owned ball fields would be required to pay \$50 per team as a part of their separate facility use rental fee. The trend in tournaments is to charge a larger tournament entry fee and eliminate the admission fee to teams and their families. This fee would capture that potential loss of revenue as the City/Facility Contractor would normally receive a percentage of the gate as a part of the rental agreement. Revenue from this fee is estimated to bring in approximately \$5,000. The use of this fee is primarily at the James W. Cownie Baseball Park, home to South Des Moines Little League, which pays for the total direct expense of this operation and per their agreement they would implement this fee ordinance.

**Section 74-178. Temporary concession fees.**

Currently the City Code allows for park users that want to sell temporary concessions as a part of their event to either pay the City a percentage of gross sales which varies based on the size/category listing of various parks, or a flat fee based on anticipated attendance. Staff is recommending that the percentage section of this ordinance be eliminated as it is challenging to gather accurate data on gross sales for a temporary concessionaire. Staff believes that a flat upfront fee is the best way to capture this revenue for the City. Staff does not anticipate any fiscal impact as these fees have been collected in the past related to execution of Temporary Concession permits.

**Section 74-179. Park between Tenth and Fifteenth Streets and Grand Avenue and Locust Street.**

This section of the code references “Western Gateway Park” and therefore staff is recommending that “Western Gateway Park” be included in the section heading and that definitions be provided in the code section regarding the “outdoor rooms” and “lawn areas”. This action has no fiscal impact.

**Section 74-180. Community center building rentals.**

Fees and charges for the use of meeting rooms and gym space has not been adjusted for at least ten years, and staff is recommending adjustments to these rental rates and elimination of the Class III fee related to uses where an admission fee is charged, which would now be covered under the Class II category with the adjusted fee schedule. Staff does not anticipate any fiscal impact as these fees have been collected in the past related to execution of facility rentals.

**Section 74-182. Lodge, park shelter and other park rentals.**

Section 74-182 covers park shelter rentals and other miscellaneous fees within the City’s park system. Staff is recommending a series of fees related to the use of Gray’s Lake Park that would include rental of the overlook terrace in three hour time blocks at \$50 per section; rentals of designated open space at \$250 per half day (6 hours); event parking (South of terrace) at \$50 per three hour time block and increasing boat rental fees to \$5 per half-hour. All of the above fees with the exception of the boat rental increase are recommended to take effect January 1, 2011, so staff can inform patrons in 2010 about this new fee schedule. Staff is also recommending that an organized trail event use fee for anyone organizing an event which charges a fee or collects donations on the City’s trail system be charged \$250 per event with more than 100 participants. Additionally, staff is recommending that the fee for commercial photography be eliminated as we want to encourage and promote the amenities within the City’s park system. The trail event use fee was presented to the Trails committee at their February meeting and they recommended approval to the Park and Recreation Board of this fee structure. Staff anticipates generating new revenues in the amount of \$2,500 from this action and public interest in the areas within Gray’s Lake Park and also including the fee based organized trail events.

**Section 74-185. Simon Estes Riverfront Amphitheater fees.**

With the private concert operator managing the Nitefall on the River concert series, the department is recommending elimination of the concert admission fee. This change along with the change to section 74-187, would allow the Park and Recreation Director the authority to establish a City sponsored concert at the Amphitheater, whereby the fees could vary depending on the quality of artist performing. This action does not have a fiscal impact.

**Section 74-185.1. Showmotion Stage.**

In 2008, the Park and Recreation Department as a part of the recommended FY2009 budget, recommended disposition of the Showmotion Stage services. This was a cost savings measure as this service is now available by private operators within the metropolitan area. Staff provided the stage services in 2008, and informed renters that it would not be available after the 2008 calendar year. Currently staff is working with the City's Purchasing Division to sell the stage, therefore the recommendation is to eliminate this fee schedule from the City Code. This action does not have a fiscal impact.

**74-187. Temporary fee adjustment.**

Under section 74-187 staff is recommending that the Park and Recreation Director be given the authority to establish recreational program fees that are not related to facility admissions or rental charges taking into consideration market conditions and direct expenses related to said program offerings. For fees contained within section 74-176 through 74-186, and section 34-69 (Cemeteries), the Park and Recreation Director, upon approval of the City Manager, may reduce fees for special projects, programs, promotions or to provide access to low income residents. Staff is recommending that this authority includes providing reduced fees to organizations solely or primarily devoted to serving low income individuals, and not-for-profit agencies. This action does not have a fiscal impact.

**PREVIOUS COUNCIL ACTION(S):**

Date: December 7, 2009

Roll Call Number: 09-2207

Action: Amending Chapter 74 of the Municipal Code regarding fees for use of Western Gateway Park. (Council Communication No. 09-858) Moved by Hensley that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

Date: March 12, 2007

Roll Call Number: 07-476

Action: Amending Chapter 74 of the Municipal Code regarding rental fees at the park between 10<sup>th</sup> and 15<sup>th</sup> Streets and Grand and Locust. (Council Communication No. 07-148)  
) Moved by Mahaffey that this ordinance be considered and given first vote for passage. Motion Carried 6-1.

**BOARD/COMMISSION ACTION(S):**

Date: March 23, 2010

Action: Approved recommendation on amending Chapter 74 Article VI. Fees

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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