

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b>	January 24, 2011
	<b>Agenda Item No.</b>	<b>44</b>
	<b>Roll Call No.</b>	<b><u>11-0127</u></b>
	<b>Communication No.</b>	<b><u>11-044</u></b>
	<b>Submitted by:</b>	<b>Donald M. Tripp Director of Park and Recreation</b>

**AGENDA HEADING:**

Amending Chapter 74 of the City Code for bicycle rental fees and charges.

**SYNOPSIS:**

Recommend approval of proposed fee change for Gray’s Lake Park Bicycle Rentals.

**FISCAL IMPACT:**

Amount: Staff projects that by reducing rental fees there will be an increase of total rentals which will increase net revenue.

Funding Source: The funding impact of the above recommendation will be provided from bicycle rental users at Gray’s Lake Park and deposited into FY2010-2011 operating budget, GE001 PKS100104, page 198.

**ADDITIONAL INFORMATION:**

During 2010, the City of Des Moines Parks and Recreation Department contracted with Bike World to provide rental bikes from May 24th through the conclusion of the concession season, October 3rd, with an option to renew for one (1), three (3) year period upon mutual agreement of both parties.

In 2010, 241 bicycles were rented. Revenue received from bike rentals totaled \$4,963; income was split between the City and Bike World at \$2,481 each. Of the 241 rentals, 199 rentals were in the category of rentals affected by the proposed fee reduction. Assuming rental numbers stay the same in 2011 as they were in 2010, there would be a \$995 loss of revenue. However, on-site staff frequently received comments from lake patrons noting interest in renting bikes by the hour and renting a road bike for a half day both of which were too expensive particularly for families. Based on this feedback and the fact that in the past the department has experienced an increase in the number of renters and net revenue when lowering fees, the following changes are recommended:

2010 Bicycle Rental Fee	Recommended 2011 Bicycle Rental Fee	
Hybrid or Mountain Bike	Hybrid or Mountain Bike	Fee Change
\$15/hour	\$10/hour	\$5.00 Reduction
\$20 for 5 hours	\$20 for 5 hours	No Change
\$30 for full day (24 hours)	\$30 for full day (24 hours)	No Change
\$80 for week (7 days)	\$80 for week (7 days)	No Change

Road Bike	Road Bike	Fee Change
\$15/hour	\$10/hour	\$5.00 Reduction
\$30 for 5 hours	\$20 for 5 hours	\$5.00 Reduction
\$40 for full day (24 hours)	\$40 for full day (24 hours)	No Change
\$110.00 for week (7 days)	\$110.00 for week (7 days)	No Change

**PREVIOUS COUNCIL ACTION(S):**

Date: June 9, 2008

Roll Call Number: 08-1030

Action: [Amending](#) Chapter 74 of the Municipal Code regarding park and recreation fees. ([Council Communication No. 08-347](#)) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0

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):**

Board: Park and Recreation Board

Date: December 28, 2010

Resolution Number: 10-103

Action: Approval of fees

Board: Park and Recreation Board

Date: November 23, 2010

Resolution Number: 10-094

Action: Receive and file bicycle rental fee reduction

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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