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|  <p style="text-align: center;"><b>Council<br/>Communication</b><br/>Office of the City Manager</p> | <b>Date:</b> June 13, 2011  |
|  | <p><b>Agenda Item No.</b> 49C</p> <p><b>Roll Call No.</b> <u>11-1029</u></p> <p><b>Communication No.</b> <u>11-362</u></p> <p><b>Submitted by:</b> Donald M. Tripp,<br/>Director of Park and Recreation</p> |

**AGENDA HEADING:**

Approve dog park fees.

**SYNOPSIS:**

Approval of dog park fees including a \$20 annual permit and \$5.00 daily permit; and a staff recommendation to sell 2011 permits for \$10.00 (half price) for admittance to Des Moines' dog parks from the date of opening of the Ewing Park dog park through December 31, 2011.

**FISCAL IMPACT:**

Amount: \$44,000 estimated annual revenue

Funding Source: General Fund

**ADDITIONAL INFORMATION:**

On April 11, 2011, by Roll Call No. 11-0637, the City Council approved development of the City's first dog park at Ewing Park. Per section 74-187 of the Municipal Code, the fees for use of the dog parks will be established by City Council. Communications relevant to this action referred to the issuance of annual dog park permits and establishment of associated fees, which will serve to ensure the licensure, vaccination, and age of dogs using the City's dog park facilities, as well as generate income to facilitate development and operations of them. Permits will be attached to lanyards which are to be worn by dog owners on the outside of their clothing while inside City dog parks. Enforcement of possession of a City of Des Moines permit while using City dog parks will, for the most part, be self-policing.

Staff found a \$20.00 annual dog park permit fee is at or below the market rate in a survey conducted of other Iowa cities and are recommending it as the price for a City of Des Moines annual permit. The survey also found that the market rate for daily admission to dog parks is \$5.00; a fee of \$5.00 for a daily permit for use of a Des Moines dog park is recommended. The Ewing Park dog park is anticipated to open in the summer of 2011, therefore staff is recommending that the 2011 dog park permits be sold at \$10.00 (half price). The partial-year permits will be in effect from the date of opening of the Ewing Park dog park through December 31, 2011. Non-residents will be able to purchase annual and daily dog park permits at these same rates. All dog park permits will be sold through the City Clerk's office.

In regard to discounted permit fees for multiple dogs owned by one person, staff recommends dog park fees should be consistent with current City of Des Moines dog license fee policies, which are to not

provide a multiple-dog discount.

The survey of other cities found that an average of 35% of pet owners who purchased a pet license also purchased an annual dog park permit. Des Moines issued 16,191 dog licenses in 2010. Presuming like numbers in 2011, Parks staff projects that about 2,200 or 14%, of the owners who license their dog in the City of Des Moines will purchase an annual permit each year, resulting in projected annual revenue of \$44,000. The survey concluded that purchase of daily permits was minimal; therefore staff considers revenue from this source will be negligible and has not included it in revenue projections. Because there is not a definitive means through which to project the number of permits that will be sold to non-residents, revenue from that population has not been included in the estimated annual revenue from dog park permits.

On April 26, 2011, by Roll Call No. 11-046, the Park and Recreation Board approved the proposed dog park permit fees.

The anticipated cost of development of Des Moines' first dog park is \$96,000 and annual operating expense for a dog park is estimated to be \$12,000. The anticipated revenue from dog park fees will contribute substantial funding for development of dog parks in Des Moines and provide an ongoing source of revenue to offset operating costs in the future. Staff will work with the City Clerk to market sales of annual dog park permits along with new and renewing pet licenses.

#### **PREVIOUS COUNCIL ACTION(S):**

Date: April 11, 2011

Roll Call Number: 11-0637

Action: [Development](#) of a Dog Park at Ewing Park. ([Council Communication No. 11-220](#)) Moved by Mahaffey to approve. Motion Carried 6-1

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

Board: Park and Recreation Board

Date: April 26, 2011

Resolution Number: 11-046

Action: Approval of dog park permit fees

Board: Park and Recreation Board

Date: April 1, 2011

Resolution Number: 11-036

Action: Approval of development of the first dog park at Ewing Park

Board: Park and Recreation Board

Date: March 22, 2011

Resolution Number: 11-025

Action: Receive and file dog park location

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

Approval of policies and requirements of dog parks

Let contract for dog park fencing

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