

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	December 23, 2013
	Agenda Item No.	45
	Roll Call No.	[_____]
	Communication No.	<u>13-619</u>
	Submitted by:	Benjamin R. Page, Park and Recreation Director

AGENDA HEADING:

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

SYNOPSIS:

Recommend approval of proposed changes to the Municipal Code Chapter 74, including:

Article VI. FEES

- Sec.74-176. Ball diamonds, tennis, volleyball courts and soccer fields;
- Sec. 74-179. Park between Tenth and Fifteenth Streets and Grand Avenue and Locust a/k/a “Western Gateway Park” -- Rentals;
- Sec.74-181. Golf courses;
- Sec.74-182. Lodge, park shelter and other park rentals;
- Sec.74-184. Brenton Skating Plaza fees; and
- Sec.74-187. Set program fees and authority to make temporary fee adjustments.

FISCAL IMPACT:

Amount: \$17,500-\$20,500 projected additional calendar year 2014 revenue based on historical data -

- Sec. 74-179 - nominal fiscal impact
- Sec. 74-181 - \$5,500-\$6,000
- Sec. 74-182 - \$12,000-\$14,500
- Sec. 74-184 - no fiscal impact to the City
- Sec. 74-187 - subject matter does not have fiscal impact

It is not possible to project future revenues from these fees beyond 2014 without that year’s historical data, due to possible additional variables, in particular development of additional playing fields now in the planning stages.

Funding Source: Additional revenue will be collected year-round commencing in January 2014 and deposited into Operating Budgets, which for FY2014 and FY15 are projected to be as follow: \$2,000-\$3,500 into Horticulture Maintenance, GE001 PKS070400, page 172; \$5,500-\$6,000 into Golf Operation Fund, EN201 PKS1010700, page 193; \$10,000-\$11,000 into Gray’s Lake, GE001 PKS100104, page 176.

ADDITIONAL INFORMATION:

On November 26, 2013, by Resolution Number 13-093, the Des Moines Park and Recreation Board received and filed Chapter 74 recommended proposed fees. On December 16, 2013, by Resolution Number 13-101, the Des Moines Park and Recreation Board unanimously approved (14-0 with one (1) board member absent) the below recommended fees.

Staff has reviewed sections of Chapters 74 of the Municipal Code in regard to changing recreation fees and clarifying administrative authority. Recommended recreation fee changes reflect current business practices and expenses and the need for periodic updating of fees based on demand and comparable market rates. These recommendations are broken down by code section in the narrative below:

Section 74-176. Ball diamonds, tennis, volleyball courts and soccer fields

Remove Stone Park and Birdland Park ball diamonds and adult baseball rental fees, as these fields no longer exist.

Section 74-179. Park between Tenth and Fifteenth Streets and Grand Avenue and Locust a/k/a "Western Gateway Park"—Rentals

Rental requests for events at the Temple Poetry and Chess Garden portion of Western Gateway Park are occasionally received; therefore, it is recommended that a fee of \$250/day (during park hours) be established for that area. It is considerably smaller than the other, non-John and Mary Pappajohn Sculpture Park areas of the park (library lawn, Pappajohn Higher Education Center lawn, etc.) which are rented for twice this amount.

Sec.74-181. Golf courses

Under the golf management contracts that have been in effect since January 15, 2010, the contractor, C-Corporation, is responsible for proposing fee changes for consideration by the City; golf fees have not been adjusted since the 2011 season. At its October 23, 2013 meeting, the Citizen Golf Advisory Committee, a standing subcommittee of the Park and Recreation Board, unanimously (with one (1) member being absent) voted to recommend the following pricing changes and fee increases proposed by the contractor effective with the 2014 golf season.

- 1) Change rate headings from the current *Weekdays* to *Mondays through Fridays, Plus Weekends and Holidays after 12:00 p.m.*
- 2) Change definition of weekends from "Saturday and Sunday" to "Saturday, Sunday and holidays before 12:00 p.m."
- 3) Change definition of twilight from "4:00 p.m. until sunset on Saturday and Sunday" to "4:00 p.m. until sunset on Saturday and Sunday and as otherwise designated during non-peak periods with the approval of the park and recreation director."
- 4) Remove the first sentence of sub-section (b), "the golf course green fees listed in subsections (b) (1) and (2) of this section are total costs which include irrigation, reservation, and tax," as an explanation of the fee is not necessary.
- 5) Add "(cart not included)" under active military green fees. Military fees have never included a cart; this addition clarifies that fact.
- 6) Change season badge wording from "all restricted badges are valid for play Monday, Tuesday, Wednesday, Thursday and rounds beginning before 12:00 noon on Fridays" to "all restricted badges are valid for play Monday through Friday, and weekends and holidays after 12:00 p.m."
- 7) Change sub-section (d) to simplify the wording relating to the Capital Improvement Charge - "for senior badge holders, senior husband and wife badge holders and junior badge holders" would change to "senior badge holders and junior badge holders."

- 8) Change the policy under the private golf carts heading to say: "Carts registered for a Des Moines Municipal course by an individual prior to April 30, 1996 will be allowed on the courses. Those registrations cannot be passed from one individual to another and no new private golf cart registrations are accepted." Although this policy was approved by the Citizen Golf Advisory Committee in 1996, it was never added to Chapter 74 of the Municipal Code.
- 9) Add \$1.00 per person to all categories of cart rental fees at the Blank Course. Blank has offered carts equipped with GPS technology for ten years; however the established fees for cart rentals at all Des Moines Municipal golf courses have remained uniform and have not reflected this added amenity at Blank. As part of the 2011 fee changes, in anticipation of the installation of GPS technology on carts at Waveland, a \$1.00 per person increase in all categories of cart rental fees was approved for that course, to go into effect when the system was installed. The GPS equipment installation occurred in spring 2013 at Waveland; however at that time the more innovative system was also added at Blank to update its technology. Therefore, because both courses offer the same level of technology, a Blank Course cart rental fee increase of \$1.00 per person is being recommended to align the GPS-equipped Blank cart rentals with Waveland's. Given the size of the Bright-Grandview Course, it is not considered necessary for GPS technology to be added there.
- 10) Increase the 18-hole green fee \$1.00 at Waveland and Blank Courses.*
- 11) Increase the twilight fee by \$1.00 at all three (3) courses.
- 12) Increase the active military 18-hole green fee at Waveland and Blank Courses \$.75 (the \$1.00 full rate increase minus the 25% military rate discount).
- 13) Increase the cost of an unrestricted 7-day badge from \$1,000 to \$1,200.* +
Also remove the "seven-day unrestricted badges are limited to first 30 sold or until 2/28/11, whichever occurs first," verbiage, as it expired after the year it was added – 2011.
- 14) Increase senior restricted badges from \$430 to \$450. For several years, a Prairie Meadows grant award offset \$20 of the cost of each of these badges that was issued; prices charged were therefore lowered from \$450 to \$430 for senior badge holders. When the grant funding was no longer available, the fee was not adjusted back to \$450. *+
- 15) Increase senior unrestricted badges from \$680 to \$700. *+
- 16) Increase unrestricted individual badges, with cart, from \$1795 to \$1900. *+
- 17) Add a new category - high school golf involving no less than one (1) Des Moines Public Schools team:
 - o Practice (start time between 2:30 and 4:00 p.m.) \$1/person;
 - o Dual Meet (start time between 2:30 and 4:00 p.m.) \$1/person;
 - o Tournament (three (3) or more teams, start time before 2:30 p.m.) \$70/team;
 - o Tournament (three (3) or more teams, start time between 2:30 and 4:00 p.m.) \$10/person;
 - o Schedules must be submitted to golf course management by August 1 each year;
 - o Events scheduled are subject to change of date/time at the discretion of golf course management up to one (1) week prior to the event; and
 - o Free golf cart use will be extended to officials/coaches at the discretion of golf course management.

Staff gained insight for these recommended fees through consultation with Des Moines Public Schools staff and a survey of golf courses hosting play of Des Moines Public School opponents.

*A competitive analysis of other area courses showed that Des Moines Municipal's fee is comparable to or below the market price.

+Des Moines Municipal's badge can be used at all three (3) courses whereas the competitions' prices are applicable at only one (1) golf course.

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

This section outlines rental fees for park buildings as well as other miscellaneous facilities in parks.

Staff recommends implementation of the following pricing changes and fee increases:

- 1) Change the rental structure for enclosed shelters from two (2) 5-hour blocks per day to one (1) 11-hour time block. If approved, the Director of Park and Recreation will include enclosed shelters as a part of the department's GRASP scholarship program. Those eligible would receive a 50% discount on enclosed shelters. The time block change will cut opening/closing and cleaning costs for those shelters in half. The amount budgeted for these costs in FY13 was \$21,775; the actual expense was \$14,754 more than that and totaled \$36,529, which was 68% more than budgeted. This rental structure change leads to the need for many of the recommended changes that follow.
- 2) Update the name of the Birdland Park air conditioned/heated, enclosed shelter name to the Ding Darling shelter and updating the fee structure to reflect the change to one-time block per day as well as this shelter's high market demand as Parks' most highly rented shelter and its recent extensive remodeling. The recommended pricing also introduces higher pricing for holidays and weekends - \$240 (Friday-Sunday) - than for weekdays (Monday-Thursday) - \$200. The daily rate presently is \$80 per 5-hour block.
- 3) Introduce weekday/weekend and holiday pricing as well as a higher price for the new, longer time block for Grandview Park's air conditioned/heated, enclosed shelter from \$80 per session to \$160 per session on weekdays and \$200 on weekends and holidays.
- 4) Increase shelter fees for Greenwood, Pioneer, MacRae, and Union Parks' enclosed shelters from \$40 per block to \$80 per block for weekdays and \$100 on weekends and holidays.
- 5) Block enclosed shelter rentals on Thanksgiving and Christmas.
- 6) Add Stewart Square Park stage as a rental space. Because rental is occasionally requested, staff is recommending establishment of a fee of \$30 per day (as is the case with Parks' open-air shelters, it will be reserved for only one (1) group per day).
- 7) Increase Gray's Lake Park's Overlook Terrace rental from "\$50 per section per three-hour time block" to "\$200 per three-hour block." The Terrace has five (5) sections and, as a matter of practice, only one (1) group has been allowed to rent space on it at any one time, therefore, effectively renters have been able to use the entire Terrace for the \$50 rate. The recommended rate reflects entitlement to the use of the entire terrace.
- 8) Add a new fee - Field Permit - to be phased in at a rate of \$1 per field per year, effective the date following City Council approval in 2014 and subsequently one (1) additional dollar on January 1 of each year through January 1, 2018; this fee will be without exception. Currently there is no charge for the significant number of permits issued for guaranteed use of Parks' open spaces for athletic practices, games, and tournaments. Turf wear and tear due to these frequent, heavy uses as well as the administrative staff time required for issuing these permits justifies a fee. A fee will also deter sports groups from reserving more space than that which is needed and at the same time open up areas of hard-to-find field-space for more groups. This fee is being established in conjunction with the Des Moines Public Schools, which issues similar permits for various open spaces on school property and has indicated they intend to initiate the same fee (Parks staff issues these permits for the schools in the summer months as a part of the 28E agreement). West Des Moines Parks and Recreation charges \$10 for the same type of field use.

Section 74-184. Brenton Skating Plaza Fees

Operation Downtown (OD) has the management contract for the operation of the Brenton Skating Plaza (Skating Plaza) and is requesting changes/additions in fees and fee structure. Non-skating season fees have not changed since they were established several years ago. By next summer, OD is planning to install a canopy structure over the Skating Plaza, which they believe will make it an attractive space for

off-season outdoor programming and rental events. They have gathered comparative pricing of similar downtown facilities and recommend the following:

- 1) Change the half-day rental time block from six (6) hours to four (4) hours and implement not only new 4-hour block rates but also per hour rates for additional hours over the base time and a maximum per day fee.
- 2) Add a 10% vending fee for third-party catering sales at all events.
- 3) Remove the private social event rental category. Rentals of this nature will be categorized as a no admission-based event or an admission fee-based structure.
- 4) Remove the non-profit fee category and instead implement a 15% discount off all rates for non-profit organizations.
- 5) Add a 10% same-season repeat rental discount; and
- 6) Allow a cumulative effect for discounts noted in numbers 4 and 5 above.

Proposed Event Rental Fees

	Mon-Thurs	Fri & Sun	Saturday
IF ADMISSION IS NOT CHARGED*			
4-hr block base rate	\$500	\$650	\$650
Each additional hour	\$115	\$130	\$130
Daily maximum rate	\$950	\$1,200	\$1,200
IF ADMISSION FEE IS CHARGED*			
Half-day rental rate	\$650	\$850	\$1,000
Each additional hour	\$130	\$150	\$175
Daily maximum rate	\$1,200	\$1,700	\$2,000

*A 15% discount off all rates applies for non-profit organizations.

Section 74-187. Set program fees and authority to make temporary fee adjustments

The new online registration and reservation software system charges a fee for transactions necessitated by changes in rental details or a customer requested refund; there are also Parks administrative staff time costs associated with these changes. Staff recommends the park and recreation director have the authority to set administrative fees to offset these expenses.

Unless otherwise noted, staff recommends these fees to be implemented effective the date following City Council approval.

PREVIOUS COUNCIL ACTION(S):

Date: January 14, 2013

Roll Call Number: [13-0055](#)

Action: [Amending](#) Chapter 74 of the Municipal Code regarding consumption of alcohol, park facility hours and fees in Park and Recreation facilities. ([Council Communication No. 13-006](#)) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 6 yes, 1 absent.

Date: October 8, 2012

Roll Call Number: [12-1580](#)

Action: [Amending](#) Chapter 74 of the Municipal Code regarding Brenton Skating Plaza Ice rink fees. Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

Date: February 28, 2011

Roll Call Number: [11-0324](#)

Action: [Amending](#) Chapter 74 of the Municipal Code regarding bike and related equipment rental fees. [\(Council Communication No. 11-124\)](#) Moved by Coleman that this ordinance do now pass, [#14,991](#). Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Park and Recreation Board

Date: December 16, 2013

Resolution Number: 13-101

Action: Approval of recommendation of Chapter 74 fees and Chapter 70 in regard to implementation of fees for hunting permits.

Board: Park and Recreation Board

Date: November 26, 2013

Resolution Number: 13-093

Action: Received and filed Chapter 74 and 70 recommended proposed fees.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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