

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	September 8, 2014
	Agenda Item No.	30
	Roll Call No.	<u>14-1386</u>
	Communication No.	<u>14-434</u>
	Submitted by:	Benjamin R. Page, Park and Recreation Director

AGENDA HEADING:

Approval of proposed amendments of Municipal Code Chapter 74 Article IV. Facilities and Article VI. Fees regarding various changes to recreation fees and park facility hours.

SYNOPSIS:

Approval of staff's recommended changes to Municipal Code **Chapters 74**, including:

Article IV. FACILITIES

Sec.74-101. Park facility hours.

Article VI. FEES

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

Sec.74-182. Lodge, park shelter and other park rentals;

Sec.74-183. Aquatic centers, swimming pools and marina;

Sec.74-184. Brenton Skating Plaza fees;

Sec.74-185. Simon Estes Riverfront Amphitheater;

Sec.74-186. Principal Riverwalk fees; and

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

FISCAL IMPACT:

Amount: \$22,300 projected additional yearly revenue based on historical data analysis –

Sec.74-101 - subject matter does not have fiscal impact

Sec.74-176 - \$15,300

Sec.74-182 - \$6,000

Sec.74-183 - nominal fiscal impact

Sec.74-184 - no impact on revenue to the City

Sec.74-185 - nominal fiscal impact

Sec.74-186 - \$1,000

Sec.74-187 - subject matter does not have fiscal impact

Funding Source: Additional revenue will be collected year-round commencing in September 2014 and deposited into Operating Budgets, which for Fiscal Year (FY) 2015 are projected to be as follows:

\$14,000 into Soccer Complex Operations, G001 PK201272, page 177; \$1,300 into Athletics and Sports Tourism, G001 PK201263, page 168; \$6,000 into Horticulture Maintenance, G001 PK200226, page 163; \$1,000 into Downtown Maintenance, G001 PK200225, page 162

ADDITIONAL INFORMATION:

Staff has reviewed sections of Chapters 74 of the Municipal Code pertaining to facility hours and recreation fees (attached to Roll Call). 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. Proposed changes follow:

Section 74-101. Park facility hours - According to the September 2006 concession agreement between Operation Downtown and the City, hours of operation of the Brenton Skating Plaza skating rink must be approved by the Park and Recreation Board and City Council. Staff is recommending that, to be consistent with other Park and Recreation facility concessionaire agreements, the hours of operation of the skating rink likewise be established by the Park and Recreation Director.

Section 74-176. Ball diamonds, tennis, volleyball courts and soccer fields - Rental fees will be simplified and revenue increased by:

- 1) Removing “tennis and volleyball” references throughout this section as there are no longer any fees for those facilities.
- 2) Removing the last sentence of sub-section (b), which says “No charge for educational institutions,” which no longer pertains since separate agreements exist for shared facility use between the City and educational institutions.
- 3) Initiating biannual increases in the softball tournament rental fee per field per day at the Greater Des Moines Softball Park from \$65 to \$100 in 2015, \$110 in 2017, \$120 in 2019; and at Carney Softball Park from \$65 to \$75 in 2015, \$85 in 2017, and \$95 in 2019.
- 4) Removing sub-section (c) (3) “Tournament admission fees: \$50 per team for tournament rentals at baseball diamonds” as it does not pertain. Tournaments are not run by the City; therefore, fees are set by tournament directors.
- 5) Removing the second sentence of sub-section (c) (4) “Each additional line and chalk: \$15.00 per field per lining.” Field lining is only one of several services that can be requested of the field maintenance contractor at Carney fields, Savage fields, and the Greater Des Moines Softball Park. Replace that wording with “Additional services to be charged to the tournament operator.”
- 6) Removing “before 6:00 p.m.” from sub-section (c) (5) and initiating a single time-block format at Carney fields, Savage fields, and the Greater Des Moines Softball Park, with per hour rental fees for games and practices changing annually, from the current \$15.00 to \$17.00 in 2015, \$19.00 in 2016, and \$20.00 in 2017.
- 7) Adding a \$12.00 per hour rental fee for games and practices at Chesterfield and Ashfield fields, which are not of the same caliber as the fields listed above, therefore the lower rate.

- 8) Adding a for-profit rental fee for games and practices at Carney fields, Savage fields, and the Greater Des Moines Softball Park of \$20.00 in 2015, \$25.00 in 2016, and \$30.00 in 2017.
- 9) Removing the remaining sub-section (c) fees as, with the above changes being made, these rates would no longer apply.

A competitive analysis of Midwestern facilities found that the City’s softball fees were well below the market standard and that, even with the recommended fee increases, fees would remain low by comparison. Potential renters were notified of the planned fee increase with no negative feedback.

- 10) Changing the soccer park league fee per match from \$60.00, which is now indicated in sub-section (d) (2), to \$100.00.

This spring, the City received a letter from the Union Pacific Railroad stating that, to eliminate safety issues associated with cars being backed up on the track crossing near the entrance of the soccer park in conjunction with the collection of parking fees, the Park and Recreation Department would no longer be allowed to collect fees at the gate. As a result, in making a change from parking-related fees to team-related fees, the City will save \$6,000 - \$8,000 in staffing expenses related to parking fee collection. The soccer organizations that utilize the soccer park for weekend tournaments have agreed to the proposed fee changes.

- 11) Eliminating the \$10.00/team recreational tournament fee, \$75 per match stadium fee and per vehicle parking fees of \$5.00 per day and \$10.00 per weekend indicated in sub-section (d) (3), (5) and (7).
- 12) Initiating the following incremental soccer park tournament team parking and per field fees:

Calendar Year(s)	2014	2015/2016	2017/2018	2019/2020	2021
3 on 3 teams	\$ 40	\$ 45	\$ 50	\$ 55	\$ 60
10 years and under	\$ 75	\$ 80	\$ 85	\$ 90	\$ 95
11-12 years	\$140	\$145	\$150	\$155	\$160
13 years and older	\$165	\$170	\$175	\$180	\$185
Per Field Charge	\$120	\$125	\$130	\$135	\$140

Section 74-182. Lodge, park shelter and other park rentals - This section outlines rental fees for park buildings and other miscellaneous facilities in parks. Recommended changes include:

- 1) Increasing the daily rental fee for the open air shelters (excepting those with a capacity over 100) from \$30.00 to \$40.00; these fees have not been changed since 1993.
- 2) Removing the event parking fee from sub-section (5) c. as it no longer applies following the closing of the event parking areas at Gray’s Lake Park this year to comply with the City ordinance that allows only hard-surface parking.
- 3) Adding a new fee of \$100.00 per day for exclusive use of courses for disc golf tournaments, putting Des Moines’ policy in line with other area facilities.

Section 74-183. Aquatic centers, swimming pools and marina - Now that all swimming facilities can be rented online through the Park and Recreation Department’s new system, staff recommends

restructuring rental rates. Currently the pool rental fee for after-hour use is \$110.00 per hour plus \$1.00 per person over 50 persons. The online system is not able to collect this per person fee; therefore, it must continue to be collected on site. A flat fee based on increments of anticipated attendance is therefore being implemented both to simplify rentals and allow for adequate advance lifeguard staffing. If attendance exceeds these levels the day of the event, pool staff will collect the \$50.00 incremental amount on site.

Number of People	Hourly Rate
1-50	\$110.00
51-100	\$160.00
101-150	\$210.00
151-200	\$260.00
201-250	\$310.00
251-300	\$360.00

Section 74-184. Brenton Skating Plaza Fees - Operation Downtown has the management contract for the Brenton Skating Plaza; however, if in any year the facility operates at a deficit, the City is responsible to share in the loss by contributing up to \$25,000.00 to help underwrite it. This past season’s combination of extreme cold and unseasonable warmth caused it to be closed for 27 days, resulting in an operating loss of \$60,000.00. To reduce the likelihood of such future losses, the City and Operation Downtown agreed to phase in a series of fee increases over a three-year period:

Fee	Current	Fall 2014	Fall 2015	Fall 2016
Adult Weekday (13 years and older)	\$4.50	\$5.00	\$5.50	\$6.00
Adult Weekend (13 years and older)	\$6.00	\$6.50	\$7.00	\$7.50
Child/Senior Weekday (under 13/over 62 years)	\$3.00	\$3.25	\$3.50	\$3.75
Child/Senior Weekend (under 13/over 62 years)	\$4.50	\$4.75	\$5.00	\$5.25
Skate Rentals	\$3.50	\$3.75	\$4.00	\$4.25
Adult Season Pass	\$75.00	\$82.50	\$90.00	\$97.50
Child Season Pass	\$60.00	\$62.00	\$64.00	\$66.00
Family of Two Season Pass with \$35.00/additional family member	\$95.00	\$102.50	\$110.00	\$117.50
Family Season Pass maximum	\$200.00	\$215.00	\$230.00	\$245.00

Per Sec. 74-187, the Park and Recreation Director has the authority to approve seasonal rink specials; therefore, specific offers are not necessary in the code. Elimination of the ones now included lends more flexibility to the operator during the skating season. Only the above fee schedule and existing ice rink private rental rates of \$250.00/hour and a non-profit rate of \$200.00/hour will remain in the code.

Section 74-185. Simon Estes Riverfront Amphitheater – Currently, the fee for a private event is \$500.00 for a four-hour session and \$100.00 for each additional hour, and for a fee-based event is \$750.00 for a four-hour session and \$175.00 for each additional hour. Staff is recommending a private event fee of \$550.00 for a four-hour session and \$100.00 for each additional hour, and a fee based event fee of \$800.00 for a four-hour session and \$175.00 for each additional hour.

Section 74-186. Principal Riverwalk fees - During its first year of operation, 20 private events have been held in the Hub Spot and surrounding plazas; the City retains 50% of fees for all rentals. Park and Recreation staff and the Port of Des Moines, LLC concessionaire now have a better perception of

the best way to structure the rental fees for various spaces and time blocks to allow optimum public access of the facility for both open and private use. Current rates and proposed fees for various areas and days of the week follow. Base fee rates are for a four-hour time block; additional hours can be rented at the rate of \$100/hour.

Indoor (4-hour session)	<i>Current Any Day, Entire Building</i>	<i>Proposed M-F before 5 p.m. Restricted Area*</i>	<i>Proposed M-F 6 pm-12 am Restricted Area*</i>	<i>Proposed Weekend/Holiday Restricted Area*</i>	<i>Proposed Entire Building</i>
Base Fee	\$200.00	\$150.00	\$200.00	\$250.00	Add \$150.00

*Unless the additional fee for rental of the entire building is paid, renters will only have the use of a restricted area while the concessionaire and public continue to access the remainder of the facility.

Outdoor Areas (4-hour session)	<i>Current Any Day</i>	<i>Proposed Weekdays 2014-2015</i>	<i>Proposed Weekdays 2016</i>	<i>Proposed Weekends 2014-2015</i>	<i>Proposed Weekends 2016</i>
Hub Spot Plaza	\$200.00	\$250.00	\$300.00	\$300.00	\$400.00
Hub Spot River Plaza	\$200.00	\$250.00	\$300.00	\$300.00	\$400.00

Below is a list of facilities comparable to the Hub Spot outdoor rental areas. The proposed fees are below the average for these similar types of outdoor facilities.

Facility	Time Block	Fee	Effective Hourly Rate	Additional Hour
Sylvan Theater Public/Private Party	2 hours	\$300.00	\$150.00	\$150.00
Sylvan Theater Fee-Based Event	½ day (7 hrs)	\$750.00*	\$107.00*	NA
Clare and Miles Mills Rose Garden	2 hours	\$300.00	\$150.00	\$150.00
Overlook Terrace at Gray's Lake Park	3 hours	\$200.00	\$67.00	\$67.00
Asian Garden	4 hours	\$500.00	\$125.00	\$100.00
Simon Estes Public/Private Event	4 hours	\$550.00	\$137.50	\$100.00
Simon Estes Fee-Based Event	4 hours	\$800.00*	\$200.00*	\$175.00*
Long Look Garden	4 hours	\$200.00	\$50.00	\$100.00
World Food Prize Plaza	4 hours	\$500.00	\$125.00	\$100.00
Average		\$364.00*	\$115.00*	\$110.00*
Hub Spot Plaza Weekday 2014-2015	4 hours	\$250.00	\$62.50	\$100.00
Hub Spot Plaza Weekend 2014-2015	4 hours	\$300.00	\$75.00	\$100.00

*Fee-Based Event fees were not included in computation of averages since such fees are not proposed for the Hub Spot.

Bold = Proposed

Section 74-187. Set program fees and authority to make temporary fee adjustments - Staff recommends requiring the Park and Recreation Director to annually, in January, report to the City Manager those fees that have been justifiably adjusted during the prior year to provide access to not-for-profit agencies, low-income residents, and organizations solely or primarily devoted to serving low-income individuals for various park and recreation programs, facilities and special promotions. Presently, such an annual report is required to be presented to the Park and Recreation Board each January, but approval is to be sought from the City Manager prior to making an adjustment for each event or rental.

PREVIOUS COUNCIL ACTION(S):

Date: December 23, 2013

Roll Call Number: [13-2000](#)

Action: [Amending](#) Chapter 74 of the Municipal Code regarding Parks and Recreation Fees. ([Council Communication No. 13-619](#)) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

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. ([Council Communication No. 12-532](#)) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Park and Recreation Board

Date: August 26, 2014

Resolution Number: NA

Action: Approval of recommendation of Chapter 74 fees

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.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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