

Date January 7, 2008

An Ordinance entitled, "AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, and amended by Ordinance No. 13,887 passed November 20, 2000, and Ordinance No. 13,929 passed March 12, 2001, and Ordinance No. 14,063 passed March 18, 2002, and Ordinance No. 14,085 passed May 6, 2002, and Ordinance No. 14,193 passed December 18, 2002, and Ordinance No. 14,217 passed March 23, 2003, and Ordinance No. 14,315 passed February 9, 2004, and Ordinance No. 14,423 passed March 28, 2005 and Ordinance No. 14,424 passed March 28, 2005, and Ordinance No. 14,436 passed April 25, 2005, and Ordinance No. 14,525 passed December 19, 2005, and Ordinance No. 14,543 passed February 20, 2006, and Ordinance No. 14,663 passed June 18, 2007 by amending Sections 74-181, 74-182, 74-183, 74-184, 74-185 and 74-186 thereof, relating to fees for golf courses, lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors",

which was considered and voted upon under Roll Call No. 07-2398 of December 17, 2007; again presented.

Moved by _____ that this ordinance be considered and given second vote for passage.

(Second of three required readings)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk

MOTION CARRIED

APPROVED

.....
Mayor



**Council
Communication**
Office of the City Manager

Date December 17, 2007

Agenda Item No. 38
 Roll Call No. 07-2398
 Communication No. 07-753
 Submitted by: Donald M. Tripp,
 Parks and Recreation Director

AGENDA HEADING:

Amending Chapter 74 of the City code regarding various Park and Recreation fees – First Reading

SYNOPSIS:

Recommend approval of the Park and Recreation Board recommendation to the Des Moines City Council to amend Chapter 74 of the City Code to change various Park and Recreation fees.

Item	Recommendation	Current
Golf: Section 74-181		
18-hole weekday	Grandview	\$13.00
	Blank	\$17.00
	Waveland	\$20.00
18-hole weekend special	Grandview	\$13.00
	Blank	\$17.00
	Waveland	\$20.00
Golf Cart Fees:	Cart Badge	\$500.00
	Trail fee	\$100.00/\$8.00
	9-hole cart	\$21.00
	18-hole cart	\$28.00
	9-hole special	\$18.00
	18-hole special	\$22.00
Twilight Rate 3 rd nine/4 th nine	Evening unlimited play	\$13.00 (no cart)
	Extra play after 18	\$13.00
Golf Season Badges	Unrestricted Grandview	\$1,125.00
	Restricted	\$750.00
	H/W Badge	\$1,075.00
	Senior Badge	\$430.00
	Jr. Badge	\$160.00
College/Military Green fee 18-hole weekday:	Grandview	\$9.75
	Blank	\$12.75
	Waveland	\$15.00

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

	<u>Recommendation</u>	<u>Current</u>
(5) Cabins. Overnight at Ewing Scout Camp	\$40.00	\$30.00
(7) Electrical permit	\$25.00	\$15.00

Aquatic Centers, swimming pools and marina: Section 74-183

(3) b. Delete corporate rental fee of \$300.00 per hour. This fee has never been used and this service is provided by the private rental rate of \$110.00 per hour plus \$1.00 per person after 50 persons.
 (3) c. Delete seasonal agency rental as this fee was replaced with Youth agency fee schedule (2) b. Section (3) c. provided for a \$2.00 per person per week charge with a \$10.00 non-resident fee. This was replaced with section (2) b. Youth Agency fee of \$15.00 per person for 1 day per week, \$25.00 per 2 days a week or \$30.00 three days per week admissions.

	<u>Recommendation</u>	<u>Current</u>
(4) Birdland Marina moorage fees.		
a. Seasonal:		
1. Double access long length	\$496.00	\$484.00
2. Double access regular length	\$492.00	\$451.00
3. Single access regular length	\$466.00	\$424.00

Brenton Skating Plaza: Section 74-184

(a) (1) a. Adult 13 years and older: \$3.00. Change from 21 years and older: \$3.00

Simon Estes Riverfront Amphitheater: Section 74-185

(a) Concert Admission Season pass "value of total series less one concert" e.g. If there were nine concerts at \$8.00 per show (\$72.00 total), the season pass would cost the total value of eight concerts or \$64.00.

Vendor Fees: Section 74-186

	<u>Recommendation</u>	<u>Current</u>
(2) Season fee (1 st weekend in April – 2 nd weekend in October)	\$350.00	\$850.00

FISCAL IMPACT:

Amount: \$70,000 (golf)

The other recommended changes will have a zero impact.

Funding Source:

User Fees, FY 2007-08 Operating Budget, EN201 PKS010704, Grandview Golf Course, page 256; EN201 PKS010707, Waveland Golf Course, page 257; GE001 PKS070400, Horticultural Maintenance, page 233; GE001 PKS100101, Pools, page 235; GE001 PKS107600, Marina Operations, page 250; GE001 PKS101800, Brenton Ice Skating Plaza, page 241; GE001 PKS101300, Special Events, page 239

ADDITIONAL INFORMATION:

At the December 12, 2007, Park and Recreation Board meeting the Board approved the above recommended fees and charges for various Park and Recreation programs and facilities. These changes include fee adjustments within the Park and Recreation Department's golf operations, shelter rentals, aquatic facilities, Simon Estes Riverfront Amphitheater and vendor fees. The other fee adjustments reflect changes in the market and discrepancies within the City Code and actual fees being charged.

In 2006, the City of Des Moines dramatically reduced the daily green fees in an effort to increase rounds and therefore increase revenue through additional volume. The results of this pricing strategy has had a positive impact on the Golf Enterprise Fund with a 15% increase in rounds played compared to the 2005 season through October 31st of each year. Additionally, revenues have increased by 7% during this same evaluation period. The golf fee recommendations were recommended for approval by the Park and Recreation Board's Citizen Golf Advisory Committee at their November 7, 2007, Golf Committee meeting.

In reviewing the City code related to Senior badge fees, staff found that the established rate set by the existing ordinance is \$475, however the actual fees charged to Seniors last year was \$430. This benefit occurred due to unencumbered grant funds from prior years where Prairie Meadows grant awards were used to supplement the Senior badge fees. Last year the City of Des Moines submitted a grant application to continue this support and the request was denied through the grant approval process. Due to this loss of funding, staff is recommending that the Senior badge fee be reduced from \$475 to \$430 so the actual out of pocket costs remains the same for our Senior players as in 2007.

Within the Lodge, park shelter and other park rentals section 74-182, the shelter rentals were previously adjusted, however, the Scout cabin rental fee was omitted from the recommendation as it is listed as a separate item within the code. Department staff has been charging the adjusted fee of \$40.00 per rental not being aware of this oversight as the accommodations are similar to that of the other park shelters.

Within the Aquatic Centers, swimming pools and marina section 74-183, a new fee schedule was created allowing for youth agencies to purchase season passes at a reduced rate based on the number of days a week they wanted to attend one of the City's aquatic facilities. This action replaced the seasonal agency rental fee, which was not deleted from the ordinance at the time of this change and staff is recommending this action to clear up this section of the code. Additionally, within this section of the City code, the Marina moorage fees were recommended by the Park and Recreation Board to be increased last year, but were not previously forwarded to the City Council for amending this section of the code.

The recommended age change for adults from 21 years and older to 13 years and older at the Brenton Skating Plaza is a requested adjustment to the code as the actual adult age establishment was not provided in the original recommendation and was included to match a specific change to the City's golf fee operations.

The Simon Estes Riverfront Amphitheater section 74-185 lists a specific dollar amount for a season pass to the Nitefall on the River concert series. Since the number of concerts varies based on the end of the school year and start of the Iowa State Fair, staff is recommending that wording be included to allow for the season pass to equal the total value of the series less one free concert. This will eliminate changing the ordinance on an annual basis based on the number of concerts offered each year. Related to the Nitefall on the River concert series is the Vendor Fees section 74-186 where staff is recommending a reduction in the season vendor fee from \$850 to \$350. This is based on a change of service offerings,

whereby when the fee was initially established vendors were allowed to sell their concessions at other Park and Recreation Department offerings such as the Free Movies at Simon Estes and Gray's Lake. Due to poor sales at these other venues and rainouts where vendors did not have an opportunity to move to our indoor location, vendors requested a fee schedule for just the Nitefall on the River concert series. Market research related to similar outdoor vending opportunities at Nollen Plaza and Valley Junction in West Des Moines shows the recommended season fee of \$350 to be the norm. Additionally, with this new fee structure the concert series will attract more vendors.

PREVIOUS COUNCIL ACTION(S):

Date: February 20, 2006

Roll Call Number: 06-373

Action: Amending Chapter 74 of the Municipal Code regarding fees for golf courses. Moved by Hensley that this ordinance do now pass, #14,543. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Date: December 12, 2007

Action: Approved recommendation to adjust various Park and Recreation fees to the Des Monies City Council.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Second and possible third readings of the ordinance at a future City Council meeting.

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ORDINANCE NO. _____

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, and amended by Ordinance No. 13,887 passed November 20, 2000, and Ordinance No. 13,929 passed March 12, 2001, and Ordinance No. 14,063 passed March 18, 2002, and Ordinance No. 14,085 passed May 6, 2002, and Ordinance No. 14,193 passed December 18, 2002, and Ordinance No. 14,217 passed March 23, 2003, and Ordinance No. 14,315 passed February 9, 2004, and Ordinance No. 14,423 passed March 28, 2005 and Ordinance No. 14,424 passed March 28, 2005, and Ordinance No. 14,436 passed April 25, 2005, and Ordinance No. 14,525 passed December 19, 2005, and Ordinance No. 14,543 passed February 20, 2006, and Ordinance No. 14,663 passed June 18, 2007 by amending Sections 74-181, 74-182, 74-183, 74-184, 74-185 and 74-186 thereof, relating to fees for golf courses, lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors.

Be It Ordained by the City Council of the City of Des Moines, Iowa:

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, and amended by Ordinance No. 13,887 passed November 20, 2000, and Ordinance No. 13,929 passed March 12, 2001, and Ordinance No. 14,063 passed March 18, 2002, and Ordinance No. 14,085 passed May 6, 2002, and Ordinance No. 14,193 passed December 18, 2002, and Ordinance No. 14,217 passed March 23, 2003, and Ordinance No. 14,315 passed February 9, 2004, and Ordinance No. 14,423 passed March 28, 2005 and Ordinance No. 14,424 passed March 28, 2005, and Ordinance No. 14,436 passed April 25, 2005, and Ordinance No. 14,525 passed December 19, 2005, and Ordinance No. 14,543 passed February 20, 2006, and Ordinance No. 14,663 passed June 18, 2007 is hereby amended by amending Sections 74-181, 74-182, 74-183, 74-184, 74-185 and 74-186 thereof, relating to fees for golf courses,

lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors, as follows:

Sec. 74-181. Golf courses.

(a) *Definitions.* The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:

~~Weekdays are Monday through Thursday.~~

Weekdays are Monday through Friday.

~~Weekends are Friday, Saturday and Sunday.~~

Weekends are Saturday and Sunday.

(b) *Greens fees.* The golf course greens fees listed in subsections (b) (1) and (2) of this section are total costs which include irrigation, reservation, and tax. Greens fees for golf courses shall be as follows:

(1) *Daily greens fees:*

	20062008 Fees
Nine Holes – weekday - Grandview	\$ 8.00
Blank	\$12.00
Waveland	\$16.00
Eighteen Holes - weekday - Grandview	\$12.00 <u>13.00</u>
Blank	\$16.00 <u>17.00</u>
Waveland	\$19.00 <u>20.00</u>
Third Nine	\$10.00 <u>9-hole rate</u>
Fourth Nine	\$12.00 <u>9-hole rate</u>
Nine Holes - weekend - Grandview	\$12.00
Blank	\$16.00
Waveland	\$19.00
Nine Holes - weekend special (before 8:00 am & after noon to twilight) Grandview	\$ 8.00
Blank	\$12.00
Waveland	\$16.00
Eighteen Holes -weekend = Grandview	\$22.00
Blank	\$26.00

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Waveland	\$30.00
Eighteen Holes-weekend special (between noon and twilight)	
Grandview	\$12.00 <u>13.00</u>
Blank	\$16.00 <u>17.00</u>
Waveland	\$19.00 <u>20.00</u>
Twilight rate	\$26.00 <u>*13.00</u>

*Rates adjusted per fee at course.

- (2) Youth mentor rates. For youth (under 18) playing with a paying adult, Monday through Friday and after noon on Saturday and Sunday. No charge for the youth. Does not include badges.
- (3) *Green Fees College/Military.* College students or active military personnel with a valid ID fees for golf shall be as follows:

	20062008 Fees
Nine holes - weekday	
Grandview	\$ 6.00
Blank	\$ 9.00
Waveland	\$12.00
Eighteen holes - weekday	
Grandview	\$ 9.00 <u>9.75</u>
Blank	\$12.00 <u>12.75</u>
Waveland	\$14.25 <u>15.00</u>
Nine holes - weekend	
Grandview	\$ 9.00
Blank	\$12.00
Waveland	\$14.25
Eighteen holes - weekend	
Grandview	\$16.50
Blank	\$19.50
Waveland	\$22.50

(4) High School and College Golf Teams. High School and College Golf Teams shall be eligible to play weekdays for a fee of \$1.00 per student per round.

- (c) *Season badges.* All badges are valid for play Monday, Tuesday, Wednesday, Thursday and rounds beginning before 12:00 noon on Fridays. Fees for golf badges shall be as follows:

	20062008 Fees
Unrestricted badge - Grand View	\$1,075.00 <u>1,125.00</u>
Restricted badge -	\$700.00 <u>750.00</u>

Senior badge -	\$475.00 <u>430.00</u>
Husband & wife badge -	\$1,050.00 <u>1,075.00</u>
Senior husband & wife badge -	\$700.00
Junior badge -	\$150.00 <u>160.00</u>
Half-year season badge	50% of badge fee (available after August 1)

- (d) *Capital Improvement Charge.* For senior badgeholders, senior husband and wife badgeholders and junior badgeholders, the fee shall be \$2.00 per round
- (e) *Private golf carts.* The fee for use of private golf carts shall be one of the following:
- (1) Registration fee - ~~\$80.00~~100.00, plus a Daily-Trail fee, per course, per cart - ~~\$7.00~~8.00; or
- (2) Season cart badge - ~~\$450.00~~500.00
- (f) *Golf cart rental.* Golf cart rental fees shall be as follows:

	2006 <u>2008</u> Fees
Nine holes cart -	\$19.00 <u>21.00</u>
Eighteen holes cart -	\$26.00 <u>28.00</u>
Nine holes special -	\$16.00 <u>18.00</u>
Eighteen holes special before 11:00 a.m.) -	\$21.00 <u>22.00</u>
Nine hole ½ cart -	\$9.50 <u>10.50</u>
Eighteen hole ½ cart -	\$13.00 <u>14.00</u>
Nine holes special 1/2 cart	\$8.00 <u>9.00</u>
Eighteen holes special 1/2 cart	\$10.00 <u>11.00</u>

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

Fees for lodges, park shelter and other park rentals shall be as follows:

- (1) *Waveland Lodge.* Available October 1 through Christmas for non-golf functions and evenings on a limited basis January 1 through March 31, per hour - \$40.00
- (2) *Sylvan Theater* (electricity \$15.00 extra)
- (1) Fee Based Event - \$750.00 for 1/2 day (sunrise to 1:00 or 2:00 to sunset)
- (2) Weddings/Private Parties - \$300.00 first two hours (minimum) - \$150.00 each additional hour
- (3) *Garden reservation fee.* For one-hour session, must specify garden area:
- a. Clare and Miles Mills Rose Garden:
\$300.00 first two hours (minimum) - \$150.00 each additional hour

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- b. Union Formal Garden:
 - 1. Residents \$15.00
 - 2. Non-residents \$25.00
- (4) Shelter houses. Unless otherwise specified, shelter houses are reserved by session from 10:00 a.m. to 3:00 p.m.; or 4:00 p.m. to 9:00 p.m.
 - a. Enclosed Shelters (Greenwood, Pioneer, MacRae and Union):
 - 1. Residents \$40.00 per session
 - 2. Non-residents \$50.00 per session
 - b. Birdland and Grandview South:
 - 1. Residents \$60.00 per session
 - 2. Non-residents \$70.00 per session
 - c. Open air shelters (reserved for only one group per day):
 - 1. Residents \$30.00
 - 2. Non-Residents \$40.00
- (5) Cabins. Overnight at Ewing Scout Camp, cabin III, weekends only, per night - ~~\$30.00~~\$40.00
- (6) Special service fees:
 - a. Transport, set up, remove bleachers (two sets) - \$150.00
- (7) Miscellaneous:
 - a. Electric permit - ~~\$15.00~~\$25.00
 - b. Commercial photography (per day):
 - 1. Still photography - \$25.00
 - 2. Movie and television photography - \$50.00
 - c. Equipment rental:
 - 1. Priced \$2.00 to \$12.00 per item
 - 2. Late fee for each day late - \$5.00
- (8) Wading pool rental. Available during playground season only, per hour (minimum three hours) - \$20.00

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

Fees for use of city aquatic centers, swimming pools and the marina shall be as follows:

- (1) Northwest, Nahas, Teachout, Birdland Aquatic Centers and Ashworth Pool admissions*:
 - a. Children (under 3 years) - Free
 - b. Youth (3 through 20 years) - \$2.00
 - c. Students (8 to 15 years) - \$2.00
 - d. Adults (21 years and over) - \$4.00

*Half price admission after 5:00 on weekdays
- (2) Season swim passes at aquatic centers and swimming

pools:

a. Residents:

	Early Bird Rate	Price
Single	\$40.00	\$45.00
First two people in family or shared residence	\$75.00	\$80.00
Additional family member	\$25.00 each, with \$120.00 max	\$30.00 each with \$140.00 max.
Replacement tags	\$3.00	\$3.00

b. Youth agency:

1 day a week child	\$15.00
2 day a week child	\$25.00
3 day a week child	\$30.00

c. Non-residents:

Single	\$ 80.00	\$ 90.00
First two people in family or shared residence	\$150.00	\$160.00
Additional family members	\$ 50.00 each, with \$240.00 max	\$ 60.00 each, with \$280.00 max

Replacement tags \$ 3.00 \$ 3.00

(3) Pool rental. All rentals are usually after hours, exceptions may be made. The park and recreation director has the option to waive the fee:

a. Private rental, per hour - \$110.00
Plus, per person after 50 persons - \$1.00

~~b. Corporate rental, per hour - \$300.00
Plus, per person after 100 persons - \$1.00~~

~~c. Seasonal agency rental, per person per week -
\$2.00 Plus, per person per season for
nonresidents - \$10.00~~

~~db. Swim meet rentals, per day - \$80.00~~

(4) Birdland Marina moorage fees. All moorage fees include tax. All rentals are based on availability:

a. Seasonal:

1. Double access, long length - ~~\$484.00~~496.00
2. Double access, regular length - ~~\$451.00~~492.00
3. Single access, regular length - ~~\$424.00~~466.00

b. Monthly, single access only - \$165.00

c. Weekend rate, in after 12:00 noon on Friday,
out by 6:00 p.m. Sunday - \$38.50

Sec. 74-184. Brenton Skating Plaza fees.

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(a) Fees for use of the Brenton Skating Plaza ice rink shall be as follows:

- (1) Ice rink admissions:
 - a. Adult (~~21~~13 years and older): \$ 3.00
 - b. Child \$ 2.00
 - c. Freestyle (figure skating only): \$ 7.00
 - d. Family night (Thursdays): \$ 8.50 (for family of four or more)

(2) Skate rental: \$ 2.50

- (3) Ice rink rental:
 - a. Private rental: \$250.00/hour
 - b. Private skate rental: \$ 2.50
 - c. Private rental (non-profit): \$200.00/hour
 - d. Private (non-profit) skate rental: \$ 1.00

(b) Fees for use of the Brenton Skating Plaza during the non-skating season are as follows:

	<u>Half Day</u> <u>(up to 6 hours)</u>	<u>Extra Charges</u>
Free Public Event	\$400.00	\$100.00 each additional hour
Fee-based event	\$750.00	\$100.00 each additional hour
Private social events (individuals)	\$350.00	\$100.00 each additional hour
Non-profit organizations (all uses)	\$350.00	\$100.00 each additional hour

Sec. 74-185. Simon Estes Riverfront Amphitheater fees.

(a) *Concert admission.* Fees for attendance at concerts sponsored or presented by the city shall be as follows:

- Under 12 years of age: Free
- 12 years and older: \$8.00
- Season pass: ~~\$56.00~~ (Cost of total concert series less one)

(b) *Electricity.* Fees for use of electricity at the amphitheater, per session, shall be as follows:

- ~~(1) Basic public address system No charge~~
- (2) Additional electrical hookup for plaza area . . . \$ 50.00
- (3) Additional electrical panel for stage area 150.00

(c) *Rental fees.* Rental fees for the use of the amphitheater shall be as follows:

- (1) *Free Public Event.*
 - a. Per four-hour session\ \$500.00
Plus, for each additional hour\ \$100.00
- (2) *Fee Based Event.*
 - a. Per four-hour session\ \$750.00
Plus, for each additional hour\ 175.00
 - b. Fourteen percent (14%) of gross revenue from vending.
- (3) *Weddings/Private Parties.*
 - a. Per four-hour session\ \$400.00

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Plus, for each additional hour\75.00

Sec. 74-186. Vendor fees.

- (a) The following fees shall be required of all vendors selling food, beverage, and other items at city sponsored events in city parks and recreation facilities:
 - (1) Non-refundable application fee - \$20.00.
 - (2) Season fee (first weekend in April through the second weekend in October) - ~~\$850.00~~350.00.
 - (3) Daily/single event fee - \$150.00 per day.
- (b) All vendors on city parks and recreation facilities must receive prior permission from the park and recreation department. All such vendors are subject to the provisions of section 78-74 of this Code.

Sec. 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

FORM APPROVED:

Ann DiDonato
Assistant City Attorney