

COUNCIL COMMUNICATION

Agenda Item:

City Manager's Office

GENERAL INFORMATION—

Agenda Date: 1/12/04
04-021

Communication No.:

Agenda Item Type: Ordinance

Roll Call No:

Submitted by: Donald M. Tripp, Park and Recreation Director

SUBJECT—

Various park and recreation facility fees and charges

SYNOPSIS—

Approval to adjust fees and charges for Community Center rentals, Golf fees, Marina slip rentals, Soccer rentals and Swimming pool rentals

FISCAL IMPACT—

Community Centers: \$0 (Anticipated increase in usage)

Golf: \$150,000.

Marina: \$310.

Soccer rentals: \$1,000.

Swimming pool rentals:\$1,500

RECOMMENDATION—

Approval

BACKGROUND—

On December 16, 2003, the Park and Recreation Board recommended approval to the Des Moines City Council on adjusting various park and recreation fees and charges.

Community Centers:

In reviewing the Community Center rental program, staff feels the rental rates should be reduced to encourage more participation during non-public hours. The full list of recommended changes are attached to the Roll Call for this agenda item.

Golf:

On October 1, 2003, the Citizen Golf Advisory Committee recommended approval of the 2004 golf fees. This fee program is part of a ten-year business plan to improve the financial viability of the golf course enterprise fund. Additionally, the Park and Recreation Department is putting together a series seasonal golf incentive program to grow the City's market share within the industry. This includes continuation of the Summer Youth Golf program and Mentoring program (Youth under the age of 14 receive a rate of \$3.00 for 9-holes and \$5.00 for 18-holes when accompanied by an adult (mentor) whom will receive a 30 percent discount on green fees). Staff is also researching the potential to offer a free ladies night from opening day through Memorial Day and an exclusive women's golf instructional program. The full list of recommended changes are attached to the Roll Call for this agenda item.

Marina:

Currently the City charges \$400 per double wide slip and staff is recommending a \$5 increase across the board for all slip rental rates. Staff believes that a moderate increase over several years is preferable over a larger increase in a given year. Saylorville Lake currently is charging \$1,200 per slip for a shorter season and does not provide electric service. Over the past two years, the City has had a waiting list for individuals wanting to rent slips at the Birdland Marina. The full list of recommended changes are attached to the Roll Call for this agenda item.

Soccer Rentals:

Staff is recommending that the rental rates for the James W. Cownie Soccer Park be raised and that a new fee be established for use of the stadium and lighted fields to support on-going operations of this facility. The full list of recommended changes are attached to the Roll Call for this agenda item.

Swimming Pool Rentals:

Staff is recommending that the pool rental rates be increased by \$25 per hour, from \$75 to \$100/hour. This rate is still less than comparable rentals at pools in other metropolitan cities and staff believes better reflect the market value of this activity. In 2003 there were 96 rentals at Des Moines Municipal Aquatic facilities.

These are the only fee adjustments from the Park and Recreation Department for 2004.