CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

DATE: January 21, 2020

ITEM: Motion – Approval and/or Ratification of Specific Fees and Charges – Parks and Recreation Department

FINANCIAL IMPACT: Additional projected annual revenue of approximately $48,600 based upon the number of daily admissions sold in 2019.

SYNOPSIS: On June 17, 2019, the City Council updated a comprehensive, consolidated listing of the City's various rates, fees, and charges. Each of the rates/charges/fees listed was identified by staff and has been tied to the date of last approval or update.

Since that time, changes have occurred creating the need to revise certain rates related to the Parks and Recreation Department as follows:

Aquatic Center Daily Admission Rates
Increases in all categories of daily admission rates for both Holiday and Valley View Aquatic Centers are proposed. Current and proposed rates are as follows:

Daily Admission Rates	*Current*	*Proposed*
Under 3 years old	Free	Free
3 – 12 years old	$5	$6
13 years and up	$8	$9
Seniors (55+)	$6	$7
Family Night (per family)	$12	$15

The increases range from 13.5% to 25% depending upon the rate category. Based upon the number of daily admissions sold in 2019, the rate increase is projected to bring in an additional $48,600 in annual revenue. Daily admission rates have not been increased since 2011 when each category was raised by $1.00. Season pass rates were increased in 2017 and remain competitive in the market.

The rate increases were determined in collaboration with the City of Clive in order to maintain consistent rates among all three aquatic centers. The daily admission to the Clive Aquatic Center will be identical to that in West Des Moines.

Raccoon River Park Dog Park
Staff is proposing a reduction in the fee charged for the Resident Annual Permit for use of the dog park. The fee would decrease from $20 per year to $15 per year for residents. Pet licenses are required by City Code and are now being sold by Parks and Recreation staff at the same time a dog park permit is purchased. With the reduction in the annual dog park permit fee, the total amount charged per dog for a pet license and

dog park permit will be $34 (if spayed/neutered) or $44 (if not spayed/neutered). This compares to $40 for a dog park permit for non-residents. The $5 reduction in the dog park permit price will create more equity between our residents and non-residents who do not have to pay for a West Des Moines animal license.

BACKGROUND:

RECOMMENDATION: That the City Council approve the fees and charges.

Lead Staff Member: Sally Ortgies, Director of Parks & Recreation

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks & Recreation
Appropriations/Finance	Tim Stiles, Finance Director
Legal	Richard Scieszinski, City Attorney
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	F & A		
Date Reviewed	1/15/20		
Recommendation	Yes	~~No~~	~~Split~~

RESOLUTION NO. _____

RESOLUTION UPDATING CERTAIN FEES REQUESTED BY STAFF OR AS REQUIRED BY CITY POLICY AND IOWA CODE.

WHEREAS, effort has been made to consolidate all fees, rates, and charges into one reference document to be ratified by Council, and

WHEREAS, various updates to rates are proposed by staff and recommended by the Council Finance and Administration Committee and Parks and Recreation Advisory Board,

NOW, THEREFORE, BE IT RESOLVED

BY THE COUNCIL OF THE CITY OF WEST DES MOINES, IOWA, that the attached schedule of charges and fees are ratified and approved as of January 21, 2020 and

BE IT FURTHER RESOLVED, that previous resolutions in conflict with this resolution are hereby repealed.

PASSED AND APPROVED, this 21st day of January, 2020.

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Steven K. Gaer, Mayor

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Ryan Jacobson, City Clerk

Description	Fee	Last Change (Approval Date)
E. Parks & Recreation		
XLI. Aquatic Centers – Holiday & Valley View		
a. Daily Admission		
i. Under 3 Years Old	Free	Motion (12/27/2011)
ii. 3-12 Years Old	$ ~~5.00~~ 6.00	Motion (12/27/2011)
iii. 13 Years and Older	~~8.00~~ 9.00	Motion (12/27/2011)
iv. Senior Citizens (55+)	~~6.00~~ 7.00	Motion (12/27/2011)
v. Family Nights (per family)	~~12.00~~ 15.00	Motion (12/27/2011)
b. Season Passes (per household)		
i. Resident		
1. One Person	$ 85.00	Resolution (12/27/2017)
2. Two Person	120.00	Resolution (12/27/2017)
3. Additional Person	40.00	Resolution (12/27/2017)
4. Nanny/Granny	60.00	Resolution (12/27/2017)
ii. Non-Resident		
1. One Person	$ 130.00	Resolution (12/27/2017)
2. Two Person	170.00	Resolution (12/27/2017)
3. Additional Person	55.00	Resolution (12/27/2017)
4. Nanny/Granny	60.00	Resolution (12/27/2017)
XLII. Archery Facility		
a. Annual Permit		
i. Adult Resident	$ 20.00	Motion (3/10/2014)
ii. Adult Non-Resident	40.00	Motion (3/10/2014)
iii. Youth (15 & Under) Resident	10.00	Motion (3/10/2014)
iv. Youth (15 & Under) Non-Resident	20.00	Motion (3/10/2014)
b. Daily Permit	$ 5.00	Motion (3/10/2014)
c. Replacement Permit	5.00	Motion (3/10/2014)
XLIII. Dog Park		
a. Annual Permit		
i. Resident	$ ~~20.00~~ 15.00	Motion (11/1/2010)
ii. Non-Resident	40.00	Motion (11/1/2010)
b. Day Pass	5.00	Motion (11/1/2010)
c. Replacement Permit	5.00	Resolution (11/28/16)
XLIV. Jordan Cemetery		
a. Burial Space		
i. Monument Space	$ 1,400.00	Resolution (10/2/2017)
ii. 2nd Person in Same Space (ashes)	400.00	Resolution (10/2/2017)
iii. Cremation Space (flush marker only)	400.00	Resolution (10/2/2017)
iv. Transfer Fee	200.00	Resolution (10/2/2017)