



## Legislation Text

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### AGENDA INFORMATION SHEET

**AGENDA DATE:** May 2, 2017

**DEPARTMENT:** Parks and Recreation Department

**DCM:** Bryan Langley

#### **SUBJECT**

Consider adoption of an ordinance adopting a Schedule of Fees for use of certain park facilities; superseding all prior fees and discounts in conflict with such schedule; and providing for severability and an effective date.

#### **BACKGROUND**

Voters approved the construction of a new wave pool and concession stand at Water Works Park as part of the 2014 CIP Bond election. This is the first addition to Water Works Park since its inception in 2003. On Sept. 20, 2016, the City Council approved the Fee Schedule based on the addition of wave pool and concession stand amenities at Water Works Park.

Staff had planned for the wave pool and new amenities at Water Works Park to be open by Memorial Day weekend (May 26, 2017). However, due to delays in construction, staff now estimates the wave pool and concession stand will not be open to the public until July 1, 2017. The construction of the project has been primarily delayed due to permit delays and inclement weather days. Staff briefed the City Council on the construction schedule and a recommendation for reduced daily admission fees and season passes for the Water Works Park until the wave pool opens in a work session on April 25, 2017.

In addition, the original schedule of fees approved on September 20, 2016, included a statement authorizing discounts for various promotions by Parks and Recreation. After consulting with the Legal Department, staff recommends specifying the promotional discounts for the 2017 season for patrons visiting the Natatorium, Water Works Park, and Civic Center Pool.

#### **RECOMMENDATION**

##### ***Wave Pool Daily Admission Fees and Season Passes***

Due to the delay, staff proposes daily admission fees and season passes be offered at the fiscal year 2015-2016 fees until the wave pool opens (anticipated to be July 1, 2017). The chart below proposes daily admission fees and season passes before and after the wave pool opening.

Before Wave Pool Opens	After Wave Pool Opens
<p><b>Daily Admissions</b> Water Works Park: (Resident/Nonresident)</p> <ul style="list-style-type: none"> <li>• Under 48" \$7/\$9</li> <li>• Over 48" \$11/\$13</li> <li>• Children 2 and under are free</li> </ul> <p><b>Season Passes</b> Water Works Park: (Resident/Nonresident)</p> <ul style="list-style-type: none"> <li>• Individual Season Pass \$65/\$70</li> <li>• Family Pass up to six family members \$200</li> </ul>	<p><b>Daily Admissions</b> Water Works Park: (Resident/Nonresident)</p> <ul style="list-style-type: none"> <li>• Under 48" \$13/\$15</li> <li>• Over 48" \$17/\$19</li> <li>• Children 2 and under are free</li> </ul> <p><b>Season Passes</b> Water Works Park: (Resident/Nonresident)</p> <ul style="list-style-type: none"> <li>• Individual Season Pass \$75/\$80</li> <li>• Family Pass eliminated</li> </ul>

**Discounts and Promotions**

Parks and Recreation offer a variety of discounts and promotions throughout the year for patrons visiting the Natatorium, Water Works Park, and Civic Center Pool. Staff proposes to continue providing the following discounts, specifically for the 2017 season.

**Pass Perks per Season Pass Holder at Water Works Park**

- Two 50 percent off daily admission coupons for friends and family
- \$30 off a birthday party package of choice
- 10 percent off concessions and gift shop purchases

**Pass Perks per Pass Holder at Natatorium**

- One free daily admission coupon for friends and family

**Group Sales**

Water Works Park:

- 10-29 people, \$3 off per admission
- 30+ people, \$4 off per admission
- City of Denton Parks and Recreation camps \$2.50 per admission

Natatorium:

- 10-19 people, \$0.50 off per admission
- 20+ people, \$1 off per admission
- City of Denton Parks and Recreation camps \$0.50 per admission

Civic Center Pool:

- City of Denton Parks and Recreation camps \$0.50 per admission

**Promotions**

Water Works Park:

- “Flashback Fun” post wave pool opening, Monday-Friday, 4-7 p.m. 2016 season daily admission rates
- On-going coupon, \$2 off daily admission (cannot be used with any other discounts)

- Mobile marketing, \$1 hot dogs, 50 percent off concessions items and 50 percent off daily admission
- On-duty aquatics staff incentive, 30 percent off concessions

Natatorium:

- “Family Fun Night” Fridays, 4-7 p.m. Buy one get one daily admission (BOGO)

Civic Center Pool:

- Father’s Day, fathers get in free with a paid admission
- July 4, \$1 admission

**Employee Wellness Incentive**

- City employee wellness benefit, \$50 All-Access Annual Pass to Water Works Park, Natatorium, and Civic Center Pool for each immediate family member
- Denton ISD wellness benefit, \$90 per employee for Annual Individual Natatorium Pass

**FISCAL INFORMATION**

The temporary daily admission fees and season pass prices for Water Works Park will result in reduction of approximately \$305,000 in General Fund Revenue. Staff has also reduced expenses by \$174,129, therefore the anticipated deficit is \$128,947. Staff recommends the additional estimated deficit be absorbed by the City so as not to impact the joint use agreement with DISD.

**STRATEGIC PLAN RELATIONSHIP**

The City of Denton’s Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Liveable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Liveable & Family-Friendly Community

Related Goal: Provide and support outstanding leisure, cultural, and educational opportunities

**EXHIBITS**

1. April 25, 2017, Wave Pool Work Session presentation
2. Ordinance with Exhibit A Schedule of Fees

Respectfully submitted:  
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Parks and Recreation

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