



Public Amenities Committee Summary

Wed. Oct. 22, 2008

10:30 a.m.

Conference Room 391

Committee Members Present: Lehmann, Chair; Madison, Vice-Chair; Johnson

Committee Members Absent: None

Other Council Present: Robb

Agenda: Theatres & Arenas: SMG contracts for:

- Colorado Convention Center management; and
- stagehand staffing and payroll services

Parks & Recreation Fee Changes of 2009
Civic Center Design Guidelines Briefing

1. Theatres & Arenas: SMG Contracts

Committee Action

The Committee approved filing bills approving two contracts with SMG:

- for management of the Colorado Convention Center from Jan. 1, 2009 through Jan. 31, 2011, with 3 possible 3-year extensions, for a 2009 base fee of \$325,000 with an annual increment based on the Consumer Price Index.
- for stagehand staffing and payroll services for Theatres & Arenas facilities from Jan. 1, 2009 through Jan. 31, 2011, with 3 possible 3-year extensions, for a negotiated percentage markup over actual wages paid under a contract SMG will negotiate with Local 7 of the International Alliance of Theatrical and Stage Employees.

Summary of Discussion

Jack Finlaw, Director of Theatres & Arenas, said that following a thorough Request for Proposals (RFP) process, the selection panel unanimously recommended that a new contract be negotiated with SMG. Both responses to the RFP were strong and creative, but SMG offered \$1.5 million in capital investment in the convention center. SMG will purchase two additional marquee signs, which will generate sponsorship revenue, and upgrade the audio system though out the facility.

2. Parks & Recreation: Fee Changes for 2009

Committee Action

The Committee approved filing a bill approving increases in fees for several Parks & Recreation Department permits and activities, including boating, adult athletics, picnics, festivals, runs/walks, adult/senior admission to the Buffalo Bill Museum, and golf, effective Jan. 1, 2009.

Summary of Discussion

Fred Weiss, Director of Finance & Administration for Parks & Recreation; Scott Robson, Deputy Manager for Parks; and Scott Rethlake, Director of Golf Programs, presented the proposed fee increases. Mr. Weiss noted that other than golf, these fees have not been raised since the beginning of 2006. During that time, the Denver/Boulder Consumer Price Index increased about 11%. The proposed fee increases generally reflect approximately 11%, with some exceptions. Mr. Weiss distributed a handout detailing current and proposed fees as well as comparisons with other jurisdictions for similar facilities/services. A sample of the proposed changes is provided below.

The proposal includes:

- No increase in Youth athletic fees at this time; further analysis will be performed.
- No fees added for "Fitness Groups". Parks & Recreation will follow the rule-making process, including a public hearing by the Advisory Board.
- Offer rental of bases for softball and baseball.
- Add a fee for staff supervision at tournaments.
- Eliminate the reduced fee for Category 2 adult sports; all sports will pay the same.
- Add a rescheduling fee for picnic permits.

It was noted that the Field Advisory Board accepted the field and related fee increases. The festival/race/walk users accepted the proposed changes.

**Sample of Current and Proposed Park & Recreation Fees
(excluding Golf- see above)**

Activity	Current fee	Proposed fee
Adult grass/skin fields	Category 1 = \$27/hr/field Category 2 = \$20/hr/field	\$30/hr/field
Adult major fields	Category 1 = \$35/hr/field Category 2 = \$28/hr/field	\$39/hr/field
Adult Tournaments:		
Major field	\$145/day/field	\$160/day/field
Grass/skin field	\$84/day/field	\$95/day/field
Base rental (optional)	n/a	\$15/set/day
Staff supervision (required)	n/a	\$20/hour
Tennis tournament/league play	\$5.50/hr/court	\$6.00/hr/court
Volleyball league play	\$500/area/season	\$555/area/season
Volleyball tournaments	\$145/area/day	\$160/area/day
Picnic Areas		
Weekend/holiday:		
In-town with shelter	\$85/day	\$95/day
In-town without shelter	\$45/day	\$50/day
Mountain with large shelter	\$280/day	\$305/day
Mountain without shelter	\$45/day	\$50/day
Rescheduling (excluding for inclement weather)	n/a	\$10

Activity	Current fee		Proposed fee	
	No Alcohol Per day	With Alcohol Per day	No Alcohol Per day	With Alcohol Per day
Festivals, Races, Walks, Special Occasions				
1-350 participants	\$230	\$390	\$255	\$430
351-3,000 participants	\$755	\$1275	\$840	\$230
3,001-10,000 participants	\$925	\$1575	\$1025	\$230
10,000-24,999 participants	\$1735	\$2700	\$1950	\$230
25,000+	\$3465	\$3465	\$3700	\$230

Buffalo Bill Museum Admission:	Current fee	Proposed fee
Adults	\$3	\$4
Seniors (over 65)	\$2	\$3
Children 6-15	\$1	\$1
Children under 6	Free	Free
Group Adults	\$2	\$3
Group Children	\$0.75	\$0.75

The Golf Division proposes to adjust fees in 2009 in an effort to build a Capital Improvement Projects (CIP) reserve for badly needed improvements. Mr. Rethlake noted that Denver Golf's market competition comparison currently ranks Denver below 30th in terms of fees. The proposed increases will rank it at 27th. A summary of the green fee proposed increase is below.

The proposed fee increases have been reviewed by the Park & Recreation Advisory Board and the Golf Advisory Board. Both supported the recommendations but would prefer higher fees in order to raise revenue for the program.

Type of play	Current	Proposed
Adult		
18 hole weekday (M-Th)	\$23	\$25
18 hole weekend (F-S-S)	\$31	\$33
9 hole weekday	\$14	\$15
9 hole weekend	\$16	\$17
Par 3 – Harvard Gulch	\$7	\$8
Par 3 - Kennedy	\$9	\$10
Seniors (62 yr & older)		
18 Hole Senior	\$18	\$19
9 Hole Senior	\$9	\$10
Par 3 – Harvard Gulch	\$6	\$6
Par 3 - Kennedy	\$7	\$7
Juniors (17 yr & younger)		
18 hole	\$13	\$13
9 hole	\$8	\$8
Par 3 - Harvard Gulch	\$6	\$6
Par 3 - Kennedy	\$7	\$7

3. Parks & Recreation: Civic Center Design Guidelines Briefing

Mark Bernstein, Parks & Recreation, and Tina Bishop, Mundus Bishop Design, Inc., briefed the Committee on the proposed design guidelines for Civic Center. The Landmark Preservation Commission (LPC) will hold a public hearing on the document on November 18, following which formal action will be taken by the LPC.

The process of developing the Guidelines began last February with the formation of a 36-member advisory committee. The LPC has reviewed and commented on drafts, and its comments are reflected in the final draft. The second and final public review and comment period closed on October 20. Comments were received from four individuals, and the staff report to the LPC was also included.

The Committee discussion included the following information and comments:

- The intent of the Design Guidelines is to supplement the 2005 Civic Center Park Master Plan, not to amend it.
- The document does not include specific recommendations for improvements or changes.
- The document does provide a framework in which future proposals can be evaluated.
- It provides parameters for choices about materials, colors, furnishings, lighting, plant material and any additional structures, such as kiosks.
- For example, under Materials, the Standards include the following:
 - Restore original material using accepted preservation practices.
 - Continue the Beaux Arts Tradition by using material compatible with the Park's neoclassical design.
 - Allow for the use of new, contemporary materials complementing the Park's original materials and compatible with its neoclassical design.
- At request of LPC, a Period of Significance for the park was added: 1909 (the Carnegie Library was constructed) to 1932 (the City & County Building was completed).
- A Study Area and a larger Area of Influence were identified.
- The Guidelines address general topics for the entire park, such as circulation and material; more detailed analysis is included on specific spaces within the park, such as Broadway Terrace and the South Gardens (south of the Carnegie Building).
- While the guidelines for the South Gardens encourage 3-dimensional features, they must be "non-habitable".
- Some of the ideas from Space Syntax were incorporated, such as the visual corridors into and through the park.
- Under circulation, connectivity and accessibility, the diagonal from 16th Street over Civic Center Station to the Capitol was added.
- The original trees in the Red Oak Groves in the Broadway Terrace are identified; trees planted later could be removed.
- The Guidelines allow for kiosks of no more than 625 square feet (about 25 feet by 25 feet) between 16 and 20 feet in height; all ancillary needs (i.e. trash, equipment) must be accommodated within the structure.

Councilwoman Robb said Neighbors on the Hill is a group of citizens organized in response to some of the problems of Civic Center Park, such as unacceptable behaviors. The group plans to meet on 5:30 on the west steps of the Capitol on Oct. 24 and walk in the park. Other walks and activities will follow. Scott Robson and Mark Bernstein indicated interest in the group.

The Managers of Parks & Recreation, Public Works and General Services and the Director of the Office of Cultural Affairs have been asked to review and sign-off on the Design Guidelines. The restoration must involve all of these organizations.

Mr. Bernstein said that the three Civic Center Park Better Denver Bond Projects will get underway soon after the Landmark Preservation Commission adopts the Design Guidelines, planned for Nov. 18. Work on the three projects will go through 2012. The restoration projects are 1) the Broadway Terrace; 2) the Colonnade of Civic Benefactors; and 3) the Voorhies Memorial.