

Dodge City/Ford County CFAB Advisory Board Meeting
City Hall
City Commissioners Chambers
Wednesday, February 24, 2016
6:00 P.M.
Agenda

Welcome: Chair Tom Stanley

Roll Call:

Call to Order: Chair Tom Stanley

Visitors:

(Limit of five minutes per individual and fifteen minutes per topic. Final action may be deferred until the next CFAB meeting unless an emergency situation does exist).

Election of Officers:

1. Election of 2016 Chair
2. Election of 2016 Vice-Chair

Consent Calendar:

1. Approval of Minutes from December 2, 2015 Meeting
2. "Why Not Dodge" Sales Tax Fund Monthly Financial Report

Report:

1. Field Sports Update-Report by Director of Parks and Recreation Paul Lewis
2. Long Branch Lagoon Update- Report by Director of Parks and Recreation Paul Lewis
3. United Wireless Arena and Conference Center Update- Report by VenuWorks Executive
Director United Wireless Arena and Conference Center Chris Ragland

Unfinished Business:

- 1.

New Business:

1. Long Branch Lagoon Fee and Charges Structure-Report by Director of Parks and Recreation Paul Lewis

Next Meeting Date(s):

1 Wednesday, March 30, 2016 City Commissioners Chambers

Adjournment

*Community Facilities Advisory Board Minutes
City Hall, Commission Chambers
Wednesday, December 2, 2015*

City Commission Chambers

6:00 p.m.

WELCOME: Tom Stanley, Chair

ROLL CALL: Michael Martinez, Mike Laskowsky, Tom Stanley, Jeff Turner, Ryan Rabe, City Commissioner Rick Sowers, City Manager Cherise Tieben, County Administrator Ed Elam

APPROVAL OF CONSENT CALENDAR:

1. **Approval of CFAB, Wednesday, July 15 Meeting Minutes-** Ryan Rabe moved to approve the consent calendar as presented, Mike Martinez seconded the motion. The motion carried 6-0.
2. **“Why Not Dodge” Sales Tax Fund Monthly Financial Report-** City Director of Finance, Nannette Pogue commented that she would be happy to answer any questions in regards to the monthly financial report. There were no questions. A motion was made by Mike Laskowsky to accept the financial report as presented, Jeff Turned seconded the motion and the motion passed 6-0.

REPORT:

1. **Athletic Field Maintenance Update- Report by Director of Parks and Recreation Paul Lewis-**Mr. Lewis reported that repairs have been performed on infield/outfield arcs on Fields Three and Four this fall and re-established backstop turf areas to the original construction dimensions. He went on to add that Fields Two, Three, and Four are now restored and Field One will be completed next year. In addition, the concession buildings at St. Mary Soccer Complex and at Legends have been repainted. Mr. Lewis shared that Parks and Rec is still anticipating doing bids for fencing at St. Mary Soccer Complex as the plan is to fence in more fields to control access so fields can be adequately maintained for games.

UNFINISHED BUSINESS:

1. **There was no unfinished business to review.**

NEW BUSINESS:

1. **Long Branch Lagoon Aquatic Park Management Park Management Proposals-Report by Director of Parks and Rec Paul Lewis-**Mr. Lewis explained that recently the City published an RFP, asking for proposals to manage the new Long Branch Lagoon Water Park. A detailed request was developed outlining the requirements and requested services for a private contractor to operate the facility and seven vendors responded to the RFP. A committee consisting of City and County Staff and the Chair of the CFAB reviewed the submittals and screened the seven vendors down to four firms selected to interview. Those interviews were conducted Thursday, November 12th. Based on those interviews and the scoring of the proposals, staff recommends pursuing a contract with StandGuard Aquatics.

Mr. Lewis went on to say that StandGuard has identified the individual who will be the on-site facility manager for the first year of operation and that person has all the required certifications and experience including, Certified Pool Operator, Aquatic Facility Operator, Life Guard Instructor, Life Guard Trainer, Water Safety Instructor and more. He added that StandGuard currently has 22 facilities under management and are equipped to provide the administration and corporate resources necessary to open Long Branch Lagoon in May of 2016.

After some questions, for the representatives from Standguard, Jeff Turner made a motion to approve the proposal from StandGuard and recommend it to the Joint Commissions pending the Legal Counsel's review of the reference checks. Ryan Rabe seconded the motion which passed 6-0.

UPCOMING MEETINGS:

- 1. Joint Commission Meeting-Monday, December 7, 2015, 6:00 pm Ford County Government Center Rose Room**
- 2. CFAB Meeting-Wednesday, January 27, 2016 6:00 PM City Commissioners' Chambers, City Hall**

ADJOURNMENT: Mike Martinez made a motion to adjourn the meeting. Jeff Turner seconded. The motion passed unanimously.



Parks and Recreation

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Memorandum

To: Community Facilities Advisory Board
From: Paul Lewis, Parks & Recreation Director
Date: February 19, 2016
Cc: Cherise Tieben, City Manager
Subject: Long Branch Lagoon Fees

RECOMMENDATION: Staff requests the attached fee schedule be recommended to the City Commission for approval.

BACKGROUND: Long Branch Lagoon will open for the 2016 swim season and in advance of that opening, fees and charges need to be established. Staff has researched daily admission and pass fees at similar facilities. Additionally Water's Edge and StandGuard Aquatics have also provided potential pricing structures based on their experience. That information is all summarized on the table attached with this memo.

Based on that information, staff recommends the following fee schedule:

<u>Ages</u>	<u>LBL Proposed</u>
Daily Fees	
0-2 years	Free
3-17 years	\$5.00
18-59 years	\$7.00
60+ years	\$5.00
Season Passes	
All Ages	\$70.00

JUSTIFICATION: From the beginning this project was projected to be operated on a municipal based pricing structure. The proposed fee structure is consistent with that goal and provides affordable fees that will generate repeat visits to the facility. The season pass provides an attractive price point encouraging guests to enjoy the park on a frequent basis

FINANCIAL CONSIDERATIONS: Based on anticipated attendance, this fee structure will provide revenue necessary to cover the majority of the operating expenses of the park.

Item	No.	Days	Fee	Total
Season Passes				
Individual	900	--	\$ 70.00	\$ 63,000
Daily Passes				
Youth	400	85	\$ 5.00	\$ 170,000
Adult	100	85	\$ 7.00	\$ 59,500
Senior	50	85	\$ 5.00	\$ 21,250
Sub-Total				\$ 250,750
				\$ 313,750

In addition to daily fees and passes, the Why Not Dodge Fund will also receive 25% of concession sales and 50% of program fees, i.e. swim classes, exercise classes, party rentals, etc. Expenses are projected as follows based on 85 operating days at 7.5 hours per day.

StandGuard Operations	243,844
StandGuard Management	89,900
Utilities	46,540
	380,284

Revenue minus expenditures leaves a projected shortfall of \$66,494 which is within the \$75,000 operating loss anticipated for the facility.

PURPOSE/MISSION: This recommended fee structure is consistent with the original goals of the program which were to provide a quality aquatic experience with an affordable fee structure. This structure will encourage participation from throughout the region and drive repeat day visits from the southwest Kansas region.

LEGAL CONSIDERATIONS: N/A

ATTACHMENTS: Comparison Table

Water Park Fee Comparison

Ages	Derby Rock River Rapids	Salina Kenwood Cove	Hays Water Park	Liberal Adventure Bay	Stand Guard	Water's Edge	LBL Proposed
Daily Fees							
0-2 years	Free	Free	Free		Free	Free	Free
3-17 years	\$8.00	\$3.50	\$3.00	\$3.00	\$7.00	\$4.00	\$5.00
18-59 years	\$9.00	\$5.50	\$4.00	\$4.00	\$9.00	\$6.00	\$7.00
60+ years	\$8.00	\$2.50	\$4.00		\$6.00	\$4.00	\$5.00
Season Passes							
All Ages	\$70.00		\$40.00			\$65.00	\$70.00
Youth		\$65			\$70.00		
Adult		\$110			\$85.00		
Senior					\$60.00	\$25.00	
Family		\$195			\$240.00	\$195.00	
Liberal	Children (0-15) - Adults (16+)						