



City of Coral Gables
CITY COMMISSION MEETING
February 14, 2017

ITEM TITLE:

A Resolution amending Ordinance 2015-17, as amended, to adjust the fees for Special Events and increase non-resident admission fees for Venetian Pool.

DEPARTMENT HEAD RECOMMENDATION:

Approval.

BRIEF HISTORY:

This Resolution adjusts the fees for Special Events permits and increases non-resident admission fees for Venetian Pool:

Special Events Fees – The increase to Special Events permit fees is to comply with the revision to the Special Events guidelines that was previously presented to the City Commission. The proposed fees adjusts the permit rates to include different fees for non-profit and for-profit special event organizers and provides fee rates on a per day basis, as recommended by the City Commission.

Venetian Pool Fees – The objectives for this increase in non-resident admission fees is to reduce overflow-parking problems in a residential neighborhood which is being impacted by an increasing volume of visitors to the Venetian Pool during its peak season (Memorial Day through Labor Day). It is also expected to increase resident satisfaction & participation by decreasing the amount of non-resident visitors, and mitigate impact to revenues which will be affected by reducing the pool capacity. Within the past two years, demand for entry to the Venetian Pool has exceeded the supply/capacity of the pool during its peak season from Memorial Day weekend to Labor Day weekend. This increase in usage has also been coupled in a change of user patterns. Whereas past users would visit the facility for a few hours, visitors today plan for their visit to be an all day excursion. A fee comparison was done by staff comparing admission fees of both public and private pools, historic/cultural attractions and waterpark facilities in Florida. The current fees while observed to be high in comparison to regular public swimming pools was found to be low in comparison to other historic and cultural attractions as well as waterparks. By reducing the pool capacity from 600 to 450 general admission, the loss in revenue with a reduction in daily visitors is estimated to be recovered by the increase in fees. Current adult (13 & above) non-resident fees would go up \$2 from \$13 to \$15 per person and peak season fees would go up to \$20 with a total increase of \$7 for each adult. Current child (ages 3-12) non-resident fees would go up \$2 from \$8 to \$10 per person and peak season fees would go up to \$15 with a total increase of \$7 for each child. Birthday party additional supplemental packs will increase to reflect the increase in non-resident admission fees. Neither resident admission nor field trip/camp fees will be affected by this increase.

APPROVED BY:

Department Director	City Attorney	City Manager

ATTACHMENT(S):

1. Proposed Resolution
2. Special Events Guidelines
3. Venetian Pool Fee Comparison Study