



## Legislation Text

File #: 22-1272, Version: 1

### Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)

**Date Submitted: 10-10-2022**

**Requesting Agency: Denver Parks and Recreation**  
**Division:**

**Subject Matter Expert Name:** Alaina McWhorter

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**Phone Number:**

#### Item Title & Description:

*(Do not delete the following instructions)*

*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

#### **A bill for an ordinance amending Sections 39-121(6) of the Revised Municipal Code of the City and County of Denver regarding the Schedule for Use of Facilities, specifically for the Denver Botanical Gardens.**

Amends Chapter 39 of the Denver Revised Municipal Code regarding certain Denver Botanic Garden rental and admission fees. The Committee approved filing this item at its meeting on 10-11-2022.

**Affected Council District(s) or citywide? Citywide**

#### **Executive Summary with Rationale and Impact:**

*Detailed description of the item and why we are doing it. This can be a separate attachment.*

Denver Botanic Gardens' private rentals operation (weddings, corporate events, holiday parties, etc.), is a market driven function that supports all its mission initiatives, including keeping a very modest general admissions price (\$15 max). Diversifying its revenue sources while the City's budgetary support has remained flat for the last 20 years has enabled us to grow, reach more citizens, pay a living wage (\$17.85 minimum), and maintain a growing physical plant. Since they last raised rental rates in 2016, DBG's payroll has increased 86%, health insurance is up 72%, and utilities costs are up 30%.

The proposed rental rates are maximum rates, reserved only for corporate rentals, which help subsidize deep discounts or free rentals for non-profits. As they expect it to be many years before returning to adjust rates, the proposed fees won't be charged immediately but are designed to provide flexibility over the intervening period.

The opening of their new Center for Science, Art & Education has provided several new venue rental opportunities, including a 280-seat auditorium, that will be covered by the new pricing structure.

Below are examples of nonprofit organizations that receive deeply discounted rates for events. Many are longstanding annual partners.

- African Leadership Group
- Denver Hispanic Chamber of Commerce
- Denver Mayor's Inaugural Celebration
- SCFD
- Judaism Your Way
- Denver Film Festival
- Reach Out and Read
- Dana Crawford Awards

For General Admissions, the Botanic Gardens proposes no increase through 2023 (Currently \$15 max for Adult, non-member) but may opt to raise admissions rates in future years as described in the draft bill and bill request, and based on the Consumer Price Index for Denver-Aurora-Lakewood, capped at 5% maximum, annually (subject to approval from Executive Director of the Department of Parks & Recreation).

The CPI allowance applies to both general admissions and rental facilities pricing with a possible initial adjustment March 1, 2024.

**Address/Location (if applicable):**

**Legal Description (if applicable):**

**Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable): Chapter 39**

**Draft Bill Attached? Yes**