

**PARKS AND RECREATION COMMITTEE  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: February 4, 2025

PREPARED BY: Shawn Muir, Community Services Manager

SUBJECT: DISCUSS THE PALM DESERT AQUATIC CENTER YEAR 2 FEE INCREASE

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**RECOMMENDATION:**

Recommend that the City Council approve the Year 2 increase in admission fees for the Palm Desert Aquatic Center.

**BACKGROUND/ANALYSIS:**

Decreased attendance after the COVID-19 pandemic and increasing operational and maintenance costs caused a reduction in cost recovery for the Palm Desert Aquatic Center. Staff conducted research and provided a 5-Year fee increase plan to bring admission fees up to the current standard and stabilize the City subsidy. The Year 1 fee increase was approved in late 2023 and implemented beginning January 1, 2024. Staff have reviewed the impact of the increase and recommend moving forward with Year 2 of the 5-Year plan. Staff will provide a presentation at the February 4, 2025, meeting.

**FINANCIAL IMPACT:**

None