

# **FEE RECOMMENDATION**

**FOR: Salomon Farm Park**  
**COST CENTER: 439-R530**  
**EFFECTIVE: 11/9/2023**

## **Financial Objective and Justification Statement**

The financial objective of Salomon Farm Park is to be self-sustaining with 100% recovery of operating costs through programs and rental fees. Salomon Farm Park's revenue sources include facility and outdoor space rentals, programs, including Farmin' Fun Day Camp, flower sales, and event and photography pass sales. Old Barn rentals are in high demand and are often booked every weekend during the season.

We recommend an increase in non-peak and peak rentals for the Learning Center, Homestead, and Old Barn. We also propose an increase in the standard 6-hour rental of the Learning Center and the Old Barn and Homestead package that is only available Monday – Thursday. These suggested changes range from a \$40 increase to a \$300 increase, which is in line with the increases we have proposed within the last several years. Our highest rental price would be \$2,300 which includes renting all three facilities. This is in line with the price our competitors charge for non-peak rentals for a single building. These increases are necessary to keep us competitive in our market as well as cover increasing staff costs, overhead, and operating expenses.

We are proposing a change to the title Open Space Rental to make it more specific to the Covered Bridge space. The proposed change would be Covered Bridge Space Rental. Most of our inquiries and space rentals have been focused around the Covered Bridge. Changing the title will allow us to keep the pricing specific to the Covered Bridge and market the rental more efficiently. Another title change proposal would be to the additional time available to purchase for the Old Barn set-up time and event time. We would like to consolidate this into a standard Old Barn additional time per hour. For the operations side, it does not matter if the customer adds set-up time or additional event time, Salomon Farm Park will still have to pay for staff supervising that time and overhead expenses for the additional time added.

Lastly, we are planning to move the dinner in the flower field area up to our north garden. This area will be fenced in and is on the south end of the Learning Center. The proximity of the north garden to the Learning Center offers more amenities than the Covered Bridge space or the flower field. Due to the added amenities like restrooms and paved parking, we believe this space will be desirable to a larger audience. This space will include flowers along the perimeter of the fence line, similar to the setup for Dinner in the Flower fields. Unlike the Covered Bridge rental, customers who rent the north garden will enjoy an exclusive area due to the fencing around the space. We propose \$75 per hour for the North Flower Garden with a 3-hour minimum rental requirement. This rate and minimum requirement will help us cover labor for onsite rental staff and garden maintenance staff. This space could be rented for wedding ceremonies, dinners, and other private events. Salomon's staff will also be planning to use the space for programming. The Outdoor Dinner Set-Up fee will remain the same as we build and promote the new flower rental area.

Fees that are highlighted under “Other Salomon Fee” in the fee worksheet were fees approved by the Deputy Director of Recreation throughout the 2023 season. We are making the Board of Park Commissioners aware of these fees and no other changes to these fees are needed at this time.

**Projected Results / Outcomes**

With the proposed updates, we anticipate additional revenue at Salomon Farm Park of \$17,080

**Rental Fee Worksheet**

	<b>Rental Rates</b> (11/20/2022)	<b>Proposed Rates</b> (Effective 11/9/2023)	<b>Catering Rates</b>
<b><u>Rental Fees</u></b>			
<b><u>6-hour Rental</u></b>			
Learning Center (Year-round/Monday - Sunday)	\$335	\$375	\$75
Old Barn (Monday - Thursday)	\$335	\$375	\$0
Homestead (Monday - Thursday)	\$200	\$200	\$0
Homestead (Fri - Sun)	\$275	\$275	
Old Barn + Homestead (Monday - Thursday only)	\$575	\$675	\$75
<b><u>Weekend Non-Peak (May - Aug) 8-Hour Rental (Fri, Sat, Sunday)</u></b>			
Old Barn	\$1,000	\$1,200	\$350
Old Barn + Homestead	\$1,300	\$1,500	\$400
Full Facility (all three buildings)	\$1,700	\$1,900	\$400
<b><u>Weekend Peak (Sept-Oct) 8-hour Rental (Fri, Sat, Sunday)</u></b>			
Old Barn	\$1,400	\$1,700	\$350
Old Barn + Homestead	\$1,800	\$2,100	\$400
Full Facility (all three buildings)	\$2,000	\$2,300	\$400
<b><u>Other Rental Fees</u></b>			
Security Fee (per hour, subject to **market rate & minimum 4 hours)	\$50	\$50	
Wedding Arch	\$110	\$110	
Wagon ride for up to 20 people to and from the covered bridge	\$200	\$200	
Open space for up to 50 people (Monday - Thursday only) 2-hour block - <b>Change "Open Space" to "Covered Bridge Space Rental"</b>	\$100	\$100	
Open space -Change to <b>"Covered Bridge Space Rental "</b> for up to 50 people (Friday - Sunday) 2-hour block	\$150	\$150	
Open space <b>"Covered Bridge Space Rental"</b> additional time per hour (for set-up and tear-down)	\$25	\$25	

Stanchioned event space set-up (stanchion area outside- 30x30 space)	\$60	\$60	
*Set up time (per hour) Old Barn; Applicable only to Old Barn 8-hour rentals	\$80		
*Event time (per hour) Old Barn; Applicable only to Old Barn 8-hour rentals - <b>Change to "Additional Time (per hour) - Applicable only to Old Barn 8-hour rentals"</b>	\$100	\$100	
North Flower Garden Rental - \$75/hour with a 3-hour minimum	NA	\$225	
Single Rustic / Farm Chair per chair/ day - limited to 50 chairs	\$4.00	\$4.00	
Single Rustic Table 8' per table/day	\$40	\$40	
Outdoor Dinner Set-Up (in <b>North Flower Space Garden Area</b> - includes tables and chairs for 50 guests, lighting, and 3-hour outdoor space rental)	\$590	\$590	
<i>*Available only on Friday, Saturday, or Sunday Old Barn rentals. No additional time may be added to Old Barn weekday (Monday-Thursday) or any Learning Center or Homestead rentals.</i>			
<i>Friday-Sunday standard 8-hour Old Barn rental includes 3 hours of set up, 4 hours for the event, and 1 hour of clean-up. Set up is consecutive with rental time. During Monday-Thursday rentals the hours are consecutive and can be used as needed by the renter.</i>			
<i>**Market rate is the fee charged for the service at the time of a signed rental agreement and minimum deposit. Required security levels are determined by FWPRD.</i>			
<b><u>Other Salomon Farm Fees</u></b>			
Single Stem - Sunflower	\$2.00	\$2.00	
Single Stem - Misc. Flower	\$1.00	\$1.00	
Bundle of Corn Stalks	\$15.00	\$15.00	
Take-home ball jar with U-pick flower fill	NA	\$25.00	
Pre-Made Wide Mouth Mason Jar Bouquets 32 oz.	\$25.00	\$30.00	
5-gallon Bucket Filled with U-pick flower	\$50.00	\$75.00	
Professional Photography Annual Pass	\$50.00	\$51.00	
Wagon Ride - 15 minutes children 5 & under are free	\$5 / person	\$5 / person	
Animal Interaction during Rentals - 1 Hour	NA	\$100.00	
Popcorn - Small Bag	NA	\$2.00	
Popcorn- Large Bag	NA	\$4.00	
Bottled Water	NA	\$1.00	
<b><u>Vendor Fees - Booth Rental</u></b>			
Farmer's Market - Full Season - 14 Markets	\$100	\$130	
Farmer's Market - Half Season - 7 Markets	\$50	\$65	
Farmer's Market - Daily - 1 Market	\$20	\$25	

Handmade Homemade Sale OR Single Day Booth Fee	\$25	\$30	
<b>Field Trips or Guided Tours</b>	-	-	
Per person - 1 hour or less	\$3.00	\$4.00	
Per person - 1.5 hours (1-hour tour with 30 min wagon ride)	\$4.50	\$5.50	
Per person - 2 hours	\$6.00	\$7.00	
There is a minimum group fee of \$30 / hour. The maximum group size is 30. School groups: Teachers/chaperones may attend at no charge. Adult / Student ratio is 1:10.			

### **Merchandise Pricing**

Merchandise is items or goods purchased to be resold on their own or to create items for resale. The farm will follow industry standards in retail operations. For most merchandise, the farm will use a multiplier between the range of 1.25 to 3.00, or round up to the nearest dollar. Pricing will include any applicable sales tax, labor, or other costs.

### **Produce Pricing**

Prices of products, florals, crops, and other goods produced or grown at Salomon Farm Park are sold by staff and volunteers at Salomon Farm Park.

### **Farmers' Market Pricing**

Pricing varies for each type of produce. Produce prices are evaluated each year at supermarkets and farmers' markets to determine pricing. Produce prices vary between 25 cents to 10 dollars per item.

Merchandise, produce, and farmers' market pricing will be set in writing by the Manager of Salomon Farm Park, Outdoor Recreation and Boating. No item price shall exceed \$25 without written approval from the Deputy Director or Director.

Price changes and other pricing may be approved in writing by the Deputy Director or Director.

### **Competitor Pricing for Comparison**

- Marion Hills Farm – Privately owned historic farm and barn in Fort Wayne
  - Accommodates 280 guest
  - \$4,000
- White Rock Barn and Terrace – Ossian Indiana
  - 220 Guests
  - Friday only 9 am -11:30 pm= \$3,800
  - Saturday only 9 am – 11:30 pm = \$4,800
  - Friday and Saturday = \$5,800

- Hoagland Hayloft – modern barn in Hoagland Indiana
  - 216 guests
  - Full Building Saturday = \$875
  - Full Building Sun-Friday = \$675
  - Additional event time = \$100 / 1/2hour
- Union 12 – Privately owned modern barn
  - Capacity 300
  - Peak Season –\$4,995
  - High demand summer and Fall Fridays = \$5450
  - High demand summer and fall Saturdays = \$6450
  - Non-peak season \$2,450
- Sylvan Cellars Event Center
  - 300 guests
  - Friday - \$3500
  - Saturday - \$4500
  - Sunday - \$2500
  - January – March Friday or Sunday \$1500
  - January – March Saturday \$2500
- The Papermill on the Landing
  - Capacity 200 guests
  - Non–peak during the week - \$1,000
  - Weekend peak - \$3,495

### **Banquet and Meeting Room Comparison**

- Community Center – Fort Wayne Parks
  - Banquet room for up to 200 guests
  - \$250-\$645
- Events at the Summit – meeting and event spaces
  - 40 to 400 guests
  - \$480 - \$6,820
- Firehouse Rental Hall – Engine House No5
  - 250 guests
  - \$1,000
- Botanical Conservatory – Fort Wayne Room & Banquet Rentals
  - Tuesday – Sunday 9 am – 3 pm - \$450
  - Tuesday – Sunday 5 pm – 11 pm - \$550