

# FEE RECOMMENDATION

February 17, 2022

**FOR:** Promenade Park

**COST CENTER:** 121-P295 428-P295 439-P295  
422-RVMD 422-DRAG

## **FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:**

Promenade Park is a long-term, transformative, economic, and community development project to create a world-class riverfront in downtown Fort Wayne. In addition, it serves as a catalyst for private development in downtown Fort Wayne. There are several goals of Promenade Park) which include creating civic spaces and experiences for the public to enjoy; encourage social interactions special occasions, and everyday outings; provide indoor and outdoor meeting spaces to accommodate small and intimate to large and spacious events; and to provide a world class urban park.

The park will be operated in such a way as to allow open access throughout the park at all times. Rental spaces will be focused on 4 primary areas (Wells Street Bridge, Park Foundation Pavilion, Auer Lawn, and Old National Bank Plaza). Although requests for other spaces may be negotiated to serve the needs of the rental and maintain available public access.

There is much interest from the public for a variety of rentals in Promenade Park. Due to the unique nature of the park, rentals require more staff attention to work with renters to ensure that their event is a success and general access to the park remains open

## **FEE RECOMMENDATION**

See attached Proposed Fee Schedule. 15% of each rental will put into fund 428-P295 for future facility improvements and the remaining balance will be put in 121-P295. Security fees will be run separately through a non-reverting account. Other fees will operate out of their dedicated funds (422-DRAG and 422-RVMR) The proposed fees for rental spaces will be effective February 18, 2022.

## **PROJECTED RESULTS OUTCOME:**

We anticipate these fees will bring an additional \$5,000 in fees in 2022.

## **ATTACHED:**

- Promenade Park Map
- Proposed Fee Schedule
- Rental Comparison

# PROMENADE PARK

202 W. SUPERIOR STREET,  
FORT WAYNE, IN. 46802



## NORTH RIVER BANK

- 1 PARKVIEW TREE CANOPY TRAIL
- 2 NORTH BANK WETLANDS
- 3 NORTH DOCK  
ACCESSIBLE FLOATING DOCK
- 4 PNC PLAYGROUND  
ACCESSIBLE PLAYGROUND

## SOUTH RIVER BANK

- 5 AMBASSADOR ENTERPRISES AMPHITHEATRE
- 6 THE JOURNAL GAZETTE FOUNDATION DINING GARDENS
- 7 AUER LAWN ACCESSIBLE EVENT LAWN
- 8 SWEETWATER BANDSHELL
- 9 OLD NATIONAL BANK PLAZA
- 10 ROTARY FOUNTAIN
- 11 DOERMER KIDS' CANAL
- 12 LITTLE CREEK BIOSWALE
- 13 PARK FOUNDATION PAVILION
- 14 BETSY CHAPMAN FAMILY GARDENS
- 15 CONVERGENCE LINDA HOWARD, 2018. PRESENTED BY THE WATERFIELD FOUNDATION
- 16 GREENSCAPE STEPS



### ACCESSIBILITY

Promenade Park is for *everyone*. We've designed the park for maximum accessibility, with features such as gradual sloping walking paths, ramps and more. Learn more about all of our accessibility accommodations at [RiverfrontFW.org/accessibility](http://RiverfrontFW.org/accessibility).

### SERVICES

- 17 TRUBBLE RIVERSIDE CAFÉ & TAP
- RESTROOMS FAMILY BATHROOM WITH ADULT CHANGING TABLE
- HC PARKING SPOTS ON WELLS, BETWEEN SUPERIOR AND WELLS STREET BRIDGE



**Riverfront**  
FORT WAYNE  
Always moving.



FORT WAYNE  
PARKS AND  
RECREATION

<b>Promenade Park Fees</b>		
2.17.2022	Effective 3.12.2021	Effective 2.18.2022
<b><u>Private Weekday (Monday-Thursday)</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion - All Day	\$ 350.00	\$ 375.00
Park Foundation Pavilion 9am-12noon	\$ 160.00	\$ 160.00
Park Foundation Pavilion - 2pm-11pm	\$ 220.00	\$ 230.00
Auer Lawn & SW Bandshell East	\$ 250.00	\$ 250.00
Old National Bank Plaza and SW Bandshell West	\$ 100.00	\$ 100.00
Historic Wells Street Bridge	\$ 150.00	\$ 160.00
All Areas - All Day	\$ 800.00	\$ 800.00
<b><u>Nonprofit Weekday (Monday-Thursday)</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion - All Day (9 am-11pm)	\$ 270.00	\$ 285.00
Park Foundation Pavilion 9am-12noon	\$ 100.00	\$ 100.00
Park Foundation Pavilion - 2pm-11pm	\$ 150.00	\$ 160.00
Auer Lawn & SW Bandshell East	\$ 180.00	\$ 180.00
Old National Bank Plaza and SW Bandshell West	\$ 50.00	\$ 50.00
Historic Wells Street Bridge	\$ 100.00	\$ 100.00
All Areas - All Day	\$ 550.00	\$ 550.00
<b><u>Weekend (Friday, Saturday, and Sunday) - 4 Hours</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion	\$ 475.00	\$ 500.00
Auer Lawn & SW Bandshell East	\$ 345.00	\$ 355.00
Old National Bank Plaza and SW Bandshell West	\$ 105.00	\$ 110.00
Historic Wells Street Bridge	\$ 210.00	\$ 220.00
All Areas (4 hours)	\$ 1,130.00	\$ 1,185.00
<b><u>Additional Hours - Rate per hour</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion	\$ 135.00	\$ 140.00
Auer Lawn & SW Bandshell East	\$ 100.00	\$ 105.00
Old National Bank Plaza and SW Bandshell West	\$ 30.00	\$ 33.00
Historic Wells Street Bridge	\$ 60.00	\$ 65.00
All Areas	\$ 325.00	\$ 340.00
<b><u>Misc. Fees</u></b>	<b>Current</b>	<b>Proposed</b>
Daily Vending Fee (must be part of rental)	\$ 35.00	\$ 35.00
Stanchions-Auer Lawn (non-Alcohol)	\$ 100.00	\$ 100.00
Early arrival (including vendors)	Applicable Hourly rate	Applicable Hourly rate
Late cleanup/leaving (including vendors)	Applicable Hourly rate	Applicable Hourly rate

Additional event staff (as determined by FWPRD)- Hourly Rate	\$ 15.00	\$ 20.00
Igniting Gas fireplaces (per firepit)	\$ 25.00	\$ 25.00
Security Fee - regular rate per officer (or market rate)	\$ 45.00	\$ 55.00
Security Fee - holiday rate per officer (or market rate)	\$ 65.00	\$ 75.00
Damages. per/hr. labor (plus materials and services if applicable)	\$ 50.00	\$ 50.00
<b><u>Weekday Catering Fees:</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion	\$ 75.00	\$ 80.00
Auer Lawn	\$ 75.00	\$ 80.00
Old National Bank Plaza	\$ 50.00	\$ 55.00
Historic Wells Street Bridge	\$ 75.00	\$ 80.00
Three or more areas	\$ 175.00	\$ 185.00
<b><u>Weekend Catering Fees:</u></b>	<b>Current</b>	<b>Proposed</b>
Park Foundation Pavilion	\$ 150.00	\$ 160.00
Auer Lawn	\$ 150.00	\$ 160.00
Old National Bank Plaza	\$ 150.00	\$ 160.00
Historic Wells Street Bridge	\$ 150.00	\$ 160.00
Three or more areas	\$ 350.00	\$ 370.00
<b><u>Dragon Boat Races Fees:</u></b>	<b>Current</b>	<b>Proposed</b>
Single Team Entry	\$ 1,500.00	\$ 1,500.00
Not-for-Profit Team Entry	\$ 1,000.00	\$ 1,000.00
Poolside Practice per hour	\$ 50.00	\$ 50.00
Dragon Boat Rental per hour	\$ 150.00	\$ 150.00
<b><u>Merchandise Fees:</u></b>	<b>Current</b>	<b>Proposed</b>

Riverfront Manager of Program and events may adjust price after total costs with the following mark-up ranges. Total cost will factor in things such as purchase price, taxes, shipping, labor cost, discounts, etc.

Wholesale Merchandise Markup	50-75%	50-75%
Retail Merchandise:	75-125%	75-125%
<b><u>School Groups</u></b>	<b>Current</b>	<b>Proposed</b>
1 hour or less	NA	\$3.00/Person
1.5 hr	NA	\$4.50/Person
2 hr	NA	\$6.00/person
parents/Teachers at a 1:10 ratio are not charged		

**Other Fees may be approved with written permission of Deputy Director**

# 2022

## Weekday 9am-5pm Rental Comparison

<b>Venue</b>	Park Foundation Pavilion	Botanical Conservatory (ONLY 5pm-11pm)	Community Center-Ballroom	The Paper Mill	History Center	Baker Street Station	Tin Caps Field-Suite Level Lounge	FWMOA	Grand Wayne-Calhoun Ballroom (Sections A & B)
<b>Capacity</b>	100-300	250	200	200	160	225	220	250	150
<b>Price</b>	\$375	\$1,650	\$220-\$620	\$2,000	\$1,600	\$700	\$700	\$1,800	\$600-1000

## Weekday 5pm-11pm Rental Comparison

<b>Price</b>	\$230	\$1,650	\$220-\$620	\$1,500	\$1,200	\$700	\$700	\$1,800	\$600-1000
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## Weekend 4pm-11pm Rental Comparison

<b>Price</b>	\$920	\$1,650	\$220-\$620	\$2,995	\$1,750	\$1,000	\$800	\$1,750	\$600-1000
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