

SWEET BREEZE CANAL BOAT FEE RECOMMENDATION

February 17, 2022

FOR: Sweet Breeze Canal Boat
Cost Center: 439-R300

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

2021 was an exciting year for the new partnership between Fort Wayne Parks and Recreation Department (FWPRD) and Friends of the Rivers (FOR) for the operation of the Sweet Breeze Canal Boat. This operation is designed to cover all of its operating costs. This vessel has become a fixture in Promenade Park and another showpiece attraction for the City of Fort Wayne. Tours started on June 26th and were offered until October 10th

The boat operates with a normal crew of 4 (Captain, First Mate, Docent, and Dockside Deckhand), and can accommodate up to 38 passengers. Most of the scheduled tours were between 75-100% full.

PROJECTED RESULTS/OUTCOME:

The attached fee proposal adds a new tour rate for 60 minute tours and allows flexible costing for specialty tours. We anticipate additional revenues of \$3,000.

ATTACHED

- 2021 Operating Summary
- Fee Proposal

2021 Sweet Breeze Tour Summary

Ticketed Tours Summary

Month	# Ticketed Tours Offered	# Ticketed Tours Cancelled	Total Passengers*	Average # Passengers per tour
June 26 th -30 th	4	0	126	31.5
July 1 st -31 st	31	7	867	36.13
August 1 st -31	34	0	1122	33
September 1 st -30 th	35	0	1259	35.97
October 1 st -10 th	12	2	268	22.33
Totals	116	9	3,642	31.79

*Not all ticketed passengers showed up for each tour.

Sweet Breeze Field Trips

Educational field trips were held in the month of September 2021 in partnership with Friends of the Rivers. Trips set sail on Monday, September 13, 2021 and ended on Thursday, September 30, 2021. Educational institutions and homeschool groups had the opportunity to select forty-five minutes tours on Monday, Tuesday, Wednesday or Thursday at 10:00 am, 11:00 am or 12:00 pm, with Friday being reserved for rain dates or rescheduled trips. These educational trips were fully subsidized by Friends of the Rivers allowing us to offer special pricing which was \$5 per child, and a limited number of teachers could board free of charge. Chaperones and other parents were at the regular rate of \$17 per person.

Once the educational tours were announced in mid-August 2021 tours filled up very quickly with twenty-six of the thirty-three slots filled by September 1, 2021. All tours were led by Ron Menze and volunteer teachers associated with Friends of the Rivers. Tours met Indiana Department of Education Standards for Social Studies (Indiana and Regional History) for grades 3, 4 & 5 and Science (Ecology) for grades 4 – 11. Anthony Wayne Services Foundation fully funded the Adaptive Education tours. Tours were open for all abilities and were fully accessible.

Due to Covid-19 and other scheduling cancellations, 20 total education tours were completed for the 2021 season, with 18 regular tours and 2 adaptive tours. 16 tours were history based and 4 tours were science based. A total of 596 passengers were able to learn and discover the Fort Wayne Rivers during these education tours, breaking down to 435 students, 53 school staff and 108 chaperones. In 2022, we hope to work with Friends of the Rivers and offer the same amount of educational tours in the month of September to children in the region. Our goal for 2022 is to book tours in consecutive time slots to eliminate gaps between trips and to book at least 20 tours in the month of September.

2022 Sweet Breeze Fee Proposal			
Approving Organizations			
Approval Date by Board of Park Commissioners (2.17.2022)	Current Fees	Proposed Fees	
Approval Date by Friends of the Rivers (_____)	Effective 5/26/2021	Effective 2/18/2022	
Regular Tours	Thursday-Sunday or as approved by Deputy Director or Director		Notes
45 Minute Tour	\$17.00	\$17.00	2 and under free*
90 Minute Tour	\$27.00	\$27.00	2 and under free*
60 Minute Tour	NA	\$20.00	2 and under free*
Community Tours/Non-Prime	Monday-Wednesday or as approved by Deputy Director or Director		Notes
45 Minute Tour	\$14.00		2 and under free*
90 Minute Tour	\$24.00		2 and under free*
60 Minute Tour	NA	\$17.00	2 and under free*
Private Tours	Rate		Notes
90 minutes	\$1,400.00		Regular Seating, No Food or Drink
Food/Drink	\$150.00		Cleaning Fee
Additional Hour	\$400.00		Per hour,
Custom configurations	\$100.00		Private Tours Only
Specialty Tours (i.e.-themed tours/beer or wine/entertainment)	Rate/person		Notes
45 Minute Tour	\$23.00	NA	2 and under free*
90 Minute Tour	\$33.00	NA	2 and under free*
Specialty Tours will be priced according to FWPRD Costing sheets and approved in writing by Deputy Director		Approval by Deputy Director or Director	
Not for Profit Tours	Monday-Wednesday or as approved in writing by Deputy Director or Director		Notes
90 minutes	\$1,000.00		Regular Seating, No Food or Drink
Food/Drink	\$150.00		Cleaning Fee
Additional Hour	\$400.00		Per hour
Custom configurations	\$100.00		Private Tours Only
Non-Prime Private Tours	Mon-Thurs. before 5pm		Notes
90 minutes	\$1,000.00		Regular Seating, No Food or Drink
Food/Drink	\$150.00		Cleaning Fee
Additional Hour	\$400.00		Per hour
Custom configurations	\$100.00		Private Tours Only
Other	Rate		Notes
FOR** Educational Tours (45 minute)	\$350 tour plus \$5 per Youth		min 20 youth. Teachers (max. of 3) are free. Additional adults are charged the community tour rate.
FOR programs (45 minutes)	\$400/Tour		Must not interfere or displace regular tour schedule or tours already scheduled.
In-House FWPRD programs (45 minute)	\$400/Tour		
Dockside rental	\$150/Hour		Use of boat dockside (no food and drink)
Dockside rental Food/Drink	\$150/per Rental		Cleaning Fee
Damages	\$50/labor plus materials and services		

Merchandise Fees:	Mark-up Range		Notes
Retail Merchandise Markup	95%-125% (to round to nearest dollar)		
Wholesale Merchandise Markup	50%		
Items that do not sell after a minimum of 45 days may be marked down with approval in writing by Deputy Director.			
Once items are priced they will remain at that price for the duration of the season.			
Catering Fee	Rate/Tour		Notes
45-minute tour	\$25.00		
90-minute tour	\$50.00		
Security Fee	Hourly Rate		notes
Security Fee - regular rate per officer (or market rate)	\$45.00	\$50.00	for tours with alcohol or as determined by FWPRD
Security Fee - holiday rate per officer (or market rate)	\$65.00	\$70.00	
Contractual Tour Services			
Contracted docents or other tour services (Excluding Captain, First Mate or Deckhand) will be negotiated by boat administrator and approved by Deputy Director.			
Other fees may be approved in writing by Deputy Director or Director			
*2 and under free. Must be able to sit on fee paying passenger lap			
**FOR-Friends of the Rivers			