

## FEE RECOMMENDATION

**FOR:** Salomon Farm Park  
**COST CENTER:** 439 – R530  
**Effective:** Thursday, November 10, 2022

### Financial Objective and Justification Statement

The financial objective for Salomon Farm Park is to be self-sustaining with 100% recovery of operating cost 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, events and photography pass sales. Old Barn rentals are in high demand and we often rent most Saturdays a year in advance.

We propose an increase in Old Barn non-peak and peak rentals this includes the combination of the Old Barn and Homestead as well as all three facilities. We are proposing an increase of \$100 for our non-peak Old Barn, Old Barn plus Homestead and the rental price for all three facilities. While we have seen an increase in rentals during our non-peak season we believe keeping this price lower than our peak season will attract potential renters. It is typical for wedding venues to offer non-peak pricing to attract more reservations. We would like to propose a \$400 increase to our peak pricing for the Old Barn rental and a \$200 increase for the Old Barn and Homestead and for all three facilities. Our highest rental price will be \$2,000 this includes renting all three facilities which is still lower in comparison to competitors that are only renting one facility. These increases are necessary to keep us competitive in our market as well as cover increasing staff costs, overhead and operating expenses.

Lastly, we would like to capture more revenue from our rental clients by providing an opportunity for outdoor dinners. Our plan would be to start small with a set up for 50 people. We would focus on marketing to wedding clients for rehearsal dinners and individuals outside of wedding rentals that want to have a dinner in a beautiful setting. Potential outdoor dining rentals could include birthday parties, anniversaries, family reunions, client parties, business parties and more. Patrons could also rent outdoor space for dinner by the covered bridge or closer to the Old Barn, for example. We would offer a rental package that would include: tables, chairs, exclusive outdoor space, set up, and elegant lighting. Our tables and chairs will have a rustic/farm look to them.

We believe we will have several opportunities to generate revenue with the table and chair rental and the dinner package. We plan to also use these tables and chairs for in-house programming. We would like to offer ticketed outdoor dinners in the flower fields. This would be a per person price with a chef onsite presenting and discussing the meal.

### Projected Results/ Outcomes

With the proposed updates, we anticipate additional rental revenue at Salomon Farm Park of: \$6,000

**Salomon Farm Park  
Rental Fee Worksheet**

	<b>Rental Rates</b> (11/18/2021)	<b>Proposed Rates</b> (Effective 11/20/2022)	<b>Catering Rates</b>
<b>6-hour Rental</b>			
Learning Center (Year-round/Monday – Sunday)	\$335.00	\$335.00	\$75
Old Barn (Monday – Thursday)	\$335.00	\$335.00	\$75
Homestead (Monday – Thursday)	\$200.00	\$200.00	\$0
Homestead (Fri – Sun)	\$275.00	\$275.00	\$0
Old Barn + Homestead (Monday – Thursday only)	\$575.00	\$575.00	\$75
<b>Weekend Non-Peak (May – Aug) 8-hour Rental (Fri, Sat, Sunday)</b>			
Old Barn	\$900.00	\$1,000.00	\$350
Old Barn + Homestead	\$1,200.00	\$1,300.00	\$400
Full facility (all three buildings)	\$1,600.00	\$1,700.00	\$400
<b>Weekend Peak (Sept – Oct) 8-hour Rental (Fri, Sat, Sunday)</b>			
Old Barn	\$1,000.00	\$1,400.00	\$350
Old Barn + Homestead	\$1600.00	\$1,800.00	\$400
Full facility (all three buildings)	\$1,800.00	\$2,000.00	\$400
<b>Other Fees</b>			
Security Fee (per hour, subject to **market rate)	\$50.00	\$50.00	
Wedding arch	\$100.00	\$110.00	
Wagon ride for up to 20 people to and from covered bridge	\$200.00	\$200.00	
Open Space for up to 50 people (Monday – Thursday only) 2-hour block	\$100.00	\$100.00	
Open Space for up to 50 people (Friday – Sunday) – 2-hour block	\$150.00	\$150.00	
Open space additional time per hour (for set-up or tear down)	\$25.00	\$25.00	
Stanchioned Event Space Set-up (Stanchions outside area east of Old Barn –30x30 space) (Stanchioned area outside 30 X 30 space)	\$50.00	\$60.00	
*Set up time (per hour) Old Barn; Applicable only to Old Barn 8-hour rentals	\$70.00	\$80.00	
*Event time (per hour) Old Barn; Applicable only to Old Barn 8-hour rentals	\$90.00	\$100.00	
Single Rustic / Farm Chair per chair/ Day	NA	\$4.00	
Single Rustic Table 8' per table / day	NA	\$40.00	
Outdoor Dinner Set-Up (includes tables and chairs for 50 guests, lighting and 2 -hours outdoor space rental)	NA	\$590.00	
<p><i>*Available only 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></p> <p><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 time may be non-consecutive. During Monday-Thursday rentals the hours of time are consecutive and can be used as needed by renter.</i></p> <p><i>**Market rate is fee charged for the service at the time of a signed rental agreement and minimum deposit. Required security levels are determined by FWPRD.</i></p>			



*\*Deputy Director of Recreation may waive or approve changes to fee structure for special use requests. Requests for fee waivers and changes shall be submitted in writing.*

*\*Security levels are defined by Fort Wayne Parks and Recreation Staff.*

## **Salomon Farm Park Merchandise and Farm-Produced Product & Other Pricing**

<b><u>Item</u></b>	<b><u>Fee</u></b>	<b><u>Proposed</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
Pre-Made Wide Mouth Mason Jar Bouquets 32 oz.	\$25.00	\$25.00
Professional Photography Annual Fee	\$50.00	\$50.00
Wagon Ride – 15 mins. Children 5 & under are free	\$5.00 per person	\$5.00 per person

### **Merchandise Pricing**

Merchandise are 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 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 and 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 Deputy Director or Director.**

### Comparable Rental Venues

- Marion Hills Farm – Privately owned historic farm and barn in Fort Wayne, accommodates 280 guests = \$4,000
- Ruby's Little Red Barn – Woodburn Indiana
  - All Day Friday Set-up & Rehearsal and All Day Saturday for event \$2,800
    - 150 chairs and all tables
    - 2 stall restroom trailers
  - Saturday only = \$2,250 – Additional \$500 if over 150 guests
  - Friday only = \$1,375 – Additional \$500 if over 150 guests
- White Rock Barn and Terrace– Ossian Indiana – 220 guests (*price increase for 2023*)
  - 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 seats (*up to 5-hour rentals*)
  - Full Building Saturday = \$875
  - Full Building Sun-Friday = \$675
  - Additional event time = \$100 / 1/2hour
- Union 12 – Privately own 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
  - Includes tables and chairs, fully sound system, projector screen, restrooms and Bridal suite

### Comparable Table and Chair Rental

- Aboite Party Rental
  - Resin White Chair - \$3.75 a day
  - Tent Package - \$520
    - 20x20 High Peak Frame Tent
    - 5 – 8ft Banquet Tables
    - 48 – White folding chairs
- Mutton Rentals
  - Vineyard Chair - \$13.35 per day with \$3.90 set up and tear down charge
  - Fruitwood folding Chair - \$4.80 per day with \$2.60 set up and tear down charge
  - Rustic Farm Table - \$110.30 per day with \$5.50 set up and tear down charge
- A Party Apart
  - Farm Wooden Chair - \$9.50 per day
  - Wooden Folding Chair – \$3.96 per day
  - Harvest Table 8'x48" - \$90.75 per day



