

FEE RECOMMENDATION

November 16, 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 catalyzes 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; encouraging social interactions special occasions, and everyday outings; providing indoor and outdoor meeting spaces to accommodate small and intimate to large and spacious events, and providing 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 in 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 be 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).

PROJECTED RESULTS OUTCOME:

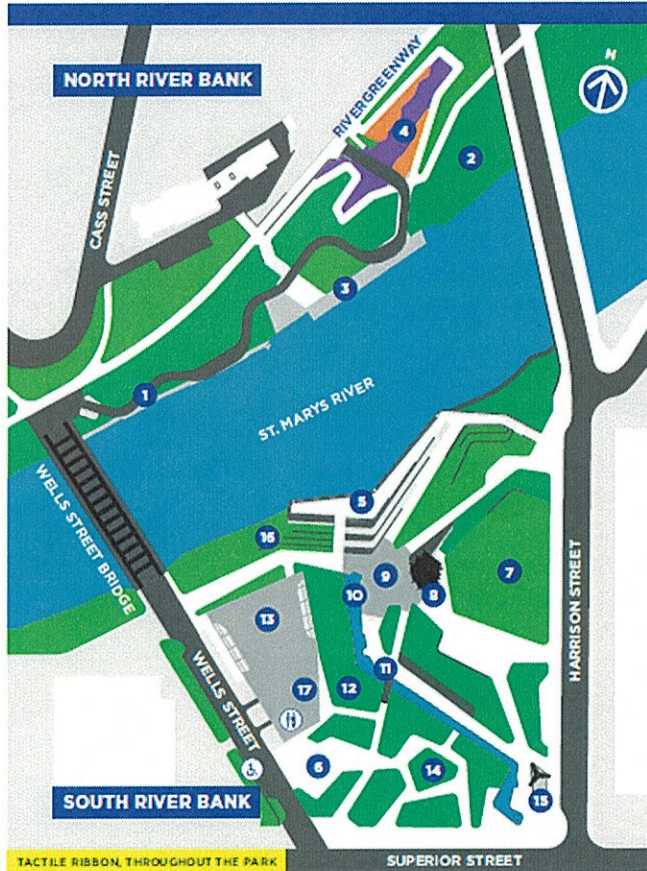
We anticipate these fees will bring an additional \$7,000 in fees in 2023.

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.

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

Promenade Park Fees		
2.17.2022	Effective 2.18.2022	Effective 12.9.2022
Private Weekday (Monday-Thursday)	Current Fees	Proposed 2023 Fees
Park Foundation Pavilion - All Day	\$ 375.00	\$385.00
Park Foundation Pavilion 9 am-12noon	\$ 160.00	\$165.00
Park Foundation Pavilion - 2 pm-11 pm	\$ 230.00	\$240.00
Auer Lawn & SW Bandshell East	\$ 250.00	\$250.00
Old National Bank Plaza and SW Bandshell West	\$ 100.00	\$110.00
Historic Wells Street Bridge	\$ 160.00	\$170.00
All Areas - All Day	\$ 800.00	\$800.00
Nonprofit Weekday (Monday-Thursday)	Current Fees	Proposed
Park Foundation Pavilion - All Day (9 am-11 pm)	\$ 285.00	\$300.00
Park Foundation Pavilion 9 am-12noon	\$ 100.00	\$110.00
Park Foundation Pavilion - 2 pm-11 pm	\$ 160.00	\$170.00
Auer Lawn & SW Bandshell East	\$ 180.00	\$190.00
Old National Bank Plaza and SW Bandshell West	\$ 50.00	\$75.00
Historic Wells Street Bridge	\$ 100.00	\$110.00
All Areas - All Day	\$ 550.00	\$575.00
Weekend (Friday, Saturday, and Sunday) - 4 Hours	Current Fees	Proposed
Park Foundation Pavilion	\$ 500.00	\$525.00
Auer Lawn & SW Bandshell East	\$ 355.00	\$375.00
Old National Bank Plaza and SW Bandshell West	\$ 110.00	\$120.00
Historic Wells Street Bridge	\$ 220.00	\$230.00
All Areas (4 hours)	\$ 1,185.00	\$1,200.00
Additional Hours - Rate per hour	Current Fees	Proposed
Park Foundation Pavilion	\$ 140.00	\$145.00
Auer Lawn & SW Bandshell East	\$ 105.00	\$110.00
Old National Bank Plaza and SW Bandshell West	\$ 33.00	\$35.00
Historic Wells Street Bridge	\$ 65.00	\$70.00
All Areas	\$ 340.00	\$350.00
Misc. Fees	Current Fees	Proposed
Daily Vending Fee (must be part of rental)	\$ 35.00	\$35.00
Stanchions-Auer Lawn (non-Alcohol)	\$ 100.00	\$125.00
Early arrival (including vendors)	Applicable Hourly rate	
Late cleanup/leaving (including vendors)	Applicable Hourly rate	

Additional event staff (as determined by FWPRD)-Hourly Rate	\$ 20.00	\$25.00
Igniting Gas fireplaces (per firepit)	\$ 25.00	\$30.00
Security Fee - regular rate per officer (or market rate)	\$ 55.00	\$55.00
Security Fee - holiday rate per officer (or market rate)	\$ 75.00	\$75.00
Damages. per/hr. labor (plus materials and services if applicable)	\$ 50.00	\$60.00
Weekday Catering Fees:		
	Current Fees	Proposed
Park Foundation Pavilion	\$ 80.00	\$80.00
Auer Lawn	\$ 80.00	\$80.00
Old National Bank Plaza	\$ 55.00	\$55.00
Historic Wells Street Bridge	\$ 80.00	\$80.00
Three or more areas	\$ 185.00	\$185.00
Weekend Catering Fees:		
	Current Fees	Proposed
Park Foundation Pavilion	\$ 160.00	\$160.00
Auer Lawn	\$ 160.00	\$160.00
Old National Bank Plaza	\$ 160.00	\$160.00
Historic Wells Street Bridge	\$ 160.00	\$160.00
Three or more areas	\$ 370.00	\$370.00
Dragon Boat Races Fees:		
	Current Fees	Proposed
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
Merchandise Fees:		
The Riverfront Manager of Program and events may adjust the price after total costs with the following mark-up ranges. The total cost will factor in things such as purchase price, taxes, shipping, labor cost, discounts, etc.		
Wholesale Merchandise Markup		50-75%
Retail Merchandise:		75-125%
School Groups		
		Proposed
1 hour or less		\$2/Person
1.5 hr		\$3/Person
2 hr		\$4/person
Parents/Teachers at a 1:10 ratio are not charged		
<ul style="list-style-type: none"> Other Fees may be approved with the written permission of the Deputy Director 		

Comparable Rental Venues

- Botanical Conservatory
 - Peak Season Rental Rate: \$1,645 (Tuesday – Sunday evening event time from 5 pm-11 pm).
 - Security Fee: \$350
 - All rentals include tables, chairs, guest parking, and garden admission.

- Community Center-Ballroom- capacity 200-240
 - \$220-\$620 per event
 - The Center provides 66” round tables and a limited number of 6 ft. and 8 ft. tables for your use

- History Center- capacity 160-200
 - \$1,600 5 p.m. – 11:00 p.m. \$1,750 weekend 4:00 p.m.- 11:00 p.m.
 - \$200.00 per hour (Mon through Thur) and \$250.00 per hour (Fri through Sun)

- Tin Caps Field-Suite Level Lounge- capacity 250
 - Weekday price \$700
 - Weekend price \$800

- 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 – capacity 300
 - Friday - \$3500
 - Saturday - \$4500
 - Sunday - \$2500
 - Includes tables and chairs, full sound system, projector screen, restrooms, and Bridal suite

- Fort Wayne Museum of Art- capacity 250
 - Weekday 5 pm-11 pm Rental- \$1,800
 - Weekend 4 pm-11 pm Rental- \$1,750

- Grand Wayne-Calhoun Ballroom (Sections A & B)- capacity 150
 - Weekday 5 pm-11 pm Rental- \$600-1000
 - Weekend 4 pm-11 pm Rental- \$600-1000