

FEE RECOMMENDATION

FOR: Salomon Farm Park
COST CENTER: 439 – R530

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. The farm has been successful in reaching its' financial objectives due to many successful revenue sources including the Old Barn rentals, Farming Fun Day Camp, flower sales and programs. Old Barn rentals are in high demand, and we often book all of our Saturday rentals a year in advance.

In 2020 we added the option to rent the Homestead as a premium add on to the Old Barn rentals, as well as a stand-alone rental facility during the weekdays. We would like to propose reducing the weekday rental of the Homestead from \$250 to \$200. Rental inquiries have included small birthday parties, small business gatherings and meeting, family gathers and book clubs. Due to the limited capacity of 25 guests reducing the price to \$200 will allow for more weekday rentals that are outside of wedding rentals that occur mainly on the weekend. This rate is more comparable to local room rental rates with similar capacities.

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 a \$150 - \$250 increase between the non-peak and peak rental times. We do not believe that this will be a dramatic increase that will affect our bookings yet an important increase that will place us close to comparable competition. We will not be the lowest price point on the market or the highest. This will place us near the middle of our local competition. These increases will also help us cover staff hourly increase, overhead and operating increases.

We would like to add additional stanchioned space to our rental add-ons. This additional space would be located on the outside of the Old Barn sectioned off with stanchions. Per excise, this would allow renters to have their alcoholic beverage outside of the Old Barn floor. A \$50 add-on for 30x30 additional outdoor space adjacent to the Old Barn will cover staff time for planning, set-up and tear-down of the stanchioned area.

For 2022, our security market rate will increase from \$45 to \$50 per hour. Security rates are subject to current market rates.

Lastly, we would like to propose an open space rental fee that is specific to Salomon Farm Park. We have received numerous inquiries regarding the covered bridge. The bridge cannot be occupied but the land around the bridge can be used as open rental space. We have enough parking off of Till Road for up to 50 guests. These would be small intimate wedding ceremonies. Tents, chairs and tent permits (required) would be the responsibility of the renter. Alcohol and food would not be allowed, at this point. Reservations would be made through the rental coordinator at Salomon Farm Park so no conflicts are made with booking Old Barn rentals and wagon rides to the covered bridge. Looking into the future, the opportunity for Salomon Farm Park to have its own specific open space rental rate could also allow weddings by the sunflowers or in areas outside of the Old Barn's outdoor "ceremony grounds". Outdoor ceremonies are usually held on the north or west side of the Old Barn and currently approved by the rental coordinator. Just as the Old Barn creates a beautiful backdrop for an outdoor wedding ceremony so would the covered bridge or flower fields.

Projected Results/ Outcomes

With the proposed updates, we anticipate additional rental revenue at Salomon Farm Park of: \$14,300

Attached

- Fee proposal
- Fee Comparison of similar venues

Rev. 10/22/2021

**Salomon Farm Park
Rental Fee Proposal**

	Rental Rates (approved 12 Nov 2020)	Proposed Rates (Effective 18 Nov 2021)	Catering Rates**
6-hour Rental			
Learning Center (Every day/Sunday – Saturday)	\$335.00	\$335.00	\$75
Old Barn (Monday – Thursday only)	\$335.00	\$335.00	\$75
Homestead (Monday – Thursday only)	\$250.00	\$200.00	\$0
Homestead (Fri – Sun, Nov – April only) – change (Fri-Sun, May-October)	\$275.00	\$275.00	\$0
Old Barn + Homestead (Monday – Thursday only)	\$575.00	\$575.00	\$75
Non-Peak (May – Aug) 8-hour Rental (Fri, Sat, Sunday)			
Old Barn	\$700.00	\$900.00	\$350
Old Barn + Homestead	\$1,000.00	\$1,200.00	\$400
Full facility (all three buildings)	\$1,400.00	\$1,600.00	\$400
Peak (Sept – Oct) 8-hour Rental (Fri, Sat, Sunday)			
Old Barn	\$850.00	\$1,000.00	\$350
Old Barn + Homestead	\$1350.00	\$1,600.00	\$400
Full facility (all three buildings)	\$1,600.00	\$1,800.00	\$400
Add Ons			
Security Fee (per hour, subject to market rate)	\$45.00	\$50.00	
Wedding arch	\$100.00	\$100.00	
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	Na	\$100.00	
Open Space for up to 50 people (Friday – Sunday) – 2-hour block	Na	\$150.00	
Open space additional time per hour (for set-up or tear down)	Na	\$25.00	
Stanchioned Event Space Set-up (Stanchions outside area east of Old Barn –30x30 space)	Na	\$50.00	
*Set up time (per hour) Old Barn; <u>Applicable only to Old Barn 8-hour rentals</u>	\$70.00	\$70.00	
*Event time (per hour) Old Barn; <u>Applicable only to Old Barn 8-hour rentals</u>	\$90.00	\$90.00	
<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>**Catering rates are NOT paid to Salomon Farm Park directly by the renter. Salomon Farm Park has a separate agreement with approved caterers and businesses often pass this cost on to the renter. As a courtesy we have listed this fee but it is not covered by the rental fee.</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.***

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 – 50 guests' package and a Friday rehearsal included = \$3,445.50
 - 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
 - Friday only 9 am -11:30 pm= \$2,900
 - Saturday only 9 am – 11:30 pm = \$3,900
 - Friday and Saturday = \$4,900
 - Monday – Thursday = \$1,000
- Hoagland Hayloft – modern barn in Hoagland Indiana – 216 seats
 - 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 – Friday \$4,995
 - High demand summer and Fall Fridays = \$5450
 - Saturdays = \$5995
 - High demand summer and fall Saturdays = \$6450
- Homestead comparable local rental venue
 - Casa Room Rental for Casa Ristorante
 - For 25-55 guests
 - \$100 deposit for the room
 - \$75 room fee that's added if the party has less that 25 adults in attendance